

#SaveYourPress

Digital Toolkit

www.empower-democracy.eu

The aim of this toolkit is to assist publishers' associations and their members in increasing awareness of the need for a Publisher's Right.

Unlike other content producers, publishers currently do not possess any rights of their own at European level regarding their published products. This lack of clarity is exploited by major commercial users who profit from the press publisher's investment.

The **#SaveYourPress** campaign is a cross-border initiative to protect independent media in Europe and defend intellectual property. The campaign represents an opportunity for associations and members to achieve fair treatment together.

This toolkit provides you with guidelines and supporting campaign material that you can use to help promote the initiative and support a free and independent media in Europe.

The content of this toolkit is the result of a collaboration between the Federation of German Newspaper Publishers (BDZV), European Publishers Council (EPC), European Newspaper Publishers' Association (ENPA), European Magazine Media Association (EMMA), News Media Europe (NME) and Burson-Marsteller Brussels.



Contents

1. What is #SaveYourPress?.....	4
2. #SaveYourPress objectives.....	5
3. Why now?	6
4. Scope of the toolkit.....	7
• Social media recommendations	8
• Social media posts	10
• Visuals for social media	16
• Q&A	17
• Events calendar	20
• Newsletter	24
• News item	25
• Letter to MEPs	26
5. Contact.....	28

1. What is #SaveYourPress?

Europe's free and independent press is under threat due to widespread, unauthorized use of our content by commercial operators. By supporting the revised EU Copyright Directive and its Publisher's Right (Article 11), you will help to safeguard media diversity – as well as thousands of jobs which are at risk in the industry. The **#SaveYourPress** campaign is a concerted and cross-border initiative that can help build broader awareness and support for **publishers' rights**.

#SaveYourPress is a call-to-action. It represents an opportunity for associations, members and all interested supporters and networks to achieve fair treatment together. **We need your support to raise awareness, battle false claims and clarify the issues at stake.**

It is only by acting in harmony that we can get the most out of each meeting, event, tweet, letter or press release, and by taking an active role in coordinated communication you will ensure that our arguments gain traction with the MEPs and key stakeholders vital to achieving our goals.

We kindly ask you to take a moment to read about the **#SaveYourPress** campaign and decide how you can actively take part by using the suggested tools provided.

Background

Major online services and news aggregators profit from the unauthorized reproduction and dissemination of our content every day and the lack of an effective legal framework that enables us to protect the value of our work seriously undermines our ability to finance independent journalism, damaging the quality and diversity of public information and perspectives.

Diverse, independent and high quality press can only be maintained if publishers are able to finance and monetise their press products. In 2013 alone, an estimated 15 000 European journalists lost their jobs due to falling revenues. **We are committed to upholding press diversity and safeguarding democracy in Europe. That is why we are calling for a Europe-wide Publisher's Right that will enable us to end free-riding, protect independent media and defend our intellectual property.**

The European Commission's proposed changes to the EU Copyright Directive aim to give broader legal rights to copyright holders so that they can more easily take on the free-riders. The Directive is currently under scrutiny in the European Parliament and some of its core provisions, including the Publisher's

Right, face fierce opposition. Opponents are spreading misleading information that the Publishers' Right is a threat to an individual's right to link and share articles. We must fight these claims or we risk losing the battle.

Please find more information on www.empower-democracy.eu website.

2. #SaveYourPress objectives

To win the argument and create a responsive campaign, it is critical to engage a cross-section of different stakeholders from different sectors and interest groups. Try to make sure everyone is clear about what the **#SaveYourPress** campaign is about, what it can do to meet their concerns and what the consequences are if the Publisher's Right is not enforceable under EU law.

The objectives of the **#SaveYourPress** communication campaign are to:



Mobilise support for democracy and independent media.



Gain traction with MEPs and key stakeholders to inform decision-making on the Publisher's Right.



Rebut the myths and misleading claims voiced by the opposition.



Drive traffic to www.empower-democracy.eu and www.publishersright.eu/ websites.

3. Why now?

You must act now because time is running out to influence MEPs who must vote on the revised Directive. In the coming weeks, it is essential to use events, messages, posts, newsletters and other means to inform and remind audiences and stakeholders about the **#SaveYourPress** cause.

Parliamentary procedure

The Commission's copyright proposal is currently under review by the Legal Affairs (JURI) Committee. The Industry, Research and Energy (ITRE), Internal Market and Consumer Protection (IMCO) and Culture and Education (CULT) Committees have also drafted, or are in the process of drafting, their opinions on the Directive.

All 751 MEPs will eventually have the chance to vote on the Directive at the final Plenary stage so it's important to influence every single one of them.

