



# Beyond the Book

A podcast series on the business of writing and publishing

Presented by special arrangement with



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## “Global Copyright Challenges”

An interview with  
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Guest host  
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COLODRON: As more information professionals are called on to be copyright experts in their organizations, they increasingly need to deal with international copyright issues. How can they best ensure that end users incorporate academic and government settings, have access to copyrighted material while respecting the intellectual property rights of content creators?

Hello, and welcome to RightsDirect’s first of a series of podcasts on European and international copyright and publishing issues brought to you under special arrangement with CCC’s *Beyond the Book*. My name is Victoriano Colodron in Madrid, Spain, and I work for RightsDirect, the European subsidiary of Copyright Clearance Center.

Next month, the Special Libraries Association – SLA – takes up the challenges of global copyright at its 2011 Annual Conference to be held in Philadelphia. Joining me today from Swindon in England is Geraldine Clement Stoneham, board member of SLA Europe, to talk about the copyright-related challenges facing special librarians and information professionals. Welcome to *Beyond the Book*, Geraldine.

CLEMENT STONEHAM: Hi, Victoriano.

COLODRON: Let me first introduce Geraldine to our audience. Geraldine is corporate knowledge and information manager at the Medical Research Council, a publicly funded organization in the U.K. dedicated to improving human health. She started her career



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working for an investment bank as a researcher. She moved into the legal sector in 2001 and worked as an information manager for a large international law firm based in London until 2009 when she joined the Medical Research Council. Geraldine has a broad experience in knowledge and information management and among her many interests is the role that information professionals play in supporting strategic business objectives.

So Geraldine, you are a board member of SLA Europe and also the individual responsible for the organization of the copyright session in the SLA conference next June. Could you please start by telling us a bit about the Special Libraries Association and its international chapters?

CLEMENT STONEHAM: Yes. Hi, Victoriano. It's a great pleasure to be given this opportunity to talk about SLA, SLA Europe and our special session. SLA stands for Special Libraries Association and is an international association that was first founded in the U.S. just over 100 years ago, and has a longstanding tradition of supporting information professionals in non-public settings, whether it's corporate, government, academic or anything that is not a public library and supporting their needs as professional and the further education needs and their sort of professional activities.

As well as having a heavy sort of a membership base in the U.S., because that's where the association started from, the SLA has also a number of international chapters across the globe. SLA Europe, as the name sort of indicates, is the European chapter, but we also have a chapter in Asia, in Australia-New Zealand, in the Arabian Gulf and a big one in South Sahara, Africa.

COLODRON: I think we now should let our audience know a little more about this session on copyright that you have put together at SLA. When and where will it exactly take place and who will the speakers be?

CLEMENT STONEHAM: So the session will take place at the SLA Annual Conference, which is happening in Philadelphia in June. The actual date, the 14<sup>th</sup> of June, is a Tuesday and it's 10 a.m., just in case someone wants to take note to make sure they're going to be there. And I think we're really fortunate because we've got a great panel of speakers that have accepted to attend our session.

First, we've got a representative of RightsDirect, Kate Alzapiedi, who will give us the angle of copyright management from a licensing point of view, and also looking at copyright material and how to manage the copyright on existing material, so things already in existence.

We have also invited Mike Linksvayer, who is the V.P. of Creative Commons. He will take the angle of advice on copyright for creative content and also showing how a sort of alternative way of managing those rights and IP on other material can be handled.



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So that's kind of highlighting the sort of bigger picture around the issues and ways of managing them.

And then I've got – I've invited a number of representatives from the different geographical areas who will give more of a sort of a case study of how locally these issues are being addressed. So we have Dr. Al Jabri and David Hirsch (sp?) who will prepare together a presentation on how these issues are being concentrated and managed in the Arabian Gulf area, where obviously, the legal system is very different. I think we don't know so much about how copyright is managed in those circumstances.

