Ed Hartman's

Adventures in Music Licensing

May 2018 Vol. 6, No. 5

Announcements:

* Spring has sprung in the Pacific Northwest! Finally some 70s, sunny weather.

* Welcome new readers! Please email any questions about licensing. I am always happy to respond (and it will go into the next newsletter) Look deep into this newsletter. There are some real gems of info here.

* I continue to meet individually with folks that have taken my licensing class, along with newbies. The info is continually changing (as you can tell from this newsletter!) You are welcome to schedule a time to meet. I prefer to meet in Edmonds, in my studio. We can take a listen and analyze at your music for licensing potential. I have time most days, including weekends. Mondays and Fridays are best. Phone and Skype are available for those people not in the Pacific NW.

* I am teaching my next Music Licensing Class on Saturday, May 12, 2018, 9am to noon. Please share this with any musicians, bands, songwriters or composers you know in the Pacific Northwest. If you live outside of the Pacific NW, I am going to take my class on the road. Please email me, if you have any connections with music schools in your area. I can offer a combination morning Licensing Workshop, and afternoon Percussion Clinic! **(https://www.campusce.net/nscc/Course/Course.aspx?c=2117).**

* If this newsletter has helped you, please consider becoming a fan: I did start a **Patreon** page. This is very new to me, and I have a lot to learn about it.   My page is (https://www.patreon.com/edhartman) Feel free to support the effort! Call it a voluntary subscription to this newsletter!

* I would very much appreciate any testimonials you have about the class. This feedback helps with promoting future classes. Please email me (see below).

Recent adventures in licensing:

I finished a score for a short film, "The Lost Wallet", recently and got to see the film at a local private showing. It was great to hear the music sync'd with the images! It should be released in the coming months. I have another short coming from the same production company. I did just take a crack at cleaning up the soundtrack (dialogue) for the film. I mostly used EQ to take out ambient

sound (hum, hiss, etc.) Search for frequencies, and take-em out! It's not easy!

I just received notice from **Audiosparx** for a small placement in an African Animation Series for kids. It was an old track of mine in the Looney Tunes tradition.   Not big money, but its nice to see placements still coming thru there. I do control publishing so I was able to email the client (send them a cue sheet)   Because I keep the publishing, **Audiosparx** does let me get to know the client for future custom work. The email a "Cue Sheet" to send to the client. Here's the track: **"Very Merry Melody"** This is not the placement, but a recent video I created using Buster Keaton footage (PD) The track was done with Roland keyboards, xylophone, drums, and a TASCAM 8 track digital recorder (pre DAW) https://youtu.be/1czf55ZPduE

Tales from the Tech-Side:

One of the challenges of working with my MAC Pro (trash can tower) is that it came with a 250GB Flash Drive. I have added a number of external drives. If you are running something like this, put your open project on the main drive, when you are working with it. Otherwise, there can be some overload problems. I am storing nearly everything, including my iTunes music on external drives. https://www.imore.com/how-move-your-itunes-library-external-hard-drive

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Questions from the Audience: (please email!)

Note: This question is not directly about music track licensing, but any PR we do to get licensing going is worth pursuing!

What tools in iMovie are you using to put in things like the penguins; the old jazz movie; etc.   When you say images and video are creative commons or public domain, where do you get them from? - B

I list them in the credits of the videos and in the description with links. Pixabay.com is easiest.   You will become addicted. Register with them. No fees. It makes it easier to download.   If something looks more commercial check it out. Most of what I see looks good for use. Occasionally you might see a clip of image that has an obvious commercial image in it.   99% works.   You don't have to attribute it and can use it commercially.   Old public domain films are harder to figure out. Unless something is pre 1923 it can be still under copyright. There are 1000s of films that are of, including government stuff like NASA footage.

CC is Creative Commons (https://en.wikipedia.org/wiki/Creative_Commons). There are different levels, but in general, it means creators allow you to use their images (or music) for free, including commercial use, depending on the license (double check!) **Images are also good to use for your tracks.** More and more portals and libraries want images in the metadata with the track. I can add pics to my tracks via **Sound Studio** https://felttip.com/ss/.

https://www.pexels.com/photo-license/

https://pixabay.com/

https://images.nasa.gov/

https://www.flickr.com/creativecommons/

https://unsplash.com/collections

https://archive.org/

https://freephotos.cc/couple

About licensing "Sheet Music"! Great info! Thanks. *From L:*

I found Sheet Music Plus Press has a section in their catalogue for folks to upload their own arrangements! You make about 45% of the profit on each piece sold. But here's the cool thing....they have a list of contemporary tunes for which they have already cleared the copyright! You can submit arrangements of those tunes as well!

This site looks pretty good for folks like me that don't want the hassle of managing a web site, handling taxes, or securing copyright permissions.

Keep the questions & comments coming, and I will answer as best as possible. (I may use them in

Keep the questions & comments coming, and I will answer as best as possible. (I may use them in my newsletters, anonymously)

LINKS OF THE MONTH:

Ed Hartman Music SWAG! https://edhartmanmusic.threadless.com/ *- Check out my latest:* https://edhartmanmusic.threadless.com/designs/write-repeat-forget-i-forgot

New video on Youtube, below. I put together a montage of TV theme music from my library. It was a lot of fun. Check it out! https://youtu.be/mfM2NlPFlok

Tech Links:

Free Metatag Generator:
https://tagsgenerator.com

More Metatags:

https://docs.google.com/spreadsheets/d/1RSemkHG1uqTcAbmJWwuYMrDTgcXgV6Z8Sl9epSFy9tA/htmlview#gid=0

EQ Theory For Beginners: Part 1

https://www.youtube.com/watch?v=Jbc8RllCAE8

M**usic Production Software:**

https://incompetech.com/music/royalty-free/software.html

Music Supervisors Directory: *(Your welcome)*

http://www.songwriteruniverse.com/music-supervisors-directory.htm

How to Optimize Production Workflow With DAW Shortcuts And More

https://www.youtube.com/watch?v=38RsS7BBZmk

BIZ:

Music in Play: Beginner's Guide to Sync Licensing - Tips and Tricks of the Trade
https://www.musicgateway.com/blog/how-to-guides/962/Music-in-Play-Beginners-Guide-to-Sync-Licensing-Tips-and-Tricks-of-the-Trade?utm_source=Music+Gateway+Email+List&utm_campaign=5baf1443e6-EMAIL_CAMPAIGN_2018_04_09&utm_medium=email&utm_term=0_99a0583fda-5baf1443e6-29155201

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.

Joke/Quote of the week:

Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity.

Charles Mingus

WRITE/SUBMIT/FORGET/REPEAT

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