

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: 6/15/26 Date of Return: 6/16/26
4. Name(s) of Traveler(s): Anna Primosch, Gabrielle Howard, Leah Uhrig, Megan Garcia, Monica Luna, Robin Cheung
*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	\$638.80	\$215.31	\$109.34	n/a
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:  Date: 6/24/26

Name: Victoria Shedd Title: SVP, DCS

Organization: RIAA

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

Address: 1000 F Street NW, 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

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: June 15, 2026 Date of Return: June 16, 2026

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 \$80 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: \$217

Reason(s) for Selecting: Proximity to briefing locations 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:**

☐ Actual Amounts ☒ Good Faith Estimates	Total Transportation Expenses per Participant	Total Lodging Expenses per Participant	Total Meal Expenses per Participant
For each Member, Officer, or Employee	\$488	\$217	\$96
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		
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:  Date: 05/14/26
Name: Victoria Sheckler Title: SVP, DGC
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.

SAVE THE DATE

2026 RIAA STAFF
TRIP TO NASHVILLE

6.15.26

The Modern
Record Label:
Challenges &
Opportunities





Monica Luna
Office of Rep. Sarah McBride
Washington, DC

Dear Monica:

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, June 15 through Tuesday, June 16, 2026. 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, June 15, 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, ground/local transportation, hotel expenses for Monday, June 15 and group meals. We will provide paperwork for submission prior to the 30-day House Ethics travel deadline (Monday, May 18). 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,

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

Attachment #1 (Question 4):

RIAA has invited a range of senior level staffers that specifically handle issue portfolios that concern the domestic and international music business. We have also invited staff of Members who have demonstrated an interest in music and intellectual property issues or whose districts are uniquely invested in the music economy.

The list of invited House staffers is:

Name	Position	Office	Email
Josh Jackson	Chief of Staff	Adrian Smith	josh.jackson@mail.house.gov
Emily Crerand	Chief of Staff	Andrea Salinas	emily.crerand@mail.house.gov
Andrew Deshler	Legislative Assistant	Andrea Salinas	Andrew.Deshler@mail.house.gov
Mary Rosado	Chief of Staff	Andy Barr	mary.rosado@mail.house.gov
Jack Reineke	Senior Legislative Assistant	Andy Barr	Jack.Reineke@house.mail.gov
Sam Luna	Legislative Director	Anna Paulina Luna	samuel.luna@mail.house.gov
Matt Kent	Counsel	Becca Balint	matt.kent@mail.house.gov
Megan Garcia	Chief of Staff	Becca Balint	megan.garcia@mail.house.gov
Rachael Wagley	Chief of Staff	Blake Moore	rachel.wagley@mail.house.gov
Emily Benavidas	Chief of Staff	Bob Latta	emily.benavidas@mail.house.gov
Blaire Bartlett	Chief of Staff	Brad Knott	blaire.bartlett@mail.house.gov
Megan Gallagher	Legislative Director	Brad Knott	megan.gallagher@mail.house.gov
Damon Marx	Senior Counsel	Dan Goldman	damon.marx@mail.house.gov
Robin Cheung	Legislative Assistant	Dan Goldman	robin.cheung@mail.house.gov
Mary Ellen Richardson	Chief of Staff	Darin LaHood	maryellen.richardson@mail.house.gov
Matt Lee	Chief of Staff	Deborah Ross	matt.lee@mail.house.gov
Tom Koster	Legislative Director	Deborah Ross	tom.koster@mail.house.gov
Clint Blaes	Legislative Director	Derek Schmidt	clint.blaes@mail.house.gov
Susan Falconer	Chief of Staff	Diana Harshbarger	susan.falconer@mail.house.gov
Grace Brightbill	Legislative Assistant	Don Beyer	grace.brightbill@mail.house.gov
Kelly Fabin	Chief Counsel, CMT Sub	E+C Democrats	kelly.fabian@mail.house.gov
Evangelos Razis	Counsel, CMT Sub	E+C Republicans	evangelos.razis@mail.house.gov

