



*Do More with the Music You Love!*

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## For Immediate Release

### Announcing the Launch of School Music License!

**Chicago, Illinois, September 12, 2023** — GIA Publications, Inc., is thrilled to announce the launch of School Music License! This revolutionary new service provides K-12 schools in the United States a simple, affordable annual license for permission to record and stream live performances of copyrighted music on the premier social media platforms.

From band, choir, and orchestra concerts, to marching band performances, recitals, glee club concerts, and more, School Music License helps schools **do more with the music they love**.

School Music License is not limited to school music and arts programs. Our service can be used by any program in the school, allowing for coaches and athletic staff to secure permissions for dance recitals, pep rallies, halftime shows, talent shows, and beyond. And streams may be posted to YouTube, Facebook, Instagram, TikTok, and Snapchat! More than 10 million songs from nearly 6,000 music publishers are included at launch, with more being added every week!



“School Music License is the culmination of an eight-year effort to provide U.S. schools with an easy way to confidently record and stream all of the great performances with music—proudly for parents, grandparents, students, and the community—while at the same time providing fair compensation to those who create the wonderful music schools perform,” said Alec Harris, President of GIA Publications and School Music License. “Everyone wins!”

Before School Music License, it was often difficult to determine who owned a particular song, let alone secure the necessary permissions to stream a performance. Also included with the Annual Basic License is permission to reprint or project song lyrics for the vast majority of included songs.

Key publishers at launch include Sony Music Publishing, Warner Chappell Music, BMG, and Kobalt, plus publishers specifically serving the school community, including Alfred Music, E.C. Schirmer Music Company, Elaine Hagenberg Music, Excelcia Music Publishing, Heritage Music Press, Hinshaw Music, Neil A. Kjos Music Company, Santa Barbara Music Publishing, Inc., Sing!, Walton Music, and many more.

School Music License eliminates the frustration teachers and educational institutions experience when they try to “do the right thing” to obtain authorization from copyright owners for their use of copyrighted music. “I couldn’t be more excited to finally bring this service to life,” said Brenna C. Horn-Cronin, Executive General Manager. “Our team has built a user-friendly platform that makes securing copyright permissions for video streams or lyrics easy. Teachers should spend time rehearsing and practicing with their students—not struggling with another administrative task!”

School Music License is available now, and grants licenses to all enrollment levels of K-12 schools in the U.S. based on an equitable pricing model. With 10 million titles to date, we know that School Music License will be an asset to your 2023-2024 school year.

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Visit [our website](#) for more information. For a digital copy of this press release, please visit [our blog](#).

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