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Media guide

Need a hand finding material from different forms of media?

Want to quickly check up on consent procedures and other IP related issues associated with student project work?

Then you've come to the right place!

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Film, video & digital works

Filming

- Students need to seek consent from the people they film, record, interview, or photograph – no matter who they are!



More about consent!

- **Film reviews:** students can use dialogue quotes and screen shots from a film so long as they **properly credit their source**. This includes mentioning the film title, giving script writer/director attribution, and **maintaining the integrity of the work**.



More about moral rights!

- **Location shoots:** students will need permission from building owners when filming in public places such as museums and galleries. Exhibiting artists and artwork owners might also have to be contacted.



More about getting permission!



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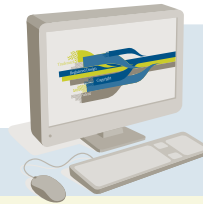
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Promotion

- Encourage students to use the [copyright indicator](#) on flyers, sleeve covers, discs, and all other assets that they've created!
- Get them to run a [clearance check](#) before anything copyrighted is shared outside of the classroom.

New releases

- If you or your students are studying movies, remember that **official studio websites** are a great classroom resource! You can generally download wallpapers, trailers, and other content like behind-the-scenes film clips and costume and set designs to use in the classroom. Usually, downloaded material can't be adapted, remixed or used commercially.



For the latest movie trailers, head to places like [Movie guide!](#)

Images

Releases

It's best practice to get release consent from people who will prominently feature before the image is taken. Bear in mind that sometimes **privacy issues** can still arise when the image is published, especially if the image is used in a less than flattering or offensive manner.



Learn more!

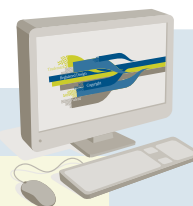
[Photographers & copyright](#)

[Visual artists & copyright](#)

Copying and downloading images

A good place to get free images – for use in both **commercial** and **non-commercial** settings – is [Wikimedia Commons](#). Just make sure you respect the requests of the contributors – they might want credit to be given even if their work is adapted.

The following sites also have freely available photographs:



[Pics4learning](#) (educational images)

[Bigfoto](#)

[Morguefile](#)

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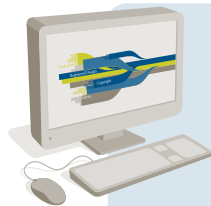
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These sites offer images with non-commercial use [Creative Commons](#) licences:



[Open Photo](#)

[Flickr](#) (special Creative Commons section)

Getting permission to use images

If you would like to use an image that is owned by someone else, try getting in touch with them directly or through the appropriate licensing body.

[AIPA](#) and [IPP](#) represent photographers, so they're a good first port of call.

[Letter template](#)

Protecting your own images

The best way you can protect your own images is to use the [copyright indicator](#) and be cautious about who you are sharing images with and where you're submitting images to. Consider using low resolution copies and watermarking your copyright work with "proof" or "sample" if you want people to see but not use your work.



Online

While it's easy to forget, it's important to remember that **all original work gets copyright protection**—even on the Internet!

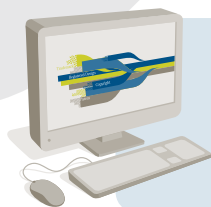
Encourage your students to be wary when posting material online unless they're sure they know what they're doing. Search for online statements explaining how posted materials on that specific website can be used by others. Check out any “Legal”, “Copyright” or “Terms” landing pages.



[Learn about copyright!](#)

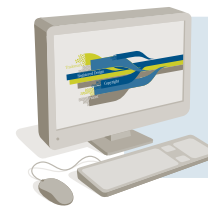
Free downloads of books & text

These sites have libraries of books that are in the **public domain**, which means they can be used in any **commercial** or **non-commercial** project:



[Online Books Page](#)
[Eldritch Press](#)
[Project Gutenberg – ebooks](#)

There are also a number of sites which offer downloadable texts with non-commercial use [Creative Commons](#) licences:



[Internet Archive](#)
[CC Licensed Books](#)

Getting permission to use written material

Try getting in touch with the author and publisher directly, or through the relevant licensing body.

[CLL](#) provides school licensing schemes for copying from printed copyright works.

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Recording

When creating new work, try and encourage your students to mark their **masters** and **demos** with copyright indicators, showing **when and who wrote the music**, and **who produced the recording**.

