



2011 MIDWEST BAND & ORCHESTRA CLINIC HANDOUT

## **RECORDING AND DIGITAL DISTRIBUTION FOR YOUR PERFORMANCE ENSEMBLES**

Presented by Dr. Jim Frankel, SoundTree Managing Director

**Session materials, including the presentation slides and relevant links, are located at [www.soundtree.com/midwest](http://www.soundtree.com/midwest)**

Session Overview:       \*The What, Why & How of Digital Distribution  
                                  \*Step-By-Step Guide to Getting Recordings of your Ensembles Online  
                                  \*Copyright & Royalties  
                                  \*Resources

What is Digital Music Distribution?  
                                  \*Download your music - no physical media required  
                                  \*Play music on your computer, phone, iDevice, music player  
                                  \*Share your music (legally and otherwise)  
                                  \*iTunes Music Store, AmazonMP3, Spotify, Rhapsody, SoundCloud, Google Music, Facebook Music  
                                  \*Many different audio formats - MP3, OGG, AAC, WMA, AIFF, WAV, and many more...

Step-By-Step Guide to Getting Recordings of your Ensembles Online

### **Step One: Recording Your Ensemble: Recording Options**

Handheld Recorders  
All-In-One Digital Recorders  
Laptop w/audio interface, software and some nice microphones  
Hire a recording engineer or company to make the recording

Which option is best for you? That depends on how you plan on distributing the recording

Sharing: Handhelds, Stand-alones

Selling: Learn the basics and experiment, or hire a recording engineer

### **Step Two: Preparing Your Recording for Distribution**

What format works best? It depends on the distribution method. Aim high!

AIFF or WAV (16 bit/44.1 kHz or 24 bit/48 kHz) MP3s are great for sharing - not for selling Always try to capture a recording with the best quality gear available

For the best sounding product, consider mastering.

### **Step Three: Choose a Distributor**

Free: Podcast on iTunes, SoundCloud, YouTube Channel, Music Department website

For Sale: TuneCore.com, CatapultDistribution.com, SongCastMusic.com – all get you online. Different pricing models.

#### **Step Four: Paying Royalties**

Meet Harry Fox

SongFile is the best way to license recordings when you plan on selling less than 2,500 copies  
Select the works on your recording in your cart - pay royalties up front  
CDs or Permanent Digital Download (PDDs) - minimum of 25  
Royalty rate is 9.1¢ per song - Harry Fox commission rate is 7.75% of royalties

Alternatives to Harry Fox

License each song yourself. That's what a Mechanical License is for  
Takes quite a bit more of your time, but saves \$  
Pay royalties directly to copyright owner on a regular basis  
You are responsible for all accounting of sales  
May not be the best option for busy music educators

#### **Step Five: Publicize**

Social Networks: Music Department Website, Music Department Facebook Page, Twitter, Google+, YouTube Channel teasers, have students post links on their networks

#### **Step Six: Make Money**

21st Century Fundraising:

Low overhead. For 99¢ track you sell - you keep @ 61¢  
In the world of business, that's called incredible margin  
No physical selling - no losing \$ or media  
Let someone else be responsible for the accounting  
Let go of the past - students consume music differently than we do

#### **Copyright & Royalties**

\*You must pay the mechanical license fees if you distribute your recordings - no matter how many - no matter what you charge

\*You do not need permission from the copyright owner - that's what the mechanical license is for

\*You should ask permission if you want to post recordings of copyright-protected works on your site

\*Often, recording companies do not handle royalties. Don't assume that they do.

#### **Resources**

Session materials located at: [www.soundtree.com/midwest](http://www.soundtree.com/midwest)

SoundTree Homepage: [www.soundtree.com](http://www.soundtree.com)

SoundTree Institute: [www.soundtreeinstitute.com](http://www.soundtreeinstitute.com)

SoundTree Online Store: <http://store.soundtree.com>

Book: *The Art of Digital Audio Recording* by Steve Savage

Book: *The Teachers Guide to Music, Media & Copyright Law* by James Frankel

#### **Contact Information:**

Dr. Jim Frankel

Email: [jimf@soundtree.com](mailto:jimf@soundtree.com)

Phone: 1 (631) 390-6670

Skype: jimfrankel

Twitter: @soundtree @jimfrankel

Facebook: [www.facebook.com/soundtree](http://www.facebook.com/soundtree)