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**Transcript**

* 1. cultureexhaustsanyonebyprocsilas,http://www.flickr.com/photos/procsilas/343784334/ Open Access GLAM: CC and the Public Domain for Galleries, Libraries, Archives and Museums Jessica Coates Global Network Manager, Creative Commons National Library of Australia May 2014
* [2.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-2-638.jpg?cb=1400412561) Institutions are already sharing – we know the benefits of being online
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* [8.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-8-638.jpg?cb=1400412561) Larry Lessig by Robert Scoble, http://www.flickr.com/photos/scobleizer/2236177028/ CC BY 2.0
* [9.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-9-638.jpg?cb=1400412561) AUSTRALIA part of the Creative Commons international initiative CRICOS No. 00213J
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* [18.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-18-638.jpg?cb=1400412561) Licence Elements Attribution – credit the author Noncommercial – no commercial use No Derivative Works – no remixing ShareAlike – remix only if you let others remix
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* [22.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-22-638.jpg?cb=1400412561) http://creativecommons.org.au/infopacks/findingmaterial
* [23.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-23-638.jpg?cb=1400412561) More than 500 million CC objects on the internet Almost 300 million photos on Flickr alone
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* [30.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-30-638.jpg?cb=1400412561) 1. Public domain works 2. Materials with easy permissions 3. Institution's own copyright 4. Orphan works? low hanging fruit Sunrise Orangr by Don McCollough, CC BY http://www.flickr.com/photos/69214385@N04/8509517971/in/photostream/
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* [32.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-32-638.jpg?cb=1400412561) how? Bad practice to claim copyright in PD works (even high quality) - Bridgeman v Corel Don't use terms of use to try to restrict – probably not effective and bad practice Ownership of object =/ right to prevent copying Users not subject to donor agreements Do mark works as PD - use CC's PD Mark (it has metadata) Use CC0 to make things PD if you have the rights If cautious use custom statement - eg “no known rights” Make it work for you – Eg Rijkstudio – 150,000 PD works, high res, commercial use; massive publicity (competition), community, sales (see also Powerhouse, Pratham Books)
* [33.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-33-638.jpg?cb=1400412561) with permission you can do anything if you have the copyright owner’s permission sometimes seems an insurmountable barrier (orphaned works) can be a useful tool for easy materials, eg: new donations; material produced for library (eg digital storytelling); material with a single identifiable copyright owner Watch out for. . . copyright infringement in third party materials :/ - http://www.flickr.com/photos/angelltsang/30211494/ Build copyright into donor agreements, with OA as an option - giving copyright owners a choice can have positive results Work with donors/community to create OA native materials Build OA into your outreach initiatives – make it work for you
* [34.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-34-638.jpg?cb=1400412561) Tropenmuseum It was an easy way to…engage new audiences…[and] spread the stories from the collection…In the end I think more people will visit the museum and look online. – Susanne Ton, Manager of Multimedia Production, Tropenmuseum http://www.youtube.com/user/wikimedianl#play/all/uploads-all/0/4aPatvL5kvo http://en.wikipedia.org/wiki/Tropenmuseum http://en.wikipedia.org/wiki/Battle\_of\_karbala http://en.wikipedia.org/wiki/File:Iran\_Battle\_of\_Ka museum of the tropics, Amsterdam “crowdsourced” open access - invited public to photograph collections and upload to Wikicommons (under CC BY-SA) 350+ photographs now on Wikicommons for use by museum and on Wikipedia – with link back
* [35.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-35-638.jpg?cb=1400412561) institution’s copyright Materials produced as part of an officer’s employment owned by the institution These can be made available on terms of your choosing Institutions produce large amounts of material that isn’t monetized and can be easily licensed eg catalogue descriptions, articles, policies, educational materials Doesn't have to be all or nothing – licence part, raw, low res (eg Al Jazeera) Powerhouse Museum collection record http://www.powerhousemuseum.com/dmsblog/index.php/2009 Watch out for. . . third party content; restrictive internal policies – knee jerk restriction of material without good reason Think about who you want to use the material and how - work out your license from there Think about compatibility – eg if you want materials to be used on Wikipedia they must be CC0, BY or BY-SA
* [36.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-36-638.jpg?cb=1400412561) data Increasingly important - for sharing, discovery, data=mining Very low hanging fruit – often not covered by copyright, where is owned by institution Do license your data – international rules are too variable to rely on public domain Best practice is CC0 – to ensure maximum compatibility and prevent attribution stacking – norms can ask for attribution (Europeana, Harvard, British Library) Next best CC-BY – if really want attribution to be legal requirement or are concerned about uncertainties in Oz law (OCLC) Watch out for. . . restrictions on remix which silo data eg ShareAlike
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* [38.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-38-638.jpg?cb=1400412561) Before you license, think: What do you want to license? Who do you want to use the material, and when? Are you choosing the right licence? Do you have the rights to license the material? Are you using anyone else’s material? Are you sure? You can't change your mind (or not easily) Thinking Hot by Lisandro Moises Enrique available at http://www.flickr.com/photos/latente/2041435108/ under a Creative Commons Attribution 2.0 licence
* [39.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-39-638.jpg?cb=1400412561) final messages you can make your collection available – look for the easy steps think carefully about how you’re licensing and why – don’t just assume you should (or can) lock things up think about costs of current system – could pro-active clearance create efficiencies? think about new business models – could open access be a benefit? think about licensing ethics – should you restrict access? access adds value – something locked in a filing cabinet is no good to anyone
* [40.](http://image.slidesharecdn.com/openaccessglam-140517021624-phpapp01/95/open-access-glam-cc-and-the-public-domain-for-galleries-libraries-archives-and-museums-40-638.jpg?cb=1400412561) Thanks creativecommons.org.au Unless otherwise noted this slide show and all materials in it is licensed under a Creative Commons Attribution licence. For more information see http://creativecommons.org/licenses/by/3.0. CarpetedcommonsbyGlutnix,http://www.flickr.com/photos/glutnix/2079709803/CCBY2.0, http://creativecommons.org/licenses/by/2.0/deed.en