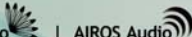




Who Owns What and How Much Does it Cost?

Rights and Clearances for Broadcast and Online

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What is copyright?

- The right of a creator to
 - Reproduce and distribute copies
 - Create derivative works based on the original
 - In some cases, to perform and display the copyrighted work properly




What can be copyrighted?

- Just about everything
- Except for:
 - Facts
 - Inventions
 - Titles
 - But these can be trademarked - so do a trademark search
 - <http://www.uspto.gov>



What if I get caught?

- You could loose....
 - Money
 - Everything you own
 - Everything you ever will own
 - Your reputation



What about Fair Use?

- It's not a right, it's a legal defense at your trial
- The purpose and character of the use
 - Commercial vs. nonprofit educational
 - Parody gets a "Get Out of Jail Free" card



What about Fair Use?

- Nature of the copyrighted work
- The amount and importance you use in relation to the whole
- The effect on the potential market or value



So what's next?

- Is it copyrighted or public domain?
 - Do a copyright search
<http://www.copyright.gov>
- Is it Fair Use?
- Contact the copyright holder and negotiate permission



Center for Social Media

- <http://centerforsocialmedia.org/fair-use/best-practices/documentary/documentary-filmmakers-statement-best-practices-fair-use>



NAPT Producer Handbook

- http://www.nativetelecom.org/producer_handbook



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