Expected Parliamentary procedure between March and June 2017:

22-23 March	30 March	3-4 May	19-20 June	Date to be confirmed
Consideration of draft report by committee	Deadline for amendments	Consideration of amendments	Vote on draft report	Vote Plenary

Campaign roll out

We encourage you to help us spread the information from this toolkit over the next months. You can use exact dates around relevant events or post in alignment with your internal editorial and communications calendars. Full list of events and key dates can be found in section 4 Scope of the toolkit - Events.

February	March	April	May	June
Campaign launch	Intensive information spread	Involvement in discussions around amendments	Intensive information spread	Peak of the campaign before the voting on the draft report

4. Scope of the toolkit

The materials presented here will also be disseminated by ENPA, EPC, EMMA and NME at the same time.

How can you use this toolkit?

- Make use of the free materials to boost your regular communication, media and social media activities around relevant issues.
- Share this toolkit with your communication and social media officers, and present it to colleagues who might be interested in publishing, media, copyright, privacy and EU.
- Disseminate this toolkit to your partners, members, supporters and friends (eg. if you know a journalist who might be interested in this topic, share it with him/her).

What's in the toolkit?

- Social media guidelines on how to achieve stronger impact online;
- Social media posts for Twitter, Facebook and LinkedIn;
- Q&A which you may use to answer questions and comments on social media or with media;
- Events calendar;
- A sample newsletter entry - if you have a newsletter, consider including the text provided;
- A sample news item - use this on your website, print publications or news portal;
- A sample letter to MEPs. Send a letter on behalf of your organisation to voice your support for a modern Publisher's Right;
- Visuals to accompany your social media posts [in Annex];
- Social media profile images and social media covers [in Annex];
- Web banners you could include on your website [in Annex];
- Translations of the letter [in Annex];
- Promotional video(s)¹ with key messages and text, including quotes and live footage [in Annex].

Additional campaign information can be found on
www.empower-democracy.eu and
www.publishersright.eu websites.

¹ Please note that the video will be produced and disseminated at a later stage.

Social media recommendations

When engaging in awareness-raising activities using communications platforms like Facebook and Twitter, it can be useful to interact with other organisations with similar interests. We invite you to follow and engage with ENPA ([@ENPABrussels](#)), EMMA ([@MagazineMedia](#)), News Media Europe ([@newsmediaEU](#)) and EPC_Press ([@EPC_Press](#)) Twitter accounts and retweet them when they use the **#SaveYourPress** messaging and visuals.

Each social media communications platform has its own format and style. There are many tips and tricks to increase the success of your awareness-raising communications, reflecting the specifics of each platform. Below you will find some basic advice:

Whenever you are referring to the issues around the topic, the Publisher's Right, copyright and even outside social media channels, please use the primary campaign hashtag **#SaveYourPress** with capital S, Y and P (for readability reasons). When appropriate, use secondary hashtags like **#copyright**, **#TheLinksSafe** and **#PublishersRight**.

Twitter

Twitter is a good platform for reaching a wide audience very quickly, if used effectively. Twitter is not so good for telling a detailed story so use images to get around the 140 characters limit.

- Use the hashtag **#SaveYourPress** whenever you are covering issues on media freedom, copyright, the Publisher's Right or similar.
- Pin a tweet about **#SaveYourPress** activities to your Twitter account (here is how you can do it: <https://socialmediaweek.org/blog/2015/02/60-second-tip-how-to-pin-a-tweet-2/>)
- Retweet and favour **#SaveYourPress** tweets at least 2 times per week.
- Connect with bloggers, freelance journalists or influencers, by tagging them directly in your Twitter posts or Twitter images.
- Mention other relevant Twitter users, and in particular ([@ENPABrussels](#)), EMMA ([@MagazineMedia](#)), News Media Europe ([@newsmediaEU](#)) and EPC_Press ([@EPC_Press](#))
- Consider creating a basic editorial calendar, to plan how and when to tweet in advance. This can be coordinated with other organisations, members and stakeholders you work with. (Applications such as TweetDeck and Hootsuite make scheduling tweets in advance a lot easier)
- If you are meeting with regulators and policy-makers, connect with them on Twitter and engage in conversations by tagging them or sending them direct messages.

- Create a 'list' on Twitter to focus on organisations supporting the Publisher's Right. This will make it a lot easier to follow the awareness-raising activities of other Twitter accounts. Here is how you can do it: <https://support.twitter.com/articles/76460>)

Facebook

Facebook is a great platform for creating an online community; whether it is friends in a personal setting, or like-minded individuals and organisations in a professional setting.

- Share, comment and like **#SaveYourPress** posts via individual (personal) - or your organisation's - Facebook pages to increase visibility of posts.
- Even though there is no character limit like on Twitter, text on Facebook posts should still be kept short to be effective (we recommend up to 20 words).
- Tag other relevant Facebook pages and include references to other social media channels like Twitter or LinkedIn.
- Always include engaging visuals or short videos.

