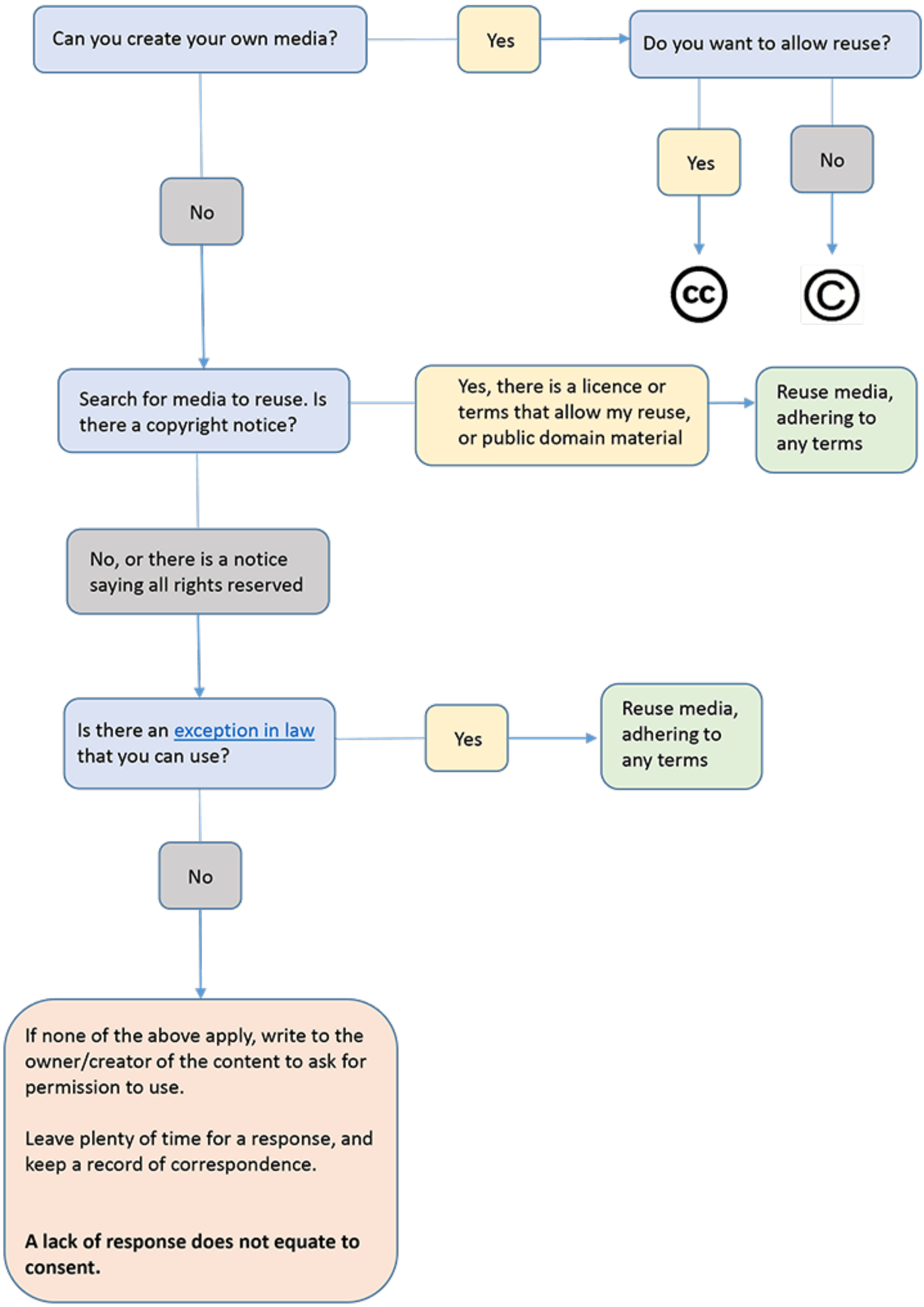
Can you create your own media?
Yes
Do you want to allow reuse?
Yes
No
No
Search for media to reuse. Is there a copyright notice?
Yes, there is a licence or terms that allow my reuse, or public domain material
Reuse media, adhering to any terms
No, or there is a notice saying all rights reserved
Is there an exception in law that you can use?
Yes
Reuse media, adhering to any terms
No
If none of the above apply, write to the owner/creator of the content to ask for permission to use.
Leave plenty of time for a response, and keep a record of correspondence.
A lack of response does not equate to consent.