



How to Host Your Videos On The College Music Society YouTube Channel

The CMS video publications channel on YouTube is an exciting new endeavor promoting the activities of The College Music Society to members and non-members throughout the world. You can view the channel at this URL: <http://www.youtube.com/user/collegemusicsociety1>. Peer-reviewed videos will be hosted on topics relevant to the CMS mission and its members, but in particular, CMS seeks engaging videos that address the following areas:

- Advocacy
- Business & Industry
- Career Development
- Engagement
- Entrepreneurship
- Higher Education
- The History of CMS
- Instructional Technology & Information Services
- International Initiatives
- Music Disciplines
- Music Performances
- Professional Conferences
- RILM
- Student Issues

General Guidelines for Video Submissions

If you would like to submit a video for consideration to appear on the CMS YouTube channel, you should adhere to the following guidelines:

- Videos can be shot using any device capable of recording video: a webcam on your computer, a hand-held video camera, or a hand-held device such as an iPhone, and iPad, or a similar hand-held device.
- Videos can be standard definition or High Definition. If you are unsure which definition your camera shoots, it is most likely one of these two.
- Your video must be 15 minutes or less in duration per YouTube limitations. Brief videos of 3 to 5 minutes are perfectly fine.
- YouTube accepts a large variety of video formats and your video may be of any format that YouTube finds acceptable. You can read the article at: <http://www.google.com/support/youtube/bin/answer.py?answer=55744> for additional important information. We recommend, however, that your video be one of these popular video formats: MPEG4, MOV, AVI, or WMV.
- Be certain also to read the article regarding aspect resolutions located at: <http://www.google.com/support/youtube/bin/answer.py?answer=132460> before you create and submit your video so you are certain you are using an appropriate aspect ratio acceptable to YouTube. If you are unsure of

your video format or aspect resolution, we still recommend that you submit it for consideration; we'll contact you if there is a problem.

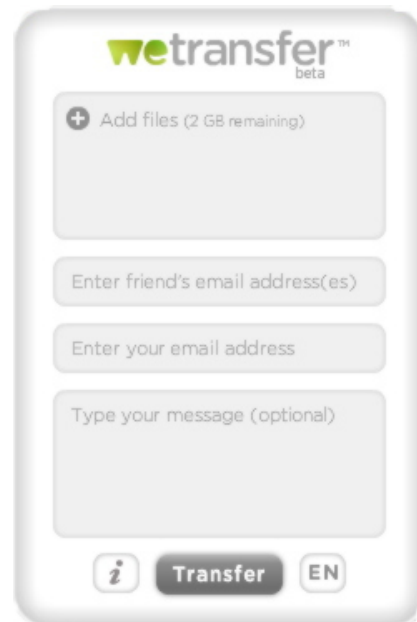
- We strongly recommend that you **NOT** submit FLV (Flash video) files as these will not play on iPhones and iPads. FLV video files can be used, but they must first be converted to another format. Contact us if this is your situation.
- If you choose to edit your video before you submit it (which we recommend so you take out the “clunker” moments), resave your video without compressing it further. The less a video is re-encoded prior to uploading, the better the resulting YouTube video quality. You should submit your videos as close to the original source format as possible, with a minimum of intermediate re-encoding steps. If you have no idea what this means, don't sweat it: we'll contact you if there is a problem with your video.
- By virtue of submitting a video to CMS for publication consideration, it is understood that the video submitter agrees to the Copyright and Submission Guidelines found on the last page of this document.
- As you would for any print publication submitted for consideration, be certain that your video is free from misspellings, inaccuracies, and misappropriations. Videos will be returned to submitters who do not adhere to these requirements.

How to submit a video for consideration

Submit your video file through the following steps:

Using wetransfer over the Internet

1. Go to <http://www.wetransfer.com>
2. Select the file(s) you want to send by clicking the “+”
3. Fill in “your friend's” email address as: “video@music.org” (without using the quotes)
4. Add your email address as the sender
5. In the message box, include:
 - a. Your full name and title
 - b. A phone number where you can be reached
 - c. Your institutional affiliation
 - d. The subject and/or CMS area that your video addresses.
6. Click the “Transfer” button



Note that wetransfer is **free**, you **do not** have to sign up for an account, and your video will be sent via the Internet. After two weeks, wetransfer automatically deletes your video. You may send as many videos as you want, each one up to 2 GB in size, which in nearly all cases will be more than sufficient for the overall size of your file.

