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Grow Your Business

THE FUTURE OF HIT SONGWRITING: THE NEXT FIVE YEARS



Moderated by Thornton Cline and Bryce
Hitchcock

THORNTON CLINE, SONGWRITER/AUTHOR/CEO OF CLINETEL MUSIC



- Grammy- and Dove-nominated; twice *Songwriter of the Year*; Platinum Certified; and Maxy Literary Award-winning author and songwriter, Thornton Cline has had more than 150 of his songs recorded by Engelbert Humperdinck, Gloria Gaynor, Ray Peterson, The Manhattanans, Rebecca Holden, Gary Puckett, Matt Newton, Mark Chestnut, Tammy Trent, Tim Murphy and in Film/Television.
 - Cline has had 18 children and adult books published by Centerstream/Hal Leonard and other publishers.
 - Cline is represented by literary agent, Paul Shepherd. He is CEO of Clinetel Music in Nashville.
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BRYCE HITCHCOCK, SINGER/SONGWRITER/ACTRESS



- Her sound is a blending of folk, blues, jazz and pop with a hint of country. Chris Top of the WBOA Radio Network said, "She is one to watch. She does it all." In May 2015, she was selected to perform at the NAMM She Rocks Showcase in Nashville and again at 2017 Summer NAMM. She released her EP, "Clear," in the spring of 2016, and it includes a single with Tom Petersson (Cheap Trick). Her first full album, "I Wonder," was released in January 2017.
 - You can also hear Bryce as the voice of Deuce in the Final Fantasy Type-0 video game.
 - Tom Kelly of Chasing Your Dreams Radio says, "Bryce's lyrics are fascinating and speak to your heart. You can't help but be enchanted by her music."
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BARRY COFFING, MUSIC BUSINESS ENTREPRENEUR



- Barry Coffing is a music business entrepreneur. He has been an artist with WB Records, a songwriter, composer, producer, engineer, music supervisor, and label owner of Sony RED distribution. Needless to say, there is not much in the music business he is not familiar with.
- In his 35 years in the music business, he amassed many credits and awards. He has placed more than 200 of his own songs in films and television, received BMI Songwriting Awards, Multiple #1 hits, and an Emmy nomination.
- Barry is a sought-after speaker and moderator. Currently, his licensing company Music Supervisor Inc. represents more than 16,000 labels and artists for film and TV licensing. Nearly every major film company and TV network use his software, and as a result, they license a track every 48 hours.

MICHELE VICE-MASLIN, PRODUCER/ARRANGER/SONGWRITER/PUBLISHER



- Michèle Vice-Maslin is an Emmy-winning, #1 hit music producer, arranger, songwriter and publisher who composes, produces and arranges for artists, screen, and more. She has had numerous hit songs and cuts all over the world as well as having more than 5,000 music placements. Her music can be heard on radio and television every day, seven days a week, 365 days a year. Her recent placements include songs in the much anticipated upcoming Matt Damon feature Downsizing, as well as the end title and other songs for the soon-to-be released feature Con Man starring Mark Hamill, Ving Rhames, James Caan, and others.
- She has written for the hit TV shows Blue Bloods, Younger, and wrote the single and end title for the new feature film Kid Witness starring Susan Sarandon and young film and Broadway star Ripley Sobo, who performs the song. Michèle's successes include Emmy wins and Nominations for music on Guiding Light and One Life to Live, song placements helping develop hit sensation KE\$HA and many, many others. Michèle works out of her own studio in Los Angeles and continues to enjoy her passion for producing and writing music.
- She is married to another hit maker, acclaimed producer and engineer Harry Maslin, who has worked with David Bowie, Michael Jackson, Bay City Rollers, and many others.

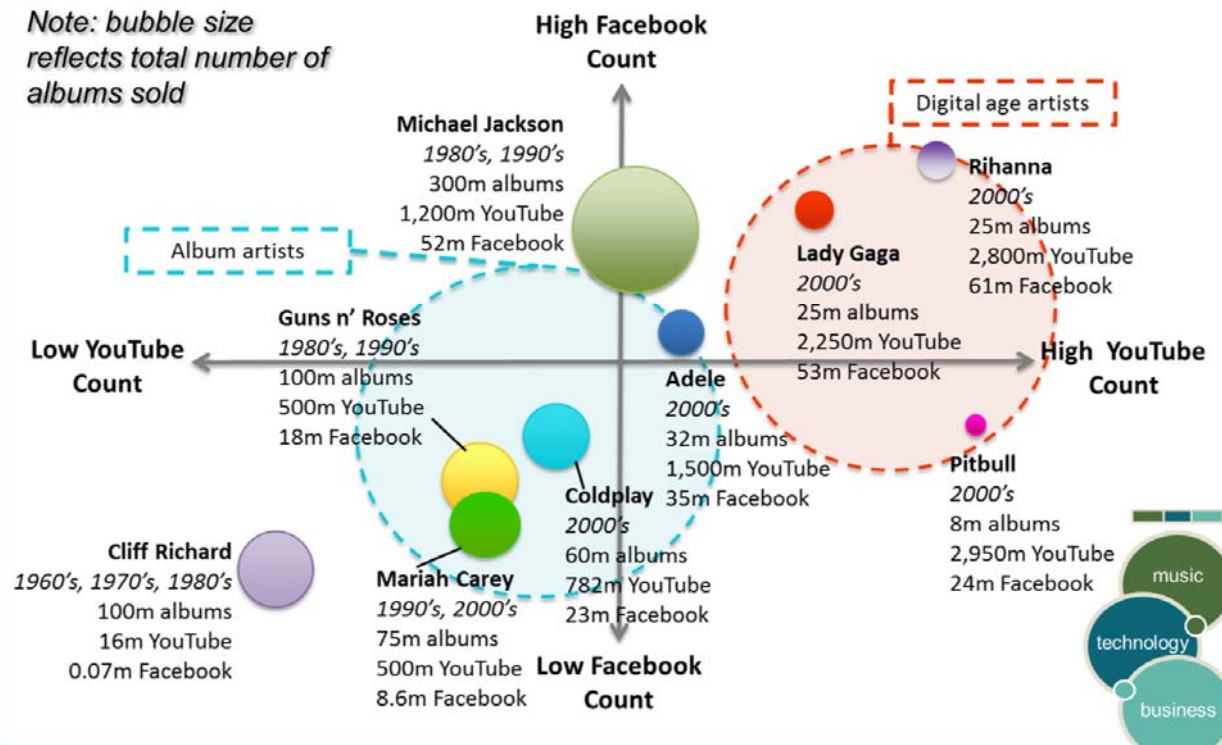
JUD FRIEDMAN, SONGWRITER/PRODUCER/ENTREPRENEUR



