



Severe Weather Australia / News Media Network / Global Weather Net
Member contributor supply terms - Current as of 28th November 2020

CONTENT SUPPLY

- Members may supply photo and video content for sale to local, national and global media when they deem suitable. There is no expectation or contract that you must supply your work to us.
- The content creator retains control over where and how they publish, monetize and promote their work during the potential sales process.
- Content protection guidelines are recommended but not compulsory, the content creator however understands the risks of potential loss of sales, confusion and disruption in the supply chain should content protection not be completed.
- To assist in the protection and licensing process, we request that all content published by you is watermarked per our recommendations.
- Upon receiving your content submission, a determination will be made if the content is of a newsworthy and salable nature. Content submissions will be assessed on a case by case basis.
- Content you publish which includes the statement "Not for media use, content available for licensing via www.severeweather.com.au", should be formally submitted via the member submission system. If any enquiry is received by SWA, we are able to assist and supply this content on demand.

Please ensure all content submitted is not watermarked.

- We encourage members to protect their work with any of the following statements.
Either embedded into the video and images or as a written statement at the end of your social media post.

"Not for media use, content available for licensing"
"Not for media use, content available for licensing via www.severeweather.com.au"
- If you have an existing agreement with a media outlet where you supply content directly (paid or unpaid), please ensure you inform us when completing a submission by emailing news@severeweather.com.au
- Content you submit is done so on an irrevocable basis.

DURATION OF DISTRIBUTION

- After your submission is received, we will manage all media & commercial licensing sales for fourteen (14) days. During this time, no guarantee can be given if content can be sold.
- During this fourteen-day period, you agree that we are the exclusive agent for all media & commercial licensing sales globally. Please refer any enquires you may directly receive during this time.
- After fourteen days, you may decide if you wish to continue to use our services for any "stock content" enquires you receive on a case by case basis. If a direct enquiry is received by us, we will manage this enquiry and you will be notified if we are successful in any licensing sales.
- During the fourteen-day licensing period, photo print sales to individuals & organizations may be managed by you with no commission owed to SWA. Our role is focused on media & commercial use of video and photos, rather than personal sales. Any print sales enquiries we receive will be forwarded directly to you at no cost.

LICENSING TERMS

- Organizations that license your content via Severe Weather Australia / News Media Network / Global Weather Net will have the right to exhibit (broadcast/communicate to the public) your materials, in all media (whether now known or hereafter devised) throughout the world in perpetuity. This also allows third parties to do the same where approved by SWA/NMN/GWN.*
* Unless otherwise agreed in writing with the media outlet/s.
- Affiliate supply is permitted provided they are within the scope of approved networks and downlinks.

PRICING

Pricing for your content is determined by us. Whilst we cannot guarantee sales, we will price content fairly to make it affordable and attractive for all potential media clients. Pricing is per network / organisation, unless an affiliate arrangement is in place. Multiple sales are possible.

- Australian Television media can range anywhere from \$100.00 to \$1000.00 per network, less commission.
- Australian Print / Online media can range anywhere from \$100.00 to \$600.00 per organisation, less commission.
- International licensing is determined on a case by case basis. This may vary from \$200.00 AUD to over \$1200.00 AUD, less commission.
- Special use such as documentary and motion picture licensing may vary between \$200.00 AUD and \$2000.00 AUD, less commission.
- Extraordinary, rare and historic weather events may be licensed at higher rates.
- Media may be denied access to your content if they reject our pricing, or if there is dispute with an organization. We will do our best to minimize losses of potential sales.

COMMISSION

- Commission for “Registered Severe Weather Australia Members” is:
70% to the content creator (All Tiers, Including Stock & Special Agreements)
30% to Severe Weather Australia
- Any bank / processing fees will be deducted prior to the split.
Further details in the Payment Terms section.
- SWA may charge an additional fee to media who do not confirm use of content. Should you or another member discover the use of content which we are not aware of, a separate commission may be payable to you or the member who assisted in capturing evidence of use. If multiple persons report the use, the first person who emails news@severeweather.com.au or submits evidence via the SWA website may be awarded any “finders fee” if applicable.

CREDIT / BYLINE

- Credit will be requested for all online & print media.
- Credit for the content creator will be advised by you during the member submission process.
The field “Your Name” will be used for credit.

