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Subject: Adventures in Music Licensing, April 2015

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Ed Hartman's
**Adventures in
Music Licensing
April 2015
Vol. 3, No. 4**

Please forward the newsletter on to anyone you know with original music! - Thanks

*** Happy Post-Taxes Day!** I hope everyone survived. It was a little touch and go. Our accountant sent us a draft that was 10x more taxes than expected. It was a mistake on income. Fixed - all is well...Yikes!

*** Seattle Composer Alliance event coming up.** *(see below)*.

*** For anyone who has taken my licensing class (many of you!) I would very much appreciate any testimonials you have about the class.** It really helps promote and keep the class going. Please email me *(see below)*

*** Next NSC Music Licensing Class: WINTER: Sat, June 6, 2015, 9am to Noon, North Seattle College (AKA NSCC)**
continuinged.northseattle.edu/courses/make-money-licensing-your-music

More licensing classes!

*** Songwriters in Seattle - Sat Apr 25, 2015, 1-3pm, Phinney Neighborhood Center.** - Filling up!
meetup.com/SongwritersInSeattle/events/221334258

*** Cornish summer program, July, 2015 for kids, college and adults!**
cornish.edu/summer/courses/music_licensing_101

*** I am interested in teaching my licensing class at colleges and music schools around the US.** If you have any contacts, please let me know. I think music school students desperately need music business information to be successful.

*** Individual Consultations** - I've had a number of composers come in for "One-on-one" sessions. If you don't want to wait for a class, and want extremely focused information about licensing, pitching, copyright, BMI-ASCAP, track by track analysis (review for pitching), please email or call.

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

*** PLEASE come by and grab a TAXI packet** (my store The Drum Exchange (drumexchange.com) in Wallingford - let's have lunch! I have them waiting for anyone who didn't get them. They have a lot of info. TAXI will send you info, or you can go to taxi.com for info, too. If you do choose to join, tell them I sent you, and it will be worth 5 free pitches (\$25) As I said at the class, you can check out TAXI for free (you can't pitch).

Recent adventures in Licensing:

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

March BMI royalty payments came in!

Let's Make a Deal - I've had a lot of placements in these shows from a library. The background-instrumental (BI) cues are anywhere from 4 to 38 seconds. The royalties payments range from \$5-109.00/quarter.

Brooklyn Nine-Nine - This payment for one bossa-nova cue (over a minute) is \$104.00 (used as background in a stationary store). Additional royalties worldwide.

Cold Light of Day (movie with Henry Cavill -Superman) continues to pay - around \$300.00 this quarter (US Cable, worldwide) The cue was 1:42. It was a sound-alike of a turn of the century crank piano, as found in a plaza in Madrid (where the film was filmed)

I received a \$500 upfront payment for a percussion cue for a Canadian TV show that was from a good direct source in LA that requests music weekly.

Here's what the client was looking for:

[youtube.com/watch?v=Rt_LBcnfMcU](https://www.youtube.com/watch?v=Rt_LBcnfMcU)

This is what I had from my library:

edhartmanmusic.com/percussion_drums_hand_drums/s/drum_wars

On the scoring front:

A short I scored was a nominee for the Clean Shorts Film Festival. "**Those in Need**" is a nice little film about helping the homeless. It was a paid, contracted score. There is always money for music. Try not to work for free! Your music has value, and will help the film succeed.

Tales from the Tech Side:

I'm contemplating getting a MacPro ("garbage can"), or an IMAC for my next studio. I had a good chat with a MAC guy at an Apple store. The MacPro is especially geared to graphics/video. I need audio mostly, of course. If I max the ram and drive on the IMAC, it is cheaper than the MacPro out of the box (\$3K) Any thoughts??

EW is offering a subscription service based sample libraries in the cloud...What do you think?

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

If you have been to the TAXI rally look for group on FB. Many report forwards and placements there. Tons of great info, and quick feedback. It's a tight group, really meant for TAXI folks. The Taxi forums are free for anyone. Check them out!
forums.taxi.com

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

Email me: edrums@aol.com

Music Licensing News/Questions from the audience:

Should I go to the TAXI convention in November (LAX)?

Yes, it's a great hang, and you will learn a ton. Even better, see if you have anything to offer. You won't get paid, but you will have a completely different experience as a presenter (cut the lines, met cool people, etc.) I volunteer by teaching a class. I don't know if they need other types of help (stage, moving, etc.) It's a big convention, so no matter how you come to them, they should be pretty open to it. If you have skill (teaching guitar, vocals, mixing, theory, etc.) put together a brief & fun description. You should be able to connect with someone in the TAXI office. They don't get it together till a month or two ahead, but you should look into it asap. Anyway you offer your assistance will be a positive to an org like TAXI. Even if they can't make use of you, or you don't have an organized class, the act of offering is usually appreciated. You will become closer to the org, and potentially an asset in the future. If you have had success via TAXI, they will invite you on the panels, too.

