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NFDA Expands Music License Program *Rate Becomes Lowest Available*

Brookfield, Wis. – The National Funeral Directors Association (NFDA) is expanding its music license program, offering the lowest rate available in the profession. Because of NFDA's commitment to allied associations, it is extending an invitation to FAMIC (Funeral and Memorial Information Council) member organizations and NFDA federated state associations to participate in this offering. To qualify for the \$196 music license only fee, a participant must be a member of one of those organizations. This is the same rate that NFDA members currently receive.

FAMIC members include: National Funeral Directors Association; International Order of the Golden Rule; National Funeral Directors & Morticians Association; Cremation Association of North America; International Cemetery and Funeral Association; Casket & Funeral Supply Association; Monument Builders of North America; National Concrete Burial Vault Association; and the American Monument Association.

Though the music license is available to FAMIC and federated state associations, the program will still be administered by NFDA, and music license payments should be sent directly to NFDA. The \$196 license fee *does not* include membership to NFDA, which provides benefits such as *The Director* magazine, free marketing and public relations materials, and discounted continuing education offerings.

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“This is an issue that has far-reaching effects on the funeral service profession,” says NFDA Chief Executive Officer Christine Pepper, CAE. “Now that the music licensing agencies have granted NFDA this opportunity, we can provide another option for firms in the country, particularly the smaller firm. If a significant number of funeral directors, cremationists and ceterians respond positively, we may have even more bargaining power with the music licensing agencies, resulting in an even lower rate in the future.”

Pepper explains the importance of the music license rate being tied to association membership. “In an ever-changing marketplace, it is critical for funeral service professionals to be informed of the latest funeral service trends, issues, and consumer preferences, in order for them to succeed,” says Pepper. “Professional associations can provide the necessary tools – music licensing is just one of them.”

Pepper also notes that compliance to music licensing laws is something funeral service professionals should not take lightly.

“The music licensing agencies have also informed us that they plan to step up their enforcement efforts at funeral homes in 2005,” adds Pepper. “Noncompliance fines can be as high as \$30,000 per violation.”

NFDA is the leading funeral service association, serving more than 21,400 individual members who represent 12,486 funeral homes in the United States and other countries. From its headquarters in Brookfield, Wis., and its Advocacy Office in Washington, D.C., NFDA provides advocacy, education, information, products, programs and services to help members enhance the quality of service to families. For more information, visit www.nfda.org.

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