

## MUSIC ETHICS – Task Descriptions (summary version):

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### **TASK 1) Introduction of the Paid-In-Full Initiative as the solution to the Music Piracy Problem; how to “sell” the Paid-In-Full Register as a viable idea – along the lines of a “Professional Guild”**

If we introduce the idea effectively (i.e. get it right first time) then “Paid-In-Full” status will soon become a requirement of any Club, Federation, National Organisation - because they want to be seen as “upstanding”; we cannot force any group to make this requirement, we have to sell the idea by making it as “attractive” as possible, so that it becomes a “necessity”, imposed by Dance Sponsors - because they want to do it!

We need to highlight the use of the term **“Paid-In-Full Register of Professional Callers”** so as to introduce it into the common language of Square Dancing. My hope is that - before too long - one of the questions that will be asked is going to be: “are you a “Paid-In-Full” Caller”...?

The tasks are:

- a) Establish which people / organisations need to be included in “Paid-In-Full” and how to contact them and encourage them to take part.
- b) Devise methods of “marketing” the “Paid-In-Full” idea – so as to achieve the maximum membership numbers and also to obtain recognition by all parties who could be affected.
- c) Determine any control measures (i.e. ways of dealing with nay-sayers) that need to be considered so as to prevent the idea being “dismissed” or “ridiculed” on the grounds that it “can’t possibly work...”.
- d) Create a “Launch Plan” that is most likely to “work first time” to ensure maximum interest in - and the highest possible response to - “Paid-In-Full”.

We will only get one chance to make this work; we must get it “right” first time. The major role of this group is to “understand” the “customers” (Callers and Dancer Organisations, possibly even Round Dance Cuers) and make sure that the “Paid-In-Full” idea will be seen as the **solution to the Music Piracy Problem.**

### **TASK 2) Process of registration**

In order for a Caller to be listed on the Paid-In-Full Register, s/he will need to submit a formal application and must agree to accept and abide by the moral/ethical statements as listed in our documentation. In addition, s/he must agree to accept that any enquiry into their professional conduct, that results from any allegation of impropriety (with regard to Music Ethics) and any determination – FOR or AGAINST may be made public.

The tasks are:

- a) Design an application form.
- b) Write the Moral/Ethical Statement (the “covenant” into which the applicant is entering) It is important that the applicant should realise they are entering into a “covenant” with all of the other members of the professional guild i.e. an organisation of their peers.
- c) Devise the procedure that any applicant must follow.
- d) Devise the process that will be followed for consideration and acceptance (or not) of an applicant.
- e) Look at the “simple terms” list (shown below), amend this as necessary and suggest any additions.
- f) Suggest what the successful applicant might expect to receive (certificate, badge, stickers etc.) and how the cost of these items will be met.

Obviously, we need to make it as easy as possible for Callers to join and this process should tend to encourage, rather than deter members. It would also be pertinent for this Working Group to consider any “administration fees” that we might charge an applicant.

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### TASK 3) List of Dos and Don'ts (see Discussion Document for examples)

Although the first task includes writing a Moral/Ethical Statement, which sets out the moral/ethical statements (as listed in our documentation) of the “covenant” into which the applicant will be entering, the intention is that we will provide an applicant with a small handbook containing answers to “Frequently Asked Questions”; the first part of this handbook will comprise a “List of Dos and Don'ts” (examples are shown in the Discussion Document).

This task comprises:

- a) Review the “List of Dos and Don'ts” – as taken from the Discussion Document
- b) Add/Delete/Amend these to cover as many criteria as possible – we need to make this as close as possible to a complete list; although we should acknowledge that additions might need to be made
- c) Present the “List of Dos and Don'ts” in the most easily understood English – keeping in mind that CALLERLAB is an International organisation
- d) Create a method by which this list may be further amended, to accommodate any queries – such queries should be published to all existing members on the basis of “additions to the “List of Dos and Don'ts” from the FAQs” (or something similar)
- e) We must ask for comments and feedback. This is essential to underline the idea that this process is an aspect of the “covenant”, designed to allow all those registered to add to and improve the public image of the **"Paid-In-Full Register of Professional Callers"** and ensure that it is seen to be operated and – where necessary – improved by the members of an organisation of peers.

