

**On the Classic Importance of Copyright in the Age of AI:
The Hero's Odyssey in Arts Entrepreneurship & Technology 101
By Dr. Elliot McGucken**

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Jack Bogle: Founder and Former CEO of Vanguard: (Dr. E's) course *The Hero's Odyssey in Artistic Entrepreneurship and Technology* is an inspiring tribute to the relevance of classical ideals in our modern lives. --Jack Bogle in his book *Enough True Measures of Business, Money, and Life*, Wiley 2008

The New York Times reported: McGucken's course (Arts Entrepreneurship & Technology 101). . . rests on the principle that those who create art should have the skills to own it, profit from it and protect it. "It's about how to make your passion your profession, your avocation your vocation, and to make this long-term sustainable," he said. --*New York Times Small Business*

The copyright clause is remarkably simple in letter, spirit, and intent:

[the United States Congress shall have power] To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.

This ought be enough to conclude that Artists must be fairly compensated and credited for their work by any AI systems which copy and profit from the Artists' Art. And as the Artist has exclusive right to their creations (by both Natural Law and the Constitution), they must first of all grant their consent, before AI is allowed to ingest and train on their art. Should someone still not be convinced of the simple, moral beauty of Constitution, allow me to suggest a course of study <http://artsentrepreneurship.com>, which includes training on the classics and ingesting the immortal, poetic ideals upon which the Constitution was founded.

In 2006-2009 I was fortunate to create and teach a class titled *The Hero's Odyssey in Arts Entrepreneurship 101* at UNC Chapel Hill and Pepperdine: <http://artsentrepreneurship.com/>. After teaching, and thus taking, my course (as to teach is to learn!), I embarked on my own *Odyssey* into Fine Art Photography celebrating the classical ideals beyond the academy. Please find PDFs of both the class and some of my photography awards, both of which salute the very same classical hero's journey structure. (I tried including the PDFs, but they far exceeded the 10mb limitations! Please see the material here:

<http://artsentrepreneurship.com>

<http://www.emcgucken.com/Dr-Elliot-McGucken-Fine-Art-Photography-Awards>)

Just as Moses lead his people out of slavery and into freedom, and a farm boy named Luke Skywalker rose to defeat the Death Star AI of his time in a galaxy far, far away, so too must we join Jack Bogle in Battling for the Soul of Capitalism—in battling for the fair compensation of every artist investing their souls—their blood, sweat, and tears—into art. Again, these artistic

investors must be compensated, so as to “promote the progress,” that leads to the Wealth of Nations. Jack Bogle—the founder and former CEO of Vanguard—inspired the class to join him battling for this Enlightenment Spirit while rendering classical ideals real in his wonderful speech: <https://www.youtube.com/watch?v=Irjl8uUZwqo>

"Vanguard: Saga of Heroes"

Remarks by John C. Bogle, Founder, The Vanguard Group
Before Dr. Elliot McGucken's Class in Artistic Entrepreneurship and
Technology 101 Pepperdine University

<https://boglecenter.net/wp-content/uploads/Vanguard-Saga-of-Heroes-Feb-27-2007.pdf>

At the center (and circumference) of the class’s web page <http://artsentrepreneurship.com>, please find:

Welcome to Arts Entrepreneurship & Technology 101!! Dr. E is currently working on two books with all the wisdom gained in teaching the class and hosting Hero's Odyssey Entrepreneurship festivals in Carolina and California. The class represents a renaissance in a classical liberal arts education, and the books will seek to serve the reader with the greatest that has been spoken and written throughout the ages. The Enlightenment's classical ideals form the natural foundation for enduring free markets and the creation of long-term wealth via entrepreneurship--via rendering ideals real in living innovation and ventures.

Arts Entrepreneurship seeks to give students, artists, and entrepreneurs the tools to make their passions their professions--to protect and profit from their ideas--to take ownership in their careers and creations. For Adam Smith's invisible hand enriches all when happiness is pursued by artists and innovators--society's natural founts of wealth. Thomas Jefferson eloquently expressed the entrepreneurial premise:

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain inalienable rights, that among these are life, liberty and the pursuit of happiness. –The Declaration of Independence

The only clause in the main body of the United States Constitution that mentions "Rights" states the following:

The Congress shall have power to . . . promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries; --The United States Constitution

Couple these two passages together, and one has the moral premise of Artistic Entrepreneurship & Technology. Every student ought be given the tools to create new ventures--to protect their intellectual property, and to pursue and profit from their dreams on their "Hero's Odyssey" into entrepreneurship. For it is along that odyssey that the long-term "wealth of nations" is generated.

