

COMMITTEE ON ETHICS

EMPLOYEE POST-TRAVEL DISCLOSURE FORM Original Amendment

This form is for disclosing the receipt of travel expenses from private sources for travel taken in connection with official duties. This form does not eliminate the need to report privately-funded travel on the annual *Financial Disclosure Statements* of those employees required to file them. In accordance with House Rule 25, clause 5, **you must complete this form and file it with the Clerk of the House by email at gifttravelreports@mail.house.gov, within 15 days after travel is completed.** Please **do not** file this form with the Committee on Ethics.

NOTE: Willful or knowing misrepresentations on this form may be subject to criminal prosecution pursuant to 18 U.S.C. § 1001.

1. Name of Traveler: Brayden Lacefield
2. a. Name of Accompanying Relative: _____ **OR** None
b. Relationship to Traveler: Spouse Child Other (specify): _____
3. a. Dates: Departure: October 29, 2024 Return: October 30, 2024
b. Dates at Personal Expense, if any: _____ **OR** None
4. Departure City: Washington D.C. Destination: Nashville, Tennessee Return City: Washington, D.C.
5. Sponsor(s), Who Paid for the Trip: Recording Industry Association of America
6. Describe Meetings and Events Attended: Warner Music Nashville- met with executives from Warner Music Nashville on the use of Artificial Intelligence in Music.
Sony Music Nashville Executives- A&R, Globalization of music, and the role of tech in music. UMG Nashville Executives: learned about the technology behind making the music and what it takes for an artist to be successful
7. Attached to this form are **each** of the following, *signify that each item is attached by checking the corresponding box:*
 - a. a completed *Sponsor Post-Travel Disclosure Form*;
 - b. the *Primary Trip Sponsor Form* completed by the trip sponsor **prior** to the trip, **including all attachments and the Additional Sponsor Form(s)**;
 - c. page 2 of the completed *Traveler Form* submitted by the employee; **and**
 - d. the letter from the Committee on Ethics approving my participation on this trip.
8. a. I represent that I participated in each of the activities reflected in the attached sponsor's agenda. *Signify statement is true by checking the box.*
b. If not, explain: _____

I certify that the information contained on this form is true, complete, and correct to the best of my knowledge.

Signature of Traveler:  Date: 11/12/2024

I authorized this travel in advance. I have determined that all of the expenses listed on the attached *Sponsor Post-Travel Disclosure Form* were necessary and that the travel was in connection with the employee's official duties and would not create the appearance that the employee is using public office for private gain.

Name of Supervising Member: Brett Guthrie Date: 11/12/2024

Signature of Supervising Member: 

COMMITTEE ON ETHICS

SPONSOR POST-TRAVEL DISCLOSURE FORM

Original Amendment

This form must be completed by an officer of any organization that served as the primary trip sponsor in providing travel expenses or reimbursement for travel expenses to House Members, officers, or employees under House Rule 25, clause 5. **A completed copy of the form must be provided to each House Member, officer, or employee who participated in the trip within 10 days of their return.** You must answer all questions, and check all boxes, on this form for your submission to comply with House Rules and the Committee's Travel Regulations. Failure to comply with this requirement may result in the denial of future requests to sponsor trips and/or subject the current traveler to disciplinary action or a requirement to repay the trip expenses.

NOTE: Willful or knowing misrepresentations on this form may be subject to criminal prosecution pursuant to 18 U.S.C. § 1001.

1. Sponsor(s) who paid or provided in-kind support for the trip: Recording Industry Association of America

2. Travel Destination(s): Nashville, TN

3. Date of Departure: 10/28/24 Date of Return: 10/29/24

4. Name(s) of Traveler(s): Brayden Lacefield

Note: You may list more than one traveler on a form only if all information is identical for each person listed.

5. **Actual amount** of expenses paid on behalf of, or reimbursed to, each individual named in Question 4:

	Total Transportation Expenses	Total Lodging Expenses	Total Meal Expenses	Total Other Expenses (dollar amount per item and description)
Traveler	\$535.45	\$290.80	\$78.28	ubers: 56.63
Accompanying Family Member	n/a	n/a	n/a	n/a

6. All expenses connected to the trip were for actual costs incurred and not a *per diem* or lump sum payment. *Signify statement is true by checking box.*

I certify that the information contained in this form is true, complete, and correct to the best of my knowledge.

