



Make Music Day 2020

Online and Digital Activities Guide

Make Music Day 2020 is Going Virtual!

Make Music Day is a global celebration of music making that takes place on June 21 every year. In 2019, Make Music Day events and activities took place in over 1000 cities across 120 countries. Unlike traditional music festivals, Make Music Day is an open invitation for everyone to make music anywhere and everywhere, including online!

In 2020, we're moving online in response to COVID19 social distancing measures, and encouraging anyone and everyone to come up with innovative ways to make music and share it from home. You can still register on the Make Music Day Australia website, so that we can help promote your activity to audiences in the lead up to June 21: makemusicaustralia.org.au/events/submit/add

In this guide you'll find

- Ideas and suggestions for Make Music Day Online activities
- Information for using tech platforms
- Best practice tips for recording and live-streaming from home.

Make Music Day Online Ideas

The following information offers a few simple and straightforward ideas for how people can get involved with Make Music Day 2020 in an online and digital space.

Live From Home Challenge

Record and upload to your social media channel a video of yourself performing a song (cover or original) at home and tag three friends to challenge them to respond with their own performances. This can include Instagram, Facebook, Youtube and Twitch. Don't forget to use the hashtags #makemusicday and #makemusicoz

Home-Schooled Songs

You can be a music teacher for Make Music Day! On June 21, live-stream a music lesson on your phone, tablet or computer, taking your audience through a simple chord progression or structure of your favourite song (an original or cover). Whether you're a pianist, play guitar, ukulele or anything kind of instrument, teach us something we don't know for Make Music Day 2020.

Musical Theatre from Your Bedroom

Jean Valjean in Sydney could be singing with Fantine in Melbourne on June 21 this year. Team up with long distance mates to sing or play your part of a song from your favourite musical.

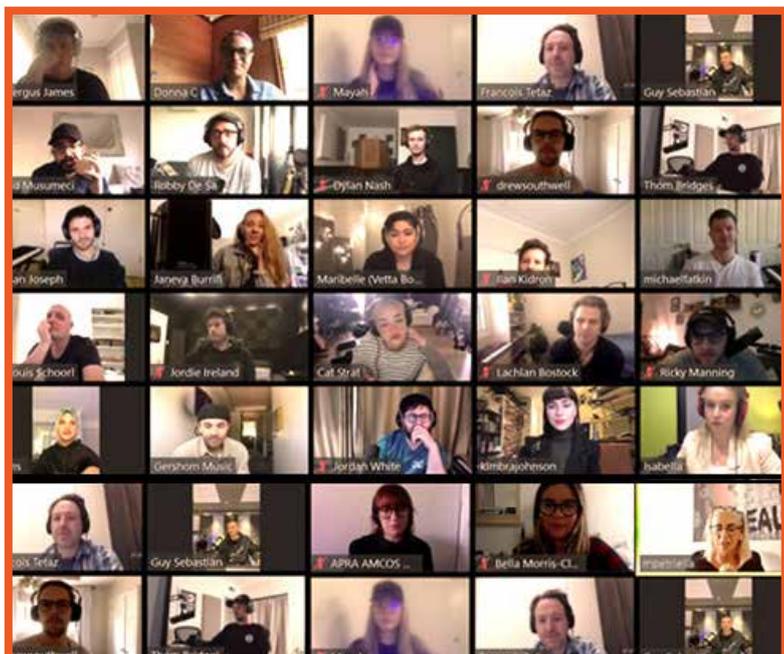
Live-Streamed "Festivals"

You can create a Make Music Day festival of your very own on June 21. With a few of your musical mates, you can live stream a "festival" by following these steps:

1. Identify at least 4-5 artists to live stream a performance over the course of a few hours on 21 June.
2. Allocate each one a 20 minute time slot
3. Design a festival program that includes the following details:
 - a. Artist's name
 - b. Performance time slot (e.g. 1:00pm-1:20pm)
 - c. Artist's social media handle
 - d. Hashtags #makemusicday and #makemusicoz
4. Make sure you give yourself enough time to advertise the event across your social media channels before June 21

Iso-Jam Sessions

While we'd rather be jamming in person, we can still get together on June 21 to make music via a video conferencing app. Big or small, you can get a group together for a jam without even having to put your shoes on! Record your get-together and upload it to social media on June 21.



