

# GET PAID FOR YOUR MUSIC:

## NAVIGATING NEW REVENUE STREAMS



### Creative Lab Hawai'i presents

Four one-hour webinar modules that explore aspects of the music business that can unleash revenue opportunities for local talent, and provide a deeper understanding of royalties, production libraries, and licensing music for use in film and television.

**Price:** free

**Available to:** Hawai'i's music community and the public

**When:** November 9<sup>th</sup> and 12<sup>th</sup>; December 7<sup>th</sup> and 10<sup>th</sup> (all at 2:00pm HST).

**Registration (you must register for each individual panel):**

Click title to register for



[DEMYSTIFYING ONLINE ROYALTIES, 11/9/20](#)



[HOW TO GET YOUR MUSIC INTO FILM & TV, 11/12/20](#)



[MUSIC FOR ADVERTISING, 12/7/20](#)



[PRODUCTION MUSIC LIBRARIES, 12/10/20](#)

### PANEL DESCRIPTIONS:

**Monday, November 9, 2020 – Demystifying Online Royalties:** You are probably not collecting all of your royalties! This module will explain the various royalty streams, and what you need to do to make sure you are collecting what you've earned. Bobby Borg and Michael Eames, co-authors of the upcoming book "INTRO TO MUSIC PUBLISHING FOR MUSICIANS," break down the basics of online licenses and payments, and provide a very practical solution for understanding this often confusing area of the music business. From SoundExchange to the upcoming MLC, Bobby (author of "Music Marketing for the DIY Musician") and Michael Eames (Pen Music, former president of AIMP) will run down all the online areas in which artists earn royalties—covering both publishing and neighboring rights. Julia Brotman (Intellectual property attorney) moderates.

**Thursday, November 12 – How to Get Your Music Into Film and Television:** Film and TV licensing can replace performance income and provide a source of revenue for those who learn who the decision makers are and how to effectively pitch their music. Gain insights from panelists Frank Palazzolo (music supervisor); Kayla Masnek (licensing agent from Secret Road); and David Fisher (music supervisor from Songs for Film and TV).

**Monday, December 7, 2020 – Music For Advertising:** Licensing your music for advertising and branding is yet another source of income for indie artists. Topics covered will include what type of music works best for brands, and how to position your music for licensing in the advertising world. The dynamic discussion will be presented by Steve Schroeder (Marmoset Artist Relationships and Curation), Jene Etheridge (Marmoset Associate Creative Director), and Peter Suk (composer, and Head of Sync at Koze Music).

**Thursday, Dec 10, 2020 – Production Music Libraries:** What are production music libraries, and how can they provide another source of income from your music? Much of the music you hear on TV and streaming services comes from production music libraries. In recent years, the lines have become blurred between music publishers, record companies, music libraries, and licensing agencies. What exactly is the role of a library, and what are the opportunities for musicians, composers, producers and songwriters in this sector? Join representatives from the Production Music Association (PMA) to discuss. Panelists include Adam Taylor (President, APM Music), Dan Brown Jr. (Founder, CrimeSonics), Christy Carew (Music Director/Producer/Composer, 5 Alarm Music). Moderated by Morgan McKnight (Executive Director, Production Music Association)