



National  
Association of  
Mobile  
Entertainers

## National Association of Mobile Entertainers

P.O. Box 144

Willow Grove, PA 19090

215-658-1193 215-658-1194 (FAX)

NAME@djkl.com - <http://www.djkl.com>



### Endorsed Professional Entertainer Application

#### Introduction to N.A.M.E. Accreditation Program.

N.A.M.E. congratulates you for requesting the application materials for Endorsed Professional Entertainer-E.P.E.<sup>™</sup> This program is the first of its' kind by any mobile entertainer association. This is your first step into achieving a higher level of recognition as well as the start to gaining more respect for the industry by creating a better image.

Enclosed you will find all of the information necessary to be completed for the level of E.P.E.<sup>™</sup> recognition. Please read and review it carefully and submit all necessary information from the requirement checklist. Your interest in this program is certainly appreciated by the association. Its' intent is to increase the image of our industry by increasing the perception of the level of professionalism of our industry. It is hoped that through this program, once established, that our industry will gain more respect with other industry related associations.

The goals of the program will be to create co-op advertising in the wedding, school, and corporate markets to create more jobs for those of you who chose to achieve a higher level of recognition. The advertising will be designed to include regular N.A.M.E. members as well as accredited members and non-members. It is also hoped to create more awareness in the music industry with the music labels.

The program has been extensively researched and well planned before its' introduction. There have already been adjustments made to its' first implementation and requirements. These adjustments were made on the advice of various members and non-members alike. It has been decided that non-members of N.A.M.E. may be accredited through a non-member status. The accreditation committee did not see a problem with the non-member status accreditation as long as it is perceived properly. N.A.M.E. hopes that the program will be well received by everyone as it progresses.

It will take some time for this program to gain momentum and acceptance within our industry. N.A.M.E. understands that the quicker the program is accepted, the faster it will gain momentum to be received by all as an improvement within our industry. It is the full intention of the association to continue full implementation and promotion of this program regardless of any resistance and criticism that it may meet.



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### BUSINESS INFORMATION

Your Name: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Company Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone#: \_\_\_\_\_ Fax#: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_  
 N.A.M.E. Membership#: \_\_\_\_\_ Member Since: \_\_\_\_\_

### Personal Information

Home Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Home Phone: \_\_\_\_\_ Home Fax#: \_\_\_\_\_  
 Home E-Mail: \_\_\_\_\_

### Payment Information

Application Fee:     \$39.00 (N.A.M.E. members)     \$89.00 (non-N.A.M.E. members)    \_\_\_\_\_  
                                   Desktop Display:    \$29.00 (optional) includes S&H    \_\_\_\_\_  
                                   Wall Plaque:    \$45.00 (optional) includes S&H    \_\_\_\_\_  
Enclosed:     Check     Money Order     Credit Card:    Total Enclosed: \_\_\_\_\_  
                                               
 Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_    Expiration Date: \_\_\_\_ / \_\_\_\_  
 Card Holder Signature: \_\_\_\_\_



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### Endorsed Professional Entertainer E.P.E.<sup>TM</sup> Requirements Checklist

#### Professional Business Paperwork - copies to be submitted to the association

- Formal voided contract
- Business card
- Brochure or pamphlet

#### Professional Equipment

- Equipment recognized by the industry as being of the professional line holding the standards for commercial use (Detailed photos and list required of equipment in a set up ready for performance mode) No home stereo equipment with the exception of for emergency back up purposes

#### Professional Phone Etiquette

- Telephone numbers given as your main business line must be answered at all times in your recognized business name, whether by live voice or by voice mail. If the business owner is unavailable by live voice contact, he or she must be available by cell phone, or pager for emergency purposes

#### Music Library

- Must be sufficient to handle all functions that are accepted by the business. (3 Detailed photos must be supplied and a music library list if available in printout form)

#### References

- 5 letters of reference from clients for whom you have performed (in the last six months) including the name, address, telephone number, date and type of function
- Any Combination of 4 letters of reference from professional business associates., i.e., catering or banquet facility managers or owners (on the venue's letterhead), schools, photographers, videographers, peers or bridal consultants with whom you have worked with in the last 6 months, regarding your level of professionalism.