Existing Activities

If you have plans for an online or digital activity already underway, we'd love to add your event to our program for June 21. Simply register on the Make Music Day Australia website before June 21 so we can help promote.

Bedroom Studios

DJs and producers on June 21 will make music at home using sounds that people send to them in the moment, while livestreaming so everyone can take part in the production process.

Global Livestream

As a "Main Stage" for Make Music Day, the Make Music Alliance will organize an all-day video stream on June 21 showcasing the rich diversity of being made around the world.

#MySongsYourSong

Musicians will join in a global song swap where they'll learn and perform a song by a local artist, and hear one of their original songs covered in return. All songwriters and composers are encouraged to participate. Online registration closes on May 21:

www.makemusicday.org/national-projects/mysongisyoursong/

Partners will be carefully matched and introduced on June 5, then will share their video performances on June 21 with the hashtag #mysongisyoursong.

Window Serenades

Musicians will perform outside select senior centers and nursing homes while practicing social distancing. Residents may tape a piece of brightly colored paper to their window to request a song.

World's Smallest Marching Band

Brass and wind players will parade solo through cities playing band repertoire to people listening from their homes or workplace.

Young Composers Contest

In celebration of Make Music Day, and for all young composers home-bound due to the pandemic, the Make Music Alliance is holding a contest for composers ages 13-21. Composers are invited to write a three-minute piece for SATB vocal quartet, set to the William Carlos Williams poem, "By the road to the contagious hospital," and submit it by May 18. A noted panel of professional composers will select three winners and seven honorable mentions. All 10 pieces will then be professionally recorded by the Make Music "Quarantet," and released online on June 21.

Make Music Day Online Tech Platforms

Video Conferencing Apps

Zoom

Zoom Video Conferencing takes big events online. You can use [Zoom](#) to connect with mates all over the world for a live jam session, music lesson, or group singalong! You can even record your get together and upload it to social media on 21 June.

JamKazam

Using [JamKazam](#) allows you to play music live and in sync with others from different locations

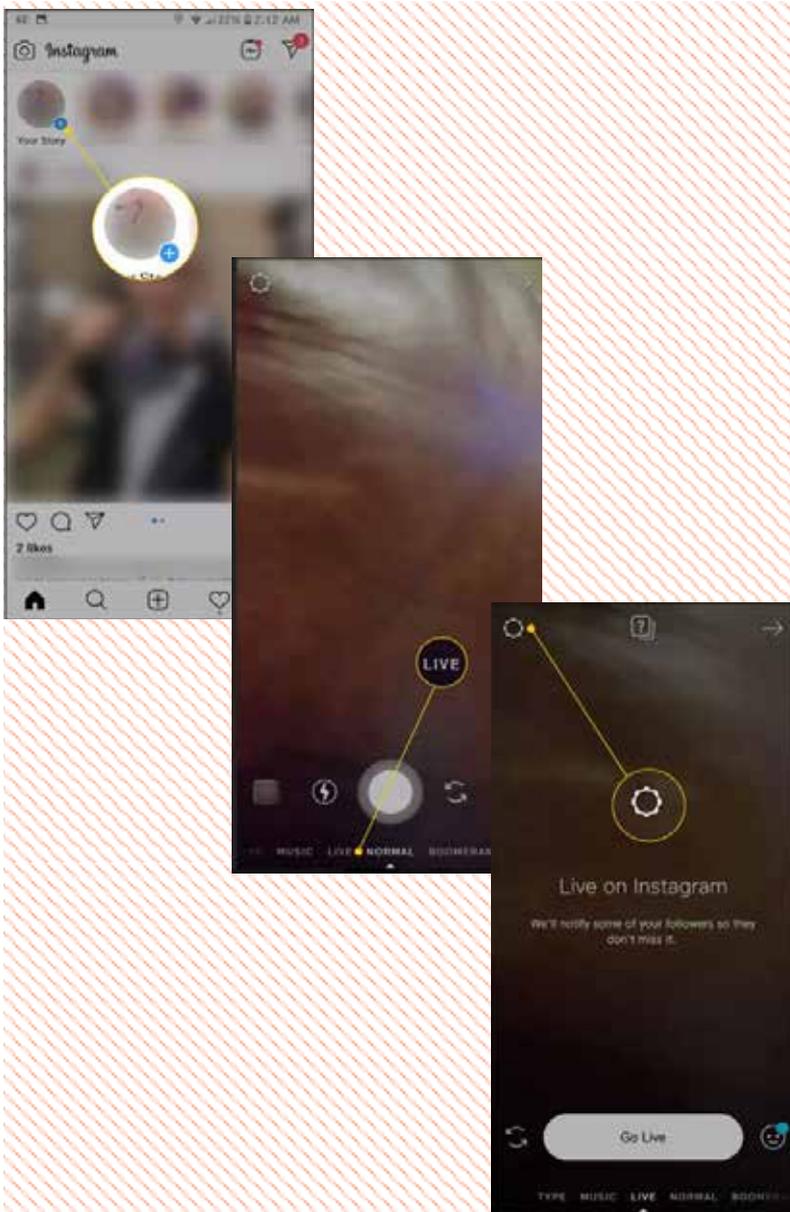
- Rehearse without travel or space
- Co-write and produce music live
- Join open sessions to jam with others
- Record and live broadcast sessions
- Connect with other musicians and bands unbelievable

