

# PAST-TIMES



*Understanding Creative Commons Licensing*

# Module 4, Unit 4: Safe-guarding oral history projects in the public domain

*Understanding Creative Commons Licensing*



## Choosing the Right CC License

- It is easy and straight-forward to decide to apply a Creative Commons License to your oral history project.
- However, there are several important elements and aspects of the licensing agreements to consider before you apply a license to your works.

## Understanding Creative Commons Licensing

- All Creative Commons licenses and CC0 are irrevocable.
- Irrevocable means that once in place, the agreement in the license is legally binding and cannot be cancelled.
- That means once you apply a CC license to a work, the CC license applies to the work until the copyright on the work expires.

## Understanding Creative Commons Licensing

- This aspect of CC licensing is highly desirable from the perspective of re-users of content because they have confidence knowing the creator can't arbitrarily pull back the rights granted them under the CC license.
- Because the licenses are irrevocable, it is very important to carefully consider the options before deciding to use a CC license on a work.

## Understanding Creative Commons Licensing

- You must own or control copyright in the work.
- You should control copyright in the work to which you apply the license.
- For example, you don't own or control any copyright in a work that is in the public domain, and you don't own or control the copyright to the narration delivered by your interviewee.
- Before licensing, be mindful about whether you have copyright to the work to which you're applying a CC license.

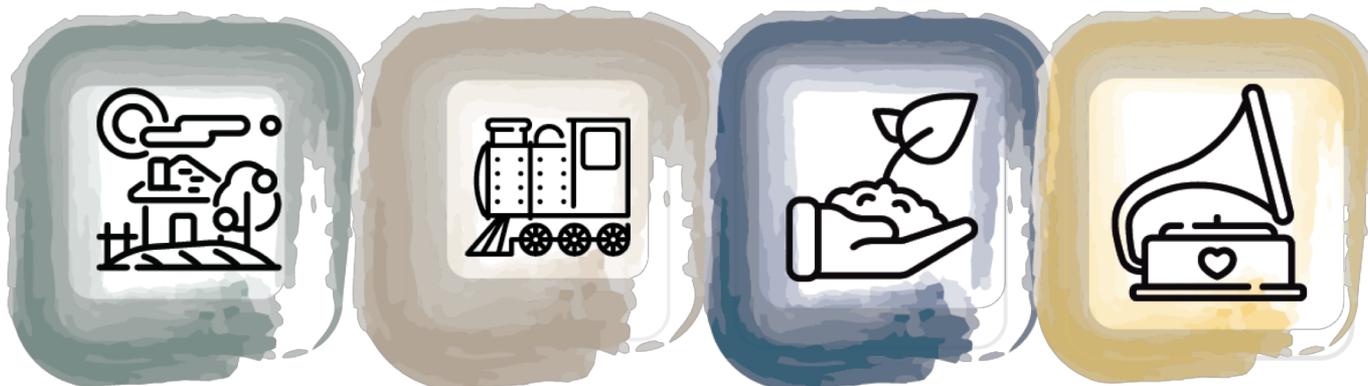
## Understanding Creative Commons Licensing

- This is why it is important that you signed Interviewee Participation Agreements with interviewees and agree to use Creative Commons in the Interview Recording Agreements signed with all interviewees.
- Without these agreements, you do not have the ownership of the content to be able to attribute a Creative Commons license to your work.

## Understanding Creative Commons Licensing

- The Creative Commons licenses provide a range of options for creators who want to share their work with the public while still retaining copyright.
- The best way to decide which license is appropriate for you is to think about why you want to share and how you hope others will use your work.

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