



Carbon Leaf

What it takes to
make a band?



Index

Pages 1-2: Who is Carbon Leaf?

Page 3: Music Contracts; What are they?

Page 4: Can you Break a Music Contract?

Page 5-6: What it Takes to Make it in the Music Industry?

Page 7-8: Carbon Leaf Timeline

Pages 9-10: Everything you Need to Know About Carbon Leaf but Didn't Know you Needed

Pages 11-12: Carbon Leaf Concerts 2013-Now

Page 13: About the Author

Page 14: More on Carbon Leaf

Who is Carbon Leaf?

Carbon Leaf is, at the core a rock band. However, they have always brought in influences from rock, country, folk, bluegrass and celtic music.

Terry and Barry started the band in 1992, while in college in Richmond Virginia.

The band has released numerous albums. The first being Meander in 1995.

In June of 2009, the title track from Nothing Rhymes with Woman, peaked at number 138 on the Billboard charts. Later that year, the title track from Love, Loss, Hope, Repeat peaked at number 170.

They have since been touring across the United States and Canada. This year marks 25 years as a band so they have been touring on the 2018 Gathering Tour and are embarking on their first transatlantic tour this year.

The band has seen some changes with band members, usually drummers and bassists. Most recently, the drummer Jesse Humphrey, who was two weeks new to the band back in December.

While Terry and Barry may be sad to see members leave they realize that this changes the sound and

brings new ideas to the table.

In 2004, the band signed on with Vanguard records (distributed under Universal), with a three record deal with a plus two option. Under this non-compete contract they recorded the albums; Indian Summer, Love, Loss, Hope, Repeat and Nothing Rhymes with Woman. After the three albums were released the company wanted to renegotiate to which the band denied because they didn't like the new terms.

After the copyrights to the songs were reverted to the band, they rerecorded and rereleased the albums.

Today the band is still touring and playing the songs as well as writing, recording and promoting new music.



Music Contracts.

What are they? What goes into them?

A lot more goes into a music contract than one might think.

Stuart Shapiro, a Music Industry professor says, “what you have to understand is that every contract is different. Every deal is negotiated.”

There are also many different kinds of contracts in the industry. Record companies want to make as much money as possible. There is also a new kind of deal that has only been around for ten years or so, called the 360 deal. What that means is that the companies can take money from merchandise, live performances, some of the publishing money and potentially even money from album sales. Basically, the artist becomes an employee of the record company.

“There’s good and there’s bad to it. The good to it is the more money that their record company makes the more money that the artist makes. The bad is the artist loses some control, but the record companies have certain resources they can put behind the artist. And so the 360 deal is becoming more popular with the major record labels.”

Previously, artists would tour to make money from record sales. Now artists give out the music for free, hoping

They will book gigs.

On the tail of the contract there is usually a non-compete worked in. (Which is what Carbon Leaf had under Vanguard Records.) This really helps prevent competition.

“A non-compete is a tail on the contract which basically says that you know were going to sign this band up. They’re going to work with us for a certain period of time but we don’t want them after that time is over to go out and use what we created and be able to compete with that. We want to continue for the next few years to continue to sell. They can’t do it if the band is out there selling the exact same stuff. So we’re going to put a non-compete in the agreement of the contract and that’s not uncommon at all.”

The masters of the songs also typically stay with the record company. Meaning the Artists will never own the original copy of the albums. After the copyrights to the songs are reverted to the authors they can then rerecord them anyway they want.

Music Contracts;

Can They be Broken?

Typically they get renegotiated. The band will stop cooperating with the labels. Micheal Jackson for example, stood on a bus in Times Square right below the label and was telling the crowd how unfair the record company was treating him. Soon enough they brought him inside to renegotiate his contract.

“There’s a lot of room for renegotiation, and it depends on how successful the artist is” says Shapiro.

If the artist is super successful one of the things they do is, go to the record company and says, we have a three record deal with you. Two of those records are super successful. We can do a third and go elsewhere, or we can renegotiate.

“It’s hard to break a record contract without there being some ramifications. It’s going to be damages (what would the record company have made if you haven’t broken the contract. But it’s no different than like sports contracts. You hear about these sports guys who signed million dollar deals and at the end of the first season they’re back saying I’m going to play lousy unless you renegotiate.”

“So when you talk about breaking {contract} you’re usually talking about buying out or talking about renegotiating.”

In the end it’s about money. The record company takes a risk if they don’t renegotiate because if the artist has to record a certain amount of albums, the first few could be stellar and the last few could be intentionally poor, just to finish the contract.

