

# President's Preface

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Your special day is a once in a lifetime celebration and the people you engage to provide professional services to bring your function to a successful and entertaining conclusion need to be respectable and qualified at their business specialties. The Canadian Disc Jockey Association is the oldest, national, chartered DJ organization in the world and we have excellent members with qualifications to support our claims that ethics, professionalism, and service affirms fundamental premise that we “Still Set the Standards” in this industry.

The next page is a real declaration of our endorsement to providing our National Customers with a full variety of top notch DJ companies who range from specialists in their entertainment fields to general practitioners who service less elaborate functions that do not require big plans and budgets. The CDJA is proud of our longevity and our adherence to National policies that promote fairness and honourable business dealings. A National Constitution, Privacy Policy, Code of Ethics and Mediation Service (accepted by all our members on initiation) helps to show our commitment to provide assurances of competency and peace of mind to those who would engage our members in their party needs.

The CDJA is loaded with ideas, articles, videos and things to do on our National website ([www.cdja.ca](http://www.cdja.ca)) that will assist you in planning and delivering a terrific event at your reception. Be assured that YOUR OCCASION will be handled YOUR WAY!

Why not visit the National website and take a look in the Wedding Section, The Quote Registry and the Find a DJ Section for information and access to some of Canada's finest Mobile DJ Entertainers!

**Doug Scott,**  
CDJA National President [pres@cdja.ca](mailto:pres@cdja.ca) 1-877-472-0653

AVLA AUDIO-VIDEO LICENSING AGENCY INC.

Licence No. PC

Unit No. CDJA

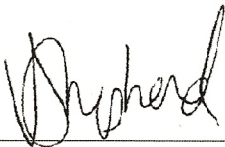
**LICENCE**

This licence is issued pursuant to the Copyright Act and will evidence that the licensee has been licensed by AVLA, on behalf of its member record companies, to reproduce certain sound recordings, and that this music system utilizes said programs.

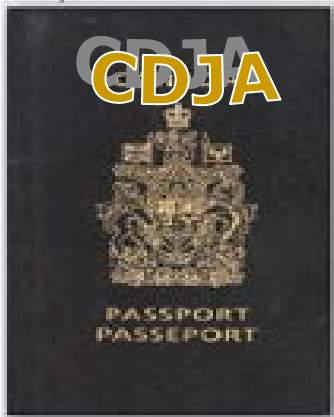
TO LICENSEE: **RJM SOUNDS**  
**DJ & ENTERTAINMENT SERVICES**  
Julian Willoughby  
Milton, ON

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FOR AVLA:

  
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Here is your Passport to



1. **Are AVLA Licensed** in one form or another.

2) **Are Insured for Liability.** This protects our clients, our venue hosts and our DJs. We are ethically, constitutionally and privacy CODED! *No other National DJ Association has this provision entrenched in their membership requirements!* Ask the others why they don't insist on this insurance rule to protect you!

3) **Are "backed up"** by personal staff or member support teams who come to their aid in emergencies.

**Service, Ethics,  
Professionalism  
& Integrity**

4) **Are serviced by an educational series of communicative methodologies.** Our National DJ Pulse magazine, our tri-mester Newsletter, the CDJA Periodical, the CDJA Message Board, Chat Line and new I-Site web section are some examples.

5) **Are networked by a chain of chapters** that provide product reviews, educational development and cross company interactions that build solidarity, back up and community service.

6) **Are supported by an increasing well of promotional opportunities** for their business improvements and client responsiveness (advertising methods, bridal show entries, Industry Expo involvements, etcetera).

7) Have a strong **Constitution**, a solid **Code of Ethics** and a sincere **Privacy Policy** that is backed up by a **National Mediation Service**.

Do these traits allude to PROFESSIONALISM? Maybe, or maybe not! What they do suggest, is that a CDJA Disc Jockey is taking an extra step to ensure his company appears to the public as being a stable, concerned, and responsible businessman/woman. It should portray to any client that our companies have established a strong foundation of support networking and a solid connection to standards of responsible business procedures because they have secured many of the components that model "professional markers" by most general definitions of the term by registering their businesses with the CDJA National DJ Community.

The word Professional is not granted to a DJ by his peers. It is given to him/her by the customers who recognize the special qualities that prove his/her worth!

