Crescendo 2022

All Sessions at 5:30 Central Time at the New Orleans Jazz Museum

Tuesday September 27: Intro session: New Orleans and Boston learning together: plus Copyright for Musicians
  • What copyright protects.
  • The importance of registration.
  • The difference between published and unpublished works.
  • The registration process and new significant changes.

Tuesday October 4: Publishing and Revenue Streams
  • What publishing is – musical composition copyright and what is covered by this
  • What rights are included in music composition copyright
  • Common revenue streams from publishing
  • Publishing Companies & what they do
  • Basic Terms of Publishing Deals
  • How to use someone else’s publishing rights (for a film/TV synch, or for sampling)

Tuesday October 11: Working with Labels, Master Recordings and Record Deals.
  • What masters are – sound recording copyright and what is covered by this
  • What rights are included in sound recording copyright
  • Common revenue streams from masters
  • Record Labels & what they do
  • Basic Terms of Record Deals
  • How to use someone else’s master rights (for a film/TV synch, or for sampling)

Tuesday October 18: Streaming Royalties and Performing Rights Organizations.
  • Royalties Derived from the Public Performance Right (“Performance Royalties”)
  • Publishing – full public performance right (conventional formats + internet streaming)
  • PROs: what they are, who they are, how to sign up and register works,
  • Royalties Derived from the Reproduction & Distribution Rights)
  • Sales of physical copies and digital downloads
  • Music Modernization Act

Tuesday October 25: Music Contracts, Band Agreements, and Trademarks
  • Contracts: band agreement, session musicians work for hire, venue agreements
  • Pre-Release paperwork
  • Contracts: co-writer agreements and/or split sheets
  • Common band/artist business models
  • Trademarks and controlling your image
  • Management: when’s the “right time” to get a manager
### Tuesday November 1: Running your Band Like a Business
- Accounting for Musicians
- Marketing/branding & live performance:
- Booking tours/ Working with Festivals
- Merchandise

### Tuesday, November 8: Releasing, Pitching, and Monetizing Your Music.
- Releasing Your Music as an Independent Artist
- Pitching Your Music to Record Labels & Publishers:
- Monetizing Your Music, After It’s Released.
- NFTs and Web 3.0

### Tuesday, November 15: Legacy Creating
- Managing a publishing catalog
- Copyright Termination
- Estate Planning