

Guidelines for Internet Streaming of ECASD Events

ECASD staff often have opportunities to showcase and share events with families and the community via live streaming. Below are guidelines for supporting this outreach. If staff need assistance with the Internet streaming process, they should enter a Help Desk ticket for support (i.e. account creation, uploading instructions, use of Wirecast, etc.). Staff interested in Internet streaming should plan ahead for their event, as coordination of services is required (i.e. web page embedding, video equipment, Wirecast license use, training the operator of the equipment and software, etc.).

Athletic Events

ECASD staff may stream live athletic events via Wirecast. **The exception to this rule is the WIAA Tournament Series, to which rights are already reserved.** Video recordings may be posted to the ECASD Ensemble account or the employee's ECASD YouTube account. The download option for Ensemble must be disabled. The video frame should focus on the event, excluding the spectators as much as possible. Students on the opt-out list should not be featured in the recording.

Musical or Dramatic Performances

ECASD staff may stream live performances via Wirecast. Video recordings may be posted to the ECASD Ensemble account or the employee's ECASD YouTube account. The download option for Ensemble must be disabled. The instructor must also comply with all copyright laws. Students on the opt-out list should not be the focus of the recording.

ECASD staff do not have the rights to distribute a musical or dramatic performance of copyrighted material (physical or digital), unless all of the material in the program is in the public domain. Note that there is a legal, Fair Use difference between streaming a performance and distributing a recording.