



# You Too Can YouTube

HOW TO CREATE A CHANNEL AND GROW IT

Craig Coogan, Executive Director of Boston Gay Men's Chorus

GALA LEADERSHIP SYMPOSIUM



Welcome

Jumping to the  
END

EVALUATION

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## You Too Can You Tube

 Verbena

Learn how to legally put your music on YouTube. See how to create a channel and grow it. See examples of some of the most popular Boston Gay Men's Chorus videos.

2019 Symposium Workshop Evaluation



# Welcome

- Who has a YouTube channel?
- Who wants a YouTube channel?
- Today I'm going to talk today about how to use YouTube legally.
- I'll be showing examples from the Boston Gay Men's Chorus channel. We started it in 2012. Today we have 350 videos that are watched millions of times per year. We do not spend any marketing money to promote the channel.

# Why YouTube?

(Stats from brandwatch)

- 6 out of 10 people prefer online video platforms to TV
- In an average month **80%** of 18-49 year-olds watch YouTube
- You can navigate YouTube in 76 languages
- 2<sup>nd</sup> largest search engine
- 3<sup>rd</sup> most visited site after Google & FaceBook
- We watch over 1 billion hours of YouTube videos a day, more than Netflix and Facebook video **combined**
- The video with the highest number of views is currently the music video for 'Despacito' by Luis Fonsi and Daddy Yankee. It has over 4.7 **billon** views
- In 2014, the most searched term was **music**. (#2: Minecraft)
- In 2018, the **95%** of the **most watched** videos were **music videos**

# Use video to Tell your story

This 2017 video summarizes the Boston Gay Men's Chorus and its impact. Much of our story will be familiar to what we all do in our GALA choruses.



# Getting Started

- Sign into YouTube ([www.youtube.com](http://www.youtube.com)) and click on the user icon at the top right of the screen.
- Click on the gear icon to get to your account's YouTube Settings.
- Click on Create a new channel.
- Then choose “Use a business or other name”
- Add your Brand name and click create.

# Use video to Share your music

One of our most popular videos is from our first year of doing concert videos (2012)



## Make sure you're legal

There are multiple authorizations that you need to make sure that you are posting legal content.

- It is important legally & morally to distribute your music in compliance with the law.
- Authors, publishers, arrangers should be compensated for their work as well as musicians and others.
- The rights you need for distributing music are **different** and **in addition to** the rights you need to perform music.



- According to the U.S. Department of Justice, first-time copyright infringement cases can carry a fine of up to \$250,000 and up to five years in prison. If you get caught more than once in a copyright-infringement case, you could face additional fines of up to \$250,000 and up to 10 years in prison.

# Permissions to obtain

- 1) Performers (chorus members)
- 2) Musicians
- 3) Director, Choreographer, Costume Designer, Lighting ...
- 4) Anybody who's done work that will be seen (paid or volunteer)
- 5) Performance venue
- 6) Publisher and arranger