LinkedIn

LinkedIn is a professional and business-oriented social network site used for keeping in touch with partners, business associates, and colleagues. LinkedIn allows you to network and exchange opinions with people and professional organizations in your industry.

- Post informative content either as an individual or LinkedIn Page user.
- Look for contacts and stakeholders that might find the **#SaveYourPress** campaign interesting, and promote content within groups (if you are part of a larger LinkedIn group).
- Like and comment on posts from other LinkedIn accounts posting about **#SaveYourPress** campaign.

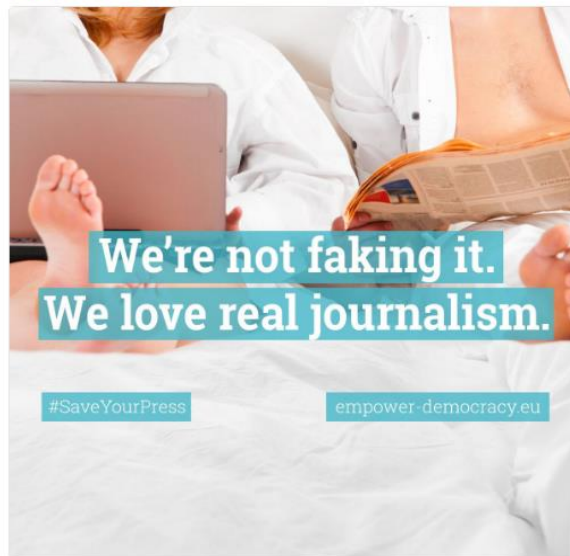
Social media posts

Twitter posts

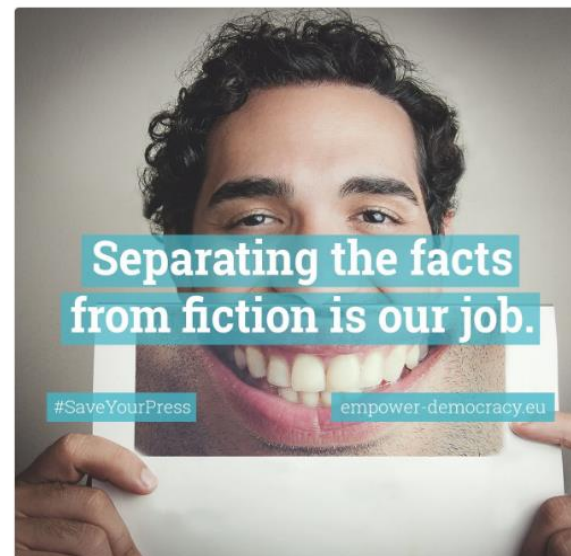
Feel free to adjust the posts if needed to match your own tone and style. To increase the reach of your tweets, you may use one of the following hashtags [#SaveYourPress](#), [#PublishersRight](#), [#copyright](#), [#TheLinkIsSafe](#).

Examples of tweets

 **Test Account**
Real journalism involves effort, brains & liability. Don't let commercial users steal our copyright. [#SaveYourPress](#) [empower-democracy.eu](#)



 **Test Account**
Free & independent media help monitor the powerful! [#SaveYourPress](#) & support the [#PublishersRight](#) [empower-democracy.eu](#)



