



SCHOOL MUSIC LICENSE

Do More with the Music You Love!

DISTRICT LICENSING GUIDE

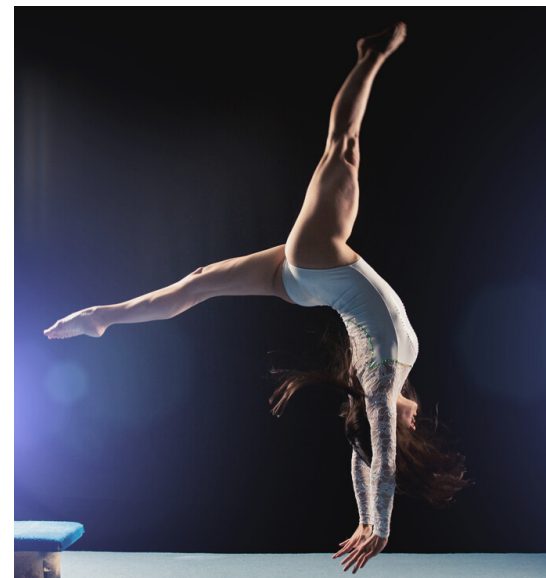




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BENEFITS

It has never been so easy for your K-12 school to:

- Stream your school concert videos with our licensing permissions
- Showcase your music programs on your school website or any of the major streaming platforms (including YouTube, Facebook, Instagram, TikTok, and Snapchat)
- Capture your dance recitals and sporting events that include popular recorded music
- Include song lyrics in a concert program or display on screen
- Secure licensing for school band, choir, orchestra, and glee club concert videos, plus your marching band performances, recitals, pep rallies, gymnastics meets, and so much more!
- Support the composers and artists whose music you love!

... All with one convenient, affordable, and discounted annual fee!



WELCOME

Welcome to School Music License, and thank you for your interest in our District Licensing options! District Licenses are a great way for a school district, regional area, or other centralized administrative body to obtain comprehensive copyright licensing. With millions of titles from today's top Member Publishers and Member Labels, School Music License is the premier licensing service for US-based K-12 schools.

A District License allows each school within the district (also known as a suborganization) to maintain its own individual license types and enrollment numbers while centralizing the billing and account management. Note that for the purpose of this guide, a "District" is defined as at least two individual school buildings. If your school district is only one building / school, then an individual Annual License is the best fit for you.

Our top priorities are to support school arts and athletic programs while ensuring that artists, composers, and publishers receive the appropriate royalties for their work. Creating a District License provides the Group Manager with additional tools for organization and accountability. A few highlights of our District License include:

- Streamlined and centralized billing with one invoice for all suborganizations.
- Discounts from 5-20% depending on the number of individual schools in your district / group.
- Ability to see in real-time all of the music reported by your suborganizations for added accountability and copyright compliance.
- Individual music royalty reporting for each school, with the option to have multiple account users to serve both arts and athletic departments.
- World-class customer service based regionally for comprehensive support, including personalized webinars.

We know that copyright and licensing can feel overwhelming, and so can creating an administrative structure to support your organization. Please know that we have created this guide to make the process easier for you. The steps in this guide will help not only with building your District License, but also with the ongoing management of your account. If you ever have questions, reach out to our team at info@schoolmusiclicense.com. We are happy to help!

School Music License — Do More with the Music You Love!



Brenna C. Horn-Cronin
Executive General Manager

STAGE 1: GETTING STARTED

As you begin the process of considering whether a District License is the right fit for your organization, we want to be sure you fully understand the function of a District License and the responsibilities of the Group Manager. During this part of the process, consider all the questions and points listed below and begin talking with your suborganizations / schools to determine whether they are interested in participating in a District License. Note that many school districts will opt to make this license a requirement and not an option, which helps ensure coverage across the entire district.

