The Leader in e-Safety Education

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MEMES, MASHUPS & MEDIA MISCHIEF

SUGGESTED GRADE LEVEL: 3-5

About Memes & Modern Culture

Internet memes have had a major impact on popular culture. People share ideas, strange dance styles and comical concepts through new media. Participation in these social phenomena presents new issues concerning ownership and copyright laws. Digital media trends, mostly transmitted through social networks, can cause some copyright confusion. Once a piece of digital media has gone viral, exercising intellectual property rights can be difficult to enforce.

Overview

In this lesson, students will recognize different Internet memes passed along through the Internet and be able to distinguish between memes that transmit non-copyright material (ideas, styles or behaviors), and digital content that contains copyrighted material. A read-aloud story in Sock Puppet Nation illustrates this topic in an age-appropriate manner. Sock Puppet Nation character Violet writes a parody to the 2013 YouTube viral video "The Fox" as performed by the Ylvis brothers (music by Stargate). Students will examine the different types of licenses and be able to identify the licenses that relate to Violet's predicament. After a demonstration of how to use the ASCAP "ACE" tool to find contact information of the music publishers, students will complete a permissions letter that simulates requesting permission from the copyright owner in order to make copies of a copyrighted song during a school performance.

Goal

As students closely examine Internet memes with reference to copyright laws, fair use and cultural trends they will generate a balanced perspective between the rights of the content owner and the innovative use of digital media.

Suggested Time Allowance: 45 minutes

Objectives

Upon successful completion of this lesson, students will be able to:

- identify popular Internet memes
- discuss the importance of media in modern culture
- relate creative work in memes to intellectual property
- conclude that a person needs a license to use copyrighted music in a video

Prior Knowledge

Evaluate students' background knowledge of Internet memes. Pose some examples that the students may recognize. Allow students to share some of their own examples. At this point, refrain from direct feedback as to whether students' answers are correct or incorrect. Gauge the students' level of understanding based on whether or not the answers fit the definition of a meme.

Ask: Has anyone ever heard of a meme?

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Meme concepts: planking, photo bombing, selfies

An Internet meme can spread through a:

- digital image or GIF (Examples: Condescending Wonka, One Does Not Simply)
- video (Examples: Dramatic Chipmunk, Evolution of Dance, Harlem Shake)
- cartoons and animations (Examples: Nyan Cat, Rage Comics)
- photo (Examples: Success Kid, Grumpy Cat, LOLCatz)
- words and phrases (Examples: Skyrim phrases)
- music (Examples: The Fox, Friday by Rebecca Black, Gangnam Style)

Introduction

Today we are going to explore a trend that is part of our Internet culture. Who has heard of the song "The Fox?" In this story, Violet, a puppet from Sock Puppet Nation (SPN) creates a new work based on the work of the Ylvis brothers.

Read Aloud *Violet's Spin-Off of "The Fox"*

Discuss the story. (See Discussion Guide)

Analyze the Six Rights of Copyright presented in the discussion.

The Six Rights of Copyright

1. The right to **make copies** of written work, sound or video recordings
2. The right to **distribute** (e.g., sell, lend, give away) copies to the public
3. The right to **make derivative works** – new works based on the original
4. The right to **publically perform** literary, musical, dramatic, and choreographic works, pantomimes, movies and videos.
5. The right to **display** the copyrighted work for the public
6. The right to **transmit** digital sound recordings to the public

Determine the licenses that Violet needs in the following situations.

Music artists, publishers and record companies can exercise their copyrights. Violet needs to get permission.

- **Does Violet need a licesnse to perform the song at school?**

  No. A school is a non-profit organization.Violet does not need a performance license from ASCAP.

- **Does Violet need a licesnse to record the school performance on CD and give copies away to teachers and parents? What type of licenses does she need?**

  Yes. Violet needs a mechanical license because she is using the music composition from the publisher in her recording. Violet also needs a master license because she is using a sound recording from the record company.

