



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 on a notice in this format: symbol, year, name.

Example: © 2021 Joaquin Holmes

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

All works are copyrighted automatically if it's creative, original and fixed (saved). So, most every image, photo, document and video online are copyrighted-----even citizen reporter video on YouTube! Just a credit line is not enough. You must get permission from the owner or creator, not the person who has the photo.

3. Licensed materials which you may use.

✓ **AP Images** and graphics: SU Libraries licenses AP Images for educational use. Don't copy AP material from anywhere online; only use the library database. See AP Images handout.

Example of proper use: 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, but not online.

Example: SOT of the president from Prime Cuts, used in an in-house BDJ 364 newscast

✓ **Creative Commons:** read carefully as to whether it can be used for your purpose, as the restrictions/licenses differ. 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

✓ **Cuse.com:** SU Athletics has given students permission for use in newscasts and NCCNews Online.

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. No simple formulas exist

for how much 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:** Most government materials are not copyrighted as taxpayer own them. Public relations practitioners 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 used 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 trademark law. You're not likely diluting the brand by your use.

Example: The logo of Carrier Corporation in 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 important in the story to show or hear the exact text, wording, audio or image that is discussed in the story, you *may* be able to copy it. The important point is that the media copied illustrates a point made in the story. Do not presume that any audio or video on a website or social media site is fair use.

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 465 or MOTH newscast includes a vo taken from a portion of movie trailer that runs during a live interview with a film critic, as she comments on some aspect of the production illustrated in the trailer.

*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 should get yourself. That's not fair.*