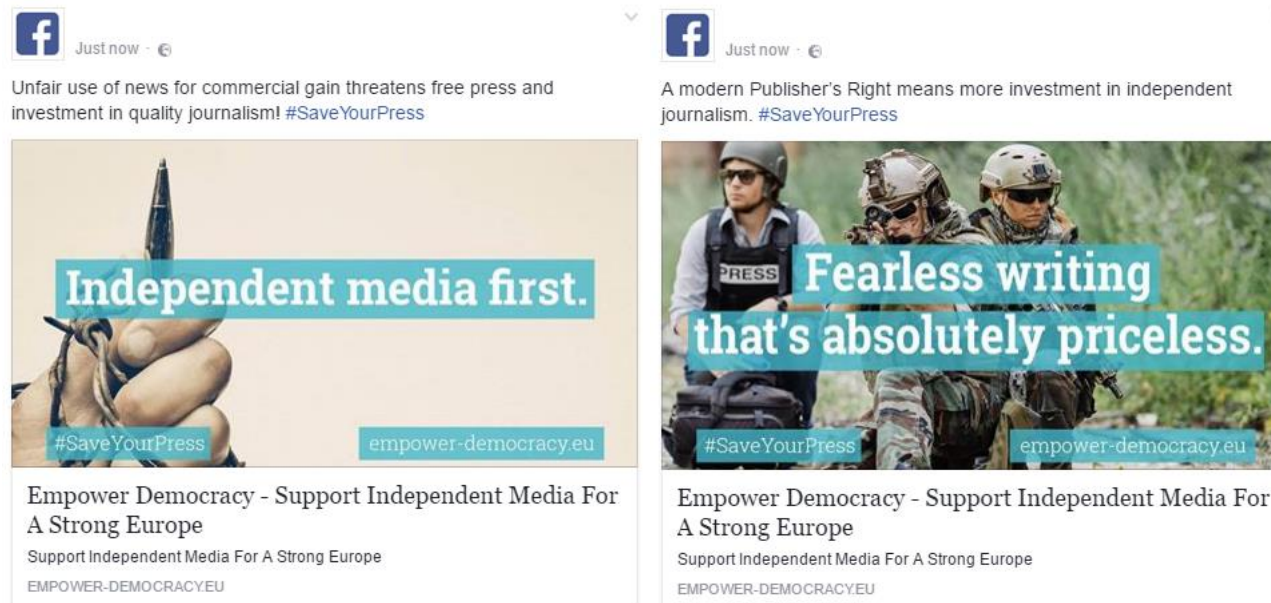
Post text (appx 90 characters)	Image
Real journalism doesn't come free of charge. Don't let commercial users poach our stories #SaveYourPress #copyright www.empower-democracy.eu	[choose from Annex]
Real journalism demands time, money & responsibility. Don't let commercial users steal our #copyright. #SaveYourPress www.empower-democracy.eu	[choose from Annex]
A free & independent media holds the powerful to account. Support the #PublishersRight and #SaveYourPress www.empower-democracy.eu	[choose from Annex]
Less media means less variety of opinions and less democracy #SaveYourPress. Support the #PublishersRight www.empower-democracy.eu #copyright	[choose from Annex]
A modern Publisher's Right means more investment in independent journalism #SaveYourPress #copyright www.empower-democracy.eu	[choose from Annex]
A modern Publisher's Right means more high quality scoops and stories for our readers #SaveYourPress #copyright www.empower-democracy.eu	[choose from Annex]
Independent media is the cornerstone of our democracy #SaveYourPress & support the #PublishersRight www.empower-democracy.eu	[choose from Annex]
	[choose from Annex]
A fair deal for publishers will strengthen the European media industry. Act now to #SaveYourPress www.empower-democracy.eu	[choose from Annex]
Independent press cannot survive without money to invest in quality journalism. Back the #PublishersRight! #SaveYourPress #copyright www.empower-democracy.eu	[choose from Annex]
#PublishersRight will NOT break the Internet. We want you to share our stories! #TheLinkIsSafe #SaveYourPress www.empower-democracy.eu	[choose from Annex]
#PublishersRight will NOT harm the Internet. It'll stop commercial free-riders profiting from our work #SaveYourPress www.empower-democracy.eu	[choose from Annex]
There's nothing better than a good story. #SaveYourPress for more quality journalism in Europe! www.empower-democracy.eu	[choose from Annex]
The only way #PublishersRight affects individual users is by delivering better stories. #TheLinkIsSafe #SaveYourPress www.empower-democracy.eu	[choose from Annex]

It's your right to be informed! Protect your journalists and #SaveYourPress! #copyright #PublishersRight www.empower-democracy.eu	[choose from Annex]
Journalism helps protect our democracy and gives citizens a voice. Back the #PublishersRight #SaveYourPress www.empower-democracy.eu	[choose from Annex]
High quality reporting is a tough job. Back the #PublishersRight to #SaveYourPress! www.empower-democracy.eu	[choose from Annex]
We don't want special treatment, just similar rights as other content producers #PublishersRight #SaveYourPress www.empower-democracy.eu	[choose from Annex]
A fair deal for publishers will strengthen the European media industry #PublishersRight #SaveYourPress #copyright www.empower-democracy.eu	[choose from Annex]
Our contribution to democracy and diversity in Europe needs to be valued! #SaveYourPress #PublishersRight www.empower-democracy.eu	[choose from Annex]
Total daily circulation of European newspapers is 85m. #SaveYourPress to keep the news coming! #PublishersRight www.empower-democracy.eu	[choose from Annex]
2500 newspapers are published each day in Europe. #PublishersRight helps save diversity & democracy. #SaveYourPress www.empower-democracy.eu	[choose from Annex]
2500 different newspapers are published in Europe each day. Act now to save media diversity! #SaveYourPress www.empower-democracy.eu	[choose from Annex]
Over 300m Europeans read magazines regularly. Back the #PublishersRight to keep the news coming! #SaveYourPress www.empower-democracy.eu	[choose from Annex]
In 2013 alone, an estimated 15000 European journalists lost their jobs due to falling revenues. #SaveYourPress www.empower-democracy.eu	[choose from Annex]

Facebook and LinkedIn posts

Feel free to adjust the posts if needed to match your own tone and style. Facebook and LinkedIn posts do not have a character limit so you may be more descriptive in your posts. However, we do not suggest using more than 20 words.

