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**Subject:** Adventures in Music Licensing, March 2015

**Date:** Fri, Mar 13, 2015 12:02 pm

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*Ed Hartman's*  
**Adventures in  
Music Licensing  
March 2015  
Vol. 3, No. 3**

***Please forward the newsletter on to anyone you know with original music! - Thanks***

**\* Happy almost Spring!** Get out of the studio, and take a walk...Hopefully the snow has begun to melt in the Midwest and on the East coast. Nearly 70 in Seattle today!! We had absolutely NO winter this year. Not even much rain. Weird.

**\* For anyone who has taken my licensing class (many of you!) I would very much appreciate any testimonials you have about the class.** It really helps promote and keep the class going. Please email me (below)

**\* Next NSC Music Licensing Class: WINTER: Sat, June 6, 2015, 9am to Noon, North Seattle College (AKA NSCC)**  
**[continuinged.northseattle.edu/courses/make-money-licensing-your-music](http://continuinged.northseattle.edu/courses/make-money-licensing-your-music)**

**More licensing classes!**

**\*Songwriters in Seattle - Sat Apr 25, 2015, 1-3pm, Phinney Neighborhood Center.**

**\*Cornish summer program, July, 2015 and beyond for kids, college and adults!**

**\* I am interested in teaching the class at colleges and music schools around the US.** If you have any contacts, please let me know. I think music school students desperately need music business information to be successful.

**\* Individual Consultations** - I've had a number of composers come in for "One-on-one"

sessions. If you don't want to wait for a class, and want extremely focused information about licensing, pitching, copyright, BMI-ASCAP, track by track analysis (review for pitching), please email or call.

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**\* If you have any articles, links, ideas, etc. related to music licensing, please let me know!**

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**\* PLEASE come by and grab a TAXI packet** (my store The Drum Exchange ([drumexchange.com](http://drumexchange.com)) in Wallingford - let's have lunch! I have them waiting for anyone who didn't get them. They have a lot of info. TAXI will send you info, or you can go to [taxi.com](http://taxi.com) for info, too. If you do choose to join, tell them I sent you, and it will be worth 5 free pitches (\$25) As I said at the class, you can check out TAXI for free (you can't pitch).

### *Recent adventures in Licensing:*

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

Good month. I finally got paid my "upfront" money, a year later, for my Brooklyn Nine-Nine track and a Canadian TV track from a publisher who called me in November - pretty quick. It's about \$1000 between them. Nice work if you can get it!

**Triple Scoop** - a cool little music library continues to pay regularly for music for websites (Wedding videos, etc.). Not a lot of money, but regular, and it adds up annually!

**Pump Audio** (Getty): Regular smaller payments every few months. They continue to get a very few of my tracks into a surprising amount of corporate uses. The royalty statement from them is pretty cryptic, and the fees are \$1-200 per use. Again, it adds up!

Some recent pitched tracks (these were from specific requests). These are from a good client that contacts me regularly with requests. (usually due within a day)

1) Bank ad where it is the soundtrack to a ghostly after world where lost business ideas exist...

*Here's the songs I needed to be similar to:*

**[youtube.com/watch?v=Rk7B-E4oIWA](https://www.youtube.com/watch?v=Rk7B-E4oIWA)**

and this:

**[youtube.com/watch?v=Vw4P9CnVmMA](https://www.youtube.com/watch?v=Vw4P9CnVmMA)**

*Here's what I submitted:*

**[edhartmanmusic.com/filmtv\\_theme\\_novelty\\_reality/s/ghost\\_ride](http://edhartmanmusic.com/filmtv_theme_novelty_reality/s/ghost_ride)**

2) Another ad...

*Here's the song I needed to be similar to:*

*(1960s Apollo 100 take-off on Bach's Jesu)*

**[youtube.com/watch?v=\\_ekQ1RTmzBc](https://www.youtube.com/watch?v=_ekQ1RTmzBc)**

*Here's what I submitted: (take-off on Beethoven Ode to Joy)*

**[edhartmanmusic.com/filmtv\\_theme\\_novelty\\_reality/s/oh\\_dear\\_joy](http://edhartmanmusic.com/filmtv_theme_novelty_reality/s/oh_dear_joy)**

Of course, I had about 3 hours to do these, and NO budget!

Result: No placements, but they are now part of my library, and I will be pitching to others. The client is always impressed that I go for these and get him tracks FAST. He continues to call with more, because he realizes clients can be very picky, not always know exactly what they are looking for, and can change their minds. The above pitches about were for \$10K and up. You can see why they are worth going after!!