“Courts can break contracts but it’s an uphill battle.”

A new law is in place that provides statutorily that there is a reversion right after 30 years. There is a window where you can file to get your copyrights back if you sold them. So even if the record company owns the masters, should they exploit them, they would still have to pay royalties every time they make a copy,

This means that the author and publishers would get paid royalties but not any profit from sales of the masters.

What Does it Take to Make it in the Music Industry?

Marketing is key. It's very rare that bands make money off of record sales in today's industry.

"You have a Korean artist called Psy that has nearly up to 3 billion hits on Gnamn Style its crazy and that is the marketing standpoint to where you get in front of people and they want a piece of you. That's how it's done" says Armand Petri, a former record producer and now a professor in the Music Industry major.

"Its going to be your presence on the internet that's going to help you get your fan base and then you gotta get in the van and go to towns."

He also says that being interesting and personable, as well as being accessible is how you get your fans. He mentioned how Marianna's Trench goes out after every show to greet the fans and sign autographs. The lead singer also hands out high-fives to everyone.

"I've seen him sign 500 autographs but he knows what he has to do in order to make that happen" says Petri.

He also mentions how Gene Simmons from KISS isn't into the one-on-one and dislikes it. He says the reason rap music is still popular is because 1) rap artists

act like celebrities, and 2) they market beyond music in clothes, jewelry and everything else that goes with it.

"Rock and rollers just don't do that anymore, they don't act like celebrities and coming from Gene Simmons, that means a lot" says Petri.

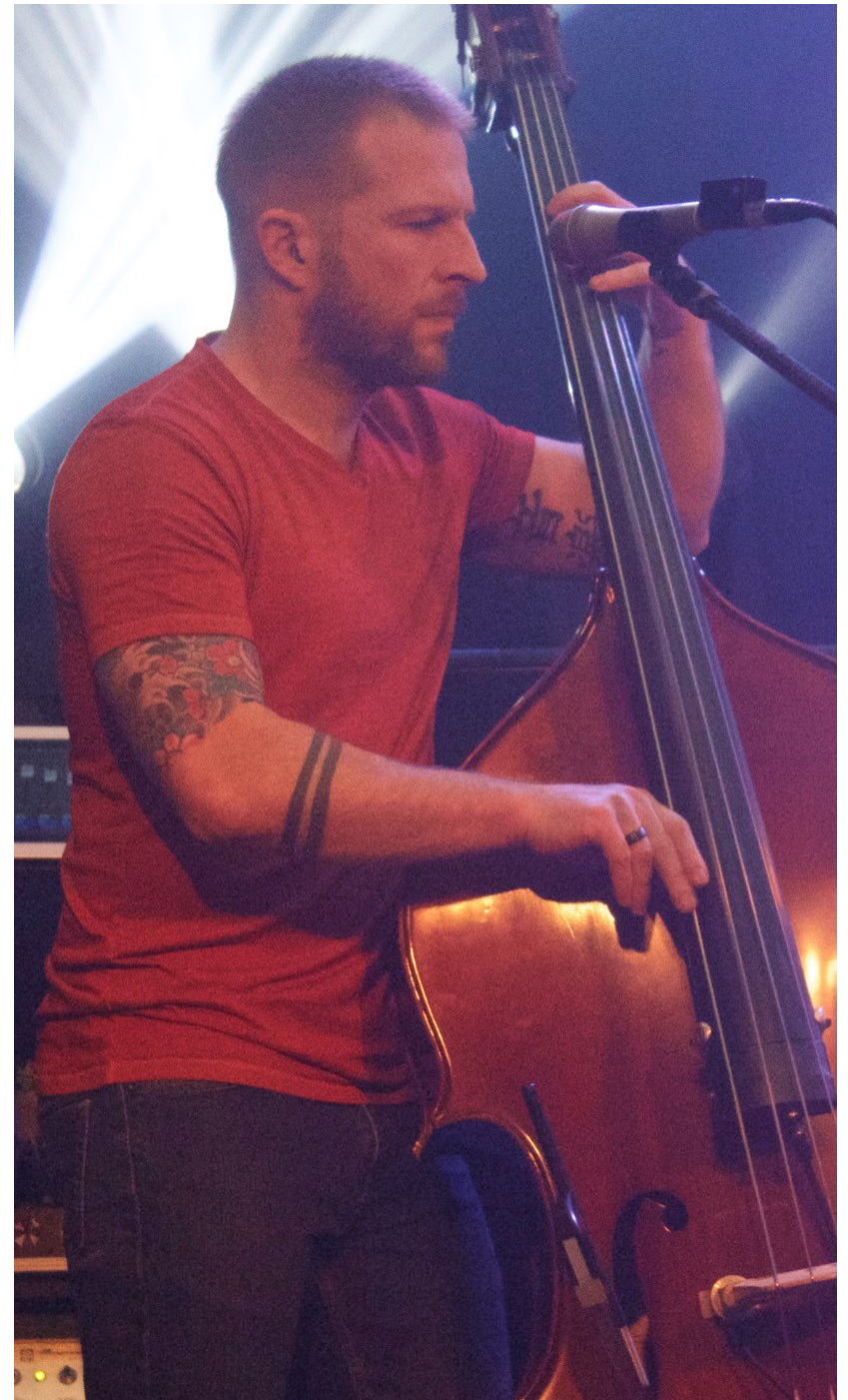
Petri also mentions that piracy in the music industry is very present and there is no real way to combat it.

