



COPYRIGHT: Everything You Need to Know and Didn't Ask!

What Can or Can't Be Used Online or in Audio/Video Packages for BDJ

1. **Your photos and video are copyrighted.** Protect your creative work by putting notice on in this format:

Example: © 2017 Firstname Lastname.

2. **Most everything is copyrighted. You need a license or written permission from the copyright owner to use it.**

All it takes to be copyrighted is for a creative work to be original and fixed (saved). So, most every image, photo, document and video online is copyrighted-----even citizen reporter video on YouTube!

Crediting a work with the copyright notice or owner's name doesn't mean it's okay to use.

3. **Licensed materials which you may use.**

✓ **AP Images** and graphics via the online database at Bird Library is licensed for educational use and paid for by the SU Library. Don't copy AP material from anywhere online; only use the library database. See AP Images handout.

Example: Photo from AP Images of the crowd at a recent political protest to be used on NCCNewsOnline.com story about a local person who attended the protest.

✓ **CNN Newsource** video is licensed for in-class TV stories but the license does not cover online so **do NOT post** any story with CNN video to NCCNewsOnline.com or any campus media

Example: CNN Newsource video of a flood in India edited as a vo/sot for a 465 newscast.

✓ **AP Prime Cuts, ABC NewsCall feeds:** these audio clips may be used radio newscasts and audio projects because the Newhouse School has permission for use in the classroom.

Example: SOT of President Trump from Prime Cuts, used in a BDJ 364 newscast

✓ **Creative Commons:** materials here are licensed for various uses with different restrictions, so read carefully as to whether it can be used for your purpose. See also this [CC best practices guide](#) for how to credit.

Example: use of a [photo of I-81](#) owned by Random Retail and on Creative Commons available for use with attribution. Credit would be: "Northbound Downtown Exit" by Random Retail licensed under CC BY 2.0

Example: close-up of a tick. Credit would be: "Cayenne Tick" by skeeze licensed under CC0 Public Domain

4. **Exceptions for Fair Use**

Fair use is an exception to the copyright law for use of a portion of a copyrighted work. But it requires a complex factoring of four legal criteria and thus no simple formulas exist for how to know if your use is fair use. Don't believe anyone who says X seconds or X%. The following are likely okay, but check with your instructor:

✓ **Government employee publicity shot or government graphics or government-released content:** Many government materials are not copyrighted as citizens own them. PR people regularly give out publicity shots of government officials, so you could likely copy one of a government official that appears online at a government site.

Example: Headshot of Congressman John Katko, taken from his Congressional webpage, used to accompany a NCCNewsOnline.com story about his vote on health care

Example: 911 call audio released by Syracuse police, used in a 364 newscast

Example: NY Dept. of Labor graphic on employment from on NCCNewsOnline.com with attribution

✓ **A corporate or nonprofit logo:** Okay for purposes of identifying the company or organization which is making news. This is trademarked, not copyrighted, and you're likely not diluting the brand by your use.

Example: The logo of Carrier Corporation made into an over-the-shoulder graphic in a newscast.

✓ **Screenshots of a website or social media post** used in a commentary context. This is tricky, but if it is essential to the story to show the exact text, wording, image that is the subject of the story, you may be able to copy it. Do not presume that any audio or video on a website or social media site is fair use --- get permission.

Example: Politician tweets what some are calling a racist comment and you believe it is essential to show the original tweet as it appeared, so you put it in your TV package.

Example: A video trailer of a movie, played as v/o during a live interview with a film critic, as she comments on the movie, during a 465 or MOTH newscast

Example not acceptable: Copying a Syracuse.com photo or a YouTube video of a city building about to be torn down for your online or video story about the building's destruction. Here the photo isn't being commented upon, but is used as a substitute for what you could get yourself.