



## PODCAST #5 – SHOW NOTES

### SONGPLUGGER VS MUSIC PUBLISHER

#### Hey Creatives!

Thank you for listening to **Podcast #5** of the **Coffee With Camilla** podcast where we will discuss the music industry. I'm your host Camilla Kleindienst of Banner Music in Nashville, TN. Songwriters, artists, and others ask to take me out to coffee to "pick my brain" or ask my opinion about their music career. Today we will be discussing songpluggers versus music publishers: What is the difference and do I need either? I have my coffee mug and I'm ready to go!

#### Songplugger

A songplugger is the person who exploits your song, or represents your song to whomever is the decision maker on the songs for an artist's next recorded project; they are the advocate for the song. The songplugger finds opportunities for song placements.

A songplugger should have a strong idea on which artists are looking for songs, who is the decision maker and what is the best way to represent your songs. They also maintain relationships with those decision makers.

These are the pros:

- You OWN everything, they simply pitch the catalog
- They provide a detailed "Pitch Report" to you on your song(s) activities
- They connect your song to artists & opportunities you can't find on your own
- They maintain relationships that you may not be able to maintain

These are the cons:

- You have to pay for this service
- You can review pitch reports but can't really know if they are truthfully doing the work that is listed
- You must know how to license and handle admin of your songs

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## Music Publisher

A music publisher is a person or company that you the songwriter, pitches your song to in order to secure a publishing agreement (either a single song agreement or a staff publishing agreement). You transfer ownership of the copyright to the music publisher when you sign the songwriter agreement.

Music publishers manage the publishing catalog and the songplugger. Usually music publishers hire a staff of songwriters, exclusive songplugger(s), and an administrative staff. They are very involved in maintaining relationships with music industry executives, as well as upcoming artists/musicians/songwriters.

These are the pros:

- They have a staff songplugger and manage the songs
- They handle finding more opportunities for your songs
- They handle all the administration of the songs
- They monitor the songplugger's activities
- They find co-write opportunities
- They invite and attend music industry events with you

These are the cons:

- It's hard to find a publisher that meets your needs or has the passion for your songs that you do as a writer.
- You lose control of the copyright of your song
- You split royalties 50/50
- There are "ups & downs" in the industry and the songwriter has to ride that roller coaster with the owner of your copyrights.

My advice is to take meetings with publishers and try to find a publisher that is interested in you as a writer more than just that one song.

**Thanks for listening to Podcast #4! Please subscribe and share my podcast, and leave a rating and review on iTunes! Show notes at [www.coffeewithcamilla.com](http://www.coffeewithcamilla.com)**

See you next time!

Camilla Kleindienst

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If you are interested in submitting a song for Camilla to critique, please follow the instructions below:

1. Send an email to [info@coffeewithcamilla.com](mailto:info@coffeewithcamilla.com) with an audio file and lyric sheet of your song.
2. Go to [www.paypal.me/coffeewithcamilla](http://www.paypal.me/coffeewithcamilla) and pay \$25.
3. Camilla will then listen to your song and send you back an audio file critique by email.