



News & Views

▶ Empowering authors and publishers to create and market books

JANUARY 2010

JANUARY 13 MEMBERSHIP MEETING: Keeping It Legal in the Digital Age

Start smart in 2010 with an overview of the latest legal issues facing authors and publishers. Join the discussion when a power-panel of Intellectual Property Attorneys from Thompson Coburn discusses all things electronic and how the law affects and protects what you do in digital space.

Our expert speakers will discuss Creative Commons* (what it is and how to use it to protect your work while making samples available that will virally spread to others); infringement, fair use, and permissions; and digital publishing developments (such as the latest status of the Google Book settlement). Additionally, they'll answer your most pressing publishing law questions. It's one of our most popular panels of the year, so make plans now to attend this informative evening. Bring your top legal questions as they relate to the Internet and e-publishing in this increasingly digital era. *See article on page 2.

FEATURED SPEAKERS:




Mark Sableman concentrates his practice in the areas of communications, intellectual property and information technology. He advises clients on intellectual property, publication, and policy issues involving traditional and new media and business communications. He has prepared briefs

on constitutional issues for the U.S. Supreme Court and has litigated a broad range of trademark, copyright, libel, privacy, advertising, unfair competition, and trade secret cases, as well as technology and Internet-related claims. He regularly writes, speaks and teaches regarding intellectual property, communications and Internet law.



Tiffany Schwartz is an associate in the firm's intellectual property practice. Her experience includes U.S. and foreign trademark prosecution; providing opinions regarding trademark registration and infringement; representing clients in trademark oppositions and domain name


dispute proceedings; negotiating and drafting agreements relating to intellectual property; and counseling clients regarding and managing anti-counterfeiting measures and enforcement matters. 

New 2010 SLPA Meeting Location

Join us Wednesday evening, January 13, at our NEW LOCATION!

The Heights • 8001 Dale Avenue • Richmond Heights, MO 63117

Now that the highway construction is complete, we're relocating our monthly meetings back to The Heights, which is located on Dale Avenue, just off Hanley Road. We still meet on the second Wednesday of the month at the Richmond Heights Community Center.

Doors open for networking at 6:30 pm, meeting begins at 7:00 pm. The formal meeting concludes at about 8:30 pm with networking continuing until 9:00 pm. Our regular meetings are free to SLPA Members. Guests – \$10.00 at the door. 

What's Ahead?

You won't want to miss our **February 10th** meeting when we'll discuss **Meet the Media**. Learn directly from local radio and TV professionals how to create a newsworthy spin to get you on the air, plus tips for giving a successful radio/TV interview. **Mark your calendar!** 

REMINDER: please renew your SLPA membership!

Contact Christine Frank at **(314) 205-2679** or e-mail **MemberChair@stlouispublishers.org**



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Creative Commons

Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. They work to increase the amount of creativity (cultural, educational,



and scientific content) in “the commons” — the body of work that is available to the public for free and legal sharing, use, repurposing, and remixing.

Creative Commons provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix,

use commercially, or any combination thereof. The legal tools give everyone from individual creators to large companies and institutions a simple, standardized way to grant copyright permissions to their creative work. The Creative Commons licenses enable people to easily change their copyright terms from the default of “all rights reserved” to “some rights reserved.”

Creative Commons licenses are not an alternative to copyright. They work alongside copyright, so you can modify your copyright terms to best suit your needs. They’ve collaborated with intellectual property experts all around the world to ensure that our licenses work globally.

For those creators wishing to opt out of the copyright altogether, Creative Commons helps them do so by providing tools that allow you to place your work as squarely as possible within the public domain — a “no rights reserved” alternative to copyright.

Founded in 2001 with the generous support of the Center for the Public Domain, CC is led by a Board of Directors that includes cyberlaw and intellectual property experts Michael Carroll, Molly Shaffer Van Houweling, and Lawrence Lessig, MIT computer science professor Hal Abelson, lawyer-turned-documentary filmmaker-turned-cyberlaw expert Eric Saltzman, renowned documentary filmmaker Davis Guggenheim, noted Japanese entrepreneur Joi Ito, and educator and journalist Esther Wojcicki.

