

Shine School Media Awards *Copyright Advice for Entrants*

You may think you don't know much about copyright, but everyone knows the basics:
Check if you can use my stuff!

Creating content

You're reading this because you are part of a team that's putting together an entry for the Shine School Media Awards. You want your entry to be bursting with content that will engage and impress your audience. There are probably some very talented writers, artists, designers and photographers on your team, and so the majority of the content you use will have been created specifically for this entry.

Each piece should have a **credit** so the audience know whose work it is and the year it was produced. Your creatives on your team might insist on that, and after all, it's their work, it 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....?

Third party content

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. This is the protection that **copyright** automatically gives over original works.

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, as long as it's for a specific purpose; or perhaps they will ask that they're paid for the re-use of their work.

Whatever level of permission the creator grants, it is their choice and that should be respected. That's what we'd expect for our own work, right?



What to look for

It's easy to assume that just because something is 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 have put it on this site'. But sometimes that's beyond the creator's control - they may not even have posted the work to the site you're viewing.

Copyright's actually very simple - if the work or creation is not yours, you need to check that you have permission to use it.

Look for the **Copyright Notice** or **Terms and Conditions** of any content that you find and want to use - whether that's words, images, music, video or 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.

Supporting creatives

This all 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. They can then continue to invest their time into producing new work.

The Shine School Media Awards aim to give you a taste of working in the creative industries. Play your part in ensuring the industry survives - respect copyright.