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PROMOTING STREAMING VIDEO ON CAMPUS

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# UNC Greensboro

- ▶ Public university, established 1891
  - ▶ 14,000 undergraduates
  - ▶ 3,000 graduate students
- ▶ 72 master's programs; 27 doctoral programs
- ▶ Carnegie Foundation classification Research University with High Research Activity

UNC Greensboro

The University of North Carolina at Greensboro is a public university – one of the seventeen institutions in the University of North Carolina system. We're classified as a Research University with High Research Activity.



The University Libraries, which are Jackson Library – our main library – and the Harold Schiffman Music Library, have offered streaming video for many years. But we continue to add new platforms as they become available. Most recently, we have begun offering Docuseek2 and Kanopy. And at the moment, we are working out our agreement with Ideas Roadshow.

We’ve been responding to an increase for streaming resources to serve research needs and student use of media. Our university, like so many others, has expanded online instruction so we’ve shifted some face-to-face instruction to online classes. Even when classes are offered in person, some faculty have implemented a flipped classroom model with students viewing films outside of class for later discussion as a group. Faculty need to know the range of options available to them, and in a continuing economic climate of reduced collections budgets, getting the maximum use from resources is crucial. That’s why we’re putting effort into promoting our streaming video resources.

Home/Subscription Sources

uncg.libguides.com/streamingfilms

THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

Prospective Students | Current Students | Faculty

University Libraries / Research Guides / Streaming Media / Home/Subscription Sources

Streaming Media: Home/Subscription Sources [uncg.libguides.com/streamingfilms](http://uncg.libguides.com/streamingfilms)

Home/Subscription Sources | Digital Campus Help | Free Resources | Pay-Per-View Sources

Public Performance Rights for Screening Media

**About**

**UNCG students and faculty:** access online streaming films or music from a variety of free and subscription resources. **Faculty** - make sure you aren't ripping that DVD and violating copyright - instead try one of these sources .

**Off campus users:** You will need to use your UNCG username and password to login and access these resources.

- Library policy on acquiring streaming film rights
- Subscription Sources
- Digital Campus help tab - info for faculty only
- Free Sources
- Streaming Music

**Library Policy**

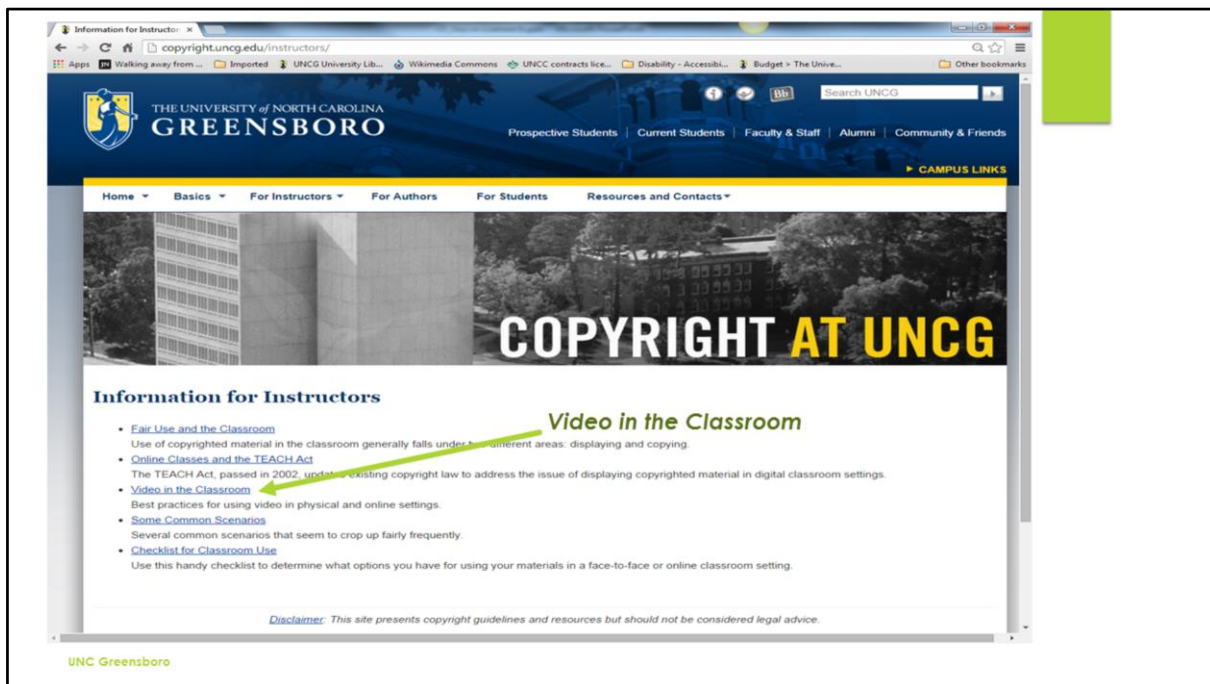
The library will help facilitate the acquisition of streaming film rights ONLY when the purchase is for perpetual ownership of the streaming film.

