

MEDIA PRODUCTION & SERVICES POLICIES

The academic community of High Point University receives priority in the nature, focus, and degree of services provided. Guided by its mission to serve as a curriculum support service, Media Resource Services as a necessity must serve the needs of the faculty and staff with a greater range of borrowing privileges and services than given the student population.

Therefore, all Media Resource services are available to the faculty, staff, and administrators of High Point University; whereas, services available to the student community of High Point University are qualified as follows:

Certain media materials in the collection are available to students for in-lab viewing use ONLY to ensure access and availability to faculty and staff. Other materials ARE available for student use, provided that the borrower maintains a good borrowing record with the Library and abides by the borrowing time restrictions placed upon the materials.

Production services available to students include and are qualified as follows: (1) transparency production and laminating of materials for classroom presentations and senior projects; and, (2) duplication of audio cassettes and video tapes which can legally be copied according to written licensing agreements or copyright permission and which are related to the student's current academic study.

Service extended to the students of High Point University does not include equipment check out.

Restrictions for providing service in the use of slide production and video film editing equipment is extended to the faculty and ONLY to students currently enrolled in the Video Production or Communication Courses at High Point University for the purposes of producing, editing, copying videos for course assignments and academic credit.

Media Services does not extend production services or borrowing privileges for loaning media materials or audiovisual equipment to students or faculty from other local colleges and high schools.

Anyone else wishing to use Media Resource Services will have to ask the Library Director for permission.

INTERLIBRARY VIDEO LOAN POLICY

Media Resources currently does not loan media materials or audiovisual equipment in its collection to other libraries for the following reasons:

- Our mission to provide for our faculty timely access to curriculum-based and classroom support resources
- the cost of these resources as well as replacement costs
- the potential for damage and loss
- the risk of losing items no longer produced
- there is not currently enough interest among other libraries to make the interlibrary loaning of media materials an efficient or cost-effective alternative.

LECTURE ROOM RESERVATION POLICIES

Screening/Lecture Rooms

Media Resource Services provides scheduling service for faculty and staff wishing to bring classes to the Library to use the screening/viewing lecture rooms. As an academic support service, the use of these rooms is restricted to classroom faculty-supervised use or conference use sponsored by a faculty or staff member of High Point University.

Faculty requests to book these rooms should be made well in advance to ensure their availability.

Reservations to use these rooms are made on a “first call /first serve” basis.

Requests to use these rooms must be made by a faculty or staff member, not by students. Faculty and Staff must be present with students when using these rooms. Students are not to be left unsupervised.

Students wishing to screen videos can do so in the Media Lab. Students requesting large rooms for social gatherings are prohibited from using these rooms and should be encouraged to find other accommodations at more appropriate places on campus.

Production/Editing Equipment

Service in providing the use of video editing and production equipment is extended to faculty and staff who gain permission from the English Department, and ONLY to students who are currently enrolled in the Video Production Communication Courses at High Point University for the purpose of producing, editing, copying videos for course assignments or academic educational purposes.

Scheduling is required for the following reasons: (1) the expensive cost of the video editing equipment (2) the Library’s responsibility to secure it from damage and misuse (3) its use in daily operations by the Media staff, and (4) the Library’s commitment to reserve the equipment for Video Production Students.

Scheduling for Video Production Students

Priority for using the production room is extended to Video Production students during hours of operation (daily from the beginning of the opening hour until one hour before closing). Video Production Students are asked to report to the Media Lab before accessing the production room.

Media Resources Services will keep a class roll provided by the Video Production Instructor as well as provide scheduling services for these students in the form of a weekly time calendar.

Special situations requiring the use of the Edit Room and use of the video editing equipment for educational purposes must be made by appointment with the Media Resources Librarian and only with the approval and permission of the English Department.

MEDIA SERVICES FINES/CASH TRANSACTIONS POLICY

Media Services will accept money for video and other audio-visual fines if and when the Media Services Librarian is available. The remainder of the time a library staff member must accept payments for fines.

In addition, no change exceeding more than a few dollars will be accepted for payment of audiovisual services (laminations, making transparencies, color printing, etc.). Payment must be made in the form of exact or near-exact cash amounts, or it may be posted in the form of a personal check made payable to High Point University with the payer's social security number written legibly on the check.

Fines for student check-outs are \$2.00 per day for 2-day loan videos. For reserve items, fines are \$.25 per hour.

OFF-AIR RECORDING AND SATELLITE RECEIVER USE POLICIES

The Satellite receivers are used to tape a variety of educational programming. They are the primary sources of programming for foreign language broadcasts as well as other curriculum-based programs.