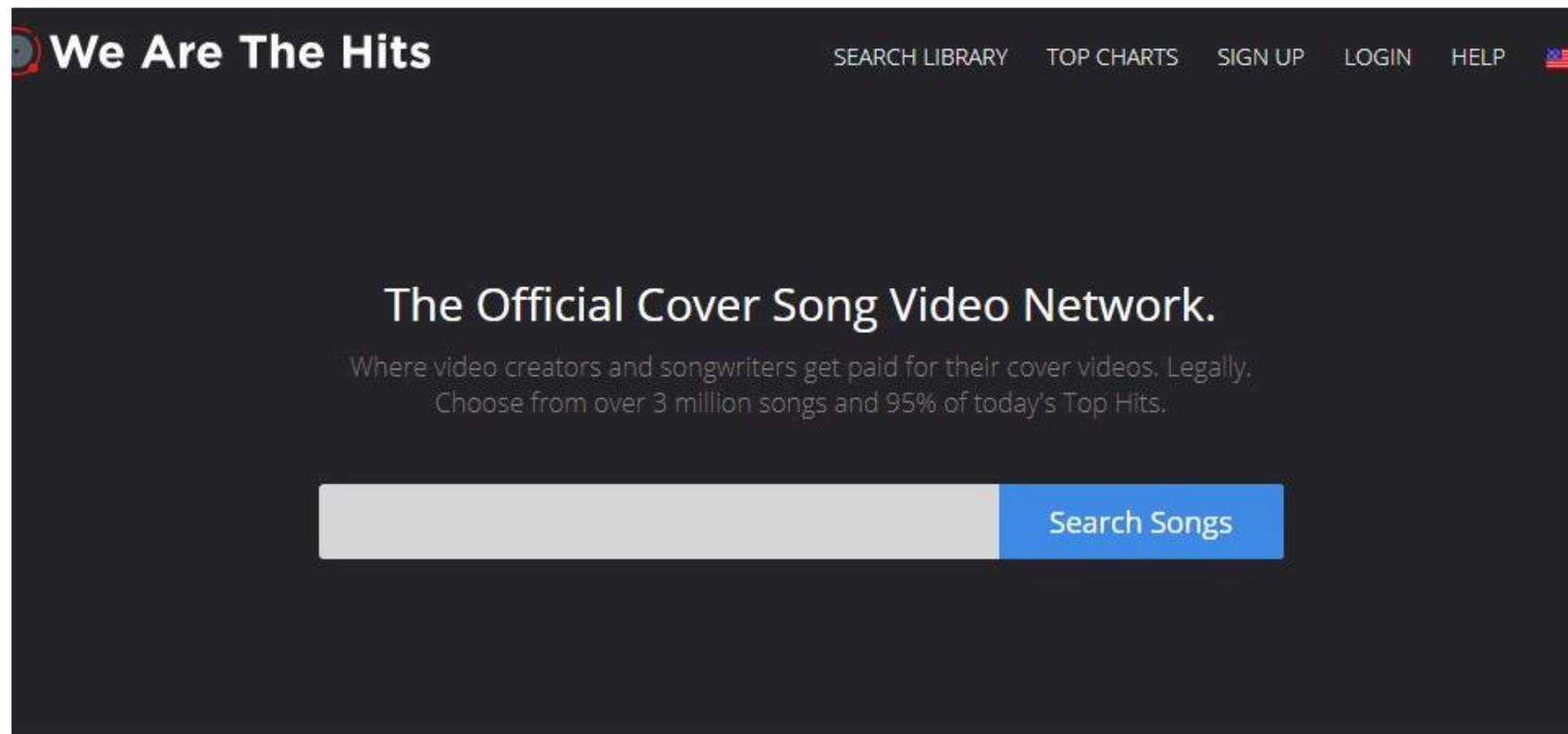
# Publisher / Synch License

The license you need to  
synchronize your music to a  
video

- Contract with the publisher directly.
- Some publishers authorize synch rights similarly to CD rights where you may pay a flat fee up front for an anticipated amount of uses. Some want a per-view fee. Some want a combination.
- You may be able to negotiate with the publisher to obtain more than just YouTube rights, you may be able to obtain rights for other distribution services like Facebook, etc.
- Working with the publisher directly is the most cost-effective approach, but can be labor intensive as each publisher has their own rules, pricing, etc.
- Often publishers will not work with small groups or provide rights for one-off videos. Using a service that represents many publishers can be easier and more efficient.

# We Are the Hits

Represent 95% of all songs



The screenshot shows the homepage of the We Are The Hits website. At the top left is the logo "We Are The Hits" with a red play button icon. To the right of the logo are navigation links: "SEARCH LIBRARY", "TOP CHARTS", "SIGN UP", "LOGIN", and "HELP", followed by a small American flag icon. The main heading is "The Official Cover Song Video Network." Below this is a sub-headline: "Where video creators and songwriters get paid for their cover videos. Legally. Choose from over 3 million songs and 95% of today's Top Hits." At the bottom of the main content area is a search bar with a blue button labeled "Search Songs".

## We Are The Hits

WATH was the first video network to enable creators to legally collect advertising revenue from original covers on YouTube and other streaming platforms, making it the premiere solution for anyone who wants to monetize their videos.

## Add Video

### .Song(s) Covered in your Video

Search our song library below by title, artist, or composer / songwriter. Songs will populate automatically as you type. When you've found the song you want, click the Add button to select the song.

<input type="text" value="one moment in time"/>	<input type="text" value="Recording Artist"/>	<input type="text" value="Composer(s)/Songwriter(s)"/>
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### Search Results

Showing 0-10 of 10 results.