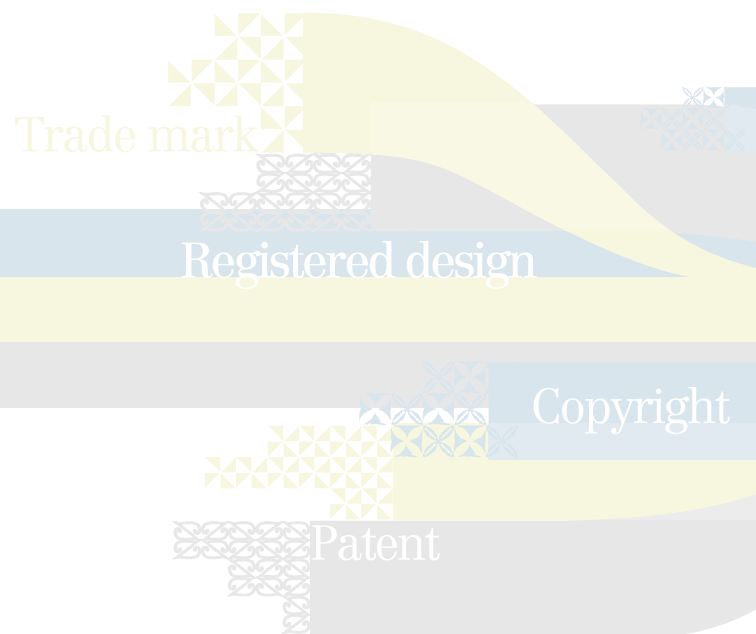


Tip:

*Intellectual property (IP) information can be embedded into the **metadata** of the file itself!*

Performances and Broadcasts

When you want to play a copyright protected song, you need to first get permission from the appropriate record studio or licensing agency. Don't even bother with artists such as The Beatles, Pink Floyd, Queen, or Tool – they have a policy of never giving out clearances of any kind!



Here is a list of distributors in New Zealand to get in touch with. These people represent record companies from across the globe:

Distributor / record label	Contact	Email	Phone
EMI Music	Derek Wallace	derek.wallace@emimusic.com	09 356 1591
SonyBMG	Fiona Perry	fiona.perry@sonybm.com	09 523 8516
Warner Music	Laurissa Hollis	laurissa.hollis@warnermusic.com	09 361 4848
Universal	Aimee Vaughan	aimee.vaughan@umusic.com	09 375 7575
Border Music	Soren Lundberg	soren@border.co.nz	09 415 0540
Global Routes	Alan Holt	alan@globalroutes.co.nz	09 376 1808
Shock	Daren Humphries	daren@shockrecords.co.nz	09 353 6963
King Music	Steve Popham	steve@kingmusic.co.nz	09 820 5086
Māori Music	Neil Cruickshank	neil@maorimusic.com	09 476 9911
Parachute Music	David Curtis		09 366 1627
Rattle Records	Tim Gummer	info@rattle.co.nz	09 309 0404
Rhythmethod	Peter Baker	peter@rhythmethod.co.nz	09 630 0575

If you're unsure who you should get in touch with contact [PPNZ](mailto:jacque@ppnz.co.nz) for a search of the [RIANZ](#) artist & label repertoire.



jacque@ppnz.co.nz

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Frequently asked questions

Can I use sound recordings in my school performance?

Yes, under exemptions in the Copyright Act, and provided the performance is not for the public (people other than students and teachers at that school).

You can seek permission from the copyright owners to perform in public. You would also require two **public performance licences** from both [APRA](#) and [PPNZ](#), to enable public performance of the musical works or recording. Check to see whether your school has these licences.

Who owns what in a recording?

For any given musical recording, there are at least two copyright works involved. First, there is copyright in the **musical work** (lyrics and score). Composers, lyricists and/or music publishers will be the copyright owner.

Then there is the copyright in the **sound recording**, which covers the recorded performance of the musical work. A record company usually owns this copyright and sometimes ownership might be split with the featured artist.

Copyright in music can be complicated, and is mainly dealt with by way of **written agreements** or **licences** that clearly state who owns what rights for what purposes, for how long and for what payment. It is important that new musicians are aware of the copyright in their own original works. Seeking professional advice is recommended!

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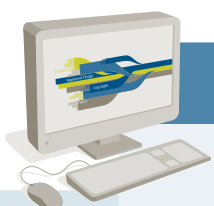
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How do I know if a particular piece of music has copyright protection?

All original music and sound recordings are subject to copyright protection from the **date they are created** and for at least **50 years afterwards**.

You may find the copyright indicator or copyright statement but these are not necessary to gain copyright protection.

*Learn more!*[Love New Zealand music](#)

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