



GOOD VIEWS
Season 2, Episode 1
"License Sense"

fade in

(standing at piano - playing theme variation)

If there's one thing that's misused more often when it comes to producing video - it's music.

Either it's the wrong match for what you're doing

Or...It's TOO LOUD!! or...it's copyrighted. That's a big no-no

You don't have to be a music master to enhance your videos. You just need to know a few simple rules. Put them in practice, and I am sure your videos will get plenty of...

(Good Views open)

(sitting on piano bench) When it comes to putting music on your video, there are a couple of options. You can buy a stock music library from a reputable company...I actually own about five libraries on CD, and as digital downloads... You can hire someone to compose custom music for you... like I did for our theme music

Or you can find some royalty-free music. Now, the music is never free-free.. you may have to place a Creative Commons notice on either the video or in the YouTube Description field..

Now, Creative Commons is a community of creators that provide free copyright licenses that are simple and easy to use. For video, images, music and audio.. all sorts of works.

Another place for free music is the YouTube platform itself. There is a large high quality, royalty-free library of music and sound effects that YouTube makes available, and you can add with just a few clicks. I'll show you how that works in just a bit

But the one thing you should never ever, ever do is use a song that you don't have the rights to use. Now, copyright law is very complicated, .. if only I had an intellectual property attorney..if there were only someone...

(ADAM) I'M an intellectual property attorney.

(RON) Oh..ok, so tell me, what would happen if I were to use my favorite song by...Adele in my video

(ADAM) Well, you first might get a copyright notice from YouTube, and they would start putting banner ads at the bottom or even at the beginning of your video

(RON) yeah, that can be awkward

(ADAM) or you might get a cease and desist order from someone like me, or an attorney who represents the artist. Failure to remove the music track could cost you hundreds or thousands of dollars. And finally, the copyright owner can ask YouTube to totally delete your video.

(RON) Oh, well, that's something we won't be doing...at all. Thanks.

So, here's the easiest way to add music to your video using YouTube's free music library

(screenshots) Go to your video manager, select a video, I'm going to pick this one from last Christmas...

Go to the audio tab, You can search lots of tracks.. let's find a holiday track...ok, and click to drop it in. You have a slider that will let you mix the music with any of the original audio or cover up the audio altogether. Feel free to play around with as many tracks as you like. Click save, and you're good to go.

You can save it as the original video, or you can make a new video with your additions.

Adding music to your videos - either as background or as a theme - can really enhance your productions. But do it safely. or call a professional.

Let me know if you have questions, or leave a comment, and you can also download the transcript for this show. For now --- that's a wrap.