

Di's DFEST Conference Notes

Unbelievably Informative and Exciting. BIG GRATITUDE and KUDOS to Ben, Tom, Angie, Donnie and Tomy for creating this for Tulsa... your hard work and dedication is plastered ALL over this successful Conference!

Issue 1

FROM July 7-8, 2006

Keynotes

Mayor Kathy Taylor

Reminded and informed us of what a GREAT city we live in, how economical it is to live here and how open and friendly everyone is. I was left with an overall feeling that it is indeed the perfect place to launch ANY musical endeavor. •

SCOTT BOOKER

As Flaming Lips Manager, Scott began on the theme of building relationships and how important history and paying attention to things of personal importance and interest are of the people you want to work with and for.

Things I had no idea about....

Anyone that has a record out can become a member of the Academy for the Grammy Awards (<http://www.grammy.com/>). See *Recording Academy/Member Services for App and Details*. Scott said this opens you up to an entire group of peers that can be very helpful to your music career, not to mention having a voice in artist award and recognition. Jim Halsey also mentioned this on a Saturday panel.

Did You Know.... Record Labels pay \$75,000 for a front CD rack position at Target and they are one of the hardest retail outlets to break into?

3 things Scott Believes but Cannot Prove:

#1: Music is hard wired in us and is a need right up there with Air and Water for our survival...

#2: People need to hear something "so many times" before they check it out, and he believes it to be between 20 and 30. Getting your name in as many obscure and random place as possible can help create this "so many times" scenario... **BE CREATIVE.** •

#3: There are 3 categories of Music Fans:

1 - a fan of a virtuosity (a deep respect for voice or musicianship).

2 - Moved by Lyrical Content.

3 - Moved by Melody.

This information could help you to market to each niche. •

Licensing in Film and TV Panel Discussion

#1: Copyright Submission is now \$45 (up from \$30)... GAWD!

#2: Reality TV (i.e. MTV) is a good source for getting cuts ... they are always looking for music.

#3: TV shows being moved to DVD are looking for song replacement for the old shows....

#4: <http://www.musicproductionlibrary.com/> LOOKING FOR INSTRUMENT BEDS for Film and Television ... for: stings (1-2 seconds) .15, .30, 1:00, 2:00 and 3:00 minute clips, A

few sources of uses: opening/closing credits, Feature Use/Montage with no dialog going on, and as background. They will sometimes sign off for \$1,000-\$2,000 for unlimited use of these clips.

#5: ALWAYS Record a soundtrack version of your songs with NO VOCAL - is a huge PLUS for use under dialog and several other uses. When submitting CD's to labels, managers, etc., include information that soundtrack versions are available. •

Guerilla Promotion (For Artists/Performers)

with DAVID CODR
the Music Phonebook

#1: Your HOME MARKET is your TEMPLATE ... Learn it... Know it, before you move to another market.

#2: Create a Quality "Street Team" of people that are actively involved and are educated about you and your music, opposed to a gazillion friends at MySpace that haven't even heard your songs.

#3: Talk to "1" Fan every single day for 5 minutes ... you develop personal relationships with people at a minimum rate of 365 per year...

#4: ALWAYS connect with your audience and merchandise table the first 15 minutes after your set ... provin' PRIME Selling Time.

#5: When describing your music, talk about the KIND of songs you

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Guerilla Promotion, Con't ...

write (and what inspired it), NOT just the Genre/Style... connect with people at a much more personal level.

#6: During your performance, make eye contact -- especially with people you have TALKED TO.

#7: In Place of a Clipboard Mailing List (*points out that many women will not sign up since their phone numbers and other information can be seen easily...*) Use 3x5 index cards preprinted with information you are requesting. You can get more types of info on a card medium, i.e. cell phone, website, etc. Also jot down a few lines on the back of the index card of information you chatted about.

#8: Marketing Piece: Do a CD Sampler with 2 songs in a Sleeve ... have an short intro of vocalist talking about anything of interest about the song or what inspired it. The sleeve will offer FREE cover at the next show... this makes them recycleable and there's good

possibility they will bring friends AND buy a CD.

#9: Arrive 30 minutes prior to the show and meet/greet people at the door. It will really impress those that haven't see you before when you are with the band.

#10: Connect and talk with the wait staff. Mention them by name on stage. Often they have a lot of say about bands that are booked.

#11: Postcard size flyers are the best, printed on cardstock. On car placement blitz, put into door handle so it gets into their car -- that's the desired result ... get it in their car. Print any press article small on the backside.

#12: Print the postcard flyer on 20# bond paper and have padded tablets made -- put several at club tables for people needing paper in place of napkins and coasters. (Kinkos will pad for about 25¢; does not include copies). ●

Managers Panel

When does a Band need a manager?

- When you are getting to the point of being somewhat successful. CD Sales going well (*70 a week will get a potential manager's attention quickly.*)

- When you are booking 12 dates a month.

- When you are starting to get overwhelmed with the workload and are not able to stay in integrity with your art and music.

Band Manager Responsibilities:

- It is a Partnership based on % of income generated - not an employee. A 15-20% cut was mentioned for managers.

- Actively Participates at all gigs, talking with crowd, always available.

- A Manager is a reflection of the band and shares the Vision of the band.

- A Good Manager doesn't shield the band from any information, but compiles, condenses and presents it to the band.

- It was suggested not to manage more than around 3 bands to do a really good job.

- A Manager CAN help to find a Booking Agent, but not necessarily, OR can BE the booking agent.



I especially loved this comment:

The Industry is Very FLUID... We can all do our music business ANY WAY WE WANT TO.



MORE TO COME... I am trying to get a Podcast from the Digital Distribution Session - I could not write fast enough in this session to get all the information!

Artist/Manager Helpful Sites

RESOURCES FOR ARTISTS

IndieBandManager.com --

SOFTWARE. *I saw this in action and it is VERY slick. Uses FileMaker Pro system. \$39.95 simple version \$199 Pro. Mac/PC. Download and try for free.*

[College Radio Campaign](http://www.tinderboxmusic.com/)

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Great resource if you are going after radio.

SoundExchange.com Mechanical collector of digital plays. Collects and pays you. This link goes to membership page. They try diligently to get artists paid. **REGISTER with them!**

[Recording Industry Association of America \(RIAA.com\)](http://Recording Industry Association of America (RIAA.com)). Free Registration for assigning International Standard Recording Code (ISRC) for each individual song to be tracked. This is not the same as the UPC code. This is needed for all digital sales and tracking. (ex: Live 365 streaming radio stations - I always wondered how/if royalties were paid here - one of my

favorite place to listen to indie music.) REGISTER with them!

GoGirlsMusic.com Awesome resource for Indie Women for support and GREAT resources for exposure. I joined right away for a mere \$35/yr. The founder, *Madalyn Sklar* gave me a tour of the site and facilitated several panel discussions. SHE IS AWESOME, Energetic and LOVES Indie Women Artists.

TuneCore.com -- DIGITAL

MARKETS. *Can get you into all the Digital "per song" avenue streams, iTunes, Rhapsody, etc, and you get all the MONEY. Co-founder Jeff Price is VERY knowledgeable and was on several panel discussion providing GREAT info for artists.*

WEBSITE RESOURCES FOR MANAGERS

• **[Music Manager's Forum](http://www.mmfus.com/)**

<http://www.mmfus.com/>

• **CelebrityAccess.com**

• **[Creative Artists Agency \(caa.com\)](http://Creative Artists Agency (caa.com))**