When you submit your video, you receive an email confirmation from wetransfer that the video has been sent. When we have received your file, you receive a second email from wetransfer that your video has been received. You can read all about wetransfer at <http://wetransfer.info>

Frequently Asked Questions

- **What can I use to create a video?** Videos can be shot using any device capable of recording video: a webcam on your computer, a hand-held video camera, or a hand-held device such as an iPhone, and iPad, or a similar hand-held device.
- **Who can submit videos for consideration?** Videos from CMS members only will be considered for appearance on the CMS YouTube channel. If you are not a CMS member, you can become one by going to the CMS web site: <http://www.music.org>.
- **What kinds of videos are hosted on the CMS Video Publications channel on YouTube?** Videos will be hosted on topics relevant to the CMS mission and interests of its members.
- **Who selects videos for appearance on the CMS YouTube Channel and do accepted videos constitute peer-reviewed publications?** All videos will be reviewed by at least one CMS subject matter expert, identified through the CMS Rosters of Officers and Committees, whose professional expertise is closely related to the video topic. The CMS Video Publications Editor along with the Video Publications Subcommittee will make the final determination regarding which videos shall be posted and for how long. These steps shall ensure a peer-reviewed process of screening for appropriate video content that is of a high quality. Note that these guidelines are currently under creation and discussion, and CMS members will be notified in a timely fashion as the guidelines are developed and modified.
- **How do I submit a video for consideration?** Submit your video using the free wetransfer service (<http://www.wetransfer.com>). Directions are explained earlier in this document.

- **What formats of video are acceptable?** YouTube accepts a large variety of video formats and your video may be of any format that YouTube finds acceptable. We recommend, however, that your video be one of these popular video formats: MPEG4, MOV, AVI, or WMV. If you are unsure of your video format, we still recommend that you submit it for consideration; we'll contact you if there is a problem with the format.
- **Can I submit Flash Video (FLV) files?** We strongly recommend that you NOT submit FLV (Flash video) files as these will not play on iPhones and iPads.
- **Can I submit a music performance?** Music performances are welcomed if the video author first has obtained in writing all appropriate permissions. Please refer to "Copyright and Permissions Guidelines for CMS Video Submissions" located at the end of this document.
- **How long can my video be?** Your video can be up to 15 minutes in length per YouTube limitations; we recommend videos that are in the 3 to 5 minute range, however. Be mindful of Shakespeare's words from *Hamlet*: "Brevity is the soul of wit."
- **What about Copyright, Intellectual Property, and Permissions?** Please refer to "Copyright and Permissions Guidelines for CMS Video Submissions" located at the end of this document.
- **What is the URL of the College Music Society channel on YouTube?** The channel URL is: <http://www.youtube.com/user/collegemusicsociety1>
- **How can I view CMS videos on YouTube?** Point your web browser to: <http://www.youtube.com/user/collegemusicsociety1>
- **Who can view CMS videos on YouTube?** The CMS Video Channel is a public channel, viewable by anyone in the world with access to the Internet.
- **Where can I learn more about making videos for YouTube?** YouTube has an extensive Help section online. It may be found at the following URL: <http://www.google.com/support/youtube/>
- **What if I have a question or problem with my video?** You can reach the CMS Video Publications Editor (currently Dr. Steven Kreinberg at Temple University) by sending an email message to: video@music.org, or by calling 215-204-8098.

Copyright and Permissions Guidelines for CMS Video Submissions

By providing video to The College Music Society (“the Society”) for consideration, the submitter agrees to the following:

1. The submitter is the author of the video work. The author warrants and represents to the Society that (a) the author created the work; (b) the video is original, except for material for which permission has been obtained; and (c) the author has the right and full power to submit the video to the Society.
2. Copyright in the video shall remain with the author. The author retains the right to publish or authorize to be published any copy, abridgement, translation, or version of the work, or any part of it.
3. The author hereby grants to the Society and its assigns a non-exclusive right to distribute the video through all media, whether presently known or unknown, and in all countries throughout the world, including, but not limited to, the right to post the video at the Society’s YouTube channel, presently found at <http://www.youtube.com/user/collegemusicsociety1>.
4. The author has complied with the YouTube Community Guidelines, which can be found at http://www.youtube.com/t/community_guidelines. The author warrants and represents that, in compliance with the YouTube Community Guidelines, the video does not infringe someone else’s copyrights. See http://www.youtube.com/t/howto_copyright. The author has procured all necessary written permission to include any copyrighted material incorporated in the video. The author shall defend and hold harmless the Society against all claims brought against it by third parties for defamation, copyright infringement, and the like, including the payment of reasonable attorneys' fees. The author shall not hold the Society responsible for any actions taken by YouTube in enforcing its Guidelines.
5. Any awards for content, including any accompanying monetary award, will be the sole property of the author.
6. The author has the right to terminate this contract by notifying the Society in writing.

By submitting video for consideration, the author agrees to the terms of this contract.

I AGREE