



EASTERN MICHIGAN
UNIVERSITY

Video Usage License Request

Eastern Michigan University is the sole copyright owner and licensor of digital video footage that has been produced on behalf of the Division of Communications. Eastern retains all publishing and usage rights for the digital footage in any and all published formats.

Eastern will grant a **one-time usage license** of Eastern's digital video footage to a vendor, creative entity, or freelancer for an approved project requested by a representative of an Eastern entity (division, college, school, program, or department).

In order to receive a one-time usage license, a vendor should follow this procedure:

- 1) The vendor will provide a **synopsis** of the project to the Division of Communications. The synopsis should include the primary purpose of the planned video project, target audience, description/overview, and broadcast plan with list of specific media outlets, website, social media or other venues, and broadcast timeline.
- 2) The vendor will also sign and submit this **Video License Usage Request form** and return it to the Division of Communications.
- 3) The synopsis will be **reviewed and approved** by the Division of Communications. If approved, the vendor will be notified and Eastern will provide access to digital video footage.
- 4) Following completion of the project, the vendor agrees to **delete or embargo** all digital video footage provided by Eastern to ensure that it is not used again without subsequent licensing approvals for new projects.

The usage license will be granted with the following expectations:

- Eastern Michigan University is the sole copyright holder and will not transfer or assign unlimited rights to any vendor for any projects.
- The video usage license is issued for a single approved project with a specific distribution plan.
- If digital video footage is provided to a vendor by Eastern, footage may only be used for a single approved project.
- A finished video project may not be distributed or published without approval from the Eastern entity who initiated the project. If the project is canceled, all digital video footage and project files must be deleted to ensure they are not used again without subsequent licensing approvals.
- A finished video project may not be used for other purposes by a vendor including, but not limited to, self promotion or placement on non-EMU websites or social media, without advance written approval from the Division of Communications.

Request for One-Time Video Usage License

I have read the information provided above and will follow the procedures and expectations as stated.

Signature: _____ Date: _____

Name: _____

Company: _____

Project Name: _____

EMU Contact Name & Department: _____