

WEBCAST PUBLICATION POLICY

DRAFTED BY THE PODCASTING POLICY COMMITTEE

Loyola Marymount University supports the publication of online audio and video broadcasts (referred to as “webcasts”) in order to fulfill its academic, communications, and marketing goals. The University provides various resources for the creation, development, and distribution of institutional and academic webcasts. All webcasts affiliated with the University are subject to all existing laws, university policies, and the guidelines set forth in this policy.

General Definitions

- 1 A webcast is defined as a live or previously recorded audio and/or video event that is digitized and delivered using web technologies.
- 2 Webstreaming is a type of webcast. “Streaming” denotes a sequence of images and/or sound that are sent in compressed form over the Internet and presented to the viewer as they arrive. Streaming media is played as it arrives, and requires the viewer to be connected to the Internet.
- 3 A “podcast” is defined as a type of webcast. Podcasts are distinguished from webcasts, in that, they use a subscription model through which audio and/or video files are automatically downloaded to an end-user. Podcasts are intended for playback on mobile media devices and personal computers, and do not require that the user to be connected to the Internet for playback.

Guidelines

- 4 Individual authors are responsible for the content of their webcasts.
- 5 Individual authors understand that all webcasts accessed or hosted on the LMU network are neither private nor confidential.
- 6 Webcasts may not include, nor link to online resources that, upon viewing, could create an intimidating, hostile, or offensive learning/working environment.
- 7 LMU reserves the right to remove and/or restrict access to any and all webcasts at any time. In addition, the University may suspend and/or revoke an author’s ability to publish webcasts at any time.
- 8 Webcasts are subject to all existing University copyright, intellectual property, and release policies.

Institutional Webcasts

An institutional webcast is an audio and/or video broadcast of an University-sponsored event that is distributed online. Examples of institutional webcasts include: recordings of commencement exercises, marketing and recruitment activities, athletic events, development, student life, and administrative events. The University has delegated the coordination and oversight of institutional webcasts to the Office of Web, New Media and Design. Academic and personal webcasts are more specifically defined below and are not considered to be institutional webcasts for the purposes of this policy.

Academic Webcasts

An academic webcast is defined as an audio and/or video broadcast in support of a course, program, and/or any other curricular event that directly supports teaching, learning, and research. Academic webcasts are typically sponsored by faculty, academic departments, or programs. The University has delegated the coordination and oversight of academic webcasts to the Office of Academic Technology.

Personal Webcasts

A personal webcast is defined as all other audio and/or video broadcasts that are not considered institutional and/or academic webcasts. Personal webcasts that are published by LMU Community members are not associated with the University and may not be published through the University’s online distribution channels. Personal webcasts are subject to the following restrictions:

- Personal webcasts may not use official University logos or marks.
- Personal webcasts may not include video with identifiable university landmarks or locations.
- Personal webcasts may not include audio, video, or text that gives the impression that it is representative of the University and/or otherwise making statements on behalf of the University, or any unit of the University.
- Personal webcasts may not imply any LMU sponsorship or affiliation.

Appropriate Use and Content

Institutional and academic webcasts are subject to all existing university policies, including the Web Resources Policy, which contains the following sections that relate to webcasting: General Understandings; Appropriate Use; Appropriate Content; Advertising; and Policy Violations and Oversight. Web policies are available at <http://web.lmu.edu>. Copyright policies are available at <http://www.lmu.edu/copyright>.

Webcast Standards

The University acknowledges that all public webcasts contribute to the image and perception of the institution. Therefore, webcast standards have been created to ensure the University's webcasts are consistent with the University's mission and goals and reflect the best practices in online media publication. Webcasts that do not conform to the currently published standards may be removed or unpublished at any time.

- Webcast/Podcast Publication: The University maintains a single point of entry for all podcasts. All institutional and academic podcasts must be hosted in the University's iTunes podcast library located at <http://itunes.lmu.edu>.
- Point of entry for the publication of all institutional and academic webcasts is determined at the University's discretion.
- The University determines the visual design, layout, and other considerations associated with the appearance and access to all webcasts and directory listings.
- The University maintains audio/video standards that may include production, editing, and overall quality guidelines. All academic and institutional webcasts must adhere to these guidelines if they are to be distributed through the University's network.

Copyright

- All webcasts must adhere to current University copyright and intellectual property policies.
- Webcasts may not be reproduced or distributed without prior written consent. Any use of audio/video other than non-commercial use is prohibited. Federal law provides severe civil and criminal penalties for the unauthorized reproduction or distribution of copyrighted material. Criminal copyright infringement is investigated by the FBI and may constitute a felony.

Webcast Procedures and Standards

Standards

The university expects that a minimum standard of quality for audio, video, graphics and text will be maintained for all webcasts. The guidelines outlined below are the minimum standard that must be met for university sponsorship and publication.

Audio/Video Quality

- Webcasts, when published must adhere to a standard LMU naming convention
- Audio/Video webcasts should strive to achieve "broadcast quality."
- The university provides guidance and support in achieving "broadcast quality" audio/video webcasts. For academic webcasts, this support can be obtained by contacting the Instructional Technology Analyst of your college. For institutional webcasts, this support can be obtained by contacting the Office of Web, New Media and Design.
- The university will determine quality and publication. Any webcast that does not meet these standards will not be published.

Copyright and Permissions

- Release: The webcast creator is responsible for obtaining release for the use of an individual's likeness or statements. For examples of release forms and procedures please see the following link [to be inserted]
- When distinctive personal property that is identifiable with any person or entity (a logo, a brand, or a trademark) is captured, you may need consent in writing to use such property.
- You may not photograph any trademark or logo that presents a company or entity represented, or its product, in a detrimental or defamatory way. To do so would expose you to a lawsuit for slander and/or libel.
- All webcasts must adhere to the Loyola Marymount University **Copyright Guidelines and Procedures**.
- The University, in collaboration with the webcast creator, will determine how long a webcast will be available for publication.