



# 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- The difference between published and unpublished works.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