Name	Position	Office	Email
Caroline Bender	Chief of Staff	Erin Houchin	caroline.bender@mail.house.gov
Anna McCollough	Legislative Director	Erin Houchin	Anna.McCollough@mail.house.gov
Christina Rankin	Legislative Director	Gabe Amo	christina.rankin@mail.house.gov
Aaron Harawa	Chief of Staff	Glenn Ivey	aaron.harawa@mail.house.gov
Amy Emerick	Chief of Staff	Greg Casar	amy.emerick@mail.house.gov
Brad Tauber	Legislative Assistant	Greg Landsman	bradley.tauber@mail.house.gov
Kayla Williams	Chief of Staff	Gregory Meeks	kayla.williams@mail.house.gov
David D'Antonio	Counsel	Guy Reschenthaler	david.dantonio@mail.house.gov
Antwain Monach	Legislative Director	Hank Johnson	antwain.monach@mail.house.gov
Katie McInnis	Chief Counsel, Antitrust Sub	HJC Democrats	katie.mcinnis@mail.house.gov
Adam Cella	Chief Counsel, Antitrust Sub	HJC Republicans	adam.cella@mail.house.gov
Grace White	Chief of Staff	House Admin	grace.white@mail.house.gov
Ashlee Vinyard	Deputy Staff Director	House Committee on Oversight	ashlee.vinyard@mail.house.gov
Sonali Desai	Exec Director	House Democratic Caucus	sonali.desai@mail.house.gov
Kirby Tidmore	Policy Director	House Republican Policy Committee	kirby.tidmore@mail.house.gov
Tom Connally	General Counsel	House Science Republicans	thomas.connally@mail.house.gov
Merrilee Rogers	Legislative Director	Jake Auchincloss	merrilee.rogers@mail.house.gov
Diane Adamson	Chief of Staff	Jamie Raskin	diane.adamson@mail.house.gov
Harshitha Teppala	Legislative Assistant	Jared Moskowitz	harshitha.teppala@mail.house.gov
Dylan Chandler	Chief of Staff	Jason Smith	dylan.chandler@mail.house.gov
Lorissa Bounds	Chief of Staff	Jay Obernolte	lorissa.bounds@mail.house.gov
William Burns	Counsel	Jay Obernolte	william.burns@mail.house.gov
Joe Braiuca	Legislative Director	Jimmy Gomez	joe.braiuca@mail.house.gov
Owen Reilly	Legislative Director	Joe Morelle	owen.reilly@mail.house.gov

Name	Position	Office	Email
Matt Schlesinger	Senior Counsel	Joe Morelle	matt.schlesinger@mail.house.gov
Anna Primosch	Counsel	Joe Neguse	anna.primosch@mail.house.gov
Ben Schwartz	Legislative Assistant	Josh Gottheimer	ben.schwartz@mail.house.gov
Shana Teehan	Chief of Staff	Julie Fedorchak	shana@mail.house.gov
Matt Esguerra	Chief of Staff	Lance Gooden	matthew.esguerra@mail.house.gov
Moksh Sharma	Counsel	Lance Gooden	moksh.sharma@mail.house.gov
Kalysta Garland	Legislative Assistant	Laura Friedman	kalysta.garland@mail.house.gov
Stephanie DeMarco	Legislative Director	Laurel Lee	stephanie.demarco@mail.house.gov
Marcos Sanchez	Legislative Assistant	Luz Rivas	marcos.sanchez@mail.house.gov
Trevor McLean	Counsel	Madeleine Dean	trevor.mclean1@mail.house.gov
Aileen Walsh	Comms	Madeleine Dean	aileen.walsh@mail.house.gov
Allyson Bayless	Comms	Madeleine Dean	allyson.bayless@mail.house.gov
Sean Smith	Legislative Director	Maria Salazar	sean.smith@mail.house.gov
Elizabeth Dos Santos	Senior Legislative Assistant	Mario Diaz Balart	elizabeth.dossantos@mail.house.gov
Alex Joyner	Senior Advisor	Matt Van Epps	alex.joyner@mail.house.gov
Jacob Sanders	Legislative Assistant	Matt Van Epps	jacob.sanders@mail.house.gov
Alex Weeden	Legislative Assistant	Maxwell Frost	alex.weeden@mail.house.gov
Ruth Ward	Chief of Staff	Mike Johnson	ruth.ward@mail.house.gov
Robin Russell	Chief of Staff	Mike Quigley	robin.russell@mail.house.gov
Ryan Culross	Legislative Director	Mike Rulli	ryan.culross@mail.house.gov
Graham Lescalette	Chief of Staff	Mike Rulli	graham.lescallette@mail.house.gov
Amanda Baldwin	Chief of Staff	Nathaniel Moran	amanda.baldwin@mail.house.gov
Hayden Upchurch	Legislative Assistant	Nathaniel Moran	hayden.upchurch@mail.house.gov
Emma Chance	Legislative Assistant	Nathaniel Moran	emma.chance@mail.house.gov
Angel Vazquez	Chief of Staff	Ritchie Torres	angel.vazquez@mail.house.gov
Patrick Swymer	Chief of Staff	Robert Garcia	patrick.swymer@mail.house.gov
Trent Long	Legislative Assistant	Russ Fulcher	trent.long@mail.house.gov