Programming that requires off-air recording licenses are obtained by this Department. With licensing permits, tapes can be made and kept as a permanent addition to the Media video collection and continuously used in classroom instruction in compliance with copyright laws.

In compliance with off-air recording copyright guidelines, Media Services applies the following guidelines when NOT obtaining licensing permits for taping off-air recordings by nonprofit educational institutions:

1. Videotapes made may be kept only for 45 calendar days after the recording date and then erased.
2. The videotape may be shown to students only during the first 10 school days after the recording date. It may be repeated once for reinforcement or evaluation purposes only.

3. Off-air recordings may be made only at the request of an individual instructor and not in anticipation of a professor's request.
4. The same professor can request the program be recorded only once.
5. If several professors request the same program, duplicate copies may be made.
6. Off-air recordings may NOT be edited or combined with other recordings to create an anthology or a new work.
7. All copies of the recording must contain a notice of copyright as a broadcast.
8. Programs that are taped must have a direct relationship to the curriculum of the faculty member who requests such taping.

DUPLICATION OF COMMERCIALY PRODUCED MEDIA

NO audio or videotape will be duplicated unless the copyright holder gives specific written permission. Permission forms may be faxed to the library to the attention of the Media Librarian. No exceptions will be made.

Media Production Price List:	Labels--Floppy Disc \$1.00 / 9 labels
Audiotape Case—New \$1.00	Laminations \$0.65 per foot
Audiotape Case—Used \$0.50	Photo Paper Prints \$1.25 per page
Audiotape--New 60 Minute \$1.00	Projector Bulbs—ELH or EXR \$9.10
Audiotape--New 90 Minute \$1.00	Projector Bulbs—ENX \$10.85
Audiotape—Used \$0.50	Projector Bulbs—FXL \$11.89
Business Cards \$1.30 for 10	Transparency—Inkjet \$1.25 each
Black & White Prints \$0.10 per page	Transparency--Thermal (FOR TEXT ONLY) \$0.60 (clear) \$0.65 (color film)
CD-R (recordable CD), Blank, with Case \$1.00	Video Cases--Paper \$0.25
CD Case or Paper Sleeve \$.25	Video Cases--Plastic, Used \$0.50
Color Printing \$0.20 per page	Video Cases--Plastic, New \$1.00
Floppy Discs \$1.00	Videotapes--120 Minute \$3.75
Labels--Address \$1.00 / 20 labels, \$1.50 / 30 labels	Videotapes--60 Minute \$3.25

COLLECTION DEVELOPMENT POLICY FOR MEDIA SERVICES

This document is intended to be used as a guide to direct the Media Librarian in the selection, collection development, acquisition, dissemination, and discarding of audiovisual materials.
6/08/1999

Statement of Philosophy

The mission of the Department of Media Resource Services is to provide multimedia technology for creative instructional support for the faculty and students of High Point University. It is our hope that such support will continue to foster the tradition of academic excellence at the University.

Goals of the Department include:

- To provide, maintain, and develop a collection of media materials
- to support academic curriculum.
- To creatively meet the technological needs of instructors and assist them in presenting modern types of learning materials to their students using innovative forms of media.
- To facilitate the instruction of difficult concepts through the use of visual and audio images and stimulation, thereby increasing the efficiency of learning
- To provide, maintain, and acquire, as technology reasonably dictates, audiovisual equipment as instructional support in Lab, Screening Room, Classroom, and academic, on-campus Conference or Symposium uses.
- To provide service for and maintain equipment for the production of instructional materials and duplication of media materials in compliance with licensing agreements and current copyright regulations.

Community Served

The academic community of High Point University receives priority in the nature, focus, and degree of services provided. Guided by its mission to serve as a curriculum support service, Media Resource Services will serve the needs of the faculty and staff with a greater range of borrowing privileges and services than given the student population.

Therefore, all Media Resource services are available to the faculty, staff, and administrators of High Point University; whereas, services available to the student community of High Point University are qualified as follows:

Curriculum-dependent media materials are available to students for in-lab viewing use only to ensure access and availability to faculty and staff.

Production services available to students include and are qualified as follows: (1) transparency production, digital imaging, color printing, and laminating of materials for classroom presentations and senior projects; and, (2) duplication of audio cassettes and video tapes which can legally be copied according to written licensing agreements or copyright permission and which are related to the student's current academic study.

Service extended to the students of High Point University does NOT include equipment check out.