Notes

- “Suborganization” is our term that refers to the individual schools that will hold their own license type and license number under the larger District License. “Suborganizations” and “schools” are synonymous terms.
- School districts will receive a discount when all of their schools are brought onboard. This discount is configured in the quote process.
- Once a License is established, we recommend making changes only once per year, at the time of renewal, so it is very important to determine whether all suborganizations are joining the Group or have expressly indicated not to. Updating enrollment numbers is also important during this annual review process.

The Group Manager Role

Yearly Responsibilities:

- Update license types prior to the annual renewal, if needed.
- Update enrollment categories prior to the annual renewal.
- Ensure the District License invoice is paid in a timely manner.

Ongoing Responsibilities:

- Be the primary point person for questions from your individual suborganizations. Our team is here to help!
- Update demographic information as needed, especially if staff contact information changes.
- Help suborganizations stay accountable in their music reporting.

Some questions to ask yourself when determining whether a District License is a good fit for you:

- Which staff members need to be a part of the initial conversation when considering a District License?
- Who is going to be the Group Manager?
- Which other staff members will need to be involved? Consider who from your music and athletic staffs will be users on the account.

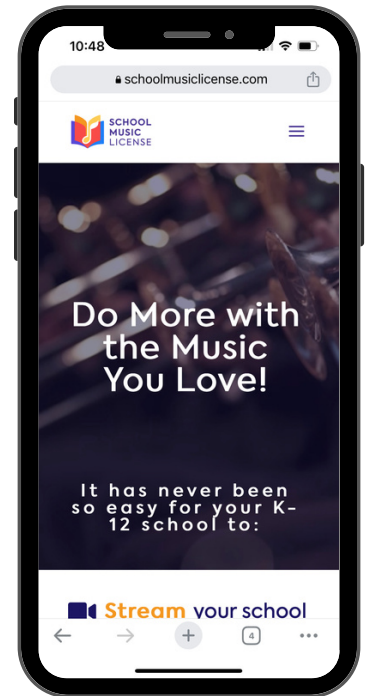


STAGE 2: TEMPLATE BUILDING

When you are ready to move forward with a District License, please confirm with our team at info@schoolmusiclicense.com. A template will be generated using Google Sheets, allowing both our team and yours to access and edit it as necessary.

You will need to communicate the following:

- Name of the District / Group (examples: Public School District 125, Centerville Area Schools, etc.)
- The types of licenses you would like to secure:
 - Annual Basic License
 - Annual Basic + Master Recording License Bundle
 - A mixture of both
- Name of the Group Manager and their contact information (including email, phone, etc.)
- Date you would like the District License to begin (can be past or future)



Once the template is generated, the Group Manager will be responsible for adding the suborganization names, address information, enrollment numbers, and license types (if different from each other) to the template. This can be easily copied and pasted from an existing spreadsheet, if the data is in that format.

The School Music License team will then generate your quote and include the anticipated discount amount. We are happy to offer a gratis license to all Group Manager accounts for office use.

Our options and prices are available on our website and discounts are determined by the number of schools that are included in the District License.

After our team completes the quote and it is approved by the Group Manager, we will move to the next stage.

STAGE 3: DEMOGRAPHIC BUILDING

Once the quote is approved, you and your team will need to populate the remaining demographic information for each suborganization on the spreadsheet. This information includes:

- 1 Current license number (if applicable)
- 2 Telephone number
- 3 Primary contact name
- 4 Primary contact email
- 5 Name of subuser(s) (if applicable)*
- 6 Email address of subuser(s) (if applicable)*

*Note that additional columns can be added for staff members



If you have questions at any point, be sure to reach out to our team. We are happy to help!

Note that while the Group Manager organizes the administrative elements, each suborganization / school has their own set of users. This person(s) is responsible for using the license and reporting music usage. Group Managers are not responsible for reporting on behalf of the individual suborganizations.

Once the remaining demographic information is submitted, our team can begin their research on the individual accounts.

