**Music Business Day Meeting**

**August 17th, 2011**

**Performing rights organizations** (PRO’s).  Main ones are SESAC, Ascap and BMI

$35 to Ascap to get membership, BMI is free (?)  SESAC is free.

All PRO’s put on songwriting gatherings of some sort – invaluable experience for any songwriter.  Check with each of them to see which one fits best.

Mostly centered around LA, NYC and Nashville.  SESAC has sub-offices in Atlanta and the UK.

Always register as composer and publisher.  Often times there is a royalty check made out to the publisher of the song and the check goes unclaimed.

Jennifer says:  “PRO can be your best friend”

Ascap: Once your music is getting aired they’ll send you to some online form which, when completed, will allow the PRO to begin sending checks – usually 6 months before the 1st check, then quarterly after that.- **Check with your organization to see what the royalty collection steps are. With ASCAP it's soundexchange but I believe every organization is a little different.**

Strongly recommended Ariel Hyatt – talent agent/marketing person in NYC who is publicist and focuses on social media as primary means of getting heard/noticed.

(Ariel is friends with Derrick Silbers (?) – cofounder of CD Baby) **Derek Sivers :)**

“Review You” a service provided by Ariel Hyatt.  It guarantees CD reviews.

($30 for the review)     [www.reviewyou.com](http://www.reviewyou.com/)

Books by Ms. Hyatt:  “The 9 weeks to music Success”   music blogging, attacking facebook, twitter, etc.

<http://arielpublicity.com/>

She has other publications.

Create an EPK  (Electronic Press Kit) and also it’s a good idea (a necessity) to have a “snail mail” press kit. **If you would like a snail mail kit to get started by all means do so however the production cost is usually much higher for the physical kits and you really only need these when you're submitting to agencies, labels, etc. Most publicists and booking agencies recommend that you start with a digital kit for two reasons- 1.) it's less expensive and 2.) by the time you need to invest in a physical kit you have booking agents and managers knocking on your door who will be able to put together a more effective kit for you.**

A Press kit has photos, bio, press releases about your stuff, upcoming shows, etc.

Include an **“elevator pitch”** – a 90-second, brief, concise, description of your sound, your style, your music, your thing…

A note about publicists (like Ariel):

Publicists will back a 1 -2 month tour, but nothing less (not 2 weeks).  Twitter and Facebook to promote. 3 to 7 exposures in a 1-week time frame – the way to get people to show up at your shows. **Just a quick note on this- you might find some smaller firms willing to back a 2 week tour however, most of the bigger firms would rather you save your money and continue to DIY until you hit at least a 18 date tour OR are continully playing 12+ dates a month and generating an income at these events. It's not to be rude, it's simply to make sure you're using your resources effectively. On the DIY note, Derek Sivers has a service in beta testing mode that sounds pretty amazing. It's basically digital interns that you assign tasks to and they do it for a minimal cost.**[**http://muckwork.com/**](http://muckwork.com/) **These tasks could be anything from posting to newspapers in the towns you're heading to play in or helping you get placed in a local blog.**

**NACA** – books for colleges.  “strong info site, but a pain in the ass to get your foot in the door with them.” – Jennifer

<http://www.naca.org/Pages/Home.aspx>

Ari Goldstein is a good contact re NACA. NACA is the booking association for the college market/circuit.

**I wouldn't recommend contacting Ari directly. He's not part of NACA, he just happens to run a booking agency that dominates a very large part of the college market. He's a great man, he just doesn't have the ability to coach every artist he meets. I believe his firm is currently accepting submissions however I've been informed that unless you have a 5000+ following, strong mailing list and prior experience in the college market I'd hold off on submitting for now. The discmakers blog has several articles from Ari that are quite informative, it's a good place to start.**

$250 for regional registration + $75 fees.  Can get good regular gigs – at colleges, univ. community colleges, but a bit of a pain getting in the door. **These are independent fees. If you're signed to an agency, they cover these for you.**

Apply for everything outside of most but “showcase low”. **Apply for everything musical (read the show terms, some have a few kinks) but showcase high. Show case high are acts are typically big name hypnotists, comedians, musicians, etc. Showcase low is a good place to start.**

NACA suggests (requires) that you start regionally, move out to bigger and bigger circles. **I would say suggests. If you live in the west region but your demographic is the northeast by all means apply for the northeast conference. Go where you fit.**

They require the EPK (you must have a video, a well-done video showcasing your talent) – they check out the first 90 seconds.  If they like you, they’ll invite you to come do a showcase.  If they don’t it still may be worth checking out the Camp Day. **If they like the first 90 seconds they will take a vote and if you pass, watch the following 90 seconds and take another vote. In order to move up for selection a certain percentage of the group must like what they see (not just the majority). Please see** [**www.naca.org**](http://www.naca.org/) **for more info on the voting process.**

“Camp Day” in November 3rd in Spokane.  NACA event that can be attended with Jennifer.

Regarding Seattle recording/video recording:

**City Lights Sessions** (local folks) who do music videos.  Associated with the Arts Institute, NSCC, Shoreline CC and SSCC (starving video artists who need content and will shoot for next to nothing…)

Evan recommended **Animoto** – a video studio in Seattle

They’ll do a local shoot for free!  Call/email them.

More on EPK’s

**Sonic Bids** – a place to put up an EPK **It's a EPK building tool that provides gig listings, etc. If you'd like to see an example you can check out my little starter kit** [**www.sonicbids.com/jennifercadence**](http://www.sonicbids.com/jennifercadence)

Eugene Foley is on the Sonic Bids site – you can submit your EPK to him and he’ll review it for free!  Gives good feedback but may take a few weeks/**months depending on the time of year of the submission**

“Artist Development – a distinct guide to\_\_” a book by Eugene Foley

More on distribution

“A mailing list is super critical” – Jennifer

Fanbridge – best & easiest mailing list application online

HostBaby – good for building a music-centric website

WordPress – good all-around app for building blog sites and basic websites (it’s free)

[ning.com](http://ning.com/)   $3.99 per month online community builder – for building social websites

[www.rootmusic.com](http://www.rootmusic.com/)

[www.reverbnation.com](http://www.reverbnation.com/)

[www.bandcamp.com](http://www.bandcamp.com/)

,,,check these sites out for even more resources for musicians!