

MUSIC DEPARTMENT

Streaming Policy

This policy is of relevance to students and staff

Version number 3

First approved on

Approved by Operations Board

Written by James Alexander

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Last Amendment

Date of last amendment

The purpose of this policy is to provide guidance to the decision making process when the Music Department considers the possibility of streaming a performance or class. Approved performances will be streamed via eStream, Facebook Live, School's You Tube Channel or School Website as appropriate

The Policy will cover both live streaming and delayed (edited) broadcasting of approved Music events

1. Currently all public Music Department performances are recorded for archive purposes and most of these recording will be made available to students and staff via eStream.
2. The recording of Masterclasses is subject to approval from the Head of the relevant Music Department, and in most cases these recordings are only available to view by those students who performed in the Masterclass. There are some cases when the profile of the Masterclass provided is such that the masterclass warrants a wider audience and in this case the recording is only made available after editing and approval from both the Head of Department, visiting artist/s and students concerned.
3. For the purpose of this policy it is to be noted that streaming (either live or delayed) is an exception to the rule and not a given.
4. The decision to stream a performance will be granted by the Music Performance Committee in discussion with the relevant Head/s of department, Audio Visual and Marketing. The proposed timeline for these decisions and discussions will be the last Performance Committee meeting of each term, taking into consideration the music events being forwarded to Marketing for the next events guide.
5. In making this decision the Music Performance Committee will consider the following
 - a. That the streamed performance will in no way be detrimental to students learning (E.g. In the case of masterclasses, a student is required to take risks and experiment with performance and technique

which they may not wish to make public.)

- b. The nature of the performance
 - c. The guarantee that the performance will be of a suitable and expected standard. The Performance Committee reserve the right to cancel a planned streaming event should rehearsals or other factors raise concerns about the quality or relevance of the streaming.
 - d. That the streamed performance will match the audience and Marketing requirements as set out below
6. That streamed performances will meet the following marketing needs
- a. Is suitable for student recruitment and/or profile raising of the School
 - b. Has the potential to reach a suitable and extended audience base
 - c. Meets reputational criteria, eg. is representative of the School's diverse community, handles sensitive content appropriately
 - d. Is filmed and edited to a high standard, and showcases the School's work in the best way possible
7. The Performance Committee will also consider the following requirements before committing the School to a streamed event
- a. That permission from external performers and conductors is a given
 - b. That the work is either out of copyright or streaming copyright has been granted at a cost which the School deem both affordable and acceptable
 - c. That the performance is relevant to the School's needs in terms of point 6 above
 - d. That the performance does not breach any School policy on discrimination or access

8. Excepting where there are rights conditions, Marketing will determine the length of time any streamed performance will be available to the general public and on which platform the performance will be made available.
9. Signage must be arranged by Front of House/Facilities to inform audiences that filming is taking place, and to direct any concerns to the appropriate duty manager.
10. The decision of the Performance Committee will be deemed final.

A process flowchart is located on the next page

Streaming Policy flowchart

DEPARTMENTAL LEVEL

Planning: identify possible performance for streaming

Review performance in consideration of
Marketing & Recruitment

School messaging

Suitable repertoire and content

Standard of performance and visiting artist involvement



MUSIC OFFICE/EVENTS GUIDE

Planning: venue and overall season view

Performance Committee agenda

Additional information:

Rights & Permissions

AV, PV & Marketing



RIGHTS & PERMISSIONS

Conductor (permission granted should streaming be approved)

Visiting Artist (permission granted should streaming be approved)

Performance & Streaming rights



AV & PV

(additional budgets required should streaming be approved)

Staffing

Additional Equipment

Additional Budgets



MARKETING

Notification of a Streaming request going to Performance Committee



PERFORMANCE COMMITTEE

Rights & budget (review permissions and approve budget)

Performance level and standard

Represents School's values, messaging, marketing & recruitment

Student learning

Approve or Reject



PERFORMANCE COMMITTEE DECISION TO:

Department

AV, PV & Marketing

Library

Conductor

Visiting Artist



**STREAMING DECISION INCLUDED IN EVENTS GUIDE SPREADSHEET &
ASIMUT (if approved)**



FRONT OF HOUSE/FACILITIES (if approved)

Audience notices