



New Music License Offering Questions & Answers

Q: Why is the new music license offering being made available?

- A. NFDA has successfully negotiated with the music licensing organizations to expand the music license program and offer the lowest available rate in the profession. The new “music license only” fee is \$196 per location.

The competitive landscape changed, bringing this issue to the forefront. As the leading association in funeral service, we wanted to ensure that funeral directors, cremationists and cemeterians are able to obtain the lowest possible rate.

NFDA tried for many years to negotiate a better rate with the music licensing agencies. We persisted with our negotiations, and by expanding the program to include members of other associations in the music licensing umbrella, the lowest music licensing rate is now available throughout funeral service.

Q. Who is eligible for the *music license only* fee?

- A. Because of NFDA’s commitment to allied associations, and the positive mission and advancements that FAMIC brings to funeral service, we are extending an invitation to our colleagues at FAMIC member organizations and NFDA federated state associations to participate in this offering.

To qualify for the \$196 *music license only* fee, a funeral home, crematory or cemetery must be a member of an association that belongs to FAMIC, **or** any NFDA federated state association.

Q. What is FAMIC?

- A. FAMIC is the Funeral and Memorial Information Council. 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; American Monument Association; Monument Builders of North America, National Concrete Burial Vault Association.

FAMIC's mission is: 1.) to be a catalyst in developing and sustaining cooperative relationships throughout the funeral and memorial service associations; 2.) to encourage the interchange of ritualization and memorialization ideas, resources and

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information, using the highest ethical and legal standards with the public interest our primary consideration; and 3.) to pursue, when feasible cooperative efforts to provide educational programming to members of FAMIC-related industries.

Q. But why is the rate being linked to membership in an association?

A. It is important for funeral directors, cremationists and ceterians to be involved in a professional association. Professional associations, such as NFDA, can provide the necessary tools for all of funeral service to stay informed of the latest funeral service trends, issues and consumer preferences, in order for them to succeed.

Q. To whom do I make my music license payment?

A. This expanded program will be administered by NFDA. Music license payments should be sent directly to NFDA.

Q. Does paying the *music license only* fee mean that I am considered an NFDA member?

A. The \$196 music license fee DOES NOT include membership in NFDA. Membership dues must be paid to receive the full menu of NFDA benefits such as *The Director* magazine, free marketing and public relations materials, and discounted continuing education offerings.

Q. What are the benefits to me obtaining my music license through this program?

A. By obtaining your music license through this program, you will be getting the lowest rate available in the profession - \$196. If a significant number of funeral homes, crematories and cemeteries respond to this offering, we may be able to negotiate an even lower rate in the future.

Q. Is it really necessary for me to pay for music licensing?

A. COMPLIANCE with the copyright law should not be taken lightly. By obtaining your music license, you can ensure that you are compliant with all three music licensing agencies. Businesses that use copyrighted music, either live or recorded, are required by law to pay for music licensing.

In addition, the music licensing agencies have informed NFDA that they plan to step up their enforcement efforts at funeral homes. Noncompliance fines can be as high as \$30,000 per violation.