Texas Bandmasters Association
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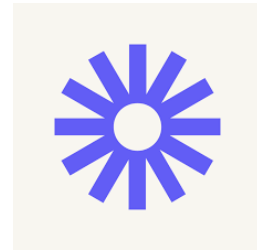# C Y Your Digital A… and Other 2021 Teaching Takeaways

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HENRY B. GONZALEZ CONVENTION CENTER - SAN ANTONIO, TEXAS

C Y Your Digital A... and Other 2021 Teaching Takeaways

Session for the 2021 TBA Convention

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Goals for today's session:
- There are many new web-based educational platforms that became useful during COVID-19 that are here to stay!
- Setting up a live-streamed performance or going LIVE with pre-recorded content can still be an efficient option for a normalized "in-person" school year.
- Practical do's and don'ts will be detailed in streaming performances.
- Clinic attendees will receive step-by-step instructions on "how-to" easily and quickly acquire synchronization rights to a virtual performance, both live and pre-recorded.

I. 2021 Teaching Takeaways
- COVID-19 gave band directors an opportunity to re-imagine how to build and refine student fundamentals from a distance.
- Here are two web-based educational platforms that have gained prominence over 2020-2021:

1. Loom introduction
    - Creating student assignments:
        - Record short assignments that the students can rehearse along with from home
        - React to student submissions in video format and give performance feedback in real time to the student as you listen.
        - Videos are all stored on the Loom server, avoiding filling up your school laptop with videos. Teacher "comments" posted to student submissions are now simply clickable links to video of director feedback.
        - Works in Google Chrome as an extension
        - Free!

2. Collabra introduction:
   - Video collaboration platform for teacher/student
     - Connects quickly with Google Classroom, MS Teams, Canvas to import/invite students
     - Easily record and assign video lessons for students
     - Collabra can record the student playing along with the teacher's lesson and saves the submission on the server.
     - Collabra provides an easy platform for the teacher to create "base tracks" that students can listen to while recording their performance in collaboration with other players in a multi-track assignment.
     - Subscription based.
             $18 a student for 100 seat site license
             Approx $10 a student for a district license

II. Live-streaming performances in 2021 & beyond

- COVID-19 gave band directors an opportunity to re-imagine how to perform for parents & community that are unable to attend
- Band performances in 2021 and beyond can still provide a livestream option
- When to consider providing a livestream:
  - All content will be performed live (no pre-recorded material used in any way… including accompaniment tracks)
  - Director can remove the livestream archival recording immediately following the conclusion of the event (instructions on this step below in section V)
  - Director has received signed publication permission forms from all students visible in the livestream. Most school districts already provide a similar document that allows parents to give their permission for their student's likeness to be distributed in district publications, posts and uploads.

III. C Y your digital A

- COVID-19 gave music publishers an opportunity to make sync rights acquisitions easy and quick for music teachers to attain.
- Some administrative Do's and Don'ts from an Executive Director of Fine Arts:
  - Make sure your principal is aware of what you're doing.
  - Depending on your campus/district, you may have to be the expert. Make sure you know the rules and do your homework.
  - While there is a lot of "gray" when it comes to copyright law, always remember, "when in doubt, do the right thing." If you don't own it and you don't have permission, find out who does and get their permission.
  - Communicate with your district legal counsel to ensure that you are following protocols and guidelines. It also helps to ensure that everyone is on the same page.
  - Understand what licenses your district may already own. Confer with legal counsel to ensure everyone has done the right thing to the best of their ability.
  - At the end of the day, no one is an expert on Copyright Laws when it relates to school district use. Do your very best to secure appropriate licensing, don't proceed without permission, and document the work you put into doing the right thing.

IV. Requesting permissions for a virtual performance

Step One: Create a "Publication Permission" Form that is completed and signed by each parent of the participating students. This form grants your school district permission to show a student's likeness in electronic publications. Avoid using a student's video who has not submitted a parent-signed release form!

Step Two: Understanding Synchronization Rights:
- Uploading a video to YouTube or Facebook is **ON DEMAND.** On-Demand video requires "sync" licensing. Anyone with a link (or is in your friends list or group organization) can search for and "demand" to see your posted video at the time of their choosing: this is considered "On Demand".
- Live-streaming a video to YouTube or Facebook requires sync rights, as the song was **RECORDED**, and permission to "record" can only be granted by the **COPYRIGHT OWNER OF THE SONG.**
- Synchronization rights means "syncing" audio and video together, where we see a visual representation of performers "synced" with the audio recording.
- Today's clinic session does indeed require "Sync" rights as the songs that are being shown in the livestream were at one point "RECORDED", and thus require the appropriate approvals.

