



MEDIA POLICY

1. Introduction

This policy relates to the use by the media of archives and 3-D objects held by Northumberland Archives at Berwick-upon-Tweed and at Woodhorn. Whilst the Service is very keen to see a higher profile for our collections and our work and recognise that the media has an important role in achieving this we need to balance this with the Intellectual Property Rights and preservation issues relating to the use and handling of items within our collections.

2. Requests

- 2.1 All requests to use items from our collections by the media should be made in writing (letter or e-mail) to the Head of Collections or Berwick Archivist as appropriate.
- 2.2 Requests should be made four weeks in advance of any deadline thereby allowing staff to obtain permissions and process any digital orders.
- 2.3 If the request relates to use of items held at Woodhorn by the local news media (press, radio or television) the Marketing and Tourism Officer at Woodhorn should be informed of this request immediately.
- 2.4 Where possible full references of items to be used should be provided with the request.
- 2.5 If the request involves identification of content this will be undertaken by Northumberland Archives staff as part of our Research Service – details of the Research Service can be found on our website (www.experiencewoodhorn.com).

3. Use of Non-Moving Images

- 3.1 If the request relates to the use of an image of an item from our collections the digital copying of this item will be undertaken by Northumberland Archives staff.
- 3.2 The image should be ordered using our Digital Copy Request Form which is downloadable from our website (www.experiencewoodhorn.com). Contact details, reference number, file format and resolution of image required should all be recorded on this form.
- 3.3 A charge will be made for provision of a digital copy – charges are set out in the Fees and Charges section of our website - www.experiencewoodhorn.com/fees-and-charges.

4. Filming

- 4.1 Where the request relates to filming on site Northumberland Archives staff will produce any items for filming in advance of the arrival of the film crew. It will not be possible to produce additional items during the course of filming.
- 4.2 Filming will be supervised by a member of Northumberland Archives staff at all times.
- 4.3 Film crews will be supplied with a copy of our Study Centre rules and will be asked to observe these throughout filming.
- 4.4 Filming will take place at a date, time and location pre-agreed with the Head of Collections/Borough Archivist.
- 4.5 Filming will only take place where the physical condition of the item allows it and where any permission issues relating to the use of the item have been cleared in advance.
- 4.6 Filming will take place during normal Northumberland Archives opening hours. In exceptional circumstances out of hours filming may be arranged for an additional fee. This is dependent upon the availability of staff.
- 4.7 Filming will take place at Berwick-upon-Tweed Record Office or Woodhorn as appropriate. In exceptional circumstances it may be possible to arrange for the filming of material off-site. However, this must be arranged in advance with the Head of Collections/Berwick Archivist. Any material taken off-site will be accompanied by a member of Northumberland Archives staff at all times. Staff time will be charged for.
- 4.8 We reserve the right to withdraw an item from filming at any time if it appears to be at risk.
- 4.9 Cold lights should be used during filming – items should not be subjected to excessive heat.
- 4.10 Any agreement in relation to filming/usage of footage must be signed by the Head of Collections/Berwick Archivist in advance of filming.
- 4.11 An hourly facilities fee will be charged for filming taking place on site.

5. Social Media

- 5.1 Requests to use content from our collections in social media will be dealt with in accordance with our procedures for dealing with all other media requests.
- 5.2 Northumberland Archives will provide a digital copy of an item from our collections as per section 3 of this policy.
- 5.3 We reserve the right to levy a royalty fee for use of an item from our collection in social media as per section 6 of this policy.
- 5.4 We expect an acknowledgement of our service when an item from our collection is used in social media – see section 7 of this policy.

6. Intellectual Property Rights

- 6.1 Permission for use of items from our collections by the media will be obtained in advance by members of Northumberland Archives staff.
- 6.2 The Head of Collections/Borough Archivist will advise whether there is a permissions issue at the point that the request to use the item is made.
- 6.3 Where permission needs to be sought a Publications Request Form must be completed. This form is downloadable from our website - www.experiencewoodhorn.com/copyright-and-order-forms.
- 6.4 Items from within our collections can only be used when permission of the owner has been obtained. We will endeavour to seek permission clearance as promptly as possible but in some circumstances this may take longer than anticipated and we will be unable to sanction usage until this has been obtained.

7. Royalties

- 7.1 We reserve the right to levy a royalty fee for the use of images of items within our collections in publication.
- 7.2 We will advise you of any royalty fee payable at the point that you make your request.
- 7.3 Details of our royalty fees are published on our website - www.experiencewoodhorn.com/fees-and-charges.

8. Acknowledgements

- 8.1 Use of images of items held by Northumberland Archives must be acknowledged. We will advise you of the phrasing of any acknowledgement.

9. Policy Review

This policy will be reviewed every three years, and if appropriate, amended to maintain its relevance

June 2010

Reviewed: Sept. 2016