



AUTHORS
ALLIANCE

2016 Annual Report

Our Mission

The mission of Authors Alliance is to promote authorship for the public good by supporting authors who write to be read. We assist and represent authors who want to disseminate knowledge and products of the imagination broadly.

Although digital networks make it easier than ever before to reach audiences all over the world, many authors encounter barriers that frustrate their dissemination goals. Authors who are eager to share their existing works may discover that the works are out of print, un-digitized, and subject to copyrights signed away long before the digital age. Authors who are eager to share new works may feel torn between publication outlets that maximize public access and others that restrict access but provide important value in terms of peer review, prestige, or monetary reward. Authors may also struggle to understand how to navigate fair use and the rights clearance process in order to lawfully build on existing works.

Authors Alliance provides these authors with the information, tools, and support they need to overcome these challenges and thereby disseminate knowledge and products of the imagination broadly. We are a voice for authors in discussions about public and institutional policies that might promote or inhibit the broad dissemination they seek.

A Note from the Executive Director

Brianna Schofield steps into her new role at Authors Alliance



2016 was yet another busy year for Authors Alliance as we continue our work to empower authors in the digital age.

In our ongoing quest to put works in the hands of readers, we developed new tools for authors, including template letters to help authors approach their publishers to regain their rights in their works and a partnership with Internet Archive that enables our members to make their reverted books available online. We gave voice to our members in policy issues, ranging from the moral right of authors to be acknowledged as creators of their works, to the importance of improving access to copyrighted works by people who are blind, visually impaired, and print disabled. And so much more!

We are incredibly grateful to our more than 1,000 members and their shared commitment to the mission of Authors

Alliance. We were thrilled to meet many of you at events around the world and to answer your questions about contracts, copyright, and authors' rights.

We are also indebted to our board of directors and advisory board members who continue to lend their invaluable leadership, vision, and expertise to our mission. This year, we were delighted to welcome Jeffrey MacKie-Mason, University Librarian and Chief Digital Scholarship Officer at UC Berkeley, as the fifth member of our board of directors.

A heartfelt thank you and our best wishes go with Authors Alliance's former Executive Director, Mike Wolfe. Since the organization's founding, Mike's vision and dedication to supporting authors has fueled Authors Alliance's accomplishments. The thriving and engaged community of authors that make up our membership is a testament to Mike's leadership.

We have much to look forward to in 2017! We are very excited to have plans to add two new titles to our series of guidebooks, including a guide to publishing contracts and guide to fair use for nonfiction authors. We look forward to continuing to provide resources, information, and advocacy to strengthen and support our community of creators.



*Mike Wolfe, Annelise Kostrencich, Carla Hesse, Pamela Samuelson, Brianna Schofield, Erika Wilson, Molly Shaffer Van Houweling, Thomas Leonard.
Not pictured: Jeffrey MacKie-Mason.*

Authors Alliance Team

Pamela Samuelson, President and Director

Pamela Samuelson is a co-founder of Authors Alliance and the Richard M. Sherman '74 Distinguished Professor of Law, University of California at Berkeley. She is a member of the American Academy of Arts & Sciences, a past Fellow of the John D. & Catherine T. MacArthur Foundation, and an Honorary Professor of the University of Amsterdam.

Molly Shaffer Van Houweling, Director and Treasurer

Molly Shaffer Van Houweling is a Professor of Law and a Co-Director of the Berkeley Center for Law & Technology at the University of California, Berkeley, School of Law. She serves as Chair of the Board of Directors of Creative Commons.

Carla Hesse, Director

Carla Hesse is a Professor of History and Dean of Social Sciences at the University of California, Berkeley. A fellow of the American Academy of Arts and Sciences since 2009, she is a specialist in modern European History and the history of communication.

Thomas Leonard, Director

Thomas Leonard is University Librarian Emeritus and Professor Emeritus of Journalism at the University of California, Berkeley. He has served as the President of the Association of Research Libraries and as an Associate Editor of *American National Biography*.

Jeffrey MacKie-Mason, Director

Jeff MacKie-Mason is the University Librarian and Chief Digital Scholarship Officer at the University of California, Berkeley, and has joint appointments as a professor in the School of Information and in the Department of Economics.

Mike Wolfe, Outgoing Executive Director

Mike Wolfe was the founding Executive Director of Authors Alliance, serving from 2014-2016. He is a copyright attorney licensed to practice in California and is now Scholarly Communications Officer at UC Davis.

