CCUMC Adopts Librarians' Code, Retires Previous Fair Use Guidelines

Posted by Patricia Aufderheide [1] on January 29, 2013

The Consortium of College and University Media Centers (CCUMC) [2] has endorsed [3]the Association of Research Libraries' Code of Best Practices in Fair Use for Academic and Research Libraries [4]. CCUMC members routinely help faculty and staff decide on how to stream video, make digital displays and exhibits, and build digital collections.

CCUMC's decision to endorse the #librarianscode is important not only because it joins some of the most prestigious library associations in higher education, including The American Library Association, The Association of College and Research Libraries, The Music Library Association, The Art Libraries Society of North America, The College Art Association, The Visual Resources Association.

Old Guidelines Retired.
It's also important because the CCUMC previously hosted guidelines (often known just as the "CCUMC Guidelines") on fair use that inadvertently made their members' work harder and unnecessarily constrained applications of the law. Those guidelines told media center managers they could only use "up to 10% or 3 minutes, whichever is less" for "motion media," for instance--when in fact fair use is a case-by-case decision with no numerical restrictions. Sadly, they have traveled far and wide, especially in the K-12 environment.

CCUMC has now officially retired those guidelines, and instead encourages its members--and the many institutions throughout the nation that now are letting the outdated guidelines keep them from getting work done well--to use the #librarianscode.

"We believe that the guidance provided by the Code is a valuable and comprehensive tool for clarifying current fair use needs and practices, and holds great weight because the higher education community at large has deemed these guidelines acceptable. We encourage our members to apply the Code's guidance on the limitations, precautions and reasonable applications of fair use when using media materials," CCUMC's board told its members.
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