### *Tales from the Tech Side:*

I am about to redo my entire studio recording gear. My wish-list is a MacPro, Logic, excellent orchestral sample libraries, etc. I did win the high-bid at the Seattle Composers Alliance silent

auction (awesome music, auction, etc. The software regularly sells for \$399, I got it for \$180!). What I got is, **CineSymphony LITE ([cinesamples.com/product/cinesymphony-lite](http://cinesamples.com/product/cinesymphony-lite))** [This review sold me: \(\[youtube.com/watch?v=1d216yH\\\_fQA\]\(http://youtube.com/watch?v=1d216yH\_fQA\)\)](#). It looks promising. It is a simplified sample library that breaks down the orchestra into strings, perc, winds, brass. It is built for speed, which I really need these days! I may go for the bigger library eventually.

ALL POINTS BULLETIN #1: I am interested in anyone's advice about their favorite orchestral sample library. I am looking into Symphobia, EW (I have an older silver version), Vienna, etc. I don't want to break the bank, but need to find something that is super realistic, and not too hard to learn.

ALL POINTS BULLETIN #2: Looking for an engineer type in Seattle:

I have a YAMAHA O1V96 board from 2007ish, that I have never really learned, and will still use it as an interface. It was wired for Firewire, but has had issues with YAMAHA's proprietary firewire software that is no longer supported. I will probably get a new slot for Lite-Pipe. I will need help with this from an engineer type, getting this reconnected to the new MacPRO. I am willing to pay or trade for licensing or percussion help (lessons, recording, etc.) This would be in-studio (Wallingford/Seattle), and as soon as I get the gear (hopefully in the next month). Anyway, if you have any ideas about upgrading from a G5 to a MacPro with a Yamaha board, please email me!!! Many thanks...

*"Hey - I got a great placement" - Licensing News*

If you have been to the TAXI rally look for group on FB. Many report forwards and placements there. Tons of great info, and quick feedback. It's a tight group, really meant for TAXI folks. The Taxi forums are free for anyone. Check them out! **[forums.taxi.com](http://forums.taxi.com)**

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**Do YOU have an adventure in licensing story? - they ALL are!**

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

*Music Licensing News/Questions from the audience:*

*I'm getting started in music licensing. Should create a publishing company? If so, should I incorporate?*

You don't absolutely need a publishing company, but I do recommend it. BMI doesn't require it. BMI and ASCAP do charge a one time fee to set it up. Without it, you may find some of the libraries that offer you to keep your publishing (1/2 the backend royalties), might wind up taking the publishing. I have heard that international PROs (like BMI and ASCAP for other companies) may have trouble getting publishing royalties to you via your PRO. If you have a record company/label, you can make that your publisher, too. The next question is what does it take to create it? You can simply come up with a name, but you probably should check the name out nationally and locally. You can google to see if any major corps are similar (don't name your company "Coke").

If you decide to get a business license (sole proprietorship) contact your state department of revenue. You can check your business name with them too. It's most important that you make sure no other business in your state shares your name, even if it's small. If you are a record company, you should be collecting sales tax and reporting income. A state and local business license may cost \$50 to \$100/Year. Besides sales tax, officially, you may pay B&O taxes. It's very low. (1.5% in WA State). Until you earn a certain amount, it may be zero. In the end, you really are creating a business, and should be running it like one. It will take time, but creating the

business officially, will make it easier, when you do make money. All of the expenses are tax deductible, and you will be able to start your organizing your finances better. As far as creating a more involved company, like a LLC, it may make sense down the line. I would only recommend that once you've reach a reasonable threshold of revenue, and there would be a tax advantage. *Related article by Jason Blume (incredible songwriter-books on music biz)*

**[bmi.com/news/entry/how\\_to\\_start\\_your\\_own\\_music\\_publishing\\_company?utm\\_medium=e](http://bmi.com/news/entry/how_to_start_your_own_music_publishing_company?utm_medium=e)**

**[mail&utm\\_campaign=MusicWorld%20February%202015%20Affiliates&utm\\_content=MusicWorld%20February%202015%20Affiliates+Version+A+CID\\_1750e1abb18a8a1a5eebf2bd76cc5899&utm\\_s](mailto:mail&utm_campaign=MusicWorld%20February%202015%20Affiliates&utm_content=MusicWorld%20February%202015%20Affiliates+Version+A+CID_1750e1abb18a8a1a5eebf2bd76cc5899&utm_s)**

*Here's a question for YOU, dear readers...I've heard about this from a couple of sources. It seems to be about direct licensing and streaming.*

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

Has anyone received a Notice of Intent from this company? If so, has anything come of it? Licensing, royalties, etc.

Here's some info about it...

