

November 11-17, 2003  
 \$5.95 (U.S.) \$8.95 (Canada) £5.50 (U.K.) €9.25 (EU)

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## FALL FILM & TV MUSIC



*With more channels than ever before, the delicate art of station-branding music has triggered a complex battle over fees and royalties*

By Dylan Callaghan

Beyond the business' current downside, though, there remains a strong attraction for composers of all stripes to venture into branding themes. Richard Wolf, an Emmy-nominated composer and record producer who has worked with Coolio, New Edition and Madonna, became involved in branding music when Fox — which had been licensing preexisting programming music from his company, the Producers Lab — asked him to write original music for its Health Net cable channel. In 1999, Wolf began writing original themes and ID music for Fox Sports; his themes are used on WNBA and college baseball telecasts, among others.



Richard Wolf

"I didn't really have any notion of it," Wolf says. "(However,) going in, it was very exciting because you know that there are a lot of people who are going to hear your music. The beauty of it is also that fact that, if the music is accepted, there's longevity

to be had."

That exposure has resulted in calls from throughout the world, seeking Wolf's services. In addition, he believes that his work in theme and ID music has afforded "an opportunity to use chops that I hadn't been able to use before."

