

**From:** Ed Hartman <edrums@aol.com>  
**Subject:** **Adventures in Music Licensing, April 2017**  
**Date:** April 8, 2017 10:23:49 AM PDT  
**To:** edrums@aol.com  
**Reply-To:** edrums@aol.com



*Ed Hartman's*  
**Adventures in  
Music Licensing**  
**April 2017**  
*Vol. 5, No. 4*

---

**Announcements:**

\* **The Spring is trying hard to come out, in the beautiful Pacific Northwest!** till a bit chilly, and the rains have been consistent. No water shortage here...

\* **The next Licensing class is May 6, 2017 NSCC, 9m-12noon**  
Please spread the word with anyone might be interested. I appreciate it!  
INFO/Registration:  
**[continued.northseattle.edu/courses/make-money-licensing-your-music](http://continued.northseattle.edu/courses/make-money-licensing-your-music)**  
*Video about the class:*  
**[youtube.com/watch?v=A2QDn8u\\_T0o](https://www.youtube.com/watch?v=A2QDn8u_T0o)**

\* **Look on FB for Seattle Composer Alliance Monthly Meetups! Next one Wed Apr 12, The Blue Star Cafe (Wallingford, Seattle)** They've been a block away from me, in Seattle. I'm trying to make most of them. It's a great place to have a beer, and catch up! **[seattlecomposers.org](http://seattlecomposers.org)**

**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?

---

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

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

\* **Yeah BMI Day!** Included another Canadian payment, this time for \$338 (writers and publishing) for a African percussion track, Drum Wars ([edhartmanmusic.com/percussion\\_drums\\_hand\\_drums/s/drum\\_wars](http://edhartmanmusic.com/percussion_drums_hand_drums/s/drum_wars)) on "Motive" (Canadian TV Production). It's already paid last quarter on USA Network, too. The original placement (paid \$500) was from 2014.

Video: around 2:14-3:00 - [imdb.com/video/demo\\_reel/vi1380758297](http://imdb.com/video/demo_reel/vi1380758297)

Youtube, Spotify, Apple, Groove Music and Amazon all pay very extremely royalties via your PRO these days.

The interesting takeaway this quarter was my international royalties were higher than domestic. Older placements move around the world after the US. More newer placements are on the way!

\* Speaking of new placements, do I have a track in an upcoming film, Dabka AKA, "Into the Fire" with Al Pacino. The music is a bossa nova, "In Love with You" that's been getting lots of traction lately. It paid a pretty reasonable upfront (well, it will pay one, in the next 6 months!) The movie is a true story about a reporter that embeds himself with Somalian pirates!

Film info: [imdb.com/title/tt5126922/?ref\\_=ttco\\_co\\_tt](http://imdb.com/title/tt5126922/?ref_=ttco_co_tt)

\* I should have some news about a new podcast interview next month...

\* One more thing...I do have someone pitching me to a major publisher. I expect some news this month. This could be an interesting month. It's been about 5 months prep. Left, right. Up, down. Side, side. Breathe in, breathe out. Patience, Daniel-son.

---

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

\* **Recording really s l o w l y...**

There is no shame slowing down your midi recording to get parts recorded. Of course, you can put notes in one at a time, but if you do have keyboard skills, playing the notes in is typically faster. If you are not a master keyboardist, though, setting your speed much slower is a great trick to get the parts done. This is great for soloing, especially.

I've created some rather virtuosic passages. If I need to create an improvised solo piano piece, slowing it down can really make it much more efficient to record. I can play at the speed my brain can create harmony and melody. I have a pretty good sense of counterpoint (intersection melodies), but writing Bach style music is pretty hard at tempo. I may create a jazz-like chart of chords, and then create music based on it, no matter what the style.

On a similar note, I just finished a commission for a dancer, and she gave me rather

complex rhythmic charts (She is a tap/modern dancer, and was a drum student). The charts were great to work with. I set up an independent click with accents, and rhythms (midi-drums, quantized). It became the outline to fill the harmony and melody in. I eventually added real instruments (vibes, marimba, drums). Those had to be at tempo, so it was challenging.

One more thing. When working with a client, make sure you get the tempo correct. It can be much harder changing tempo with acoustic tracks, later. You can use the Amazing Slower Downer to adjust the master, but all new mixes would need to be adjusted too, and you might get some weird effects, if you change the tempo more than 10%. ASD is great for fine adjustments (making a 1:05 track 1:00).

---

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

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

*\* What can you do when you find your music illegally online?*

**I've found my music all over the internet.** Some sites are dangerous (viruses, etc.) It's generally not worth going after them. If you get involved with YT ad revenue (I use adrev.net - It monitors your music on YT) it will potentially pay you when your music is on YT. It takes a lot of views to generate \$, and FB embeds may not count. Some libraries try to get ad rev set up for you. Personally, I have moved to adrev.net. I have found many videos with my music on them, occasionally without permission. It is something to start looking into, anyway. I do have a YT channel and post videos with my music, if they are well done. It can be a great demo of your tracks!

*What other benefits are there for getting your track in a film?*

Once your song gets in a major film, it's amazing how many lists it get in, like **tunefind.com** or **allmusic.com**

Googling yourself (name + composer, or name + music) will give you a sense of where your music is worldwide. Music licensing extends your web presence exponentially.

