



media **copyright** agency

Is your organisation infringing copyright?

WHY COPYRIGHT?

Research has shown that for an average modern digital workplace copyright is often overlooked in employee communication:

- Employees share information internally (e.g. news articles, reports, research, excerpts, clips etc.)
- Employees share information externally with clients
- Your organisation could be infringing copyright!

WHAT IS COPYRIGHT?

Copyright is a statutory property right and exists in original literary, dramatic, musical or artistic works. The requirement for originality does not mean that the idea behind the work has to be original, only that the idea is expressed in the work in an original form.

Copyright arises AUTOMATICALLY. It does not require registration or any other formality.

All material published by members of the media is protected by copyright. This includes all content published online.

THE PMCA

The PMCA's role is to ensure that copyright is respected and its value is appropriately recognised. The PMCA is a division of the New Zealand Press Association Limited. The PMCA also works in conjunction with the Newspaper Publishers' Association (NPA) - the trade association of the New Zealand newspaper industry.

Under the PMCA Scheme 'copying' includes the act of copying, reproducing, recording, storing (in any medium and by any means), retransmitting, emailing, faxing, printing, posting on the internet or an intranet site, selling, publishing, distributing or sharing, whether for internal purposes or otherwise.

If organisations perform any of the above acts and copy (i.e. photocopy, fax, scan, forward emails internally or externally, publish on an intranet, store electronically or print a press clip) from an original source or from a copy sent to clients from a press clipping agency, from any publication covered by the PMCA Scheme, those organisations will need a PMCA copying licence. They should also seek permission to copy from any publication that is not represented by the PMCA by going directly to the publisher.

"I thought if it's on the internet it was not subject to copyright"

- Anonymous

Anonymous is incorrect!

Certain works are protected by copyright - these include journalists work. Copying, storing, reproducing, emailing, scanning of original journalistic work, regardless of the source, are ALL copyright infringements.

YOU MAY NEED A COPYRIGHT LICENCE IF YOU OR YOUR ORGANISATION DO ANY OF THE FOLLOWING WITH OUR PUBLISHERS CONTENT:

- **Monitor newspapers or magazines (including websites) for news articles relating to your business, industry or competitors**
- **Receive press cuttings or alerts, whether from print or online, from a Press Cuttings Agency, Media Monitoring company or a Public Relations Agency**
- **Store or save news articles, in any format and from any source**
- **Produce a copy of our publishers content in any format or by any means**
- **Circulate news articles electronically on a company intranet or via email or send externally**

ACTIONS OF EMPLOYEES PUT COMPANIES AT RISK

Centrally Managed Systems

HIGHER CONTROL

- Intranet
- Company website
- Newsletters

LOW/MEDIUM RISK
Depends on:

- Culture
- Resources
- Policy & training

Department & Employee Activity

LOWER CONTROL

- Email/proposals/reports
- Presentations
- External relationships

HIGH RISK
Depends on:

- Less visibility
- Decentralised budgets
- External relationships

LICENCE TYPE	WHAT YOU CAN DO
Basic copying licence	Allows you to print, photocopy and fax articles from the “basic licence list” (essentially all daily and Sunday newspapers in New Zealand, including their websites) and distribute them within your organisation.
Supplementary publications	Once you have the basic licence, you then add other publications from the “supplementary publications list”. This includes most community newspapers and most major magazines and periodicals. This also extends to their online versions where applicable and some website only publications. A complete basic licence allows you to copy from all the named titles in the same way.

The licences above decide the source of the material you may wish to use in your organisation. How your organisation can then use the material is dictated by the licences below.

LICENCE TYPE	WHAT YOU CAN DO
Digital copying licence	Enables you to digitally copy, store and distribute internally (via email or intranet) articles from any of the publications that you are entitled to copy from under a Basic Licence plus any supplementary publications.
Web extension copying	Allows you to publish articles on your organisations website or social media page. Requires a digital licence as a prerequisite.
External supply	Allows provision of articles both printed or electronic from a press clipping agency/media monitor to external recipients.
Trade & professional associations clipping	Trade & professional associations can on-pass clippings received from a press agency/media monitor to their members. Fee based on number of members.
Indemnity	Copyright owners will indemnify past copying infringements. If you require a licence now, how long have you been using publishers content the same way? A licence for indemnity is usually included as a one-off fee when a PMCA licence is first setup.



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