

LFB meetings

9 May

Copyright debate  
in Parliament

13 June

Improving police-  
press contact  
See back page

## Hacks against cuts



LONDON FREELANCE Branch members joined a quarter million citizens, or a half a million depending how fast you were counting, insisting that "there is another way" to the ConDem scorched-earth economic policy, on 26 March.

Photo © Julio Etchart

## Creators' rights required

THE NUJ has responded to the UK government's "Hargreaves Review" of intellectual property. This was rather suddenly announced by the Prime Minister following a visit to California last autumn...

The union's response is to support, and supply evidence for, the Creators' Rights Alliance position. For a flavour, the headings are:

1. Framing the debate accurately: creators' rights are necessary to every citizen
2. Society needs professional creators: WikiWorld is not enough
3. The need for high-quality content:

the USP of UK plc

4. Accurately identifying the players and interests: there is a reason why there are no poetry factories
5. The need for certainty: we support use that is fair (and not US-style "fair use")

6. Ensuring that creators' rights support creativity: contracts, too, must be fair: monopsony ("purchasers' monopoly") requires regulation

7. Access to justice is required: individual creators must be able to enforce their rights.

For the full response, see [www.creatorsrights.org.uk](http://www.creatorsrights.org.uk)

## Keeping your rights: a success story

THE NUJ is always urging freelancers to hang on to their copyright whatever those nasty corporate contracts often demand: the benefits include the right to re-sell the work for a second outing (you never know what will attract interest later) and to be sure of getting paid your share of the

revenue from photocopying (see page 4). It's nice to pass on a real-life story proving it can (usually) be done – with how-to thrown in.

This came up on an NUJ freelance network. A new freelance had just written a small piece, fee about a hundred quid, for an IPC mag; and

## New ways to make the interwebs pay

HOW CAN freelance journalists make money out of the web? Tim Dawson, chair of the NUJ's Freelance Industrial Council described some concrete examples to London Freelance Branch's February meeting, while Julian Marszalek shared tips based on his own experience as a web-only music journalist.

Tim is co-founder of the New Model Journalism blog, which catalogues examples of journalists starting up their own successful media enterprises. The blog grew out of LFB's 2009 conference New Ways to Make Journalism Pay.

Now big media groups like News Corp, Northcliffe and Trinity Mirror are suddenly embracing paywalls, daily iPad newspapers and hyper-local news sites as models for making money out of news. Richard Branson has entered the field with a new iPad magazine.

But as well as these big players, there are some successful home-grown news outlets started by journalists, often on their own.

One of the case studies that Tim described is Better Never than Late, run by a "gang of twentysomething lads", with an interest in trainers and graffiti – subjects which mean that "advertisers have begun to knock on their door". They mined a particular demographic which advertisers were interested enough in to approach them through an agency. But the lads subsequently found they could deal with the advertisers themselves. They make roughly £25,000 a year.

LFB member Julian Marszalek makes a living as a music journalist working purely for online outlets, in which he's been involved since 1994 and the dawn of the digital media age. If you're planning to go it alone, he said, consider social networking, shopping and auction channels, knowledge sharing and gaming sites, all of which can tie in with earning a decent living.

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• Read more at [www.londonfreelance.org/fl/1003ways.html](http://www.londonfreelance.org/fl/1003ways.html)

back came an all-rights and total liability contract which would apply to all work he might do for the company till death did them part.

An accompanying note added that he'd have to sign to get paid.

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