Copyright Compliance for the Busy Professor: Best Practices for Streaming Media Distilled

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It is essential to work through the steps in a concise, easy-to-follow system for vetting streaming media upload requests. To ensure compliance with copyright law, the Busy Professor will want to follow these six “Easy” Steps:

1. **Research:** Study examples of 24 institutions, gathered expertise from 8 groups and individuals.
2. **Collaboration:** Hold 12 meetings.
3. **Writing:** Create 12 drafts and two final documents: FAQ and Faculty Certification.
4. **Dissemination:** Dean’s office awaits approval from Counsel; meanwhile, we plan to add the FAQ and protocol to our Copyright LibGuide.
5. **Protocol Distilled:** Use freely available materials.
6. **Excerpted Questions from the 12-Part, Six-Page FAQ (cont’d):**
   - Re Step 5—what does “use freely available materials” mean? Can’t I just link to content I’ve found online?
   - Re Step 6—how do I strictly follow the TEACH Act?
   - Re Step 6—how do I go about relying upon Fair Use and fully documenting this?
   - Re Step 4—how does one ask permission?

Content is uploaded to the server by the Instructional Design Department (IDD). IDD sought concrete guidelines that could help IDD staff and UNC faculty members make more confident decisions about what materials can be legally uploaded.

After an initial meeting of UNC’s IT Department, Libraries and Counsel, it was agreed that the Libraries would be a good intermediary for faculty and should draft a set of guidelines. As members of the Libraries’ Scholarly Communication Committee, we accepted this challenge.

The challenge: to educate faculty and encourage them to manage compliance with copyright law by creating a concise, easy-to-follow system for vetting streaming media upload requests.