In December 2002, Creative Commons released its first set of copyright licenses for free to the public. Creative Commons developed its licenses — inspired in part by the Free Software Foundation’s GNU General Public License (GNU GPL) — alongside a Web application platform to help you license your

works freely for certain uses, on certain conditions; or dedicate your works to the public domain.

In the years following the initial release, Creative Commons and its licenses have grown at an exponential rate around the world. The licenses have been further improved, and ported to over 50 international jurisdictions.

On December 29th, 2009, Creative Commons announced that Digital Garage pledged \$100,000 to support Creative Commons’ work in 2010. Digital Garage has been a key corporate funder of Creative Commons since 2006 and we’re thrilled to continue having their support.

Digital Garage CEO Kaoru Hayashi explains their mission: *Digital Garage was founded so we could contribute to the building of a better society by creating the Internet contexts for “real space” and ever-expanding “cyber space,” as well as by connecting Japan with countries overseas, marketing with technology and the present with the future.*

Creative Commons today is alive and thriving thanks to the generous and continued support of creative people and innovative companies, like Digital Garage, who value collaboration and creativity. Visit their website to find out more: <http://creativecommons.org/>

Information for this article obtained at:
<http://creativecommons.org/about/press>

Small Publishers Association Launches New Website; Invites Comments

Scott Flora, Executive Director of the Small Publishers Association, says the new SPAN Website and Online



SPAN
Small Publishers Association of North America

Community will be launched January 11, 2010. After that date, anyone linking to www.spannet.org will go to the new site and online community. Visitors are encouraged to sign up at the test site to get a feel for the online community and its

groups, forum, blogs, articles, and other interactive features. In the community, there is a Test Site Group where visitors can comment on the good and bad features of the site. Signing up is free and there is plenty of information and interaction available to Network Members. For more information, log on to: <http://spanconnect.ning.com/>

SLPA 2010 Meeting Topics

Jan 13 – Keeping it Legal in the Digital Age

A panel of Intellectual Property Attorneys discusses all things electronic and how the law affects and protects what you do in digital space, including Creative Commons, the Google Book Settlement and more.

Feb 10 – Meet the Media

Learn directly from local radio and TV professionals how to create a newsworthy spin to get you on the air, plus tips for giving a successful radio/TV interview.

Mar 10 – Book Coaching

Ever feel like you need a mentor to guide you through the minefields of publishing? You might just benefit from the expertise of a Book Coach. Find out how a coach can help you or how you can become one.

Apr 14 – Book Trailers: Bringing your Book to Life

Films have long been promoted by creating small “samples” called trailers. Since video has become such a powerful force online, it's time to bring your book to life with a book trailer. Come learn how to do it well!

May 12 – Publishing Predators

Who are those nice companies that promise to “publish your book” for you? What do you really get and what don't you get? This meeting untangles the mystery of subsidy publishers and print-on-demand, so you can decide what's best for you.

Jun 9 – Building a Strong Author Platform

When someone buys your book, they're buying you and the many ways you reach people. Learn what to do, when to do it (NOW!) and how to connect with your audience without spending a fortune.

Jul 14 – Marketing by Genre

Are you reaching the people who will actually buy your book? Not all books should be sold the same way! Find out how to reach the readers who want buy YOUR books without wasting your time and money.

Aug 11 – Getting Your Books to Market

How do books travel from publishers to retailers? Find out what to look for when using distributors and wholesalers, and learn to save time, money and effort if you handle book orders on your own.

Sep 8 – Publishing E-books

How does one publish a book in these days of digital downloads and Kindle? And what is Smashwords, anyway? Find out how people publish books without paper and get them to their eager readers.

