



View from the bleachers

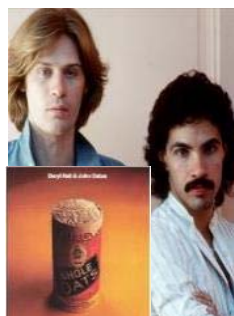
Applied Skills in
Finding and Using Free
Media Resources

Kraemer Copyright Conference 2017
Barbara Waxer bwaxer1@comcast.net



I am not now, nor have I ever been, nor do I
have any intention of becoming a lawyer

Photo: Hank Walker/Time Life Pictures/Getty Images



MYTHS

I CAN USE IT BECAUSE

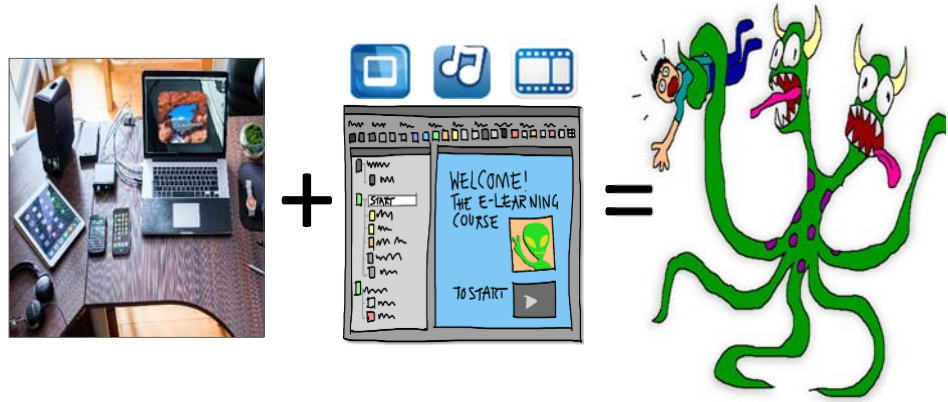
- If I can right-click it, it's mine
- I am an instructional designer, educator, student, or artist
- I'll remove it if I get caught
- I'll give credit
- I'll alter it more than X%
- There's no copyright symbol ©
- If I don't profit from the use, I don't need no permission
- No one will come after little ol' me



(cc) BY by adactio

The Cost of Copyright Confusion

with apologies to Renee Hobbs



Icons by <http://diyicons.com>



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Last Updated: March 2014

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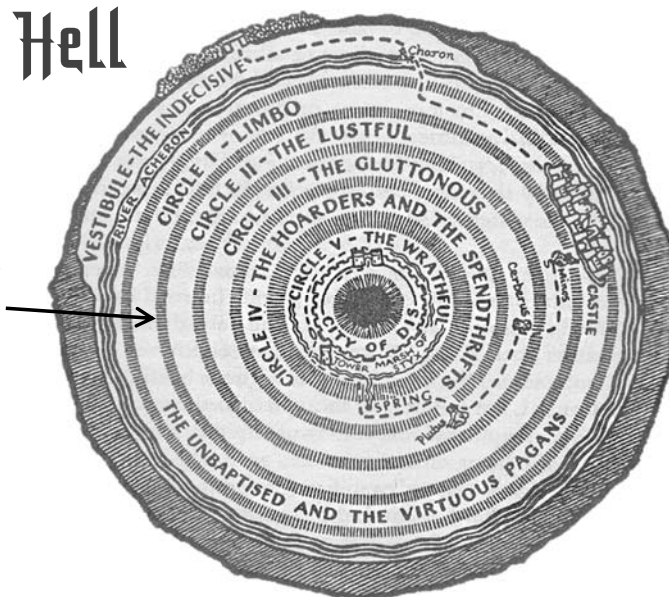
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Upper Hell

