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Ed Hartman's
**Adventures in
 Music Licensing**
August 2015
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Still hot in the Pacific NW! 90s this week, again... Here's an update on activities/projects related to music licensing:

* If you are thinking of joining TAXI, I always recommend doing it before the annual TAXI Road Rally (Los Angeles, Nov 5-8, 2015). I feel the convention is worth the membership, itself (especially considering you get 2 tickets!) It's at a hotel right at LAX, so there is no transportation cost in the city. TAXI gets a good rate at the hotel. You can stay within a few blocks, but the action is at the hotel, especially at the bar, at night.

The Rally is a tremendous event dedicated to licensing. Your membership enables you to attend panels, workshops (I will be teaching my licensing class, like last year), meet 2,000 songwriters and composers, music supervisors, music libraries, record company execs, etc. There will be lots of door prizes, deals on gear, one-on-one mentor sessions, meet and greet luncheon, etc.

If you are attending the TAXI Road Rally, please let me know. I'd love to have a beer, lunch or dinner with you. Hope to see some of you there! For more info, come by or grab a TAXI packet, at my store/studio, The Drum Exchange in Wallingford - call or email, and I will give you a tour of my studio. The packets contain a lot of information about TAXI. **If you do choose to join TAXI, tell them I sent you, and it will be worth 5 free pitches (\$25 savings).** As I said at the class, you can check out TAXI for free (you can't pitch).

info:

taxi.com

taxitruth.blogspot.com/2014/11/the-road-rally-explained-part-1.html

Hope to see you there!

Ed's latest tracks:

Ultra-Epic orchestral:

edhartmanmusic.com/orchestral/s/in_the_hall_of_the_gods

World/New Age with marimba and vibes:

edhartmanmusic.com/new_age_ambient/s/river_dream

Spacey/Cinematic:

edhartmanmusic.com/electronica_indie/s/mind_flight

* For anyone who has taken my licensing class, I would very much appreciate any testimonials you have about the class. This feedback helps with promoting future classes. Please email me (*see below*).

* If you have any articles, links, ideas, etc. related to music licensing, please let me know!

Recent adventures in licensing:

Hopefully, these stories of placements can help you understand the reality of licensing. - Ed

Monitor Your Tracks:

I uploaded tracks (up to 50 are free) to tunesat.com. They fingerprint the tracks and monitor them on TV. You can use this information to compare to BMI/ASCAP and make sure you are getting all of your royalties. It will be interesting to see what to come up with!

Library Report:

Audiosocket.com paid some good upfront sync fees this quarter. My music was on the Bayou Classic (radio broadcast of a football game). The Smithsonian used a track (Web), and for the second time, a track was used by NPR's Freakonomics podcasts (paid via WNYC - NY Public Radio).
(**freakonomics.com/2013/05/23/can-you-be-too-smart-for-your-own-good-and-other-freak-questions-full-transcript/**)

We're looking for...

There is a ton of requests coming from libraries, TAXI, etc. Right now, reality tracks are hot (tension, quirky, humourous), and some large commercial requests (\$50K). I have been busy creating tracks for requests. It did motivate me to get the new computer and Logic running.

Your in the money - eventually, dept:

I did have an interesting placement via TAXI. A music supervisor emailed me telling me a track via TAXI was going to be used in a ghost hunting show (The RIP Files). What's a bit weird about this, is that I asked the super if there was any paperwork to sign. Usually, a master and sync agreement are standard. He said that there wasn't anything necessary, because it is a back-end only deal. He requested my BMI writers and publishing ID numbers to get the royalties flowing. I don't mind the back-end part, but I do wonder if this supervisor (I think he is a music editor, too) is leaving himself open to a legal issue, but not getting written permission for the track. My guess, is he is used to working with libraries that grant him global access to all of their tracks. Libraries do have agreements for those situations, to make sure, though. If I find out anything more, I will pass it on.

Tales from the Tech Side:

I got my PowerMac finished just as my G5 refused to boot up! Whew. Logic X has been great. There's a ton of orchestral sounds within Logic. They've really stepped it up. I did get EastWest Hollywood Orchestra (big discount!) loaded finally (comes on a 1TB drive!). It took weeks, along with a number of communications with support. They are pretty good, although it takes them about 24 hours for each response. I did learn a ton about the install software, and what to do when things go sideways with the program. I previously had the EW Choir from my G5, and EW allowed me to download the complete choir (3 days to download!). It took a lot to get it to work, but it works well, now. There are a few "Angel" and "Demon" choir sounds that are still missing. Support is still on that fix. The "word builder" allows you to get the choir to sing lyrics!

"Hey - I got a great placement" - Licensing News

Do YOU have an adventure in licensing story? - they ALL are!

Email me: edrums@aol.com

Music Licensing News/Questions from Readers:

Should I register my tunes quickly with my PRO (BMI-ASCAP)?

I register right away - usually the same day as finishing the track. Just make sure that if its going to a retitle that you give the library a new re-title, if nec. You don't want to have to change the registration. It can take months. (It happened to me recently with a library for a special request. I had to change the registration, and it took 4 months!)

Is there an easy way to keep track of my tunes?

composercatalog.com is a pretty decent program created by a composer that does a lot of licensing. It catalogues your music, puts metadata on the tracks, and you can keep track of where your music is (libraries, etc.) I checked out the demo. I may get it down the road.

