Kent State University - Kent Campus

From the SelectedWorks of Jennifer Rice

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Selling the Stream: Getting the word out on digital media

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Available at: http://works.bepress.com/jennifer_rice/1/
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Jennifer Rice and Cindy Kristof

As online classes and content become more prevalent, streaming media is replacing a great deal of physical audiovisual material. One of the biggest challenges faced in this emerging field is publicizing the availability and access to faculty and staff and helping them decide how it best fits in their curriculum.

Advertising Around Campus
Our goal is to reach as many faculty members as possible to inform them about the streaming media options now offered by the Library.

We presented Beyond YouTube: Licensed Resources for Video Content at the Library Live! Conference held at the Kent State University Library on November 12, 2015. Sessions are offered on a variety of topics of interest to all types of library users including students, faculty, staff and library professionals. The Library Live! conference is a great way to meet other library users and learn about new and exciting trends taking place in the library field that benefit both library patrons, library faculty, and staff.

We worked with our Library Communications Office to design a marketing program for the new Kanopy Patron Driven Acquisition service. Advertising was placed on the library homepage, video monitors throughout the library, and on table top displays in study areas.

Selection Manager
What is it?
An internally-developed system to collate and organize requests for electronic purchases.

Our Workflow
Does the instructor need the entire film?
Yes
No
1. Licensing process
2. Invoke Fair Use
 Invoke TEACH Act

UNIVERSITY POLICY REGARDING USE OF COPYRIGHT-PROTECTED WORKS
University Counsel and University Libraries collaborated to create this policy, which supports our use of the TEACH Act, our Fair Use assessments, and underscores our good faith efforts.

Effective January 19, 2016 (Spring Semester)