Credit will appear as the following:
“Content Creator”, or
“Content Creator / Severe Weather Australia”, or
“Content Creator / SWA”
- Credit is typically never given or required for television broadcasters or subsequent website and/or social media use.

PROMOTION & USE OF YOUR CONTENT

- Severe Weather Australia / News Media Network / Global Weather Net retains perpetual rights to use your submitted content to promote your work and our organisation as a content licensing provider. Any use of your work in any publication or social media post will be clearly credited.

THEFT OF CONTENT

- We will attempt to recover fees for unauthorized use of your work, however legal action will be at our discretion. If legal action is taken, this will be at our risk and cost.
- If you have not protected your content with a suitable watermark or text stating licensing is available, little to no effort may be made to seek compensation on your behalf.
- No guarantee can be made that action will be taken or if success is possible.
- We may attempt to resolve a valid complaint over an extended duration.
- In some cases, work to resolve an alleged copyright breach may not be attempted due to the factors such as an unknown publisher with limited or no contact details available.
- Ensure you seek guidance from SWA prior to filing any copyright claims on content you find online. It's possible content found may have been licensed legitimately.

MEMBER CONTENT REVENUE

- We recommend your watermarked content is published on platforms that allows for monetization. If we are unable to achieve sales for your content, you may still earn revenue via your own monetized platforms.
- Any income you make using your own monetized platforms regardless of our assistance will not attract any fees or commissions.

UPDATES & CHANGES TO TERMS

- We reserve the right to change our terms from time to time. If an update occurs, the terms applicable at the time of sale will remain valid.
- Updates to terms will appear on the SWA Member Submission Form as a link (Prior to submission)
- When you complete a member submission, you confirm you have read these terms in full and agree to them prior to submitting your content to Severe Weather Australia / News Media Network.

CONTENT DISTRIBUTION

- The content submission system will be available 24/7/365. Submitted content will be assessed as soon as possible and distributed or made available to the media where appropriate.
- Our business is supported with business grade hosting and content delivery systems, however unscheduled outages are rare but possible.
- Severe Weather Australia / News Media Network may not be held liable for any damages, losses of income, damage to reputation due to delays in content distribution, or refusing to distribute or support your work.

CONTENT USAGE CONFIRMATION

- We may need the assistance of the content creator and other members to confirm the use of your content in your area. We can only invoice the media organisation/s if we receive one of two things.
 1. Written confirmation directly from the organisation that used your content.
 2. Confirmation with evidence showing use either on television, print or online.
- We request your assistance with monitoring local news media to confirm usage. Please send photos, screen shots, and videos via the Submit Content system using the REPORT CONTENT USE option.

DELIVERY OF CONTENT

- To submit content go to www.severeweather.com.au and click on the "Submit Content" Menu Tab.
- Click on the "Member Content Submission".
- If you are establishing or currently live streaming, you can use the same submission form to advise the details of your live event.
- After a submission has been received, SWA Management will assess the content and determine pricing and viability for sales.
- You may be contacted to advise if your content has been actively distributed to media, sometimes it's only made available via our NCDS (National Content Distribution System) without formal media notification.
- If your content has been submitted to SWA, we may share your original social media post (Twitter/Facebook/YouTube). Our preference is to share your original works when you have published it with protection measures in place.

CONNECTIONS & REFERRALS

- A newsroom or documentary producer may contact us to seek talent as part of an upcoming story they are producing and may be searching for local content and/or interviews. If a request is received by us, we may contact members directly or via our SWA Members Support Group www.facebook.com/groups/SWAMembers
- If a request is received by us to hire your videography or photography services. You will be working directly and exclusively for the media organization.

Should you choose to accept this paid work, you will be responsible for delivering content directly to our client and liaising with them. If you fail to provide professional filming and/or photography services your earnings may be reduced or forfeited entirely. You are responsible for your own travel, insurance and equipment whilst working as a contractor. A commission rate of 80% is earned when you are contracted via us for direct media work referrals. SWA/NMN will be responsible for invoicing the client and paying you on successful completion of any contract work.

- Should you be successful in forming a long-term working relationship with a media organisation and you are employed as an official contractor or employee, there are no commissions owed to us. Your SWA Membership may be placed "on hold" or modified if needed during your time with this organisation.
- Members who are already employed or contracted by a media organisation may continue to directly supply content as they see fit. There will be no fees or commissions applicable when you directly support and work with your client / employer.

