

Notes from Sync Class.

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**I'm available for One on One Private
Consults & Evaluation of Your Songs and
scheduling some
Online Music Super Listening Sessions...**

Sync can be:

- √ songs
- instrumentals
- scores
- trailers
- commercials
- gaming

(We're covering only songs today, if you need info on the other categories, email/text me for a one on one session.)

NOTES:

How to Write for TV and Movie Placement:

Types of Sync Songs

- **Source Music**

Also known as Diegetic Music

BV: background vocal

examples of placed songs: <https://www.garyearl.com/music/christmas>

- **Featured Songs**

VV: visual vocal TT: title song

- tv theme songs
- montage songs
- featured performances
- end credits
- trailers and promos

- **Songwriting on Demand**

- discipline of writing on assignment
- temp tracks
- sound-likes

- **Songwriting for Music Libraries**

- collection/ reels/ albums
- period pieces

Writing a Visual Media Friendly Song

- **Listen to Feedback** from: supers, licensing agents, writers, producers who live and breath this every day. Not so much your music friends, buddies with a studio, or musicians in bands.
- **You Have 5-7 Seconds.**
Short Ear Candy intro, one verse upfront or start with chorus, short turnaround, no solos. Get to chorus 45 seconds to one minute increases your odds of a placement.
- **Is the Melody Distracting?** Fresh meter rhythms, syncopation, repetition/variety of sections, small range (one octave), easy to remember and sing back, holds up without lyric.
- **Favors 'stream of consciousness'**, not linear writing. sync likes simplicity, immediacy, movement change.
- **Lyrics**
 - emotion based- clear and strong
 - must support emotion of characters
 - short catchy phrases
 - nonsense syllables like OOs Ahhh
 - avoid detailed imagery and evolving storyline
 - dialogue is king in sync not your storyline

AND

- universal themes
- fresh chord progressions

- get to hook quickly
- easy to digest
- trendy at the moment: female empowerment, boy band, dark and sexy, alternative
- Film, TV, Commercials, Video games.....not all syncs are suited for all four categories
- Collaboration: extra help pitching, connections, opportunities.

- **Producing / Recording / Mixing**

- **Most Overlooked Thing**

- **It's Not your story, but your production that's heard first.**

- 10,000 hour rule.
- Normal not to be a mix engineer.
- Get it to 90% then hire someone to finish and get on commercial level.
- **PRODUCTION** - the first thing they hear and judge.
- **Put in a playlist of your 'heroes'**, play it while doing something else, see if it fits in.
- Songs can get picked up for track vibe or groove.
- 'ear candy' grabs attention, guarantees listen
- genre accurate drum (avoid generic acoustic)
- Width by panning (check mono mix)

- Height by frequencies & EQ
- Depth by verbs & delays
- timing issues corrected
- **Mastering!** Good mixing & mastering is often the difference between placements & ongoing relationships, or 'no response'.

File Delivery

Downloadable Links: I cannot stress how important this is. If they like your song, they will want to download it, may put it on a video to share with the director. If you send a 'stream' like YouTube or SoundCloud, they'll likely move on and... you're toast.

Recommend Using:

- [Disco.](#) Great @ a great price
- [Source Audio](#) great a little pricey
- [Soundgizmo](#) great but pricey

Gives you information on who listened, downloaded and used your songs.

No Attachments, ever, unless asked specifically.

No YouTube or Soundcloud links.

If Requested: We Transfer, Dropbox, Box. Many people do use Box (mobile friendly) and most supers accept it.

√ **Metadata is Critical!!!**

- 1 Artist name
- 2 Songwriters name
- 3 Performers name
- 4 Title of Song
- 5 Title of Album (if applicable)
- 6 Label (if signed)
- 7 Publisher (your company or other)
- 8 Year Released
- 9 Track Number
- 10 Genre
- 11 Producer
- 12 Contact (phone/text/email)
- 13 PRO (ASCAP, BMI, etc.)
- 14 Descriptive Keywords
- 15 BPM
- 16 Instrumentation

If not using Disco to delivery, I recommend using iTunes to put metadata in, many supers use iTunes for their personal library, so you know everything will show up.

Pitching

Who they are: Music Supers: IMDB.com - Google search
- Music Connection Magazine (twice yearly issue with lists of supers) - Film Festivals, Conference panels

What they need: TuneFind.com

How to contact:

Direct by email

Music Connection super list, meeting them at panels, IMDB.com, Google

Sync Licensing Companies

actively pitches your songs, similar to a publisher but primarily for sync

Sync Libraries

host your songs in an online sync library

Online Pitching

they list opportunities, you pitch to them, they screen & send on

Posting Online

Spotify, SoundCloud, iTunes, Youtube, you hope they find you