

Census of Marine Life Guidelines for Crediting Photos, Videos, and Other Images

When securing a photo, video, graphic, or electronic image for use or dissemination on behalf of the Census of Marine Life, please be sure to ask how those providing it prefer the credit to be noted. Our recommendation is that credit be given to the person(s) who actually took the shot, owns, or holds the copyright on the photo, video, or image or the individual or organization that developed the graphic along with his/her affiliation. (In some cases, it may be necessary to credit a funding agency, but those decisions should be made on a case-by-case basis. Please remember that long photo credits are often difficult to incorporate into print or web-based documents, so care should be taken to keep the photo credit as short as reasonably possible. Also, while credit information will be always be provided with dissemination of any video, photos, graphics, or images to the press, if used in a broadcast news story, photo credits are often not noted).

To avoid going back to the source more than once, please ask the following questions when securing permissions:

- a) How should photo, video, graphic, or electronic image be credited? Example: John Smith, University of Maine or Mary Jones, NOAA
- b) What year (or date) was it shot or produced?
- c) Who/what organization owns the copyright, if applicable?
- d) Does the Census have permission to freely use this photo, video, graphic, or image as long as the source is appropriately credited?
- e) For each photo/video/graphic/image, please provide a short description of what is depicted, including both the scientific and common names of critters (if applicable), to incorporate into a caption, where the shot was taken, and for what purpose.

Answers to these questions will help to ensure that all those who kindly provide photos, videos, graphics, and images are appropriately credited and forewarned that their image may be used for more than one purpose associated with the Census of Marine Life

For questions, contact Darlene Crist, 401-295-1356 or darlene.crist@cox.net.