Signature: Victoria Sheckler Digitally signed by Victoria Sheckler
Date: 2024.11.12 10:53:35 -05'00' Date: 11/12/24

Name: Victoria Sheckler Title: SVP, Deputy General Counsel

Organization: Recording Industry Association of America

I am an officer of the above-named organization. Signify statement is true by checking box.

Address: 1000 F St NW, Floor 2, Washington, DC 20004

Telephone: 202-775-0101 Email: vsheckler@riaa.com

Committee staff may contact the above-named individual if additional information is required.

If you have questions regarding your completion of this form, please contact the Committee on Ethics at 202-225-7103.

COMMITTEE ON ETHICS

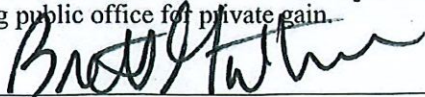
TRAVELER FORM

1. Name of Traveler: Brayden Lacefield
2. Sponsor(s) who will be paying or providing in-kind support for the trip: Recording Industry Association of America
3. City and State OR Foreign Country of Travel: Nashville, Tennessee
4. a. Date of Departure: 10-28-24 Date of Return: 10-29-24
b. Yes No Will you be extending the trip at your personal expense?
If yes, list dates at personal expense: _____
5. a. Yes No Will you be accompanied by a family member at the sponsor's expense? **If yes:**
 - (1) Name of Accompanying Family Member: _____
 - (2) Relationship to Traveler: Spouse Child Other (specify): _____
 - (3) Yes No Accompanying Family Member is at least 18 years of age?
6. a. Yes No Did the trip sponsor answer "Yes" to Question 8(c) on the *Primary Trip Sponsor Form* (i.e., travel is sponsored by an entity that employs a registered federal lobbyist or a foreign agent)?
b. **If yes, and you are requesting lodging for two nights, explain why the second night is warranted:**

7. Yes No *Primary Trip Sponsor Form* is attached, including agenda, invitation, invitee list, and any other attachments and Additional Sponsor Forms.
NOTE: The agenda should show the traveler's individual schedule, including departure and arrival times and identify the specific events in which the traveler will be participating.
8. Explain why participation in the trip is connected to the traveler's individual official or representational duties. **Staff should include their job title and how the activities on the itinerary relate to their duties.**
As Press Secretary for a senior member of the House Energy and Commerce Committee, which has jurisdiction over music issues and artificial intelligence, this trip provides insight into the policy issues the Committee has jurisdiction over
9. Yes No Is the traveler aware of any registered federal lobbyists or foreign agents involved in planning, organizing, requesting, or arranging the trip?
10. For staff travelers, to be completed by your employing Member:

ADVANCED AUTHORIZATION OF EMPLOYEE TRAVEL

I hereby authorize the individual named above, an employee of the U.S. House of Representatives who works under my direct supervision, to accept expenses for the trip described in this request. I have determined that the above-described travel is in connection with my employee's official duties and that acceptance of these expenses will not create the appearance that the employee is using public office for private gain.

Signature of Employing Member:  Date: 09/27/24

COMMITTEE ON ETHICS

PRIMARY TRIP SPONSOR FORM

This form should be completed by private entities offering to provide travel or reimbursement for travel to House Members, officers, or employees under House Rule 25, clause 5. A completed copy of the form (and any attachments) should be provided to each invited House Member, officer, or employee, who will then forward it to the Committee together with a *Traveler Form* **at least 30 days before the start date of the trip**. The trip sponsor should *NOT* submit the form directly to the Committee. The Committee's website (ethics.house.gov) provides detailed instructions for filling out the form. The Committee will notify the House invitees directly of its decision and will not notify the trip sponsors.

NOTE: Willful or knowing misrepresentations on this form may be subject to criminal prosecution pursuant to 18 U.S.C. § 1001. Failure to comply with the Committee's Travel Regulations may also lead to the denial of permission to sponsor future trips. Signatures must comply with section 104(bb) of the Travel Regulations.