- **What type of licenses does Violet need to use the instrumental music from "The Fox" as background music in a YouTube video?**

  Violet needs a synchronization license because the video recording uses a sound recording by a music publishing company. The music publisher also issues synchronization or a synch license.

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Activity: Learning to License

Ask: How can we help Violet get the permission she needs to make copies, distibute and make a derivative work?

The process for getting permission to use musical works involves two sets of rights. Sheet music and lyrics are written works. Sound recordings are mechanical copies. Although some songwriters are independent and publish music on their own, most songwriters give publishers the rights to a song in exchange for royalties. You will need to contact the publisher to get permission to use the song. The record company usually owns the rights to the music file on MP3 or on a CD. You will need to get permission from the record company in order to use a copy of the recording. Sometimes you will need to pay a fee.

ASCAP

The easiest way to find contact information is through Performance Rights Organizations like ASCAP. ASCAP does not give mechanical, master or synch licenses but they do have information about the music publisher. Visit **www.ascap.com**

The Harry Fox Agency

The Harry Fox Agency manages recording rights for most music publishers. **www.harryfox.com/**

According to Harry Fox Agency, "If you are manufacturing and distributing copies of a song which you did not write, and you have not already reached an agreement with the song's publisher, you need to obtain a mechanical license. This is required under U.S. Copyright Law, regardless of whether or not you are selling the copies that you made." (HFA, 2014)

In order to make and distribute CDs of the performance, Violet needs a mechanical license.

Contact Information: (Use for the Permission Letter)

The Harry Fox Agency, Inc

40 Wall Street

6th Floor

New York, NY 10005-1344

Demonstrate how to search for contact information from the music publisher and record company.

Walk through these steps as a class. Then, the students will help Violet get permission from the music publisher and record company by completing a sample permission letter.

1. Visit the ASCAP site **www.ascap.com**
2. Go to the ACE research tool. **https://www.ascap.com/Home/ace-title-search/index.aspx**
3. Click on Performers and type YLVIS in the search window.
   https://www.ascap.com/home/ace-title-search/index.aspx
4. Click on "The Fox." (Work ID: 885915819)
5. Show the publisher's contact information. (EMI Music Publishing LTD)

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6. Go to the website where Violet purchased the MP3 file to find the name of the record company that owns the rights to the master recording. (iTunes, Google Play or Amazon Music)

   Example: **https://itunes.apple.com/us/album/fox-what-does-fox-say-single/id690233609**

   Record Company: Warner Music Group

7. Contact the Record Company: **http://www.wmg.com/contact**

➔ Guided Practice: Asking Permission

Write a sample letter to the "licensor" requesting permission to use the instrumental sound recording of "The Fox" in a CD. Address the letter to the Harry Fox Agency. Use the words from the Word Bank to complete the letter.

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Letter of Permission

_____

_____

_____

_____

Re: Gold Toe Middle School Performing Arts Club

Dear _____,

The Gold Toe Middle School Performing Arts Club is presenting a _____ play at our school. We want to use the _____ music from the song "The Fox" in our program. The students have written new _____ to the song. We understand that playing a _____ work is allowed in _____, but not in a _____ place. We also understand that we must ask _____ to make copies of _____ music and to give the copies away. We _____ the rights of the copyright _____. So, we ask for permission to _____ the performance and give copies to the students, parents and teachers at our school. Since we are a school, we do not have money to pay a large _____. We ask to use the _____ for free. Please let us know if you will charge a fee. Will you let us know as soon as possible so that we can make changes to our production? Please sign on the line below if we have permission.

_____
License Granted

Sincerely,

Student _____

Teacher Advisor _____

Contact Us:

Gold Toe Middle School

123 Fuzzy Way

Sock Puppet Nation, i-SAFE

54321

Word Bank: permission, school, lyrics, public, copyrighted, instrumental, musical, Licensor, owners, published, respect, music, royalty, record

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READ ALOUD

VIOLET'S SPIN OFF OF "THE FOX"

Violet nearly unraveled with glee when she watched a music video by Ylvis entitled "The Fox." When she showed the ShoeTube video to her friends from Gold Toe Middle School, everyone hooted and chortled. For weeks, the socks at school chimed the comical lyrics up and down the halls. Some socks even mimicked dance moves as they sang. They shared the ShoeTube video with their family and friends who shared the video with their friends, and so on. In a few short weeks, the video had almost 43 million views! Not only did the socks at Gold Toe Middle School take part in passing along a popular Internet meme, the silly song was soon to become a source of artistic inspiration for Violet.

