

## Copyright Matters: Dealing with Net-Based Electronic Media

Electronic media (pictures, audios and videos), located on the Net, have specific copyright laws that apply to their acquisition and use. Most of you will already be familiar with the copyright laws that deal with print documents. If you use videos in the classroom, you'll also be familiar with the services and guidelines that the Library provides. However, not everyone is well-versed with the importance of adhering to the Canadian copyright laws and the guidelines and policies set out by Malaspina University-College.

### Malaspina Faculty and Staff Are Responsible for Adhering to Copyright Laws

Malaspina's Copyright Policy 31.02 (<http://www.mala.ca/policies/policy.asp?rdPolicyNumber=31.02>) clearly states that each of us is responsible for adhering to copyright laws and also for any breaches that may occur.

Before you download, save or use information from the Net, it is important to know a few things:

#### 1. Images Are Likely Copyrighted - You'll Require Permission to Use Them!

It is wise to assume that most things on the Net are copyrighted. That includes hand drawings, logos, photos, and animations to name a few. Don't be fooled by sites that lead you to believe that you can use all their images for 'free'. In many instances, the images have been 'lifted' illegally from other sites. They may include a traceable electronic watermark. Legitimate 'free' sites will have a copyright notice that clearly outlines the acceptable use of their product. For example, many graphics artists will let you download and use specific images for non-commercial or educational purpose. In some cases, educational institutes are deemed commercial entities so payment is required. You will also find sites that allow you to use their graphics, text, video or audio files as long as you adhere to their instructions for displaying copyright information or provide a hyperlink to their Webpage. Look for terms like copyright, permissions, or 'terms of use' to find out whether or not you legally use their copyrighted materials.

#### 2. Copying or Downloading Information From the Net and Reproducing it for Distribution Purposes is Prohibited

You may be aware that it is not permissible to print and reproduce an article from the Net to use it as a handout in your class. You also cannot copy or download Net-based materials in order to post them on your class Website or inside your electronic classroom.

#### 3. Requesting Copyright Permission

You'll note that most websites have either specific contact information or a hyperlink at the bottom of the main page that will enable you to email the site's Webmaster. To obtain permission to use copyrighted materials (including hand drawings, images, text, or an audio or video clips), draft a letter that uses the subject line 'Requesting Copyright Permission' and include the following information:

- Who you are and where you work
- What product you're interested in obtaining permission for
  - provide the page URL where it is located
  - if it is an image, you can also determine the name of the image by clicking your *right* mouse button as you hover over the image – choose Properties to view the image name (e.g. lion.gif or jet.jpg)

- How the information/image will be used – overhead projection in the face-to-face classroom, in a Powerpoint presentation online, in print, on a Webpage, in an online classroom on a password protected site, in a brochure, and so on.

Request that they provide you with the contact information for the individual that has the right to grant copyright permission. It is also recommended that you request that individual's job title, or position that they hold that enables them to provide permission.

Keep a record of your requests, and the responses you receive, in electronic and print format. You'll be surprised at how quickly people will respond. In some cases, people may also provide you with access to other educational materials that may be of interest.

Recommended 'best practice' at Malaspina is to request permission to link to websites as well.

*Sample Letters* - (provided in Microsoft Word so you can easily edit it to reflect your needs)

**Permission to Use and Image**

[http://www.mala.ca/technology/employees/Use\\_An\\_Image\\_Permission\\_Letter.doc](http://www.mala.ca/technology/employees/Use_An_Image_Permission_Letter.doc)

**Permission to Link to a Website**

[http://www.mala.ca/technology/employees/Link\\_to\\_Website\\_Permission\\_Letter.doc](http://www.mala.ca/technology/employees/Link_to_Website_Permission_Letter.doc)

**Obtaining Permission to Use Screen Captures** (most commonly used in software tutorials)

Malaspina has the following information article on reserve to assist you with the process of requesting permission to use screen captures:

Obtaining copyright permissions to use screen captures in web-based instructional materials

Leger, Linda. Feliciter. 2001. Vol. 47, Iss. 5; p. 249-251.

It provides you with step-by-step instructions about requesting copyright permissions.

**4. You Must Cite Sources**

The Malaspina University-College library has posted an informative online tutorial entitled 'How to Cite Your Sources' (<http://web.mala.bc.ca/library/researchskills/citesources.htm>). It provides useful examples and links to other Web-based sites. You may want to make use one of the suggested citation style guides as you prepare your materials for the print publications, PowerPoint presentations and Web postings.

## **Good Resources for information on Copyright in Canada**

Because you live in Canada, you must abide by the Canadian copyright laws. Below are some excellent resources to assist on your research around copyright laws.

**Canadian Intellectual Property Office**

[http://strategis.gc.ca/sc\\_mrksv/cipo/cp/copy\\_gd\\_main-e.html](http://strategis.gc.ca/sc_mrksv/cipo/cp/copy_gd_main-e.html)

This is Industry Canada's Canadian Intellectual Property Office website which includes a variety of interpretive materials, links to statutes and FAQ's.

**Canadian Library Association**

<http://www.cla.ca/resources/copyright.htm>

The CLA works in collaboration with a variety of groups representing users' interests in educational, public policy, professional associations of educators and so on. This is a comprehensive list of resources about the law, current practices, law reform and the international view.

### **Media Awareness Network**

<http://www.media-awareness.ca/english/index.cfm>

This is an educators' advocacy group on media use and media education in the classroom. It was a very good FAC on classroom use issues and other 'Canadian only' issues.

### **Canadian Internet Policy and Public Interest Clinic**

<http://www.cippic.ca/en/projects-cases/copyright-law-reform/>

This is a website for a 'think tank', based at the University of Ottawa that is concerned with the legal issues of the Internet.

### **What You Can and Can't Copy**

The Canadian Copyright Licensing Agency (**access** <sup>© TM</sup>) has list useful list of items that **can** and **can't** be copied under their licensing system. It is recommended that you familiarize yourself with list. Some items of note are:

- instruction manuals and teacher's guides
- business cases (available for purchase)
- unpublished originals of artistic works.

See <http://www.accesscopyright.ca/licenses.asp?a=77> for full details. . You can also refer to the Canadian Copyright Act for more information of copyright laws relating to educational use of copyrighted materials (<http://laws.justice.gc.ca/en/C-42/index.html>).