Terms of use








Copyright

One purpose

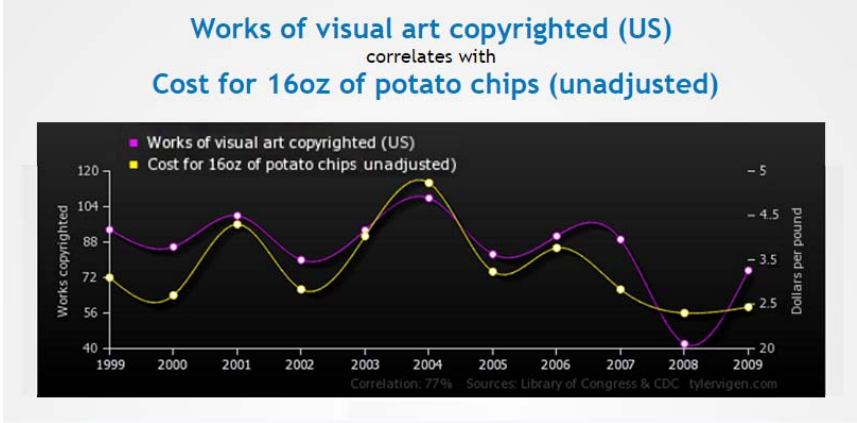
Promote Culture

Offer a limited monopoly
(incentive)

Then dissolve the monopoly







SPURIOUS CORRELATION

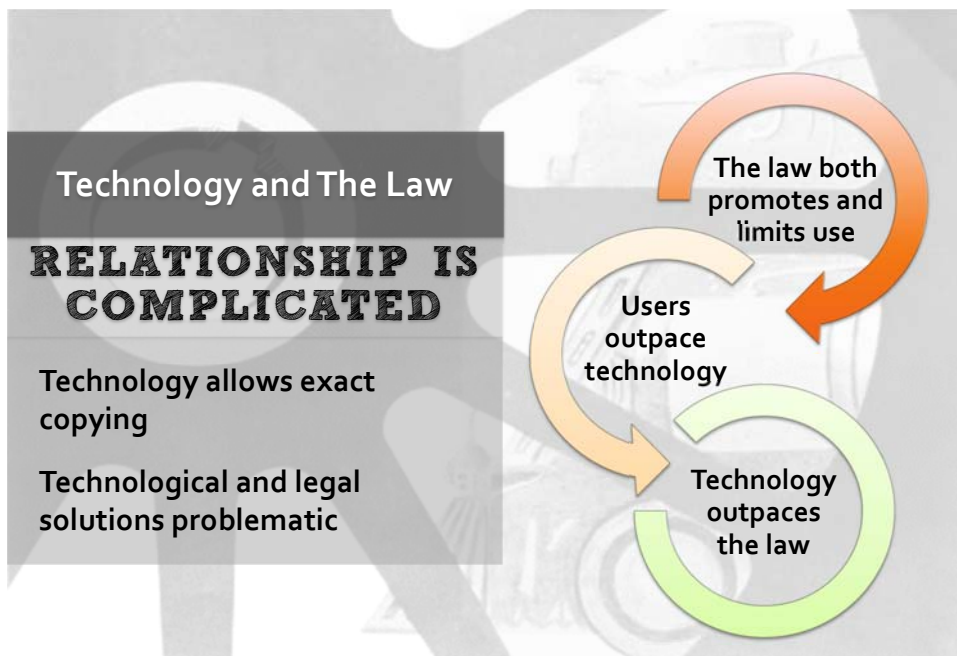
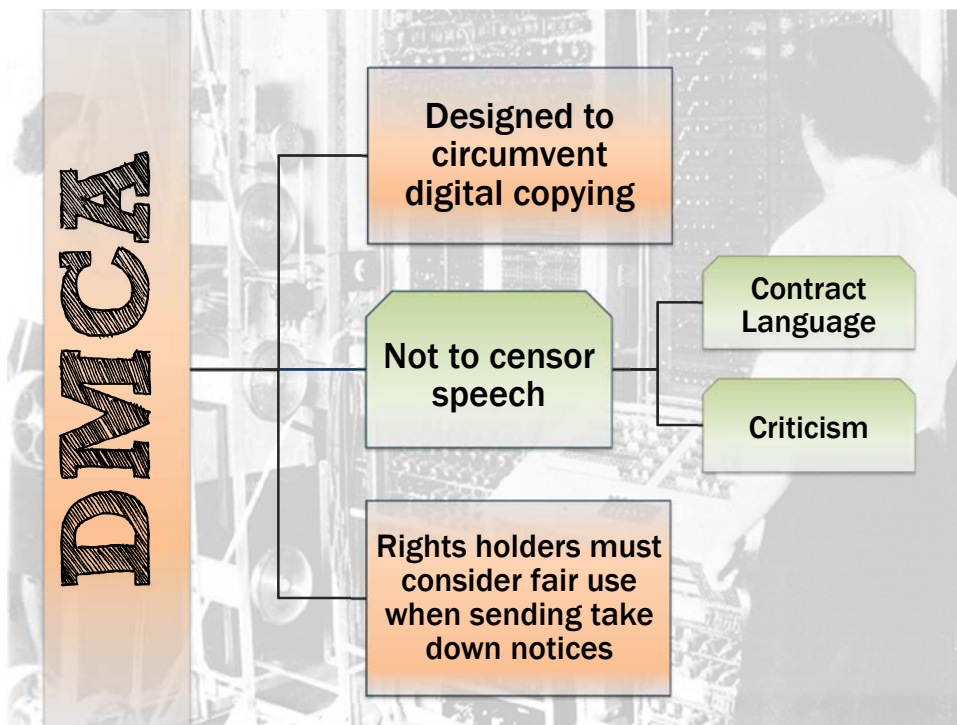


