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Subject: Adventures in Music Licensing, June 2016

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Ed Hartman's
Adventures in
Music Licensing
June 2016
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* **Typical Spring is back in the NW!** June gloom. 60s, cloudy. Summer will commence, as scheduled on July 5.

* **The next Licensing class is Oct 22, 2016 NSCC, 9m-12noon (unless something else pops up!).** Please let anyone you know that might be interested. I appreciate it! INFO/Registration:
continuing.northseattle.edu/courses/make-money-licensing-your-music

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

It has been a bit of a ride the last month. I had a very prestigious library ask me for a custom cue. It was for a major show on a major premium cable network. The music was a public domain piece that needed to be arranged for a large ensemble. I will report on the results of this next month. It's always great to do on demand work. It really pumps you up into production mode. In this case, I did have some technical issues (see

Tales from the Tech Side, below). I can't discuss any details, because there is quite a NDA (Non-Disclosure Agreement) regarding custom cues. If I did spill the beans, it would endanger my relationship with the company, and even put me in court! It's intimidating, but makes sense, because this is a "work for hire" (WFH) type of contract. They need to protect their relationship with the client. If I, or others contact the client (enough clues can make this possible), the companies relationship with the client can be damaged.

I'm happy to report that a track of mine, "News on the March"

(edhartmanmusic.com/filmtv_theme_novelty_reality/s/news_on_the_march) was placed via **Musicsupervisor.com** to a film called "Spirit of the Game". The track was originally created for another custom request by another library (non-exclusive) that was looking for a piece for "Agent Carter" (2014 - They used the temp track in the pilot). The track is a 1940's Newsreel theme. I designed it based on classic newsreel music. It's only 27 seconds long, but will payout a decent amount upfront, and hopefully a good backend run for years.

My forwards with TAXI continue at about 20-25% forwards. That doesn't mean I get the gig. It means the client will listen to the track, and decide if they like it amongst a number of other tracks. Even if a client is interested in your track, it can take time (a year or more) to turn into a deal. Be patient, and try a variety of approaches. I am using Music Library Report (musiclibraryreport.com) more now, to connect directly with libraries.

Tales from the Tech Side:

My new MacPro tower (waistbasket) has quite a bit of ram, but was crashing due when I was mixing the custom track above. After an extraordinary phone session with the amazing Doug Zangar*. He was able to guide me to pre-mix down each of my midi-tracks so less CPU was used. Doug can take control of Logic, from his computer and show you exactly how to make something work over the phone or skype! I was able to get the mix out. As far as exactly why this happened, I don't know. It might have to do with speeds to the external hard drives. My EW orchestra resides on it's own drive (my main drive doesn't have enough space).

* Doug runs SLUG - Seattle Logic Users

Group [facebook.com/groups/138790976133750](https://www.facebook.com/groups/138790976133750)) and does video tutorials for **Groove3.com** - check em out - Short videos about tons of music tech, including Logic. He is an incredible resource - Hire him, when you are in it deep in the middle of 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

Music Licensing News/Questions from Readers:

Do you recommend going to NAMM (Summer or Winter) (Michelle)

NAMM is mostly a trade show for retail, distributors and manufacturers in the music industry. There are some events related to the performing and recording side, because so many musicians are there as endorsers, etc. I wouldn't recommend paying too much for it, unless you know there are events specifically related to what your goals are.

It is a great hang to get to check out music instruments (electronics/hardware/software), or get to know the industry (100K in Anaheim, the summer show is much smaller, in Nashville, TN). Great concerts and social events. I've gone to Anaheim a bunch, as owner of music store (The Drum Exchange), and as an endorsee (YAMAHA). You have to be in the industry to get a ticket. Members of NAMM (\$\$\$) get a certain amount of "free" tickets. It is possible to get a few more, but there are strict limits. Personally, I would recommend TAXI or ASCAP for music licensing information. The DIY Musician Conference is in Chicago in Sept. (diymusiciancon.com). I've never gone to that one. It's \$99, and \$159/night, a great rate for downtown Chicago. It seems to follow the TAXI model.

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:

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

* Ongoing classes at NSC:

Oct 22, 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 (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

*** CD Baby DIY Convention (Chicago, Sept, 2016) diymusiciancon.com**

*** 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:

* Excellent interview with a music supervisor!

aimp.org/aimpArticles/18/Interview_with_Music_Supervisor_Liza_Richardson

* Zappa (16 yrs old) letter to Edgar Varese (this is amazing - he was inventing a new style - ...extension of the twelve-tone technique which I call the inversion square. It enables one to compose harmonically constructed pantonal music in logical patterns and progressions while still abandoning tonality.)

killuglyradio.com/wiki/Zappa's_letter_to_Var%C3%A8se

* 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/ \(episode #25\)](http://musicbusinessconnection.com/)

Music Supervisor interview:

music supervisors 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 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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*Why did the serialist composer cross the road?*

Because it was in his row.

*How many composers does it take to finally complete Mozart's Requiem Mass?*

5,000. It takes one to finish the work and the rest of them to criticize the completion endlessly, claiming they could have completed it better, and finally resorting to plagiarization of its themes in their own works.

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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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