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Subject: Adventures in Music Licensing, April 2016

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Ed Hartman's
**Adventures in
Music Licensing**
April 2016
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*** Spring arrives! 80 degrees in Seattle, just around the corner!**

*** The next Licensing class is Sat. April 23, 2016.**

This will likely be the last class before the fall. Please let anyone you know that might be interested. I appreciate it!

INFO/Registration:

continuinged.northseattle.edu/courses/make-money-licensing-your-music

FB Info page:

[facebook.com/events/217636365257117/](https://www.facebook.com/events/217636365257117/)

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

I've had a number of custom requests in the last few weeks. I did an all percussion samba track for a library that is pitching to NBC for the summer Olympics. It is exclusive, so I won't be able to pitch to another client.

I also did a very fast turn-around track of Jingle Bells (public domain) arranged for cheesy organ, bass, vibes and drums for the same library. I did ask if they would revert the exclusive back to me, if the pitch didn't work out. The library said no, so I'll have to let this track go to them, alone. The library is very good, and I have a pretty good relationship with them. Remember, you can always create more tracks! The track came out very well, and was inspired by a similar version of Santa Claus is Coming to Town, recorded by Booker T and the MGs!

I did pitch to TAXI two exclusive pitches. One for a Satie Gymnopedie like track, and another in a "Moonlight Sonata" style. These types of exclusives are easy. If the track doesn't get accepted, though, I can still use it elsewhere.

I have heard through the grapevine, one of the advantages of exclusive libraries, is the possibility of lucrative overseas deals. Time will tell!

BMI Royalties came in! It wasn't bad. A little less than last quarter, but still excellent. There were no great new placements that I could find. There was a strange email from BMI recently that said there were errors with some timings on the last BMI statement, and my account may be over or underpaid (no more than \$100). Hopefully, it's no big deal. I couldn't find anything major, when comparing to the last statement. My guess is it will be a few bucks up or down.

Discovery Network paid \$93 for a few Ultimate Homes shows. The timings were over a minute.

Internet streaming income is low. That includes Amazon, Hulu, Netflix, etc. It is interesting that you can see the amount of streams (166K for a Brooklyn Nine-Nine episode - paid about \$5)

Cold Light of Day (Henry Cavill) the tepid pre Superman, poor man's "Taken" thriller continues to wind around the world. This stop was Italy, paying \$76! It was a total bomb at the box-office. Remember, even American TV is played around the world. Old shows get rebroadcast for decades!

I will be heading to the ASCAP convention in LA this month. I will have full reports in May!

Tales from the Tech Side:

I just got this tip from FB Taxi folks..

airgigs.com - Interesting site to find WFH (Work for Hire) instrumentalists and vocalists for remote recording! They take about a 10% commission. Players set their own price (\$50-200) for a session with redos. Looks very interesting. You can also join as a player, and offer your services to others.

Compression or EQ first?

I will let the pros answer this one...

soundonsound.com/sos/oct07/articles/qa1007_1.htm

also...

softube.com/index.php?id=eq_before_compressor

I need some help: Does anyone know of a midi device that simulates guitar strumming?

"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:

Lots of questions this month! Keep em coming...

*It's tax season, so let's take on a classic question....Is royalty income subject to federal, state or local taxes?**

Yes. If you are filing state B&O (Business and Occupation) taxes, there is a royalty tax. It is relatively small -1.5% in WA State. Keep in mind, we don't have state income taxes. Many musicians don't register their business with the state. I advise it. You are running a business, and it might catch up to you one day, if you do start making more money. Your musical income includes teaching and performing. Having a business license enables you to start your record company and publishing, which helps your royalties too. It will run you about \$100/year for a business license. All of your state taxes and licenses are deductible on your Federal return!

As far as Federal Income taxes, there is a tax on royalties (anything over \$10), as well, and I recommend that you pay it. It is not worth hiding it. Any passive income (licenses, upfronts, etc.) you make are part of that total. All of this income will be combined with your business income and self employment taxes.

(*I am NOT a tax specialist, so this is my best take on the information. Ask your tax accountant for specific info. Hey, this newsletter is FREE!)

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

Playful, Mischievous, Dramedy-Style Instrumental Cues

Classical, Small Ensemble String Instrumental Cues

Action-Packed Dubstep Instrumental Cues

filmmusic.net/job_listing.php

Music Library Seeks Beat Driven Tracks Asap
Jazz W/ Female Vox Needed Immediately For Film
Music Needed Immediately For Autobiographical Documentary
Dramatic & Romantic Instrumentals Needed For Placement

musicxray.com

Dramatic & Romantic Instrumentals Needed For Placement
Seeking Songs For 2016 Olympics Products, Commercials, Olympics-Licensing
Seeking Trailer Friendly Material For Films & Ads

Hitlicense.com

Producer needs laid back Acoustic tracks for an upcoming TV placement. Music needs to be warm, reflective and capture the emotions of looking back at a life lived on the road; the memories of meeting new people, the places, having to say goodbye, traveling from place to place, leaving people you love behind, etc.

Ad Agency is looking for romantic Jazz songs for the promotion of a Luxury Cruise Liner. Sail away with us to any of our romantic destinations and experience fine dining, luxurious cabins and sunsets that will take your breath away night after night. Music should be smooth and have a playful but refined, luxurious feel.

Upcoming NW composer-licensing related events:*** Ed's Next Music Licensing Classes:**

*** Ongoing classes at NSC: Sat, April 23, 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

* **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" - April 28-30, 2016 I'll be there! Let me know if you are coming.
ascap.com/expo

* **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:

* Great interview with a music supervisor!
musicsupervisorguide.com/blog/music-supervisor-selena-arizanovic/?utm_source=cultivation-selena-arizanovic&utm_medium=email&utm_content=selena-arizanovic&utm_campaign=cultivation-emails

* Books, resources, videos:
howtolicenseyourmusic.com/

* 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

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

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 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 was the former conductor of the Berlin Philharmonic always first off the plane?*  
Because he only had Karajan luggage.

A percussionist, tired from being ridiculed by other musicians, decides to change instruments. He walks into a music shop and says, "I'll take that red trumpet over there, and that accordion." After a second, the shop assistant says, "OK, you can have the fire extinguisher but the radiator stays."

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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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