1. Sponsor who will be paying for the trip:

Recording Industry Association of America (RIAA)

2. I represent that the trip will not be financed, in whole or in part, by a registered federal lobbyist or foreign agent. *Signify that the statement is true by checking box.*

3. **Check only one.** I represent that:

- a. The primary trip sponsor has not accepted from any other source, funds intended directly or indirectly to finance any aspect of the trip; **OR**
- b. The trip is arranged without regard to congressional participation and the primary trip sponsor has accepted funds only from entities that will receive a tangible benefit in exchange for those funds; **OR**
- c. The primary trip sponsor has accepted funds, services, or in-kind assistance from other source(s) intended directly or indirectly to finance all or part of this trip and has enclosed disclosure forms from each of those entities.

If "c" is checked, list the names of the additional sponsors: _____

4. Provide names and titles of **ALL** House Members *and* employees you are inviting. **For each House invitee, provide an explanation of why the individual was invited** (include additional pages if necessary): _____

See attachment #1

5. Yes No Is travel being offered to an accompanying family member of the House invitee(s)?

6. Date of Departure: Oct 28, 2024 Date of Return: Oct 29, 2024

7. a. City of departure: Washington, DC

b. Destination(s): Nashville, TN

c. City of return: Washington, DC

8. **Check only one.** I represent that

- a. The sponsor of the trip is an institution of higher education within the meaning of section 101 of the Higher Education Act of 1965; **OR**
- b. The sponsor of the trip does not retain or employ a registered federal lobbyist or foreign agent; **OR**
- c. The sponsor employs or retains a registered federal lobbyist or foreign agent, but the trip is for attendance at a one-day event *and* lobbyist / foreign agent involvement in planning, organizing, requesting, or arranging the trip was *de minimis* under the Committee's travel regulations.

9. **Check only one of the following.**

- a. I checked 8(a) or (b) above; **OR**
- b. I checked 8(c) above but am not offering any lodging; **OR**
- c. I checked 8(c) above and am offering lodging and meals for one night; **OR**
- d. I checked 8(c) above and am offering lodging and meals for two nights. If you checked this box, explain why the second night of lodging is warranted. _____

10. Attached is a detailed agenda of the activities House invitees will be participating in during the travel (i.e., an hourly description of planned activities for trip invitees). *Indicate agenda is attached by checking box.*

11. **Check only one of the following.**

- a. I represent that a registered federal lobbyist or foreign agent will not accompany House Members or employees on any segment of the trip. *Signify the statement is true by clicking the box; OR*
- b. *Not Applicable.* Trip sponsor is a U.S. institution of higher education.

12. For *each* sponsor required to submit a sponsor form, describe the sponsor's interest in the subject matter of the trip *and* its role in organizing and/or conducting the trip:

See attachment #2

13. **Answer parts a and b. Answer part c if necessary:**

- a. Mode of travel: Air Rail Bus Car Other (specify: _____)
- b. Class of travel: Coach Business First Charter Other (specify: _____)
- c. If travel will be first class, or by chartered or private aircraft, explain why such travel is warranted:

14. I represent that the expenditures related to local area travel during the trip will be unrelated to personal or recreational activities of the invitee(s). *Signify that the statement is true by checking box.*

15. **Check only one.** I represent that either:

- a. The trip involves an event that is arranged or organized *without regard* to congressional participation and that meals provided to congressional participants are similar to those provided to or purchased by other event attendees; **OR**
- b. The trip involves events that are arranged specifically *with regard* to congressional participation. If "b" is checked:
 - 1) Detail the cost *per day* of meals (approximate cost may be provided): Approximately \$79 on educational day. Approximately \$16 on travel day.
 - 2) Provide the reason for selecting the location of the event or trip: See attachment #2 Nashville is home to three major record label country music operations

16. Name, nightly cost, and reasons for selecting each hotel or other lodging facility:

Hotel Name: Hyatt Centric Downtown Nashville City: Nashville, TN Cost Per Night: \$248
Reason(s) for Selecting: Proximity to record labels and Downtown Nashville
Hotel Name: _____ City: _____ Cost Per Night: _____
Reason(s) for Selecting: _____
Hotel Name: _____ City: _____ Cost Per Night: _____
Reason(s) for Selecting: _____

17. I represent that all expenses connected to the trip will be for actual costs incurred and not a per diem or lump sum payment. *Signify that the statement is true by checking the box.*

