

Here is our policy on donating the use of images to worthy organizations and causes. This letter is a work-in-progress.

> I am working on a non-profit endeavor, and I would like to use your images for free. Is that possible?

We make our living from photography, plus it consumes work time to administer and negotiate the use of photographs for nonprofit organizations. Therefore there are costs and considerations involved that must be negotiated and found acceptable for everyone involved.

- 1) Photographs that we supply to a non-profit endeavor are for singular use as specified in the request, and cannot be supplied to other individuals, publications, or organizations. These other entities should request image usage through my office directly, and you may not transfer the license to any third party.
- 2) Tell us exactly what photograph(s) you'd like to use. Search our web-based database of photographs at www.norbertwu.com/search/ . Identify the exact image ID numbers of interest (such as BRN0065 or ALK0001).
- 3) Send us a formal letter by email with your name, title, and organization, describing the exact usage proposes for specific photograph(s). We need to pre-approve any usage of our photographs in any venue.
- 4) It is customary and important for us to receive, at the least, copies of any publications (or photocopies of the specific pages) in which our photographs have been used. We do keep track of usages of our photographs, and getting copies is important for many reasons including reciprocity.
- 5) Credit is very important. If the photograph is used in a website, please specify the website address (URL). For any publications, please be sure to credit my photographs in the form "© Norbert Wu / www.norbertwu.com." For speaking engagements, be sure to mention my name as the photographer of my images.
- 6) Our office charges a service fee for all submissions, regardless of the use. This fee covers our costs and staff time to grant permissions and track them. We appreciate receiving your Fedex account number to bill shipments to, as it helps us get photos to you quickly without incurring further expenses on our end.
 - a) For all requests that do not require us to prepare a submission (you use our website exclusively, and use images from the site), we charge US \$75 to grant and track permissions and usage of the photograph.
 - b) For any requests that require us to submit either a web-based lightbox or transparencies, we charge a minimum fee of US \$75 plus the cost of staff time billed at \$150 per hour.
- 7) To ensure our staff time is kept to a minimum, we ask that payment for this service fee be made from petty cash or check before permission is granted. We are sorry, but we will not service requests, or grant permissions for requests, that require us to fill out institutional paperwork. We do accept Paypal for payment.

FAQs:

> How many images can I use for the \$75 research fee?

We will allow the use of up to three images for use on the web for the \$75 research fee, and the use of one image in a print publication for the \$75 research fee. If you choose to use up to three images for web use, you

must order them all at once. Due to our staff time in tracking these kinds of permissions, we cannot carry on long, tortuous conversations about usages and images. Sorry to be so direct, but when we donate our images, these transactions generally take three times more time than our regular business. This is because folks at nonprofits and academic institutions usually do not understand standard business practices that graphic professionals do, and we end up having to spend significant time explaining such practices.

- > Also, in paying this fee can I only use the image once in the publication or
- > on several pages?
- >
- > Lastly, if we were to re-print a second edition of the publication following
- > review and comment, will this fee cover repeated editions?

The research fee covers a one-time use of the images. If on the web, the images can be used on one web page only, for a period no longer than one year. After a year, the images must be removed (we will remind you). If in a print publication, the image can be used only once, not on several pages. We do not allow images to be used in second or successive editions – permission must be asked of us for any usage in the future.

Please contact us should you have any questions.

Here are some writings from other photographers about their policies on donating images:

Eric Cheng, a renowned underwater photographer and publisher of *wetpixel* quarterly magazine, writes:

“Thank you for your interest in my images.

As you can imagine, it takes tens of thousands of dollars in equipment and travel to capture images like the one(s) you are interested in publishing. I spend a lot of time doing pro-bono work and giving images away to non-profit organizations, but it is impossible to both give away images all the time and stay in business.

In order to provide images to a commercial entity without payment, I would need a significant value in exchanged services. In some cases, I am willing to provide images in exchange for publicity or prestige, but most often, something more is required.”

Amy Gulick is a photographer and writer based in North Bend, Washington. She is a Fellow with the International League of Conservation Photographers and the 2008 recipient of the NANPA Mission Award and Philip Hyde Grant. Excerpts of her article from NANPA Currents magazine are reproduced below with her permission.

PICTURES HAVE WORTH:

When we provide our photographs to conservation NGOs, we are providing more than just pictures. We are offering our years of experience, time in the field and expertise on all things photographic. Our final lesson: pictures have worth and should be fairly compensated. Many photographers give their images away to NGOs with the admirable intent of "helping the cause." But by doing this, they are sending the message that their images have no value. People tend to value things more if they have to invest something in them. As such, it's not surprising that many NGOs do not budget for photo licensing when they can obtain images for free. It's not

wonder so many weak images are used. It's our job to politely educate NGOs about the true costs of making our images--travel, equipment, post-production and business overhead. We then need to negotiate a mutually agreeable arrangement for fair compensation working within the budgetary constraints of the NGOs we choose to assist. In lieu of monetary payment, bartering may be acceptable compensation in the form of access to photographic subjects and use of organization resources. It's crucial that the NGOs understand that some form of adequate compensation will ensure that we can continue in making images that strengthen their important work and our profession.

The International League of Conservation Photographers has developed a code of best practices to guide working relationships between photographers, governmental agencies and non-governmental organizations. To access "The Worth of Images" go to: www.ilcp.com/?cid=58.