#### Insurance

- A copy of certificate of insurance must be supplied that your company is covered by at least comprehensive general liability insurance. Homeowners insurance is not acceptable.

#### Ethics and Standards

- Submission of a signed and dated copy of the association's ethics and standards policy. Enclosed are 2 copies, sign and return one.

#### DJ Survey

- Please fill out the enclosed survey. It will help us to see the weak and strong points of the membership and help us gather ideas for requirement for the 2nd higher level to C.P.E.



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### DJ Accreditation Survey

The following information is not designed to be a test. It contains a variety of questions ranging from technical to common sense. It will not play a major part of the accreditation process. It will help us to see the weak and strong points of the membership. We are also trying to gather ideas for requirements for the 2nd higher level to C.P.E.

### Check All That Apply

#### Business Ethics

- Business Registration
- Sole Proprietor
- DBA/Fictitious Name
- Incorporated
- Business Checking Account
- Business Phone Number
- Liability Insurance
- Equipment Insurance
- Office (out of home)
- Office (in home)
- Employees
- Subcontractors
- Guarantee all work
- Cell Phone
- Pager
- Backup & Standby Personell
- Trade Association Membership
- Message Answer System
- Incorporated
- Trade Show Attendance
- Subscribe Trade Publications
- Computer
- Fax Machine
- Website
- E-mail Address
- Copy Music or Make own CDs

#### Experience

- Full Time DJ
- Part Time DJ
- Years as a DJ \_\_\_\_
- Club DJ
- Trade School
- Broadcasting
- Self Taught
- Appreciceship Program
- Roadie
- Band Member
- Karaoke DJ
- Weddings
- Proms/School Dances
- General Parties
- Corporate Events
- Bar/Bah Mitzfahs
- Pubs/Clubs
- Worked in Radio/TV
- Worked for another DJ

#### Equipment

- CD Player (first)
- Professional
- Consumer
- Turntable (first)
- Professional
- Consumer
- Turntable (second)
- Cassette Deck
- Professional
- Consumer
- Computer Jukebox
- Power Amp (first)
- Professional
- Consumer
- Power Amp (second)
- Microphone
- Wireless Mic (handheld)
- Wireless Mic (second)
- Headset/Mic Combination
- Mixer (2 channels)
- Mixer (4 channels)
- Mixer (more than 4 channels)
- Special Effect (sampling etc.)
- Video Music
- Video Karaoke
- Speakers (second pair)
- Professional
- Consumer
- Remote Speakers
- Professional
- Consumer
- Coffin Case
- Equipment Rack or coffin (first)
- Table Top or Bench mounted
- Lights (1-2 pieces)
- Lights (3-6 pieces)
- Lights (more than 7 pieces)
- Own your equipment
- Borrow/Rent
- Employer Supplied
- Generator
- Backup Equipment
- CD Recorder

#### Library

- Alternative Rock
- Pop Rock
- Big Band/Swing (40's)
- Children's Music
- Christian Music
- Disco
- Ethnic Music (1-4 types)
- Ethnic Music (5 or more types)
- EZ Rock (background)
- Funk Music
- Grand Entrance Theme
- Dinner Music (background)
- Jazz
- Heavy Metal
- Movie Soundtracks
- Novelty & Specialty Music
- Basic Oldies(50's-90's)
- Reggae Music
- Rap Music
- Hip-Hop, House, Techno
- Rhythm & Blues
- Classic Country
- Modern Country
- Vinyl (7 & 12")
- Cassettes
- Compact Discs
- MP3

#### For office use only

Business: \_\_\_\_\_  
 Experience: \_\_\_\_\_  
 Library: \_\_\_\_\_  
 Equipment: \_\_\_\_\_  
 Page 1: \_\_\_\_\_  
 Total: \_\_\_\_\_