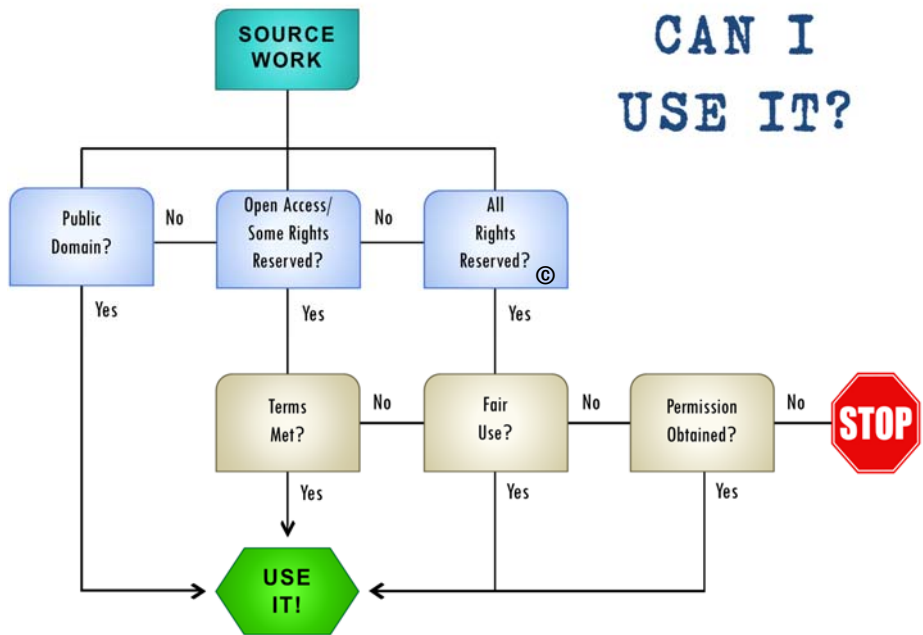
Photo Library of Congress <http://hdl.loc.gov/loc.pnp/cph.3b49039>



You ask your
colleagues for help
with a fair use
analysis to present
to your Dean, client,
or boss.