18. **Total Expenses for each Participant:**

<input type="checkbox"/> Actual Amounts <input checked="" type="checkbox"/> Good Faith Estimates	Total Transportation Expenses per Participant	Total Lodging Expenses per Participant	Total Meal Expenses per Participant
For each Member, Officer, or Employee	\$275	\$248	\$95
For each Accompanying Family Member			

	Other Expenses (dollar amount per item)	Identify Specific Nature of "Other" Expenses (e.g., taxi, parking, registration fee, etc.)
For each Member, Officer, or Employee	\$39.83	taxi/ubers
For each Accompanying Family Member		

19. **Check only one:**

- a. I certify that I am an officer of the organization listed below; **OR**
- b. *Not Applicable.* Trip sponsor is an individual or a U.S. institution of higher education.

20. **I certify by my signature that**

- a. **I read and understand the Committee's Travel Regulations;**
- b. **I am not a registered federal lobbyist or registered foreign agent; and**
- c. **The information on this form is true, complete, and correct to the best of my knowledge.**

Signature: Victoria Sheckler Digitally signed by Victoria Sheckler
Date: 2024.09.26 15:24:28 -04'00' Date: 9/26/2024

Name: Victoria Sheckler Title: SVP, Deputy General Counsel

Organization: Recording Industry Association of America

Address: 1000 F St NW, 2nd Floor, Washington, DC 20004

Email: vsheckler@riaa.com Telephone: 202-775-0101

If there are questions regarding this form, please contact the Committee on Ethics at 202-225-7103 or travel.requests@mail.house.gov.

Michael Guest, Mississippi
Chairman
Susan Wild, Pennsylvania
Ranking Member

David P. Joyce, Ohio
John H. Rutherford, Florida
Andrew R. Garbarino, New York
Michelle Fischbach, Minnesota

Veronica Escobar, Texas
Mark DeSaulnier, California
Deborah K. Ross, North Carolina
Glenn F. Ivey, Maryland



ONE HUNDRED EIGHTEENTH CONGRESS

U.S. House of Representatives

COMMITTEE ON ETHICS

Thomas A. Rust
Staff Director and Chief Counsel

Keelie Broom
Counsel to the Chairman

David Arrojo
Counsel to the Ranking Member

1015 Longworth House Office Building
Washington, D.C. 20515-6328
Telephone: (202) 225-7103
Facsimile: (202) 225-7392

October 25, 2024

Mr. Brayden Lacefield
Office of the Honorable Brett Guthrie
2434 Rayburn House Office Building
Washington, DC 20515

Dear Mr. Lacefield:

Pursuant to House Rule 25, clause 5(d)(2), the Committee on Ethics hereby approves your proposed trip to Nashville, Tennessee, scheduled for October 28 to 29, 2024, sponsored by Recording Industry Association of America. We remind you that, because the trip sponsor employs a federal lobbyist, you may participate in officially-connected activity on one calendar day only.

You must complete an Employee Post-Travel Disclosure Form (which your employing Member must also sign) and file it, together with a Sponsor Post-Travel Disclosure Form completed by the trip sponsor, with the Clerk of the House within 15 days after your return from travel. As part of that filing, you are also required to attach a copy of this letter and both the Traveler and Primary Trip Sponsor Forms (including attachments) you previously submitted to the Committee in seeking pre-approval for this trip. If you are required to file an annual Financial Disclosure Statement, you must also report all travel expenses totaling more than \$480 from a single source on the "Travel" schedule of your annual Financial Disclosure Statement covering this calendar year. Finally, Travel Regulation § 404(d) also requires you to keep a copy of all request forms and supporting information provided to the Committee for three subsequent Congresses from the date of travel.

If you have any further questions, please contact the Committee's Office of Advice and Education at extension 5-7103.

Sincerely,

Michael Guest
Chairman

Susan Wild
Ranking Member

MG/SW:tn

Attachment #1 (Question 4):

Legislative issues emerging from the House Judiciary and Energy & Commerce Committees are of primary interest to the RIAA. RIAA has invited a range of senior level staffers that specifically handle artificial intelligence, technology, and judiciary portfolios either directly on these Committees or within their congressional offices. We have also invited staff of Members who sponsor music related bills or whose districts are uniquely invested in the music economy.