Mr. Cotton, Violet's Language Arts teacher, had been teaching a unit on poetry. In class, Violet read a number of poems that followed different rhyme schemes. On one particular day, Violet learned about a new form of literary expression—lyric.

"Like poetry, lyrics are a form of creative expression. As with poetry, lyrics follow a rhythmic language pattern based on a number of syllables and the stressed or unstressed syllables. Sometimes lyrics have a rhyme scheme and sometimes they do not. Songwriters use words to create images and capture ideas and emotions. Lyrics can tell a story, share an opinion, or entertain. If you listen closely to the lyrics of a song, you will recognize a pattern. Usually, a songwriter will form the song with a verse, bridge and chorus. One major difference between writing lyrics and writing poetry is that the songwriter set the words to music. Your assignment tonight is to write your own lyrics to a song," instructed Mr. Cotton.

Violet was impressed. She had always thought that poetry was just about rhyming words. She never really considered words to a song as a form of literary art. At lunch time, she began to rhyme words in her mind—fox, box, socks…clap, tap, flap—and daydream about the music video by Ylvis. A creative spark lit Violet's imagination. Immediately, she snatched up her pen and jotted down each rhythmic word as the electronic sound of "The Fox" played harmoniously in her mind. And thus, a new song was born.

The next day, Violet handed a copy of her song "What Does the Sock Say" to Mr. Cotton. He peered down.

"Hmmmm…looks like you have created a parody of a popular Internet meme," observed the teacher. Violet wasn't sure what he meant by those words, but she guessed it was something good because, as he read the lyrics to the spinoff of "The Fox," Mr. Cotton chuckled and snorted before bursting out into belly-shaking laughter. "Ylvis is a hilarious duo. I thoroughly enjoyed their music video. Stargate and M4SONIC also produced some catchy electronic beats. This spin-off of their song really tickled my funny bone. Well done, Violet," exclaimed the amused teacher, "Imitation truly is the sincerest form of flattery. I'd like to hear these lyrics set to the tune of 'The Fox.'" So, Violet went home that afternoon and asked her parents to download the instrumental version of "The Fox" onto their mobile device. The next day, Violet performed the song in front of her class.

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DISCUSSION GUIDE TO VIOLET'S SPIN OFF OF THE FOX

- **Who did Mr. Cotton mention as the music composer for "The Fox?"**

  Stargate and M4SONIC

- **Who wrote the lyrics and performed the music video for "The Fox?"**

  The Ylvis brothers wrote the lyrics and performed the original music video.

- **Are the lyrics for "What Does the Sock Say?" copyright? Who is the owner?**

  Violet's work is protected by copyright because written lyrics are literary art in fixed form. Violet is the original author of the lyrics for "What Does the Sock Say?"

- **What part of the song does not belong to Violet?**

  Violet did not create the instrumental music for the new song. She based her work on the tune of "The Fox." The original music artists have the copyrights to the music.

- **Where is Violet allowed to use the music for "The Fox" in a performance of her own version of the song?**

  Yes: *In a face-to-face classroom or for a non-profit organization.*

  No: *In a public place such as the Sock Pop. The sound recording from "The Fox" is a copyright protected work. The rights holders can collect royalties from the performance. Violet must get permission from the owners before she can play the music in public place.*

- **Is Violet allowed to record the school performance and give copies to the parents, teachers and staff at the Gold Toe Middle School?**

  Violet should ask permission from the rights holder of the sound recording (mechanical license) and the rights holder for the musical composition.

