

## SHINE SCHOOL MEDIA AWARDS: COPYRIGHT ADVICE FOR ENTRANTS

*You may think you don't know much about copyright, you may even think you don't care about it. But you might understand the basic concept, which is **'Don't take my stuff without asking!'***

You're reading this because you are part of a team that's putting together a newspaper or magazine for the **Shine School Media Awards** and you want your publication to be bursting with content that will engage and impress your readers. There are probably some very talented writers, artists and photographers on your team, so the majority of the words and images you use will have been created specifically for this purpose.

Each article and picture should have a credit so readers know whose work it is and the year it was produced and it's likely that the creatives on your team would insist on that – after all it's their work, they should have their name by it. But what happens when you find something you want to use – online for example – that was created by someone else, someone you don't know....?

Just because it's not your own work (we call this 'third party content') doesn't mean you can't use it, but it does mean that you need to check what the creator of that work has chosen to let people do with it. Because when you create something you have the right to choose what others can do with it.

There are a number of possibilities: they may say 'all rights reserved', which means you do not have the right to use it; they might be happy for anyone to use it for any purpose; or perhaps they think that if someone is using their work to make money (for 'commercial gain') then they should also be paid.

Whatever level of permission they grant, it is their choice and that should be respected – after all, it's what we would expect for our own work, right?



It's easy to assume that just because something is out there on the internet, easily accessible, we can use it. We've all heard the argument, *"if they don't want people to use their work, they shouldn't put it where people can get it"*, but that's not really fair as it's often beyond an individual's control. It is actually very simple – if it's not yours, you need to check that the owner gives permission for you to use it.

Look for the Copyright Notice or Terms & Conditions of any content that you find online and want to use whether it's words, images, music, games – anything that is someone's creative work. If it grants you the permission to use it, make sure you credit the creator or at least the website where you found it. If the creator hasn't stated their wishes, try contacting them to ask. If in doubt, don't use it.

This means that creators of an original piece of work will keep some control over how it is used, which is not only fair but necessary for them to make a living from their talent and efforts and so they can continue to invest their times into producing new work.

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**The Shine School Media Awards aims to give you a taste of working in the creative industries. Play your part in ensuring the industry survives for your future. Respect copyright.**

**Jo DeVito, CLA Director of Education and Public Sector**

For more information, visit [schools.cla.co.uk](http://schools.cla.co.uk) or [copyrighthub.co.uk/find-out/for-kids](http://copyrighthub.co.uk/find-out/for-kids)