The sale of CDs and the sale of paid downloads is low. Most people now stream music and the artists don't make money off of that.

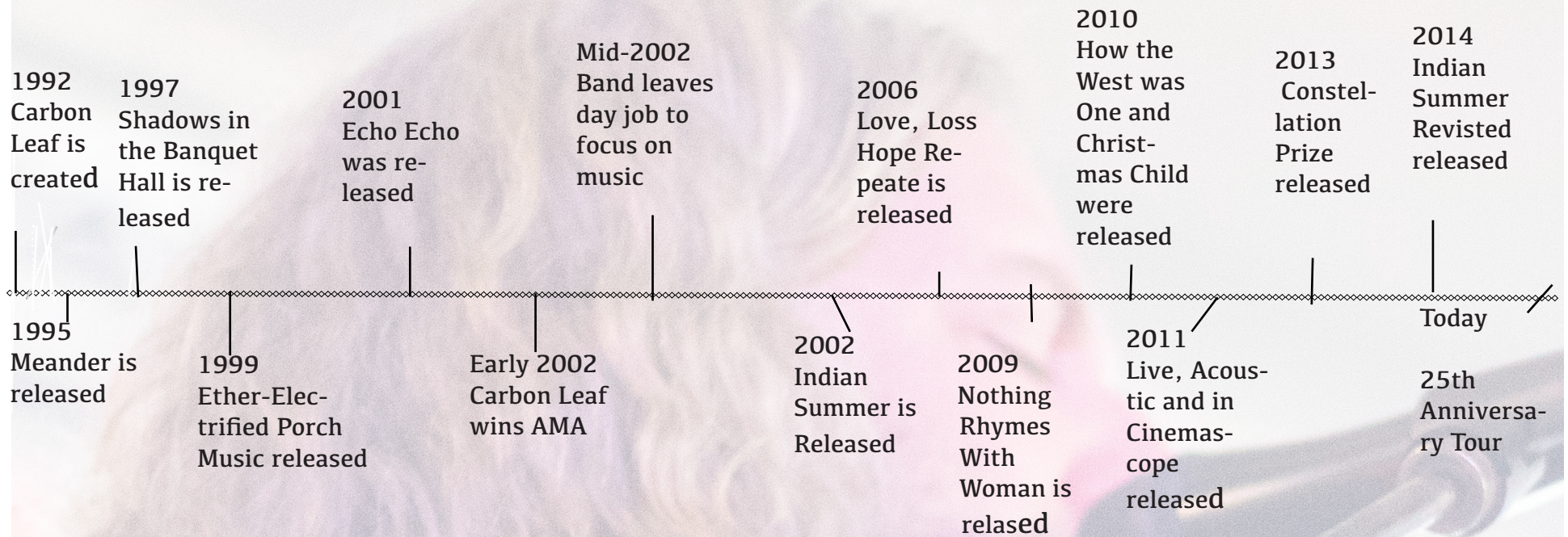
Petri says, ". I think what is helping the music industry is the comeback of vinyl. More of my students have bought Vinyl records than CDs or downloading in the past 6 months. Can't pirate them, you can't pirate the vinyl. Piracy is basically a losing game at this point."

Terry thinks that the one thing that makes Carbon Leaf stand out is that they do different things and aren't afraid to try anything.

"Recording and releasing the music is the easy part" says Terry.



Carbon Leaf Through the Years: Where they Started, and Where They are Today.