P.S.: Are there other conventions you like to go to? I'll love to add to the next newsletter.

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)

Marching band instrumentals

Jazzy, solo piano instrumentals

Acoustic guitar-based instrumental cues

Original, traditional Latin songs

Piano-based, new age instrumentalists

Contemporary, Bollywood-style pop songs

filmmusic.net/job_listing.php -

Score Composer for Short Film
Hip Hop Tension Cues
Suspenseful, Dramatic and Action Cues

musicpage.com (recent changes in how many opps you get/month)

Seeking Spanish Style Pop Songs for Several Restaurant Retailers
House Label Seeking Amazing New Deep House, Techno Artists

musicxray.com -

Seeking Music for Walmart In-Store Ad Placement - \$5K Payout
Worldwide Song Placement Opportunities - Latin Jazz, Bossa Nova and Tropical, Brazilian Jazz, Electronic/Dance/House
Licensing Opportunity for Japan & South Africa
Seeking Songs for Hit Fox TV Show Empire

Hitlicense.com

Ad Agency is looking for pulsing Electronic tracks for the promotion of an Auto Company.

Agency needs bright and beautiful Acoustic instrumentals

Music Supervisor is looking for emotional Singer Songwriter or Indie Rock

Agency needs beautiful Piano Instrumentals for the promotion

Upcoming NW composer-licensing related events: (Please email your links!)

*** Seattle World Rhythm Festival**

April 17-19, 2015, Seattle Center. FREE. Learn about percussion and rhythm from around the world!!

swps.org

*** SCA Spring Demo Derby**

Sunday, April 26th, 2015 2-5 PM. Seattle Film Institute Theater 3210 16th Ave West, Seattle, WA 98119

Great get together, with other composers. Talk shop, talk gear, talk technique, show off your projects on the big screen at the SCA Theater. Plan on being able to set up your thing, explain in less than 30 seconds, play your piece, show your development, and have questions and dismantling finished in 10 minutes so everyone can have a shot. Extra points of pieces that scroll and showing real projects. You will need to have a miniDVI plug or similar, and a 1/8 inch stereo jack out of your system. If you have questions, just ask at The inescapably unpronounceable PNWFMC Derby page or also at the SCA Facebook page.

seattlecomposers.org

*** Seattle Film and Music Happy Hour**

5-7pm, Spitfire, Downtown Seattle

2015 Happy Hour Dates:

March 25 April 29 May 27 June 24 July 29 August 26 September 30 October 28

More info:

fmihappyhour.wordpress.com

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

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meetup.com/SongwritersInSeattle/events/221334258

***Cornish summer program, July, 2015** and beyond for kids, college and adults!
cornish.edu/summer/courses/music_licensing_101

*** Ongoing classes at NSC: Sat, June 6, 2014 NSCC, 9m-12noon**

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

continued.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, 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:

5 year old explains creating a hip-hop track: (brilliant!)

worldstarhiphop.com/videos/video.php?v=wshheKvKH6Q3Hjf8JVE9

Not good...

musiclibraryreport.com/blog/composers-beware-of-hgtv-the-cooking-channel-food-network-diy-travel-channel-any-scripps-networks-shows

All about Publishing:

bmi.com/faq/category/publishing

bmi.com/news/entry/how_to_start_your_own_music_publishing_company

entertainerlaw.com/pdf/setup.pdf

The \$99 orchestra!

99-orchestra.myshopify.com/

I think this is what I've been looking for!

kickstarter.com/projects/artiphon/introducing-the-artiphon-instrument-1

Inside Abbey Road Studios!

insideabbeyroad.withgoogle.com/en/welcome

Right from the TAXI convention:

taxi.com/transmitter/1504/understanding-and-profiting-from-the-music-library-business.html

This guy does a lot of free videos:

silverscreenmusician.com/v2/ - great FREE pdf of music licensing companies at the end of this video!!

Fett - The Mix Doctor! - saw him at the TAXI Rally. I have his book, too!

MixingMastery.com

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 your 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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"I should be sorry if I only entertained them, I wish to make them better."

*George Frideric Handel*

"It is much too good for them, they don't know what to do with it."

*George Frideric Handel - His comment on 'borrowing' others music.*

"My record royalties right now are four times stronger than when I was the Madonna of my day, ... Now it's over the top. I mean the records, they all hold up through the years."

*Tony Bennett*

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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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