

Lawyers for the Creative Arts and The John Marshall Law School
present

PEN TO PRESS

the fine print in self-publishing



Saturday, September 26, 2009

8:30 a.m. - 5 p.m.

The John Marshall Law School
315 S. Plymouth Ct., Chicago, IL

Lunch keynote by Marc Kelly Smith,
Founder, International Poetry Slam Movement

This program covers the legal aspects every author needs to know when choosing to self-publish.

Chicago's leading intellectual property attorneys and The John Marshall Law School faculty will answer your questions at this day-long conference so that you can enjoy the process of transforming your work from manuscript to published work.

Registration Fee:

\$75
(Creative Arts Clients: \$50;
Students: \$35; JMLS Students: free)

Questions? Please contact either:

Maureen B. Collins
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The John Marshall Law School
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Legal Director
Lawyers for the Creative Arts
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Presented by



**PEN TO PRESS: THE FINE PRINT OF SELF-PUBLISHING
CONFERENCE SCHEDULE**

8:30 - 9:00 A.M. Registration/Coffee

9:00 - 9:10 A.M. Welcome

William E. Rattner
Executive Director, Lawyers for the Creative Arts

John Marshall Dean of Students

9:15 - 10:15 A.M. Publishing Industry Overview/Alternate Models

Description: *Is self-publishing right for you? What are the options, and the advantages and disadvantages of each? How easy is it to do-it-yourself?*

This panel of distinguished experts will survey the landscape of self-publishing options available to writers, from fully self-funded private publishing to joint ventures with publishers to print-on-demand and solely electronic options. What are the advantages and disadvantages of each? How much should you spend? How much should you expect to make? What is a “successful” self-published book? How much marketing will you have to do? Where do authors go wrong in the process? Should you still look for a traditional literary agent and publisher? How likely are you to go from self-publishing to a major house?

Moderator: Amy Cook
Attorney; *Writer's Digest* Contributor; *CBA Record* Managing Editor

Panelists: Susie Isaacs, President, Ampersand, Inc.
Keith Reisinger, Executive Vice President, 360 Digital Books
Lynn Garrett, Publishing Consultant, Lynn Garrett & Associates

10:20 - 11:15 A.M. Copyright and Fair Use

Description: *When can you quote your favorite poem? When can you write an “unauthorized” sequel? What is the status of fan fiction? How can I protect my own work? Is it safe to send my work to a publisher, an agent or a contest?*

Traditional publishing contracts often put the burden of obtaining clearances for the use of third party works on the author. So too, the self-publishing author must clear any uses of third party materials beyond “fair use.” What are the limits of fair use? How does it apply to books which aren’t mass-distributed? What if you work with a collaborator or an illustrator? What do you own and what can you do with the resulting

work? In addition to these topics, Professor Collins will tell you what every author should know with respect to the copyright in literary works.

Speaker: Maureen Collins
Assistant Professor, John Marshall Law School

11:15 - 11:30 A.M. Break

11:30 - 12: 30 P.M. Understanding the Deal: Pitfalls and Best Practices

Description: *What are the key terms in a self-publishing contract? How should I compare "packages" and what should I watch out for? How can I distinguish a good deal from a bad deal and when do I need to seek legal counsel?*

Price is not the only factor in choosing a method of self-publishing or the particular company. These speakers will help you identify the key points in the standard self-publishing agreement to avoid common mistakes and misunderstandings. While self-publishing contracts are seldom negotiable, the author should know what the contracts mean. Learn to be an educated consumer of self-publishing services and get what you bargained for.