OPPORTUNITIES: (Caveat Emptor!) - This can at least show you if your music is on track with the needs of the industry. Go to the links for complete listings. Listings can change daily.

taximusic.com

This gives you an idea of recent stuff. I've just put instrumentals here. Many more rock, indie, funk, etc. with vocals...Remember, if you do join TAXI tell them I sent you. It will be worth \$25 in pitches - Ed

Swampy Instrumentals Cues
1970's Style Funk Instrumentals
Epic, Contemporary Hybrid Trailer-Style Instrumentals
Southern-Style "Trap" Hip-Hop Instrumental Cues
Orchestral, Trailer-Style Instrumentals
Tension Instrumental Cues
Mischievous And Sneaky Instrumental Cues

musicpage.com

Global Music Licensing Company Currently Accepting Great New Tracks

filmmusic.net/job_listing.php

Family Action Adventure Trailer Music Needed
Music Needed Asap For Indie Action/Adventure Feature Film
Composer Needed Immediately For Indie Horror Feature Film

musicxray.com

Punk, Alternative, Indie, Pop, Country, (some) Classical and Soundtrack, Rap / Hip Hop, Jazz, Easy Listening, Rock, Metal, Blues and EDM
Seeking Music for Action Sports Ad Firm - Need 75-100 Tracks - Non-Exclusive Paid Opportunity
Seeking Christmas Songs for Film and Television Licensing

Hitlicense.com

Producer needs a variety of Electronic tracks for an upcoming TV placement. Open to tracks that have a moody or seductive feel.

Agency needs Caribbean style tracks for a series of upcoming travel promotions. Music should have a chill, feel good tropical vibe that captures the spirit of a Caribbean getaway. Vocals or Instrumentals.

Upcoming NW composer-licensing related events:*** Seattle Film and Music Happy Hour**

5-7pm, Spitfire, Downtown Seattle

2015 Happy Hour Dates:

August 26

September 30

October 28

More info: fridayhappyhour.wordpress.com

more info. mimihappyhour.wordpress.com

*** Ed's Next Music Licensing Classes:**

*** Ongoing classes at NSC: Sat, June October 24, 2014 NSCC, 9m-12noon**

North Seattle College (formerly Community) Open to anyone (you do not need to be a student)

continuinged.northseattle.edu/courses/make-money-licensing-your-music

Registration is open now - \$49.00; Please forward this email and invite to any composers/songwriters you know!

Upcoming National events:

*** TAXI Convention: Nov 6-9, 2015 (free with membership)** Definitely worthwhile. I'll be there, teaching a mini version of my class! Let's have lunch!

taxi.com

*** NAMM** (Music Equipment Trade Show - 100K participants!) January, Anaheim, CA.

*** BMI Events:**

bmi.com/events/calendar

*** ASCAP Events:**

ascap.com/news-and-events/calendar.aspx

*** Pacific NW Grammys: (look for Songwriters, and studio Summit events)**
grammypro.com/chapters/pacific-northwest

RESOURCE GUIDE:

This links have moved to my website:

edhartmanmusic.com/resources_for_composers

Links of the Month:

Music Supervisor talks about licensing:

musicsupervisorguide.com/blog/music-supervisor-alicen-schneider/?utm_source=cultivation-alicen&utm_medium=email&utm_content=alicen-schneider&utm_campaign=cultivation-emails

BMI Licensing info;

bmi.com/news/entry/10_things_you_need_to_know_about_placing_music_on_tv_and_in_films

Getting to a Music Supervisor:

digitalmusicnews.com/2015/06/15/the-only-way-to-guarantee-your-music-is-heard-by-a-filmtv-music-supervisor/

How the money flows:

musicpub101.com/howthemoneyflows/

[utm_content=buffer2970d&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer](http://musicpub101.com/howthemoneyflows/?utm_content=buffer2970d&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer)

\$10 answer any music industry question:

mosesavalon.com/music-artist-resources/

TAXI TV (Mondays at 4pm. You do NOT need to be a member!)

ustream.tv/channel/music-marketing-online

Music from TV Shows: (good resource when a library needs music for a specific show. Not the themes, but licensed music in the show. down to the episode. with links. Mostly pop music that has been used since 2006)

tvshowmusic.com

FB for the film industry: (Very cool network!)

stage32.com

Wondering about any of the terminology used in this newsletter:

licensequote.com/mlq/music_license_quote.html

ascap.com/licensing/termsdefined.aspx

musicbizacademy.com/articles/gman_money.htm

Ed Hartman Consultation

I am always available for one-on-one consultation.

One hour: \$60.00

Two hours: \$100.00

Groups: contact for price

I will be happy to critique your music, make recommendations for marketing, suggest libraries to put you music in, help figure out studio configurations (although I am not a heavy tech person. I can recommend people, though), and give you general career advice. If you are interested, please call or email.

Composer Joke/Quote of the Day:

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- "All I need to write one of Stravinsky's works is a bottle of ink"  
*Anon.*

"That was great! I especially liked the part at quarter past 11!"  
*Satie to Debussy after hearing La Mer*

"Vivaldi composed not 450 concertos, but 1 concerto, 450 times."  
*Anon.*

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**Ed on IMDB:  
[imdb.com/name/nm3047539/](http://imdb.com/name/nm3047539/)**

*- Internet Movie Database - Make sure you are in there, if you have a placement!*

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