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News Access Licence Fact Sheet for PR Consultancies and Marketing Firms

Assisting you with copyright compliance

In the day-to-day activities of your business, sourcing content from newspapers, magazines, online news websites and other publications is an essential activity. Public Relations and Marketing professionals in particular rely on these publications to inform themselves, and their clients, of industry news and potential issues, as well as to track publicity resulting from media releases and campaigns.

However, you may not be aware that if an article is scanned or photocopied and supplied to a client or colleague, or even if you simply forward an article to a client or colleague via email, then you are probably infringing copyright. Whether the article is about your client's company, or their industry, or even if the story is based on or quotes from your original media release, legally the copyright in that article still belongs to the publisher and/or journalist.

The News Access Licence provides a simple and effective solution. It gives you permission to legally copy and communicate newspaper and magazine articles within your organisation, whilst ensuring that journalists and publishers receive fair payment for the material used.

In addition, the licence allows you to distribute copies of newspaper and magazine articles to nominated clients via email.

With the News Access licence you have the ability to legally copy, email and save articles without infringing copyright.

What does the licence allow me to do?

The licence allows you to copy and communicate licensed newspaper and magazine articles to your employees and to your nominated clients.

To explain further...

What does copy cover?

To copy includes:

- reproducing the article by digital means, e.g. scanning, converting to PDF, saving to hard drive or USB; and
- making a hardcopy photocopy, directly or indirectly, from an electronic reproduction.

What does communicate cover?

The right to email and place an article online is one of the exclusive rights of the copyright owner and is referred to as the right of communication. The News Access Licence allows you to:

- post the article to your organisation's Intranet;
- email the article both within your organisation and to nominated clients; and
- store the article electronically for up to three months.

Can I source articles from all newspapers and magazines?

You can source articles from most newspapers and magazines; however Fairfax Business Publications are currently excluded. We will advise you if any other publications become excluded. You can also check for exclusions on our website, www.copyright.com.au

Can I make changes to the article?

All articles must be copied or communicated in full, without editing or changes.

In addition, each copy of an article must have the words "Copyright Agency Limited (CAL) licensed copy" displayed prominently.

You must also ensure each article is presented as news or comment, independent of any commercial or political interests.

How long can I keep the articles?

The licence allows you to store articles electronically for up to three months.

What are my obligations under the licence?

Your obligations under the News Access Licence are straightforward. You need to:

- estimate your average weekly article usage and advise CAL accordingly;
- estimate the number of your nominated clients;
- pay your licence fees yearly in advance, based on your estimated average weekly usage rate and nominated clients;
- copy and communicate licensed works in accordance with the terms and conditions set out in the licence;
- ensure all materials copied or communicated prominently display the words "Copyright Agency Limited (CAL) licensed copy";
- ensure all articles copied or communicated to nominated clients are presented as news or comment, independent of commercial or political interests; and
- advise CAL at the end of each year of any changes to your estimated average weekly usage or nominated clients.

Compliance

Complying with the News Access Licence has been made easy. Simply make sure you:

- understand your usage rights;
- know your copying limits and restrictions; and
- understand your obligations as a licensee, including fee payments and provision of data to CAL.

About CAL

CAL is an Australian not-for-profit copyright management company whose role is to provide a bridge between creators and users of copyright material.

CAL represents authors, journalists, visual artists, photographers and publishers as their non-exclusive agent to license the copying of their works to the general community.

CAL's licences allow organisations access to vital information while at the same time helping them to fulfil their legal copyright requirements. CAL's licences are convenient, flexible, and easy to use and are designed to be both cost effective and administratively friendly. We have licences to suit any type of organisation.