The class was funded via generous grants from the Kauffman Foundation, who reported in their 2007 *Kauffman Foundation Thoughtbook*:

ARTS ENTREPRENEURSHIP: HOW TO BE A HERO

by Mike Vargo

From The Kauffman Foundation's Thoughtbook

Elliot McGucken has an artful way of teaching entrepreneurship to artists. He explains the entrepreneurial process, for instance, by comparing it to the classic "hero's odyssey" in myths and epics. Typically, in the first stage of the story, the hero embarks on a quest that requires "separation" or "departure" from the familiar world (here McGucken finds strong parallels to the decision to start a company) -- and after many twists, the odyssey ends with the hero's "return" (exit strategy). "Every aspect of classical story, including antagonists, mentors, reversals of fortune, and the seizing of the sword from the stone, may be found in the realm of entrepreneurship," McGucken claims. And there's more. The college course he designed -- open to students in any major, working in any of the visual, literary or performing arts -- mixes classical concepts with cutting-edge practical advice, such as how to use open-source DRM (digital rights management) to keep the ogres from snatching your profits.

The course is called Artistic Entrepreneurship and Technology 101. First offered this past spring at the University of North Carolina in Chapel Hill, with support from the Kauffman Campuses Initiative, it has drawn rave reviews from students. The core message of AE&T 101 is that "ideals are real," and in fact are practical: that you don't have to choose between being a starving artist or selling out. By starting a venture of your own that combines high artistic standards with sound business principles, you can "rock your dreams," McGucken tells students; he says that in the arts as in business, pursuing "fundamental value" pays off.

McGucken began his career in science. In the late 1990s he was a promising young physics researcher with a faculty position at Davidson College. But he wrote on the side and had long loved classical literature, from the Greeks to the great novelists. Feeling that these got too little attention nowadays he had launched a Web site, jollyroger.com, to host online forums about the Great Books and to offer his own commentary. And lo, the quest drew eyeballs.

Before long, he says, "the advertising income from jollyroger was more than I was making from my professorship."

By the 2005-06 academic year McGucken was involved with several more arts-related Internet ventures while teaching physics part-time at UNC in Chapel Hill. There the Kauffman Campus mission to teach entrepreneurship in all fields inspired his creation of the AE&T course, which immediately had the look of an idea whose time had come: more than 110 students applied for 40 seats.

Those chosen included undergrads from the liberal and fine arts, plus artistically oriented computer-science students, MBAs, and a law student. They combined their skills on projects, actually starting arts ventures or moving them along. Some showed up with ventures well under way, like Will Hackney, a freshman with over a dozen local bands signed to a record label he'd started in high school. Pierce Freelon, an African-American Studies major and member of a hip-hop duo called Language Arts, was branching into ventures ranging from a Web site on "blackacademics" to the design of a hip-hop curriculum for K-12 schools.

And some were talented artists who hadn't yet turned entrepreneurial. Hannah Sink, a student filmmaker who had shot two documentaries in Thailand with grant funding, recalls: "I just had the idea that one day, maybe in fifteen or twenty years, I'd like to start my own production company. What I learned is that I can start taking the steps now. So for me this course was about homing in on a desire I already had, and learning the tangible things: forming an L.L.C., protecting your rights, using technology." During the course Sink and a colleague, Hope Blaylock, started Continuous Take Productions. The firm is still embryonic but the main thing, says Sink, is that "this is real. We know where we are in the process. If and when we take the next steps, we know what we have to do." Elliot McGucken, meanwhile, has carried AE&T 101 over to Pepperdine University, where he's a visiting professor for 2006-07. Replication and expansion of the course has thus begun, and McGucken has a larger reason for hoping the effort will grow. He sees much of today's cultural industry as being in a "decadent state," with big media firms giving us low-grade movies, books and other product even in the face of declining revenues: "When you put the bottom line above high ideals, both suffer," he says. But a new wave of artist/entrepreneurs -- armed with the skills to assert artistic control by starting and controlling businesses -- could help turn things around. "There's an opportunity," McGucken says, "for a cultural renaissance."

And after being blessed with the opportunity to teach, and thus take, the class, I embarked on my own venture in Fine Art Landscape, Nature, and Wildlife Photography, whence well-worn, dog-eared copies of all the classics I taught in the class accompanied me on all my adventures, inspiring my "45SURF Hero's Odyssey" photography. Please find the web pages for

the class, and some of my humble photography awards, attached. Both tell the same classic story, and both sing the praises of our Constitution, Natural Rights, and Copyright Law, as best I can.

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Thanks & Best,

Dr. Elliot McGucken