



Missouri Evergreen Media Piracy Policy

Adopted -

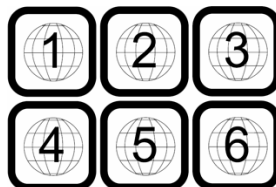
Media Piracy Policy Purpose

Following legal statutes against the piracy of copyrighted materials and in conformity with ethical standards for library professionals, Missouri Evergreen will not allow pirated or “bootlegged” media in the shared catalog. Library staff will exercise due diligence in ensuring that media added to the catalog have been released and are legally available for circulation. Library materials selectors make resource decisions based upon professional training, knowledge of community needs and interests, and their own library’s established selection criteria. Within the purview of this selection process, if pirated materials are inadvertently purchased and/or imported into the catalog, the owning library will delete such materials immediately upon becoming aware an item is not legitimate.

Selection guidance

To spot counterfeit media materials from the item, consider checking the following before ordering and/or circulating:

- The cover design should be the same as the movie being sold through a reliable outlet. Variations to the cover art could be suspicious.
- Look for misspellings and the image quality of the art on both the cover and disc surface. A variation in colors could be indicative of it being photo edited or photocopied.
- Look for trademarks, copyright information, IFPI codes, studio logos. Also look at the disc surface for the official DVD and Blu-ray logos. Counterfeit artwork and/or discs will often be missing this information.
- Look at the region in which the disc is encoded for. For DVDs, the United States is region 1 and for Blu-rays, it is region A. Region 0 means that it has no specific coding and often is associated with pirated materials. All region codes are shown below for reference.



It is recommended that every Missouri Evergreen library have access to at least one computer that has a DVD drive so the contents of media can be checked. To spot counterfeit media materials from the content of the item, consider checking the following before circulating:

- The most obvious way to spot a counterfeit item from the content itself is the quality. If the DVD/Blu-ray is originally made, you will see a very clear picture and sound performance. If it looks blurry or distorted in any way and the sound is not clear, it is likely a counterfeit.
- When placed into the disc drive of a computer, if the size of the disc is lower than 5GB, it is likely a counterfeit product.

****REMEMBER:** Websites that use third-party sellers (Amazon, eBay, Walmart, etc.) are most often the origin of the materials in question. There must be research and scrutiny of materials when ordering from these vendors. Just because something is available to buy on these sites does not automatically mean it's a legitimate product.

Evaluation criteria (steps Cataloging Committee will take to evaluate items)

The following steps will be taken by the Cataloging Committee to evaluate questionable items:

- Owning library's cataloger and director will be informed at the beginning stages of evaluation that item(s) owned by them are being researched for authenticity.
- Looking at the dates cataloged, the item(s) will be researched to see if it was available for purchase from legitimate vendors around that time.
- Item(s) will be researched to determine if it was ever released for purchase.
- Owning library will have the chance to provide evidence of legitimate purchase if they dispute an item deemed to be counterfeit.

Procedure from removal from Missouri Evergreen shared catalog

While determining whether an item is counterfeit material, the Cataloging Committee will take the following steps:

- The bibliographic record and/or items will be hidden from the public catalog and pulled from the shelves during the evaluation.
 - If the item is currently checked out, a hold, set to the top of the holds list, will be placed for the Consortium Cataloger.
- The Cataloging Committee will take no longer than 7 days from the date the item was received by the Consortium Cataloger to determine its authenticity.
- The Cataloging Committee will keep a log of all information related to any questionable items, including but not limited to the library that added the item.

If an item is deemed to be counterfeit material, the Cataloging Committee will follow these steps for the removal of the item from the Missouri Evergreen shared catalog:

- Contact the cataloger and director of the owning library, asking for the item to be removed from the catalog. The Missouri Evergreen Executive Board and Cataloging Committee will be CC'ed on this email as well.
 - Item(s) will need to be removed from the shared consortium catalog within three (3) business days of sending the email.
 - Time allowance will be given if the item is currently checked out.
 - If item(s) is not removed within three (3) business days, a follow up email will be sent.
 - If item(s) still haven't been removed after the follow-up email, the Missouri Evergreen Executive Board will be in direct communication with the library director to assure the item is removed from the catalog.
- If a library is a repeat offender of adding counterfeit materials to the shared catalog, the Missouri Evergreen Executive Board will be in direct communication with the library director to assure proper procedures are being followed to attain library materials.