We'll also have a representative from the Asian chapter, Jay Bhatt, who will give the perception and the way it's handled sort of in Asia. I think it's going to be a little bit difficult. I'm talking about Asia as a whole, but she might target her presentation on some of the countries that she's more familiar with. It's obviously being dependent on the legal system. I think that's one of the problems. It's very different in different countries.

And finally, we'll have a representative of SLA Europe, who's Andrew Clark, who will give a perspective of how we've handled it within an organization who has international offices and managed to sort of launch an education program, an awareness program, around copyrights across all their offices.

And the session will be chaired by Nerida Hart, who's a knowledge manager and comes from the Australia-New Zealand chapter. So all the various areas, our sort of non-North American chapters of SLA will be represented.

COLODRON: Well, it's really an impressive panel. It's going to be an impressive panel. And I would be curious now to know why did you at SLA think that it would be important to devote some time to discuss copyright issues during your conference? What is the goal of this special session? Of course, we can guess from the list of panelists that you just mentioned, but if you want to add something about the specific goal of the session.

CLEMENT STONEHAM: I think there's probably more than one, but fundamentally, it's raising awareness of geographical, cultural and legal differences. I think it's often easy enough to assume that the rules that apply in your own country are valid for content that has been created in another country or in other legislation, or that they apply to all your offices wherever your colleagues are located.

And as increasingly colleagues, members of SLA work within sort of international organizations or have international connection through visiting scholars in their university or collaboration across borders, we found that the necessity of addressing the sort of global element, the international element, was quite important.



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COLODRON: Yes, and we'll come back to that in a minute, but before discussing that in depth, I would now like to ask you, Geraldine, what is typically the role of information specialists and librarians as copyright experts in their organizations and what are their main challenges and needs as such?

CLEMENT STONEHAM: I think there's probably, I would say, at least three areas where information specialists and librarians have always played a role but maybe, because the issues are more at the forefront of people's mind nowadays, that they have to play an increasing role within their organization. And I also split them in three with first advising on the use of existing information, and that can be within a corporate. We purchase information and we purchase subscription. We have access to information freely on the Web and more and more employees are kind of uncertain of how they can use that material.

There's also within the academic sector an increased interest in having repository with academic papers and how to store those papers and what are the rights around them. Can we retain them? Can they be reused? It's existing material, but then the librarians are often in charge of hosting the repository within the sort of copyright rules, so they get a lot of questions.

And in connection with the academic sector and possibly also corporate in certain areas that are moving to the sort of next sort of tier of advice that they need to provide, which is to create sort of information. And I think that is an area where it's growing, where through electronic media, almost everyone can be a content creator now, but how that content is protected for a start or what are the ways of making sure that the IP is protected. But also, again, how can the information be reused to create new content and so on, and with sort of mash ups and new websites being put together, aggregated and all of that, that creates a whole new range of issues that often, information professionals are advising on.

And then finally, the last area, I think, is around the negotiations, whether it is with an organization like RightsDirect or other ways directly with publishers and so on. But often information specialists now are having to sit at the table and negotiate those licenses and those rights and they have to understand what the options are, what the opportunities are, but also what the restrictions are.

COLODRON: Yes, absolutely. Would you say, Geraldine, that information professionals then are more aware now than five years ago about copyright compliance issues?

CLEMENT STONEHAM: I don't know whether they're more aware. I think certainly in my experience in the U.K., the awareness amongst informational professionals has always been very high. I think the main difference in the last five years is that the context and the information environment has changed a lot. Maybe 10 years ago, going back to days of paper and printed copy of material, I think people were aware that there was a basic set of



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rules that could be followed, whether it was no more than 10 percent of a book or just one article in a journal that you were allowed to physically make a copy of.

With the increase of immediately available digital information, there's the complexity around each individual (inaudible) licenses, what's freely available on the Web but is freely to read but not to reuse. So the environment is more complex.

And I think there's an increased awareness possibly in users, because it is making the news now that someone has been reusing material and just posted it in YouTube and they're being sued by somebody, or someone has been publishing – I think I read an example a few months ago about a cookery magazine where, actual fact, the publishers had been routinely collecting recipes from blogs and had no awareness that actually those blogs were protected. It wasn't just a matter of helping themselves.