Brianna Schofield, Incoming Executive Director

Brianna Schofield is the incoming Executive Director of Authors Alliance. Brianna comes to us from the Samuelson Law, Technology & Public Policy Clinic at the University of California, Berkeley. She is a copyright attorney licensed to practice in California.

Erika Wilson, Communications & Operations Manager

Erika Wilson manages communications and development projects, and staffs our office in downtown Berkeley.

Annelise Kostrencich, Social Media Intern

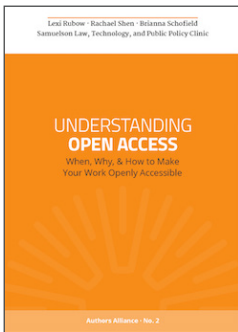
Annelise Kostrencich supports our social media presence. She is currently studying Sociology and Spanish at UC Berkeley.

2016 in Review

Highlights of our accomplishments from the past year

JANUARY

We kicked off 2016 with a rights reversion success story: With the assistance of Authors Alliance and the Samuelson Law, Technology & Public Policy Clinic at UC Berkeley Law, Joseph S. Nye made his 1971 book *Peace in Parts: Integration and Conflict in Regional Organization* freely available in the public domain. After decades languishing out of print, *Peace in Parts* is now available free of charge online to all readers. In the interest of reaching as many readers as possible, Nye opted to dedicate the work to the public domain using a CC0 license.



January also saw the release of the print version of our Guide to Understanding Open Access, the second volume in our series of educational handbooks. We shared information about the guide, and our other tools and resources, at a conference panel at the Modern Language Association annual convention in Austin, Texas.

FEBRUARY

Since our founding, Authors Alliance has brought a number of policy issues to a wider audience. In 2015, Authors Alliance submitted an *amicus* brief in support of Google Books, arguing for a robust interpretation of fair use that helps authors keep their works discoverable and in the hands of readers. In February, Authors Alliance President Pamela Samuelson published an opinion piece in the Wall Street Journal, taking issue with the claim that Google Book Search undermines fair use and hurts authors.

Also in February, we joined with dozens of like-minded organizations in support of the Association of Research Libraries' Fair Use / Fair Dealing Week and commissioned opinion pieces by legal scholars Rebecca Tushnet (on the restrictiveness of Section 1201 of the DMCA) and Lydia Loren (on fair use as more than a defense to infringement).

MARCH

Continuing our work on the policy front, we furthered our constructive engagement with the US Copyright Office by submitting comments in support of reforming the DMCA.

In the last week of March, Authors Alliance staff traveled to Los Angeles to attend the Association of Writers and Writing Programs (AWP) Conference and Bookfair. A well-attended conference panel by copyright attorneys focused on demystifying embargoes, licenses, negotiations, and rights reversions, empowering authors to shape their own contracts.

"You demystified so much in the course of one hour. I'm grateful that your team works so hard to empower authors."

-Writer and AWP panel attendee Nicholas A.

Authors Alliance also staffed an information booth at the AWP Bookfair, where we fielded questions from authors about contractual terms, copyright, rights reversion, and self-publishing. AWP enabled us to publicize our educational tools and resources directly to attendees of the largest writers' conference in the United States.



APRIL

In April, we were very pleased to welcome Jeffrey MacKie-Mason to the Authors Alliance Board of Directors.

MacKie-Mason is the University Librarian and Chief Digital Scholarship Officer at UC Berkeley, and has joint appointments as a professor in the School of Information and in the Department of Economics. His deep knowledge and experience and his position on the vanguard of scholarly communication and technologies have proven to be an asset to the Board's strategic planning and decision-making.



The decade-long litigation which challenged the legality of Google Books finally came to an end when the Supreme Court declined to consider the case in April 2016. Authors Alliance celebrated the close of the case, which ultimately left in place the fair use ruling in support of making millions of books searchable—a signature issue for authors in the digital age.

As a companion to our rights reversion guide, we released a concise guide to writing a reversion letter in April. Complete with templates, the mini guide assists authors in approaching their publishers to initiate a productive conversation with the goal of regaining rights.

MAY

It's hard to believe, but May 2016 marked the second anniversary of Authors Alliance! We reflected back on the growth and accomplishments achieved in that short time and began a strategic planning process to expand our member benefits and services. Stay tuned for more details!