Do you...

- A. Weigh each factor as
best you can to determine
fair use
- B. Check your institution's
copyright policy
- C. Research an open-access
or public domain
alternative
- D. Enter a witness protection
program



by Barbara M. Waxer

Finding Media Options

Public Domain Works

Where are they??

Flexible Copyright Licenses



Stock Photos

Affordable?
Diverse?

Get Permission

Mission critical?

Public Domain

- **Library of Congress**
 - loc.gov
- **New York Public Library**
 - Public Domain Collections
- **Federal Agencies**
 - NOAA, Fish & Wildlife, Nat'l Park Servs, DOE
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Courtesy Genny Anderson SBCC.edu

The Past is Panoramic

1. Navigate to www.loc.gov, then type **Panoramic Photographs** in the SearchLoc.gov text box



2. Click **Panoramic Photographs** in search results



COLLECTION

Panoramic Photographs




Contains approximately four thousand images featuring American cityscapes, landscapes, and group portraits. The images date from 1851 to 1991 and depict scenes in all fifty states and the District of Columbia. More than twenty foreign countries and a few U.S. territories are also represented. These panoramas average between twenty-eight inches and six feet in length, with an average width of ten inches. These panoramas ...

Contributor: Bandholtz, F. J. (Frederick J.) - Haines Photo Co. (Conneaut, Ohio) - Geo. R. Lawrence Co. - Pillsbury Picture Co. - West Coast Art Co.

Date: 1851




[View 4,312 Items](#)

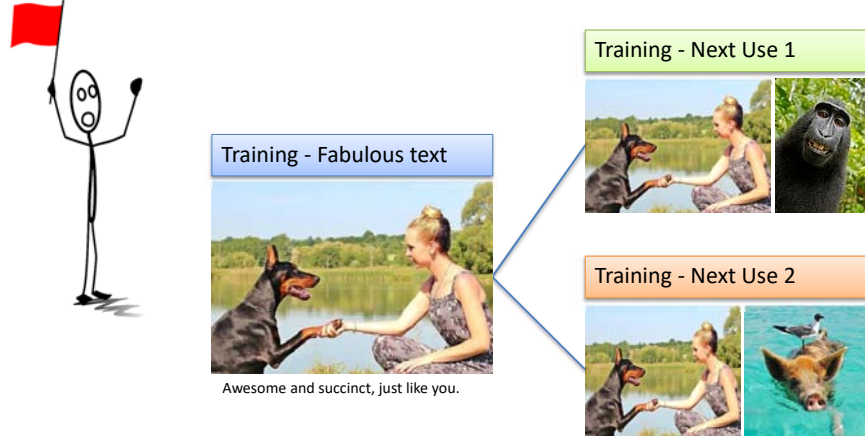
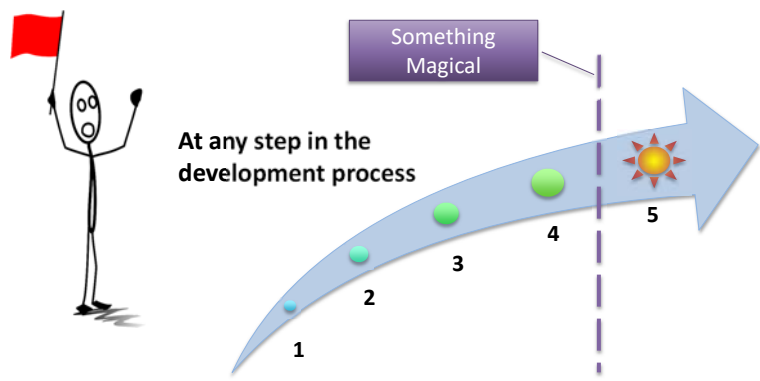
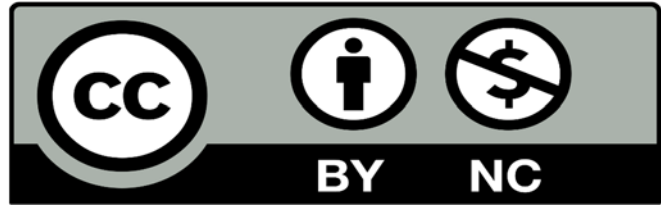
3. Type your **home town** or **state** in the SearchLoc.gov text box

