



USA Federation for Sport Cheering

***Music Copyrights Educational Initiative
December 2015***

USA CHEER

- The USA Federation for Sport Cheering (USA Cheer) is a not-for profit 501(c)(6) organization that was established in 2007 to serve as the National Governing Body for Sport Cheering in the US.
- USA CHEER takes pride in promoting leadership and integrity.



Educational Initiative

- USA CHEER is rolling out a new educational initiative to promote the protection of the arts, in particular, music.
- We hope and trust this presentation will be helpful and informative.



Copyright Basics

- Under US copyright law, a “bundle of rights” is granted exclusively to each artist/creator including the ***exclusive*** rights to:
 - Copy the work
 - Distribute the work
 - Perform the work publicly
 - Make modifications, new versions or other new uses, such as to make re-mixes and mash-ups



Music Copyrights

- Two separate copyrights are involved with every piece of recorded music.
- Copyright law protects the **artists** who record the music. The rights in the recordings are usually controlled by **record labels**.
- It also protects the **songwriters** who wrote the underlying composition the recording artist is performing. The composition rights are typically controlled by music publishers.



Violating Copyright Law

- It is illegal to make use of any of this “bundle of rights” without permission - also called a “license” - from the owner of the copyright
 - Permission from both the record label and music publisher is usually required
- There are limited exceptions in reasonable cases of “fair use,” like news reporting, commentary, criticism, education
- The copyright owner might recover up to \$150,000 for each infringement.



Personal Use

- Purchasing a legal copy of a song – e.g., iTunes or Amazon download, CD purchase, etc. -- **does not mean** the purchaser acquires the bundle of rights.
- The purchase only grants the user private, personal use of the music, not the right to make additional copies or mix the song with other songs for any other purpose.



Important Rules for Music

1. Do not use mash-ups, created by you or sold by unauthorized providers in your routines.
2. Do not download songs from illegal sites.
3. Do not copy or distribute to others a recording you have legally purchased.



Supporting the Arts

- Copyright laws are designed to protect and promote creativity.
- Artists of all kinds must be compensated for their creations.
- Without copyright laws to protect artists, there would be little incentive for your favorite artists to create your favorite songs, movies, TV shows, video games, etc.



Authorized Music

- Effective May 15, 2016, all routine music may only be covers of popular songs or original compositions. In order to edit and mix this music, a license from the copyright owner must be obtained.
- Go to www.usacheer.net/music for a list of authorized providers.
- Not using music from these authorized providers may result in a lawsuit against you and damages of up to \$150,000 per use.



Additional Resources

- Click the links below for further information on copyright laws:
 - <http://www.copyrightkids.org>
 - <http://bit.ly/1NKIcQN>