JUNE

On the first weekend of June, downtown Berkeley was transformed into a book lover's paradise for the second annual Bay Area Book Festival. Authors Alliance was part of the fun, staffing an information booth in the "Writer's Row" section of the festival. It was a can't-miss event for everyone who enjoys

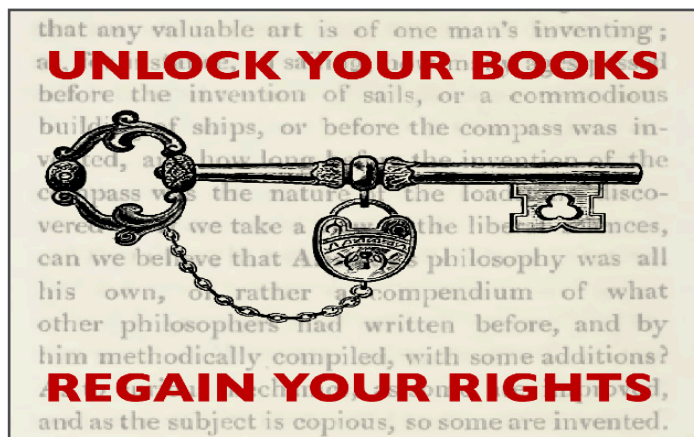
reading and writing as much as we do. We had a great time getting out into the community, meeting our local friends and neighbors, and sharing the many ways that Authors Alliance can help creators with copyright, publishing contracts, fair use, and more.

JULY

Authors Alliance expressed deep concern at the takeover of the Social Science Research Network (SSRN) by publishing giant Elsevier in spring of 2016. By the summer, it was clear that our concerns that Elsevier would curtail openness and author control were, unfortunately, well-founded. In response, we issued a statement of principles to both SSRN and Elsevier which, if adopted, would ease authors' worry that their works might be taken down or otherwise tampered with. In July, we raised the question of whether authors should consider leaving SSRN entirely in favor of more open platforms, such as the not-for-profit SocArXiv preprint server.

AUGUST

In August, we formally completed our grant-funded project on rights reversion with the Andrew W. Mellon Foundation. The grant enabled Authors Alliance to produce our first educational guidebook, to travel to educational workshops and conferences, and to develop materials for the rights reversion portal on our website. We were pleased to report back to the Foundation that project goals for the grant were completed successfully, on time, and within budget.



SEPTEMBER

September was a busy month for Executive Director Mike Wolfe, who traveled to Australia and New Zealand at the invitation of university and copyright advocacy groups. While there, he presented a series of panels and workshops, including a session on copyright and contracts at the National Writers' Forum in Auckland, NZ.



OCTOBER

In October, just in time for Open Access Week, we launched a beta version of our new online tool at rightsback.org. The tool, developed with our allies at Creative Commons, is designed to help authors navigate the "termination of transfer" provisions of U.S. copyright law. Termination law is complex, requiring attention to detail and careful timing. The tool provides basic information about eligibility and timing for termination based on user input, along with suggestions on next steps that a creator may wish to take in securing rights. Complementing our efforts around rights reversions, our tool helps authors (or, in some cases, their family members) to regain rights to creative works signed away many years ago.

NOVEMBER

In November, we welcomed two new members to the Authors Alliance team: Research assistant Lauren Gruber, and social media intern Annelise Kostrencich. Lauren is a licensed attorney who works on researching legal and policy issues. Annelise is junior at UC Berkeley, majoring in sociology. She creates content to support the Authors Alliance social media presence. We look forward to continuing our work with them in 2017.

Following on our earlier comments in March, Authors Alliance again responded to the US Copyright Office's call for further comments regarding anti-circumvention provisions in Section 1201 of the Digital Millennium Copyright Act. Our comment supported a permanent exemption that would improve access to copyrighted works by people who are blind, visually impaired, and print disabled. We fully endorse a permanent exemption that would help make our members' works accessible to these audiences.

DECEMBER

One of the most significant changes of the past year at Authors Alliance was the news that our founding Executive Director, Mike Wolfe, would be stepping down to take on the role of Scholarly Communications Officer at UC Davis. Following a search in the fall, we announced that Brianna Schofield will be joining Authors Alliance as our new Executive Director, effective February 1, 2017. Schofield is a copyright attorney licensed to practice in California and has extensive experience in working on our core issues thanks to her leadership at the Samuelson Law, Technology & Public Policy Clinic at UC Berkeley Law. She is co-author of our handbooks on rights reversion and open access, and is a knowledgeable and passionate advocate for authors' rights, fair use, and other key issues of importance to our community. In addition to her legal and policy expertise, she brings a wealth of business management experience to her new role.

As we continue to grow in scope and reach, we are thrilled to have such a talented leader to bring Authors Alliance into 2017 and beyond. We encourage our members and friends to join us in welcoming Brianna to her new position.



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