# Party Planning

## **The CDJA Difference**

The education of our members is as important to our association's goals as the education of our customers who require our help. We strive to provide the public with many options to become aware of the realities of dealing with DJ Services in our industry. Besides providing website contact search pages, message board opportunities and direct contact links to key people within the chain of executives, we also display our intentions on business propriety by offering our customers the security of constitutional controls, a solid privacy policy and a strong code of ethics and mediation service that is second to none.

The CDJA acts as a repository of companies that consider the team approach as a way to better appeal to the Canadian Public as a strong, united voice. By unifying into a National Association, we feel we can understand regional and local trends and concerns better when clients call us and need relevant information that directly affect them. It is easy for us to re-direct inquiries, complaints and needs to the key people who have the best understanding and skills to answer the request from a local or regional level.

## ***Benefits of considering a CDJA member as your entertainment choice:***

When a company invests in its growth and health by joining a cooperative that is intent on changing the perception of the DJ Industry, it usually bodes well for their customers.

The public knows that quality comes with a price and a good price usually indicates higher service and higher quality. The investment in one's business is a pressing concern with the CDJA and we are always expanding our information base and promotional exercises to invite maximum participation from our National Membership.

Our commitment to public information and contact is second to none and the evolution of our interactive methods of communication is an on-going directive.

The CDJA is a non-profit Association that uses membership funds to improve what we do for our people and our public who look to an accredited body to help them understand what they need, how they can attain it and receive a quality resolution to their time investment with us.

# Professional Development

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# Legalities and Safeguards

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Here are some articles for general interest of an important order.

These documents try to explain to the uninformed, about the legality issues that abound in the indifferent copying practices of people who unlawfully copy music without an AVLA licence to back up the transfers. Secondary to this act is the idea that many people do not understand the liability involved in renting a hall for a particular function. The inherent pitfalls can be a huge problem if events turn out to be a problem concerning safety or a negligence issue. These articles will inform you of these topics.

## AVLA Licencing

**Fact:** Recording music for Public Performance without a licence from the Audio Visual Licensing Agency, the policing agent for the major Record Labels and Artists, is a federal offense. Many party hosts simply by-pass a DJ and copy their own music for their “do it yourself” party entertainment. The AVLA has a website that fully explains the rules of the copyright act as it pertains to “for hire” entertainers who have full libraries or public copiers who download for special occasions that they intend to handle themselves.

**Look:** Go to [www.avla.ca](http://www.avla.ca) to view the arrangements that govern copying of material onto any blank media. You will find the fees are very reasonable for a yearly licence or for a one time affair that comes along.

Most DJs have licencing covered when they purchase store bought CDs or subscribe to legitimate downloading services in either CD or MP3 formats. The AVLA license accompanies all such purchases and gives the owner the right to play this music lawfully.

**The problem arises** when a DJ wishes to leave his master music collection at home and transfer it on to CDs or a hard drive. A licence is required. A DJ (or the public) is absolutely NOT allowed to download music off the internet from some of the P2P servers. This music is not owned by the recipient and is in direct violation of the law.

**Quality DJ Services** always pay the toll to support the people who give us the musical programs to operate in a responsible, ethical and legal fashion.

## Hosting Insurance

**Question:** When signing a contract to rent a hall for a function that a party host is having in the future, there may be legal issues that are prevalent in the signing of such a document.

**Point:** When you put your signature to the rental agreement for the hall, some of the insurance responsibilities may transfer over to you.

As a party host who has signed the agreement, you should read the fine print carefully to watch out for certain clauses that “hold harmless” the hall management and accompanying policy references. This statement (and others that may be listed) can transfer some of the responsibilities of insurance liability onto your shoulders. Don’t take any of this “automatic” signature business too lightly. When you sign that legal document, you can be placing yourself (or partners in the signing) into legal jeopardy.

The CDJA mentions this because as a responsible and respectable business organization, we want to provide all of our visitors with informed understandings of the serious nature of your party logistics. We are pleased to let you know that our members have the ability to “pass on” information to you that will allow you to obtain “PARTY INSURANCE” that covers single event programming.

Our Hosting Insurance references are free to you. Just ask our members for the details.

Unexpected events and mishaps can occur suddenly and have a very costly affect on your whole party atmosphere . Be safe and insured!

**The**

**AVLA**

This is the policing agency for the Record Labels and the Artists who produce the music for all of party needs. When you buy a CD at the store, you are covered for copyright because in the sale of the music media you paid for is the copyright payment Included.

