

Folk Alliance 2015 panel: **Music in Film & Television and Beyond**
Friday, February 20 @ 11:00 - 11:45am - Room: Pershing South

Panelists:

Michael Todd

Senior Director of Film & TV / Visual Media
ASCAP

“Stick to creating music that is true to yourself with a high standard. Great songs will find their audience. Seek out those services that specialize in pitching or pursue partnering with a publisher. Most successful professionals develop skill sets that make them stand out. They are excellent problem solvers, have great communication skills and are mindful of their own strengths & weaknesses. Apply your greatest strengths to what you do best, then accommodate for your weaknesses with a strong team around you.

David Hirshland

Executive Vice President, Client Services
BMG Chrysalis

“Understand that placement of a song in film and TV is extremely difficult but that the best way to score a placement is to write and record great songs, not to “write for the market.”

Kelly Reichman

Marketing Director of Licensing
Hallmark Cards, Inc.

Chicago Mike Beck (Moderator)

Touring Performer
chicagomike.com

Executive Director, Access Film Music Ltd.

“Mind your business, and do the math. Retain control of your work.”

This panel will walk through the process behind the scenes, demonstrating several paths for licensing music in visual media as well as in these products and others. Industry executives will share stories from their experiences, shed light on the way licensing decisions are made, and review the benefits to recording artists and songwriters alike.

RESOURCES

<http://www.folkalliance.org/copyright>

[Understanding Copyright, Royalties, and Practical Application in Folk Music](http://www.folkalliance.org/sites/289/uploaded/files/FAI_Copyright_2015_v10.pdf)
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Performance Rights Organizations (PROs):

All 3 USA-based PROs now have programs to compensate songwriters for live performances of their original works in various contexts, e.g. festivals, theaters, municipal events, clubs, other venues, open mics and more.

PROs in USA	Affiliation Fees		Fee Waiver?	Live Performance Payment Program	Website
	Writer	Publisher			
ASCAP	\$50	\$50	Yes	ASCAP OnStage	ascap.com
BMI	\$0	\$150 - \$250	No	BMI Live	bmi.com
SESAC	\$0	\$0	n/a*	SESAC	sesac.com

*There are no affiliation fees to join SESAC, but there is an evaluation / invitation process, whereas BMI and ASCAP accept all songwriters.

When you affiliate with a PRO, it's important to affiliate as both a WRITER member and as a PUBLISHER member. Otherwise, you will only receive half the money to which you are entitled. The one exception is BMI, where if your works are not controlled by a publisher, you can register your songs under your writer membership at 200%.

PRO in Canada: SOCAN socan.ca

All of the above PROs now have programs that pay songwriters for live performances of their original works. Check with your PRO website or call your rep to learn how to claim your royalty money.

Songwriter Performance Rights Publishing Administration Royalty Collection Assistance

Access Abundance	http://AccessAbundance.net
CDBabyPro	http://members.cdbaby.com/pro.aspx
SongTrust	http://SongTrust.com
TuneCore	http://TuneCore.com
SoundExchange	http://SoundExchange.com

Resource links for Licensing & Placement in Film / TV / Videogames

AccessFilmMusic.net
FilmMusic.net
GettyImages.com/music
MusicSupervisor.com
PumpAudio.com
Taxi.com
VitalMusic.com

U.S. Copyright Office copyright.gov Recommended reading: Copyright Basics (PDF)

Additional licensing, publishing and copyright resources at: AccessAbundance.net/resources

RESOURCES:

IMDB & IMDB Pro

All Music.com

The Music Registry.com (A&R Registry, Music Publisher, Film & TV Music Guide, Music Attorney/Legal & Business Affairs Registry)

Pollstar (Record Company Directory, Talent Buyer Directory, Concert Venue Directory, etc.)

Industry contact lists: <http://musicconnection.com/>

ORGANIZATIONS:

NARAS (The Recording Academy)

SCL (The Society of Composers & Lyricists)

Production Music Association:

<http://pmamusic.com/>

<http://pmamusic.com/resources/>

<http://pmamusic.com/member-libraries/>

Guild of Music Supervisors

CCC (California Copyright Conference)

AIMP (Association of Independent Music Publishers)