Oct 13 – Octopus Marketing

To make an impact on the Web, you must stretch your promotional arms in many directions—be seen and discovered by people who are looking for the kind of stuff you create. This meeting tells you how to do it.

Nov 10 – Good, Fast and Cheap? Ask the Printers

Can you really have all three? A panel of printers will discuss how to get the best-looking book for the best price. They'll answer your questions about digital, offset, offshore, black & white, color printing and more.

Dec 8 – Getting Professional Book Reviews


Book reviews can help you create success, but you need to be in the right place at the right time to get them. Our panel of experts will share strategies and tips. And answer questions on how to make it happen.

This schedule is also posted on our website:

http://www.stlouispublishers.org/download_sch.php 



Event snapshot: Mega Book Sales

Peter Bowerman (standing) and Bob Baker presented **Mega Book Sales 2.0: Advanced Marketing Strategies for Serious Writers, Authors & Experts** to SLPA members and friends on December 28, 2009. Peter and Bob, both of whom make a full-time living from their self-publishing efforts, shared their strategies for generating revenue with their books. Attendees gathered on this holiday-season night at the new monthly SLPA meeting location, the Richmond Heights Community Center. 

PUB LEGAL**Financial Resolutions for the New Year**

By Sue Greenberg, Executive Director, St. Louis Volunteer Lawyers and Accountants for the Arts

The arrival of the New Year is a good time to make and keep record keeping resolutions.

The key is to develop a simple system that you are willing to maintain on a regular basis.

There are two reasons to keep good business records. First, a complete set of records will help you keep track of your income, expenses and business-related property. The records can explain your cash flow or why buying in bulk may save you money. Records (including how you spend your time) are among the most effective tools for assessing how you are doing (financially), for setting priorities and planning for the future. Second, without complete and well-organized records, you will be unable to prepare and support your federal and state tax returns. Even worse, you may be paying more taxes than you really owe if you miss an estimated tax payment or misplace a receipt that could translate into a deduction.

Although the IRS does not require a specific system, you will be expected to prove that your records reflect all of your income and expenses (typically on a calendar-year basis). Your business records should include who was paid, for what, when, and why (i.e. the business purpose for the expense). Sales receipts, credit card slips (a separate credit card for business expenses is recommended), and cancelled checks are good primary records. So are regular entries in an appointment book or an automobile business-mileage log. See IRS Publication 463, Travel, Entertainment, Gift, and Car Expenses.

You may be able to deduct certain expenses connected with the business use of your home. To do so, your home office or studio must be regularly and exclusively used for essential administrative or management activities and you cannot have other fixed locations where you are able to conduct those functions. And you cannot take home office deduction if you claim a loss for the year. See IRS Publication 587, Business Use of Your Home.

Do you have employees or subcontract work to someone else? You must keep all records including their Social Security numbers, W-4, W-2, W-9, and 1099 Forms, I-9s, employment tax deposit slips, FICA, unemployment tax you paid, and state and local withholding. See IRS Publication 583, Starting a Business and Keeping Records and Publication 15, Employer's Tax Guide (Circular E).

Your business assets are the property and equipment you use for your business. Keep a complete and detailed record of these assets, showing when you acquired them, how much they cost, and how much you use them in your business. These records will allow you to properly depreciate the assets and report the correct gain or loss if you ever dispose of them.

Invoices, contracts, copies of checks, bank deposit slips, W-2 Forms and 1099 Forms will probably make up your business income paper trail.

If you are a sole proprietor, work as an independent contractor or receive fees, the income generated by your business is considered personal income and is taxed accordingly by adding Schedule C or Schedule C-EZ to IRS Form 1040 to calculate the business's profit or loss and then completing Schedule SE to figure self-employment tax.

Schedule C is broken down into several sections asking for general information, accounting method, income received, business expenses, inventory and vehicle expenses. The net income from your business on Schedule C becomes part of your gross income on Form 1040. If your business has a net loss, it can generally be deducted from other income when figuring your gross income of Form 1040.

