



SCOPE

The purpose of this document is to establish appropriate procedures and guidelines for delivering quality and meaningful podcasts to the Lincoln Memorial University (LMU) community. The procedures and guidelines outlined in this document are valid for all podcasts that are produced as communication for/from LMU – by its colleges, divisions, departments, academic courses, organizations, and other units as outlined in the Lincoln Memorial University Intellectual Property Policy as stated in the LMU Faculty/Staff Policy Manual.

RATIONALE

Podcasting allows the LMU community to design and deliver projects that promote quality instructional strategies through the use of audio and video multimedia. It is expected that these resources promote the University's mission of providing "an intellectually rich, collaborative, and intimate learning environment for students, faculty, and staff, while serving local, regional, state, national, and international communities."

ACCEPTABLE USE POLICY STATEMENT

The LMU podcasting resources cannot be used in a manner that violates the law, for political campaigning, personal private gain, or activities that are not approved by the University. LMU Intellectual Property Policy as well as all activities listed in the LMU Information Services Policy, *Acceptable Use of Information Services Resources*, applies to all Lincoln Memorial University podcasts, as stated:

The primary purpose of information technology resources at Lincoln Memorial University is to enhance and support the educational mission of the University. Access to the University's technology resources is a privilege granted to University students, faculty, staff, and approved guests. These resources include hardware, software, computer accounts, local area networks, as well as connections to other computer networks via the Internet. Everyone using these resources is responsible for using them in an appropriate, ethical and lawful manner.

Unless otherwise specified in this policy or other University policies, use of podcasting resources at LMU is restricted to the purpose of the University's mission.



DEFINITIONS

A podcast is a digital audio and/or video file that is episodic, program-driven, mainly with a host and/or theme and is downloadable or available via automated feed or subscription.

SECURITY AND AUTHENTICATION

Instructional Podcasts are available through the use of:

- 1) Learning management system or
- 2) Proprietary software (e.g. MediaSite)

Both will require authentication and/or subscription for accessibility.

Public Relations Podcasts (e.g. community, campus Life, etc) are considered open to the general public and therefore requires no authentication access to these podcasts nor their related episodes. To maintain a consistent Lincoln Memorial University message, the LMU Department of Marketing and Public Relations must approve all Public Relations Podcasts.

RECORDING A PODCAST

To maintain the quality of recording and to obtain best podcast practices, all podcasts developers must participate in a podcast training session with the Instructional Technologist.

MediaSite classroom capture training can be scheduled via the Instructional Technologist and/or the IS helpDesk. Mediasite classroom capture is available only in equipped classrooms. If required, please schedule Mediasite room with the Department of Records and Registration during the scheduling process.

PRIVACY

LMU does not monitor podcast content. However, upon reviewing, it reserves the right to remove file(s) that violate any University policies and procedures.

RETENTION

If any particular course or public access podcast, and its episodes, are occupying large amounts of storage, LMU reserves the right to request and/or remove recorded



podcasts and related episodes in consultation with the concerned faculty member, department, and/or unit.

ARCHIVING

LMU instructional faculty and the Public Relations Department have the responsibility for maintaining archives and backup of all podcasts.

PROCEDURE FOR REQUESTING A PODCAST: PUBLIC ACCESS

The requesting person(s) will contact the **LMU Department of Marketing and Public Relations** for a complete list of requirements and authorization procedures.

PROCEDURE INSTRUCTIONAL PODCAST: AUTHENTICATED ACCESS

Instructional Faculty will comply with correct and proper procedures as they pertain to:

- 1.) **Information Literacy**
- 2.) **Software Functionality**
- 3.) **Posting Process**
 - a) Learning Management System
 - b) Proprietary Software (e.g. Mediasite or Adobe Connect Pro)
- 4.) **Student Release for Person, Minor, and Premises**

Questions or concerns should be addressed as follows:

- 1.) **Information Literacy** ~ Library Staff
- 2.) **Software Functionality** ~ Instructional Technologist or Information Services HelpDesk
- 3.) **Posting Process** ~ Instructional Technologist or Information Services HelpDesk.
- 4.) **Student Release** ~ LMU Department of Marketing and Public Relations

LINCOLN MEMORIAL UNIVERSITY COPYRIGHT POLICIES

While creating a podcast, it is the developer's responsibility to ensure that all necessary rights and permissions have been obtained pertaining to the material included within the podcast. For example, text from a course textbook, blog, journal, magazine, newspaper, or sound requires proper permissions from the author and must be included within the material of the podcast. If there is a question as to the need of permission(s), (e.g.



public domain materials) contact the Information Literacy staff located in the LMU Library, Harrogate campus.

If a podcast involves recording students, guest lecturers, community members, and so forth, the individual responsible for the academic program or administrative unit will obtain a signed consent release form from each of the participants prior to recording, editing or posting of the podcast.

For all practical purpose, LMU copyright policies will be used in determining fair use of podcast content which states:

It is the policy of Lincoln Memorial University that faculty, staff and students shall comply with federal copyright law. The following guidelines concerning the copying of copyrighted material for classroom use and scholarly research are provided to assist faculty, staff, and students in their efforts to comply with federal law.

INTELLECTUAL PROPERTY

All public access podcast are the property of LMU as referenced in LMU's Intellectual Property Policy contained within the Faculty/Staff handbook.

Intellectual property and "LMU on Mediasite" provide that any unauthorized use or distribution of "LMU on Mediasite" material be prohibited by LMU.

LIABILITY

Podcasts are not an entitlement. LMU and its officers, agents, contractors, employees, board members, and/or assigns, are not liable for any harms, injuries, torts, breaches, or damages, of any kind, arising out of or resulting from failing to record, post, archive, retain, or catalog any material. By using any of LMU's software, hardware, property, or technological services for purposes of generating, collecting, marketing, publishing, viewing, or creating a podcast, users waive any and all claims, known and unknown, associated with, related to, or arising from such usage.

DISCLAIMER

LMU reserves the right to remove a podcast if material is of questionable taste or does not promote the mission of the University, based on any one of the criteria outlined in this document.