

UGANDA TEXTBOOK-ACADEMIC AND NON-FICTION AUTHORS' ASSOCIATION (UTANA)



Positioning Academic Authorship in a University Strategy: Implications

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A Presentation to Selected Universities in Uganda

Presentation Outline

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The Context of Academic Authorship

- Right from the stage of Stone Age to **space age** the man has evolved himself by reading the scripts which he himself has created (authored) and passed on from one generation the next generation.
- Almost every literate human being writes and/or authors every day without thinking about it (Prentice Hall, 2001). This can be sharing an email message with a friend, a simple message (SMS), WhatisApp, taking notes, doing research, and doing reports in administrative office.
- Writing as well as authorship helps you to communicate your thoughts, opinions, knowledge to others to a wide audience.
- However, in writing, we have to depend on words (reinforced by pictures, voice, etc) sitting on a paper. We are limited to one sense—sight, that is all we have (Montagnes, 1991).

- Authorship is an **explicit way of assigning responsibility** and giving credit for intellectual work. Authorship is important because:
 - It reflects reputation, academic promotion, and grant support of the individuals involved as well as to the strength and reputation of their institution.
 - It has a **significant role in shaping knowledge** development, contributing to theory building and facilitating sharing and enhancement of practice
 - Is a **major vehicles of conveying ideas for ages in various countries, including African Countries** (Business News, 2016).

The Dream of writing and becoming an author	but you just don't know where to begin
The Idea Stage	You actually have a really good idea--and other people tell you it is--but you're not sure how to develop it
The Content/Message Stage	You just thought of an incredible message and you can't help but think, "This would make a great book, but how do I develop this message in to a book
The writing/Notes Stage	For years you've written in a notebook or journal. You have pages and pages of great writing, but how do you trim it down to a single book?
The Unfinished Stage	You've started your book, but somewhere along the way you quit or gave up. How do you restart the dream and finish it
The Unedited Stage	You have a finished manuscript, but you know it needs to be edited.
The Publishing Stage	You have finished writing and the only thing you lack is to get it published for your dream to become reality
Marketing	Have you authored a book and it's not selling as expected
Earning/Loyalties	Have you published but you don't realise your royalties or revenues as expected

Academic Authorship Products

- There are a number of authorship products including: Academic/Scientific/Scholarly, Textbooks, trade books (mostly referred to as non-fiction), Reports, reference and tertiary reference books.
- **Scholarly or academic products:**. These include *monograph* in hard or electronic. Most of which are libraries . Periodicals (Scientific Journals, information bulletins (Newsletters), and magazines) These could be general public affairs, general business periodicals, trade and professional journals, and company publications, magazines and bulletins. Most scholarly publishers here are University presses. There are also not-for-profit publishers. Scholarly and scholarly-trade publishers overlap
- Textbooks: Publishers of such books produce textbooks based on defined market and curriculum. Eg. Such books as the introductions to macroeconomics or the Psychology 101 text.
- Trade books are the ones most people—including you—read for pleasure and information. The industry's trends are toward signing up only books that are very profitable and very profitable right away. Trade houses do publish some scholarly books, but scholarship isn't the reason these publishers are in business.

- **Research/activity/Program Reports** including internal/organisational Reports some are based on research investigations which have been completed and published based on special activities or programs. This is in addition to conference Proceedings/Board Business reports.
- **Reference Books** contain facts gathered from many sources and are arranged for convenient, rapid use These include (Wasserman, 1958) Encyclopaedia , yearbooks, Digest, almanac, handbooks. There are lots of soft reference books, including: E.g. a *Guide to Recorded Indigenous Music* is reference, *Encyclopedia, Dictionary, Year Book, Book of Records, Almanac, etc.*

- **A Year book** is an annual volume which provides a summary of significant events and trends for the year which include: Encyclopaedia supplements and the subject records. Some of the Year books include: Statesman's Year book (Data on countries over the World), Annual Register (World Historical Events). Other reference books include: Bibliographies and Indexes, Abstracts, Directories and Services
- **Almanacs:** Almanacs contain summaries of recent and historical facts and statistics. A frequent feature is a chronological record of the principal events of the past. Tables, charts and facts with which the information from many sources. E.g. Whitaker's Almanac, World Almanacs.
- **Handbooks, manuals and Guides:** They assemble in one place a great many facts, figures, details about a specific subject. A handbook of accounting methods, 2nd ed. New York: Van Nostrand, 1954. A handbook of Business Administration, Business Executives Handbook.
- **Manuals or Blue prints** serve as use full handbook to their originating author organisation; constitution, organisation and management. It could be Manuals for Technicians, teachers, students, farmers. Manuals for Teachers.
- **Tertiary sources: Index, abstract, bibliography or catalogue of periodicals:** It furnishes information about the periodicals.

Self-publishing.

In recent years, corporations and individuals have self-published manuals and other projects for their own use. Some business bestsellers, like *The One Minute Manager*, began as self-published projects, and went on to sell millions of copies. *Some of self publishing firms have been criticised.* For instance, Lambert Publishing co. has of recently been criticised for soliciting student dissertations. According to some critics, it has no scheme of blind review by experts. It is difficult to provide an original contribution to the scholarship.

E-Books and E-publishing

- The changing user habits have created a need for e-publishing and thus (authors) need to respect all forms by which knowledge is communicated. Writers are responsible for providing their own ongoing marketing for e-published work. More importantly, prices are not always significantly cheaper for e-works, despite the lower overhead. It thus remains a challenge to most of the authors regarding which models would be adequate for meeting the changing user needs.

