



Paula Bowman &lt;paulabowman9000@gmail.com&gt;

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**Fwd: Copyright Permissions & Licensing for Image Use**

1 message

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**Paula Bowman** <paulabowman9000@gmail.com>  
To: Paula Bowman <paulabowman9000@gmail.com>

Tue, Jan 1, 2019 at 3:06 PM

-----Original Message-----

From: Sarah Courtney <scourtney@lww.org>  
To: State Presidents 2017-19 <LWVStatePresidents201719@lww.org>; StateLeagueExecutiveDirectors <StateLeagueExecutiveDirectors@lww.org>  
Cc: All staff <LWVStaff@lww.org>; BoardEF <boardef@lww.org>  
Sent: Mon, Dec 3, 2018 12:19 pm  
Subject: Copyright Permissions & Licensing for Image Use

Dear State Presidents and Executive Directors,

When including images in League materials, League leaders should **always review the copyright permissions closely before incorporating it**. Using photos and graphics in League materials – including social media posts and newsletters – without the appropriate permissions can expose the League to legal action or hefty fines.

**Copyright infringement can lead to penalties regardless of infringer's knowledge or intent.** Even if your League has used photos in the past without permission, you can still be charged thousands of dollars in retroactive licensing fees. Incidents like these are not unique, and all Leagues should make efforts to avoid these types of situations. To help Leagues do so, here are some recommendations from LWVUS:

1. **Use your own images.** You always have ownership of the photos you take. If you are photographing or filming non-League individuals at events or in public, [use our photo release forms](#) to get written permission and keep them on file for up to three years.
2. **Use images from the [LWVUS Flickr site](#).** All of these images are owned by the League of Women Voters and licensed for use by local and state Leagues.
3. **Use free stock photos from legitimate websites that are licensed for public use.** Pay special attention to any requirements on these images. Some images require an image credit back to the website and/or photographer. [Here is a list](#) of several of these reputable free image sources.

**State League Presidents and Executive Directors, please share this message with your members and leaders involved in communications for your local and state Leagues.** Please also consider including it in any communications training and/or newsletter for your Leagues. We will be adding these recommendations to the League Management Site and including this guidance in Thursday's League Update – this is a topic we cannot over-communicate.

If you think you your League is currently using images for which you do not have legal permission, we urge you to reach out to your legal partners. If you have questions about LWVUS's recommendations, please don't hesitate to contact the Communications Department at [communications@lww.org](mailto:communications@lww.org).

Thank you for your help in protecting the League's brand and ensuring our compliance with copyright laws.

**Sarah Courtney** (she/her)  
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