



SATHYA SAI INTERNATIONAL ORGANISATION OF MALAYSIA MEDIA GUIDELINES

In light of the guidelines that are followed for public SSIO presentations in Prasanthi Nilayam, as well as good media practices that are generally accepted, the SSIO Malaysia Media Team follows a policy of :

1. Strong adherence to rules of intellectual property (mainly copyright) and
2. Acknowledgement of / Giving credit to source materials where necessary.

Media created by the Zonal and International SSIO teams may freely be used by any SSIO bodies under their respective umbrellas (centres, regional and national organisations).

A good portion of national/regional/state/centre events may be uploaded or livestreamed on social media (Facebook, Twitter, Instagram and others). As anything uploaded onto the Internet is instantly published to the whole world and also permanently stored, it becomes a necessity that the SSIO also follows the guidelines so that:

1. Media created by SSIO members for the organisation do not infringe on the copyrights that another creator may hold legally,
2. Media created for the SSIO is thereby protected by the laws of intellectual property,
3. In the case that any individual, group or organisation not affiliated to the SSIO misappropriated media that was created for SSIO use, the SSIO has legal recourse to prevent usage of said media for any purpose not aligned to itself.

All media (images, music/audio, video and multimedia) that are to be shown, presented, heard or seen during any national/regional/state/centre event must adhere to the guidelines shared within this document.

1. For more information on what is copyright:

<https://support.google.com/legal/answer/3463239>

2. For more information on fair use:

<https://fairuse.stanford.edu/overview/fair-use/what-is-fair-use/>



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IMAGES :

Good Submissions:

1. **All** material in said image has been captured or created for the SSIO, and **does not contain any other copyrighted work** (e.g. stock images)
2. **Most** material has been captured or created for the SSIO, and **contains some other copyrighted work**. Those other materials (e.g. stock images) have been licensed or purchased for the purpose of creating this image for the SSIO and are royalty-free.
 - a. SSIO Malaysia Media team will accept the image, and will require information on the third-party media used and the terms of usage. If acknowledgement or credit is required, SSIO Malaysia media team will check to see how to include it.

Not Acceptable:

1. Images that were downloaded through a google image search:
 - a. Google does not own the images that are shown online in the search results. The creators of the image have copyrights and may or may not give permission for usage, and as such permission must be sought from them.
2. Images that were created by a third party when permissions have not been obtained for usage.
3. Images that were created for SSIO but with copyrighted material (infringing fair use).



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VIDEOS :

Good Submissions:

1. **All** material in said video clip has been captured or created for the SSIO, and **does not contain any other copyrighted work** (e.g. stock images, footage or music)
 - a. SSIO Malaysia Media team will accept the video and check if there are any unintentional copyright issues.
2. **Most** material has been captured or created for the SSIO, and **contains some other copyrighted work**. Those other materials (e.g. stock images, footage or music) have been licensed or purchased for the purpose of creating this video clip for the SSIO and are royalty-free.
 - a. SSIO Malaysia Media team will accept the video, and will require information on the third-party media used and the terms of usage. If acknowledgement or credit is required, SSIO Malaysia media team will check to see if acknowledgement was made as part of the video.
3. Video clips from YouTube:
 - a. If the video clip on YouTube was uploaded by another third party (Non-SSIO, Non-Radiosai, Non-SSSMC), permissions have to be sought from the third party to allow the usage of the video clip at any event. The source link for the video clip must be displayed (if part of a PowerPoint presentation).
 - b. As long as the clips are played from the YouTube page or YouTube player itself, there are no issues. It is however, illegal to download YouTube videos onto your computer or device as per YouTube's terms of usage.



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VIDEOS :

Not Acceptable:

1. Videos that were downloaded from YouTube.
2. Videos that were created by a third party when permissions have not been obtained for usage.
3. Videos that were created for SSIO but with copyrighted material (infringing fair use).

If the SSIO Malaysia media team determines that some part of the video is not in accordance with fair use or intellectual property usage, the team/coordinator will get back to you at the soonest to sort it out.



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AUDIO :

Good Submissions:

1. **All** material in said audio clip has been captured or created for the SSIO, and **does not contain any other copyrighted work** (e.g. stock music or sound effect tracks)
 - a. SSIO Malaysia Media team will accept the audio and check if there are any unintentional copyright issues.
2. **Most** material has been captured or created for the SSIO, and **contains some other copyrighted work**. Those other materials (e.g. stock music or sound effect tracks) have been licensed or purchased for the purpose of creating this audio clip for the SSIO and are royalty-free.
 - a. SSIO Malaysia Media team will accept the audio, and will require information on the third-party media used and the terms of usage. If acknowledgement or credit is required, SSIO Malaysia media team will check to see how acknowledgement should be made.
3. Full audio tracks from third party sites:
 - a. If an audio track to be used belongs to a third party and has not been purchased/licensed (Non-SSIO, non-Radiosai), permissions have to be sought from the third party to allow the usage of the audio track at the national/regional/state/centre events. This may sometimes entail purchasing the right to use the audio track.
 - i. **It is however, illegal to use audio tracks** that were created by a third party when permission to use has not been granted or requested at the minimum.
 - b. If an audio track to be used belongs to a third party and has been purchased/licensed, the SSIO Malaysia media team will require some information such as the source website / company and the terms of usage.
 - i. Purchasing a track may also come with conditions. Please do check if any acknowledgement or attribution needs to be made.



