

## Communications Plan for Publicising ECL

CLA, ALCS, PLS, DACS and PICSEL each to publicise CLA's intention to apply for ECL on their websites once application has been submitted.

Documents to be drafted and sent to organisations as outlined below:

- Briefing Note on ECL for UK Trade Associations
- Briefing Note on ECL for Non-UK Trade Associations
- General Note on ECL
- Advert for ECL
- Media Release
- Briefing Note on ECL for CMOs

All communications to be predominantly CLA branded, but with members logos also included. Where members are sending communications directly, CLA should also be copied in.

| Name of Organisation   | Communication Sent By             | Date to be Sent By  |
|--|-----------------------------------|---|
| UK Trade Associations  |                                   |   |
| Communication to be sent: Briefing Note on ECL for UK Trade Associations     |                                   |   |
| The Publishers Association   | PLS                               | Once IPO have confirmed receipt of the application. Most likely w/c 23 October. |
| Association of Learned and Professional Society Publishers                   | PLS                               |   |
| Professional Publishers Association  | PLS                               |   |
| Independent Publishers Guild   | PLS                               |   |
| Society of Authors   | ALCS                              |   |
| Writers Guild  | ALCS                              |   |
| Chartered Institute of Journalists   | ALCS                              |   |
| The Society of Women Writers and Journalists                                 | ALCS                              |   |
| The British Association of Journalists                                       | ALCS                              |   |
| The Royal Society of Literature  | ALCS                              |   |
| National Union of Journalists  | CLA, with VACMOs and ALCS cc'd in |   |
| Association Of Illustrators  | CLA, with VACMOs cc'd in          |   |
| Association Of Photographers   | CLA with VACMOs cc'd in           |   |
| British Association of Picture Libraries and Agencies                        | CLA with VACMOs cc'd in           |   |
| Royal Photographic Society   | CLA with VACMOs cc'd in           |   |
| International Trade Associations   |                                   |   |
| Communication to be sent: Briefing Note on ECL for non-UK Trade Associations |                                   |   |
| Association of American Publishers   | PLS                               | Once IPO have confirmed receipt of the application. Most likely w/c 23 October. |
| Association of American University Presses                                   | PLS                               |   |
| Independent Book Publishers Association                                      | PLS                               |   |

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| Society for Scholarly Publishing                           | PLS                     |   |
| Authors Coalition of America                               | ALCS                    |   |
| The Authors Guild  | ALCS                    |   |
| National Writers Union                                     | ALCS                    |   |
| Text and Academic Authors Association                      | ALCS                    |   |
| Science Fiction and Fantasy Writers of America             | ALCS                    |   |
| American Photographic Artists (APA)                        | CLA with VACMOs cc'd in |   |
| Artists Rights Society (ARS)                               | CLA with VACMOs cc'd in |   |
| American Society of Media Photographers (ASMP)             | CLA with VACMOs cc'd in |   |
| Graphic Artists Guild (GAG)                                | CLA with VACMOs cc'd in |   |
| National Press Photographers Association (NPPA)            | CLA with VACMOs cc'd in |   |
| General UK Organisations                                   |                         |   |
| Document to be sent: General Note on ECL and Media Release |                         |   |
| British Copyright Council                                  | CLA                     | Once IPO have confirmed receipt of the application. Most likely w/c 23 October. |
| Alliance for Intellectual Property                         | CLA                     |   |
| General International Organisations                        |                         |   |
| Document to be sent: General Note on ECL and Media Release |                         |   |
| IFRRO  | CLA                     | Once IPO have confirmed receipt of the application. Most likely w/c 23 October. |
| International Publishers Association                       | PLS                     |   |
| Federation of European Publishers                          | PLS                     |   |
| European Publishers Council                                | PLS                     |   |
| European Magazine Media Association                        | PLS                     |   |
| IAF  | ALCS                    |   |
| European Writers Council                                   | ALCS                    |   |
| STM  | PLS                     |   |
| PLR International  | ALCS                    |   |
| Relevant Trade Press                                       |                         |   |
| Document to be sent: ECL advert or Media Release           |                         |   |
| Publishers Weekly  | CLA                     | Once IPO have confirmed receipt of the application. Most likely w/c 23 October. |
| Book Brunch  | CLA                     |   |
| Bookseller   | CLA                     |   |
| ALCS News  | CLA                     |   |
| The Author   | CLA                     |   |
| Writers Magazine / Writers Online                          | CLA                     |   |
| Writer's Digest  | CLA                     |   |
| British Journal of Photography                             | CLA                     |   |
| CLA's Bilateral Partners                                   |                         |   |
| Document to be sent: Briefing Note on ECL for CMOs         |                         |   |
| Access (Canada)  | CLA                     |   |
| CA (Australia)   | CLA                     |   |

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| CCC (USA)                              | CLA | Once IPO have confirmed receipt of the application.<br>Most likely w/c 23 October. |
| CEDRO (Spain)                          | CLA |  |
| CFC (France)                           | CLA |  |
| CLNZ (New Zeleand)                     | CLA |  |
| CLASS (Singapore)                      | CLA |  |
| Copibec (Quebec)                       | CLA |  |
| COPYDAN (Denmark)                      | CLA |  |
| DALRO (South Africa)                   | CLA |  |
| HKRRLS (Hong Kong)                     | CLA |  |
| ICLA (Ireland)                         | CLA |  |
| Kopinor (Norway)                       | CLA |  |
| Kopioisto (Finland)                    | CLA |  |
| Pro Litteris (Switzerland)             | CLA |  |
| CADRA (Argentina)                      | CLA |  |
| SIAE (Italy)                           | CLA |  |
| B-COPY (Barbados)                      | CLA |  |
| Bonus Copyright Access (Sweden)        | CLA |  |
| CEMPRO (Mexico)                        | CLA |  |
| Fjolis (Iceland)                       | CLA |  |
| IRRO (India)                           | CLA |  |
| JAC (Japan)                            | CLA |  |
| KORRA (South Korea)                    | CLA |  |
| JAMCOPY (Jamaica)                      | CLA |  |
| Luxorr (Luxembourg)                    | CLA |  |
| Literar Mechana (Austria)              | CLA |  |
| OSDEL (Greece)                         | CLA |  |
| Reprobel (Belgium)                     | CLA |  |
| Stichting Reprerecht (the Netherlands) | CLA |  |
| IPro (the Netherlands)                 | CLA |  |
| TTRRO (Trinidad and Tobago)            | CLA |  |
| VG Wort (Germany)                      | CLA |  |
| FILCOLS (the Philippines)              | CLA |  |
| YAYBIR (Turkey)                        | CLA |  |
| SADEL (Chile)                          | CLA |  |
| COSOMA (Malawi)                        | CLA |  |
| COPYRUS (Russia)                       | CLA |  |
| CopyGhana (Ghana)                      | CLA |  |
| CWWCS (China)                          | CLA |  |