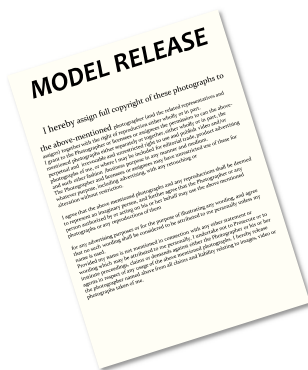
CC License	You Can	You Must	Commercial Use
 Attribution CC BY	Distribute Remix Tweak Build Upon	Give credit to owner	YES
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Author dedicates work to the public domain

BUT, that only covers copyright of image

DO I NEED A MODEL RELEASE?



by Barbara M. Waxer

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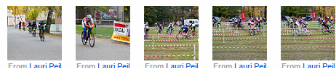
Here are some recently added bits and pieces:

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20,943,064 photos (See more)

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96,691,297 photos (See more)

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THE JOPWELL COLLECTION: FREE STOCK IMAGES OF OUR COMMUNITY AT WORK

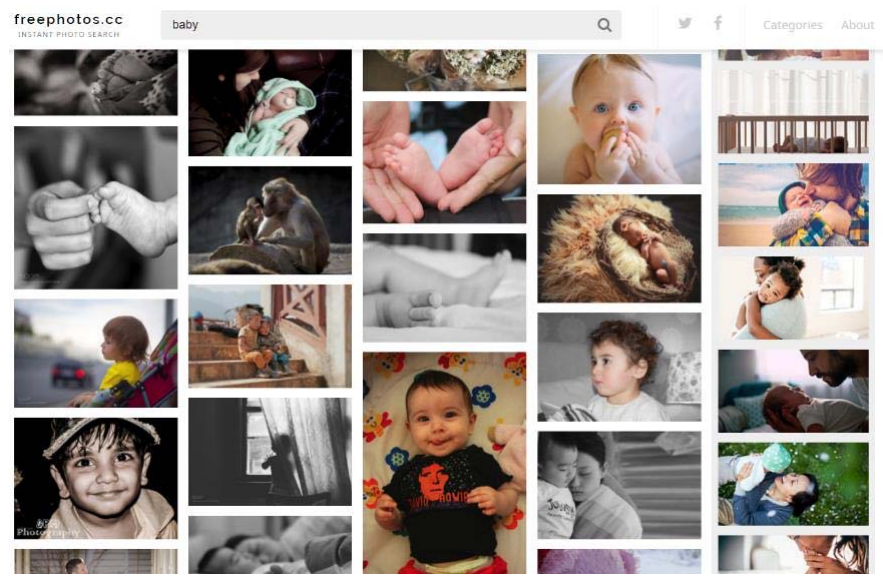
https://jopwellcollection.jopwell.com/thejopwellcollection/

