Annual Report and Recommendations of the Radio and Television Committee, 1966-67

I. The general responsibility for all radio and television activities of the University of Wisconsin - Milwaukee is vested in the Radio and Television Committee. (AS-5.219, P. 32)

II. Committee Activities.

A. In response to the Athletic Department's request, the Committee concluded its preparation of a Statement of Policy Relating to Commercial Broadcasting of UWM Athletic Events.

B. In response to the UWM Codification Committee's request, the Committee completed a self-study of functions and membership. Recommended changes in AS-5.219 concerning functions and membership were submitted to the UWM Codification Committee.

C. The Committee received reports of Radio and Television activities from the UWM Director of Radio-Television and Related Services and from the UW Extension Assistant Director of Instructional Services.

D. The Committee concluded its preparation of a Statement of Policy Concerning the Development and Use of Recorded Instructional Materials.

III. Recommendations

At the April 9, 1964, meeting of this Faculty, this Committee presented a Proposed Statement of Policy Regarding Compensation for Radio and Television Broadcast Participation by Faculty Members. (UWM Fac. Doc. #267, Appendix A) No action was taken at that time.

On January 13, 1966 the UW Faculty (Madison) approved a report presented by the UW Radio and Television Committee, "Policies Concerning University Development and Use of Recorded Instructional Materials" (UW Fac. Doc. #42), and a copy of this document was received by the UWM Radio and Television Committee.

During the past year this Committee has worked to prepare a statement for submission to the UWM Faculty. Although the Committee recognizes the possibility that some aspects of this document may lie outside the normal jurisdiction of the Committee, we believe that the matter is of such importance that consideration by the UWM Faculty is warranted. The Committee is therefore placing this document before the UWM Faculty with the following recommendations:
that the UWM Faculty approve the following statement, "Policy Concerning the
Development and Use of Recorded Instructional Materials," and that this state-
ment be forwarded to the appropriate administrative officials of the University.

POLICY CONCERNING THE DEVELOPMENT AND USE
OF RECORDED INSTRUCTIONAL MATERIALS

I. As the unit faculties of the University, utilizing University resources
and facilities, create and make use of recorded instructional materials,
problems arise concerning the rights and responsibilities of the University,
of the several units, colleges, schools and departments, and of the individ-
dual faculty members involved in the preparation, ownership, and use of
these materials.

A. Recorded instructional materials are here interpreted to mean original
films and slides and electronically produced materials recorded on
video tape and similar devices, except when the following circumstances
exist:

1. All materials used in the preparation are furnished at the
personal expense of the faculty member.

2. No released time or other compensation has been furnished to the
faculty member for the expressed purpose of preparing the materials.

B. Routine use of regularly assigned University facilities such as office
space or equipment should not be construed as giving the University a
proprietary interest in the recorded materials. Recorded materials
prepared when the foregoing circumstances exist, are comparable to
lecture notes and other personal teaching materials and remain the
personal property of the faculty member.

II. The conditions involving the use of recorded instruction should in no way
change the basic academic freedoms to which any faculty member is entitled.

A. A complete unit of recorded instruction is an academic document.

Hence, like any other scholarly work, it should bear the name of its
author, his institutional affiliation, the date when it was recorded, and appropriate acknowledgements.

B. A member of the faculty should not be expected to participate in the development of recorded instruction unless he consents in advance to such participation.

IIII. The faculty is encouraged to experiment with new media in teaching and to attempt to improve both instructional efficiency and instructional quality.

A. A faculty member may apply to the appropriate administrative agencies for a grant-in-aid to provide reduced teaching load and to obtain technical facilities for the making of recorded instruction (either new or revised) for his course. The time and effort required for the initial planning of recorded instruction should be recognized when providing the faculty member with a reduced load. The amount of reduced load requested during the period of making the recordings will be determined by the extent and type of development required and the estimated time needed for completion of the project.

