



*Ed Hartman's*  
**Adventures in  
Music Licensing**  
**October 2015**  
*Vol. 3, No. 10*

*Here's an update on activities/projects related to music licensing:*

\* I hope everyone is busy creating some new tracks. I will be off to the TAXI convention Nov 5-8. I will be teaching my licensing class, and participating as a mentor (either listen to music, or help out at the mentor lunch). See you in LA!

\* If you are thinking of joining TAXI, I always recommend doing it before the annual TAXI Road Rally (Los Angeles, Nov 5-8, 2015) - NOW! I have heard the discounted rooms at the hotel are filling up, so I wouldn't wait too long. I feel the convention is worth the membership, itself (especially considering you get 2 tickets for FREE!) 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, 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](http://taxitruth.blogspot.com/2014/11/the-road-rally-explained-part-1.html)**

*Hope to see you there!*

\* 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***

\* The score I did for "A Rich Mann", went well at Local Sightings, in Seattle. Hearing a complete 15 minute score at a theatre with popcorn, is great.

**[capitolhilltimes.com/2015/09/capitol-hill-mans-son-honors-him-with-documentary/](http://capitolhilltimes.com/2015/09/capitol-hill-mans-son-honors-him-with-documentary/)**

\* BMI First quarter 2015 payments came in! Not bad. A few more tracks were used in shows. PBS Adventures with Ruth (cooking around the world) continues to use two tracks on many episodes. These are generic new age tracks recorded on a Tascam 8 track machine years ago.

**[edhartmanmusic.com/new\\_age\\_ambient/s/rivertrance](http://edhartmanmusic.com/new_age_ambient/s/rivertrance)**

**[edhartmanmusic.com/new\\_age\\_ambient/s/rainforest](http://edhartmanmusic.com/new_age_ambient/s/rainforest)**

\* Good \$\$ from overseas tracks - nearly even with domestic. Blind Side and Cold Light of Day continue to bring in strong revenue. Reality TV tracks are overtaking everything! Lower \$/per track, but the add up.

\* I did get a forward from TAXI (goes through to client) for a "Carol of the Bells" PD arrangement. Wait and see!

\* A very good library is asking for performing information from their musicians. They will send clients to see you shows! What a cool idea.

*We're looking for dept...*

\* Libraries are looking for Reality big-time. Watch "Catfish".

\* I got a call for a very quick custom track for a music box version of "Silent Night" from a music library. I had about an hour to do it. I was able to create 6 versions, using a celeste sound, some white noise

(motor) and a crank from a rattle toy. I also gave them a real bells version. Some of the synth versions had filtering, etc. to create a more eerie atmosphere. I haven't heard if the track was selected. The library was happy with the work. Good \$ if it works out.

\* Another library (originally via musicxray) asked for holiday tracks. Originally, they were looking for swampy guitar. You never know where things go. Just get the door open!

\* A LA library that has been very interested in tracks for specific projects, sent me a contract, but it was somewhat lacking in non-exclusive language, regarding re-titles. I sent back my concerns, but haven't heard anything. Watch what you sign!

### ***Tales from the Tech Side:***

\* When I got a quick call for a track, I started to work on it, and my controller keyboard (Oxygen 61) died! Luckily I have another keyboard connected via USB. Turns out, the USB port (on a hub), stopped working. Lesson: Get new USB hubs! This kind of thing can kill you in a rush situation.

\* Logic continues to work well. No real complaints, although I am still getting use to the window views. It's not quite as easy to get the transport views to change. I need to set up better templates.

\* **BOX.com** is an interesting cloud storage (like Dropbox). I am starting to use it to organize tracks for securely sharing with libraries, supers and publishers. I can keep things in files, create tags, and send out links for downloads. It's free up to 10 gig. It can be customized, and the film industry shares media files on it.

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

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

Email me: [edrums@aol.com](mailto:edrums@aol.com)

### ***Music Licensing News/Questions from Readers:***

*Is NAMM important to go to?*

*Michelle*

Unlike the TAXI Rally coming up, NAMM (**namm.com**) is a huge trade

show in Anaheim, in January. Technically, you need to be a manufacturer or retailer, but individual musicians that endorse brands get tix. Ask around - Sometimes dealers can't go, but have extra tix. It's always fun. I've gone as a musician and store owner. As a retailer I am a buyer, as a musician I am an endorser (Yamaha). It can be a very different experience. 100K people, 6K booths. Bring two pairs of decent shoes. It can rain, but likely 70s and above, especially good for a winter break! Anaheim is fun for Disney (nearby), etc. Stay somewhat nearby - everything is miles away, and parking is \$\$\$. Look at google maps. Local buses are possible but slow and not always predictable. There are clinics, performances, workshops, connections with the industry (publishers, retailers, manufacturers, etc.) Yamaha has a big deal every year. We saw the 125th Anniversary show with Elton John and others a few years ago.

