

From: Ed Hartman <edrums@aol.com>

To: edrums <edrums@aol.com>

Subject: Adventures in Music Licensing, January 2016

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Ed Hartman's
**Adventures in
Music Licensing**
January 2015
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* **Happy 2016!** It seems to be a rough start for the year. Hopefully, it will shake itself out soon!

* **I am starting on a book about music licensing!** I will report here when it is done, and available. I figure it will take a few months. I realized that after nearly three years of this newsletter, I have a pretty good book started! Wish me luck!

* **Another podcast interview!** This time, a locally produced one about music licensing:

wotspodcast.com/2015/12/wots-version-56-with-ed-hartman.html

or

itunes.apple.com/us/podcast/word-on-the-street/id940213680

* **I did get a camera for my set up, and can do skype lessons** on music licensing! Please let me know if you are interested. I need to test this out, so if anyone wants to set up a few minute mini session for free, I am available.

* **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

*** Not a lot of news on the licensing front**, although I have two short films to score. A filmmaker that I have worked with has some archived films that needed better music. The lesson here is to bug your filmmaker friends, and see if they have any old projects that need help. You might at least barter for video work! You may have tracks that work with local director's projects, too.

*** I did get a membership to musiclibraryreport** (link on edhartmanmusic.com. You can get a free trial membership for a month, I believe). It has been an eye-opener. I have started to submit to libraries. There are reviews of many of them (500+), and you can search for exclusive or non-exclusive types. You can go monthly to yearly (\$99) and beyond. It will likely take me a few months to get through all of the non-exclusive libraries. There are links to most of them, and you can check out opinions about how well they have done, historically.

*** I am also starting to submit music to music supervisors.** I have some old lists to work with. There are links to directories below. It can be a very long process to make these types of connections. It will be well worth it, though.

*** A couple of very good non-exclusive libraries are moving more toward exclusive**, at least for custom work, because of increasing agreements with networks that want more exclusive content. I hope create new music for both of them. Copyright ownership may be involved with one of them, so be careful what rights you are giving up.

*** BMI payments are coming this month!** The long 4th quarter wait is almost over. Fingers crossed.

Tales from the Tech Side:

I just upgraded my MacPro tower to 32 ram (it came with 12, and can go to 128). You have to keep the ram symmetrical, so the old ram was replaced. Simply Mac on 45th in the U-Dist did the work for free. I think they felt bad because I was also checking into upgrading the internal hard drive. The MacPro came with a 256 SSD hard drive, and I was running out of room, quickly. EW and Logic use a LOT of room on the main drive. What I found out was that Mac really does NOT want you to replace the internal drive. It is evidently a mess. This is opposite what I was told buying the computer. The lesson here is get the drive

you want NOW. In the end, I was able to clear more space, and now have room on the internal drive, for the moment. They recommend getting an additional external SSD bootable drive that is larger (500 to 1TB). That means moving everything there. Although two bootable drives are possible, you shouldn't break up basic program data.

"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 make more than one mix of my tracks?

Yes. At the minimum, mix the first one at 48K (aif or wav). That is being requested more often (especially for video). Then make a 44.1 mix (aif or wav), and then a few mp3s: 320, 192, 128. You will find these helpful for pitching to different places. Some companies only take certain sizes. The full res size files (aif or wav) are your final products that you send to the client. A 320 mp3 is pretty good, but an aif or wav is exponentially better.

Making an instrumental mix of a vocal song is always a good idea! Editors want the option of using the instrumental section (same key and tempo, just without the vocals), under dialogue. The scene may start with vocals, and then the editor will edit an instrument section afterwards. Remember, the editor is in charge of the mixes. Having an instrumental mix with a solo AND without is helpful. Sometimes the editor just wants the bed. Even a sax solo can interfere with the dialogue. Think like a music editor!

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

ROCKABILLY INSTRUMENTAL CUES

TENSION-BUILDING INSTRUMENTAL UNDERSCORE CUES

EMOTIONALLY UPBEAT, MAINSTREAM ALT ROCK INSTRUMENTAL CUES

filmmusic.net/job_listing.php

Seeking shimmering, tranquil music for placement for high-end luxury hotels

MODERN FITNESS/WORKOUT MUSIC NEEDED FOR PLACEMENT IMMEDIATELY

Seeking modern fitness/workout music without screechy synths or sounds, w/ a solid core of bass and drum sounds

SONG NEEDED ASAP FOR TV SERIES PILOT

LA based creative company is immediately seeking a song for a TV series pilot about the drug dealing high-end world

musicxray.com

Instrumentals & Moody Music For Film & Ads

Cable Television Show seeking songs & instrumentals - \$2k-\$5k all-in for the spots

Seeking for Uptempo Instrumentals for TV show about Djays

Cinematic Instrumentals: Needed for Sync Catalog

Hitlicense.com

Ad Agency needs piano instrumentals for the promotion of a tablet manufacturer. Revolutionary technology that changes how we view entertainment with stunning color and amazing contrast, helping bring images to life. Music should be simple, beautiful and capture the feeling of connection and intimacy.

Ad Agency is looking for warm Acoustic music tracks for the promotion of a Financial Services company. Helping you create a plan that protects the people and things that you value most. Music should have a light and positive feel. Instrumentals onl

Producer is looking for moving Classical or Cinematic tracks for an upcoming Film placement. Music should be beautiful, engaging and help to express a range of emotions that cannot be easily conveyed through words. Reflecting on a lifetime of cherished and memorable moments.

Upcoming NW composer-licensing related events:

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

*** Ongoing classes at NSC: Sat, Feb. 27, 2016 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 TBA, 2016 (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

Also: ASCAP "I Create Music EXPO" - looks interesting!

ascap.com/news-and-events/calendar/event-details.aspx?eventid=6e78e36a-3fee-470d-9995-16a5cc085798

* **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:

Ed's skype interview with this excellent podcast. It's all about Music Licensing!
itunes.apple.com/us/podcast/music-business-connection/id1040356746

or

musicbusinessconnection.com/ (episode #25)

Music Supervisor interview:

music-supervisor-guide.com/blog/music-supervisor-selena-arizanovic

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, in person or via Skype (call or email to set up)

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 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.

Music Joke/Quote of the Day:

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There is one god: Bach, and Mendelssohn is his prophet.  
Hector Berlioz

I'm a revolutionary, money means nothing to me.  
Frédéric Chopin

Sorry Fred, my mortgage means a lot to me.  
Ed Hartman

**Ed Hartman Contact Information:**

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

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

**Website:**  
**edhartmanmusic.com**

**Ed on IMDB:**  
**imdb.com/name/nm3047539/**  
*- Internet Movie Database - Make sure you are in there, if you have a placement!*

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