B. The faculty member teaching a course has the same responsibility for the selection and presentation of materials and of points of view in the recorded material as he has when he teaches it in the traditional manner. The same is true when a series of recorded demonstrations is prepared by a group of faculty members.

C. The faculty member is responsible for obtaining necessary clearances for non-original content materials of all kinds used in the recordings.

D. When a faculty member wishes to use recordings in a given course, the University should, when practical, provide him with the special facilities needed for transmitting, receiving, viewing, or listening, as well as with the usual adjuncts of clerical assistance, library resources, etc., commonly made available.
E. The faculty member and, when appropriate, the department will determine the extent and the manner in which recorded instructions will be used in courses offered in resident instruction.

F. When a department has given approval for the use of recorded instruction in a given course, it then becomes the prerogative of the faculty member teaching the course at a given time to decide whether or how to use any available recordings to best educational advantage. Using the usual methods of assigning teachers to courses, the department would be expected to allow a teacher to benefit from having recorded certain materials by periodically assigning him to teach a course in which he can increase his efficiency and that of the department by using the recordings. The frequency of this assignment will be determined within the department on the basis of the variety of factors that ordinarily influence teaching assignments.

IV. The faculty should have primary responsibility for determining the educational and instructional policies of the University governing recorded instruction.

A. The University and faculty member(s) making a recording share in the proprietary rights to the recording, each recognizing the other party's rights in the use of the recording. Generally, the University's rights arise from its contribution of research and project assistants, and its furnishing equipment and production facilities; the faculty member's rights arise from his original contribution to the content of the recording. If either of the two parties plans a use of the recording within the University of Wisconsin system other than in the course or specific departmental curriculum for which it was made, he will obtain written permission from the other party. (Departmental approval of such may also be necessary or appropriate in certain instances).

If either of the two parties plans a use of the recording outside the

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University system (e.g., rental to a publisher), the written agreement between the two parties should stipulate distribution of fees or royalties which may accrue. Because of the great variance in extent and manner of possible instructional usage of recordings (including variance in cost factors), an all-encompassing policy on copyright and fee distribution is not feasible, except one which recognizes the proprietary and traditional rights of both parties.

B. Should, however, royalties be charged for the loan or purchase of recordings, the funds derived therefrom should be used primarily to provide more adequate financial support for instruction within the college or school sponsoring the development and use of the original recorded instructional materials. This support may take several forms including an appropriate allocation of royalties to the teacher-author or to other instructional resources. The precise terms of this allocation should be included in the written agreement between the faculty member and the University, and these terms should be consistent with the general provision for the making of such allocations as established by the faculty.

C. Provisions should be made for control by the individual faculty member(s), and, when appropriate, by the department, over the future use and distribution of recorded instructional material and for its periodic review by the original teacher-author, or by an appropriate departmental faculty body to determine whether it should be revised or withdrawn from instructional use because of obsolescence.

D. The faculty member who creates recorded instructional material has the prerogative of withdrawing or replacing the material in total or in part. When withdrawal of materials jeopardizes or terminates a schedule course, the faculty member shall notify the department of its withdrawal in the semester preceding withdrawal, thirty days prior to the date on
which the department must submit timetable copy for the semester in
which withdrawal will take place.

E. Should a faculty member who has recordings of his own materials de-
posited with the University for any reason leave the employment of the
University, he can, with appropriate notice (see Sec. IVD) withdraw
the use of these recordings. If he gives permission, the recordings
may be used at the discretion of faculty members and departments in-
volved. If neither a withdrawal nor permission is executed (e.g., in
the case of the death of the faculty member), the recordings may be
used not beyond two years.

V. Departments which formulate statements of principles governing the use of
recorded instruction within their departments should deposit a copy of the
statement with the Secretary of the Faculty of the appropriate unit.

VI. The provisions of this document do not apply to recorded instructional
materials created prior to May 11, 1967 and deposited with the University,
unless the author and the University so stipulate.

RADIO AND TELEVISION COMMITTEE

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