- If a school does not have a license with us, no notification of changes is necessary. They will receive information on logging into their portal in a future step.
- If a school already has a license with us, communication is key! At this point, you should notify your suborganizations that the Group (i.e., District) “building” process is underway and they may experience temporary shifting in their account. This may or may not include:
 - Cancellation notices for accounts that are unpaid (prorated amounts will appear on the quote template / spreadsheet).
 - Temporarily being “locked out” of their account and needing to reset their password.



STAGE 4: IMPLEMENTATION

At this point, the District License template spreadsheet is “locked” and no additional changes can be made. The School Music License team will research each individual account, including:

- 1 Researching by zip code to see if the suborganizations already exist in the system
- 2 Noting license coverage dates and license types
- 3 Adding proration / credit information to the spreadsheet so the Group Manager is aware of any suborganizations that may need a prorated refund when the time comes

Note that many District Licenses start with organizations / schools that are new to our service. The steps outlined here may not be necessary for your group.

When prorations / credits are finalized, that number will appear at the bottom of the spreadsheet. That amount will be added to or deducted from the District License invoice as appropriate once the invoice is generated. As the Group Manager, you are responsible for communicating prorations / credits to the individual suborganizations and handling any billing questions. Once the suborganization is a part of the “Group” or “District” in our system, it has a new “identity,” which means we often need to line up existing licenses with the new District License renewal date. At this point, we will send the anticipated final invoice amount to you.

Stage 4 typically takes one week, though that can depend on the size of the Group.

The spreadsheet template is then sent to our IT team who codes the District in the system. This process typically takes an additional week. Once our IT team has confirmed that the Group is all set, we will follow up with you right away.



STAGE 5: FINALIZATION

Once you have reached the fifth and final stage, we will warmly welcome you to the School Music License District License Program! We will communicate via email once the Group is set and send you a copy of your personalized Welcome Packet, which includes:

- 1 Welcome Letter
- 2 District Invoice for your accounts payable team
- 3 A handy “Helpful Instructions” document
- 4 The License Terms of Agreement

When you have reviewed the information in your Welcome Packet and do not have any follow-up questions, you can now send a personalized copy to all of your users on file. Anyone currently registered as the primary contact or subuser on the account will receive a copy. Note that additional users can always be added later.

Remember: The Welcome Packet is unique to each suborganization, so we invite you to send each suborganization their own copy. To do so, visit your account on the customer website, click “Group Organizations” and “Send Welcome Packets to All Users.” This will also notify them that the Group has been created. Each suborganization will now receive a \$0.00 balance invoice / statement moving forward, as all future payments will be handled through the administrative office / Group Manager.

Following your on-boarding, our team will announce the name of your District in the next newsletter. Additionally, we also strongly encourage you to set up a District-specific webinar training so each suborganization in your District is able to have their questions about our service addressed. While some of your suborganizations may already have licenses with our service, Group Managers have found that the webinar brings a sense of cohesiveness to the Group moving forward. Please connect with our team directly to schedule a time for your District’s webinar. This webinar can be recorded and shared for those unable to join live.

Once the Group is generated, you will need to be actively involved in helping suborganizations with initial questions. Keep in mind the School Music License team is here to help you and your suborganizations at any point in the process. We find that once suborganizations have a good understanding of how the license works, the Group concept (and discounts therein) is a win-win!

BEST PRACTICES & ONGOING MANAGEMENT

Ongoing management of the District account is the responsibility of the Group Manager.

The Group Manager will receive an automatic reminder before renewal each year, typically on the 1st and 15th of the month preceding. For example, if your license renews January 1, you will receive reminders on December 1 and December 15 to log into your account and update License Types and Categories. On January 1, the invoice is “locked” for the renewal and cannot be changed. You must update the Categories and License Types for any suborganizations that need these types of edits before the invoice is “locked;” otherwise the changes will not appear on the invoice and cannot be adjusted until the following calendar year. Note that your license start date can be anytime within the calendar year that works best for your district / organization.