- Jud Friedman has had multiple Grammy, Oscar and Golden Globe nominations. He is the songwriter of the hits: "Run to You" by Whitney Houston, "I Don't Have the Heart" by James Ingram, "For the First Time" by Kenny Loggins and many more.
 - In March 2016 The Grammy Museum did a special night celebrating Jud and his writing partner Allan Rich's more than 25 years of collaboration.
 - Jud has recently launched a unique streaming app called qWaaq, which allows music adventurers to discover the unknown, unreleased hidden gem songs by the songwriters behind their favorite hits and artists, which they won't find on other streaming sites. The qWaaq App is available on the App Store.
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Selling Albums Is Not the Main Measure of Success for a New Generation of Digital Age Artists

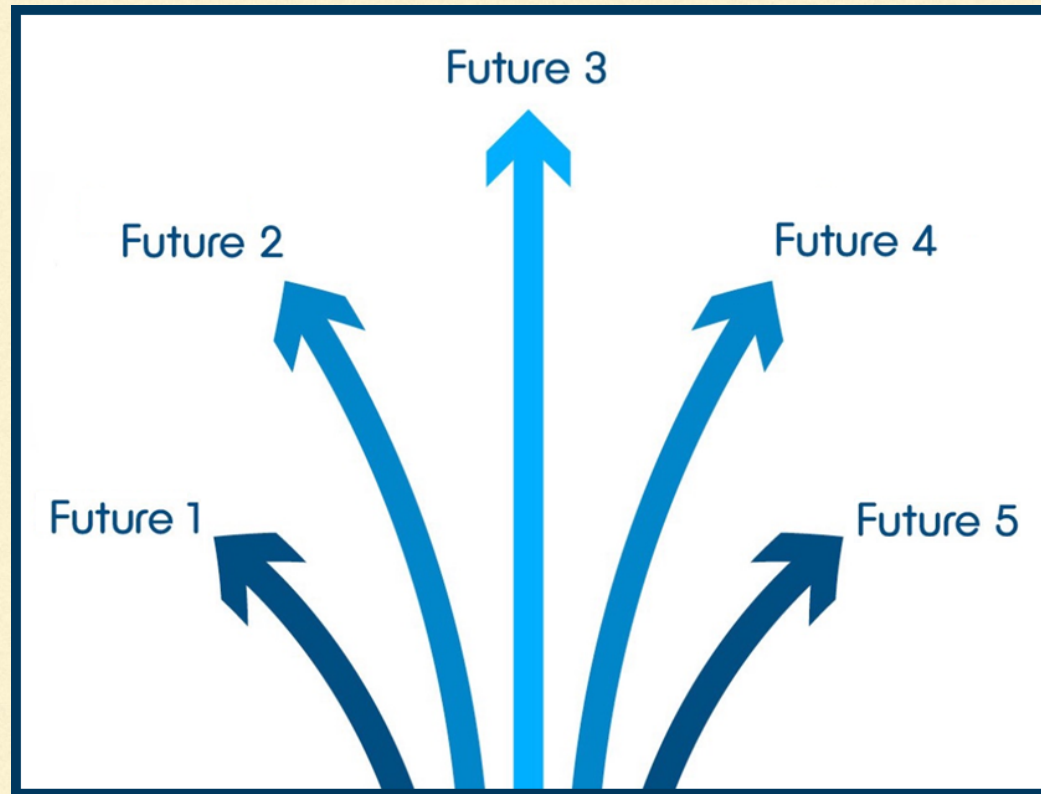
Note: bubble size reflects total number of albums sold



MUSIC INDUSTRY CHANGES SINCE 2012



**WHAT CHANGES WILL WE SEE FOR THE
MUSIC INDUSTRY IN THE NEXT FIVE YEARS?**



WHAT WILL CHANGE IN THE WAY SONGS ARE WRITTEN AND PRODUCED IN THE NEXT FIVE YEARS?



WHAT WILL CHANGE FOR SONGWRITERS IN THE REVENUE THEY EARN IN THE NEXT FIVE YEARS?



BOLD PREDICTIONS FOR THE NEXT FIVE YEARS



QUESTIONS AND ANSWERS

THANK YOU TO:



- Bryce Hitchcock
 - Thornton Cline
 - Barry Coffing
 - Michele Vice-Maslin
 - Jud Friedman
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