Examples of Facebook posts



Post text (appx 20 words)	Image
Unfair use of news for commercial gain threatens free press and investment in quality journalism! #SaveYourPress www.empower-democracy.eu	[choose from Annex]
Unauthorized commercial use of publisher's work endangers high quality journalism. Back the Publisher's Right to help #SaveYourPress! www.empower-democracy.eu	[choose from Annex]
Real journalism means time, money & responsibility. Don't let commercial users steal our copyright! #SaveYourPress www.empower-democracy.eu	[choose from Annex]
A Publisher's Right will NOT break the Internet. Our content will be as available to users as it ever was! #SaveYourPress www.empower-democracy.eu	[choose from Annex]
Independent media hold the powerful to account & are the cornerstone of our democracy! Back the Publisher's Right to help #SaveYourPress! www.empower-democracy.eu	[choose from Annex]
It's your right to be informed! Protect your journalists and #SaveYourPress! Back the Publisher's Right to keep the news coming. www.empower-democracy.eu	[choose from Annex]
High quality reporting is a tough job. Back the Publisher's Right to protect your journalists! #SaveYourPress! www.empower-democracy.eu	[choose from Annex]
A Publisher's Right will help protect high quality journalism! #SaveYourPress www.empower-democracy.eu	[choose from Annex]
There's nothing better than a good story. #SaveYourPress for more quality journalism in Europe! www.empower-democracy.eu	choose from Annex]
Journalism helps protect our democracy and gives citizens a voice. Back the Publisher's Right to #SaveYourPress! www.empower-democracy.eu	[choose from Annex]
The total daily circulation of European newspapers is 85 million. Back the Publisher's Right to keep the news coming #SaveYourPress www.empower-democracy.eu	choose from Annex]

2500 different newspapers are published in Europe each day. Support the Publisher's Right to save media diversity! #SaveYourPress www.empower-democracy.eu	choose from Annex]
Over 300m Europeans read magazines regularly. Support the Publisher's Right to keep the news coming! #SaveYourPress www.empower-democracy.eu	choose from Annex]
In 2013 alone, an estimated 15 000 European journalists lost their jobs due to falling revenues. Without a modern EU copyright law, more publishers will be forced to close #SaveYourPress www.empower-democracy.eu	choose from Annex]
In 2013 alone, an estimated 15 000 European journalists lost their jobs due to falling revenues. A fair deal for publishers will strengthen the European media industry. Act now to #SaveYourPress www.empower-democracy.eu	choose from Annex]

Visuals for social media

Images provided could be used with any of the social media posts suggested. Additional images are attached separately to this document (Annex). Images can be used to replace image placeholders in link previews generated by the social media channel during the post creation process, or posted as standalone content. We advise the use of images with every post. Please feel free to pick the photos you like best from the sets provided: we understand that different organisations might have a different style and tone of voice, and as such we have included a number of options you can choose from.

- GIF images (animated picture format) or images 'that move' work best on Twitter (but not as well on Facebook and LinkedIn, where we recommend static images or video formats).
- Videos. If you wish to use moving images, we provided mp4 video formats of the GIF images. Mp4 video formats work best on Facebook and Twitter.
- Static images work on all platforms.



Q&A

Users can always be redirected to the websites: <http://www.empower-democracy.eu> and <http://www.publishersright.eu> websites in search of

1. What is the #SaveYourPress campaign?

#SaveYourPress is a campaign launched by publishers' associations across Europe to build support for the Publisher's Right.

2. Why are you running the #SaveYourPress campaign now?

Because we need a modern EU copyright law that protects the rights of publishers and journalists. We need to reflect modern realities. Without this change, more publishers will be forced to close.

3. What's the problem?

Our news content is being used without our permission by commercial operators. This is killing our business and leading to job cuts.

4. Is it true you want to stop people sharing links on social media?

No, we want you to share our content! That's why articles on our online news sites feature a 'share button' or social media icons.

5. Save Our Link says you want to stop people sharing stories.

The link is 100% safe for individuals. But publishers should have the right to ask commercial users for a license fee to use our material.

Don't believe the myths! A publisher's right has no impact on an individual's right to link and share articles.

6. So users cannot be criminalized?

No-one will be criminalized. The Publisher's Right will not affect individual readers. Only commercial organizations using our journalists' stories without permission will be impacted.

7. How will a change to the EU copyright laws help?

The proposed Publisher's Right (Article 11) will help safeguard media diversity – as well as thousands of jobs at risk in the industry.

It will allow us to invest in quality journalism and security for our writers, editors, photographers, designers, freelancers and other staff.

8. But why do we need a specific Publisher's Right? Shouldn't the internet be free?

Unauthorized commercial use of our work means we lose money and prevents us from financing high-quality, independent journalism.