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ANSWER KEYS

Answer Key - Letter of Permission

The Harry Fox Agency, Inc

40 Wall Street

6th Floor

New York, NY 10005-1344

Re: Gold Toe Middle School Performing Arts Club

Dear ***Licensor***,

The Gold Toe Middle School Performing Arts Club is presenting a ***musical*** play at our school. We want to use the ***instrumental*** music from the song "The Fox" in our program. The students have written new ***lyrics*** to the song. We understand that playing a ***copyrighted*** work is allowed in ***school***, but not in a ***public*** place. We also understand that we must ask ***permission*** to make copies of ***published*** music and to give the copies away. We ***respect*** the rights of the copyright ***owners***. So, we ask for permission to record the performance and give copies to the students, parents and teachers at our school. Since we are a school, we do not have money to pay a large ***royalty***. We ask to use the ***music*** for free. Please let us know if you will charge to a fee. Will you let us know as soon as possible so that we can make changes to our production? Please sign on the line below if we have permission.

Answer Key - Learning to License

1. **Help! Violet recorded her performance of "What Does the Sock Say?" and uploaded the video onto a site like YouTube. She used a purchased copy of "The Fox" as background music. What type of license does violet need to use a sound recording in a video?**

   Violet wrote her own lyrics, but she used a copyrighted recording in her video. YouTube has a tool called Content ID will flag the video for removal. Violet could lose her YouTube account after three strikes. Violet needs a synchronization or "synch" license to use this sound recording in a video.

2. **Violet wants to make copies of her school performance of "What Does the Sock Say?" on CD. What are the two types of licenses that she needs?**

   Violet needs a mechanical license and a master license to use the music from "The Fox" in a sound recording of her spin-off of the original. She is using the music composition but changing the words. She is also using an existing sound recording in her own recording of the new work.

3. **Who does Violet need to contact in order to get the permission to copy published music?**

   music publisher

4. **Who does Violet need to contact in order to get the permission to copy a sound recording?**

   record company

5. **Why should Violet get permission before using a recorded song in copies that she is giving away for free?**

   If you are make copies of a song that you did not write and give the copies away, you are violating copyright law. You need a mechanical license even if you are giving the recording away for free.

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STUDENT REFERENCE

MUSIC GLOSSARY

Types of Licenses

Mechanical License – permission to record a song that somone else wrote (no video).

Synchronization License – permission to record a song that someone else wrote and use it in a video.

Master License – permission to use a recording that someone else made.

Performance License – permission to publically perform a song that someone else wrote.

Print License – permission to reprint sheet music or song lyrics that someone else wrote.

Grand Performance License – permission to perform a song that someone else wrote in a dramatic work.

Copyright Owners

Songwriter/Composer – The original author of song lyrics, sheet music and musical arrangements.

Sound Artists – Creators and composers of musical sounds and recordings such as electronic dance music. Sound artists also rearrange existing recordings using technology.

Performance Artist – The singer or musician who performs the music.

Music Publisher – A songwriter or composer gives the copyright of their music composition to a publishing company in exchange for royalties.

Record Label – A company that promotes and distributes sound recordings (CDs, MP3, etc.). Record companies pay music publishers for the rights to copy and distribute sound recordings.

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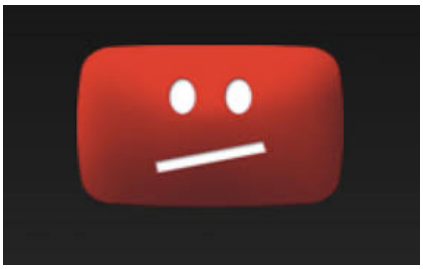
ACTIVITY

LEARNING TO LICENSE

Help Violet solve these copyright issues. Use terms in the Word Bank below. A few extra words are in the word bank. Your answer to the final question will show what you know and understand about creativity and ownership rights. Use the Glossary to help you find the answer.

Word Bank: mechanical license, master license, synchronization license, recording company, sound recording, music publisher, ASCAP, copyright



Help! Violet recorded her performance of "What Does the Sock Say?" and uploaded the video onto a site like YouTube. When she tried to play the video she saw this image and received a "takedown notice." She used a purchased copy of "The Fox" as background music. What type of license does Violet need to use a sound recording in a video?

