

AMP ANNUAL GENERAL MEETING MINUTES



AN AMBITIOUS AGENDA - 2009

NYC, January 27th - Approximately 65 Music People gathered at Color (a Manhattan post production company owned by former AMP president, Jeff Rosner) for an evening of professional and social interaction very much in the Association tradition.

The event began with 45 minutes of meet & greet with hors d'oeuvre, wine and smiles. Members from New York, Chicago and Los Angeles were on hand, as well as prospective members from those cities.

National Board President Lyle Greenfield called the meeting to order and handed out the latest contact information for Chapter Boards - East, West and National. Since all three Boards are comprised of Members who have signed on for 2-year terms (2008-2010) there was no ratification of the slates. All attendees stood to identify themselves and Lyle launched into the 2009 AMP Agenda forthwith.



Review of 2008 Minutes: National Board Secretary, Jan Horowitz, reported that many points from last year would be covered in the next hour so there was no need to list them, with one exception: last year Matt Miller, President & CEO of AICP and special advisor to AMP, discussed progress in the area of health insurance for the crews engaged by AICP Member Companies on commercial shoots.

Last year Matt suggested that a major breakthrough had occurred with the underwriting of the policy, that might point the way to obtaining a **group health policy for AMP company employees**, depending on how things developed in 2008. Jan called on Matt for an update - had the policy worked, and did he think it would be possible to explore this issue further now that a year has passed.

The short answer is - yes, possibly. Now that the feasibility of such an unorthodox group has been demonstrated, and special waiver tests have been met, Matt will endeavor to help AMP in this area, which is a complex and daunting task, to say the least.

Membership Drive, Expanded Associate Member Category and Dues Structure: Lyle announced that the National Board has approved a new dues structure specifically formulated to attract start-up music production companies and a wide variety of Associate Members. In an effort to build the strongest possible music production community going forward, singers, musicians, composers, engineers - virtually everyone in the music production talent pool - will be invited to join as non-voting Associates, in addition to the various post-production and talent service companies currently enrolled.

East Chapter Report – **Marlene Bartos, President**, focused on 2 highlights of current work by the New York Board, in addition to an expanded AMP role in Advertising Week last September and already underway for next fall.



First, the Music Production Spec Sheet, developed as a tool for communication and clarity at the start of any project, is now available for general use.

The spec sheet was conceived at a meeting last year with NY Agency Music Producers and incorporates their ideas and input from AMP members.

[The form was included in the Meeting handouts and is available at www.ampnw.com for download. Companies will be able to insert their own logos and we hope that it will become familiar to agency production departments in the coming year.]

And, **Jason Menkes, East Board Member**, will meet in February with a special committee of the AFM, to discuss new ideas for the Commercials Contract. Jason will present a Session-Plus-6 Months contract idea – a new approach to simplifying the process of paying residuals, in response to complaints reported by Agency Music Producers at their meeting with AMP last spring.

A lively discussion ensued regarding the possibility of simply licensing our tracks and retaining ownership of the music and recordings for later, given that the life of the average “spot with an underscore” tends to be less than 12 months. In this case a limited scope AFM contract might be a practical alternative to the gradual but insistent move by agencies to request “buy-outs” - by which they mean less paperwork, not necessarily “less expensive to produce.” Without a payment service markup every 13 weeks there could conceivably be more money for the music company and talent. All this and more will be in play – Jason promised a thorough report on Union response. And AMP representation will attempt to safeguard both union jurisdiction and talent payment by encouraging creative, constructive dialogue.

The next **Agency Music Producers Meeting** is scheduled for this spring and it is expected to yield more relevant ideas for AMP follow-up.



West Chapter Report – **Liz Myers, National Board Member**, read a letter from **PJ Hanke, President**, outlining activities in LA. The West Board has continued to present seminars and events for Members, from an **Agency Battle of the Bands** last spring to a **Gaming Music Symposium** to an **AMP Evening at the Hollywood Bowl Rock & Roll Concert**. The focus has been on networking, the theme of an upcoming conference on “**The Role of the Music Supervisor/Producer in Commercial Music**.” Further, the West Board recently created a hardware/software purchase program **deal with Guitar Center** that supplies AMP Members with discount opportunities.

West AMP Members took a strong role in the collaborative score for the **Millennium Film at AMP'd UP!** - the opening night music event for Advertising Week here in New York last September.

“There has never been a better time to become an active or more active member of AMP” PJ Hanke, West Coast President

Amid general applause, Lyle thanked everyone on the LA Board for accomplishing so much this year, while also adding 13 new member companies to the rolls.

New Website: West Coast Chapter President PJ Hanke and National Board member Andy Snavelly, working closely with Lyle and AICP/AMP's Director of Communications Kristin Wilcha, have nearly completed the new and vastly improved AMP website ampnow.com, which is launching now as a redesigned, highly interactive web destination for everyone in the sound and music production industry.

Image, Perception and Respect - Lyle then urged everyone present to sign and gather signatures for the **AMP Petition for 2 new Grammy categories** – songs and scores written for commercials. The petition will be submitted to the NARAS Board that convenes in LA in April. We hope to demonstrate strong support from advertisers, ad agencies and the music production industry.



Matt Miller explained his idea for an important new AMP initiative - one designed to further the cause of original music producers as well as raise significant funds for AMP activities. A day-long **Music Seminar, to be co-hosted with Advertising Age**, has already been informally proposed and is in the initial planning stage. The event will feature top industry professionals, speakers, live performance and cover a wide range of topics relevant to music in the service of branding and marketing.

Matt also detailed recent developments concerning “Sequential Liability” - some agencies have included a sequential liability clause in their production contracts with AICP (film production) companies, and others may follow. The clause basically says that that says an agency does not have to pay a production company (vendor) until they receive payment from the client, and that the production company would need to look to the advertiser for payment. AICP responded by requesting the specific contact at the advertiser in advance and has been met with no satisfactory response. It seems that the agencies do not want to release contact info for their clients... not a surprise! Hopefully music contracts will not contain such an unreasonable stipulation, but if they do, AMP companies should report it to their local Chapter Board immediately.

Please note that a family emergency kept our E&O insurance agent, Renee McGovern, from attending the General Meeting to explain recent developments with our group policy: The NY Board hopes to schedule a seminar this spring, in New York, at which she will be the primary speaker, addressing the continuing problem of liability and indemnity issues.



Closing Remarks - Obviously in the current economic environment a few words about “keeping the faith” were in order, and these came not only from Lyle, but also from the audience. Members discussed the relative merits of ASCAP, BMI and SESAC in the wake of increased movement toward the latter – accurate reporting and the size of royalty checks were the items being weighed. The coming year will provide new challenges for our companies and the entire advertising community, and AMP is poised to address business issues for and with Members as they arise.

Submitted by Jan Horowitz, National Board Secretary