

Ed Hartman Studio
Ed Hartman's

Adventures in
Music Licensing
November 2013
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Fellow composers/musicians/music creators:

Thanks to the last group of attendees to the music licensing class! I hope everyone had a good time, and picked up good information. This newsletter is a follow-up to the class, and general info about music licensing. Hopefully, it will help you find opportunities to get your music in the media!

* The SCA Music Biz Committee met last week. There were 4 of us (a bit less than I hoped), but enough to keep it rolling. There were great ideas on a biz conference, networking, and mentorship programs. More next month. If you are interested, please let me know.

* Next Music Licensing Class: Sat, March 8, 2014 NSCC (see below). Please forward the newsletter on to anyone you know with original music! – Thanks

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

* PLEASE come by and grab a TAXI packet (my store The Drum Exchange (<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 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).

Please let any composers/songwriters know about this newsletter!

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

Recent adventures in Licensing:

* I did a film score recently that went bad. I was able to hold on to my rights and get paid, even though the director didn't use the music– which is why you want a contract!. Now, I have 14 cues to register with BMI and pitch to libraries, etc. It took some editing (I use Sound Studio on Mac). There's some good piz cues (good for RomCom). All tracks are sacred!

NEWS BULLETIN: As I write this, I just received emails confirming a client has listened to my tracks via filmmusic.net for a library submission (reality TV cues). I pitched a piz cue from the film above. We'll see if they are interested!

"Honey, Your Royalty Check is in" DEPT: (Frank Zappa, Just Another Band from LA)

Recent BMI Royalty Highlights (TV and Film – 1st Quarter 2013, just paid in Sept)

These are some of the better paying tunes this time around. They tend to go up and down, depending on the season, etc. Of course, there are a lot of other tunes that made pennies to dollars in the same period. Everything adds up!

ABC REVENGE – \$57.90 (It says 207 performances – ? That might be keeping track of repeats, regional performances?? This was a bossa nova used as 14 seconds of literally elevator music)
CBS LET'S MAKE A DEAL – \$30.63 (over 400 performances, 10 sec.)

ABC FAMILY BLIND SIDE – \$22.37 (1 performance, 20 sec)

HERE COMES HONEY BOO BOO VERY BOO THANKSGIVING – \$72.41
(2 performances, 16 sec.)

International...(Combined TV, Theatres, etc.):

ITALY COLD LIGHT OF DAY (just came out in 2012, 1:42!!) –
\$108.49

AUSTRALIA BLIND SIDE (2009, 20 sec) – \$50.30

Want to see some scenes? (This is a private page, please don't share)

http://edhartmanmusic.com/reel_private

Music Licensing Musings...Ed Hartman

I went to see Hitchcock's Psycho performed live by The Seattle Symphony. It was a great concert! Considering this is one of the great suspense films of all time, it is amazing that it was scored using just a chamber string orchestra. No winds/brass (Herrmann was great for those, too) and no percussion. What an amazing use of strings. I can see why, as Herrmann's daughter said, that Hitchcock was going to give up on the film and make it an hour show for TV. Herrmann suggested scoring it. I'm guessing, there was a very small budget at that point, and that's why just strings. Wow. It was well done, well sync'd, etc. It was so seamless that I never paid any attention to the orchestra.

Hitchcock's The Man Who Knew Too Much (James Stewart, Doris Day) has an incredible scene with the Herrmann conducting his own huge orchestra and choir piece, that is integral to the action. Cymbal crash = assassination!!! The ultimate music licensing

moment. I'd love to see the royalty statement for that – Live musicians, on screen, long cues, etc. Herrmann wanted to write for live concerts, and this was a great opportunity for him. He had a rocky relationship with Hitchcock, but somehow was Hitch's best composer/collaborator!

Bernard Herrmann masterpiece scores to check out: North by Northwest, Mysterious Island, Jason and the Argonauts, Journey to the Center of the Earth, The Day the Earth Stood Still. All of these films are incredibly fun to watch and listen to!

New markets:

How about writing music for a book? (un-authorized, like fan fiction, inspired by the book). Maybe it will become an audiobook, or even film-score. It might at least get PR.

<http://www.divergentfans.com/profiles/blogs/the-unofficial-divergent-movie-score-factionless-15-songs-by-sam->

Music Library News/Questions from the audience:

How should I get my music to clients:

I use hightail.com and others to email sound files. If a client requests a link, you should have a website, with your music on it (I use hostbaby.com – about \$20/mon, but you get 4 free CDs or singles to release on cdbaby.com per year. It is all online, so you don't need any software! It is pretty easy to set up, and you can upload tons of tunes, pics, docs, files, etc., and work from home.

