

ARCS 2015 Conference Session Review

Rights & Reproductions: The Handbook for Cultural Institutions

Presenter:

Anne Young, Indianapolis Museum of Art

Review submitted by:

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Anne M. Young, Manager of Rights and Reproductions at the Indianapolis Museum of Art, presented an informative session on Rights & Reproductions: The Handbook for Cultural Institutions. The Rights & Reproductions Handbook was co-published by the Indianapolis Museum of Art (IMA) and the American Alliance of Museums (AAM). The publication was also supported by a National Leadership Grant by the Institute of Museum and Library Services and utilizes the OSCI toolkit, supported by the Getty Foundation as part of its Online Scholarly Catalogue initiative. Contributors include rights and reproductions specialists, intellectual property lawyers, and collections specialists, and the publication was reviewed by a panel of attorneys.

Rights & Reproductions: The Handbook for Cultural Institutions seeks to be the definitive rights and reproductions resource for museums and other cultural institutions and is the first such resource to focus solely on issues affecting cultural institutions. As a digital publication, it is designed to be easy to update so that it can remain current. It addresses a broad range of topics and appears to cover almost every foreseeable intellectual property issue. Currently an online preview is available at <https://rightsrepro.imamuseum.org>. The full publication can be purchased through the American Association of Museums bookstore at <https://aam-us.org/ProductCatalog/Product?ID=5186> as both ePub and MOBI files and a PDF version will be forthcoming.

In the presentation, Anne addressed reasons for choosing a digital-only publication rather than a print publication. First, digital-only publishing allows the ability to edit and update quickly and easily as changes occur or new information becomes available. Second, the digital format allows for the addition of downloadable contract and document templates. Third, hyperlinks to articles, position papers, artists' websites, and other external content could be included. Finally, digital publication keeps the publication very low in cost (\$4.99 for non-AAM members and \$1.99 for AAM members). This low cost has been a goal for the project from the outset.

The IMA was the first organization to use the OSCI toolkit for a publication other than a catalogue. Anne found it to be very helpful in the process of producing the handbook and discussed the software at some length. Essentially, the various content elements are developed then linked together. Much like a database, sections can be added, deleted, or updated and changes will be reflected in the publication without having to update the publication separately. The title of each section appears in the table of contents. Adding content is done by simply pasting from your existing document. When pasting from Word, footnotes are automatically imported as well without need for reformatting.

The preview version, which contains the full introduction and excerpts from Chapter One of the full version served as an opportunity to work on some of the earlier design elements and to determine what would be reserved for the final publication. Anne then showed some sample pages from the publication, making it obvious how useful this is going to prove to be.

In closing, Anne asked attendees to go check out the preview, take a look at the excerpt published in *Museum* magazine in November 2015, and then to purchase the full copy and provide feedback to the team.