

ETHICAL MEDIA USAGE: Quick Reference Guide

The Four Essential Steps to Confident Media Usage

STEP 1: Get Licensing in Place

- Secure CCLI, CVLI, and other necessary licenses to cover your church's media usage.

STEP 2: Purchase Media Content from a Resource Provider

- Buy from reputable ministry providers who handle copyright permissions for you.

STEP 3: Seek and Secure Permission from Copyright Owners

- If you can't purchase or license content directly, request explicit permission from content creators.

STEP 4: Establish your Primary Platform

- Use your church website as your central hub for all your online ministry activity to create a consistent, controlled environment.

Quick Do's and Don'ts:

DO:

- Purchase content from legitimate ministry resource providers
- Keep written documentation of all licenses and permissions
- Check CVLI's producer list before showing movies
- Ask permission before using content you didn't create
- Build media purchases into your annual budget

DON'T:

- Show YouTube videos in church settings
- Pull images from Google searches
- Share purchased content with other churches
- Charge admission where content will be shown
- Assume non-profit status grants usage rights
- Assume something is okay just because other churches do it
- Use content without proper permission just because it's for ministry
- Try to avoid getting caught rather than getting permission