

# Auburn University Montgomery

## Auburn University Montgomery Podcasting Policy

(Guidelines from Auburn University Podcasting Policy)

### I. Purpose

The purpose of the Auburn University Montgomery (AUM) Podcasting Policy is to establish guidelines for delivering quality and meaningful podcasts from Auburn University Montgomery. This policy covers valid podcasts produced by Auburn University Montgomery schools, departments, sanctioned organizations, and other units with emphasis on using the delivery service known as iTunes U.

Unless otherwise specified in this policy or other Auburn University Montgomery policies, use of podcasting resources associated with Auburn University Montgomery's iTunes U site (AUM iTunes) is restricted to support the University's mission.

### II. Policy

#### Introduction

AUM Podcasting is an official initiative of Auburn University Montgomery, and it is sponsored by Information Technology Services. The AUM iTunes U site will be administered by Information Technology Services, Instructional Support.

Auburn University Montgomery encourages faculty, staff and students as well as event sponsors to record and publish material of potential interest to the AUM iTunes site. Content uploaded to the AUM iTunes site may include audio podcasts, video podcasts, portable document formats as well as other multimedia formats.

AUM iTunes provides access to a wide range of AUM-related digital media via the Apple, Inc. iTunes Store. It includes two sites:

- A **public site** which includes lectures, event highlights, and other items of community interest. Public access podcasts are open to the general public.
- An **access-restricted site** for the AUM community which includes course-based materials. Access-restricted podcasts are available to authenticated users.

Unless otherwise stated, existing Auburn University Montgomery policies apply to AUM podcasting. These policies include, but are not limited to, the following:

- [Appropriate Use Policy](#)
- [Intellectual Property Policy](#)
- [AU Copyright Policy](#)

Different policies may apply for public and for access-related content.

## Ownership of Podcasting Content

Materials uploaded to AUM iTunes U or other podcasts retain the same ownership as the materials had before uploading. Ownership is covered by AUM's [Intellectual Property Policy](#), and in the case of students, policies of individual schools and departments.

Materials uploaded to AUM iTunes U must be sponsored and administered by Information Technology Services (ITS). Public content is automatically branded with Auburn University Montgomery or other identifying mark.

Apple does not allow material to be sold directly through iTunes U.

## Management of AUM iTunes Content

The AUM iTunes Site Administrator, located in ITS, Instructional Support, is responsible for uploading all podcasts and for developing procedures for managing the AUM iTunes site. The Site Administrator works with content creators or providers to maintain a balance between quality and bandwidth.

The AUM iTunes Site Administrator (ITS) coordinates training as appropriate to assist faculty or other with uploading podcast material.

All recorded podcasts are stored on the Apple iTunes U server. ITS is responsible for monitoring storage and bandwidth limits on the AUM iTunes site to avoid Apple charging AUM additional fees or reducing storage/bandwidth. ITS receives reports from Apple regarding usage, and if any particular public access or restricted access podcast occupies large amounts of storage, ITS reserves the right to request and/or remove recorded file(s) or podcasts in consultation with the content creator or provider.

The content creator or provider is responsible for maintaining local archival copies of materials uploaded to AUM iTunes. Neither Apple or ITS is responsible for maintaining archival copies or the backup of any content published on AUM iTunes.

ITS does not monitor content on the AUM iTunes site. However, upon becoming aware of content that violates any AUM policies or U.S. laws, ITS reserves the right to remove any questionable content.

## Legal and Ethical Issues

AUM's expectation of copyright compliance for AUM iTunes and other podcasts published on AUM Web space is no different than for any other of AUM's primary or secondary information servers. Content creators that want to publish materials for AUM iTunes are responsible for ensuring the podcast contains only materials they have created and that no part of the content constitutes defamation, slander, invasion of privacy, or the violation of any right of publicity or other rights of any person or entity. If the podcast contains materials that the content creator/provider did not create or that are not in the public domain, the content/provider must secure all necessary licenses, consents and authorizations prior to uploading the content.

Content posted to the access-restricted section of AUM iTunes is expected to conform to all relevant laws and guidelines, especially the Technology, Education and Copyright Harmonization (TEACH) Act.

The University encourages faculty and staff and/or event sponsors to secure release forms from participants at the time of recording.

### **III. Effective Date**

Immediately

### **IV. Applicability**

This policy applies to all Auburn University Montgomery schools, departments, divisions, units, faculty members and staff members.

### **V. Responsibility**

Information Technology Services (ITS) has the primary responsibility for implementing and administering the AUM Podcasting Policy.

### **VI. Definitions**

**Access-restricted site:** Part of the AUM iTunes site accessible only for users with authorized access (i.e., who have an AUM userid and password).

**AUM iTunes:** A podcasting delivery mechanism provided by Apple, Inc.

**Content Creator/Provider:** An authorized person (a faculty or staff member) who creates or provides content to be published on the AUM iTunes site.

**Podcast:** A multimedia files that is made available to users over the Internet via syndication. Podcast formats may include audio, video (vodcast), enhanced (audio with images and web links), portable document format (PDF), as well as others.

**Podcasting:** Technology that allows syndication and delivery of multimedia content to a user's computer or MP3 player.

**Public access:** An event that is sponsored by an AUM unit.

**Site Administrator:** The ITS unit responsible for managing the AUM iTunes site.

### **VII. Procedures**

ITS will develop and manage the procedures for podcasting, including, but not limited to, procedures for the AUM iTunes Site.

## **VIII. Sanctions**

Violators to the AUM Podcasting Policy are subject to having their file(s) or content on the AUM iTunes site(s) removed. ITS will determine when this policy has been violated.

## **IX. Exclusions**

None

## **X. Interpretation**

The CIO is charged with interpreting and applying this policy on a routine basis.



## Podcast Release Form

Name of presenter: \_\_\_\_\_

Organization/Institution: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Email address: \_\_\_\_\_

Presentation/Class Title(s): \_\_\_\_\_

Phone Number: \_\_\_\_\_

Presentation Date(s): \_\_\_\_\_

Location(s): \_\_\_\_\_

I, the undersigned, hereby authorize and license Auburn University Montgomery (AUM) 1. to take photographs and to record the presentation (s) referenced above in audio, audio-visual, or other media; 2. to edit, duplicate, and distribute the presentation, in perpetuity and throughout the world, without any obligation to pay royalties; and 3. to use my name, title, image, and likeness in connection with the presentation. The right to distribute the presentation may be exercised by AUM through the following distribution technologies (please check all applicable):

No restriction as to distribution (this includes all selections below)

iTunes U options:

- Public access (available on iTunes U website)
- AUM access only
- Course management system (limited to students enrolled in specific course)

I understand and agree that AUM makes no warranties or promise and is not responsible for any unauthorized use of my presentation through the distribution technologies I have checked.

I certify that I either exclusively own all rights, title, and interest in the presentation and in all materials used in the presentation or have obtained prior written authorization for the presentation and materials therein, including any authorization necessary for the distribution technologies I have authorized. I agree to indemnify and to hold AUM harmless from any and all claims that the presentation infringes the copyrights or violates any other rights of any third party.

AUM acknowledges that this is a non-exclusive license; any copyrights in the presentation remain with the author or other copyright owner and subsequent uses of the content of the presentation by that person(s) are not restricted by this license.

If the above terms and conditions of this release are acceptable to you, please sign and date this form.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_