Speakers: Tom Leavens
Partner, Leavens & Strand LLC

Marci A. Rolnik
Legal Director, Lawyers for the Creative Arts

12:30 - 1:30 P.M. Lunch/Exhibition Hour

Space Reserved for Industry Sales, Marketing, Display, and Networking

1:30 - 2:00 P.M. "Taking the Mic and Pleasing the Crowd" Keynote Address

Description: As an author, you will be called upon to read your work aloud. Marc Kelly Smith, the founder of the International Poetry Slam Movement and author of numerous books, including *Taking the Mic*, *The Art of Performance Poetry*, *Slam and the Spoken Word*; *Stage Slam*, *Create Your Own Poetry Slam* and *Crowdpleaser*, and host of XM/Sirius Radio show SLAM, will tell you what you need to know to be a confident performer of your work. Don't miss this entertaining and inspirational presentation that will calm your nerves and get you on your feet and in front of the mic.

Speaker: Marc Kelly Smith
Author and Founder, International Poetry Slam Movement; Founder, the Poetry Slam at Green Mill

Introduced by: Luncheon Sponsor

2:10 - 3:00 P.M. Fact and Fiction: Defamation and Rights of Privacy/Publicity

Description: *Using real characters in fiction and memoir: Can Aunt Sally sue you? Will she? Is changing names enough to solve the problem and do those disclaimers at the front of the book really work?*

While many publishers will vet a manuscript for possible defamation and/or fact-checking, self-published authors are on their own. When should you consult a lawyer? How can you protect yourself from lawsuits but still make your point? Join our speakers for an explanation of defamation and the rights of privacy and publicity and learn how to distinguish risky material from content you can use.

Panelists: Robert Margolis
Partner, Robinson Curley & Clayton, PC

Steven Baron
Partner, Mandell Menkes LLC

3:00 - 3:15 P.M. Break

3:15 - 4:15 P.M. The Author's Experience

Description: *Three novelists, a book publicist, and a memoirist share their experiences in the self-publishing world as well as tips on marketing your self-published work.*

We will ask these authors: Would you do it again? What was the best part, and what was the worst? Were you satisfied with the services you received, and with the final product? How much input did you have on the cover? How many books did you expect to sell? How many have you sold? What marketing techniques worked best for you?

Moderator: Mary Hutchings Reed
Of Counsel, Winston & Strawn; Author of *Courting Kathleen Hannigan* (Ampersand)

Panelists: Julie Weary, Author of *Getting Out of Dodge* (Booksurge)
Erin Goseer Mitchell, Author of *Born Colored* (Ampersand)
Ruth Kaufman, Attorney, Writer, Voice-Over Artist, Romance Writers of America Board Member
Hadley Finch, Author of *Tribe of Blondes*
Lynda O'Connor, Book Publicist, O'Connor Communications, Inc.

4:15 - 5:00 P.M. Closing Reception/ Book Signing/ Exhibition Closing and Sales

PEN TO PRESS:
THE FINE PRINT IN SELF-PUBLISHING
SEPTEMBER 26, 2009
REGISTRATION FORM

Please complete and return this form by Sept. 12, 2009 to:
Mail: The John Marshall Law School
Department of Event Management
315 S. Plymouth Court, Chicago, IL 60604

Please complete the registration information (one form per individual). Registrations may not be made by phone. Payment must be received with the registration.

Registration deadline is September 12, 2009

(Please type or print)

Name _____

Company _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Fax _____

E-mail _____

SPECIAL SERVICE REQUIREMENTS

*Requests must be received by September 19, 2009.
Please indicate any ADA service needs below.*

Attending in a wheelchair or other personal transport device

Additional ADA service requirement(s)

Dietary needs

REGISTRATION FEE

\$75 (Creative Arts Clients: \$50; Students: \$35; JMLS Students: free)

PAYMENT METHOD *(check one)*

Check *(payable to: The John Marshall Law School)*

Master Card * VISA * Expiration Date _____

Account Number _____

Signature _____

** For payments made with a credit card, fax this form to 312-427-7128.*

CANCELLATION POLICY

Cancellations must be received by September 19, 2009 in order to receive a full refund.

Please Note: A confirmation of your registration will be sent to you by either e-mail or fax. The confirmation will serve as a receipt of payment and will include directions and additional conference information.



THE JOHN MARSHALL LAW SCHOOL