

to be trivial for a few requests, a good scholarly journal publishing exciting papers can expect several hundred requests per year; a task of this magnitude can become onerous. On

the other hand, if the Journal holds the copyright, requests, value judgements, and permissions can be handled expeditiously to the satisfaction of all concerned.

Facilitating Access to Copyrighted Works[†]

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Means to attract into the CCC system nonparticipating publishers, means of handling transactions beyond the current method of printing identification codes and prices on article first pages, and expansion of the service offered by the CCC so that it would be a single broadly based central permissions and licensing service to which users could turn are described.

Copyright provides the financial underpinning of independent writing and publishing, and authors and publishers view compliance with the new copyright law as essential to their future. This law, although late in coming, finally addressed the problems posed by modern reprographic technology and established reasonable ground rules for its use within a framework of reasonable copyright protection for authors and publishers. However, problems continue to abound, and illegal photocopying continues in significant volume. While much of this illegal copying reflects simple disregard of the law, both conscious and unconscious, some of it also probably stems from frustration at the difficulty sometimes encountered in obtaining necessary permission to make copies under the law.

Authors and publishers believe that a broadening and strengthening of the Copyright Clearance Center (CCC) offers the best hope of a constructive solution to this problem. Therefore, we are now seeking to develop means to attract into the CCC system the great bulk of the remaining nonparticipating publishers and to expand the means of handling transactions beyond the current method of printing identification codes and prices on article first pages. Our long term hope is to expand the service offered by the CCC so that it would be a single broadly based central permissions and licensing service to which users could turn.

Although it is still a bit premature at this point, I will describe in outline one possible means of achieving this goal. Publishers not wishing to utilize the present system (and there are many who say they cannot use it for a variety of reasons) would be given the option of simply stating on their masthead page that all requests for permission to copy should be addressed to the CCC. They would tell the CCC what their

copying charges are, and this information would be kept in computer disc storage. The CCC could then receive permission requests either in writing or, where speed is essential, via incoming 800 WATS lines and immediately call up the necessary information on the computer terminal screen, clear the user to make the desired copies, and record the transaction for future consolidated billing. In instances where the publisher finds it difficult or impossible to quote a standard royalty payment, that information would also be kept in disc storage, and the inquiring user would be directed to the individual from whom an answer could be immediately obtained.

Our near term objective will be to develop and implement such an expanded system for scientific, technical, and medical journal material. In the longer run our hope would be to find a means to include a significant amount of book material in such a system, although obviously this will be considerably more difficult to achieve.

Finally, I should point out that beyond the systems design and hardware problems for which we must find answers, it will require a change in attitude on the part of many in the user community for this effort to succeed. There will be both a significant development cost and a significant increase in fixed operating overhead to implement such a system, and there will have to be much greater voluntary compliance with the law than has been evident to date for the CCC to have the volume necessary to cover these costs. Even on the basis of the old King Study, only a minute fraction of the copying which requires permission or payment under the new law is now being reported. I think the kind of system I have described should easily be financially supportable if the major institutional users will use it, but if a number of their spokesmen continue to claim that the CCC is unnecessary in the first place, and to urge their constituencies to have nothing to do with it, it may be very difficult to get from here to there.

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