	Song Title	Artist	Composer	Cleared for Monetization
<a href="#">+ Add</a>	ONE MOMENT IN TIME		NANCY INGRID EDITH CASTEELE, PATRICK ALGER	✓
<a href="#">+ Add</a>	ONE MOMENT IN TIME		LAWRENCE B GOTTLEIB, RICHARD ALVES, WILLIAM H MCCORVEY JR	✓
<a href="#">+ Add</a>	ONE MOMENT IN TIME	KASIA NOVA	HARALD REITINGER, KASIA NOVA, ULI FISHER	✓
<a href="#">+ Add</a>	ONE MOMENT IN TIME	DAVID FRIESEN	DAVID FRIESEN	✓
<a href="#">+ Add</a>	ONE MOMENT IN TIME	WHITNEY		✓

# We Are the Hits

Represent 95% of all songs

# Selecting Songs and uploading

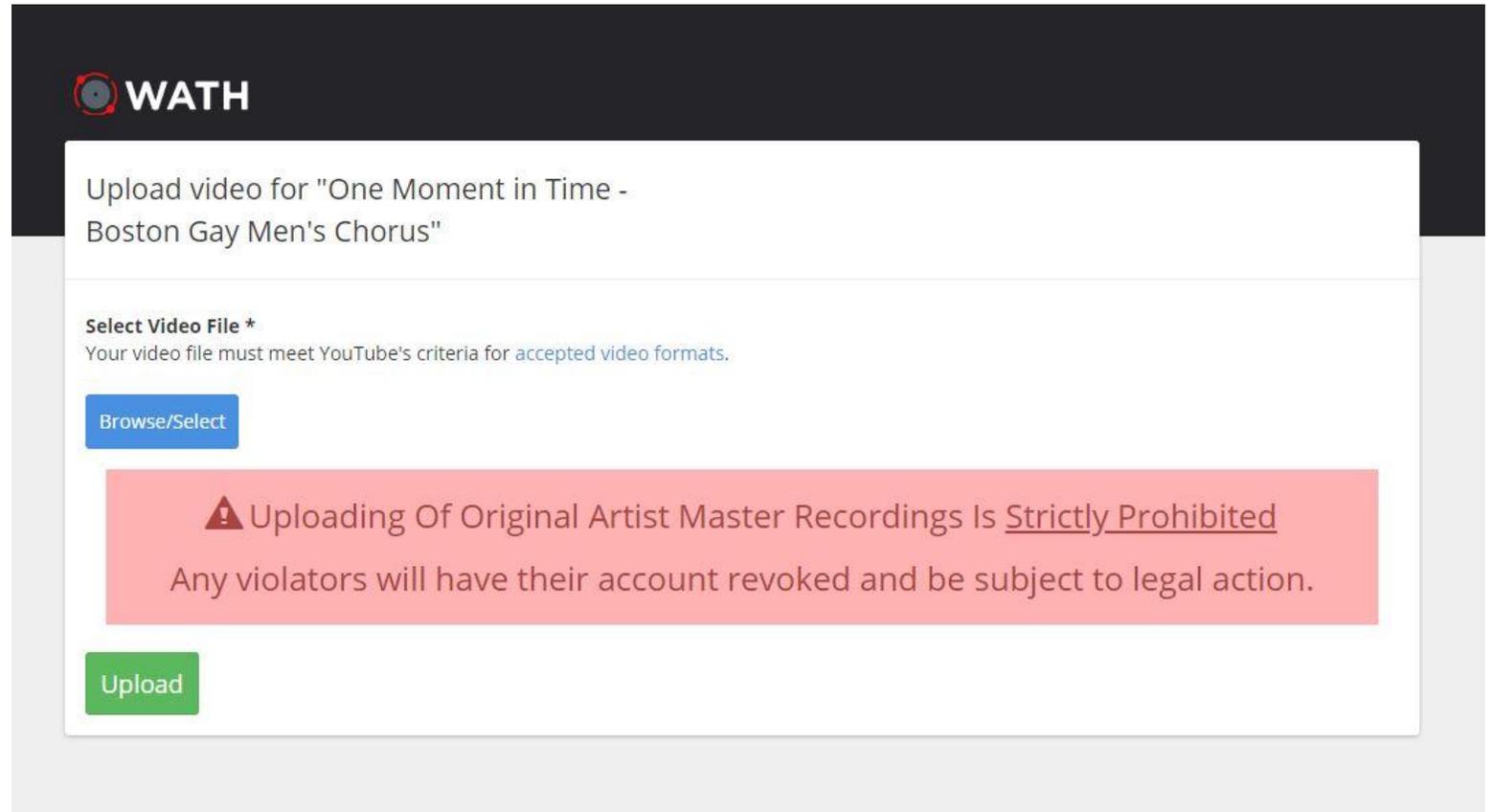
- Choose ALL of the songs in the video.
  - The first video I showed today has 4 different songs in it
  - Even though there's a small portion of a song used, anybody who participated with each song needs to have given permission
- If a song isn't in WATH you can request it - though it can take days or weeks to get it.
- You need to do this for every video you use with every song. So if we used "One Moment in Time" to underscore another video, we'd get this message:

It appears you may have already uploaded this video. It is highly recommended you do not upload any duplicates. Duplicate uploads can create claiming issues and delays in YouTube processing. If you have uploaded your video previously, but have not received notification it has been processed, please contact [support@wearethehits.com](mailto:support@wearethehits.com), to check on the status. Include the compositions covered, and the exact title you used during the We Are The Hits upload. Potential duplicates are listed below. You may use the "Upload Now" button to upload the video to any existing entries that have been created but not uploaded.

Video Title	Compositions	Uploaded
One Moment in Time - Boston Gay Men's Chorus	ONE MOMENT IN TIME	<a href="#">Upload Now</a>

# We Are the Hits – YouTube sync

- When you set up your We Are the Hits account you must connect your YouTube channel with it.
- You will upload your video through WATH



**WATH**

Upload video for "One Moment in Time - Boston Gay Men's Chorus"

**Select Video File \***  
Your video file must meet YouTube's criteria for [accepted video formats](#).

Browse/Select

**⚠ Uploading Of Original Artist Master Recordings Is Strictly Prohibited**  
Any violators will have their account revoked and be subject to legal action.

Upload

# You Tube posts

- It can take 2 hours to 48 hours for the processing / approval at WATH to go through.
- When it's approved and updated – it'll show up on your channel. From the dashboard you will see that the "Copyright claim" is tagged – proving that the copyright has been secured.



One Moment in Time - Boston Gay Men's Chorus

BGMC performs Whitney Houston's One Moment in Time. Reuben M. Reynolds III Music Director Chad Weirick, Principal Accompanist & Assistant Music Director Michelle...

 Public  
Copyright claim

Jul 18, 2013  
Published

90,357



# We Are the Hits

- We Are the Hits is a monetized system
- WATH only clears cover videos for YouTube. Because Facebook, Instagram and Vine don't have similar monetization options, they don't have a system worked out to get the publishers and songwriters paid on these platforms.
- WATH works only for songs where you record 100% of the audio
- WATH takes care of the rights and insures everybody who's supposed to get paid does. They also take a cut.
- WATH is a related entity to Tresona who licenses performance rights.