Should you go? For licensing you should join TAXI and go to that convention, though. Between the two, TAXI is more important for the bus of writing. NAMM is all around fun and contact worthy. (there are workshops by PROs there, but limited). NAMM is seriously overwhelming, in a good way. TAXI convention is in one hotel, next to LAX, with 2000 folks all wanting to talk to each other, and mixers with music sups, library owners, panels, etc.

**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*

Action-Adventure Trailer Instrumentals

Sneaky, Playful, Mischievous Instrumental Cues

Orchestral/Electronic Hybrids For A Non-Exclusive Music Library.

Contemporary Instrumentals

Dramatic, Orchestral/Electronic Hybrid Instrumentals A

Instrumental Underscore Cues With Some Ethnic Flair For Non-Exclusive Placements An Hbo Show.

Original, Classical Instrumentals \$1k

Introspective Underscore Cues Needed By A Non-Exclusive Company For Placements In A Hit Show On Hbo.

**musicpage.com** - *almost died! The got renewed interest to keep it going, though.*

Global Music Licensing Company Currently Accepting Great New Tracks  
Music Publishing Seeking Talented New Artists and Bands

### **filmmusic.net/job\_listing.php**

Commercial Music seeks writers-producers  
Instrumental music for Travel

### **musicxray.com**

Major Auto Company Ad Spot Seeking Songs Hip-Hop Hybrids, Pop, Rock, Indie Instrumentals are OK \$80K all-in

### **Hitlicense.com**

Producer is looking for dark Cinematic music for an upcoming Horror series. The series will require a variety of tracks that have an unsettling, frightening or chilling tone.

Supervisor needs beautiful New Age or Cinematic tracks for an upcoming film placement. Music needs to capture the beauty of awe-inspiring moments spent in nature, a moment that connects you to something greater than yourself and fills you with gratitude. Music should be uplifting, peaceful and build a feeling of tranquility.

Ad Agency needs warm Acoustic Instrumentals for the promotion of a children's clothing retailer. A company dedicated to providing fresh fashion with fun designs at affordable prices, ensuring your little ones are ready for adventure and play. Music needs to have a positive or touching sentimental quality. Instrumentals only.

### **Upcoming NW composer-licensing related events:**

#### **\* Seattle Film and Music Happy Hour**

5-7pm, Spitfire, Downtown Seattle

2015 Happy Hour Dates:

October 28

More info: [fmihappyhour.wordpress.com](http://fmihappyhour.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:***

*Good TAXI interview from last year:*  
**youtube.com/watch?v=e6yL5aVUq5M**

*Music Supervisor info:*  
**[musicsupervisorguide.com/blog/music-supervisor-alicen-schneider/?utm\\_source=cultivation-alicen&utm\\_medium=email&utm\\_content=alicen-schneider&utm\\_campaign=cultivation-emails](http://musicsupervisorguide.com/blog/music-supervisor-alicen-schneider/?utm_source=cultivation-alicen&utm_medium=email&utm_content=alicen-schneider&utm_campaign=cultivation-emails)**

*TAXI TV (Mondays at 4pm. You do NOT need to be a member!)*  
**[ustream.tv/channel/music-marketing-online](http://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](http://tvshowmusic.com)**

*FB for the film industry: (Very cool network!)*  
**[stage32.com](http://stage32.com)**

*Wondering about any of the terminology used in this newsletter:*  
**[licensequote.com/mlq/music\\_license\\_quote.html](http://licensequote.com/mlq/music_license_quote.html)**

[ascap.com/licensing/termsdefined.aspx](http://ascap.com/licensing/termsdefined.aspx)  
[musicbizacademy.com/articles/gman\\_money.htm](http://musicbizacademy.com/articles/gman_money.htm)

*Ed Hartman Consultation*

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

One hour: \$70.00

Two hours: \$120.00

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.

***Music Joke/Quote of the Day:***

~~~~~

"The music business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free, and good men die like dogs. There's also a negative side."

Hunter S Thompson

*What does a rock musician say to a jazz musician?*

To the airport please!

*What's the difference between a rock guitarist and a jazz guitarist?*

A rock guitarist plays 3 chords for 1000 people, a jazz guitarist plays 1000 chords for 3 people.

**Ed Hartman Contact Information:**

**Phone: (206) 634-1142**

**Email: [edrums@aol.com](mailto:edrums@aol.com)**

**Website:  
[edhartmanmusic.com](http://edhartmanmusic.com)**

**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!*

[Forward email](#)



This email was sent to [edhartmanmusic@gmail.com](mailto:edhartmanmusic@gmail.com) by [edrums@aol.com](mailto:edrums@aol.com) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).

The Drum Exchange | 4501 Interlake Ave. N., #7 | Seattle | WA | 98103