**Subscription Sources**

- Ambrose Videos** - For students, faculty or staff at UNCG libraries the over 1,200 streaming films from Ambrose Video Publishing are available for you to view from anywhere. These video clips and programs cover nine subjects from art, to economics, to science and have unlimited synchronous users. The most popular collections include: *The BBC Shakespeare Plays, A History of Christianity, The First Three Thousand Years, The Ancient History series, Human body: The Sensory System, and Healing and the Mind.* Faculty - you can link these videos into your Blackboard classes.
- Academic Video Online** - This link searches cross platform for all 5000+ **Alexander Street Press** videos. These collections have unlimited synchronous users, and can also be embedded into Blackboard courses too. Faculty - another cool feature is that you can create your own clips. You have to first create your own person sign in ... but then you can create a clip of a video for your class, create notes annotating along with the clip, and then save and add to your course in Blackboard.  
**Search Alexander Street Press specific collections:**
  - American History in Video - largest collection of video for the study of American history.
  - Counseling and Therapy in Video - largest video collection for study of social work, psychotherapy.
  - Dance in Video - 250 dance productions and documentaries of 20th c.
  - Ethnographic Video Online - 750 hours and 1,000 films of human culture and behavior
  - March in Time - Time Inc's TV film series from 1935-1967
  - Opera in Video - 250 of the most important opera performances
  - Theatre in Video - 250 definitive performances of the world's leading plays
- Docuseek2** - A new, exclusive streaming source for top documentaries, independently produced in the US and around the world. It is the internet

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A go-to spot for information on licensed streaming media is our LibGuide. It includes lists of resources, help for faculty on embedding links in the learning management system, acquisition policies, and notes on public performance rights.



The copyright guide for the campus has a section devoted to instructors. It offers guidance on Fair Use, the TEACH Act, and video in the classroom. When faculty contact librarians or the acquisitions staff about use of streaming video and public performance rights, we're able to refer them to this copyright guide and to the LibGuide. With more information, faculty can plan how media is used in their curriculum or for campus events like film festivals.

## Promoting Streaming Video to Library Liaisons

- ▶ Early fall semester 2014
- ▶ Webinars by representatives of
  - ▶ *Docuseek2*
  - ▶ *Kanopy*
  - ▶ *Alexander Street Press*
- ▶ Liaisons (subject specialists) share information with departmental faculty
  - ▶ *incl, links to specific films / collections*

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At the start of the 2014-15 academic year, our AD for Collection Management and I arranged for webinars by reps from Docuseek2, Kanopy, and Alexander Street Press. We invited Library Liaisons – who serve as subject specialists to academic departments – along with any staff who work with faculty on acquiring or scheduling media. Those sessions gave us a chance to see what kinds of films and which producers were available from each source. The method that the Libraries use to acquire and pay for each platform varies – evidence based, patron driven acquisition, and purchase with annual hosting fees – and that group conversation made it easier to understand those differences.

