

**Consideration: Copyright Transfer of DDC Back to the Author  
February 29, 2016**

Christina Neigel, author of the DDC, has asked for us to transfer author rights back to her on the publication. She has been asking since just after we eliminated the publishing program at which time we informed her that it was unlikely that CLA would be publishing any updates to the book.

I had and have told her that we were looking for a home for our publications, including DDC, that would be able to continue publishing, updating and promoting them into the future. She had accepted that at first however now wishes to have the rights returned to her rather than waiting any longer.

We did undertake a second print run in the fall to accommodate an order from one of the academic institutions. We did a minimal run with extra as it was around the time when schools were buying for their school year. The academic institution for which we printed the books proceeded to return them when they did not sell. In addition to this we did not sell as many as anticipated to other schools. We still have 212 DDC books in stock.

**With that said here are the numbers:**

- DDC sells for \$49.99 plus HST
- Cost to produce and print the first run per book is \$28.00
- The entire first run sold out
  
- Cost to print the second run per book is \$7.77
- The cost of the remaining 212 books to CLA is \$1647.24
- Profit on sales of the second run thus far is \$1604.36 (38 books \* \$42.22)
- Therefore should CLA transfer copyright back to the author and lose the potential to sell any further DDC books we would see a loss of \$42.88 on the second run.

**Things to consider:**

- Returning copyright to the author will likely result in CLA not being able to sell its remaining stock due to an anticipated update and publication of a 2<sup>nd</sup> edition.
- We may sell more and make up the current loss of \$42.88 (we would need to sell 1 book) however the cost in time for Agnieszka to promote it would take her away from other important work. Realistically when taking into account the sales on the first run, we are still in a positive position on this book.
- Promoting it and selling further copies could lead to revenue totaling \$10,597.88 (212 books \* \$49.99) minus the royalties paid to the author and the staff time needed to promote, process, and distribute.
- The book sells slowly and we are at the end of a school year so sales are likely to continue being slow.

- Not giving author rights back to the author during this time could leave a negative feeling with the author and within the community if it is shared that CLA would not transfer due to wanting to continue to earn revenues on the book due to our current financial position.

**Recommendation:**

That we give author rights back to the author.

Given the time and effort needed to promote, process, and distribute the book and the anticipated slow sales I don't believe the potential revenue for CLA over the next 3 months is worth investing further. We have made a profit on the book itself and transferring rights will make the author happy and will result in an updated version of the book which will benefit the community.