

A Perfect Storm: The Rachesky Effect, Royalty Free Music, BSU Alma Mater, and Phi Mu Alpha Sinfonia

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In the Dean's News of the October 2005 *Library Insider*, Dr. Häfner made reference to the "Rachesky Effect" which is defined as finding value that has been ignored in a program, service, or activity. By extension, it also means doing more with the same amount. To fully implement the Rachesky Effect requires creativity, teamwork, leadership, and management by looking for and finding value that has been ignored and getting others to see the benefit as well. This untapped Rachesky Effect value can be used to enhance library services for research, learning, teaching, instructional objectives, and to facilitate knowledge creation. The Effect can also be used in the creation of intellectual property content of artistic value and merit that can benefit the entire Ball State University Community. The University Copyright Center has implemented the Rachesky Effect in conjunction with the music fraternity, Phi Mu Alpha Sinfonia and by doing so, has enhanced the Ball State University Community's musical access to two, valuable sound resources.

The Copyright Law provides exclusive rights to any copyright owner which lasts for life of the owner plus 70 years. However, the Law also provides for those works where copyright protection has expired and are now considered to be in the Public Domain. All works and musical compositions which are not protected under the Copyright Law are said to be in the public domain because their copyright protection has expired. Public domain music and lyrics can be used without having to pay licensing fees called royalties to the owner. Anything written by an American author including music and lyrics published in 1922 or earlier are now in the Public Domain in the United States. No one can claim ownership of a song in the public domain, therefore public domain songs may be used by everyone.

Phi Mu Alpha [$\Pi M A$] Sinfonia [<http://www.sinfonia.org/>] is a nationally-known music fraternity that has as one of its goals the advancement of music in America. Sinfonia has collegiate chapters that participate in a broad range of activities emphasizing brotherhood, service, and performance in music. Such is the case with the Delta Lambda Chapter at Ball State University.

Combining together the fraternal services and the expert musical resources of the $\Pi M A$'s Delta Lambda Chapter, the Copyright Law, Public Domain music, the Ball State University Copyright Office, found something new and useful for the University Community. These disparate forces came together to produce new value through previously ignored resources by creatively managing and combining $\Pi M A$'s teamwork, leadership, service and



musical expertise. The Rachesky Effect has been used in the creation of intellectual property content of artistic value and merit that will benefit the entire Ball State University Community: The BSU *Alma Mater* and *National Anthem* are now available as Free MP3s!

There have been many who have been interested in having recordings of the Ball State University *Alma Mater* as well as the *Star Spangled Banner*. As Personal Assistant to the Dean, the Manager of the Copyright Office made arrangements with the local Delta Lambda Chapter of the national music fraternity, **ΠΜΑ** Sinfonia, to record both the Ball State University *Alma Mater* and the *Star Spangled Banner*. Joel Matthews, President of the local Delta Lambda Chapter of Sinfonia, organized a recording session at the acoustically state-of-the-art Sursa Auditorium. The recording session took place on Friday, November 18, 2005. The Sinfonians gave freely of their time and musical talents in order to produce these high quality recordings.



These MP3s are available at the Ball State University Virtual Press Page in the Audio Productions and Performances section under Students/Faculty Productions & Performances. The direct link to the *Alma Mater* and the *Star Spangled Banner* is located here for downloading:

<http://www.bsu.edu/library/virtualpress/phimualpha/>

When listening to these MP3s, it is quite obvious that the Sinfonia Choir exhibits a remarkable degree of musical expertise and professionalism. The Sinfonia Choir was conducted by Nathanael Sudduth and the recording engineer was Kevin Hileman.

Taking advantage of the Rachesky Effect has generated high value musical content for the BSU Community by finding, exploring, bringing together and realizing the ignored value of the resources of the musical expertise of the Delta Lambda Chapter of Phi Mu Alpha Sinfonia and that of the Copyright and Intellectual Property Office.

The homepage for the local Delta Lambda Chapter of **ΠΜΑ** Sinfonia is:

<http://sinfonia.iweb.bsu.edu/>