

What you don't know about copyright... CAN hurt you*

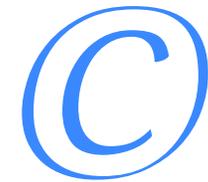
- Is the use of copyrighted material in education automatically *fair use*?
- Are there any educational situations that are not *fair use*?
- Does my school own my course?
- How much copyrighted material may a teacher use in the classroom?
- Could schools be sued for assigning student projects using audio/visual content from the Internet?
- Does a school need a license for a multi-media class presentation?
- Can educators rely on the TEACH Act as a safe harbor?
- Does *fair use* apply to all multi-media technology?
- Are lecture webcasts and podcasts exempt from infringement claims?
- What can teachers post to BlackBoard? YouTube? The school's server?
- A Creative Commons license will protect me - *won't it*?
- What 6 items must *never* be copied in the library?

* **Willful copyright infringement can lead to penalties of \$150,000 per violation.**

17 USC §504(2)

BuzzGig, LLC
P.O. Box 1533
Shreveport, LA 71165-1533
www.BUZZGIG.com

Copyright for Educators



Customized workshops for
faculty, librarians, university and
K-12 administrators.

Practical answers about
copyright for the classroom and
online learning.

BUZZGIG



Have trouble getting to the bottom of it all?

We have answers...

We Live In A Media-Rich Culture

Education needs to be media rich. Teachers must communicate with students the way pupils are expected to communicate with the world. Internet based methods of research and pedagogy provide great benefits, yet bring even larger perils to today's educators.

Unless teachers create every bit of media used both in their classrooms and online, they are venturing into an intellectual property minefield.

Traditional notions of copyright and "Fair Use" do not apply in the digital classroom.

Under the latest amendments to Copyright law, teachers, librarians and administrators must follow strict guidelines when using copyrighted material in their classrooms. These mandates are even harsher for online and distance learning. Libraries and archives have their own set of obligations governing copying, preservation, circulation and reserves.

If these dictates are not followed, what would traditionally be *fair use* of copyrighted work in a face-to-face classroom setting, automatically becomes infringement in a digital learning environment.

For in-depth discussion of these issues, please visit
www.buzzgig.com

WORKSHOP TOPICS

Copyright Basics

- Why do we have copyright & trademark?
- Essential elements of copyright
- Duration of protection
- Ownership & transfer of rights
- Exclusive rights granted to an author

Teachers

- *Fair use* (it's not what you think it is)
- Guidelines for face-to-face teaching
- Online do's & don'ts
- Limits of *fair use*
- Creative Commons pitfalls

Technology

- Using technology's strengths in today's digital classroom
- Legal requirements for online learning
- Locking out exposure for infringement

Libraries & Archives

- Assembling and preserving collections
- Balancing scholarship with respect for authors
- Circulation - Copies - Access - Reserves

What Administrators Need To Know

- Formulating a campus-wide IP policy
- Copyright checklists for faculty & librarians
- Best practices for course development
- Building student respect for copyright

Mark J. Davis has been an attorney for over 35 years specializing in copyright and entertainment law and focusing on copyright and contract issues as they apply to musical artists, songwriters, record labels, advertising agencies and licensors of musical works.

A former Arbitrator for the U.S. Copyright Office, he has been Instructor of Music Business at Loyola University's College of Music & Fine Arts since 2001, educating music students about legal issues they'll face in the industry. He also teaches a graduate course in Copyright and Distance Learning at Northeastern University, Boston.

He has spoken to hundreds of educators across the country, and published *Legal Issues in the Music Industry* and *The Teacher's Guide to Copyright* 3rd edition.

What BuzzGig can do for you:

- Live presentations for administrators, faculty, librarians & staff
- Practical answers for common classroom & online scenarios
- Best practices for classroom & online learning
- Confidential review of school policies & procedures

For more information and pricing, please contact:
mjd@buzzgig.com
(318) 773-7864