

Shine School Media Awards Copyright Checklist

The Copyright Form **MUST** be completed and included in all competition entries.

The Team Leader must do a final copyright check, but should also encourage the team to complete copyright checks on content as they go.

What should be checked?



Text



Images



Video



Audio

How do I check?

If the content is the **original work** of your team, the person who created it owns the copyright. They need to approve that the work can be re-used in the publication.

If the content is from someone else (from a **third party**) you must check if the creator gives permission for their work to be used. Even for things found on the internet, don't assume that just because they are free to view they are free to use - everything needs a copyright check.

See if the material is included under the **CLA Education Licence** your school holds. Put the ISBN or URL into the Check Permissions tool on our website (www.cla.co.uk). If you get a 'green' result, you're covered to copy the content under the CLA Licence.

If you get a 'red' result, don't worry, it doesn't mean you can't copy, just that you have to do a bit more digging. For a book, contact the publisher for **direct permission**. For a website, check the **Terms and Conditions** to see if copying is allowed. If having checked these, you still can't copy, it might be best to use something else, or **original content**.

Credit the creator

Always acknowledge or **credit** the material you're re-using. Give the name of the creator and year of publication next to the copy, or at the end of your publication. This means people will be able to trace the original creator.

For profit publication

If your publication goes to people outside the school, and/or you're making money from the sale of your publication, then you will need to seek **direct permission** for all the content you copy. This is the same as real life publishing - if you make money from someone else's intellectual property, you always have to check with them first.

Useful links

[CLA Licence to Copy](#)

[Copyright User](#)

[BBC Copyright Aware](#)

[BIPP Guide to Using Images](#)

Copyright Form: Example

Item Description	Item Type	Page	Source	Credit	Permission
Feature article 'Why 16 year olds deserve to vote'	Text	p.10	Original Content	Anisha Chowdery: 2021	Yes - Direct
Feature article 'Jessica Ennis-Hill: Britain's greatest athlete?'	Photo	p.16	Women's Fitness Magazine	Harry Clarke: 2012	Yes - CLA Licence
Film review 'Red Riding Hood'	Poster	p.12	Google images www.imdb.com	? Warner Bros	It was free from the internet No - find alternative

When you find an image from the internet, remember that a search engine is not the source. The search engine draws results from elsewhere, so you have to go and check the **original source** to see if copying is allowed.

In this example, Google found the poster, but it's *from* IMDb.com. Therefore you have to check the **Terms and Conditions** of the source site to see if you can use their picture in your publication. The IMDb Ts and Cs say this:

Copyright

All content included on this site in or made available through any IMDb Service, such as text, graphics, logos, button icons, images, audio clips, video clips, digital downloads, data compilations, and software, is the property of IMDb or its content suppliers and **protected by United States and international copyright laws**. The compilation of all content included in or made available through any IMDb Service is the exclusive property of IMDb and protected by U.S. and international copyright laws.

The credit that IMDb has included for the picture is **(c) 2011 Warner Bros Entertainment Inc. All rights reserved**.

All this means that you do not have permission to use the photo. Instead you could:

- Contact the rightsholder (Warner Bros) directly to ask permission;
- Look for the image on sites that are covered by the CLA Education Licence;
- Look on free image bank sites with permissions to use the pictures in your own work;
- Create your own content

Thank you for taking the time to check copyright permissions. It means a lot to creators.

