

Tips on writing for Sync (TV/Film/advertising)

—writing for sync is more vague: can't tell a specific story, want to apply to as many possible uses you can imagine

Example: Song called "it's coming", but never say what "it" is, just "it's coming," a scene with a threatening element, that song would work. Doesn't talk about "where we are" and no pinning to "time and place" no reference to a killer, etc.

—About an emotion/concept more than it is about telling a story—can't interfere with picture

—when writing for film/TV, you're in the background, not main element. You support the picture

—can get specific by using metaphorical images

Examples: the tide's rolling out, the sun's going down, vague and an image, planets, astronomical images, weather images, if too vague in lyrics, put some imagery that won't clash with visuals

—build the song, simple instrumentation to start, use different instrumentation/options on each chorus

—because there is often dialogue, you need an instrumental track, vocal only, and full mix (along with TV mix—just BG vocals) so they can edit vocals in and out

—a place for "quirky" songs, they catch people's ear (music supervisors, sync agents)

—you can write anything, no constraints by genre or what radio will say, wide open, understand the possible uses—TV show/ad

—commercials/ads pay really well—selling a feeling, example: Trucks—strong, tough, American "Like a Rock"

Rare that songs in ads talk about product. What are the feelings they want people to have?

—jingles have brands—example: "I'm Lovin' It," "Like a good neighbor, state farm is there"

—iSpot.TV—all ads and all commercials

--tunefinder.com—all music from TV/movies—if you want to target a specific show, you can hear all of the songs they've used in past episodes