

# City of Memphis

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TENNESSEE

DR. WILLIE W. HERENTON  
MAYOR

March 18, 2008

The Honorable Shea Flinn  
Chairman  
Personnel, Intergovernmental & Annexation Committee  
City Hall - Room 514

Dear Chairman Flinn:

Subject to Council approval, it is my recommendation that:

**Tonya D. Butler**

be appointed to the Memphis and Shelby County Music Commission with a term  
expiring March 18, 2010.

I have attached biographical information.

Sincerely,

  
Dr. Willie W. Herenton

WWH:jd

c: Council Members

# TONYA D. BUTLER, ESQ., LL.M

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Music Business Area Coordinator  
Assistant Professor  
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## CURRICULUM VITAE



## BIOGRAPHY

Tonya Denise Butler, Esq., LL.M., Assistant Professor and Area Coordinator for the University of Memphis - Rudi. E. Scheidt School of Music, Music Business Program, holds a Juris Doctorate from California Western School of Law and a Master of Laws in Entertainment and Media from Southwestern University School of Law in Los Angeles. While in law school, she worked as an associate in the Legal Affairs division of Rhino Records, where she supervised the synch and master use licenses of over 1000 commercials, soundtracks and compilations. Soon after leaving Rhino, she took a position in Business Affairs at The Hyper Group, Inc., a Japanese owned record label and publishing company that specialized in Euro-pop, World Music, and independent film soundtracks. She later opened her own consulting firm, focusing on business affairs, promotions & marketing and distribution consulting for independent record labels and production companies, which led to her position as Manager of Promotions and Marketing for Pioneer Entertainment, where she designed and implemented marketing strategies for various artists including CeCe Winans, Kirk Whalum, Oleta Adams, Peter Frampton and the legendary Ray Charles. Her most recent industry position at MGM Music involved music chain-of-title research and contract review for MGM-owned TV series "She Spies" and "30-Something" as well as several MGM films including "Legally Blonde II", "Barbershop", "Walking Tall", and "Die Another Day".

Professor Butler is a long-time member of the American Bar Association's Entertainment and Sports Law Forum, the Black Entertainment and Sports Lawyers Association (BESLA), and the National Association of Black Female Executives in Music and Entertainment (NABFEME). She is an Executive Board member of The Music and Entertainment Industry Educator's Association (MEIEA) as well as the National Association of Recorded Arts and Sciences (NARAS), Memphis Chapter, Board of Governors. She joined The University of Memphis Faculty in the fall of 2004 after spending the summer studying International Entertainment, Media and Sports Law at the famed Fitzwilliam University in Cambridge, England. Her academic responsibilities at UofM include instruction in all aspects of music business, including Entertainment Law, Copyright, Record Contracts, Music Publishing, Artist Management, Concert Promotion, Record Company Operations, International Music Business and Entrepreneurship. She serves as founder and faculty advisor to the Memphis Chapter of the Music and Entertainment Industry Student's Association (MEISA), the collegiate network of NABFEME, the student-run record label BlueT.O.M. Records and Grammy University.

## DEGREES AND CERTIFICATIONS:

<u>DEGREE</u>	<u>DISCIPLINE</u>	<u>INSTITUTION</u>	<u>YEAR</u>
LL.M. (Master of Laws)	Entertainment and Media Law	Southwestern University School of Law, Los Angeles, CA/ Fitzwilliam University, Cambridge England	2004
Vocational Education	Marketing and Legal Studies	UCLA, Los Angeles	2003
Admitted to Practice	Law	New Jersey State Bar	2002
J.D. (Juris Doctorate)	Law	California Western School of Law, San Diego, CA	1997
B.S. (Bachelor of Science)	Laws	National University School of Law, San Diego, CA	1993
Paralegal Studies	Law	National University, San Diego, CA	1991
A.A. (Associate of Arts)	Theater	Los Angeles City College	1986

## EMPLOYMENT/EXPERIENCE:

<u>POSITION</u>	<u>DIVISION</u>	<u>INSTITUTION/COMPANY</u>	<u>YEAR</u>
Area Coordinator and Associate Professor	Music Business	University of Memphis, Rudi E. Scheidt School of Music	08/04-
Contract Attorney	Music Legal Affairs	MGM Music, Inc., Los Angeles, CA	8/03-5/04
Director of Promotions and Marketing	Marketing	Pioneer Entertainment	8/00-1/03
Owner/CEO	Label Consultant	The Butler The Better Entertainment Company	1/00-8/02
Adjunct Professor	Entertainment Law	American College of Law, Irvine, CA	8/00-1/01
Associate Attorney	Business Affairs	Hyperdisc Records/Sapphire Music Publishing, Santa Monica, CA	9/97-1/00
Law Clerk	Legal Affairs	Rhino Records, Los Angeles, CA	8/96-5/04