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### DJ Certification Survey

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1. How many years have you been performing as a Mobile DJ? \_\_\_\_\_
2. What is the total number of years you've been in the entertainment business? \_\_\_\_\_
3. Do you have a business licence? Yes\_\_\_\_\_ No\_\_\_\_\_
4. Is your phone line connected as a business line? Yes\_\_\_\_\_ No\_\_\_\_\_
5. Where is your office? Home\_\_\_\_\_ Office Building \_\_\_\_\_
6. My business is: Incorporated\_\_\_\_\_ Sole Proprietorship\_\_\_\_\_ Partnership\_\_\_\_\_
7. Do you carry general liability insurance for your business? Yes\_\_\_\_\_ No\_\_\_\_\_
8. Is your equipment insured? Yes\_\_\_\_\_ No\_\_\_\_\_
9. My insurance is provided by: Homeowners policy\_\_\_\_\_ Business policy\_\_\_\_\_
10. Ohms law is:  $Watts = Current \times Resistance$ . True\_\_\_\_\_ False\_\_\_\_\_
11. The sampling rate of a standard CD player is: 33.1K\_\_\_\_\_ 46.2K\_\_\_\_\_ 44.1K\_\_\_\_\_ 48.4K\_\_\_\_\_
12. A gain control is the same as volume control. True\_\_\_\_\_ False\_\_\_\_\_
13. A low pass filter allows only low frequencies to pass. True\_\_\_\_\_ False\_\_\_\_\_
14. Which wire size would be the best for a 4ohm, 240 Watt speaker? 12AGW\_\_\_\_ 8AGW\_\_\_\_ 18AGW\_\_\_\_
15. A surge protector is used to protect: Power Company\_\_\_\_ Guests\_\_\_\_ DJ Equipment\_\_\_\_ Venue\_\_\_\_
16. AC Power requirements are the same as the total amplifier output. True\_\_\_\_\_ False\_\_\_\_\_
17. Should your lighting and audio systems share the same AC plug? Yes\_\_\_\_\_ No\_\_\_\_\_
18. What is the main reason to use a diversity wireless mic? Range\_\_\_\_ Less Dropout\_\_\_\_ Less Power\_\_\_\_  
Rackmount\_\_\_\_\_
19. Is drinking alcohol during a performance generally acceptable? Yes\_\_\_\_\_ No\_\_\_\_\_
20. Is it legal to copy CDs, vinyl or tapes to MP3 files and then played for profit or gain? Yes\_\_\_\_ No\_\_\_\_
21. Do you or have you ever attended any DJ industry trade shows? Yes\_\_\_\_\_ No\_\_\_\_\_
22. I always have a backup system with me at every show. Yes\_\_\_\_\_ No\_\_\_\_\_
23. My company exchanges jobs and networks with other DJs and companies in my area. Yes\_\_\_\_ No\_\_\_\_



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## **A GUIDELINE FOR INDUSTRY STANDARDS FOR THE MOBILE DJ**

A professional mobile DJ's personal character resides in his or her ability to communicate in a responsive and informative manner and is a prerequisite of quality service. Technical competence should be acknowledged through the professional's ability to recognize the types of functions he or she is capable of handling and being cognizant that falsifying those abilities does harm to both the professional and the prospective client.

### **QUALITY AND RELIABILITY OF SERVICE**

- A professional mobile DJ should possess a solid understanding of his or her profession gained through practice and ongoing education.
  - Personal and professional conduct is of the utmost importance and should be achieved by providing services with the highest degree of integrity.
  - Communication must be responsive, timely, informative and accurate.
- Appointments must be kept and information must be supplied to the client regarding progress or when a problem arises which may affect their event.
- A contract signed between a client and a professional DJ creates a legal relationship and due care must be taken to keep detailed and accurate records.

### **FULL DISCLOSURE TO CLIENTS**

- Full disclosure of all pertinent information requires the professional DJ to disclose all relevant and truthful information to the client with regard to the DJ's past employment.
- Disclosure of conflicts of interests (including personal, employment; prior or current) and the lack of experience are a necessity.

