MAKING THE CONNECTION:

- When a songwriter has a song (half-finished or finished) how would they bring their music into a band to have the band play the song?
  - They could bring a lead sheet – With a melody, chords, and lyrics
  - If the songwriter plays an instrument, they could play the music for the band so the band can hear the original intent
  - They could describe to the band, in both musical and non-musical terms, what they hear in their head

- How do performers and artists get their music noticed by the media?
  - They could send “links” to writers and bloggers along with a short description about them and the music.
  - The artist can begin collaborating with other artists that have a bigger following on social media sites in hopes of people seeing the collaboration and drawing the fan to their personal music.
  - The artist can begin building relationships with people in the media. While this will take longer, in the end, it will be more natural and long-term.

- Why is songwriting more of a long-term way of making a living?
  - Songwriters make money via royalties. In order to have a sustainable career as a songwriter, the songwriter should have a substantial amount of music in their catalog or be one of the lucky few to have a “hit” song. The songwriter will (should) make money when the song is played on most forms of media and at a live performance venue. The strength of being a songwriter is you will ALWAYS make money on your music, whenever it is played, for the rest of your life. The downside is that if your music is not being played, there will be no income.
  - There are also opportunities to make money via licensing songs for movies and television. In many of these cases it is a one-time fee but there is not usually exclusivity tied to the license. This means the songwriter is free to market the song to other entities.

- How does a performer get a touring gig?
  - As a sideman, the performer should try and contact/befriend music directors and try to get an audition or sub for someone already in the band.
    - Bonus question – What is a music director and what do they do?
  - As an artist/band – create an electronic press kit (EPK) and send it out to music venues. The press kit should include music, pictures, videos, and press quotes.

SAMPLE HOMEWORK ASSIGNMENTS:

- What is a lead sheet and how do they help musicians play a song?
  - A lead sheet is typically a sheet of music with a melody, harmony, and lyrics written down. This one sheet can then be read by all musicians in a band to give them a basic idea of what is happening in a piece of music.

- What entities collect songwriting royalties and how are the royalties dispersed?
SONGWRITING / JOURNALISM / PERFORMANCE

- Performance rights organizations (PRO). Some common organizations are ASCAP, BMI, SESAC. PRO's collect performance royalties. The money is put into one big pool and then divided up based on the percentage of play your music received.

- What are the various types of media/platforms a music journalist will utilize to build a successful career?
  - Magazines (both physical and online)
  - Blog Sites
  - Social Media (i.e. Instagram, FB, Twitter, etc…)

- Provide some examples of professional EPKs.
  - Here is a site that gives great detail on EPKs
    - https://www.musicianonamission.com/how-to-make-an-epk/

BONUS: GIVE AN EXAMPLE OF ALL 3 OF THESE DISCIPLINES COLLABORATING TOGETHER IN THE SAME INSTANCE

- An example could be a band doing an interview with an interviewer on a song they recently performed where the songwriter is in the band.