



Internet Image Primer

The Internet contains literally millions of images and photographs available for download. With this abundant supply, station personnel may be tempted to use these images on their websites. Easy accessibility of these images, however, does not mean that they are in the public domain and available for use. Rather, unless explicitly stated otherwise, these images are protected under U.S. copyright law, and the right to reproduce and control how they are used rests exclusively with the individual creator of the work or a publisher. Unauthorized use of these images could constitute copyright infringement for which the station can be held liable. This applies even where the image is not accompanied by the “©” symbol or other copyright notice. The potential liability for copyright infringement is \$150,000 per infringement claim plus attorneys fees.

A number of stations have arrangements with AP, Shutterstock or Getty for used of licensed images. The decision to purchase an image library license is a local market/station budgetary decision. If your station does not have an image library license, there are a number of image sources available on the Internet (some free and some “pay as you go”). One way to obtain images for use on your website is to utilize a free Creative Commons license. For example,

- Visit **Flickr** at <http://www.flickr.com/search/advanced/> and check the boxes for each of:
 - Only search within **Creative Commons**-licensed content
 - Find content to use commercially
 - Find content to modify, adapt, or build upon (if you plan to crop the image, add to a Flipper or header art, etc.)
- Once you have selected an image, read the information under the “**License**” heading on the right side of the page. Every image can have different use and licensing restrictions / requirements. Some images will allow you to use the image with “attribution” or you may have an opportunity to purchase a license to use the image without such restrictions / requirements. If the owner of the image requires a credit or other type of attribution, you must provide credit as they require. (Note: These examples are not always easy to find.) Click here for [CC Attribution Instructions](#). According the Creative Commons license agreement Attribution “may be implemented in any reasonable manner.”

Finally, stations must use care whenever an image contains either (i) an identifiable person who is not a public figure (e.g. a Hollywood celebrity or politician); or (ii) a copyright image or a trademark. Though Creative Commons is a great licensing tool for the image itself, it does not convey other rights relating to the subject of the image. For example privacy rights are beyond the scope of the license. In other words, an image of a mountain range is not an issue, but an image of a child on a roller coaster (whose faces is clearly identifiable) can subject the station to a claim of invasion of privacy. Similarly, it is also an issue if the image is an image of a copyright image (e.g., a picture of a famous poster).

For more info about Creative Commons and Creative Commons on Flickr, see:

<http://creativecommons.org/about/>
<http://www.flickr.com/creativecommons/>

Flickr is not the only site to obtain images. There are many sites offering free or pay as you go image licenses. The following is a list of sites we have found useful (in each case, however, you must be sure to comply with the stated restrictions / requirements):

<http://morguefile.com/> (*Free stock images*)
<http://sxc.hu/> (*Pay as you go for images*)
<http://freerangestock.com/index.php> (*Free stock images. Note their License Summary: “You can do nearly anything with the images, commercial or not.”*)
http://commons.wikimedia.org/wiki/Main_Page (*Creative Commons site*)
<http://www.everystockphoto.com/> (*no account needed – check the license*)
<http://www.istockphoto.com/> (*pay as you go or subscription site*)
<http://www.dreamstime.com/> (*a pay as you go or subscription site*)