The list of invited House staffers is:

First Name	Last Name	Title	Office/Committee	Relevance Area
Nick	Adams	Legislative Director	Rep. Laurel Lee	House Judiciary
Zach	Atran	Legislative Assistant	Rep. Ted Lieu	House Judiciary
Yuri	Beckelman	Chief of Staff	Rep. Maxwell Frost	Music bill sponsor
Steven	Blattner	Legislative Director	Rep. Yvette Clarke	Energy and Commerce
Joshua	Bradley	Chief of Staff	Rep. Nathaniel Moran	House Judiciary, Music bill sponsor
William	Burns	Legislative Assistant	Rep. Jay Obernolte	Energy and Commerce
Dahvi	Cohen	Legislative Assistant	Rep. Adam Schiff	House Judiciary
Sonali	Desai	Executive Director	House Democratic Caucus	Leadership
Denise	Fernandez	Senior Legislative Assistant	Rep. Veronica Escobar	House Judiciary, Music bill sponsor
Megan	Garcia	Chief of Staff	Rep. Becca Balint	House Judiciary
Emily	Goldman	Senior Counsel	Rep. Hank Johnson	House Judiciary
Chris	Jones	Senior Policy Advisor	Rep. Gus Bilirakis	Energy and Commerce
Brad	Kane	Legislative Director	Rep. Glenn Ivey	House Judiciary
Megan	Kanne	Technology and Transportation Advisor	Rep. Jan Schakowsky	Energy and Commerce
Jacqui	Kappler	Courts and Intellectual Property Chief Counsel	House Judiciary, Minority	House Judiciary
Bijan	Koohmaraie	Counsel	House Majority Leader	Leadership
Sam	Kuebler	Legislative Director	Rep. Maria Salazar	Music City - Miami, Music bill sponsor
Brayden	Lacefield	Press Secretary	Rep. Brett Guthrie	Energy and Commerce
Christina	Lassiter	Legislative Assistant	Rep. Kat Cammack	Energy and Commerce

John	Lee	Chief Counsel for Intellectual Property	House Judiciary, Majority	House Judiciary
Zachary	Lobel	Judiciary Counsel	House Minority Leader	Leadership
Bo	Morris	Chief of Staff	Rep. Joe Neguse	House Judiciary
Carlos	Paz	Chief of Staff	Rep. Jimmy Gomez	Music City - Los Angeles
Michael	Reed	Director of Whip Operations	House Minority Whip	Leadership
Keanu	Rivera	Chief of Staff	Rep. Mary Gay Scanlon	House Judiciary
Drew	Robertson	Legislative Counsel	Rep. Madeleine Dean	House Judiciary
Sophie	Trainor Khanahmadi	Chief of Staff	Rep. Brett Guthrie	Energy and Commerce
Chris	Tudor	DC Chief of Staff	Rep. Tom McClintock	House Judiciary
Angel	Vazquez	Chief of Staff	Rep Ritchie Torres	Music City - The Bronx

Attachment #2 (Question 12):

The Recording Industry Association of America (RIAA) advocates for recorded music and the people and companies that create it in the United States. RIAA's several hundred members – ranging from major American music groups with global reach to artist-owned labels and small businesses – make up the world's most vibrant and innovative music community, working to help artists reach their potential and connect with fans while supporting hundreds of thousands of American jobs.

In pursuit of its mission, the RIAA is embarking on a series of educational site tours, which will provide congressional staff with firsthand knowledge of the music industry and its impacts on the U.S. economy and creative culture. Through our continued advocacy and educational opportunities, RIAA discovered that even staffers with a background in intellectual property, copyright litigation, technology and trade issues lack firsthand experience with music companies in the digital age and demonstrated a strong interest in learning more about the industry's daily operations and structure. In light of this, we have invited staffers that specifically handle artificial intelligence, technology, and judiciary portfolios either directly on the House Judiciary and Energy and Commerce Committees or within their congressional offices. We have also invited staff of Members who sponsor music related bills or whose districts are uniquely invested in the music economy. This trip should provide those staffers with relevant experience to make better informed policy decisions as they perform their various roles on Capitol Hill.

The RIAA has selected Nashville, TN because it is the hub of country music in the US and home to three major record label country music operations: Sony Music Nashville, Universal Music Group Nashville, and Warner Music Nashville. Each of their offices in Nashville offer unique insight into the music

industry's various artist development and business practices, which include: Artist & Repertoire (A&R), Mastering Studios, and distribution partnerships for catalog and merchandise.