Part 1 is used to report business income. This will include what was reported on your 1099 Forms, other fees that were less than \$600 and the cost of goods sold. If you do not report all your self-employment income you are committing tax fraud and could cause your Social Security benefits to be lower when you retire.

The general rule is that a business expense may be deducted if it is ordinary, necessary, directly connected with the business and reasonable in amount. An expense is considered "ordinary" if it is normal, usual or customary and if it is the kind of expense commonly incurred in your line of work. An expense is "necessary" if it is appropriate or helpful to your business; it does not have to be essential.

Schedule C includes 27 lines for entering deductible expenses. They include contract labor, insurance and supplies. The challenge is to look at the various categories and make them work for your publishing business. For example, advertising could include the costs associated with your website.

Travel, meals, and entertainment expenses can be deducted on Schedule C. However, only 50 percent of all meals and entertainment is deductible. You need to record actual spending, dates, and how the money was spent, on whom and the business purpose of the expense.

Continued next page

Contest Update

Time's Running Out. Enter NOW!



Get Ready/Get Published: If you think you've written the next best-seller, enter your manuscript in SLPA's Get Ready/Get Published contest.

You Could be the Winner!

The winning author will see his manuscript transformed into a saleable book. The grand prize, valued at \$8,900, includes editing, proofing, design and other production services, ten copies of the printed book, and promotional resources to help the author get his book into the hands of readers.

Editing and language-related guidance is donated by Christine Frank. <http://www.christinefrank.com>

Book Design/Production and Marketing Mentoring is donated by Sue Sylvia. <http://www.staircasepressdesign.com>

We will also mentor the winner through the process of title setup through Lightning Source, which includes entry into the Ingram book database <http://www.lightningsource.com> and the 10 printed copies will be printed by Lightning Source.


Get Ready/Get Published is open to adults 18 years or older. Authors can be unpublished or published, but the submitted manuscripts cannot be previously published. (Yes, e-books are considered published books.)

Entry deadline is January 20, 2010 No extensions!

For contest rules, visit http://www.stlouispublishers.org/event_info.php

For those interested in learning more about publishing, the SLPA offered brief publishing learning modules at our monthly meetings through December 2009. Handouts from these modules are posted on the contest page of the SLPA site.


Topics include:

- Parts of a Book
- Copyrights
- Book Covers
- Marketing Development
- Book Proposals
- Editing
- Illustrations and Permissions 

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Financial Resolutions for the New Year ... Continued

If you have self-employment income net earnings of \$400 or more, you must report your earnings on Schedule SE, Self-Employment Tax. The tax rate is 15.30 percent (The rate consists of two parts: 12.4 percent for Social Security and 2.9 percent for Medicare.) of the first \$106,800 (2009). Don't forget to deduct half your self-employment tax as a business expense when you figure your adjusted gross income.

For more information, request our free publication, *Artist as Bookkeeper*, by sending an email to vlaa@stlrac.org 


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We welcome our newest members

Jennifer Abel, PhD – abelshrink@gmail.com

Jennifer is a clinical psychologist in private practice. She is writing *Act in Relaxation: How to Increase Your Productivity by Decreasing Stressor Activity*.

Marilyn Edge – marilynedge@hughes.net

Marilyn Edge is a trained technical writer and has been a secretary/administrative assistant most of her adult life. She sings, plays the piano, organ, and hammered dulcimer. She is also a former choir director. Marilyn also sews, crafts, paints, gardens, does woodwork, does wildlife rescue. And she's a "wannabe" writer. 

You are invited to submit items and articles to *SLPA News and Views*.

Next deadline: January 20
Don't be late – no kidding!

Get your news and articles in EARLY! Send your information, articles and announcements to Editor@stlouispublishers.org.

Questions about SLPA?

Contact membership chairperson:
Christine Frank at (314) 205-2679 or
e-mail MemberChair@stlouispublishers.org