Step Three: Requesting Synchronization Rights
1. Compile your list of all pieces you wish to record and then ultimately show in the livestream.
2. Locate the **COPYRIGHT OWNER OF EACH SONG** (this is often different than the publisher/distributor). This information can be found at the bottom of the first page of the director's score (not on the cover).
    a. Hal Leonard has a WONDERFUL explanation of this process on their website with pictures!
    https://www.halleonard.com/licensing/usingHL.jsp
3. Complete an online copyright owner search using the information you find at the bottom of the first page of music. I have found "easy song licensing search" to be the easiest way to do it:
    https://www.easysonglicensing.com/pages/help/resources/search-songs.aspx

4. Contact the song owner directly (either by email or by website form request) by following the contact information provided in the online easy song licensing search. Most song owners have websites that include "Licensing" tabs or links to request synchronization licenses for non-profit organizations.

5. When emailing or requesting through a website, be certain to indicate a few key factors:
   - The request is for livestream only, and will not be uploaded to YouTube.
   - This is for non-commercial, non-profit use, and you will not make any claims or monetizations in connection with the video.
   - It is an instrumental-only version
   - Term of license is one day
   - Media type is online, non-branded

6. Take note of each reply from the song owners, as some will require a reply to agree to their "terms of use". Due to Covid-19, most song owners are not requiring payments for use of their music, as long as you agree to abide by their live-streaming terms and conditions.

7. Save an archival of the email replies from the song owners, just as back-up that you have indeed secured synchronization rights to each song that you program on a virtual performance.

V. Creating and removing a livestream performance

Setting up the live streaming platform

YouTube: *I like to use YouTube, as the stream is very consistent, and publishers/song copyright owners tend to agree to the terms of a livestream more readily, with the knowledge that the streaming platform is YouTube.*

1. Create a YouTube channel for your school ensemble or program *(using a school google account is highly recommended).*
2. Click your google account icon in the top right corner of YouTube, and select "YouTube Studio"
3. Click "CREATE" in top right corner and select "Go live"
4. Within the YouTube Studio, click "Manage" on the left side menu
5. Click blue button in the top right corner "SCHEDULE STREAM"
6. Create a title for your new stream *(ie: Fine Arts Winter Concert)*
7. Select "Unlisted" so that your livestream cannot be searched for
8. Description: *I like to add the day, time and date in the description, as this information is made available in the link when you send it to supporters.*
9. Select "Education"
10. Select the appropriate time and date for your event.
11. Optional: *You can upload a logo for your ensemble / school*
12. Under "Audience", select "Yes, it's made for kids". This turns off the chat functionality during the livestream. *A live chat shown directly to the right of your livestream involving middle school and high school students may not be in the best interests of your program. I highly recommend turning OFF the chat window by simply clicking "Yes, it's made for kids".*
13. Click on the newly created livestream hyperlink, which brings up a new window where your livestream preview and stream key information is displayed. In the top right corner, click the share arrow and copy the link of your newly created livestream.
14. You can now send out the copied link to your students, families and supporters, as early as you wish. The link includes a countdown clock leading up to the downbeat of the livestream!

Removing an archival version of a livestream performance

1. Go to YouTube immediately following your live performance
2. Click your google account icon in the top right corner of YouTube, and select "YouTube Studio"
3. Click "Content" found in the menu on the left side
4. Under "Channel Content" click "Live"
5. Click the left checkbox highlighting your recent performance
6. Highlight the "More Actions" at the top menu and dropdown to "Delete Forever". Once selected, this process can take a minute or so, feel free to navigate on to another webpage, or close out.

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References

Loom   www.loom.com
Collabra   www.collabramusic.com
Easy Song Licensing Search
https://www.easysonglicensing.com/pages/help/resources/search-songs.aspx
Hal Leonard Song Ownership explanation
https://www.halleonard.com/licensing/usingHL.jsp
Great YouTube video explaining what you "Can and Can't Do" regarding synchronization rights:
https://youtu.be/mLOLpPFlPQc