The Recording Industry Association of America is the sole sponsor of this trip and is planning, executing and financing all aspects of the trip.



Brayden Lacefield
Office of Rep. Brett Guthrie
Washington, DC

Dear Brayden:

I would like to invite you to attend the Recording Industry Association of America's (RIAA) privately-sponsored trip to Nashville, TN to visit Warner Music Group (WMG), Sony Music Entertainment (SME), and Universal Music Group (UMG) on Monday, October 28 through Tuesday, October 29, 2024. This trip has been planned in accordance with the House of Representatives' privately-sponsored travel rules.

The Recording Industry Association of America advocates for recorded music and the people and companies that create it in the United States. RIAA's several hundred members – ranging from major American music groups with global reach to artist-owned labels and small businesses – make up the world's most vibrant and innovative music community, working to help artists reach their potential and connect with fans while supporting hundreds of thousands of American jobs.

This trip involves a series of briefings and discussions pertaining to the development and business practices of music companies in the digital age. It will bring congressional staffers together with industry experts and executives for the purposes of understanding key issues affecting artificial intelligence, intellectual property, and copyright policies. On Monday, October 28, RIAA will sponsor a full day of discussions and tours that examine the daily functions of these three major record labels. Items on the agenda will include presentations from the record labels' leadership, along with visiting onsite facilities such as the Artist & Repertoire (A&R) department and in-house recording studios.

RIAA will cover costs relating to the trip, including: round-trip transportation, hotel expenses for Monday, October 28 and group meals. We will provide paperwork for submission prior to the 30-day House Ethics travel deadline (Monday, September 30). Please respond to Isabel Wasserzug at iwasserzug@riaa.com prior to this deadline to confirm your participation and timely submission of the attached ethics travel forms.

Sincerely,

A handwritten signature in black ink, appearing to read "Victoria Sheckler", is written over a horizontal line.

Victoria Sheckler
Senior Vice President, Deputy General Counsel
Recording Industry Association of America



**Recording Industry Association of America
Educational Staff Trip to Nashville
Sony Music Entertainment / Warner Music Group / Universal Music Group
Monday, October 28 – Tuesday October 29**

Monday, October 28

- 7:31am Flight departs DCA (flight AA 4429)
Washington, DC (DCA) to Nashville, TN (BNA)
Estimated flight cost: \$141/person
- 8:38am Flight arrives in Nashville, TN (BNA)
- 9:15am RIAA staff regroup at baggage claim
- 9:30am Staff take Ubers to briefing a Warner Music Nashville
Estimated Uber cost: \$16.87/person
- 10:00-12:00pm Working breakfast at Warner Music Nashville
Warner Music Nashville (20 Music Square E, Nashville, TN 37203)
Estimated breakfast cost: \$18.60

At Warner Music Nashville, staff will learn about responsible and ethical uses for generative AI, including a discussion of potential threats to the music industry posed by AI and policy proposals that the creative community supports to mitigate those risks. Staff will learn about the production of "Where That Came From", and how generative AI allowed Randy Travis to release a new recording after losing his voice because of a stroke 10 years ago. Attendees will then have the opportunity to see how recording studio equipment works during an interactive recording studio tour

10:00-10:15am Welcome and introduction by **Mark Baker**,
SVP Public Policy & Government Relations

10:15-11:15am Discussion of AI and music, featuring the
example of Randy Travis's "Where That Came
From"



- **Patrick Sabatini**, SVP, Legal & Business Affairs, Warner Music Nashville

11:15-12:00pm

Interactive recording studio tour

- **Terry Watson**, Director of Studio Services, Audio Engineer, Warner Music Nashville

12:00pm

Staff take Ubers to briefing at Sony Music Nashville

Estimated Uber cost: \$3.73/person

12:30-2:30pm

Working Lunch at Sony Music Nashville

Sony Music Nashville (1201 Demonbreun St, Nashville, TN 37203)

Estimated lunch cost: \$23/person

At Sony Music Nashville, staff will learn about the rich history of country music and Nashville and how the two have influenced and shaped each other.

