



BARROW COUNTY SCHOOL SYSTEM

HANDBOOK FOR SCHOOL MEDIA SPECIALISTS

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Superintendent

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Introduction

This handbook, which is mandated under the BCSS policy IFBD, is a compilation of procedures and information developed to aid in the operation of school media programs in the Barrow County School System.

Selecting Materials

The media specialist has the primary responsibility for selecting materials with input from administration, staff, and students.

The following guidelines apply:

- The school media center collection should be systematically developed to support and enrich the state mandated curriculum objectives.
- There should be a balance in coverage of subject, types of materials and variety of content.
- Materials should represent diverse opinions and cultures.
- Materials should be appropriate for the content area and for the age, emotional development, ability level, and social development of the students for whom the materials were selected.
- Materials should be current and up to date.
- Materials should meet high standards of quality in factual content, artistic and/or literary value, and presentation.

Reconsideration of Materials

An occasional objection to a selection will be made by members of the public despite the care taken to select valuable materials for student and teacher use and the qualifications of persons who select the materials. If a complaint is made, the procedures are as follows:

1. The person requesting reconsideration shall be given a reconsideration form to be filled out ([PDF](#); [Google Form](#)). All objections for reconsideration must be made on this form. A copy of the completed form will be forwarded to the Testing and Data Coordinator.
2. The school official receiving the complaint will explain how materials are selected and how the process of reconsideration is handled in the Barrow County School System. This will be done in a courteous manner; the person receiving the complaint will not voice any personal opinion.
3. The request for reconsideration will first be considered by the school level media committee. This committee shall examine the questioned material in view of the complaint and shall give the principal and complainant a written report within fifteen working days. The Testing and Data Coordinator will also receive a copy of the report.

4. If the complainant wishes to appeal the decision to the system level media committee, he or she may do so by furnishing a letter to the principal within ten working days after the date he or she is furnished with the decision of the school level media committee. This committee shall render a written decision within fifteen working days of receiving the complaints.
5. If the complainant is not pleased with the system level committee's finding, the matter may be appealed to the Board of Education by furnishing a letter to the Superintendent within ten working days after the date the complainant is furnished with the decision of the system level media committee. The Board of Education, with input from the system level media committee and complainant, shall render a final decision of the matter within thirty calendar days of receiving the complaint.
6. For the purposes of this policy, all appeals and decisions shall be deemed to have been furnished or served on the date of hand delivery or on the date of deposit in the U.S. Mail by certified mail, return receipt requested. The address found on the completed reconsideration form shall be used for all materials to be furnished to the complainant.

Gift and Non-School Owned Materials

Materials may be donated for consideration to the school media center. Upon donation, materials become the property of the school media center, and the school media specialist reserves the right to use the materials as is seen fit. Gift and non-school owned materials shall be judged by selection criteria and shall be accepted/used based on those criteria. While all donations are appreciated, materials that are outdated or unusable will be recycled. Monetary gifts will be used at the discretion of the school media specialist based on the needs of the media program.

Complying with Copyright Law

Copyright and Fair Use in Education is not simple. It is suggested that media specialists refer to Gary H. Becker's [Copyright: A Guide to Information and Resources](#). Although it is simplistic to give a summary of copyright, here is an outline of a few of the general rules.

Photocopying

You may reproduce single copies of the following:

- a chapter of a book
- an article from a periodical or newspaper
- a short story, short essay or short poem
- a chart, graph, diagram, cartoon, or picture per book or periodical or newspaper (copyrighted, syndicated cartoon characters may **not** be copied)

You may reproduce multiple copies of the following:

- a complete poem if less than 250 words
- a complete article, story or essay of less than 2,500 words
- one chart, graph, diagram, *cartoon, or picture per book or periodical issue
- all preceding must bear the copyright notice

Limits to the preceding:

- copying is made for one course only
- one work from a single author
- copying of “consumable” works, i.e. workbooks, exercises, standardized tests, test booklets and answer sheets is absolutely prohibited
- limitations above do not apply to current news periodicals, newspapers and current news sections of other periodicals

Videotaping

The right to tape off air applies only to non-profit, educational institutions. Programs taped must be used directly for instruction and not for entertainment. Teachers may tape broadcast programs off-the-air for educational purposes. They must be shown within the first 10 days and erased after 45 days. “Broadcast programs” are defined as those programs transmitted by television stations without charge to the general public. (Pay services such as HBO cannot be taped.)