Service in providing the use of video editing equipment is extended to the faculty and students currently enrolled in the Video Production Communication Courses at High Point University for the purposes of producing, editing, copying videos for course assignments and academic credit only.

Service in providing the use of slide production is extended to the faculty and the students they specify.

Media Resource Services does NOT extend production services or borrowing privileges for loaning media materials or audiovisual equipment to students or faculty from other local colleges and high schools.

Anyone else wishing to use Media Services will have to ask the Library Director for permission.

Selection & Acquisition Processes

Smith Library employs the Media Librarian to coordinate the selection, acquisition, and discarding of AV materials in the Media Collection. Items considered for the collection are based on favorable reviews given by University faculty as well as reputable written and online sources. Selections are then given to the Technical Services Department of the Library to be cataloged, after which the videos are processed and shelved with the collection located in the Lower Level of Smith Library.

General Selection

Because the diversity of materials is so great, there is no one rule for Media selection. Examples of items that would be considered would be: films with artistic merit, historical documentaries, Public Television productions, informational or recreational materials, items recommended by professional review magazines and books, as well as suggestions provided by the University community. Smith Library Media Services will collect educational materials in formats ranging from computer software such as CD-ROMS to laser disc, VHS video, and DVD. Formats will change with technology.

A variety of multimedia equipment will also be collected to facilitate instruction as well as to assist students in multimedia presentations for course credit. Selections will be based upon the requests and needs of University faculty and students.

Selection by Subject

The selection of material by subject category will be based on demand for such items, the relationship of the item to the existing collection, and the cost of the item compared to comparable items on the same subject. Videotapes of a cultural, instructional, informational, and recreational nature will be considered. Acquisitions are limited to items for which an acceptable level of quality has been determined by one of the following:

General Guidelines for Selection by Subject:

- 1) By the recommendation of a qualified reviewer
- 2) Through recognition, such as prizes and awards
- 3) Materials from public television
- 4) In-house review by Media Librarian or other Library Staff
- 5) If any materials shall contain explicit content, yet have any of these other qualifications, such content will not be sufficient reason for rejection of the materials.

General Criteria for Selection by Subject:

- i.) relevance to community needs
- ii.) provides insight into human and social needs
- iii.) accurately presents factual information
- iv.) usefulness for the University community
- v.) satisfies public demand
- vi.) is produced with technical skill
- vii.) facilitates the learning process

Specific Criteria: Feature Films, Children's Programming

Feature Films. Feature films will be collected to serve the University community's need for recreational materials. Selection will be based upon recommendations and requests and should reflect a broad range of tastes and interests. Classics, long-term popular features, award winners, and musicals will be included; others, such as music videos and cooking videos will not be collected.

Children's Programming. Classic and award-winning children's programs and films will be collected for the purpose of evaluation and criticism as may be related to certain aspects of the University Education Department. Other children's films may also be collected for artistic value.

Collection Maintenance

Format Selection and Multiple Copies. Types of formats purchased should change with respect to long-range needs, restricted availability, and improvements made to format quality. Multiple copies will be purchased based on actual or anticipated need as well as availability of funds.

Replacement of Materials. Replacements will be based on 1) demand for the title, 2) number of copies, 3) existing coverage of subject/genre in the collection, and 4) availability of newer or better materials on the subject.

Weeding. Periodically the Audiovisual Collection will be inspected and weeded to maintain accurate, up-to-date information. The weeding of materials will be based on relevance to user needs, selection criteria, lack of use, physical condition, and datedness of information. Discarded items may only be retained for historical significance.

Evaluation. The Media Collection will be continuously evaluated in terms of circulation, content, relevance to the University community's needs, currency, and popularity. Continuous weeding and replacement of lost, stolen, or out-dated materials helps maintain a collection that reflects changing University needs as well as Library goals.

Gifts. Gifts will be gratefully accepted with the understanding that they become property of Smith Library Media Services. Gifts will be evaluated with the same criteria as purchased materials. Donors may not place any special conditions upon the loan or handling of the items.

Reconsideration of Challenged Materials

As part of a community comprised entirely of adults, Smith Library Media Services will limit the actions it takes resulting from complaints about the contents of audiovisual materials. In cases where complaints may be made about items dealing with topics that are sensitive or controversial in nature, every attempt will be made to ensure that the Media Collection also houses those materials reflecting the opposing points of said controversies. Individual complaints will be discussed on a case-by-case basis with the Director of Library Services and the rest of the Library Staff before a decision is made.