Staff will then learn during an interactive discussion about the company's Artist & Repertoire (A&R) and marketing efforts. This will be brought to life through a case study of a current Sony Music Nashville artist. The case study will highlight the complex and interconnected elements of a modern-day global project launch. This will be followed by a discussion on the A&R process and its changes over the years.

12:30-12:50pm

Arrival, lunch served

12:50-12:55pm

Intro and welcome by **Deirdre McDonald**, EVP, Global Public Policy & Government Relations, Sony Music

12:55-1:20pm

History of Country Music and Nashville

- **Randy Goodman**, Chairman and CEO, Sony Music Nashville

1:20-1:50pm

A&R: case study

- **Ken Robold**, EVP & COO, Sony Music Nashville



- **Jennifer Way**, SVP, Marketing, Sony Music
- **Liz Cost**, VP, Marketing, Sony Music
- **Caryl Atwood**, SVP, A&R, Sony Music
Nashville

1:50-2:30pm

Modern A&R

- **Taylor Lindsey**, SVP, A&R, Sony Music
Nashville
- **Margaret Tomlin**, VP A&R, Sony Music
Nashville
- **Jason McColl**, Sr. Director, A&R, Sony
Music Nashville

2:30pm

Staff take Ubers to briefing at Universal Music Group Nashville
Estimated Uber cost: \$10/person

3:00-5:00pm

Educational briefing Universal Music Group Nashville
East Iris Studios (518 E Iris Dr, Nashville, TN 37204)
Estimated coffee cost: \$2.80/person

At Universal Music Group Nashville, staff will begin their visit with a welcome from UMG's EVP of Public Affairs Eric Berman, providing an overview of the company. Berman will introduce UMG Nashville's CEO Cindy Mabe during a fireside chat about the role of a record label and UMG Nashville's artist-centric business. After that, guests will tour a state-of-the-art recording studio, including a demonstration of the latest technologies, hosted by UMG's top studio executives. Then, participants will hear from Dawn Gates, SVP, Digital Business & Creative Development, on UMG's persistent innovation and revenue diversification in order to best serve its artists. Some of the company's A&R executives will then speak about UMG's support for its artists creatively, commercially, and personally at all stages of their careers. Finally, the guests will meet one of UMG Nashville's key artists who will offer a firsthand account of their partnership with UMG Nashville.

During these highly interactive sessions, staff will learn how Intellectual Property is utilized through multiple business opportunities. They will also learn about A&R, artist investment, and the collaboration between artists and labels required to build a



successful career in music, where artists reach their greatest creative and commercial potential.

- | | |
|-------------|--|
| 3:00-3:10pm | Introduction of UMG and Nashville team by
Eric Berman , EVP, Public Affairs |
| 3:10-3:40pm | Fireside chat: Role of the modern record label
- Cindy Mabe , CEO, UMG Nashville |
| 3:40-4:10pm | Studio tour, including Dolby Atmos demo and participation
- Pat Kraus , SVP, Studios
- Kevin Reeves , VP, Studios |
| 4:10-4:25pm | Innovation: Innovation & revenue diversification discussion and demo
- Dawn Gates , SVP, Digital Business & Creative Development |
| 4:25-4:40pm | A&R and artist relations discussion
- Chelsea Blythe , EVP, A&R, UMGN
- Jake Gear , VP, A&R, UMGN |
| 4:40-5:00pm | Discussion with UMGN artist |
| 5:30pm | Staff take Ubers to hotel
<i>Hyatt Centric Downtown Nashville
(210 Molloy St, Nashville, TN 37201)
Estimated Uber cost: \$9.23/person</i> |
| 5:45pm | Hotel check in
<i>Estimated hotel cost: \$248/person</i> |
| 7:00pm | Staff meet in lobby for dinner |
| 7:15pm | Dinner
<i>Casa Rosa (308 Broadway, Nashville, TN 37201)
Estimated dinner cost: \$36/person</i> |



Tuesday, October 29

- 7:45am Optional breakfast
 Pancake Pantry (220 Molloy Street, Nashville, TN 37201)
 Estimated breakfast cost: \$16/person
- 9:00am Hotel check out
- 9:15am Staff Uber to airport
 Estimated Uber cost: \$12.80
- 11:20am Flight depart BNA (flight WN 3774)
 Nashville, TN (BNA) to Washington, DC (DCA)
 Estimated flight cost: \$134/person