

Indiana Department of Natural Resources Multimedia Policy (07/13/2012)

- Assets are defined within this document as media content including images, video and sound files.
- All asset requests—internal and external—must be processed through the Digital Asset Manager for tracking.
- All recipients of IDNR media must be provided a copy of this policy.
- All asset use must be documented and recorded in the Digital Asset Management system
 - External requestors must complete the Intellectual Property Use Rights Request Form.
 - DNR requestors must complete a work ticket.
- Content alteration of media is forbidden.
- Credit line must be provided:
 - In physical publication or online, credit lines must appear on the same page as the asset or in the asset's caption.
 - Spot news segments for television must broadcast the credit line with the asset.
 - Films, videotapes, slide shows and other media productions may use a credit section at the beginning or end of the production
 - For display items a credit line must appear either in the asset's caption or be affixed to the display.
 - Credit must be given to 'Indiana DNR' or as indicated by DNR at time of request.
- Copyright restrictions and regulations (Title 17, United States Code):
 - The Indiana Department of Natural Resources (IDNR) Division of Communications IS NOT necessarily the owner of the copyright of each asset in its collections, but it will assist the requestor in ascertaining who the proper owner is.
 - Freelance creators remain the owners of their copyrights unless those rights were transferred in an agreement signed by both parties.
 - If the user is not the copyright owner of an asset used in publication, that user must secure a release form from the copyright owner prior to publication.
 - In requesting permission to reproduce material from the collections of IDNR Division of Communications, the requestor agrees to take sole responsibility for any action involving the infringement of the rights of any person or their heir and descendants in common law or under statutory copyright.
 - The IDNR Division of Communications reserves the right to refuse an asset request if, in its judgment, fulfillment of the order would involve violations of copyright law.
 - All media taken using state owned equipment OR on state time are the property of the state, and as such are subject for search and use by the state.
- Indiana Code 5-14-3 requests will be honored with a low-resolution watermarked version of the asset, not to be used for commercial purposes.
- Delivery timeline of purchased assets can not be guaranteed.
 - While every attempt will be made to complete copy work by a prearranged time, the IDNR cannot guarantee a delivery time of any request. Priority must be given to IDNR work on publications and public relations.
- No model release on any assets unless so specified in writing.
- One-time-use permissions will be granted based on following measures:
 - Use of media is not counter to the mission of IDNR.
 - Use of asset does not misrepresent the subject of the media nor the DNR in any way
 - Asset will not be used in any way which could be considered defamatory or fraudulent, either by making changes to it, or in the juxtaposition to accompanying text.
- A licensing fee will be charged for commercial uses of IDNR assets.
 - Fee will be waived for IDNR use, IDNR promotion, and for projects contracted by the DNR.

- Fee scale will be replaced for non-profit organizations with a flat charge of \$10 per asset.
- Assets purchased may be delivered in their original “out-of-camera” form; color correcting, cropping, or other needed enhancements are the responsibility of the buyer.
- No refunds will be granted nor cancellation notices accepted after the asset has been transferred to the buyer
- All assets must be used exclusively for the project described on the release form or internal work ticket.
 - The permissions granted are non-transferable.
 - Additional release forms must be completed and approved for additional uses.
- When DNR media is used in a publication, one complimentary copy of the work should be provided to DNR immediately upon production.
- IDNR reserves the right to approve the design layout where an asset will be used before giving final licensing permissions.
- Use of media does not imply endorsement of products or services associated with use, and should be noted where appropriate.
- IDNR use of personal media (either obtained externally or submitted by DNR creators from non-state owned collection) will be treated as complimentary & one-time-use. Additional use of media must be approved by owner.
- All media obtained from sources outside of the DNR must be credited on publications in the manner requested by the copyright owner.
- Media use must be approved by the copyright owner prior to DNR publication, including personal media, professional media, and media obtained through internet asset search engines or otherwise of unknown origin; the DNR and its representatives will abstain from the use of media for which written approval is unable to be obtained.