

Brainstorm:

- What are at least 2 things we need to keep in mind to make sure our broadcast is appropriate and air-able for the Niles North community?

1. What kind of language should you use in broadcast production?

2. What physical contact should be used?

3. What do you need to avoid when choosing music for your media packages?

4. What are our dress code expectations for the broadcast?

5. What are our expectations relative to hallway etiquette?




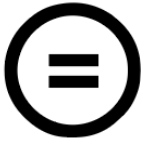
6. What is the definition of fair use?

6a. Now translate that into your own words....

Considerations for fair use	Notes
Purpose and character of use	
Nature of copyrighted work	
Amount and substantiality of portion used	
Effect of use upon market value of copyrighted work	

So, where can you find acceptable images and music? _____

Look at the images below and match them to the proper definition. Which symbol(s) are you most likely to look for when trying to find media to use in your media package?

A. 	B. 	C. 	D. 
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_____	No derivative works It can be copied, distributed and performed but cannot be modified
_____	Share-alike It can be modified and distributed but must be covered by an identical license.
_____	Attribution It can be copied, modified, distributed displayed and performed, but the copyright owner must be given credit.
_____	Non-commercial It can be copied, modified, distributed and displayed but no profit can be made from it.