Name	Position	Office	Email
Noah Taicher	Legislative Assistant	Russell Fry	noah.taicher@mail.house.gov
Tim Del Monico	Chief of Staff	Sam Liccardo	tim.delmonico@mail.house.gov
Monica Luna	Legislative Assistant	Sarah McBride	monica.luna@mail.house.gov
Margaret Mulkerrin	Chief of Staff	Steny Hoyer	margaret.mulkerrin@mail.house.gov
Casey Fitzpatrick	Chief of Staff	Steve Scalise	casey.fitzpatrick@mail.house.gov
Lauren Toy	Chief of Staff	Susie Lee	lauren.toy@mail.house.gov
Jim Cho	Chief of Staff	Sydney Kamlager-Dove	jim.cho2@mail.house.gov
Gabrielle Howard	Legislative Director	Sydney Kamlager-Dove	gabrielle.howard@mail.house.gov
Anisa Alazraie	Legislative Assistant	Ted Lieu	anisa.alazraie@mail.house.gov
Leah Uhrig	Legislative Director	Ted Lieu	Leah.Uhrig@mail.house.gov
Ariel Dorsey	Senior PSM	House Ways and Means Republicans	ariel.dorsey@mail.house.gov
Christopher Cox	Chief of Staff	Yvette Clarke	christopher.cox@mail.house.gov
Steven Blattner	Legislative Director	Yvette Clarke	steven.blattner@mail.house.gov

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. Considering this, we have invited staffers that specifically handle issue portfolios that concern the domestic and international music business. We have also invited staff of Members who have demonstrated an interest in music and intellectual property issues 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 teams 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.



**Recording Industry Association of America
Educational Staff Trip to Nashville**

Sony Music Entertainment / Warner Music Group / Universal Music Group
Monday, June 15 – Tuesday, June 16

Monday, June 15

6:58am

Flight departs DCA (flight AA 4358)
Washington, DC (DCA) to Nashville, TN (BNA)
Estimated flight cost: \$200/person

The following attendees will be on different flights:

Ashlee Vinyard: Sunday, June 14

Depart DCA: 9:30am

Arrive BNA: 10:31am

Estimated flight cost: \$251

Alex Weeden: arriving earlier in the weekend at personal expense

8:01am:

Flight arrives in Nashville, TN (BNA)

8:30am:

Regroup at baggage claim

8:40am:

Staff travel to Country Music Hall of Fame
Local transportation will be via coach bus.
Estimated total local transportation cost: \$144/person

9:00-10:00am

RIAA welcome and presentation
*Country Music Hall of Fame, Truist classroom (222 Rep. John Lewis Way
S, Nashville, TN 37203)*
Estimated breakfast cost: \$20/person

RIAA staff will provide an overview of the organization's role in supporting and advocating for the recorded music industry. This session will include an update on the rapidly evolving landscape of artificial intelligence in music, highlighting both the opportunities and challenges AI presents for artists, labels, and rightsholders.

We will set the stage for the day's discussions, framing artificial intelligence as a central issue that will be examined across the music ecosystem throughout the day. Participants will gain insight into current policy discussions and industry efforts to ensure innovation develops alongside strong protections for creators.

10:00-11:00am Country Music Hall of Fame presentation

Country Music Hall of Fame, Truist classroom (222 Rep. John Lewis Way S, Nashville, TN 37203)

This session will include a curated exploration of the history of country music, using the Hall of Fame's collection as a lens into the development of Nashville as a global music hub. Participants will examine key moments, artists, and industry developments that have shaped the genre. The experience is designed to ground the day's discussions in a deeper understanding of the traditions, innovations, and ecosystem that continue to influence today's music industry.