OTHER NEWSWORTHY CONTENT

- Content delivery is not limited to severe weather. You are welcome to submit any content you feel is newsworthy which may have a market value in the media.

LIVE CONTENT DELIVERY

- Our Member Content Submission system allows you to notify us of any live stream you are establishing.
- Media experience will be needed to deliver this level of service, as your live stream may be broadcast across the country or globally in real time.
- We remind our members to ensure all cameras are securely and legally mounted whilst vehicles are in motion. There are significant penalties and legal repercussions for the use of mobile & other devices operated by the driver and passengers when driving.
- If you wish to conduct a live broadcast using a mobile device, a dedicated mobile phone with earpiece will be needed to accept incoming telephone calls from media.

LIVE BROADCAST GUIDE

- = Remember to speak slowly and succinctly.
- = Remain calm and professional.
- = Ensure you do not swear on live television regardless of what is happening
- = Keep to the facts, report honestly, and only report on what you know for certain.
- = If you are appearing on camera, be smartly dressed and well groomed.
- = Do not speed, break any laws, or otherwise have reason to be investigated. You are being watched carefully.
- = Hold your camera stable and always in landscape format.

REFERRAL COMMISSIONS

SWA Members may be able to assist friends and family who are able to provide newsworthy content.

Newsworthy content may be related to weather, natural disasters, crime, accidents, fires, celebrities etc.

SWA Members may contact and refer the following persons to us for a “Public Content Submission”

- A family member.
- A friend (Real world).
- A friend (Social Media).
- Connected via a friend or closed/private group.

Factor the amount of time this newsworthy content has been published, if it's not publicly viewable it's possible the media have not seen it and captured it.

Explain to them what we do and what they may earn. Be realistic and explain it could be nothing or it could be significant.

If possible, have them remove or temporarily unpublish the content (mark it as private). Then direct them to complete a SWA Public Content Submission via our website.

Ask them to include your name in the description as the referrer.

Content Sales which are successful will be distributed at the following commission percentages.

50% to the Content Creator (Non-Member)

35% to Severe Weather Australia / News Media Network

15% to the SWA Member (Referral)

REFERRAL COMMISSIONS – PAGE PARTNERS

SWA Members who operate dedicated weather pages and groups, may be established as formal partner pages.

Dedicated branded submission forms may be established for qualifying pages & groups.

Content received via Partner public submissions will be re-published directly to the partner page (when appropriate).

Commission for Page Partners are as follows

50% to the Content Creator (Page Supporter / Non-Member)

35% to Severe Weather Australia

15% to the Page Partner

There is no cost to become a page partner and applications are completed by email or direct enquiry with the National News Director.

PAYMENT TERMS

INVOICES

- Upon confirmation of successful sales, a detailed summary will be emailed to you.
- Invoices should be made out to:
Severe Weather Australia
P.O. Box 162, Vaucluse, NSW, 2030
ABN: 51628-370228
- If you are registered to charge GST, this may be added to the total.
- Payment may be made in one lump sum or by request in part payments as each organisation sends cleared funds to us. Typical timeframes for payments may range from 21 days to 60 days for Australia, and up to 3 or more months for international clients.
- All payments are made by direct deposit to an Australian bank account only.
- A dedicated online invoicing system is available via our website under the "Content Creators" tab.

FEES & OVERDUE ACCOUNTS

- If payment is being received from an overseas entity, bank / wire transfer, currency conversion, merchant and cheque clearing fees will be deducted from the total sale prior to commission split processing.
- If a media organisation fails to make a payment due to a financial disturbance, such as voluntary administration, there may be rare instances where payment will never be received and passed on.
- Overdue account fees may be applicable from time to time. These fees will not be subject to any commission split.
- Other administration fees may be applicable and invoiced to media who fail to utilise content confirmation systems. These fees (if applicable) may be included in any commission split where the member has contributed to confirming content use.

SUPERANNUATION

The content creator is responsible for their own superannuation / retirement funds.
No additional superannuation is paid by SWA/NMN/GWN.

CONTENT DELIVERY SPECIFICATIONS

PHOTOS

Photos submitted should be between 2mb and 15mb each, with a maximum of 30 photos per incident.
Photo dimensions should be limited to under 6000 pixels in height or width.
Save quality of 7 to 8 (Adobe Photoshop) or a similar application is appropriate.

