

MBUS 3010

LECTURE 6 THE ARTIST TEAM PART II

TEST FEB 5

- Sources of Revenue, Streaming Services, Charts, TEA, SEA, RIAA Awards
- Technological transitions through the years
- Popularity of genres,
- Management, Agent, Business Manager, Lawyer, Publicist commissions and/or compensation
- Management, Agent, Business Manager, Lawyer, Publicist duties and responsibilities.
- Management, Agent contract clauses
- Little on record labels, publishers, concerts, live and promoters



Who is involved with
what?

Planning a Tour



Manager

Agent

Business Manager

Going on Tour



Manager

Agent

Publicist

Business Manager

Pursuit and Negotiation of a Recording Contract

Manager – general terms.

Attorney – contractual details.

Both of these parties 'shop' for record deals for artists they represent.

Merch

Manager

Business Manager

TV Performances

Publicist – generally

Manager - sometimes

Personnel Issues - hiring crew, salaries, firing

- ▶ Manager
- ▶ Business Manager

Paying Bills and Filing Taxes

- ▶ Business Manager

Licensing Music to TV and Film

- ▶ Manager
- ▶ Attorney
- ▶ They coordinate with a third-party music placement person or company.

LICENSING

- Note on music licensing and dangers of 3rd party licensing/pitching
- Labels and publisher should pitch your music
- Best way to get into film, tv, commercials, streaming?
Get popular.
- Music supervisors know what music they want. Difficult to convince them to use your music. Very aloof. Hard to contact.

- Many companies that purport to pitch your music for licensing are unscrupulous
- Beware: Signing with a 3rd party to pitch your songs for TV, Film, Game licensing often ends up with them doing nothing but having a right to a percentage of your future licensing income!!!!

Crisis Management



Manager

Publicist

Attorney

Career Development

▶ Manager



Discussion

- Areas of responsibilities of managers, agents, managers, business managers, attorneys.



Sunset Clause – contractual item stating how commissions phase out when a team member ceases working for an artist.



Key Person Clause – If a management contract is between an artist and a company, this clause specifies that the artist's relationship with the company may be terminated by the artist if their 'key person,' their actual manager, leaves the company.

MANAGEMENT

- Key person clause in management/agents
- Examples

When does the term end?

Booking Agent – Paid for any show they book.

Publicist – Paid in advance for a PR campaign covering a specific time frame.

Business Manager (commission based) – Earn commission for the months they work.

Attorney – Negotiated. May be subject to a Sunset Clause.

Manager - Negotiated. May be subject to a Sunset Clause.

Please don't give your attorney a %

- Sunset Clause examples
- Management commissions and sunset clauses
- When done correctly
- When not done correctly
- Double commissions

MY OWN PERSONAL EXPERIENCE

- In 40 years i've never signed a management contract
- Handshake deal
- Even with Red Light Management.
- 15% Gross Live Performance Fee 15% Net everything else
- Hard stop on commissions. No earnings after the term
- No agent contract, handshake deal
- Earnings after term only on shows they booked

- Agents commissions after the term
- Example

MY ARTIST TEAM

- Manager Veleno Vego 15%
- Agent Jerry Lima Mint Talent Agency 10%
- Business Management KWC CPA accounting hourly rate
- Attorney Craig Harmon hourly rate
- Publicist: Pavement PR flat fee per project



Group Issues

- ▶ Key Member – Specific members of group whose role is so important that the group's record contract specifies that if a key member leaves, the contract may be void.
- ▶ Leaving Member- If a member of a group leaves, their record contract may stipulate that the record company may still have rights to individual members as solo acts; and to either retain the remaining group, or drop them from the contract altogether

Most Important Asset



According to the Donald
Passman book, what is a
group's most important
asset?



The most important asset to any group is their name.

Other group issues

- ▶ Percentages of ownership
- ▶ Control of decision making
- ▶ Songwriting/Publishing ownership
- ▶ Outside activities
- ▶ Hiring, firing, quitting
- ▶ Business structure – LLC, Corporation, Partnership