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Desperately Seeking Copyright — Copyright Permissioning Permeates Library Operations



by **Edward Colleran** (Senior Director, Rightsholder Relations, Copyright Clearance Center, Danvers, MA) <ecolleran@copyright.com>

Re-use of published content is central to the life of colleges and universities, and until recently most people on campus relied on librarians to provide both the content and permission to reuse it. But Internet technologies have placed increasing power in the hands of faculty and staff to access and distribute published information. And just as information access has moved beyond the library staff to faculty and administrators, so too has the responsibility for securing copyright permissions.

So we've seen a two-step process in the development of information and library applications and Web services that succeed in the academic market. First, the new product is launched. Then, after its effectiveness and popularity have been proven, vendors integrate copyright permission capabilities within the product.

Most vendors and academic institutions realize that applications which make it easy to find, combine and share vast amounts of copyrighted information must also make it easy to respect the copyrights of publishers and authors. That's why many application vendors and Web services providers work hard to add copyright functionality that holds users within the product's workflow that discourages them from moving to other applications to meet their needs. Delivering automated copyright capabilities supports at least two core objectives of product designers: promote customer product loyalty and enhance customer satisfaction.

The result: colleges can better ensure campus-wide copyright compliance, and fewer library staff resources are spent on the time-consuming and tedious task of securing permissions.

Lets review several significant examples:

Course Management Systems

The **Blackboard Academic Suite** is used by more than 1,200 academic institutions, and last year the **Copyright Permissions Building Block** for the **Blackboard Learning System** was made available. It enables faculty and staff to quickly obtain licenses to post copyrighted text-based content within **Blackboard** when developing electronic course materials. This integration also allows permissions to be routed directly to the librarian, who can apply fair use guidelines or check for existing re-use rights held by the institution before securing the permission. Other course management system vendors are working on similar solutions.

Coursepack Automation Systems

Coursepack production software, such as **Xerox FreeFlow** and **Alto Imaging's ADP** application, allow copy shops and print services to obtain permissions when assembling coursepacks for the printing. Copyright requests are submitted through the application. As the compiled document is assembled, the system displays permissions and royalty fees, and saves the bibliographical information, making it easier to re-secure permissions for subsequent reprintings.

Abstracting and Indexing Services

Scopus is the largest abstracting and citation database of research literature. It recently added copyright licensing capability directly within the search results, so faculty and librarians can quickly get permissions upon finding the content they need.

In all of these ways, copyright permissioning has become ubiquitous within automated library and information delivery applications for the academic world. As Internet and technology solution vendors make content acquisition easier, I expect the trend of placing copyright permissions at the point of content re-use to gain even greater momentum.

“... Internet technologies have placed increasing power in the hands of faculty and staff to access and distribute published information.”

Library Applications

Electronic reserve systems, such as **Docutek ERes** and **Atlas Ares**, and interlibrary loan systems, including **OCLC ILLiad**, have integrated copyright permissions that enable librarians to secure copyright licensing as they prepare content for e-reserve posting or, in the case of interlibrary loan borrowing, after the content has been received.

Link Resolvers

Major link resolvers — **Ex Libris SFX**, **SirsiDynix Resolver** and **Innovative Interfaces WebBridge** — offer librarians and staff the ability to get copyright permissions once they've located text they need in e-reserves and other course materials.

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All of these travelers produced classic travel accounts, and all of them wrote extensively about the indigenous peoples they encountered as part of the natural histories of the areas they explored. In most cases, the cultures they recorded were changing so rapidly that no better records could later be made. The challenge now is to interpret the best available information without preconceptions.

Gene Waddell is College Archivist at the College of Charleston and author of Charles-

ton Architecture, 1670-1860 (Wyrick & Co., 2003). This is the third of a series of three articles about travel accounts and their value for anthropology and as works of literature. The first was "American Life in the 19th Century: Unabridged Travel Accounts by Audubon, Olmsted, and Twain" (ATG, Jun. 2005) and the second "In Indian Territory" (ATG, Nov. 2005). All three articles were based on a lecture given at the Charleston Library Society on 17 Feb. 2005. He has written two earlier articles about architecture for ATG. All five articles have emphasized the neglected potential of primary sources for research and teaching and the need to make the best possible versions more widely available.

Predicting High-Circulating Titles from page 93

However, it may be that by using one of these pieces of software, we could discover even more attributes of high-circulating titles and then begin to build a sophisticated model that could examine new titles as they came out — and predict which will circulate at what kind of library.

Version 3?

Stephen Abram is leading the **SirsiDynix** study of library users in his **Personas** project. **Personas**, as he defines them in the talk he gave at **Computers in Libraries** this year, "... are hypothetical representations of a natural group-

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