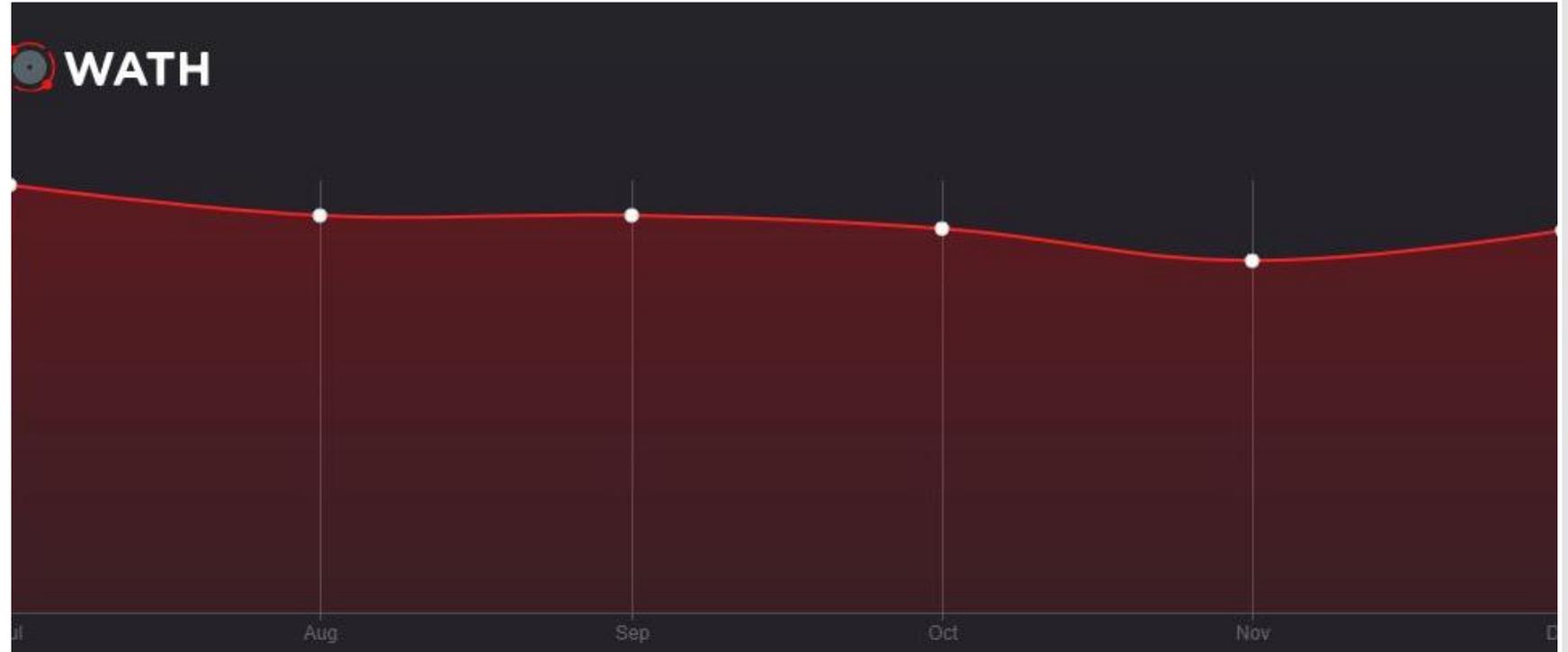
# The Money

- Money is generated by ads being placed on your video. It's either the lower ad, or it runs ahead of time.
- There is no way to control whose advertisement appears on your content.
- YouTube keeps \$0.45 of each dollar
- Out of the remaining \$0.55 it is split between you and WATH.
- Out of their portion WATH covers its own operating costs, payments to artists, legal, etc.
- Videos earn about \$1,000 for a million views. That works out to be \$0.001 per view. The various fees are taken from that.

# BGMC Earnings

The Boston Gay Men's Chorus earned \$638 after \$1.9 million hits. That's after everybody takes their cut.

BGMC sees video not as a revenue line, but as outreach and brand awareness.



## My Account

1,968,657

TOTAL VIEWS

\$638

TOTAL EARNED  
(OCT - DEC)

# Choose Content

- Choose content that best reflects your group
- For BGMC we choose our videos based on
  - Highest artistic quality we can provide within our video production budget
  - Outreach impact. 55% of all our views come from outside of the United States, so we seek to insure our message is global
  - Show a diverse repertoire. BGMC commissions and arranges a significant amount of new music or custom TTBB music. To fulfill our mission we publish that music for other choruses to see and hear. Each year we receive dozens of requests for information about the songs we publish.
- I've shown a mission-oriented video, an early video – and now here's one from our most recent concert so you can see the growth we've had in our own video quality.



# Spread the word



Title and Tag your video so that it can be found

# Tell your story

LGBTQ Choruses tell the experiences of our community.

- YouTube is a powerful, global platform
- GALA Chorus music changes hearts and changes minds
- Combine the reach of YouTube and the impact of our music with your own channel
  
- The final video I'd like to show is where we combine our music with our mission. This is the summary montage from our 2018 South Africa tour.





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# EVALUATION

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## Questions

Please rank this session on the following criteria on a scale of 1 to 5 with 5 being best

Depth and breadth of subject coverage \*



Presenter effectiveness \*



Applicability to you and/or your chorus \*



Length of session \*