Occasionally, I hand out a USB drive to filmmakers, etc. with my library on it. I've organized it by genre, style, and instrumentation. I put video clips, bio, photos, etc. SCA member Nan Avant is making a ton to take to events (in a gift bag) I recommend mp3s (not aif or

wav) They can test with mp3 and request better res files upon signed sync agreements. You will get a lot more on your drive, too.

Ed

Here's my organization...(everything here is a folder)

ED HARTMAN MUSIC LIBRARY 2013

START HERE!

1-hello-from-ed.mov

2-ed-instrument-demos.mov

3-HOW-TO-USE.pdf

4- Ed Hartman Bio, Photos

5- Instrument Photos

Demo VIDEO Scene Samples

1-Commercials-Trailers VIDEO

2-Documentaries VIDEO

3-Features VIDEO

4- Olympic Marimba Band LIVE VIDEO

5-Shorts VIDEO

6-Vocals VIDEO

ED HARTMAN MP3 MUSIC FILES:

Classical

Commercials-Bumpers

Electronica

European Waltz Tango

Film Noir

Folk-Country

Funky

Fusion

Guitar Solo-Duo

Harp

Harpsichord

Holiday

Jazz

Latin-World

Military-Brass-Band

New Age

Novelty-TV Theme

Orchestral

Organ

Percussive

Piano-Keyboard Solo

Public Domain

Rock

Sports

Vibes–Marimba–MALLET PERCUSSION

Violin Solo

Vocal Songs

Licensing News

Your placement news here!

C'mon folks..Let us know your last success or failure at pitching music! I really does put it in perspective, once you get it out there...

OPPORTUNITIES: (Caveat Emptor!)

Recent From TAXI: (you have to be a member to pitch, but you can get the emails for free) ...gives you an idea of recent stuff...Remember, if you do join TAXI tell them I sent you. It will be worth \$25 in pitches – Ed)

POWERFUL, ANTHEMIC SONG for the Main Title/Theme of a new Reality Show

Uptempo CARIBBEAN INSTRUMENTALS Needed for Film and TV Placements...

Feel Good INSTRUMENTALS Needed for BIG \$\$\$ TV Commercial...\$20,000–\$30,000.

Film Music Network:

Bollywood romantic comedy

INSTRUMENTAL GUITAR MUSIC NEEDED FOR TV SERIES

INSTRUMENTAL HEAVY METAL MUSIC NEEDED ASAP FOR TV SERIES

TV PRODUCTION COMPANY SEEKS NEW COMPOSERS / CUES FOR
MUSIC LIBRARY MUSIC NEEDED ASAP FOR INDIE ROMANTIC COMEDY

SENTIMENTAL BG MUSIC NEEDED ASAP FOR SHORT FILM

INDIE ROCK/POP INSTRUMENTAL TRACKS NEEDED ASAP FOR
PLACEMENT

INSTRUMENTAL HIP-HOP POP NEEDED IMMEDIATELY FOR
PLACEMENT

SOULFUL DANCE MUSIC NEEDED IMMEDIATELY FOR TV

SHOW ROCK MUSIC NEEDED IMMEDIATELY FOR TV SHOW MUSIC
LIBRARY SEEKS

Musicpage.com:

An Original Metal or Hard Rock Song is Needed for a Movie Op Pay:
\$2,500 - \$4,000

Its Gotta Be the Shoes ... Song Referencing Shoes Needed Op Pay:
\$6,000 + royalties

Urban Comedy Looking for Hip Hop or Rap Tracks Op Pay: \$1,500 -
\$3,500

Television Drama Looking for New Country Tunes Op Pay: \$1,500 -
\$4,000 per track

Musicxray.com:

Pop/acoustic INSTRUMENTALS needed immediately!

New Submissions - Music Licensing for TV Advertising & Promos

Seeking Electronic Music for TV, Ads, Film Placements

Traditional Country Songs, Johnny Cash, George Jones, Needed for
Successful TV Show!

Remorseful Ballad Needed for CBS Drama Series

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

Saturday, March 8, 2014 9am to noon:

"Make Money Licensing Your Music" Class:

North Seattle Community College

<https://continuinged.northseattle.edu/courses/make-money-licensing-your-music>

Note: Registration will open in January. \$49.00 (You need to register ahead. No walk-ins – the last class was full)

Upcoming National events:

* TAXI Convention Nov 7–10, 2013 (free with membership)
Definitely worthwhile.

<http://www.taxi.com/rally/13/registration.html>

RESOURCE GUIDE:

MUSIC LICENSING COMPANIES:

Great music libraries to submit your music too:

<http://music-supervisor.com>

<http://audiosocket.com>

<http://audiosparx.com>

<http://hdmusicnow.com>

<http://indigimusic.com>

<http://mangoreel.com>

<http://musync.com>

<http://triplescoopmusic.com>

FEE BASED PITCHING COMPANIES:

<http://taxi.com> – although any pay to play is controversial, this org is the best I know of. The convention in Nov is worth the annual membership alone. They do screen ALL submissions, and that is really what you are paying for. It can get gigs, and if you pay attention, and help TAXI in return, you will get tons back. I have free packets of info at my studio – come by and pick one up (I can get you a little discount)

You can watch TAXI TV online FREE even if you are not a member:

<http://www.ustream.tv/channel/music-marketing-online> – shows Monday at 4pm! You can watch archived shows there anytime, too!

