

**BADJA Meeting**  
June 7, 2010



THE OFFICIAL NEWSLETTER OF THE BALTIMORE AREA DISC JOCKEY ASSOCIATION

online: [www.badja.org/beat](http://www.badja.org/beat)

**Topic: Web 2.0**

New & innovative advertising mediums

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**Web 2.0** by Jordan Rich

Many people are familiar with using Facebook, Twitter and Yelp for personal purposes, but are there other hidden ways to use these sites? It is time to jump on the band wagon and get the edge on the competition. Facebook and Twitter provides free avenues to reach specific target audiences. These social networking sites can target a specific group than anything that has been in existence. More businesses are taking advantage of these sites and we need to be utilizing all that we can.

This is your opportunity to be in constant communication with prospective clients. The trick to gaining business is to always be in the heads of your clients, so if someone were to be in a conversation needing a DJ than there you are. You will be fresh in their minds and can gain their business.

One of the major things with web 2.0 is that you will only get benefits from services if you put effort into them. The more you put into it, the more you will gain. There are two major services to consider - Facebook and Twitter. My advice is to choose Facebook, if you are only going to pick one. More people use it and it gives you more resources at your hands.



**Facebook**

Things you can do with Facebook are - direct links to your website, post photos of events, gain followers, stay in constant communication, create events, create promotions and facilitate discussions with other people running the same event. You can be the communication link! Facebook also has a great ad engine. Here you can target people and it is not very expensive. You pay for impressions or exposures and it is displayed on the right side of the screen. There are two types of campaigns - impressions and pay for clicks. Impressions create brand awareness because you are paying per 1000 appearance on the ad bar vs. pay-per-click (you pay every time someone clicks on your ad). Pay-per-click is more expensive but for DJs it is recommended.

For mitzvahs every kid has a facebook and they love to share with their friends photos from the event. They can post their photos and then it is linked to our facebook page. Facebook users will see your name, tell their parents about a great DJ and then you may gain a new client.



## Twitter

This is all about engagement. Here users are able to follow you and people can see what your company is doing. This allows for you to post photos, videos, and news. Here you can post promotions with codes and create interaction with your clients, ask them what they think about a new game, purchase, or a business move. People love to be involved in your business and they feel more compelled to use you if you keep them in the loop. The main benefit of Twitter is that there is the opportunity for "re-tweet." If you post a link to a good recourse of something that someone finds interesting they will re-tweet you and then you are exposed to all of their friends. This is an exponential effect. Now you can gain more exposure which probably will lead to more business. This is an incentive to make sure that your tweets are informative and something that someone will find interesting and compelling.

So this is the brief summary of the presentation. Let me know if there is something that you would like more information on.

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## Can I See Your License, Please?

### What you need to know about music licensing

Article from [www.Promoonly.com](http://www.Promoonly.com) June newsletter.

Music licensing comes in two flavors: **public play** and **performance royalties**. They are two very different things...

The music received from subscription services like Promo Only is licensed for **public play**. Unlike iTunes, Amazon and other similar sites that offer music for personal use only, Promo Only's content is licensed by the artists and labels we represent for public performance. You have, in effect, the artist's *permission* to play our content in pursuit of your profession.

Promo Only does not, however, cover **performance royalties** (those fees ASCAP, BMI and SESAC collect for the public play of the artists' work they represent) **for the simple reason that 99.9% of DJs will never have to pay them**. Weddings, birthday parties, corporate parties – any of a number of events you might book that is not open to the general public -- are not considered public play. They are regarded as private events and are, therefore, exempt from performance royalties.

Nor are DJs working clubs, skating rinks and other entertainment venues responsible for performance royalties. Many people mistakenly assume that DJs must obtain a license to perform copyrighted music or that businesses where music is performed can shift their responsibility to DJs. Not so: The law expressly states that since it is the venue owner who obtains the ultimate benefit from the performance of copyrighted works, it is the venue owner who must pay the performance fees.

**The single exception?** If you're producing a public event yourself, a 4th of July celebration, for example, even though you're the DJ, you're also the *promoter* and you'll need to contact ASCAP, BMI and SESAC for a one-time special events license.

Performance royalty fees are one of the many costs of doing business.

For more info on performance royalties our recommended reading list includes the [ASCAP FAQ](#), [BMI FAQ](#), and [SESAC FAQ](#).

## **Notes of Interest**

### ***Articles/ Presentations***

If you want to submit an article to be published on our site. Email DJ Billy Zee Partybz@aol.com This could help promote your business as well as educate others.

If you have a presentation for our next meeting. Email Chris Hart info@partytime-entertainment.com

### ***Next Meeting***

July 12, 2010 6:30pm

**Wedzilla.com** - is a new wedding vendor site that will rival wedding wire in the next few years to come. Sarah Morgan (marketing director) will extend our members a nice discount for sign up at the meeting. Get there early for the offer!

**Games** - Badja members Mark Ricche & Jordan Rich from escapist-entertainment will present games. Learn how this "dynamic duo" approaches interaction for mitzvahs, schools, corporate, etc....

**Insurance Plans** – Jose Castro will have Dj insurance plans to present to members.

**Damon's Grill** Hunt Valley, Md 21030  
Damon's Grill supplies our BADJA meeting place for free, so we show our support by purchasing a meal.

Check your email for an evite.

## **BADJA Website**

Have you been to the BADJA website lately? It is undergoing improvements every week thanks to DJ Brad Hart our webmaster at [www.partytime-entertainment.com](http://www.partytime-entertainment.com)

Leads have been booked with BADJA members. 24 inquiries to date!

### ***Public Relations***

Mark Ricche [www.escapist-entertainment.com](http://www.escapist-entertainment.com)  
Needs your input on BADJA jackets and shirts. Please respond to his email asking if you want a jacket or other clothing paraphernalia. escapistentertainment@yahoo.com

### ***Member Spotlight***

Members who did not receive a spotlight questionnaire should contact DJ Billy Zee at Partybz@aol.com

July member spotlight DJ will be: ?

**Jokes:** BBC radio DJ Danny Kelly joked on air that Queen Elizabeth II had died on May 18, 2010. "Kelly then clarified he had been referring to a user of the Facebook social networking website who shares the same name as the monarch." He was suspended for a week.



### ***BADJA ByLaw: 1.3.1***

To unite professional Disc Jockeys, Karaoke Jockeys & Entertainment Companies, all persons & concerns into a nonprofit organization providing a forum to meet & deal with issues & matters of mutual importance to the industry.