Violet wants to make copies of her school performance of "What Does the Sock Say?" on CD. What are the two types of licenses that she needs?

_____

_____

_____

Who does Violet need to contact in order to get the permission to copy published music?

_____

_____

_____

Who does Violet need to contact in order to get the permission to copy a sound recording?

_____

_____

_____

Why should Violet get permission before using a recorded song in copies that she is giving away for free?

_____

_____

_____

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TEACHER REFERENCE: ABOUT MEMES

➔ What is a Meme?

A meme is "an idea, behavior, or style that spreads from person to person within a culture" (Merriam-Webster).

An Internet meme is an "action, concept, catchphrase, or piece of media that becomes popular and spreads from person to person, often as mimicry, over the Internet" (Techopedia).

➔ Memes and Modern Culture

In general, a meme is an idea, a thought, or some part of culture that spreads from person to person such as in school, work, television, or social media. Internet memes are usually viral videos, GIFs, or graphic images to which the meme creator ads a humorous phrase.

When people express their ideas, thoughts and feelings in a fixed form with digital images and recordings, they often share their original work on the Internet—either on the computer or through an app on their mobile device. However, many people today communicate ideas and share culture through Internet memes.

Internet memes of today usually spread through blogs, e-mail and social networking sites such as YouTube, Facebook, Tumblr, and through messaging apps on a smartphone or tablet. Many memes are lighthearted jokes while others make people more aware of issues in our society. The most successful memes catch on among a large population, are shared, altered, and reproduced. People share pop culture through different kinds of memes.

➔ Memes and Copyright Confusion

Myth: If a person posts a photo on Facebook, Instagram, or Pinterest, other people have the right to reproduce the photo.

➔ Are Internet memes copyrighted?

The answer to this question depends on the meme. If the picture copies an idea or style of another creative work, then the answer is "no." However, copyright protects intellectual property in fixed form. Copyright does not protect ideas, styles or slogans.

Copyright owners might be a little timid about enforcing their ownership rights to images, videos or sound recordings that have become popular—but this does not mean that they do not have the right to claim an infringement. For example, the original owner of the Grumpy Cat photo has copyright protection for the image. The same is true for YouTube videos. A person can claim copyright infringement if he or she notices that another person has copied a picture or video without permission.

Some people create these videos and images to share and hope that their digital work will spread across the Internet. Others may have shared their work and want to hold on to their rights. The choice to enforce copyright is up to the owner. The owner must also keep in mind that someone else might decide to make money from their content if it becomes popular on the Internet. A copyright owner has the right to collect royalties from individuals and companies making money from their original work.

How can you know when it is OK to make your own version of a meme without getting permission?

Each meme is different. Once an image or video spreads, finding the original owner in order to ask permission can be nearly impossible. If a meme involves published musical works and videos, then you can ask the music publisher, record company or video producer for permission.

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➔ References

Meme [Def. 1] (n.d.).Merriam-Webster Online.In Merriam-Webster.
Retrieved from: **http://www.merriam-webster.com/dictionary/meme**

Meme (n.d.). Technopedia Online.
Retrieved from: **http://www.techopedia.com/definition/16944/internet-meme**

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TEACHER REFERENCE: Background on "The Fox"

"The Fox" music video performance on YouTube initiates with a costume party of people dressed as different animals. The creatures resemble characters from a preschool storybook. They dance around in a misty forest as the lead singer chimes with deadpan seriousness. The lyrics to the song revolve around the mystery of the sound that a fox makes. Each chorus proposes absurd possibilities for the fox's sound. As with other viral music videos like the "Harlem Shake" and "Gangnam Style," many Internet users have created their own version of "The Fox" and published them on the video sharing site.