### **FAIR AND REASONABLE RATES FOR SERVICES PROVIDED**

- A member of the DJ profession should charge fair and reasonable fees commensurate with the service being provided at all times. A reasonable fee should depend on several factors such as: fees customarily charged for the locality, the amount of time required, the venue and the experience, reputation and ability of the DJ performing the service.
- A professional DJ should be ready to explain the basis for his or her fees, especially if the client is uninformed as to the proper basis and measurement for these fees.
- A professional DJ should provide a written contract for all functions in order to avoid any misunderstanding and for the protection of all parties with whom the DJ conducts business. This written contract should guarantee that all financial obligations and commitments are expressed prior to the beginning the event. This financial agreement should include the possibility, but not the guarantee of any gratuity that may be offered upon the conclusion of any event.
- Entering into an agreement with a client imposes upon the DJ the obligation of rendering a skilled and conscientious service. When this service is contingent upon the



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use of an assistant or outside service, this must be disclosed to the client and an appropriate accounting of these costs should be made known prior to the event.

### **CONFIDENTIAL OF INFORMATION**

- A professional DJ should hold in strict confidence all information provided in confidence by a client, associate or person requesting confidentiality and should not use confidential information for personal purposes or personal gain.
- The DJ owes the duty of confidentiality to every client and associate without exception, regardless of whether he is continuing or casual client. This duty survives the professional relationship and should continue indefinitely after the DJ has ceased to act for the client or associate whether or not differences may have arisen between them.
- The DJ cannot render effective professional service unless there is full and unreserved communication between the DJ and his or her client. At the same time, disclosure by the DJ may be permitted or required in order to defend himself (herself) or the DJ's associates or employees against any allegation of malpractice or misconduct, or in legal proceedings to establish or collect the DJ's fee, but only to the extent necessary for such purposes.

### **TRUTH IN ADVERTISING AND PROMOTIONAL PRACTICES**

- A professional DJ should only use those advertising and promotional practices, which fairly and accurately inform prospective clients and the public of the DJ's services, qualifications, credentials, and other relevant professional information.
- Logos, emblems, designations, and registered trademarks should be used only in accordance with the government's guidelines. None of these tools should be utilized in a manner that represents the DJ as acting or speaking on behalf of an organization or association.
- A DJ's advertising and promotional practices should fairly and accurately reflect the DJ's professional and educational qualifications, experience, professional designation(s) and or areas of specialization.

### **ADHERENCE TO ALL LAWS AND CONDUCT OF BUSINESS**

- A professional DJ should abide by all laws, rules, regulations, certification and licensing requirements applicable to his or her profession. All business or professional practices should be conducted in strict accordance with all applicable laws, rules, professional standards.
- This compliance should also include the following: In hiring or performing services, DJs shall follow nondiscriminatory practices without regard to race, creed, sex, national origin, and should cooperate fully with the government in the enforcement of its rules and regulations.
- The DJ shall adhere and comply with all mandated National and International Copyright laws applying to the duplication of recorded music.



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The following is a list of ethics and standards that have been composed by the association accreditation committee on an occasion. You will be notified of any changes from time to time. Please review them and sign and return one copy with your application paperwork.

### **Disc Jockey Code of Ethics**

This code is set forth as a guideline for professional DJs. It is an attempt to establish a set of moral and ethical values for professionals DJ's with regard to the treatment of their businesses and their clients.

As professionals it is our goal to:

- Abide by all applicable laws, codes and regulations, and protect the public against fraud and unfair trade practices.
- Maintain the highest level of services, and support the development of industry standards and safe practices.
- Provide a safe working environment.
- Present products and services honestly without misrepresentation.
- Be responsive to and available for customers before, during and after the contracted performance date.
- Refrain from discriminatory practices in dealing with customers and associates.
- Share knowledge, expertise and skills to advance the industry.
- Recognize the rights of others to compete for business.
- Follow through and complete any lawful agreement.
- Support and honor all commitments arranged with the client and other businesses.
- Guarantee all our work.
- Advise customers of any changes in DJ, time, music or activities that may impact the customer's expectations.

This Code does not represent the entire scope of good conduct and ethical behavior. Acceptance of and adherence to this Code is voluntary and in no way represents the entire view of the professional DJ Industry.

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*Signature*

*Date*

By signing the ethics and standards, I hereby agree to abide by them in operating my business to the fullest extent of my professional ability.