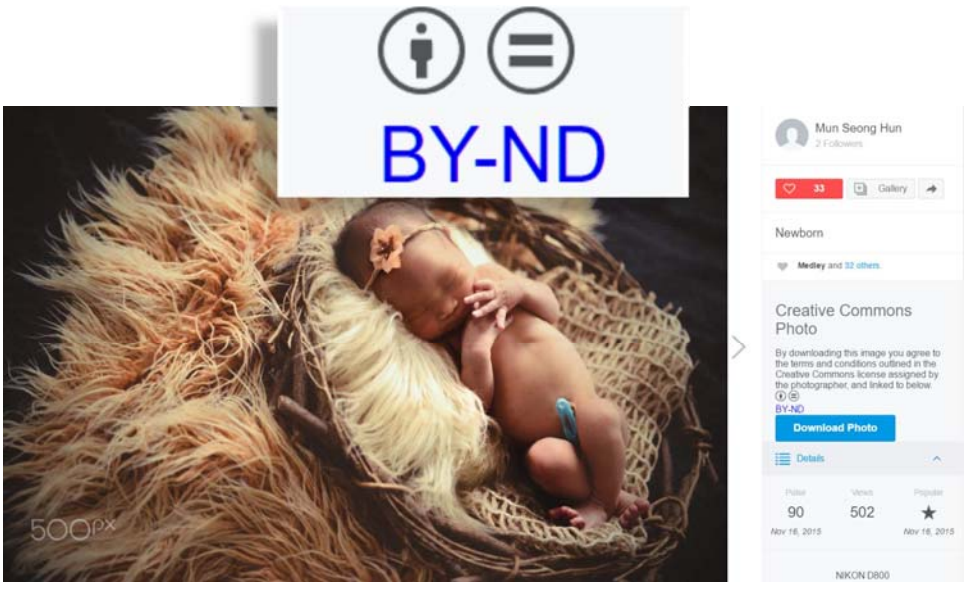


#WOCINTECHCHAT



Not all APIs are created equal



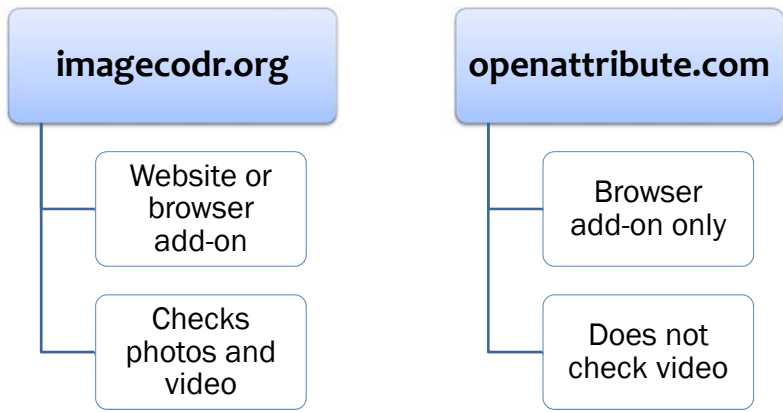


What about CC search APIs?



Flickr CC Attribution Tools

- Generates attribution HTML or plain text
 - Creative Commons and The Commons



Reverse Image Search

TinEye.com

220 Results
Searched over 16.305 billion images.

Sort by: Best match

- Best match
- Most changed
- Biggest image
- Newest
- Oldest**

Photos CC & Similar

Most no attribution required

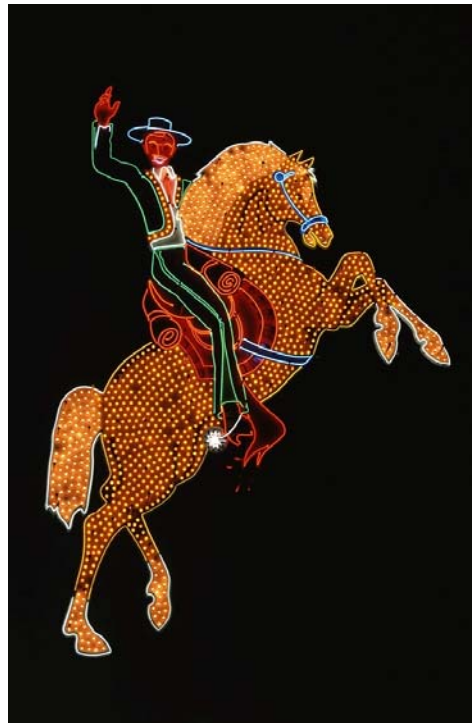
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- Morguefile.com
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Courtesy Anson Stevens-Bollen