<http://www.filmmusic.net/> – Great site with tons of info, mags, and submissions for scoring and licensing gigs! Started by composers and supervisors.

To subscribe to the sometimes "lively" posts (by email etc.) –
<http://nxport.com/mailman/listinfo/fmpro>

<http://Broadjam.com> – well organized \$ Lots of projects coming in. Music is not screened, although they do report on clients listening. I do know composers that are getting gigs. The annual fee is high, like TAXI, but no convention. You can submit without the membership but each submission is very expensive.

<http://Sonicbids.com> – I have gotten some gigs from this. You can pitch to live performance opportunities, radio play etc. \$

<http://versusmedia.com>– film directors looking for music. Usually low/no budget, but good for experience. Not a lot coming through, lately. I did get a nice film score from one, and that led to another...

<http://musicregistry.com> – Guide and online access to film music supervisors, etc. I've never bought the guide, but am interested if anyone tries it.

GETTING YOUR MUSIC IN RADIO:

<http://Airplaydirect.com> – mostly to get airplay, but work can come from this, occassionally. You create electronic press kits.

CD AND DOWNLOAD DISTRIBUTION:

<http://cdbaby.com>– I use this for digital and CD distribution. They do pitch to film etc. Check out download cards, rather than CDs!

FILM INDUSTRY LEADS:

<http://infolist.com> – casting calls. Interesting trade news.

For anyone who says they have to be in LA to be a film composer:

<http://www.wired.com/underwire/2013/08/elysium-ryan-amon-music-composer>

MUSIC INDUSTRY RESOURCES:

<http://www.musiclicensingdirectory.com> –directory with listings online. Not sure what this is about. Anyone have experience here?

<http://www.musiclibraryreport.com>– Started by a composer, this is an excellent site that has reviews of music libraries. There may be a free trial offer. Free access to the forums. Try signing up with FB – I get links to ongoing questions about libraries on my FB feed.

<http://music-supervisor.com> – \$\$ directory of music supervisors, etc. Never done it, myself.

<http://pro.imdb.com/>– IMDB is free, but IMDB Pro is by a monthly membership to get access to media contact info. I have used this from time to time. You can get a FREE month to test it. Use it, when you have time to grab a LOT of info.

<http://goodnightkiss.com> – Goodnight Kiss – get on her newsletter! Janet Fisher has a wealth of info, and occasionally is looking for music for projects.

<http://www.hmmawards.org> – Music in Media Awards.

<http://www.skillshare.com/classes/music/Music-Licensing-A-Music-Supervisors-Guide-for-Artists/2027685261> Online Music licensing class: \$20!

NW Orgs:

<https://www.facebook.com/avpnw> -

Pro- Audio Video EVENTS, Seattle, Eastside, and PNW

<http://www.siff.net/> - Seattle Int. Film Festival. Lots of educational activities.

<http://seattlecomposers.org> - Our local composers org with tons of workshops, etc.

<http://seattleareafilmmakers.webs.com/> - local directors, producers and composers!

<http://www.nwfilmforum.org/> - Casting calls. Possible work from local filmmakers.

<http://www.seattle.gov/filmandmusic/happyhour/> - Get on this email list for future film and music mixers. The website has many contacts, too.

<http://nwfilm.com/> - all things film and media.

<http://www.911media.org/> - Lots of experimental filmmakers, video, etc.

Links of the month:

The Top Ten Songs of All Time (\$\$)

<http://www.celebritynetworth.com/articles/entertainment-articles/the-10-richest-songs-of-all-time/>

TAXI TV (Mondays at 4pm. You do NOT need to be a member!)

<http://www.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)

<http://www.tvshowmusic.com>

FB for the film industry:

<http://www.stage32.com>

Ed Hartman Consultation

I am always available for one-on-one consultation. I charge my instrument lesson rate (\$50/hr) 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:

Never hate a song that's sold a half million copies.

Irving Berlin (wrote White Christmas)

I have been told that Wagner's music is better than it sounds.

Edgar Wilson

A bunch of singer-songwriters were sitting around a bar in Nashville. One of them says 'I keep hearing about these guys Bach, Beethoven and Mozart. Anybody here heard of them?' 'Yeah' replies one of the songwriters 'I've heard of 'em ...but I wouldn't worry too much, all they ever did was instrumentals'

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Ed on IMDB:

<http://www.imdb.com/name/nm3047539/>

– Internet Movie Database – Make sure you are in there, if you have a placement!

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