Computer Software

Computer programs, whether software or CD-ROM, can only be used on one machine at a time. You must purchase additional copies or licenses if the software is to be used simultaneously on other machines. Computer presentations (multimedia) used in public presentations outside the school classroom should not contain copyrighted materials (graphics, sound, video, etc.).

Public Performances

Music performances and play productions held after-school generally require the teacher to purchase performance rights for the production (especially if the audience is required to pay to attend). Copying of sheet music and play booklets is prohibited unless materials have been ordered but not received.

Internet

Educators and students are advised to exercise caution in using digital material downloaded from the Internet. Some works are copyrighted and some are in the public domain. Please cite all sources for downloaded text, graphics and sound including author, title, place, date, web address, etc.

How much can you use?

10%, at the most. This means 10% of words or 1,000 words, whichever is **less**; 10% of copyrighted music, but not more than 30 seconds; 10% of video footage or 3 minutes, whichever is less; 10% of photographs or illustrations from a published collective work or 15 images, whichever is less. Also, no more than 5 images by a single artist or photographer may be reproduced into an educational multimedia project.

Request permission when in doubt or if use will extend beyond the classroom. For example, if you want to post a student's project to your website).

Taken with permission from Gary H. Becker's Copyright: A Guide to Information and Resources, 2nd edition, 1997.

Wording of Copyright Notices

The wording of the following copyright warning notices is part of the operational directives of the Copyright Office in Washington. The signs are available commercially from library supply houses and are usually printed in large black letters on yellow poster board and laminated. The wording is not copyrighted. Any institution could produce their own posters, signs, notices, etc. incorporating the wording.

Warning in a Self-Service Area

This warning notice should be posted, in a highly visible manner, by each copying machine or device capable of reproducing copyrighted materials that is unattended.

NOTICE

The copyright law of the United States (Title 17, U.S. Code) governs the making of photocopies or other reproductions of copyrighted material. "The person using this equipment is liable for any infringement."

General Warnings

This is a copy of an example of a general statement that may be posted, provided in the form of a handout sheet or affixed to materials with a sticker label.

NOTICE

**Computer, CD-ROM, laser disc and videocassette programs, audio recordings, books and periodicals are protected by copyright law (Title 17, U.S. Code)
Unauthorized use or copying may be prohibited by law**

Resources

<http://www.copyright.gov/>

Developing Flexible Media Center Access for Students and Teachers in Groups or as Individuals

"The library media program requires flexible and equitable access to information, ideas, and resources for learning." Information Power. American Library Association. 1998

- Collaboration and flexible scheduling are needed for a quality and effective K-12 media center instructional program.
- Flexible scheduling extends the use of the library media center, and its resources, at the point of need by individuals, groups, and/or classes.
- Flexible scheduling ensures that media specialists can fulfill their professional responsibilities.
- Flexible scheduling allows collaborative planning by library media specialists and classroom teachers to integrate information skills and literature into the classroom curriculum.
- State Board Policy 160-4-4-.01 states that local school media programs have a plan for flexibly scheduled media center access for student and teachers throughout each instructional day. The GMSEI (Georgia Media Specialist Evaluation Instrument) states on page 38 that "during instructional activities in the media center for an entire class, the classroom teacher should remain with the class."
- An effective Library Media Specialist is an educator, information specialist, instructional partner, and program administrator. Library Media Specialists are part of a team within the school building that can make a difference in students' lives and help those students achieve and succeed.

Collaborative Planning of Multi-Year Plan for Budget and Service Priorities and Annual Evaluation of Media Center Services

School-level media committees will meet at least once a year to discuss the short-term and long-term goals for services and budget, identifying needs, evaluating the effectiveness of the media program, and recommending modifications. Each media center will have a 3 year plan for budget priorities.