If we don't make this change, more publishers will be forced to close and we will lose media diversity.

9. Has this really resulted in job losses?

Unauthorized use of our work means we lose money and has contributed to job cuts. In 2013 alone, an estimated 15,000 journalists in Europe lost their jobs due to falling revenues. Many small publishers have been forced to close their doors.

10. Are you saying that a modern EU copyright law could lead to new jobs being created?

Yes. A fair deal for publishers will strengthen the European media industry.

11. Why should you get special treatment?

We don't want special treatment, just similar rights as broadcasters, film and music producers.

12. If you get this right, will the publishers share the license fee with the journalists?

Money we receive from commercial licences will be reinvested for the benefit of all our staff, including journalists.

13. What's in it for the smaller publishers?

The Publisher's Right will empower all publishers, from the smallest to largest, to negotiate licences for their content.

14. Do you have support from EU decision-makers?

Yes, but we need more. Help us spread the message – and save your free Press.

15. Why should we pay for journalism online when so much is available for free?

We're just asking commercial operators to pay. Why should they get a free ride?

16. Why should the EU defend publishers?

Because a free media is at the heart of our democracy. Less media means less democracy.

17. Shouldn't publishers just adapt to the modern digital world?

We have invested heavily in digital but we need to defend our rights!

18. Will it still be easy to find news on different platforms?

Absolutely. Publishers recognize the importance of search engines and social media for generating traffic to their sites.

19. What about the negative impact this law could have on the development of innovative projects?

There will be no negative impact. A fairer copyright regime will encourage investment in innovation.

20. But couldn't investment actually decrease?

We believe the opposite will happen if we have proper legal certainty.

21. Why did the Publisher's Right not work in Germany?

It did and it's enforceable. In the case of Google, publishers were forced to agree on a temporary royalty-free licence due to its dominant market position.

22. But Google is being sued in Germany. Why?

Because we and others consider Google's behaviour a misuse of its dominant market position and illegal.

23. Will ordinary people be affected by the new EU law?

Yes. By recognising the Publisher's Right, the public will continue to enjoy a free and diverse Press in Europe.

24. Will the new law meet all the publishers' concerns?

No, as it is restricted to digital use of press publications, many publications are excluded.

25. But how can those publications be protected?

By adding press publishers to the list of rights holders at EU level in the InfoSoc Directive and Rental and Lending Directive.

26. Is the proposed copyright term of protection of 20 years enough?

No, it doesn't reflect the value of publisher's archives.

Events calendar

This calendar provides an overview of events related to publishing, journalism and digital rights. You may choose to structure your communication activities around the key events to take advantage of opportunities when multiple stakeholders and influencers discuss about issues related to Publisher's Right. We encourage you to inform us of your events so that we could share it with our networks.

February 2017

Date	Event	Description	Location	Contact
21-23 Feb	Digiday Publishing Summit Europe 2017	At the Digiday Publishing Summit, top publishers and digital natives discuss how they leverage platforms for profit	Lisbon, Portugal	nancy@digiday.com

March 2017

Date	Event	Description	Location	Contact Information
14 March	D3CON	D3CON is the world's biggest event on the topic of Programmatic Advertising. More than 1,500 top-level participants, from leading advertisers, agencies, publishers and service providers, meet every year in Hamburg to discuss, to network and to learn.	Hamburg, Germany	Facebook Page Twitter Page info@d3con.de
14 March	Competition, Regulation and Freedom of Expression in Digital Markets	The FSR C&M, CMPF and Entrance Annual Scientific Seminar brings together scholars in the fields of economics and law, as well as practitioners, to consider frontier research in electronic communications, internet and media with a goal of fostering research ideas and informing policy.	Florence, Italy	Anna.pisarkiewicz@eui.eu or Silvia.solidoro@eui.eu

29 March	RightsCon	The RightsCon gathers the global digital rights community to discuss the future of the internet	Brussels, Belgium	conference@accessnow.org
----------	---------------------------	---	-------------------	--------------------------

31 March-2 April	SKUP annual Conference	SKUP annual Conference is a weekend conference for investigative reporters and editors in Norway	Tønsberg, Norway	john.bones@skup.no
------------------	--	--	------------------	--------------------

April 2017

Date	Event	Description	Location	Contact
5-9 April	Perugia International Journalism Festival	Popular Journalism Festival where topics such as Data Journalism will be addressed	Perugia, Italy	info@journalismfestival.com
18-21 April	Dataharvest, The European Investigative Journalism Conference	The EIJC (European Investigative Journalism Conference) and Dataharvest, organized by Journalismfund.eu, is the most relevant networking event for investigative and data journalists in Europe.	Mecheln, Belgium	
24-26 April	Digital Media Europe 2017	One of the Biggest Media Events in Europe. This year's event will take place in Copenhagen and will focus on three key topics: Membership & Subscriptions, Reclaiming the Premium Ad Market and Revenue Frontiers.	Copenhagen, Denmark	angela.pontes@wan-iffra.org

