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**Copyright Guidelines for Writers  
For The Alternate Press, Natural Life Magazine,  
[www.NaturalChildMagazine.com](http://www.NaturalChildMagazine.com) and [www.LifeLearningMagazine.com](http://www.LifeLearningMagazine.com)**

Life Media is committed to protecting the copyright of writers, both those who write for us and those whose work may be used in the preparation of material we publish. We will not knowingly publish plagiarized material (someone else's work passed off as your own), since this is a form of copyright infringement, and we include that provision in our writers' contracts. Therefore, we have prepared this short guide that responds to the questions we are most commonly asked about copyright.

#### **Protecting Our Writers**

Rights arrangements for book publishing purposes will be negotiated on an individual basis.

For our magazines, we expect non-exclusive, worldwide print rights and electronic rights. We prefer first-time rights, but that is negotiable depending upon the material; we therefore expect writers to inform us of the publication history of their submissions.

#### **Protecting Other Writers**

Whenever possible, writers should cite the source of any third-party material they are using. Permission must be sought from the copyright holder for the use of quotations or paraphrases of more than two sentences. Paraphrasing is usually preferable to direct quotations, but the source should still be cited. We are not scholarly publishers, and for magazine purposes, an informal citation style is used: (eg. "Writing in the journal XYZ in 1999, Joe Smertz said that.....")

To justify extensive use of third-party material, writers often refer to what is called the "fair use" (US) or "fair dealing" (Canada) principle. However this principle, while providing legal exemption to copyright law for some specific uses (private study, research, criticism, review or news reporting) is vague and its use is quite uncertain, especially in the commercial context. Contrary to popular opinion, there are no fixed rules in terms of the number of words that may be legally quoted under the "fair use" exemption. Generally, the more material you take, the less likely it is that your use will be a fair use.

Some writers justify use of third-party material with the idea that their use of the copyrighted work will help publicize it; this has been tested in court and the reverse is true. The courts look to see if the copy is a substitute for the protected work, thereby depriving the owner of the protected work of some economic benefit or even depleting the value of the protected work.

Changing someone else's work does not make it your own; you cannot claim copyright to another's work, no matter how much you change it, unless you have the owner's consent. And only the owner of copyright in a work has the right to prepare, or to authorize someone else to create, a new version of that work. This is different from using another person's work as inspiration, or in order to develop a new and original hypothesis based on an earlier piece of work. But even then, whenever possible, it is best to find a way to acknowledge that inspiration in the new work.

In news articles or non-opinion pieces, we expect our writers to stand behind the accuracy of their work. As an assurance of accuracy, writers should retain – for presentation to the editor if requested – a list of all sources, even those not quoted, with contact information, a bibliographical list of all reference books used, indicating relevant pages and the information found there, and links to website addresses of online media sources, indicating the site's name and the information found there.

### **Photo Releases**

It is illegal to commercially publish photographic images of people without their permission, unless they are deemed to be public figures (such as royalty, politicians, entertainment celebrities). Therefore, all photographs intended for publication must be accompanied by signed releases. If the photographs have been taken by someone other than the writer, we require the releases to be signed by the photographers. If photographs include images of recognizable individuals, the photographer should have on file release forms for each photograph, signed by the recognizable individual(s) or a parent/legal guardian. Writers should include photo credit information for each photograph submitted and suggested captions (although we may not caption the photos).