

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: Marketing and Communications
Ben Sullivan, Associate Director of Digital Solutions

SUBJECT: Webcast Publication	Page 1 of 3
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Policy Number: MC013	Supersedes: Web, New Media & Design webcast publication policy
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Effective Date: 06/15/16	Previously Issued: 9/17/2007
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I. STATEMENT OF POLICY

Loyola Marymount University supports the publication of online audio and video broadcasts (referred to as “webcasts”) in order to fulfill its academic, communications, and marketing goals. The University provides various resources for the creation, development, and distribution of institutional and academic webcasts. All webcasts affiliated with the University are subject to all existing laws, university policies, and the guidelines set forth in this policy.

II. DEFINITIONS

- A. A **webcast** is defined as a live or previously recorded audio and/or video event that is digitized and delivered using web technologies.
- B. **Web streaming** is a type of webcast. “Streaming” denotes a sequence of live images and/or sound that are sent in compressed form over the Internet and presented to the viewer as they arrive. Streaming media is played as it arrives, and requires the viewer to be connected to the Internet.
- C. A “**podcast**” is defined as a type of webcast. Podcasts are distinguished from webcasts, in that, they use a subscription model through which audio and/or video files are automatically downloaded to an end-user. Podcasts are intended for playback on mobile media devices and personal computers, and do not require that the user to be connected to the Internet for playback.

III. POLICIES/PROCEDURES

- A. Individual authors are responsible for the content of their webcasts.
- B. Individual authors understand that all webcasts accessed or hosted on the LMU network are neither private nor confidential.

- C. Webcasts may not include, nor link to online resources that, upon viewing, could create an intimidating, hostile, or offensive learning/working environment.
- D. LMU reserves the right to remove and/or restrict access to any and all webcasts at any time. In addition, the university may suspend and/or revoke an author's ability to publish webcasts at any time.
- E. Webcasts are subject to all existing university copyright, intellectual property, and release policies.
- F. An Institutional Webcast is an audio and/or video broadcast of a university-sponsored event that is distributed online. Examples of institutional webcasts include: recordings of commencement exercises, marketing and recruitment activities, athletic events, development, student life, and administrative events. The university has delegated the coordination and oversight of institutional webcasts to the Office of Marketing and Communications. Academic and personal webcasts are more specifically defined below and are not considered to be institutional webcasts for the purposes of this policy.
- G. An Academic Webcast is defined as an audio and/or video broadcast in support of a course, program, and/or any other curricular event that directly supports teaching, learning, and research. Academic webcasts are typically sponsored by faculty, academic departments, or programs. The university has delegated the coordination and oversight of academic webcasts to the Office of Academic Technology.
- H. A Personal Webcasts is defined as all other audio and/or video broadcasts that are not considered institutional and/or academic webcasts. Personal webcasts that are published by LMU Community members are not associated with the university and may not be published through the university's online distribution channels. Personal webcasts are subject to the following restrictions:
1. Personal webcasts may not use official university logos or marks.
 2. Personal webcasts may not include video with identifiable university landmarks or locations.
 3. Personal webcasts may not include audio, video, or text that gives the impression that it is representative of the university and/or otherwise making statements on behalf of the University, or any unit of the university.
 4. Personal webcasts may not imply any LMU sponsorship or affiliation.
- I. Appropriate Use and Content: Institutional and academic webcasts are subject to all existing university policies, including the Web Resources Policy, which contains the following sections that relate to webcasting: General Understandings; Appropriate Use; Appropriate Content; Advertising; and Policy Violations and Oversight. Please see this link <http://www.lmu.edu/copyright> for the complete policy.

- J. Webcast Standards: The University acknowledges that all public webcasts contribute to the image and perception of the institution. Therefore, webcast standards have been created to ensure the university's webcasts are consistent with the university's mission and goals and reflect the best practices in online media publication. Webcasts that do not conform to the currently published standards may be removed or unpublished at any time.
1. Podcast/Wedcast Publication: The university maintains a single point of entry for all hosted podcasts. All hosted institutional and academic podcasts must be accessed through the university's iTunes podcast library located at <http://itunes.lmu.edu>.
 2. Point of entry for the publication of all institutional and academic webcasts is determined at the university's discretion.
 3. The university determines the visual design, layout, and other considerations associated with the appearance and access to all webcasts and directory listings.
 4. The university maintains audio/video standards that may include production, editing, and overall quality guidelines. All academic and institutional webcasts must adhere to these guidelines if they are to be distributed through the University's network.
- K. Copyright
1. All webcasts must adhere to current university copyright and intellectual property policies.
 2. Webcasts may not be reproduced or distributed without prior written consent. Any use of audio/video other than non-commercial use is prohibited. Federal law provides severe civil and criminal penalties for the unauthorized reproduction or distribution of copyrighted material. Criminal copyright infringement is investigated by the FBI and may constitute a felony.

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