Ylvis brothers (sounds like "Elvis") Vegard and Bård Ylvisåker produced and performed the viral music video in collaboration with Stargate, a record producing and songwriting team, and M4SONIC, an electronic sound composer. As parody, or mimicry of the synthesized electronic dance music sounds, "The Fox" was originally fashioned to flop; the Ylvis brothers' intention was purely comedic. Ylvis created the bizarre performance in order to promote their television show. However, the audience of YouTube viewers received the spoof with a shocking response. The music video began streaming on YouTube on September 3, 2013. Within 35 days, "The Fox" was one of the top trending YouTube videos of 2013 reaching 100 million views. Just six weeks after the YouTube release, Ylvis brothers' "anti-hit" reached number 8 in Billboard's Hot 100 list of songs.*[1]* As of June, 2014, "The Fox" has over 422 million views.

As a result of its popularity, "The Fox" inspired live performance and derivative works. Ylvis performed "The Fox" live for a number of events and television shows including the iHeartRadio Music Festival and the Today Show. Broadcast television shows and advertisements have also featured the song such as the Fox network, Dancing with the Stars, and Glee. Ylvis signed an agreement with the record label Warner Music and gave permission to publishers Simon & Schuster to produce a children's book based on the song.

Internet memes are a major part of pop culture; they have changed the ways that people perceive intellectual property. When measured in black and white against copyright laws, some memes seem to clearly violate the rights of the original owner. Owners of digital content might allow their audience to imitate, alter and distribute copies on social networks through the Internet. Other content owners might file copyright violations. Children who are growing up in a "permissions culture" need to have a clear understanding of copyright, permissions and fair use in order to prevent infringement and to promote respect for intellectual property.

➔ References

http://www.inthemix.com.au/news/56597/How_M4SONIC_accidentally_soundtracked_the_viral_video_of_the_year

http://knowyourmeme.com/memes/ylvis-the-fox

http://youtu.be/jofNR_WkoCE

1. Billboard is a weekly magazine that charts top music industry singles. Rankings are based on radio play, online streaming services and music sales.

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WHAT DOES THE SOCK SAY?

To the tune of "The Fox" performed by Ylvis
Music by Stargate
On iTunes: **https://itunes.apple.com/us/album/fox-what-does-fox-say-single/id720919619**

Here and there
On the ground
Different shoes make
Different sounds

High heeled shoes
Goodness knows
How the people walk in those

Flip-flops flap
Tap shoes tap
And the cowboy boots—they stomp

Sneakers sneak
A quiet sound
What does the sock say?

Stink-ink-ink-ink-ink-a-tinka-tink
Ink-ink-ink-ink-a-tink-a-tink
Stink-ink-ink-ink-ink-a-tink-a-tink
What does the sock say?

Wash – wash – wash – wash – wash me now
Wash – wash – wash – wash me now
Wash – wash – wash – wash – wash me now
What does the sock say?

Knee-high-knee-high-knee – high-ho
Knee-high-knee-high-knee – high-ho
Knee-high-knee-high-knee – high-ho
What does the sock say?

Off-off-off-off-with-the socks
Off-off-off-off-with-the socks
Off-off-off-off-with-the socks
What does the sock say?

Crew socks short
Tube socks long
Favorite socks
Have gaping holes

Laundry night
Socks go in
Sudsy wash spins round and round

Some socks are striped
Some socks are plain
Matching socks — they are the same
Ta-a-a-a-a-a-alk

Your hand can make it
Ta-a-a-a-a-a-alk
Ta-a-a-a-a-a-alk
Ta-a-a-a-a-a-alk

What does your sock say?
Ziggie-zagga-ziggie-zap!
Ziggie-zagga-ziggie-zap!
Ziggie-zagga-ziggie-zap!

What does your sock say?
Tippie-tippie-tippie-toe
Tippie-tippie-tippie-toe
Tippie-tippie-tippie-toe

What does your sock say?
Yahoo-yahoo-yeah-weeeee
Yahoo-yahoo-yeah-weeeee
Yahoo-yahoo-yeah-weeeee

What does a sock say?
Hey you---Hey you----
[extended vocal]

What does your sock say?

