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Subject: Adventures in Music Licensing, May 2016

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Ed Hartman's
**Adventures in
Music Licensing**
May 2016
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*** Spring. Heck, this is summer in the NW - 70s and 80s!**

The Seattle Composers Alliance annual fundraiser is Tues May 17, 2016 at the Royal Room in Seattle. Great deals on software, etc. Yours truly will be doing the Emcee work.

seattlecomposers.org/event/tuesday-may-17th-the-seattle-composer-alliances-annual-spring-soiree-auction-and-gala/

*** The next Licensing class is the fall (unless something else pops up!).** Please let anyone you know that might be interested. I appreciate it!

INFO/Registration:

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

FB Info page:

facebook.com/events/217636365257117/

I am now doing Skype (or phone) one on one consultations. 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!

Recent adventures in licensing:

Hopefully, these stories of placements can help you understand the reality of

licensing. - Ed

Things are picking up! One busy library has put me to work on Brazilian Sambas for the Olympics on NBC. I have one done, and am working on others. It's exclusive, so I'm weighing the effort carefully.

Tunesat.com (free up to 50 tracks) will track your songs on TV. I discovered these placements!

The Young and the Restless Dec 2015 (Sugar Plum Fairies, Tchaikovsky) from my 1992 holiday CD. I traced this to a supervisor I already knew from another Soap placement, years ago I reconnected with him (this gave me a great excuse to email him!). He told me what library it was, and I reconnected to the library as well. Now I am pitching new tunes to the library, and hopefully will get more requests. The library is exclusive, now, although PD (Public Domain) is possible as a retitle. No upfront for the TV, but the backend should be OK. Most important, it connected me to both a supervisor and a library (a bit backwards!)

Bayerisches FS (German TV) Unter unserem Himmel (Under our skies) Rodelgeschichten -I was able to track down the usage:

br.de/mediathek/video/sendungen/unter-unserem-himmel/rodelgeschichten-100.html 25:45 and 33:45 - Rivertrance. One of my best selling tracks! Classic documentary music.

Voyage (French TV) - both Rivertrance and another similar track, Rainforest (**edhartmanmusic.com/new_age/s/rainforest**) are used in a few different shows: **Combat de chefs, Amazing Spaces, Fous de recettes, 24 heures: danger**

I was honored to win The Seattle Composers Alliance Score Contest. The film is a funny 1 minute long PSA:

youtube.com/watch?v=genhE-SeCXk

taxi.com is now posting the forwards (tracks that are going to the clients)
<http://ht.ly/YgYI30073xb>

I will have a jazz track, "**Rainfall**", in a new film, "**A Different Sun**", courtesy of Indigi Music. This was a special request. I got the placement, and was paid the upfront within a few weeks! Usually, upfronts take months.

Back from the ASCAP Expo 2016! What a great event to meet other composers and songwriters.

I arrive in LA. The flight (Virgin - always fun!) about \$250 with luggage. Super Shuttle was \$20 each way. I stayed at the Motel 6 a few blocks away from the Loews Hollywood Hotel (event host) for \$90/night (Loews was over \$250 and that was a discounted rate! Eek.) Hollywood is always weird and wonderful. Interesting food, crazy folks, and things always going on (Soap opera stars doing a red-carpet in front of a Wax Museum _?!?!)

The event was overall well produced. I got there a day ahead, and that saved me from a long registration line. The event cost me \$365, including a CD Baby discount (makes you appreciate the free taxi.com event which is similar). You do get a video pass for 1 year for any event you missed. I intend to watch a number of sessions I missed.

I attended the opening with Paul Williams (President). I am with BMI, but was very impressed with Paul's very passionate speech about the music industry. It made me wish BMI did an event like this. There were some amazing performances with singer/songwriters. Many were writers I had never heard of, but wrote tons of hits. They told their stories of working with stars and publishing companies. There were tech rooms set up with a lot of electronics. Some very interesting software was there, too.

Sound Exchange presented a good overview of performance royalties. I saw a number of music supervisors there, and was able to get a jump drive to a few. I wish I had done the one-on-one sessions. I wasn't sure about them, but I would recommend it. There was a lot of networking events, and the bar was always full. It's a good event to meet songwriters. There were some good composer events. Bear McCreary did an incredible session on building a composer's team. ADREV - is a company collecting Youtube ad revenue for music. They did a great event about it. I am heavy into this. More in upcoming newsletters. Overall, the ASCAP event is a bit more corporate, and star oriented. It still had a very good community feel. I do recommend it, but would probably recommend Taxi over it, because for Taxi's membership (\$299 first year, \$199 renewal), you get TWO tickets to the convention, plus a years worth of Taxi benefits (pitching is \$5/each). For comparison, the Taxi Rally is in November, and at an LAX hotel. The room is around \$150/night, and there is no transportation needed. If you have the money, go to both!

Tales from the Tech Side:

I am intrigued with this software (Especially - Strum GS-2)
ilio.com/downloads/aas-instruments

"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:

*Do you recommend any licensing companies geared toward ambient/new age?
(Michelle)*

Just about any music library has some new age music. I'm recommending more and more, to market yourself as a specialist in what you do best. My guess, is there is not a lot of music like yours out there, so it will stand out. Even the most pop, techno or rap library may need a variety of music. The new age tracks I have do very well, especially for documentaries and reality TV. I would start with companies that pitch to those clients. You can research this on **musiclibraryreport.com**

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.

taximusic.com
filmmusic.net/job_listing.php
musicxray.com
Hitlicense.com

Upcoming NW composer-licensing related events:

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

*** Ongoing classes at NSC:**

Fall, 2016 NSCC, 9m-12noon TBA

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

continuing.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 (if you are going to join, call them and mention my name. It's worth 5 free pitches (\$25))

*** 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" Spring 2017

ascap.com/expo

*** 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:

* Great interview with a music supervisor!
youtube.com/watch?v=MXO8-0zKKPM

* Books, resources, videos:

howtolicenseyourmusic.com/

* 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

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:

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

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 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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So, this film composer goes to his doctor, and says, "Doc, I'm supposed to be finishing up a film score, but I just can't concentrate. I wonder if there's something wrong with me. Maybe I have Lyme Disease?"

The doctor looks at him and says, "Lyme Disease! Did you see a bullseye rash? Do you have any joint pain?"

The composer says, "Well, I'm a little sore, but I think that's just from skiing last weekend. We went to Aspen for a few days. I was hoping the mountain air would clear my head. But no dice, I still can't write."

The doctor asks, "What about your reflexes? Do you notice any change in your hand-eye coordination?"

The composer says, "Hmm, nah, in fact, I just got my highest score ever

playing Guitar Hero with my daughter. We play every day for a couple hours when she gets home from school. My reflexes are in tip-top shape."

The doctor thinks for a minute, then asks, "Tell me, how many drinks do you have in a week?"

The composer shrugs and says, "Not too many, really. Maybe a beer at lunch. A couple glasses of wine at dinner. But not to excess, I'm not a real big drinker."

The doctor nods, frowns, and says, "Hmm, I think I know what's wrong with you. "

"You do?"

Yes," he says. "I'm afraid, there's something wrong with your butt."

"With my butt?!" cries the composer, shocked.

"Yes," says the doctor. "It's too far from your chair!"

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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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