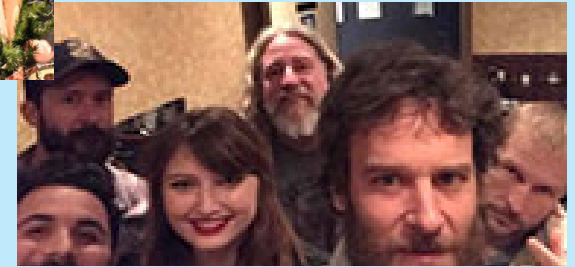
Everything you Need to Know About Carbon Leaf but Didn't Know you Needed.

- The name Carbon Leaf was created in the tour van when the guys were thinking of things to go with the word "Carbon." Someone said "leaf" and they all liked that and so it stuck.
- The band was created while Terry and Barry were at college
- Currently they are operating under their own label
- Terry made it clear that the band is very lucky. They get to write music and play with their best friends. The bands care about their fans a lot.
- They have a Secret Society but Terry couldn't tell me a lot about it because it's secret.
- In 2013 When the band was touring in Niagara Falls a fan stole Terry's custom molded ear piece. It was then returned during the meet and greet because the fan decided it couldn't steal from the band. Terry didn't realize until that moment that the ear piece wasn't on the music stand.
- Magic Kits, Candy, Bag of rubber balls and Mad Libs are among the weirdest gifts the band has gotten from a fan
- The set list in Philadelphia wasn't planned until right before the show
- Barry's song writing process is listening to the bank of unfinished songs and putting them into playlists from there he listens to the playlists a lot and then builds off of phrases that pop into his head. Once he has a verse or melody he runs with it
- Barry can be working on as many as 15-20 songs at a time

The Carbon Leaf Experience. Three years, Three Cities, Three Experiences.



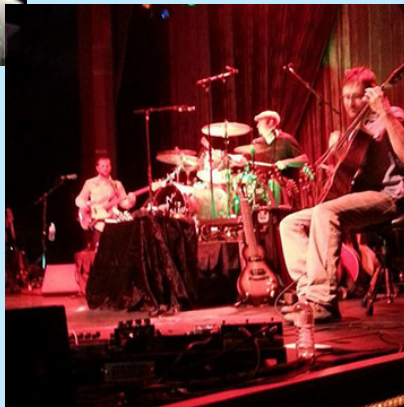
2017
Philadelphia
PA



2014: Niagara Falls NY



2018
Buffalo
NY



About the Author

Megan Howes: Senior Journalism Major at Fredonia

Why Carbon Leaf of all topics?

I chose to do my Capston on Carbon Leaf for a few reasons. First off they are my favorite band, and not many people have heard about them. I also wanted to do something big for Capstone but I needed something feasible. I knew that getting the band behind this project would be something I could do.

How did I find them?

Well my dad was in Spokane Washington for work. He has been known to send music my way when he finds something good. The band was travelling with the Blues Travellers and my dad liked Carbon Leaf more, so after they did the opening set, he hung out with them in the lobby. He got me a signed copy of Indian Summer and the rest is history.

What is my favorite song?

Let Your Troubles Roll By. My dad actually made that his ringtone for a while when he was travelling so that song will always hold a special place in my heart.

What album would I recommend?

I would say Indian Summer revisited because the original was the

first album I owned from them. While you can still get it on iTunes I'd still say go with revisited.

How I put the Capstone together. This project was a challenge mixed with a leap of faith. I had taken a semester off of college and I was going a tad stir-crazy. I got the green light from my professor to do a story freelance style on Carbon Leaf.

I messaged the band page for a Facebook interview and Terry Clark responded with a FaceTime interview which was already a score for me.

One day in my best friend's living room I had this "crazy" idea when I saw that Carbon Leaf was heading to Philadelphia.

Well some coordination between me and my professor we worked out how Carbon Leaf could be worked into the project. A few texts between Terry and I meant that I could get a press pass and interview.

Then I was off and running. Travelling to Philly and Buffalo for concerts. Working with various Music Industry professors and a lot of research. Later I was able to make my "crazy idea" into a reality.

More on Carbon leaf

Band Website: <https://www.carbonleaf.com>

Spotify: <https://open.spotify.com/artist/4bof16U62c9ZvTOrORFVwc>

Facebook: <https://www.facebook.com/carbonleaf>

iTunes: <https://itunes.apple.com/us/album/love-loss-hope-repeat-reneaux/id1009619762?app=music&ign-mpt=uo%3D4>

Secret Society Membership: <https://www.carbonleaf.com/society>



Special thank you, to Terry for getting me information and coordinating interviews, every member of Carbon Leaf and my father for driving the 7+ hours to Philadelphia for the sake of this project.