

# Music

## What You Need to Know

C.C. Chapman  
[cc.chapman@gmail.com](mailto:cc.chapman@gmail.com)

# Who I Am

- Babson College's Digital Marketing Manager
- New Media Specialist
- Podsafe Music Evangelist
- Host: Accident Hash
- Host: U-Turn Cafe

# Who I Am NOT

- A Lawyer

# The 1 Slide Presentation

If you do not have  
permission to play the  
music, don't play it!

# Everyone Wants Music

- Openings & Closings
- Promos
- Bumpers
- Purpose of the show

# Pay or Podsafes

- You can pay to play anything you want
- VERY grey right now. Little is black and white
- Rules are different in different countries
- My rule of thumb: If you hear it on the radio don't play it

# Podsafe?

- Any music that a podcaster has permission from all rights holders of a song to play on their podcast for a given period of time.
- Just because you hear it on a podcast does not mean it's Podsafe for you. Always find out.

# What About Covers?

- Again, need permission from **all** rights holders
- Even if the artist gets permission for their album, that is **NOT** permission for you to podcast

# Where to Find Music

- Creative Commons Audio
- MySpace
- Garage Band
- IODA's Promonet
- Local Independent Newspapers

# When You Find a Tune

- You need permission
- E-mail the artist.
  - Don't send form letters.
  - Don't expect a quick response
- Follow up, but don't pester
- Educate, Educate, Educate!
- GET PERMISSION!

# Educate the Artist

- Make sure they understand what podcasting is.
- No royalty payments
  - This isn't radio (thankfully!)
- If you get stuck, have an artist talk to the artist.

# Creative Commons

- An alternative way for artists to license music
- If an artist embraces Creative Commons, they most likely embrace podcasting
- Different types so be sure you read exactly what the license allows for
- Look for Share Alike
- [http://wiki.creativecommons.org/Podcasting\\_Legal\\_Guide](http://wiki.creativecommons.org/Podcasting_Legal_Guide) (Section 3.2.7)

# Podsafe Music Network

- <http://music.podshow.com>
- Artist grants full permission before uploading music
- Podcasters know everything can be played
- If you find a tune, you can play it

# Podsafe Music Network

- 3,500 Artists
- Almost 20,000 tracks
- 40,000 different tracks reported played
  - 9,000 unique tracks

# PMN: What's the Catch?

- You agree to report back to the system every track played
- You give credit to the artist both during your show and in your show notes
- You give credit to the Podsafe Music Network

# Contact Me

- E-mail: [cc.chapman@gmail.com](mailto:cc.chapman@gmail.com)
- Skype: [cc\\_chapman](#)
- AIM: [AllAboutTheWeb](#)
- Second Life: [Cleon Goff](#)
- Web: [www.cc-chapman.com](http://www.cc-chapman.com)  
[www.accidenthash.com](http://www.accidenthash.com)