



## WAM MEDIA RELEASE

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## WAM Workshops 2011 Series: Publishing Masterclass Announced

WAM is excited to announce it will be hosting an exclusive **Publishing Masterclass** by **Philip Mortlock** of **Alberts**.

Ever wondered how to get your songs earning money for you? Where does music publishing come into this? Philip Mortlock answers these and other questions about the world of music publishing and rights management in a special masterclass exclusive to WAM members.

Topics covered:

- Anatomy of a publishing company
- Publishing in the 21st century: beyond traditional "A&R"
- How to pitch your song to a music publisher
- Work that connection: how to make the most out of a relationship with your publisher
- No publishing deal? No problem: Tips for the independent songwriter

### SATURDAY 16 APRIL

#### Publishing and Music Rights Management

*Presented by Alberts*

**Presenter:** Philip Mortlock (Alberts)

**Time:** 3:00pm - 4:30pm (includes networking)

**Venue:** WAM Office, 1<sup>st</sup> Floor, 58 James Street, Northbridge

**Cost:** Free for WAM members - and those who join at registration

**RSVP:** **Daphne Tan - [daphne@wam.asn.au](mailto:daphne@wam.asn.au) - by Friday 15 April.** Please include your name, band/organisation, WAM membership number & phone number.

**Seats limited to 10 people. You must be a current paid up member of WAM (or willing to subscribe) and pre-register for this masterclass by Friday 15 April 2011. Limited to 1 representative per band/business.**

#### About Philip Mortlock

Philip Mortlock is Head Of Creative with Alberts. In his role at Alberts, Philip is involved in the creative services of all activities with artists, songwriters, publishing, recording and other music rights. Philip is also on the board of AIR (Association Of Independent labels) and NFSA (National Film & Sound Archives as well as being a founding patron of The AMP (Australian Music Prize). Prior to working at Alberts, Philip ran the indie label and publishing business ORIGIN Music and prior to that was with Warner Music Australia for many years starting out designing record covers and ending up as Managing Director. Philip has worked with a variety of great Australian artists including INXS, Cold Chisel, Radio Birdman, Not Drowning Waving, Washington, Old Man River, Seabellies, Diana Anaid, James Morrison, Paul Grabowsky, Mondo Rock, 1927 and Richard Clapton.

#### About Alberts

Established in 1885 as J. Albert & Son, Alberts has been a pioneering indie music business covering publishing and sub publishing of classic catalogues including works by Irving Berlin, Duke Ellington and The Beach Boys. In the 1960's Alberts started a record label and recorded Australian artists The Easybeats and Billy Thorpe, to name a few. Harry Vanda & George Young became in-house producers for Alberts and produced artists John Paul Young, The Angels, Rose Tattoo and AC/DC. Alberts became the most successful indie exporter of Australian music. This continues now with artists such as Old man River and (Megan) Washington breaking internationally in 2011.

- ENDS -

For further information, please contact:

**Daphne Tan**, WAM Workshop Coordinator

p: +61 (0)8 9227 7962

e: [daphne@wam.asn.au](mailto:daphne@wam.asn.au)

w: [www.wam.asn.au/workshops](http://www.wam.asn.au/workshops)

**OFFICE ::** 1st Floor, 58 James Street Northbridge WA 6003 | **MAIL ::** PO Box 171, Northbridge WA 6865  
**T ::** +61 8 9227 7962 | **F ::** +61 8 9328 7711 | **W ::** [wam.asn.au](http://wam.asn.au) | **E ::** [wam@wam.asn.au](mailto:wam@wam.asn.au)  
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