Screaming about Streaming

Streamapalooza! @ CSUN Oviatt library

Tracey Mayfield
Countess of Copyright & Information Ethics Empress
CSULB Library
So what’s the deal?

- Everyone want to stream media!!!
  - Media = videos and audio
  - Videos = motion pictures, tv shows, commercials, educational videos, etc.
  - Audio = musical pieces
- There is a strong desires to take existing stuff (VHS, DVD, LP’s, CD’s) & transfer to other formats (VHS -> DVD, LP -> MP3)
More what’s the deal…..

AND / OR

- Everyone wants to convert “traditional” formats to streaming format to view via a learning/course management system (a la Blackboard or Moodle)
- Important: Need is regardless of the mode of instruction!!!!
So, what’s the problem?

- None of these are easy to accomplish
- CANNOT just transfer formats of copyrighted materials (that’s piracy)
- CANNOT just stream copyrighted materials (a no-no via copyright law)
- Lots and lots of due diligence required
- None of us (in the CSU) are doing this the same way, with the same equipment or the same policies/procedures
What we know is happening right now

- All campuses are currently struggling with this issue
  - Came up at HERE last year & people better than me didn’t want to touch it
- Everyone is handling the situation differently
- CO working on a system-wide software contract, BUT….not a cure all, and not complete.
  - THIS IS REALLY IMPORTANT.
@ the Beach

- We were in BAD SHAPE
  - Illegally streaming (don’t tell anyone)
- Encouraging faculty to go online (with $$$ incentives), but not understanding streaming goes with it
- Working diligently now to catch up
- Working to be proactive, not reactive
- Education & information campaign
What we learned?

- Plan ahead!!!!
  - Planning for Instructional faculty
  - Planning for Library faculty
  - Planning for Technology folks
- Collaboration & communication are KEY is key
- Ongoing
- Lots and lots of sticky issues...legal and otherwise
Burning Questions/Issues

- Can we take something the library owns (or a faculty member owns) in one format (i.e. DVD, VHS, etc.) and stream it for classes?
  - In theory, should be legal under fair use, but this is up for interpretation, and not surprisingly, it is interpreted differently depending on who you talk to.
- Oh, yeah, and then there is the whole licensing part....
  - Need a license to stream
  - Usually given on a title-by-title basis
<table>
<thead>
<tr>
<th>Cartoon</th>
<th>Info</th>
<th>Image from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cellbound</td>
<td>From Cellbound, by Tex Avery, 1955</td>
<td><a href="http://www.dailymotion.com/video/x2q22mq">http://www.dailymotion.com/video/x2q22mq</a></td>
</tr>
</tbody>
</table>
Where all the cool cartoons came from:

<table>
<thead>
<tr>
<th>Cartoon</th>
<th>Info</th>
<th>Image from</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td>From the Princess and the Frog, by Walt Disney, 2009</td>
<td><a href="http://drfacilier.tumblr.com/">http://drfacilier.tumblr.com/</a></td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td>From Henpecked Hoboes, by Tex Avery, 1946</td>
<td><a href="https://www.flickr.com/photos/djll/7309641458">https://www.flickr.com/photos/djll/7309641458</a></td>
</tr>
</tbody>
</table>