Social Media Live Streaming

Starting a live video stream is a bit like preparing to post a story. Here's how:

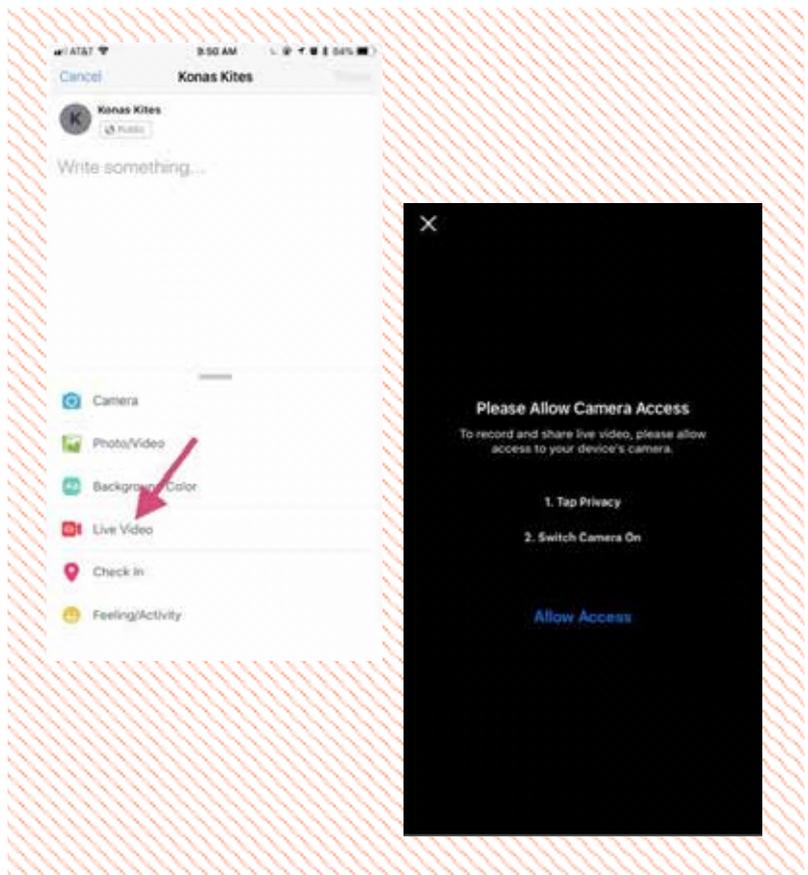
Instagram

1. Tap your profile bubble (it's located to the left of your Stories feed, above Your Story). Or, swipe right anywhere in the app to display the Stories camera tab.
2. By default, the camera tab is on the Normal setting, which you can see at the bottom of the screen beneath the capture button. To switch to a live video stream, swipe right or tap LIVE.
3. To choose the options to share your live feed, tap the gear icon that's located in the upper-left corner of the Live screen.
4. When you're ready to go live, tap Go Live. This triggers the live broadcast of your video, and your followers will be able to see that you're live.
5. To stop broadcasting, tap End. The total viewer count displays to let you know how many people tuned in over the course of your live video.
6. Tap Save to save the session to your camera roll, or share it to your story



Facebook

1. Go to your Facebook News Feed and press the Live option (the camcorder icon)
2. Write a video description
3. Select a privacy setting by tapping the ellipsis in the bottom right corner and opening up Audience Restrictions
4. Add a Facebook Live filter, lens, or doodle
5. Press the “Start Live Video” button



Social Media Licensing and Non-Commercial Live Streaming

You CAN already stream APRA AMCOS-licensed music in your music concert under our existing arrangements with these platforms, but please note this is for live stream only and excludes saving (archiving) streams to be viewed later. We invite you to encourage viewers to donate to Support Act.