Group Manager Recommendations for Annual Renewal:

We recommend that 1 month before your District’s renewal date, you begin reaching out to each suborganization to confirm that their License Type and Category size should remain the same for the coming license year. If changes need to be made, confirm what those changes are at this time and adjust the account in your online portal.

No later than 2 weeks before your District’s renewal date, log into your Group Manager account and make all requested changes to each individual suborganization (as needed).



BEST PRACTICES & ONGOING MANAGEMENT, CONT.

Group Manager Recommendations for Ongoing Management:

Below you will find step-by-step procedures for other common tasks you may need to complete throughout the license year in your role as Group Manager. It is a good idea to log into your Group account frequently, at least every month or so, to check that your suborganizations are reporting their music usage.

Remember that the bulk of the administrative responsibility is completed when the District License is generated and only requires adjusting on an annual basis. The level of compliance you expect from your individual schools and the amount of report tracking is entirely up to the Group Manager.



How to Check Latest Reported Week:

- Log in to your Group Manager Account.
- Select My Account -> My Profile.
- Click the “Group Organizations” tab.
- On the right-hand side of the screen, you will see the “Latest Reported Week” for each suborganization.



How to Download Reports:

- Log in to your Group Manager Account.
- Select My Account -> My Profile.
- Click the “Downloads” tab.
- Click the blue download button next to the desired type of report.



How to Add a New Suborganization to the Group

- Log in to your Group Manager Account.
- Select My Account -> My Profile.
- Click the “Group Organizations” tab.
- Scroll to the bottom of the page and click “+ Add Organization.”
- After adding the organization, reach out to our team to let us know what License Type and Category should be added to the account.



How to Edit Suborganizations and Their Users, or Change Renewal Information:

- Log in to your Group Manager Account.
- Select My Account -> My Profile.
- Click the “Group Organizations” tab.
- Click the green caret (^) to the right of the suborganization you want to edit to display the drop-down menu.
- Select “Edit Organizations,” “Edit Users,” or “Change Renewal License” and enter the necessary information.

INFOGRAPHICS

As a reminder, all users will receive a copy of their Welcome Packet which includes a collection of helpful information for their individual account. In addition, the information below will help keep all users compliant with our licensing and copyright attribution expectations, and also provide direction about who to contact in various circumstances.



DISPLAYING YOUR STREAMING PERMISSIONS

Remember: All License Holders are required to list all copyright and licensing attributions in printed programs, as well as in the comment section for videos posted online. License Holders are also welcome to list this information as a slide at the end of their video streams, but this does not replace the comment section requirement.

SONG INFORMATION:
SONG TITLE. COMPOSER.
COPYRIGHT INFORMATION. ALL RIGHTS RESERVED.

SML LICENSING PERMISSION:
STREAMED WITH PERMISSION UNDER
SCHOOL MUSIC LICENSE #A-000000. ALL RIGHTS RESERVED.



IF YOU HAVE A QUESTION ABOUT...

<ul style="list-style-type: none">• CHANGING YOUR LICENSE TYPE• CHANGING YOUR CATEGORY• CHANGING OR UPDATING THE OWNER ON YOUR ACCOUNT• CANCELING YOUR LICENSE• PRICING / INVOICING / PAYMENTS FOR YOUR ANNUAL LICENSE(S)	<ul style="list-style-type: none">• LOGGING INTO YOUR ACCOUNT• HOW TO SEARCH THE MUSIC DATABASE• HOW TO REPORT YOUR MUSIC USAGE• WHICH TITLES YOUR LICENSE COVERS• BEST PRACTICES FOR POSTING PERFORMANCES ONLINE
CONTACT YOUR GROUP MANAGER	CONTACT SCHOOL MUSIC LICENSE

Remember:

Whenever you have questions, please reach out to the School Music License team.

We are here for you and very happy to help!

Contact

School Music License
7343 S. Mason Ave
Chicago, IL 60638
info@schoolmusiclicense.com



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