

CPS ANNUAL CONFERENCE USE OF COPYRIGHTED MATERIAL IN PRESENTATIONS

QUICK TIPS

Here are some general guidelines for some of the most common types of copyrighted works.

1. **Written Works** – There is a concept called "fair use" that is not clearly defined, but some people have used it to try to copy large sections of copyrighted works illegally. The basic concept is that you can quote another work without obtaining permission as long as you don't quote too much. There is no clear rule as to what "too much" is, but a guideline to use is a maximum of two paragraphs. You should always attribute the quote to the source text so proper recognition is given. If you want to use a longer portion of a written work, you will need to seek permission from the owner, which may be the author or the publisher.
2. **Drawings/Cartoons/Photographs** – Many people think that a photograph, cartoon, or drawing can be freely used once it has been published in a newspaper, book or web site – that is not the case. Some images are released under the Creative Commons license, but there are different versions of this license, with many of them requiring attribution on the slide or even requiring you to release your presentation publicly. For some cartoons you can arrange permission through syndicates or associations that cover many artists and offer a single place to pay for usage of a large number of works. Stock photography sites allow you to purchase the right to use a photo under the terms of the license you buy.
3. **Music** – The music industry has made the process of getting permission for use relatively straightforward through a few industry associations that arrange for permission to use entire libraries of music. The three main groups in North America are ASCAP (American Society of Composers, Authors and Publishers – <http://www.ascap.com>), BMI (Broadcast Music Incorporated – <http://www.bmi.com/>), and SOCAN (Society of Composers, Authors and Music Publishers of Canada – <http://www.socan.org>). You can get more information about licensing at their websites as listed above.
4. **Video/Film/TV** – Unlike music, the video industry does not have a single source for gaining permission for an entire library of works. Some organizations like Swank Motion Pictures (www.swank.com) can license collections from some production companies. In many cases you will have to approach the producer of each work to arrange permission. A production company may be willing to allow you to use any work in their library if you want to access many video segments through one agreement.
5. **Spoken Word** – In general, you need permission from the person who is speaking in order to use their words, either in audio or written format. In some cases, the speaker has assigned the rights to a producer or other entity, in which case you will need to find out who owns the copyright in order to arrange to use the work.