So I think the environment is more complex and then everyone, I think, is slightly more aware and they just are, I think for good reasons, coming to their local information specialists or librarian for advice.

COLODRON: Yes. So awareness is higher now. We could agree on that. But it's not only about awareness, but also about information, and I would say education. So do you think that the offer of education opportunities about copyright for info pros and librarians has improved in the last years? And in any case, what's still missing about education, copyright education?

CLEMENT STONEHAM: I think there is often quite good provision for local requirements, and SLA's a good example where there is a special course running on our Click University, which is the online program. But that course is very much focused on U.S. law and U.S. issue around copyright. In the U.K. there are organizations who will run courses in information, but again, it will be focused on U.K. law.

And I think the element of international and how these things then apply across borders is still not very well covered and there's opportunity there. If you were asking me for my dreams of online system or something, it would probably be a cross between a sort of a Wikipedia of copyright law but with an element of more a drop-down menu with standard questions with – then I can pick a jurisdiction and then it will give me the answer.

I did say it was my dream system, because I know that realistically it's very difficult because with anything to do with legal requirements, there is all the nuances of different jurisdictions.

COLODRON: Yes, but it's definitely an interesting idea. Let me propose you to come back to the international aspect of copyright, because as you were explaining earlier, almost everyone these days has to work internationally, and this happens more and more in many



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kinds of organizations, but perhaps it is more the case in academic institutions with a global audience or in multinational corporations with employees in many countries. So how does this globalization of the work environment affect copyright compliance and risk management for the information specialists?

**CLEMENT STONEHAM:** I think it has a huge impact, particularly because often large organizations, sort of multinational corporations have got an aspiration to manage risk as one entity. Because of the legal requirements being so different in different countries, it's often quite difficult to come to a fundamental agreement. And I know of some examples where in order to have a sort of consistent policy across maybe 40 jurisdictions, an organization had to make a statement and kind of take the high risk that was in one of those jurisdictions and apply it across the board just to make sure that nothing wrong was going to happen, if you like. But that was very limiting for other jurisdictions where actually, the rules were slightly more relaxed.

And because it's so embedded in the culture, it's very difficult sometimes to get that message across jurisdictions where – well, in some jurisdictions, there is no limitation of what can be copied or be used. So I think that's a problem. And often that awareness is with the information professionals, but not automatically with the decision makers that are taking those measures around risk management, and trying to get that message across and that it does matter can also be potentially be a challenge.

**COLODRON:** Right, absolutely. So that gives us a very clear idea of the challenges and we could perhaps now talk about the solutions. We at RightsDirect, for instance, we are committed to providing licensing information and education solutions for the specific challenges that international copyright poses on corporations. Geraldine, what would your take be on the tools and resources that info pros and librarians need in order to face those challenges?

**CLEMENT STONEHAM:** I think at the moment, there is – well, down the way, there isn't that much available. If I was going to look for reliable information, probably my first port of call would be someone that I know is an expert or – it's finding the sort of authentic advisor that can be trusted. I think everyone has their own interpretation often of some rules that are not sort of clear cut.

And you'll find that often, the copyright and law textbooks have been designed for lawyers rather than practitioners in information management, so then we get the whole jargon around the legal elements. And really, I think what information professionals are after is practical advice, case studies, examples in that case, this is what we would apply or that case, this is the type of license that you might be able to purchase, rather than the sort of the theory behind the (inaudible) legislation that is in place.



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COLODRON: Yes. Thank you very much. You've given us lots of ideas in this conversation. So let me tell you, it's been really a pleasure to have you on *Beyond the Book* today, Geraldine. Thank you very much for being with us.

CLEMENT STONEHAM: Thank you for having me.

COLODRON: And for more information about this special session at the SLA annual conference in Philadelphia, you can go to [www.sla.org](http://www.sla.org).

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My name is Victoriano Colodron in Madrid, Spain. For all of us at RightsDirect and Copyright Clearance Center, thanks for listening to *Beyond the Book*.

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