APRA AMCOS encourages our writer members to keep track of their set lists for live performances on these platforms. Record the songs performed (including title and artist), duration of stream, date, time of live stream and platform URL. We'll soon advise how to submit the set lists. Please note that any royalties payable will be subject to APRA AMCOS' distribution policies.

If you intend to CHARGE your viewers/users to watch the music concert or carry advertising the above interim rates will apply, subject to review. Please contact online@apra.com.au about a separate licence for this type of live stream.

If you wish to archive the music concert for later streaming, you will require Music Publisher permission.

Please be aware that there are existing content-ID algorithms and procedures in place on these platforms worldwide outside of our direct control, which may cause your live stream to be blocked or taken down.

How To Register

In 2020 you can get involved with Make Music Day in two ways:

1. Register your live online event here: makemusicaustralia.org.au/events/submit/add
2. Submit pre-recorded content here: makemusicaustralia.org.au/submit-content/

Once you've registered your live event, audiences can search for and access the event via the Make Music Day Australia online program.

If you submit pre-recorded content, it will be displayed in an online gallery on the Make Music Day Australia website.

You can register or submit content right up until 21 June, however the earlier you let us know, the more we can promote your work and encourage more people to get involved!

Best Practice Tips for Performing and Recording From Home

Our friends from the Australian Music Industry Network have compiled a handy list of best practice tips to help you get the most out of your in-house performance for Make Music Day, including:

Prep

- ▶ Is your internet connection reliable?
- ▶ What device will you be streaming from?
- ▶ Have you done a test run to see how the live stream/recording will look and sound?
- ▶ Have you contacted APRA before live streaming your music?

Promotion

- ▶ How will you be getting the word out about your live stream or recording?
- ▶ Have you given your audience enough lead time and information about how and when to tune in?
- ▶ Are you advertising the correct time zone for your audience?
- ▶ Have you considered cross-promotional opportunities with other artists?

Audience

- ▶ What platform best suits your audience? Facebook, Instagram, Youtube, Twitch etc?
- ▶ Will you be using an existing social media account or a new service?
- ▶ Think about the different audiences on our platform. Are you targeting any group specifically?

For more information visit:

www.amin.org.au/wp-content/uploads/2020/04/Live-Streaming-Best-Practice-Guide.pdf

Supporting the Australian Music Industry during COVID19 - Support Act

Support Act is Australia's only charity delivering crisis relief services to artists, crew and music workers as a result of ill health, injury, a mental health problem, or some other crisis that impacts on their ability to work in music.

Established in 1997, their goal is to provide breathing space to help members of the music industry to get back on track when they have hit a tough patch or just need breathing space.

Assistance provided by Support Act can take the form of paying the rent or the mortgage, buying a bed or wheel chair, paying for car repairs, medical / dental / phone / electricity bills, or a credit card debt. Support Act provides referrals to other support services; funding for funerals; and support friends and family seeking to raise funds for an artist or music worker in crisis through the Help a Mate program.

In June 2018, the Support Act Wellbeing Helpline was established as a free, confidential 24/7 counselling service that is available to anyone working in Australian music who needs to talk about any aspect of their mental health. It can be accessed by calling #1800 959 500.

You can call the Helpline if you are suffering from anxiety, depression, suicide ideation or any other form of mental ill health.

Support Act's qualified counsellors can also help with: career insecurity, financial management, grief counseling, alcohol and substance dependency, homelessness, creative disputes, relationship breakdown.

Support Act raises funds from the music industry and its supporters. This can be in the form of donations, sponsorship, community fundraising, Help a Mate appeals, events such as the annual "Music in the House" industry lunch, and promotions such as Ausmusic T-Shirt Day.

For more information visit: supportact.org.au

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