May 2017

Date	Event	Description	Location	Contact
------	-------	-------------	----------	---------

8-10 May	re:publica 2017 and MEDIA CONVENTION	re:publica is one of the largest and most exciting conferences about digital culture in the world. Since its foundation in 2007, it has grown from a blogger meeting with 700 participants into a wide-ranging “society conference”, with 8.000 visitors at the anniversary edition re:publica TEN. Representatives of digital culture share their knowledge and decision-making tools, and discuss the future of the information society. Here they can mingle with activists, scientists, hackers, entrepreneurs, NGOs, journalists, social media and marketing experts, and many others.	Berlin, Germany	Facebook Page Twitter Page
17-18 May	ACI's Publishers Summit	The conference will give updates on the drivers and trends of the quickly evolving publishing industry. Over the two days, the event will bring together key industry stakeholders from the publishing industry: publishers, technology, design, UX, CX and advertising companies, to hear case-studies and discuss during interactive sessions & panel discussions.	London, UK	Twitter Page lpardoux@acieu.net
18-20 May	IPI World Congress	The IPI World Congress is organized by the International Press Institute (IPI). It is annual media freedom event gathering over 300 journalists, editors and media executives.	Hamburg, Germany	Twitter Page mmiletic@ipi.media cklint@ipi.media

June 2017

Date	Event	Description	Location	Contact
7-8 June	Annual Privacy Forum 2017	In the light of GDPR and the recent EC proposal for a Regulation on Privacy and Electronic Communications, DG CONNECT, ENISA and the	Vienna, Austria	

		Law Faculty of the University of Vienna, Arbeitsgruppe Rechtsinformatikis are organizing APF 2017. The event encourages dialog with panel discussions and provides room for exchange of ideas in between scientific sessions.		
8-9 June	Digital Transformation Europe 2017	Digital disruption is rewriting the rules in almost every industry as customers turn to digital touchpoints in preference to traditional ones. Forrester's Digital Transformation Forums inspire and give y the necessary tools to provide innovative digital, social, and insights-driven omnichannel experiences for customers and employees alike – and harness these outlets for growth.	London, UK	
12-13 June	Digital Publishing Innovation Summit	With 30+ Industry Speakers & 150+ delegates, the Digital Publishing Innovation Summit is the most exclusive gathering of leaders in digital publishing.	London, UK	tskennion@argyleforum.com
19-21 June	Global Media Forum – Identity & Diversity – 10th Edition	One of the Biggest Media Summits in Europe	Bonn, Germany	gmf.presscontact@dw.com

Newsletter

Title: Act Now to #SaveYourPress

Publishers' associations across Europe are launching the #SaveYourPress campaign to build support for the Publisher's Right ahead of the upcoming votes on the revised EU Directive on copyright in the Digital Single Market.

The campaign, which seeks to combat misleading information while protecting high-quality journalism, calls for commercial operators to properly and fairly compensate publishers and journalists whose work is re-produced for commercial gain.

Unlike other content producers, publishers currently do not possess any rights of their own at European level regarding their published products. This lack of clarity is exploited by major online services and news aggregators, who profit on press publishers' investment and the work of independent journalists.

To compete profitably on all platforms, press publishers ask for the same rights that are already enjoyed by broadcasters, music and film producers. By having a fair and consistent framework of legal protections, publishers and journalists can monetise their work in a way that would enable greater investments in independent press and higher quality content.

The European Commission's copyright proposal, which recognises publishers as key rights-holders under the EU copyright framework, has faced fierce opposition. Opponents have been particularly vocal about the alleged establishment of platform liability and its alleged implications for news snippets and links.

The #SaveYourPress campaign aims to battle these claims and clarify that Publisher's Right is not an attempt to stop individual users from freely sharing news articles on social media. Promoting the Publisher's Rights means that news aggregators – not individuals – will have to pay their fair share for other peoples' work, which in turn means a stronger publishing industry and more diverse, independent and high quality press for readers to enjoy and share with their families and friends.

To learn more about the Publisher's Right and why it's right for Europe visit the www.empower-democracy.eu and www.publishersright.eu websites.

News item

Title: Act Now to #SaveYourPress

Ahead of the upcoming votes on the revised EU Directive on copyright in the Digital Single Market, European publishers' associations are launching the #SaveYourPress campaign to promote support for the Publisher's Right across the EU.

The campaign, which seeks to combat misleading information while protecting high-quality journalism, calls for commercial operators to properly and fairly compensate publishers and journalists whose work is re-produced for commercial gain.