Ensure photos are not over processed and meet national guidelines of photo journalism.
Never remove or add objects that were not there in the first instance.

COMPOSITING

Image stacking "Compositing" is not permitted, unless requested by us in writing. Media may request a composited image provided it is clearly stated in writing that the specific submission has been created digitally.

Removal of sensor dust or artifacts captured which were not present in the real world is appropriate.

VIDEO

Video should be rendered in 2 to 4 min edited segments.
(Typically 1-2 clips up to 4 clips for major weather events is appropriate.)

Please use the following format where possible

Video Dimensions = 1280x720

Video Compression = MainConcept AVC/AAC

Video Format = MP4

Video Frame Rate = 25 fps

Video Pixel Aspect Ratio = 1.00

Video Maximum bps = 8,000,000 (8mbits)

Video Average bps = 8,000,000 (8mbits)

Video Processing = Progressive Scan

Audio = Stereo

Audio Sample Rate = 48,000 hz

Audio Bit Rate = 128,000 bps

Audio Levels = Soft limited to -6db digital, with a 1:3 ratio where possible.

REMOTE LOCATIONS / SLOW INTERNET UPLINK

If you are attempting to deliver video content from remote areas with slow uplinks, assess the need to lower the bitrate for the video to:

Maximum & Average bps of 2,000,000 (2mbits)

CONTENT PROTECTION & WATERMARKING

- We strongly recommend that all content published in any online/public medium be protected to prevent theft and circumvention of content supply to the media.
- A request may be made by us for you to remove your content from the internet, however it will remain at your discretion if you wish to do this.
- For any content posted, we request your assistance to put the following protections measures in place.
- Add a watermark in any of the corners of each image, in a suitable font and size which is viewable but not overwhelming.
- Watermark for both videos and photos should include:
"Not for media use, Content available for licensing"
Also include your name, logo or other information as you deem appropriate.
- We recommend all content be watermarked directly, rather than just writing in a post in social media.

Photo Examples



Video Examples



For Significant Events:

Ensure a watermark is prominent through the entire center of the video or photo.



PRIVACY POLICY

Information submitted to Severe Weather Australia / News Media Network will be shared with our media partners, administration and in public forums. Your contact phone number and email is only for media use and will not be included in any publication.

Information you have written about an incident may be quoted by the media or by any 3rd party in the reporting of this incident.

Personal details submitted on your invoices such as address and bank account information will be kept confidential and only accessible to those involved in the administration of Severe Weather Australia / News Media Network / Global Weather Net.

All computer systems are vulnerable to malicious attacks. We will do our best to protect any breaches of your privacy.

SAFETY POLICY

All members undertake content acquisition at their own risk. We expect all members to adhere to the following national standards.

- Obey all local, state & national laws & road rules.
- Never put yourself or others at risk and know when to seek safety before threats occur.
- Obey directions of all emergency services, even if this means failing to capture content.
- Establish insurance policies suitable for your work or hobby, such as public liability, life, indemnity, and comprehensive coverage.

COMMUNITY POLICY

- Never defame, abuse, threaten, hinder any person or organization, misreport or embellish facts, and act honestly and ethically at all times. Members found breaching this policy (current and former) may have any payments owing voided.
- If a decision is made to terminate your membership, this will be advised by email within 7 days of actioning this termination. The email address you registered with will be the primary form of communication. If you need assistance in changing this address, please advise this in writing by contacting news@severeweather.com.au

CONFIDENTIALITY

This document was created for registered members of Severe Weather Australia it is available to be viewed by any person via the SWA Member Submission form.

Members are reminded that sharing sensitive information about SWA, its members, operations, pricing, or any other commercially sensitive data outside our community without written approval, may be considered a breach of conduct and may result in being removed or action taken against you.

If you have requested or have been removed by us as a member of SWA, all newsletters, tutorials, and commercially sensitive information not relating to your own submissions must be destroyed within 7 days.

THANK YOU

Thank you for supporting Severe Weather Australia and supporting Australia's leading content creators.

Should you have any questions or concerns, please do not hesitate to contact me.



Daniel Shaw

National News Director
Severe Weather Australia / News Media Network / Global Weather Net
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