11:00-11:15am

Break

11:15am-12:15pm

Warner Music Nashville briefing: A&R and Artist Development

Country Music Hall of Fame, Truist classroom (222 Rep. John Lewis Way S, Nashville, TN 37203)

During this briefing, participants will get an in-depth look at the Artist & Repertoire (A&R) process, focusing on how labels discover, evaluate, and ultimately sign new talent. Using real-world examples, this session will explore the strategic and creative considerations that go into identifying promising artists, developing their sound and brand, and positioning them for long-term success. Attendees will also learn how A&R teams collaborate across departments and adapt to changes in the industry to support artists at the earliest and most critical stages of their careers.

11:15-11:30am

Welcome and introduction by **Mark Baker**, SVP
Public Policy & Government Relations, Warner
Music Group

11:30am-12:15pm

A&R discussion

- **Patrick Sabatini**, EVP, Warner Records
Nashville Operations and Legal &

Business Affairs, Warner Records
Nashville

- **Austin Jenkins**, SVP, A&R, Warner Music
Nashville

12:15-12:30pm Break

12:30-1:30pm

Sony Music Nashville briefing: Artist Marketing and Global Campaigns

*Country Music Hall of Fame, Truist classroom (222 Rep. John Lewis Way
S, Nashville, TN 37203)*

Estimated lunch cost: \$25

This session will focus on the marketing strategies that bring an artist's vision to life and connect music with audiences around the world. Using a case study of a current Sony Music Nashville artist, participants will examine how modern campaigns are built—from audience development and digital strategy to cross-platform promotion and global rollout. The discussion will highlight the increasingly interconnected nature of marketing, A&R, and data insights, illustrating how labels craft cohesive, impactful campaigns that break artists and sustain their momentum in a competitive marketplace.

12:30-12:35pm

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

12:35-1:30pm

Marketing case study

- **Taylor Lindsey**, Chair & CEO, Sony Music
Nashville
- **Ken Robold**, President & Chief
Operating Officer, Sony Music Nashville

1:30-2:00pm

Break

2:00-2:30pm

Staff travel to Song Suffragettes House

2:30-3:30pm

Song Suffragettes

1609 17th Avenue South, Nashville, TN 37212

At Song Suffragettes, participants will experience one of Nashville's platforms for emerging female artists and songwriters. Through a behind-the-scenes perspective, this session will highlight how grassroots

communities and curated showcases play a critical role in artist discovery, development, and exposure. Participants will gain insight into the importance of live performance in building an artist's identity and audience.

3:30-4:00pm Staff travel to East Iris Studios

4:00-5:00pm Universal Music Group Nashville briefing: Recording Production & Studio Experience

East Iris Studios (518 E Iris Dr, Nashville, TN 37204)

At Universal Music Group's East Iris Studios, participants will explore the recording and production side of the music business through discussion and hands-on demonstration. The session will provide an inside look at how music is created in a professional studio environment, including the role of producers, engineers, and cutting-edge technology in shaping a final recording. Attendees will gain a deeper understanding of the creative and technical processes that bring songs to life, through a studio tour and live demo.

4:00-4:10pm Introduction of UMG and Nashville team by **Eric Berman**, EVP, Public Affairs, Universal Music Group

4:10-5:00pm Recording studio tour and demo

- **Patrick Kraus**, Senior Vice President, Head of Recording Studios and Archives, Universal Music Group
- **Kevin Reeves**, Vice President, US Studio Services, Universal Music Group
- **Kelly King**, Senior Manager, Studios, Universal Music Group
- **Presley Philpot**, Artist

5:15pm Staff travel to hotel

*Motto by Hilton Nashville Downtown
(311 3rd Avenue South, Nashville, TN 37201)*

6:00pm Hotel check in

Estimated hotel cost: \$215/person

6:30pm Staff meet in lobby for dinner

6:45pm Dinner
Puckett's (500 Church Street, Nashville, TN 37219)
Estimated dinner cost: \$35/person

Tuesday, June 16

7:45am **Optional** (no official programming)
 Breakfast
Pancake Pantry (220 Molloy Street, Nashville, TN 37201)
Estimated breakfast cost: \$16/person

8:45am Hotel check out

9:00am Staff travel to airport

11:15am Flight departs BNA (flight WN 4562)
Nashville, TN (BNA) to Washington, DC (DCA)
Estimated flight cost: \$144/person

2:00pm Flight arrives at DCA