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*Ed Hartman's*  
**Adventures in  
Music Licensing**  
**May 2017**  
*Vol. 5, No. 5*

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**Announcements:**

\* **Finally, we're into the 60s and a few 70s. That's a big milestone for this year. Most rain ever...**

\* **Welcome new readers! Thanks to the latest students of my classes and individual consultations.** I'm getting a lot more calls for individual meetings. They're a lot of fun, and can be extremely catered to individual needs. I'm learning new concepts and ideas all the time about the music industry. Remember, you can email me any question about licensing. I will try to answer it, and then use it in the next newsletter. Thanks to everyone that has been sending in questions.

\* **NW Composers: Look on FB for Seattle Composer Alliance Monthly Meetups!** They will move around, so keep your eyes open. [seattlecomposers.org](http://seattlecomposers.org)

\* **Aaron Davison (HowToLicenseYourMusic.com) interviewed me recently on his excellent podcast series.** It was a pretty involved interview about all things music licensing! Aaron is very involved in music licensing and has a wealth of information on his website. Check it out:  
[musicmoneyandlife.podbean.com/e/adventures-in-music-licensing-with-ed-hartman/](http://musicmoneyandlife.podbean.com/e/adventures-in-music-licensing-with-ed-hartman/)

\* **I got a free ticket to UPSTREAM in Seattle, this week (May 11-13 - Paul Allen's NXNW Style Music event).** Some Arts Orgs in Seattle may have free tix. Contact them if you are affiliated. I'll have a report next month about the Music Licensing Panels. Hundreds of bands are performing.

\* **I am doing one on one consultations (in person, skype or phone).** If you are not in the Pacific NW, and would like to get info, please email me (edrums@aol.com) Let me know what you are interested in talking about (licensing, contracts, exclusive vs. non, writing, tech, etc.) and we can schedule a time to talk. My fees are below. If you just have a short question, you can always email it for a general answer in the

next newsletter. Please let me know if I can be of help!

**\* 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!

**\* Shop Local!** Your local small business REALLY needs your help these days. Amazon, and online are killing local business. Local biz = tax revenue for schools, local services, repairs, community support, education, competitive prices, etc. When we lose local businesses we lose our community. When online runs everything, who will be left with a job? Who will buy anything?

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### **Recent adventures in licensing:**

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

**\* I have a new placement in "The Killjoys The show is a Canadian TV production that is also on SYFY!"** ([syfy.com/killjoys](http://syfy.com/killjoys) - It will be Season 3, Episode 301 - Best guess is that will be on June 30, 2017)  
The track is "Circus of the Mind"  
([edhartmanmusic.com/filmtv\\_theme\\_novelty\\_reality/s/circus\\_of\\_the\\_mind](http://edhartmanmusic.com/filmtv_theme_novelty_reality/s/circus_of_the_mind)).  
The track is a off-beat, warped circus theme (literally - it is in 11 or 6+5). I recorded it around 2007 on a Tascam Digital 8 track stand-alone recorder and keyboards (Pre DAW). I think they are only using 20 seconds or so. It came from a good contact of mine in LA that goes after pretty hot clients. He was looking for a track recently that paid \$50K! I connected with him via musicpage.com (free and pay options) That portal nearly disappeared, but seems to be coming back.

**\* Every once in awhile I'll get a free month at IMDB Pro.** You should take advantage of this, and update or build a personal page there, if you have have any credits. You can also do some research on production companies to pitch too! Here's mine:

**[imdb.com/name/nm3047539/?ref\\_=fn\\_al\\_nm\\_1](http://imdb.com/name/nm3047539/?ref_=fn_al_nm_1)**

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

*Someone recently asked, "Which is better to get right now, a good interface, or a good DAW (Digital Audio Workstation Software, like Logic or Protools)?"*

I told him, that it really isn't an either or scenario. If you are going to use any live audio, you need an interface of some kind to connect a mic or line inputs. Yes, theoretically, you can go right in the mic plug, but interfaces are made with quality input circuits. Also, you can run more than one mic. If you want to go stereo, you need two mics! I would recommend an interface with at least two inputs, if not a few more. They are not that expensive.

Regarding DAWs, GarageBand is free with a MAC, and Logic is now around @200 (it used to be \$500-1000!), I recommend getting Logic for the amazing amount of sounds and options. There are plenty of YT videos and video tutorials from Groove3.com, etc. You might have some help set up your studio. Check with SLUG (Seattle Logic Users Group) for help on this. It is run by Doug Zangar, who is amazing!

For Protools, Reason, DP, etc. I can't really help, but there are tons of folks that can. Just make sure you budget enough for mics (mine are pretty inexpensive), etc.

Remember, this is your business, and requires investment, just like if you opened a restaurant or a store. Believe me, if a restaurant opened with the attitude of a musician, they would open without food!

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**Music Licensing News/Questions from the Audience:**

(see my website: newsletter archives for tons of previous questions)

*\* I've taken one of your licensing classes in the past and have a quick question. I am saving up for the end of the year trip to L.A. and the Taxi subscription. I was wondering how much to expect to spend on the trip itself and event? It's usually in November, right? I'm about to sign up for Taxi service but wanted to ask you about the trip cost so I think I'm in the right ball park, and what to expect.*

Scott

I always recommend joining when you are ready to pitch and can get to the TAXI convention. There are a lot of opportunities throughout the year. Having some experience with TAXI before you get there might help. You can get on the TAXI forum, and start getting to know folks, too. The registration line is also a good place to meet folks (Thurs afternoon). A schedule gets online a few weeks before. There are one on one mentoring sessions (registration line to sign up), a mentor luncheon (\$25), etc. Your membership will include 2 tix to the convention. You can give one away, or even sell it (I didn't tell you that!) When you do join, call TAXI directly. Give them my name, and it will be worth 3 free pitches (\$15).

