



Dear Book Designers

The Society of Authors and the Association of Illustrators, following conversation with Patrick Knowles, recognise a very particular challenge for your industry. We would like to invite you to join our organisations in order that we can support you and press your concerns, and are offering a 20% discount if you join both organisations to enable this.

The SoA is the largest trade union for writers, illustrators, translators and photographers in the world. Founded in 1884, and despite our name, we have always had a strong association with book illustrators and designers; many members are illustrators, and many have served on our Management Committee. We are well known for our work in protecting the rights and furthering the interests of our members.

The AOI is the largest professional body for illustration in the world. It has been working to support UK and world wide illustrators since 1973, and has a membership of around 2,700.

We work together as organisations on campaigns and day to day work. Our combined status and size make us a powerful and effective campaigning body, effecting real change.

Book Designers have important concerns, some of which are unique and many of which are shared by many authors and illustrators. With our combined standing, knowledge, staff and infrastructure as well as our existing relationships and channels of communication with publishers we are in a uniquely strong position to work with you as part of our overall mission to protect the rights and further the interests of all authors and illustrators.

We have media presence, industry influence and advise and lobby governments at a UK, European and international level. We campaign for creatives to be fairly treated and paid in all their work. We are enthusiastic about the opportunity to welcome more Book Designers and raise our voices together to stand up for your work and its value individually and as a whole.

#### **What we can do for you**

- You have articulated 5 clear areas of concern; late payments, mission creep, rights issues, lowered budgets and kill fees which relate specifically to Freelance Book Designers, working with publishers in the UK.
- We will publicise your concerns and campaign for change
- We will take these issues to meetings with at least 3 UK publishers, seeking for immediate change in each area.
- We will communicate our concerns to Publishers' representative organisations and press for change and fairer terms
- We will lobby Government for laws to protect your position and those of other freelance workers by enacting the Copyright Directive and introducing CREATOR friendly legislation
- We will work with you individually in appropriate cases to take action to enforce your rights
- Each member will enjoy the regular benefits of both organisations, including contract advice, the AOI pricing calculator, and general advocacy.

## **What we can offer**

Understanding that you have brought us a very particular area of concern which falls between our two organisations, we would like to offer an exclusive deal for freelance Book Designers.

- For 1 year freelance book designers are invited to join both the AOI and SOA for £216 for one year. This offers a significant discount- membership is usually £170 for AOI and £102 for SoA.
- This will be payable by a one off direct debit payment (£80 to SOA and £136 to AOI). You will have the option to continue membership with one or both organisations at the end of 1 year, at the full price.
- If an applicant is already a member of one organisation, they have the opportunity to join the other, at a discounted rate for one year of either £80 (SOA) or £136 (AOI)
- Members will enjoy the benefits of both organisations, but will also be invited to join the joint Book Designers' network, with a shared facebook page.

## **Why should I join both?**

The AOI and SOA work together on many campaigning issues. This approach strengthens our voice, gives more weight and cashes in on specific experience, contacts and knowledge.

To speak robustly with publishers, we need to speak on behalf of many – not just a couple which could be brushed aside as anomalies. Therefore, we propose that the Book Designers network on Facebook must number at least 25 to give us authority to action our campaign.

This joint membership will enable the organisations to work together to specifically seek to address the needs of freelance book designers. Both organisations are funded by membership fees, and receive no government funding. The fees allow resource to be allocated to a specific need.

Both our organisations have a long history of supporting individuals. Members are entitled to free tailored business advice and contract vetting on any problem or question from individual advisers with a unique understanding of the industry. You also have access to a wide range of practical guides and online information.

Even if you don't want to join at this stage, please consider signing up for our free newsletter for updates, information, events and much more: [www.societyofauthors.org](http://www.societyofauthors.org) and [www.theaoi.com](http://www.theaoi.com)

Yours sincerely

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