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Many private party hosts and some DJs believe that copying is an absolute right because there are file sharing opportunities out there that can be used to download complete libraries of pirated tunes. This is not a legal move and The AVLA (The Audio Visual Licencing Agency) has a mandate to prevent this sort of infringement of their rights. It doesn't matter if it is a public interest or a DJ business that is committing this offense; the AVLA has the legal mandate to prosecute offenders when they are caught.

Party hosts can make sure that their party is protected from this problem by asking their music providers if they are AVLA licenced. The AVLA sells these permits to professionals for yearly fees which permits copying from regular store-bought sources. The public, who wishes to run their own parties themselves, can purchase "one day permits" from the AVLA if they feel that this is the way to go.

Make sure that your party is run by a legal professional and save the chance that an AVLA agent may come in and disrupt your event due to infringement issues!

## **Liability Insurance**

On the previous page, we spoke about Hosting Insurance, the way party hosts can protect themselves from problems that may arise at their shin-digs. Well, all CDJA members must have their own form of protection against unhappy incidents to themselves, their party hosts and the venues in which they play. Our Association is the only one that mandates the requirement for its DJs to secure this benefit or not be able to join the organization.

It is absolutely essential that if an unexpected mishap occurs at your function, our DJs are fully covered against claims of neglect or injury. Law suits can ruin a company, guests and the party hosts in the blink of an eye. Second and third party claims can devastate a person named in the court action, and because of that, The CDJA has placed a new rule in the constitution that requires our people to be safe and at the same time consider the people who hire us and allow us to share their party facilities.

When you book a CDJA representative, you can be assured that they are professional enough to look beyond the music aspect of party programming. They are also set up to be caring and concerned business men and women.

If your DJ comes to your party and is not insured for negligence or carelessness, you are running a big risk that bad mishaps could be dismissed as fruitless. All DJs should have Liability Insurance because it is a positive cost of doing business to protect him and YOU!

# So Can (you)

Have you ever heard of *The Society of Composers, Authors and Music Publishers of Canada*? No? Well you're not alone. Here is a selection of topics that explains their views taken directly from their website at [www.socan.ca](http://www.socan.ca). DJs are **NOT RESPONSIBLE FOR THESE FEES**. The Venues pay the toll and they pass it on to the party hosts who rent the facility.

Nobody knows "nuttin" about these folks until they rent a hall to host a party! And then they learn all about them. Or at least, about their special fees that are channeled down the line to your invoice for your party.

## ABOUT SOCAN

SOCAN is a member-owned collective representing the people who create the music that is such an important part of our lives. Our members number more than 85,000 Canadian songwriters, composers, lyricists and publishers. And through our affiliations, we represent hundreds of thousands of other creators and publishers around the world. For those who use music as part of their businesses or functions, SOCAN sells access to virtually the world's entire repertoire of copyright-protected music for public performance and telecommunication.

## WHAT'S INCLUDED?

The above includes public performances at receptions, conventions, on the radio, at retail stores, at fitness clubs and even music on hold. Fees for all the different types of music use are determined by tariffs set by Canada's Copyright Board. SOCAN collects the fees and distributes the monies to those who earned them – with remarkable efficiency. **More than 80% of all monies collected from fees makes its way into the pockets of those who created or published the music.**

***SOCAN seeks remuneration from the halls and venues for the legal right to have music played by any performer (or mechanical method of playing music) that is produced by the major Recording Industry Labels of Canada.***

## WHEN SHOULD YOU PAY?

Music owners have a right to be paid for the public performance of their music. That includes live, recorded or broadcast music. SOCAN actively licenses all of these uses, including radio and TV, bars, restaurants and night clubs, concerts, movie theatres, fairs, exhibitions, theme parks, dances and dance clubs, skating rinks, recreation centers, fitness clubs, sporting events, circuses, ice shows, comedy shows, airplanes, boats and trains, stores and malls. The tariffs take into consideration the relative value of music to a particular business. That is why managers pass the cost on to the public.



## *Reasons for choosing the CDJA*

- 1 Professional Standards endorsed by our total membership
- 2 Services backed by DJ Support Systems
- 3 Easy access to DJ Search Pages and Quote Registry
- 4 Public Education through numerous communication tools
- 5 Public Assistance by open network of input mechanisms
- 6 Leader in Code of Ethics documentation
- 7 Mandatory Liability Insurance to protect our customers
- 8 Mandatory AVLA Licencing
- 9 National Website Wedding Section
- 10 Members' Professional Development Programs for raising the "quality bar" within the CDJA roles.

***Vive la différence!***