Unlike other content producers, publishers currently do not possess any rights of their own at the European level regarding their published products. This lack of clarity is exploited by major online services and news aggregators, who profit on press publishers' investment and the unprotected work of independent journalists.

To compete profitably on all platforms, press publishers ask for the same rights that are already enjoyed by broadcasters, music and film producers. Protections to monetise their work would enable publishers to invest in independent press and high quality content.

The European Commission's copyright proposal, which recognises publishers as key rights-holders under the EU copyright framework, has faced fierce opposition. Opponents have been particularly vocal about the alleged establishment of platform liability and its alleged impact on news snippets and links.

The #SaveYourPress campaign aims to battle these claims and clarify that the Publisher's Right is not an attempt to stop individual users from freely sharing news articles on social media. The Publisher's Rights means that news aggregators will have to pay their fair share for other peoples' work. A stronger publishing industry means more diverse, independent and high quality journalism for readers to enjoy and share with their families and friends.

To learn more about the Publisher's Right and why it's right for Europe visit the www.empower-democracy.eu and www.publishersright.eu websites.

Letter to MEPs

[Name and address of publisher]

[Date]

Subject: Publisher's Right

Dear [name of MEP]

As a publisher and employer in [name of MEP's constituency/region], I am writing to ask for your support during the upcoming votes in the European Parliament on the revised EU Directive on copyright in the Digital Single Market.

Europe's free and independent press is under threat due to widespread, unauthorized use of our content by commercial operators. By supporting the Directive and its [Publisher's Right \(Article 11\)](#), you will help to safeguard media diversity – as well as thousands of jobs which are at risk in the industry.

We urge you to back our [#SaveYourPress](#) campaign, which calls for commercial operators to properly and fairly compensate publishers and journalists whose work is re-produced for commercial gain.

This is not just a technical issue. It goes right to the heart of Europe's democratic and social values.

The link is 100% safe

Do not believe the myths: the Publisher's Right is not, as some falsely claim, an attempt to stop individual users from freely sharing news articles on social media. We want individuals to share our content!

That is why practically every article published on our online news sites features a 'share button' or social media icons. We have never, and will never, prevent individuals from freely sharing our content this way. The link is 100% safe.

If the European Parliament and the Council adopt the Publisher's Right, as proposed by the European Commission, linking press articles via social media will remain free of charge for individuals.

Stop 'free riding' by commercial users

However, where commercial users are concerned, it's a different story.

Major online services and news aggregators are profiting by helping themselves to swathes of news content, without publishers' authorization. It is entirely right and proper that they should have the right to ask for a licence fee if they wish to use our copyrighted material for commercial gain.

They have enjoyed a 'free ride' for too long – and it has come at heavy price. Unauthorized commercial exploitation of our copyrighted work has contributed to falling revenues in publishing and undermines our ability to finance high-quality, independent journalism.

Thousands of jobs lost

It has also contributed to serious job cuts. In 2013 alone, an estimated 15,000 journalists in Europe lost their jobs due to falling revenues. Many small publishers have been forced to close their doors.

The current situation is untenable. As publishers, we do not have the means to police the internet for infringements of our copyrighted material, while news aggregators and other platforms are absolved of responsibility for reproducing our content without authorisation.

Fair, not special treatment

We are not looking for special treatment. We are asking for a level playing field and similar rights under EU law as film producers, the music sector, broadcasters and others in the creative industries.

The Publisher's Right is essential for our survival in a world where digital and social media have transformed the way we consume news. It will enable publishers to invest in quality journalism and to provide greater security for our writers, editors, photographers, designers, freelancers and other staff.

The compensation we receive from commercial licences will be reinvested in the business to the benefit of all.

The Publisher's Right will also empower all publishing companies, from the smallest to the largest, to negotiate the terms of use for their content.

More and better journalism

A stronger, more secure publishing industry means our readers will enjoy more and better journalism, on all kinds of platforms, which they can link to and share with their families and friends. And more content will be available as publishers will have means to secure revenue for their valuable content.

In his State of the Union address last year, European Commission President Jean-Claude Juncker voiced his support for the Publisher's Right in these words: *"I want journalists, publishers and authors to be paid fairly for their work, whether it is made in studios or living rooms, whether it is disseminated offline or online, whether it is published via a copying machine or commercially hyperlinked on the web."*

I hope that you share his view and that we can count on your strong support in the European Parliament. If you have any questions about the Publisher's Right, please do not hesitate to contact me.

Yours Faithfully

[Insert name and contact details]

Learn more about the Publisher's Right and why it's right for Europe at www.empower-democracy.eu and www.publishersright.eu.

Our **#SaveYourPress** campaign is backed by publishers across the EU, as well as the European Newspaper Publishers' Association (ENPA), the European Publishers' Council (EPC), European Magazine Media Association (EMMA) and News Media Europe.