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AUDIO :

Not Acceptable:

1. Audio tracks that were downloaded from YouTube.
2. Audio tracks that were created by a third party when permissions have not been obtained for usage
3. Audio that were created for SSIO but with copyrighted material (infringing fair use).

If the SSIO Malaysia media team determines that some part of the audio is not in accordance with fair use or intellectual property usage, the team/coordinator will get back to you at the soonest to sort it out.



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POWERPOINT SLIDES :

Any PowerPoint presentation file that is submitted to the team must be formatted* according to the template that the SSIO Malaysia media team will furnish prior to any event (timeline to be disclosed by SSIO Malaysia media team lead).

Good submissions:

1. Adhere to the template.
2. All material included in the presentation are either self-created, purchased or licensed and have permissions granted.
 - a. Any third party source of information in the presentation must be acknowledged (e.g. statistics – mention source article or website URL)
 - b. Any third party source of media must be acknowledged if required by the source. (e.g. images from news websites must be attributed to the website by name and URL)

Not acceptable:

1. Using third party media, e.g. video or audio that does not satisfy the video/audio requirements mentioned earlier.
2. Using third party media without attribution/acknowledgement.

*If presenters are unable to use the templates to create their PowerPoint presentations, the SSIO Malaysia media team may be able to assist on a case-by-case basis



SATHYA SAI INTERNATIONAL ORGANISATION OF MALAYSIA MEDIA GUIDELINES

GUIDELINES ON DOWNLOADING IMAGES, AUDIO AND VIDEO CLIPS :

As outlined in the media guidelines document, SSIO Malaysia follows a policy of adhering to rules of Intellectual Property (mainly copyright) and acknowledgement of / giving credit to source materials where necessary.

To assist the planning team for the national/regional/state/centre, the SSIO Malaysia Media Team will assist in providing royalty –free audio and video clips. We request for all planning team members who are responsible for putting together the media materials for the respective segments in any event to follow the guidelines provided in the following pages.

Images - Links to Download Free Stock Images

- <https://www.freepik.com/>
- <https://pixabay.com/>
- <https://unsplash.com/>
- <https://www.vecteezy.com/>
- <https://www.cleanpng.com>



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GUIDELINES ON USING FREE STOCK IMAGES

1. You may create an account using your own email address to download materials
2. Choose only images that are meant for free usage
3. Copy the link of the image you are downloading and submit it along with your media submission for any events. You may list all the links used in a Word document.

Audio / Video - Links to Download

- <https://www.youtube.com/channel/UChT8qITGkBvXKsR1Byln-wA>
- <https://www.youtube.com/playlist?list=PL06diOotXAJJuQFCzDNuKo6jIPyNbeZk7>
- <https://youtu.be/O5uHnZn3xus>



SATHYA SAI INTERNATIONAL ORGANISATION OF MALAYSIA MEDIA GUIDELINES

GUIDELINES ON DOWNLOADING IMAGES, AUDIO AND VIDEO CLIPS :

1. Go through the above websites/links to choose suitable audio and/or videos for your Segment/event
2. Copy the links and email the list to Bro Surindran Sandrasagran (s.surindran@gmail.com) and to Sis Puvaneswari Narayanasamy (puvan1978@gmail.com) **one (1) month** prior to any event.

All requests will be looked into as soon as possible.

These following sites are with blanket approval for usage of images/audios and videos :

- Radio Sai (<http://media.radiosai.org/www/>)
- Sri Sathya Sai Books and Publication Trust (<https://www.srisathyasaipublications.com/>)
- Tamilnadu Balvikas (<http://sssbalvikastn.org/>)
- Sai Blossom which is a wing of Radio Sai providing audio visual materials
- Sri Sathya Sai Media Centre (<https://www.srisathyasai.org/>)

References :

<http://www.sathyasai.org/>

<http://www.sathyasai.org/sites/default/files/pages/ssio/media/ssio-social-media-guidelines-24april-2019.pdf>

<http://www.sathyasai.org/sites/default/files/pages/ssio/media/ssio-media-photo-and-video-guidelines-2019.pdf>

<http://www.sathyasai.org/sites/default/files/pages/ssio/media/ssio-media-photo-and-video-guidelines-2019.pdf>