A2IM's LA Licensing Day - October 26, 2011 - Presented by TuneSat

Music Supervision - Music supervisors discuss the process, timelines, budgets, and other licensing options needed to maximize impact for music licensed (ie digital rights, downloads, soundtracks, all media)

MODERATOR: Lucille Hunt, Mack Avenue Records

Lucille Hunt serves as the **Senior Vice President, Music Publishing and Licensing** for **Mack Avenue Records, Inc.** responsible for the strategic direction and day-to-day management of all publishing and licensing activity for Mack Avenue and affiliated labels - Artistry Music, Rendezvous Entertainment, Sly Dog Records and Music on Mack Avenue, a licensing library dedicated to strategic music placement and copyright execution for film, television, commercials, promotional content, digital media and emerging platforms.

Previously, Ms. Hunt was co-owner and principal business partner of Artistry Music Group. She shepherded the company to a 2007 Grammy nomination for Brian Bromberg in the "Best Contemporary Jazz Album" category, a 2005 Grammy nomination for Alan Broadbent's "Round Midnight," and multiple awards and chart-topping success for critically-acclaimed singer/producer Rahsaan Patterson. In 2008, Artistry Music Group was acquired by Mack Avenue.

Prior to Artistry, Ms. Hunt managed a high-profile roster of pop, R&B, and smooth jazz clients through her company, White Light Productions. She oversaw all aspects of business for 20 artists/writers/producers and 70 album projects. Her years in personal management contributed to over 50 million albums sold worldwide.

Ms. Hunt has lectured extensively, most notably at the University of Southern California (USC), where she developed and taught the Artist and Personal Management curriculum at the Thornton School of Music.

She is a native New Yorker who currently resides in Southern California.

PANELISTS

In 1984, **Peter Afterman** met Jon Peters and Peter Guber and joined the Guber-Peters Company as their music executive, working on his first film *Vision Quest* featuring Madonna. Afterman formed his own music supervision company, **Inaudible Productions**, in 1986. His many credits during the early days of the company include *Gung Ho, The Big Easy, Wild At Heart, Earth Girls Are Easy, Honeymoon In Vegas, Coneheads, Ace Ventura: Pet Detective* and *French Kiss*.

Some of Inaudible's later credits include *Act Of Valor, The Rolling Stones In Exile, The September Issue*, the *Ashes and Snow* photography exhibition in Santa Monica, *Thank You For Smoking, Me And You And Everyone We Know, The Passion of the Christ, Hellboy, The Girl Next Door, Runaway Jury, Lara Croft: Tomb Raider 1 & 2, The Good Girl, Road Trip, The Last Days of Disco* and *Stealing Beauty*.

Afterman won a Grammy in 1999 as the Producer of the soundtrack album to Robert Duvall's *The Apostle*. He received his second Grammy award at the 2009 Grammys for *Juno*. He was the music supervisor on both films.

In 2009, Mick Jagger and Keith Richards hired Afterman to oversee the licensing of The Rolling

Stones controlled music catalog from *Sticky Fingers* to the present. He was also hired by the State of South Carolina to manage all the assets of the James Brown Estate including over 892 music copyrights and all name, likeness and merchandising rights.

Afterman recently produced *It Might Get Loud*, a Davis Guggenheim directed documentary on the electric guitar featuring The Edge, Jimmy Page and Jack White.

Ellen Ginsburg is the **Vice President, Film Music Clearance** for **20th Century Fox Music**. She is responsible for film, marketing and soundtrack clearance for all Fox Filmed Entertainment products. She has completed over 150 feature films, highlights include: *Moulin Rouge, Walk the Line*, *Avatar*, *Titanic*, *Marley and Me*, *Juno*, *Sideways*, and franchises for *Alvin & The Chipmunks*, *Ice Age*, *X-Men*, *Night at the Museum*, *Die Hard* and *Diary of a Wimpy Kid*. Upcoming releases include Timur Bekmambetov's *Abraham Lincoln*, *Vampire Hunter*, Alexander Payne's *The Descendants*, David Gordon Greene's *The Sitter*, Cameron Crowe's *We Bought a Zoo*.

Prior to joining Fox, Ginsburg was a 16 year Business Affairs veteran for Home Box Office in Los Angeles, focusing on series, films and comedy. She initiated soundtrack releases for HBO Pictures as well as sculpting first composer deals which formula is still used.

Ginsburg currently resides in Los Angeles with her husband and two daughters.

Wendy Levy works as an independent music supervisor and has served as CW Network music consultant since its launch in 2006. After graduating from Berklee College of Music, Wendy moved to Los Angeles to work in film and television as a composer, songwriter and music supervisor. Her credits include 90210, Melrose Place, Life Unexpected and Rules of Engagement. She is currently supervising Switched At Birth, Make It Or Break It and The Playboy Club.

Big thanks to TuneSat for sponsoring this event!