



Ed Hartman's
**Adventures in
Music Licensing**
February 2015
Vol. 4, No. 2

* **Happy composing!**

* **My next Music Licensing class is Sat, Feb 27, 2016 at North Seattle College.** Please pass the word to anyone who is a composer or songwriter.

INFO/Registration: **continuinged.northseattle.edu/courses/make-money-licensing-your-music**

FB Info page:

facebook.com/events/601477606660189/

* **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

* **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

BMI payments were pretty, pretty, pretty...good! I have music in a few new shows, including "New Girls on the Block" (Discover Life), and "Tricked Out Trains" (Travel). My marching band tune from "The Blind Side" 2006, continues to be strong on TNT and other networks (\$100s). Amazon streaming is starting to pick-up, but not huge numbers. Internet royalties are a small percent of the total. Cold Light of Day (2012) did well in

Australia and Canada \$50-100). Don't give up, your future royalties can add up for years to come!

A music library let me know I have \$250 coming from a blanket deal. (the library sold a bunch of tunes for use, probably to a network). This is a good library, and it's nice that they are sharing the upfront money. Not all libraries do this. Hopefully, if the buyer uses a lot of my music, it will result in multiple placements, and further backend royalties!

I had a few writing assignments. Both were for military style music. These were done in a hurry (within a few hours).

First was a Seinfeld version of the Presidential fanfare

Hail to the Funk

edhartmanmusic.com/filmtv_theme_novelty_reality/s/hail_to_the_funk

Then, I made a traditional version for libraries:

Hail to the Chief (Presidential Fanfare)

edhartmanmusic.com/orchestral/s/hail_to_the_chief

This was from a different music publisher to pitch to a TV series:

Funeral March (Chopin's classic)

edhartmanmusic.com/orchestral/s/funeral_march

Tales from the Tech Side:

What do you mix your masters at?

I generally go for 44.1, although I get more requests for 48K. I may start mixing even higher (96 and even 192!) Whatever you do, start high, and make lower res mixes from your highest one. You can do this after you mix, too. (I use Sound Studio).

INFO: soundonsound.com/sos/apr14/articles/qa-0414-02.htm

Personally, I don't think super high rates are that critical. Mostly, you want a variety of masters available for the client's requests. 48K was always a standard for video. 44.1 was really a slightly less quality master, invented for the CD. Supposedly, that sample rate was partially decided on based on Beethoven's Ninth Symphony fitting on one CD!

Nowadays, memory space is a lot less problematic, so you can have higher quality masters. Go ahead and experiment! Maybe you will hear a difference. I do hear a difference when I listen to the multitrack out of Logic compared to a mix, for sure. Of course, your results will differ depending on your speakers.

Label your masters, too.

Joes Tune 44 master.aif

Joes Tune 48 master.aif

Joes Tune 96 master.aif

Etc...

"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:

I would like to go to the TAXI convention this year and will save up for

it, and the membership. I hope the hotel doesn't sell out by the time I'm able to commit - which will be around June. How far ahead do you usually book? How many days/nights is the event usually?

Scott

TAXI doesn't announce the convention until the summer, and the hotel rooms are usually good for quite awhile. They do sell out, but you can reserve ahead. (pay at the event, usually a 24hr cancellation).

I recommend getting there by Thurs afternoon, and returning on Sunday, earliest (3 nights). There are events on Sun, so a late flight back maybe nice. I know a lot of folks that stay till Mon. but it adds another night. You should be able to find old schedules and info online. Registration is late Thurs afternoon, and the line is insane for hours ahead, but folks get to know each other, too. I skip the line, because I am a presenter.

There will be a lot of info on what to bring. Cards, CDs, etc. If you are going alone, the free ticket can be avail for someone else. I usually give it to someone in LA.

I want to submit a couple songs for a listing written by a friend. He got his writer's number from BMI and wants me to be his publisher.

When I register them with BMI when it asks if the songs were written for Film or TV or Radio etc.. should I say yes, even though they are just being submitted and we hope they are used for those purposes. Or can I change that status if they are used in film or tv later?

When it asks if it was released by a record label do I put my Publishers number as the record label or should I leave that blank?

Andrew

I generally leave both blank. The library thing is more for libraries themselves, I'm guessing. I don't worry about releases although you might call BMI about it. There may be other implications like radio play. Let me know what you find out. It's hard to change things in your BMI registration later, so its a good idea to get it right. Keep in mind non-exclusive libraries may rettle and re-register a new title with BMI Exclusive ones prefer to do the registration themselves. It's probably easier than changing it later.

Good luck!

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

INDIAN INSTRUMENTAL CUES

TRADITIONAL LATIN INSTRUMENTAL CUES

DRUM & BASS INSTRUMENTAL CUES

1960's to 1970's-Style CLASSIC ROCK INSTRUMENTAL CUES

JAZZ-based DRAMEDY INSTRUMENTAL CUES

filmmusic.net/job_listing.php

MUSIC NEEDED IMMEDIATELY FOR SCI-FI PROJECT

MUSIC LIBRARY SEEKS INSTRUMENTAL MUSIC FOR PLACEMENT ASAP
SUSPENSEFUL, DRAMATIC AND ACTION ORIENTED CUES NEEDED FOR
FILM & TRAILERS

musicxray.com

Seeking Country and Americana compositions for ABC News Special
Feature

Seeking Music for Two Documentary Films - Shadow League Films

CBMSD Inc Seeking Music for Placement in TV Commercials

Hitlicense.com

Producer is looking for Ambient or Cinematic music for upcoming TV
placements. Open to minimalistic tracks that evoke feelings of solitude,
contemplation, beauty, etc.

Agency is looking for bright and cheerful Acoustic Instrumentals for the
promotion of a Real Estate Agency. Professional, dependable agents that
you can count on to buy or sell your home, they are there to make your
new start your best one yet. Music should establish a carefree, fun and
happy feel. Instrumentals only.

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)

**[continuing.northseattle.edu/courses/make-money-
licensing-your-music](http://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

* **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:

Music Supervisor Interview!

musicsupervisorguide.com/blog/music-supervisor-george-acogny/

Books, resources, videos:

howtolicenseyourmusic.com/

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 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:

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"Music is enough for lifetime, but lifetime is not enough for music."

Rachmaninov (1873-1943), Russian Composer, Pianist and Conductor

"With the new technology that keeps entering the media, film composers are constantly being placed in new learning situations. Acknowledging this and realizing that one must keep up, I maintain, nonetheless, that the real creative power is in the mind and heart of the composer."

Henry Mancini

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**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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