



## VIDEO ROUND TABLE (VRT)

### PPR: Promoting and Programming in Academic Libraries

After years of obtaining films with PPR (Public Performance Rights) many libraries have acquired quite a collection. How do we communicate to faculty, students and student organizations that we have these films that offer another lens to investigate subjects and topics? Our panel of academic librarians and media distributors will share their experiences and lessons learned, and open up the discussion for Q&A. **Please note:** the purpose of this program is to discuss promotion and programming of legally licensed PPR activities; this is not a discussion on the nuances of public performance rights

### THE PANEL

- Jane V. Charles, MA, MLIS, Faculty Librarian, Professor of U.S. History, Florida SouthWestern State College, Rush Library, Fort Myers, FL [jcharles@fsw.edu](mailto:jcharles@fsw.edu)
- Danny Costa, Licensing Editor, SAGE Publications Inc. [danny.costa@sagepub.com](mailto:danny.costa@sagepub.com)
- Stephanie Mathson, MLIS, MA, Instruction/Reference Librarian & Associate Professor, Central Michigan University, Mt. Pleasant, MI [maths1sm@cmich.edu](mailto:maths1sm@cmich.edu)
- Meredith Miller, Director of Educational and Non-Theatrical Sales, Tugg, San Francisco, CA [meredithm@tugginc.com](mailto:meredithm@tugginc.com)
- Junior Tidal, Assistant Professor, Web Services and Multimedia Librarian, New York City College of Technology, CUNY, Brooklyn, NY (member, VRT) [meredithm@tugginc.com](mailto:meredithm@tugginc.com)
- Iorraine wochna: Moderator, Reference & Instruction Librarian, Alden Library, Ohio University, Athens, OH (member, VRT) [wochna@ohio.edu](mailto:wochna@ohio.edu)

### PUBLIC PERFORMANCE RIGHTS (PPR)

Our definition of PPR: Public Performance Rights (*for the operation of this panel discussion*)

- When we talk about **public performance rights**, all that we're really talking about is:
  - **the right >To show or perform a movie >outside of a normal circle of family or acquaintances aka the public.**
- Since many academic libraries acquire media to support the curriculum, and face-to-face teaching is exempt from purchasing PPR, many academic libraries do not typically secure PPR with video purchases. *See 17 U.S. Code Section 110 of Copyright Law*
- However, many distributors of **educational** videos include PPR in the purchase price.
- What this means for faculty, students or student groups is that films with PPR may be screened in or out of the classroom, as long as the screening occurs within a campus venue and no admission is charged.
  - NOTE: All PPR licenses are not created equal. Talk to your media librarian, acquisitions librarian, a VRT member or the distributor to establish the criteria for screening a film with PPR.
- *Feature films are NOT legal to show out of the classroom. If you are interested in screening a feature film for an event, contact one of the major companies responsible for permissions. (see References)*

### SIX PERSPECTIVES ON ENGAGING WITH PPR

- Partner with Interested faculty and their research area; collab with arthouse (Iorraine)
- Focus on surrounding community needs (Junior)
- Pick a film that addresses a controversial issue; collaborate with faculty & filmmakers (Jane)
- Reach out to student organizations and provide basic knowledge of PPR. (Stephanie)
- Support filmmakers making good films – but not screened in the usual venues; how vendors can help (Meredith)

- Steps for vendors to help librarians promote PPR (Danny)

## References in presentation

1. Laura Jenemann, presentation on Public Performance Rights, ALA 2014
2. deg farrelly, Streaming Media LibGuide, Arizona State University, <http://libguides.asu.edu/publicperformance>)

**There have been many useful libguides created by Film, Media and Video librarians, including ALA fact sheet.**

- deg farrelly, Arizona State University, <http://asu.v1.libguides.com/publicperformance>
- Stephanie Mathson, Central Michigan University, <http://libguides.cmich.edu/videos>
- Jeff Pearson, University of Michigan, <http://guides.lib.umich.edu/c.php?g=283194&p=1886553>
- ALA, Video and Copyright Fact Sheet, <http://www.ala.org/tools/libfactsheets/alalibraryfactsheet07>
- How do I find out if a movie has PPR: (great list from Enoch Pratt Library, Baltimore MD) [http://www.prattlibrary.org/locations/sightsandsounds/?id=11096#Vendors\\_with\\_PPR](http://www.prattlibrary.org/locations/sightsandsounds/?id=11096#Vendors_with_PPR)
- Jenemann, Laura. Public Performance Rights Management in Academic Libraries: <http://conference.ifla.org/past-wlic/2011/161-jenemann-en.pdf>

## List of Educational Distributors who frequently include PPR with license:

Many of the links above will take you to lists of educational film distributors.

## Securing Public Performance Rights for Feature Films:

- Swank Digital Campus: <http://www.swank.com/>
- Criterion Pictures, USA: <http://www.criterionpicusa.com/>
- Kino Lorber: <http://www.kinolorber.com/>

**VIDEO ROUND TABLE:** <http://www.ala.org/vrt/>

## Mission

The Video Round Table (VRT) provides leadership within the American Library Association (ALA) on all issues related to video collections, programs, and services in libraries. The VRT supports video advocacy within ALA, within the profession, and within our libraries. We understand 'video' to include all formats, analog and digital; multimedia that includes video content; and the network delivery of digital or digitized video. The VRT will work with other organizations within ALA to promote video collections and services in all types of libraries. The Video Round Table is committed to forging strong alliances and relationships with the film and video production and distribution community to ensure the continuation of a diverse, high-quality universe of video programming.

Please direct questions or comments to [vrtwebsite@lists.ala.org](mailto:vrtwebsite@lists.ala.org)

## **VRT BUSINESS MEETING, Monday June 29, 8:30-12:30 Moscone 124(N)**

Please join the Video Round Table's (VRT) Executive Officers and Board in this open business meeting. VRT members and nonmembers are welcome.

New Membership info: <http://www.ala.org/vrt/initiatives/vrtnewmembers/vrtnewmembers>

