

WAYS TO SUPPORT AUTHORS INSTEAD OF A PUBLIC LENDING RIGHT

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State Cultural Policy (Outside Library Budgets and Other Resources) ¹

There are more efficient ways of supporting authors through **State Cultural Policies** than impacting on Library budgets and other resources, for example:

- direct grants, reduced sales taxes, tax rebates if income below a certain amount, welfare or pension scheme for authors,
- supporting books fairs & other promotional opportunities like exhibitions, talks with new authors, etc. to promote local authors,
- enforcing more transparency around how much publishers earn from authors' works (recently included in the EU Directive),
- giving authors greater possibilities to renegotiate disadvantageous contracts (in EU law and in SA Copyright Amendment Bill),
- enabling authors of best sellers to earn a larger share of royalties from their publishers;
- improving transparency and accountability of collecting societies (CMOs) to ensure authors get their fair share of royalties (in the SA Copyright Amendment Bill,
- reducing the admin fee charged by collecting societies (CMOs), where possible, to allocate more to local authors,
- support libraries as venues for promoting literacy and discovering books – it benefits the whole book chain to have a new generation of readers as future book buyers,
- support libraries as a key part of the book chain infrastructure (legal deposit, national bibliographies, running ISBN offices),
- allocate funds to libraries to purchase more local publications to support authors.

Libraries assist and promote local authors as follows by:

- providing authors with advisory services and a wealth of resources, e.g. printed & electronic resources, multimedia, newspapers, music, CDs, DVDs, etc., Government publications, historical, archival & special collections, images, posters, dictionaries, reference works, cultural heritage, slides, etc., that provide them with new ideas, inspiration, quotations, references, etc.
- providing quiet, safe havens for authors to work and write,
- providing use of in-house technology, e-databases, printing/scanning facilities, Wifi, etc.,
- proactively engaging in promoting authors' works, especially local authors, through exhibitions, get-to-know author sessions, their catalogues, new book stands, etc.,
- cataloguing their works for accessibility in national and international catalogues,
- maintaining authors' profiles long-term and preserving their works for longevity,
- making older and out-of-print works available to the public,
- being major purchasers, promoters and supporters of authors,
- providing 'meeting places', reading circles, exhibitions, literacy training to promote authors' works (especially those of new and not so well-known authors),
- provide 'captive audience' for authors - users are potential readers and buyers of their works.

Compiled by Denise R. Nicholson Sept. 2021

¹ See: https://www.ifla.org/wp-content/uploads/2019/05/assets/hq/topics/exceptions-limitations/documents/plr_brief.pdf