

**COPYRIGHT AND  
COMMERCIALS  
WITH...**

**YOUTH**

**RADIO.**

THE NEXT GEN OF BROADCASTERS



**A Guide for  
Copyright and  
Commercials with  
Youth Radio AU**

**PART 1**

**COPYRIGHT**

**YOUTH**  
**RADIO.**

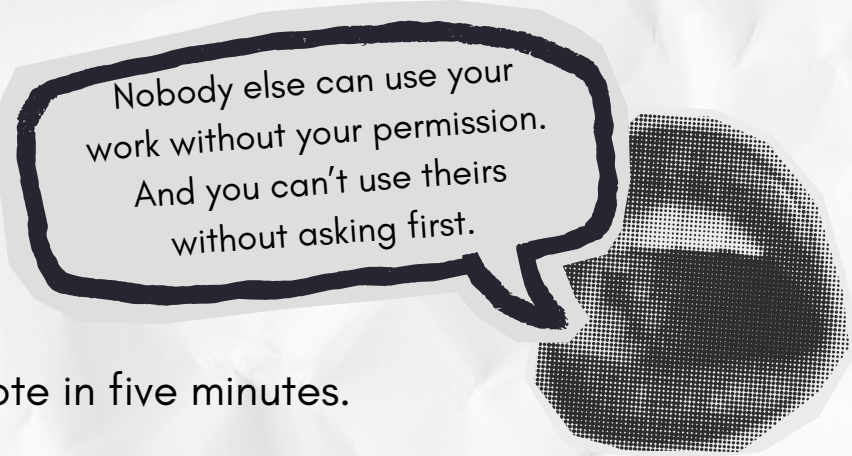
THE NEXT GEN OF BROADCASTERS

# WHAT IS COPYRIGHT?

**Copyright means: if you create something, you own it.**

Whether it's:

- Songs
- Scripts
- Photos
- Artwork
- Podcasts
- Even a little jingle you wrote in five minutes.



Nobody else can use your work without your permission. And you can't use theirs without asking first.

The moment you create it and record or write it down – it's yours. automatically. No paperwork. No fees. No © symbol required.

## WHY DOES IT MATTER AT A RADIO STATION?

**Every song we play belongs to someone.**

Every piece of music used in a commercial, every jingle, and every audio clip belongs to someone.

Using someone else's work on air without permission isn't just rude.

**It's illegal**

There are real fines, real consequences, and real people—artists and songwriters—who miss out when their work is stolen.

# THE TWO LAYERS OF MUSIC COPYRIGHT and APRA AMCOS

## THE TWO LAYERS OF MUSIC COPYRIGHT

### Layer 1: The song

- The words and music. The melody and the lyrics.

This belongs to whoever WROTE it.

### Layer 2: The Recording

- The actual recorded version you hear on a track.

This belongs to whoever RECORDED and released it.

## WHO IS APRA AMCOS?

APRA AMCOS is the organisation that manages music copyright in Australia.

They represent over 128,000 songwriters and composers.

When a radio station plays a song, APRA AMCOS collects a fee and passes the money back to the person who wrote it.

### APRA covers:

- Playing a song on air
- Broadcasting music publicly.

### AMCOS covers:

- copying or reproducing a song
- Using music in recordings or production

#### There's also PPCA.

They look after the rights of artists and record labels. Together with APRA AMCOS, they run OneMusic Australia - one licence that covers both.

# COPYRIGHT IN COMMERCIALS

## **This is the one that trips people up the most.**

You can't just grab a popular song off Spotify and use it under a commercial.

## **Not even a short clip. Not even in the background.**

That's a different type of licence called a SYNC licence. It costs money. Sometimes a lot of money. And sometimes artists just say no.

## **The smart move: Production Music**

Production music is written specifically to be used in commercials and productions.

It's already licensed. It's legal. It's safe to use.

Always use production music in ads - not commercial songs.

## **QUICK RULES**

- If you didn't make it, you don't own it.
- Copyright is automatic - no registration needed.
- Every song has two copyrights: the song AND the recording.
- Playing music on air requires a licence (the station handles this).
- Using music INSIDE a commercial needs a separate SYNC licence.
- Never use commercial songs in produced ads - use production music.
- APRA AMCOS collects royalties for song writers.
- PCCA collects royalties for artists and labels.

# PART 2

## COMMERCIALS

**YOUTH**  
RADIO.

THE NEXT GEN OF BROADCASTERS

# WHY DO WE HEAR COMMERCIALS ON RADIO

**Commercials** (also called ads) are the short messages you hear between songs or shows. They tell you about cool things like new toys, food, movies, or events.

But why are they there? It's simple - **commercials help pay for the radio!**

## HOW DO COMMERCIALS HELP RADIO WORK?

**Radio stations need money to keep going.**

Here's what the money pays for:

- **Staff** - hosts, producers, and engineers who make the shows
- **Music** - Licenses to play your favourite songs (this costs a lot!)
- **Equipment** - Microphones, mixing desks, computers, and transmitters
- **Fun Events** - Concerts or giveaways for listeners.

Without commercials, most stations couldn't afford to stay on air.

## DIFFERENT TYPES OF RADIO STATIONS

- **Commercial Stations** - Play lots of ads to make money. These are the commercial music stations you probably listen to every day.
- **Public / Community Stations** - Fewer ads. They get money from donations, government, or schools instead

# DO LISTENERS LIKE COMMERCIALS?

**Sometimes ads can feel annoying,** but the good ones are:

- Funny
- Tell you about things you might like
- Short and to the point

Stations try not to play too many ads in a row so the show stays fun.

## TRY IT YOURSELF



### **1. Listen to a radio station for 10-15 minutes.**

Count how many commercials you hear.

### **2. Think about one ad you remember.**

- What made it good or bad?
- Would it make you want to buy the product?

### **Bonus Challenge:**

Make up your own 15-second radio commercial for something fun (like your favourite snack, a school event, or a made-up toy!). Write the script!

### **Remember:**

Commercials are part of what makes radio possible. The more you understand them, the more you can create your own one day!