

IP Recommendations for Pacific @ iTunes U Publishers

Committed to Quality Information

Pacific @ iTunes U Publisher Terms of Use

- Do not upload material that infringes on copyright or other intellectual property laws.
- Do not upload material that infringes on academic rules of conduct.
- Never record anyone without their knowledge. Any time you are recording, anyone who might be recorded, even inadvertently, should be informed via a sign or announcement.
- When releases are required (see table, next page), do not upload material until you have signed copies of releases from all appropriate participants. Releases must be kept on file by your department/program indefinitely.
- Publishers are encouraged to seek advice from the appropriate department or individual (see table, next page) before uploading.
- Disciplinary action will be taken against any faculty or staff member who disregards the appropriate use guidelines.

Unless stated otherwise, the following recommendations and requirements apply to both public and private areas of Pacific @ iTunes U:

Defamation & Violation of Privacy

- Avoid saying bad things about organizations and living people, especially when damage to that person's career or business might result and especially when it is not a public figure you are talking about.
- Do not include personal information about any student in a recording that is going on Pacific @ iTunes U unless that student has specifically volunteered to allow such information to go online. You should not say a student's name on a recording, nor should you ask that student his or her name on a recording (as the student may believe he or she is required to answer).
- Do not put medical records for any patient online unless anything that could be used to identify the individual has been redacted.

Permissions

You are required by university policy to get permission from any person who will be recorded (or, if that person is a minor, from that person's guardian) with the following exceptions:

- You are recording yourself.
- You are recording students as part of a class activity that will go to a private area only (see Voluntary & Mandatory Class Activities, below).
- You are recording a crowd in a public place.

Recorded Participant Release Forms are available on the Pacific @ iTunes U Support page (see www.pacificu.edu/iTunesU/support.cfm). Forms should be filed with your department/program and kept indefinitely.

Notification of Recording

Whether or not releases are needed, you should always attempt to inform people who might be recorded that you are recording. For example:

- You are recording yourself in a classroom. Warn students before you start recording so they know that their voices might be captured.
- You are taping a public event. Put signs up stating that the event is being taped.

Voluntary & Mandatory Class Activities

When students are recorded as part of a class or class activity, it is best to make being recorded a **voluntary activity**.

Mandatory student recordings cannot be put into any public area of Pacific @ iTunes U. They can only be put in private areas. Any activity which students believe they must participate in or where they believe their participation or lack of participation may effect their grades is considered mandatory.

Self-Only Recordings

The following procedure will allow you to record a lecture without having to get release forms from students and without being restricted to only private areas of Pacific @ iTunes U:

- Warn students that you will be recording before you begin.
- If you are recording video, aim the camera so that it shows only you, not the students.
- Use a unidirectional mic (e.g. a lapel mic) so that your voice is the only one recorded at a high enough volume to be identifiable.
- If a student asks a question, repeat that question into the microphone so that it will be preserved on the recording without a need to record the student's voice.

Purchasing Media

When purchasing media to be used in a presentation:

- Look for "royalty free" media (that which doesn't require royalty payments).
- Check the license. Make sure it allows for online distribution of products made using the media.

Fair Use

Pacific University cannot define what uses qualify as fair use when it comes to iTunes U. However, any of the following is likely to make a use count as not fair use and so should be avoided:

- Using material for free when it is possible to purchase licenses to use that material in a classroom setting.
- Using the entirety of a copyrighted work (e.g. an entire movie, and entire song, an entire book).
- Using a consumable (e.g. workbook pages).
- Using copies for non-academic purposes.

Getting Advice

When you have questions as to whether something you want to do violates intellectual property laws:

- Don't put it online.
- Get advice from your dean or program director or the university's Office of Legal Affairs.

Appropriate Uploading Procedures By Who/What Is Being Recorded

| Who/What is Recorded | Restricted or Public? | Participant Release required? | Seek Advice From: | | | Example |
|--|-------------------------------------|----------------------------------|-------------------|--------------------|----------------------|---|
| | | | VP or Dean | University Counsel | University Relations | |
| Myself (faculty/staff) | Either if faculty. Public if staff. | No | Yes if Public | | Yes if Public | Example: <i>You make a videorecording of yourself giving a lecture.</i> |
| Another PU faculty/staff member | Either | Yes | Yes | | Yes if Public | Example: <i>You make a videorecording of another professor giving a lecture.</i> |
| Students (whose participation is required).* | Restricted only | No | Yes | | | Example: <i>Students are required to record a podcast about a historical figure of their choosing.</i> |
| Students (who volunteer) | Either | No if Restricted. Yes if Public. | Yes | | Yes if Public | Example: <i>A student volunteers to help demonstrate the proper way to use a weight machine on a videorecording.</i> |
| Licensed or public domain media | Depends on the terms of the license | N/A | Yes | Yes | Yes if Public | Example: <i>Your videorecording features a PowerPoint presentation with clipart you bought a license to use from clipart.com.</i> |
| Unlicensed media (used via fair use). | Either | N/A | Yes | Yes | Yes if Public | Example: <i>Your videorecording features a PowerPoint presentation with a paragraph from a book.</i> |
| Compensated or volunteer actor/speaker (not PU student/faculty/staff). | Either | Yes | Yes | | Yes if Public | Example: <i>You make a videorecording of someone from another university you invited to speak at a symposium.</i> |
| "Crowd" at a public event. | Either | No | Yes if public | | Yes if Public | Example: <i>While recording a public sporting event you pan over the crowd with your camera.</i> |

*If some students later volunteer to have their recordings put online, treat this as the "Students (who volunteer)" category.

If you have any trouble following the instructions above or need additional assistance, please contact: University Information Services (UIS) at 503.352.7248 or Technology Information Center (TIC) at 503.352.3132 (help@pacificu.edu). The Pacific @ iTunes U admin can be contacted at itunesuadmin@pacificu.edu.

See also the Pacific @ iTunes U support page: (see www.pacificu.edu/iTunesU/support.cfm).