The convention is call the TAXI Road Rally:

**[taxi.com/taxi-road-rally-2016.html](http://taxi.com/taxi-road-rally-2016.html)**

For the TAXI Rally, figure: 3 nights. Leave Thurs, return Sunday late (there are events on Sun) Of course, if you have other business in LA, stay another week!

Figure \$150/night at the hotel (cheaper nearby, but it's TAXI gets a good discounted rate) When you stay at the hotel, it makes it very easy to hang out as long as you want in the bar. You can also freshen up in between workshops, etc.

Airfare: \$150-300 RT

Car parking \$35-50.00 (I use Aeroparking in Seattle)

Ground Transportation: The hotel is at the airport, so no ground transportation is necessary in LA (The Hotel has a free shuttle).

Food: ?? - There are lots of places nearby, including Subway, McDonalds, a Thai place, Dennys, etc. The Hotel food is good, but is a bit pricey.

There are lots of giveaways. You might win something!

Each night there are showcases (bring an instrument!), jams, and networking in the bar.

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**OPPORTUNITIES:** (Caveat Emptor!) -

I'm taking out the actual ops, due to lack of time. You can go to these sites and see what clients are looking for. Some of these companies have fees.

**[taximusic.com](http://taximusic.com) (\$)**

**[filmmusic.net/job\\_listing.php](http://filmmusic.net/job_listing.php) (\$)**

**[musicxray.com](http://musicxray.com) (\$)**

**[Hitlicense.com](http://Hitlicense.com) (\$)**

**[Musicgateway.net](http://Musicgateway.net) (Free or \$)**

**[Songtradr.com](http://Songtradr.com) (on demand pitching, and also a library) (Free)**

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

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

\* Ongoing classes at NSC:

**Nov 4, 2017 NSCC, 9m-12noon (last class till the fall!)**

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 - \$65.00; Please forward this email and invite to any composers/songwriters you know!

**Regular National events:**

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

\* **NEW Pacific NW Event (a la SxSW) May, 2017**  
**upstreammusicfest.com**

\* **BMI Events:**

**bmi.com/events/calendar**

\* **ASCAP Events:**

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

**Also: ASCAP "I Create Music EXPO" April 2018 (estimated)**

**ascap.com/expo**

\* **TAXI Convention: Next Nov in LA!**

**taxi.com** (You get 2 free passes as a member. if you are going to join, call them and mention my name. It's worth 3 free pitches (\$25)

**taxi.com**

\* **CD Baby DIY Convention (Nashville, Summer, 2017)**

**diymusiciancon.com**

\* **Pacific NW Grammys: (look for Songwriters, and studio Summit events**

**grammypro.com/chapters/pacific-northwest**

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**RESOURCE GUIDE:**

**This links have moved to my website:**

**edhartmanmusic.com/resources\_for\_composers**

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***Links of the Month: (Send in your favorites!)***

*Jacob Collier blows your mind:*

**youtube.com/watch?v=K28H04Y2IdE**

***BIZ:***

*Great Music Licensing INFO:*

**michellelockey.com/musicsync.html**

*The Gatekeepers That Control The Placement Of Music In Commercials:*

**Ep 002: Music Copyright Issues with Ricky Berger, Esq.**

**audioskills.com/episode/1691/**

*Thoughts about Non-Exclusive Retitling Libraries...*

*SHOULD YOU SIGN WITH A NON-EXCLUSIVE RETITLED LIBRARY?*

**pmamusic.com/retitling/ (Note: this is rather biased from an association featuring music large exclusive libraries)**

*TAXI chimes in:*

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

*CD Baby has an opinion, too:*

*diymusician.cdbaby.com/music-rights/sync-licensing-explained-read-this-before-signing-with-a-music-library/*

### **TECH:**

*Ep 006: DAW Tips and Tricks with Adam Olso*

**https://audioskills.com/episode/2017/**

*Ep 003: Music Production 101 with Ben Runy*

**https://audioskills.com/episode/1695/**

*A Beginner's Guide to Signal Flow in Mixing*

**audioskills.com/post/2108/**

*How to Pan Reverbs to Create Atmosphere in Your Mixes*

**youtube.com/watch?v=kY8TR\_EF60Q**

*\* Looking for percussion for your next tracks? New video tour of The Drum Exchange and Ed Hartman Percussion Studio.*

**youtube.com/watch?v=hcl8r2eRaOk**

*\* New video of mine...*

*The Secret to Learning Major Scales on ANY Keyboard!*

**youtu.be/U3q5qyJMoKQ**

**\* Some sites to check out: (I haven't used them yet. Please let me know what you think!**

**sentricmusic.com** - pitching company?

**soundreef.com** - royalty collecting company based in the UK

*\* Books, resources, videos:*

**howtolicenseyourmusic.com/**

*\* Another podcast interview of mine! 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**

Podcast interview of mine. It's all about Music Licensing!

**itunes.apple.com/us/podcast/music-business-connection/id1040356746**

*or*

**musicbusinessconnection.com/ (episode #25)**

Music Supervisor interview:

[musicsupervisorguide.com/blog/music-supervisor-selena-arizanovic](http://musicsupervisorguide.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](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, in person or via phone or 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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*"If a film score comes out uninfluenced by Berlioz, it's no good."*

Malcolm Arnold

## **Ed Hartman Contact Information:**

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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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