### TASK 4) Scenarios to consider (see Discussion Document for examples)

The second part of the handbook will contain the answers to “Frequently Asked Questions” – but this time presented as a series of “Scenarios” (concerning Caller “A” and Caller “B” etc.). These will be

This task comprises:

- a) Review the “Scenarios” – taken from the Discussion Document
- b) Expand the scenarios so as to be as descriptive and effective as possible
- c) Add/Delete/Amend the scenarios so as to cover as many situations as possible – we need to make these as close as possible to covering all scenarios; although we should acknowledge that additions might need to be made
- d) Present these in the most easily understood English – keeping in mind that CALLERLAB is an International organisation
- e) Create a method by which this list may be further amended, to accommodate any queries – such queries should be published to all existing members on the basis of “additions to the Scenarios” from the FAQs (or something similar)
- f) We must ask for comments and feedback. This is essential to underline the idea that this process is an aspect of the “covenant”, designed to allow all those registered to add to and improve the public image of the **"Paid-In-Full Register of Professional Callers"** and ensure that it is seen to be operated and – where necessary – improved by the members of an organisation of peers.

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### TASK 5) Procedure for defaulters

An essential condition of Registration as a “Paid-In-Full” Caller is that the applicant must agree to accept that any enquiry into their professional conduct, resulting from an “allegation of impropriety” (with regard to Music Ethics) and any determination – FOR or AGAINST may be made public.

For this to be viable we need to have an independent arbitration system – perhaps based upon the Ethics Committee, perhaps part of – or answerable to the Ethics Committee. It must comprise Callers who are beyond reproach (quite how we achieve that I am not sure). This Independent Arbitration Committee (IAC?) will need to follow a procedure to investigate and then resolve any and all alleged situations of Professional Misconduct (with regard to Music Ethics) in a manner that is satisfactory (as far as is possible) to all parties.

My suggestion would be that any allegation of Professional Misconduct (with regard to Music Ethics) could be made public (both parties would be named) and the eventual determination would also be published. It would seem logical to use a web-site to do this – i.e. a place where all the Paid-In-Full Registrants are listed, any IAC investigations are also listed and – effectively – any person who is proved to have broken the Code will be “named and shamed”.

This task comprises:

- a) Suggest how the investigation of any default should be conducted (what stages should be followed)
- b) Suggest how the IAC (or whatever name is to be used) will be created
- c) Create a set of guidelines that the IAC should follow (including an “escalation” procedure”)
- d) Suggest remedies that might be used to resolve cases
- e) Suggest any punitive action that could be taken, in particular, the point when “name and shame” will occur – i.e. the point in the procedure when both parties would be named.

The ultimate aim of this task is to put together a procedure that will prevent anybody actually being “named and shamed”. I know this sounds perverse but – as soon as we actually punish somebody – we run the risk of destroying the Paid-In-Full Professional Guild concept; a Caller who is found to be lacking in Moral/Ethical fibre (with regard to Music Ethics) will most likely “reject” the finding, s/he will have “friends” who will support her/him and we could end up with a situation that cannot be resolved without damaging the Paid-In-Full idea.

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### ADDITIONAL CONSIDERATIONS:

#### Scholarship Funding:

In the short term we could suggest that any organisation that offers Scholarship funding should require that the applicant must own all of the music that they use, (*particularly the applicants for the Record Producers’ Committee money*). The best way to do this would be to make it a requirement that: the applicant should be a member of the “Paid-In-Full” register. This will introduce the concept to new Callers, as a fundamental.

#### A Universal Solution to the Music Piracy Problem:

As mentioned in the covering e-mail, ideally, we should be thinking along the lines of a “Professional Guild” that is open to ALL Callers. It should not be limited to CALLERLAB members, as any such limitation will exclude too many Callers and Dancer Organisations. It may be practical to investigate how this might be used to encourage Callers to join CALLERLAB but “Paid-In-Full” must be without this obligation.