The missing single sock
Laundry mystery
Somewhere here in the house
I cannot find it
Warm sock so soft
Where ever have you gone?
Cover my hand and arm

Will you be my friend
[extended vocal]

Misfit sock no longer
Puppet in disguise

You're not alone

[C'mon and join the nation!
Sock Puppet Nation.
C'mon and join the nation!]

You'll always have a friend.

[C'mon and join the nation.]

I'll be your
[Sock Puppet Nation.]
I'll be your

I'll be your friend
[Join us! Sock Puppet Nation]

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FINAL PROJECT

Sock Puppets Nation Shows Respect for IP!

This project is cumulative. Students will use their characters from the first lesson and continue to add to their final production as they learn about intellectual property, copyright, IP and the Internet, fair use, licensing, and royalties.

Intellectual Property Storyboard

The purpose of the storyboard is to outline a sequence of events leading up to a problem with intellectual property rights. The student will identify a problem and devise a solution based on knowledge and understanding. The final product incorporates the concepts students have learned throughout the unit.

Instructions for Students

1. Choose a creative talent and a creative project for the puppet. See the "Creative Careers" worksheet for examples.
2. Brainstorm. Think about the problem or conflict that your puppet might face with copyrights. How does your puppet respond to the situation based on his or her personality and character traits? Use a story map to organize your ideas.
3. Illustrate a sequence of events on a storyboard. The first frame should show the type of creative project that the puppet is working on. The next frames will identify the problem. Then, show how the puppet responds to the situation. Complete the storyline by showing how the problem gets solved.*
4. Write your script.
5. Perform your puppet show!

* You may use "The Foot" as the opposing character. The foot is a real stinker that does not care about responsibility or respect for creative ownership rights.

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Sock Puppet Creativity and Copyright

Puppet Show Production Ideas

- **Book Author** – This puppet has spent months writing a book for the Young Author's Guild and has a chance to earn $500 if the story is published! The puppet submits the story but only gets a note that says "Thanks for Participating." After feeling disappointed, the puppet discovers that the story is published on a blog! But where is the money? Is the puppet excited or furious? Did the puppet give the organization permission to use the work? What does this do to the value of the original author's work? How does the problem get resolved?
- **Poet** – This puppet wrote a poem in a journal entry for Language Arts. The teacher liked the poem so much that the poem was published on the school website. Did the teacher ask permission? Was the puppet's name identified as the poet? What happens next? How does the problem get resolved?
- **Photographer** – This puppet takes pictures for a living (of sunsets, rainbows, animals, racecars, jet planes). Some images are on SockieGram (SPN equivalent to Instagram) and Stumblr (SPN equivalent to Tumblr). While at the flea market, the puppet notices a vendor selling prints of the photos! How did this happen? How does the problem get resolved?
- **News Journalist** – This puppet arrives on the scene for a "Breaking News" story and records an interview, but a sinister journalist steals the recording device and uses the primary source in an online news article. How did this happen? How does the problem get resolved?
- **Researcher** – This puppet is writing a report for school and is in a great hurry. The puppet finds some primary sources online and decides to copy and paste the text onto the report. What does the teacher say? How does the problem get resolved?
- **Songwriter** – This puppet writes a song, records the song and posts a video on ShoeTube. Other sock puppets begin to copy the lyrics and tune, but one puppet becomes rich and famous from performing the song. How did this happen? How does the problem get resolved?
- **Music Performers** – This puppet band has entered the "Battle of the Bands." In order to win the competition, the band needs to play an original song. The other band goes first in the competition and plays their song! How did this happen? How does the problem get resolved?
- **Video Producer** – This puppet creates a documentary about misfit socks that get lost in the dryer on laundry day. While watching ShoeTube, the original producer notices parts of the video in another puppet's work. How did this happen? How does the problem get resolved?
- **Playwright** – This puppet writes plays for a living and has published famous Broadway productions. What happens when "The Foot" gets a hold of the script and charges admission to a theatrical performance? How does the puppet find out? How does the problem get resolved?
- **Choreographer** – The choreographer writes down notes and formations for a music video. Another dance group memorizes the movements and begins to perform the same routine! How did this happen? How does the problem get resolved?

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