

# **Music & Podcasting**

## **What You Need to Know**

**Podcast Academy Yahoo**  
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# Who I Am

- Babson College's Digital Marketing Manager
- Podsafe Music Evangelist
- Host: Accident Hash & U-Turn Café
- Host: Managing the Gray

# 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 gray right now. Little is black and white
- Rules are different in different countries
- My rule of thumb: If you hear it on the radio it's a good guess that you can'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
- Magnatune
- MySpace
- Garage Band
- IODA's Promonet
- Local Independent Newspapers

# When You Find a Tune

- You need permission. A link to an MP3 download is NOT permission. (i.e. SXSW)
- 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 another 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
- When you find a tune, you know that you can play it

# Podsafe Music Network

- 4,000 Artists
- 20,000 tracks
- 50,000 different tracks reported played
  - 10,000 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

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