**[tunsmith.net/forums/archive/index.php/t-34520.html](http://tunsmith.net/forums/archive/index.php/t-34520.html)**

**[digitalmusicnews.com/permalink/2014/09/03/past-12-years-streaming-services-failed-pay-100-million-royalties](http://digitalmusicnews.com/permalink/2014/09/03/past-12-years-streaming-services-failed-pay-100-million-royalties)**

**[blog.audiam.com](http://blog.audiam.com)**

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](http://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)*

**R&B INSTRUMENTAL TRACKS**

**CHILLOUT INSTRUMENTALS**

**CONTEMPORARY POP/PUNK (full-length) INSTUMENTALS**

**[filmmusic.net/job\\_listing.php](http://filmmusic.net/job_listing.php) -**

Dramatic action cues for trailers

Seeking indie instrumentals, trailer music and EDM

Nashville, TN based music publishing company with connections & current placements is currently seeking suspenseful, dramatic and action oriented cues

**[musicpage.com](http://musicpage.com)** (recent changes in how many opps you get/month)

Feature Film Looking for a Happy, Upbeat or Playful Mid Tempo Track \$2,500 - \$15,000

**[musicxray.com](http://musicxray.com) -**

Seeking Calypso Songs and Instrumentals for Worldwide Placements

Seeking AM Gold-style 70s songs and Instrumentals for TV & Film

Seeking Vocal and instrumentals with a disconsolate and/ or pensive approach for TV, Film, & Ads

**Hitlicense.com**

Singer Songwriter songs with a haunting quality

Ad Agency is looking for romantic Jazz songs

Ad Agency is looking for Classical tracks

*Upcoming NW composer-licensing related events: (Please email your links!)*

**\* Seattle Film and Music Happy Hour**

5-7pm, Spitfire, Downtown Seattle

2015 Happy Hour Dates:

March 25 April 29 May 27 June 24 July 29 August 26 September 30 October 28

*More info:*

**fmihappyhour.wordpress.com**

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

**\* Songwriters in Seattle - Sat Apr 25, 2015, 1-3pm**, Phinney Neighborhood Center.

**\* Cornish summer program, July, 2015** and beyond for kids, college and adults!

**\* Ongoing classes at NSC: Sat, June 6, 2014 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!

**\* Cornish summer program, July, 2015** and beyond for kids, college and adults!

*Upcoming National events:*

**\* TAXI Convention: Nov, 2015 (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**

**\* 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:*

*New laws coming for copyright (could be good news)*

**[techhive.com/article/2882758/proposed-changes-in-copyright-law-could-render-online-music-streaming-more-expensive.html](http://techhive.com/article/2882758/proposed-changes-in-copyright-law-could-render-online-music-streaming-more-expensive.html)**

*then again...*

**[rollingstone.com/music/news/don-henley-steven-tyler-condemn-potential-copyright-law-change-20140213](http://rollingstone.com/music/news/don-henley-steven-tyler-condemn-potential-copyright-law-change-20140213)**

*Mechanicals - When you want to put a cover-tune in your CD, and why you can't pitch someone else's tune for licensing:*

**[harryfox.com/license\\_music/what\\_is\\_mechanical\\_license.html](http://harryfox.com/license_music/what_is_mechanical_license.html)**

*NW Film Scoring Institute:*

**[seattlefilmstitute.com/graduate/mm/master-music-film-composition-pacific-northwest-film-scoring-program](http://seattlefilmstitute.com/graduate/mm/master-music-film-composition-pacific-northwest-film-scoring-program)**

*This guy does a lot of free videos:*

**[silverscreenmusician.com/v2/](http://silverscreenmusician.com/v2/) - great FREE pdf of music licensing companies at the end of this video!!**

*Fett - The Mix Doctor! - saw him at the TAXI Rally. I have his book, too!*

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

*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.

One hour: \$60.00

Two hours: \$100.00

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.

*Composer Joke/Quote of the Day:*

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*I'm a revolutionary, money means nothing to me.*

-- Frédéric Chopin, quoted in Arthur Headley, *Chopin* (1947)

*After playing Chopin, I feel as if I had been weeping over sins that I had never committed, and mourning over tragedies that were not my own.*

-- Oscar Wilde, 1891

*Liszt's orchestral music is an insult to art. It is gaudy musical harlotry, savage and incoherent bellowings.*

-- Boston Gazette

*When I think of Liszt as a creative artist, he appears before my eyes rouged, on stilts, and blowing into Jericho trumpets fortissimo and pianissimo.*

-- Frédéric Chopin, quoted in Walter Beckett, *Liszt* (1963)

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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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