After those webinar sessions Library Liaisons were able to share information with the faculty representatives from their departments. They emailed links to specific films or collections and simply promoted our streaming video offerings to encourage use.



We have a Spotlight section on our University Libraries home page. We use that space to highlight current awareness information. So we include graphics and links to streaming film platforms in rotation with other interesting topics to reach visitors to the web site.

## Promotional ideas

- ▶ MARC records in catalog
- ▶ Library Liaisons (subject specialists) notified faculty + included information on streaming in instruction sessions
- ▶ Customized posters for use in library and in Media Studies Department
- ▶ Bookmarks and flyers
- ▶ Presentation to members on streaming video deals at Carolina Consortium meeting in May 2014

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There are links to platforms in our database a-z list. We have MARC records for individual streaming video titles in our catalog. Library Liaisons remind faculty about streaming video resources at departmental meetings and in informal conversations, and they let students know about them during instruction sessions. When we give new university staff their brief library orientation and tour, we point out our streaming videos as a resource.

Some of the companies offer customized posters. The graphics are really eye catching. We've used those in displays in the library and have sent some to our Media Studies Department. We set out bookmarks and flyers at service desks, too.

UNCG is the organizer for the Carolina Consortium, so members are notified about deals as they are established or updated. At last year's annual meeting, we gave a presentation on new video streaming deals on offer.



## More ideas

- ▶ Kanopy Virtual Film Festival – offered in October
  - ▶ *Posted on Spotlight on library home page*
  - ▶ *Posted on our databases page*
- ▶ Faculty Center Takeover – 1/23/2015
  - ▶ *Showed films and platforms' user features on laptop*
  - ▶ *Distributed promotional materials, including bookmarks and flyers*

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Last October, around the Charleston Conference, Kanopy offered a Virtual Film Festival with free access for several weeks. We notified departments on campus, included an announcement on our Spotlight section of the Libraries' home page, and added a short term link to our databases page.

An especially fun event was the University Libraries Faculty Center Takeover that we hosted near the end of January. These Takeover events are opportunities for faculty to get together informally to meet, socialize, share food and drink, and learn about services and organizations across campus. They're scheduled one afternoon each month most months of the fall and spring semesters. The Libraries had lots of different tables set up with a particular service or department highlighted at each table. We had a table for streaming video, and we demonstrated various sites and talked about the kinds of films offered on each platform.

Faculty Center Takeover –  
University Libraries shared information  
on a variety of services, including  
streaming video



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We had a great turnout even though the weather was chilly and wet. There was lots of conversation and interest. We put food on all the tables to encourage faculty to walk around and see everything.

## Public Performance Rights

- Provide help for faculty inquiring about PPR
- Several platforms offer streaming rights to a non-paying audience on campus
  - ▶ *organizations and clubs*
  - ▶ *training*
  - ▶ *residence life*
- Institutional initiatives can benefit
  - ▶ *Office of Sustainability*

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We've found that we are the main campus resource when faculty want to know about public performance rights. We have some information on the LibGuide and the Copyright page. We answer lots of questions by email, too. Our sense is that our efforts are helping – faculty seem to be more aware of the need to get rights for showings outside the classroom.

We've had faculty check in with us about movies they want to show at film festivals or at conferences, too.

What's especially welcome is when platforms offer streaming rights if the audience is on campus and no fee is charged for the event. That makes showing streaming video easy for clubs and groups or for training in departments. As one example, we sent information about some sustainability streaming video collections to our Office of Sustainability to promote use of those films. We also had interest from Student Health Services, since there are so many good counseling videos available through streaming. As we add new films and know the rights for use of the films, we add a note in the catalog record, too.

One of our Libraries' priorities for the year was getting the word out to faculty and the campus about streaming video. It turns out that we've had lots of opportunities to share.

Thank you.