---

### **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 (\$)**

**filmmusic.net/job\_listing.php (\$)**

**musicxray.com (\$)**

**Hitlicense.com (\$)**

**Musicgateway.net (Free or \$)**

**Songtradr.com (on demand pitching, and also a library) (Free)**

---

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

Upcoming NW composer-licensing related events:

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

\* Ongoing classes at NSC:

**May 6, 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](http://upstreammusicfest.com)

\* **BMI Events:**  
[bmi.com/events/calendar](http://bmi.com/events/calendar)

\* **ASCAP Events:**  
[ascap.com/news-and-events/calendar.aspx](http://ascap.com/news-and-events/calendar.aspx)  
Also: ASCAP "I Create Music EXPO" April 2017  
[ascap.com/expo](http://ascap.com/expo)

\* **TAXI Convention: Next Nov in LA!**  
[taxi.com](http://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](http://taxi.com)

\* **CD Baby DIY Convention (Nashville, Summer, 2017)**  
[diymusiciancon.com](http://diymusiciancon.com)

\* **Pacific NW Grammys: (look for Songwriters, and studio Summit events**  
[grammypro.com/chapters/pacific-northwest](http://grammypro.com/chapters/pacific-northwest)

---

**RESOURCE GUIDE:**

**This links have moved to my website:**  
[edhartmanmusic.com/resources\\_for\\_composers](http://edhartmanmusic.com/resources_for_composers)

---

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

***BIZ:***

*The Gatekeepers That Control The Placement Of Music In Commercials:*  
[forbes.com/sites/jordanpassman/2017/03/09/the-gatekeepers-that-control-the-placement-of-music-in-commercials/#1f9c49c407f3](http://forbes.com/sites/jordanpassman/2017/03/09/the-gatekeepers-that-control-the-placement-of-music-in-commercials/#1f9c49c407f3)

*Fee based pitching directory: (TV shows, sups, etc.)*

**[thesyncreport.com](http://thesyncreport.com)**

*Tons of free info!*

**[thesyncreport.com/Blog](http://thesyncreport.com/Blog)**

*Biggest List of Music Licensing Companies from A-Z*

**[unifiedmanufacturing.com/big-list-music-licensing-companies-az/](http://unifiedmanufacturing.com/big-list-music-licensing-companies-az/)**

*Top Music Libraries for Film and TV Submission and Placement (interesting list!)*

**[jamieleger.com/music-marketing/top-music-libraries-film-tv-submission-placement/](http://jamieleger.com/music-marketing/top-music-libraries-film-tv-submission-placement/)**

*Make \$400,000 a year in ASCAP royalties*

**[youtube.com/watch?feature=youtu.be&v=ffKJBdWvTWc&app=desktop](https://youtube.com/watch?feature=youtu.be&v=ffKJBdWvTWc&app=desktop)**

Music Licensing Basics

**[taxi.com/transmitter/music-licensing-basics.html](http://taxi.com/transmitter/music-licensing-basics.html)**

**TECH:**

*Troubleshooting Tips for Home Recording*

**[youtube.com/watch?v=eQBZh0BI9vM](https://youtube.com/watch?v=eQBZh0BI9vM)**

*How to Get Started with Plugins and Loops (AudioSkills Podcast)*

**[audioskills.com/episode/1684/](http://audioskills.com/episode/1684/)**

**MISC:**

*\* Get FREE movie tickets! (Preview screenings in your area)*

**[gofobo.com](http://gofobo.com)**

*Berklee School of Music Removes Bb:*

**[youtube.com/watch?v=Qrx2asFGXh0](https://youtube.com/watch?v=Qrx2asFGXh0)**

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

**[youtube.com/watch?v=hcl8r2eRaOk](https://youtube.com/watch?v=hcl8r2eRaOk)**

*\* New video of mine...*

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

**[youtu.be/U3q5qyJMoKQ](https://youtu.be/U3q5qyJMoKQ)**

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

**[sentricmusic.com](http://sentricmusic.com)** - pitching company?

**[soundreef.com](http://soundreef.com)** - royalty collecting company based in the UK

*\* Books, resources, videos:*

**[howtolicenseyourmusic.com/](http://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](http://wotspodcast.com/2015/12/wots-version-56-with-ed-hartman.html)**

*or*

**[itunes.apple.com/us/podcast/word-on-the-street/id940213680](http://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](http://itunes.apple.com/us/podcast/music-business-connection/id1040356746)**

*or*

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

*Music Supervisor interview:*

**[music supervisors guide.com/blog/music-supervisor-selena-arizanovic](http://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](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 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:***

~~~~~

All these tales of people sitting down and composing symphonies just as though they were writing a letter are very much exaggerated; at least, it isn't that way in my work.  
*George Gershwin*

---

### **Ed Hartman Contact Information:**

**Phone: (206) 634-1142**

**Email: [edrums@aol.com](mailto:edrums@aol.com)**

**Website:  
[edhartmanmusic.com](http://edhartmanmusic.com)**

**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!*

*All contents © 2015 Ed Hartman*

---

~~The Drum Exchange, 1501 Interlake Ave. N., #7, Seattle, WA 98103~~

~~SafeUnsubscribe™ {recipient's email}~~

~~[Forward email](#) | [Update Profile](#) | [About our service provider](#)~~

~~Sent by [edrums@aol.com](mailto:edrums@aol.com)~~



**~~THIS IS A TEST EMAIL ONLY.~~**

~~This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to [abuse@constantcontact.com](mailto:abuse@constantcontact.com).~~