Ownership and use of video and other media at SUNY-ESF is governed by SUNY policy on intellectual property (Title J, SUNY Board of Trustees Policies. § 335.28 and § 335.29).

SUNY policy establishes that media produced by SUNY faculty and staff are, in general, the intellectual property of the individuals creating them. SUNY ESF may claim ownership of media only when it is produced under specific contract or work-for-hire arrangements between SUNY ESF and faculty or staff as specified in Title J of the SUNY Board of Trustees Policies.

Definitions:

“Creative media” are “copyrightable” media productions made by SUNY ESF faculty, staff and students, whether in the course of their regular duties or not.

“College-related media” are media produced for the purposes of publicity, advertising, recruitment, retention and student life.

Policy:

As prescribed by the Policies of the SUNY Board of Trustees, creative media are the sole intellectual property of the copyright holder. Creative media should assert the copyright claim of the media creator in the form of a standard copyright statement, e.g. “Copyright [name of copyright holder], [year]. All rights reserved” or similar language.

Unless produced under specific contract or work-for-hire arrangements with SUNY ESF, creative media should include a disclaimer that the production does not represent the views of the College, its staff or students, e.g. “This production does not represent the SUNY College of Environmental Science and Forestry.”

SUNY ESF may not appropriate or use creative media without the permission of the copyright holder.
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