Earnings from Authorship Business

- The primary purpose of an author's work is to be used but at the same time for the owner to earn a living from the work. Authors have earned from their works through:
- The main expectation of an author from the publisher are royalties.
- Some authors are paid for the research and production of their works. In Uganda, authors of textbooks in primary schools and secondary schools are engaged by publishers who tender for the supply of books in schools. Here, the authors work as per the conditions available by authorities.
- Many authors have been recognized for their works through grants and awards. Here, authors utilise their publications for supporting innovations, business and services in the respective careers.

The author's popularity and exposures is exhibited when the work is used. This is in addition to adding to the visibility to the institutions, the author represents.

Authors also acquire an **exclusive** legal right which is **automatic** for a creator of an **original literary** or **artistic** work expressed in a tangible form.

- Includes both moral, economic and neighboring rights
- Moral right is the right to be attributed as the author of the work
- Economic rights drive commerce in literary or artistic work

Incentives for researchers/staff to drive up publication output: Some universities reward researchers to boost publication rates including the biggest contribution to accredited publications, high scores in publication units, critical contribution to extending the university's international reputation. For example, in Stellenbosch University, researchers who publish their findings in quality expert sources are therefore regarded as some of the most important assets at any university. This explains some of the country's top research-intensive universities such as Cape Town, which has featured in rankings of the world's leading universities.

- For example in North West rewarded the first local publishing unit and the international publication. In the University of Cape Town, there are no direct financial incentives to academic staff to publish in international or local journals, but instead, provide indirect incentives like annual block grants to faculties.
- Some faculties use these to support postdoctoral researchers, buy equipment or refurbish labs, while others chose to allow further distribution to researchers based on their publication records. In Witwatersrand, or Wits and University of Johannesburg, offer the vice-chancellor's annual research award for the best researcher, which had been running for almost 15 years.

Using publications for promotion based on research productivity as one of the individual research incentives. These contribute to personal pride and sense of achievement that also drive people to be research productive and potential to add substantial value to the institution through internationally competitive research. This strategy has been critiqued as it may be counterproductive as it may attempt to get the maximum number of articles published". It could also discourage collaboration and team research.

Travel grants have worked as a blue print incentives for Universities in Africa to support scholarship and knowledge production. For example, Makerere University provides travel grants to attend conference.

- **Government Subsidy:** The government's supports universities to funding universities for articles published in accredited journals or peer-reviewed conference proceedings, or publication of books, measured in publishing units. Such journal should have been approved by relevant adjudication committee for conference proceedings, books and book chapters. This is not merely a 'publication incentive', but forms part of the way in which universities receive their subsidy from government.
- **A University press** support book and journal publishing programme in a University. The examples are University of South Africa Press, Nairobi University Press. Makerere is reviving hers. This however require a clear subject-specific focus on the publication of peer-reviewed original research. However it provides a unique platform for local researchers, while ensuring visibility for African scholarship around the world.

Libraries and educational institutions are the main clients for Publishers and book distributors in purchasing the books

- **Author information:** Libraries stock and disseminate an author catalogue to prospective book buyers. This however requires an Authors' body to produce such information about authors and their books. This strategy does not however guarantee the increased purchases of the books, if there are cheaper ways of accessing the same materials.
- **Author-Publisher Community:** Here, libraries link author and publisher in specific subjects of interest. Consequently, a library connects the interested authors and registers him/her to a publisher whose works has a market value.
- **Selection criteria employed by Libraries:** Evaluation criteria in selecting books employed by libraries enable good authored books being selected for purchase in libraries and educational institutions. This selection has enabled publishers to ensure standards in the production of books, a situation that avoids duplication of works and contents.

- **Author-Library relationship:** Here, librarians contact users regarding the usability of the books and demand and this promote the author to other libraries.
- **Information dissemination and Reference Service:**, it is a duty of the library to make reference to the users on the availability of books elsewhere. This however becomes useful and implementable in absence of cheaper ways like photocopying and availability of downloads.
- **The Knowledge Unlatched model** depends on many libraries sharing the payment of a single title fee to a publisher, in return for a book being made available on Creative common licence as fully downloadable Pdf. The implications here is that the author has made his clear deal with the publisher, regarding contract and royalties.

- **Copy and Print Limits:** This model is applicable to the use of e-library books based on percentage of the number of pages in the book. The use of the book is done by online allowances (per book, per user session). For instance, 15% is allowed for copying multiple selections from a page counts as one copy and 30% allowance is acceptable for print to paper or print to Pdf.
- **Subscriptions:** The vast majority of copyrighted works in library collections are purchased or acquired through license agreements. This is especially true of subscriptions to periodicals, to ongoing reference works, and to electronic information.
- **Reproduction Authors works:** Photocopying , digitisation and internet downloads has continued to be one of the ways of increasing access to academic works especially in academic institutions and libraries. Indeed, reviewing of documents like university reports indicate that photocopying is a source of income of most of the organisations visited. Reproduction of works is mostly done when few copies are available in libraries in addition to inability to access the required work.
- The reproduction of works has come up with opportunities for creating money out of the author's works. This author's right is usually hijacked by people who reproduce the authors' works.

- Universities and other institutions of **higher learning are major custodians of academic and nonfiction works including documents (books, journal articles, conference papers,** reports, theses, teaching material, research notes, research data, etc.
- Use of legal deposit institutional repositories, and open access publishing through creative commons among other way if handled well may be a disaster. .
- Institutional repositories (IR) are set up to collect, organise and allow the retrieval of scholarly articles and books, theses and dissertations, conference proceedings and technical reports in electronic format.

The State of Academic Authorship on the Ugandan market

- A survey on the books in bookshop shelves indicated a number of books being published by various publishers. Only books published in Uganda were selected. The survey of 225 titles was done to assess the kind of books on the Ugandan market. The books were classified as: Scholarly works (SW), academic textbooks (AT), School textbooks Primary (SBP), School textbooks Secondary + Vocational, Manuals, Guides and handbooks (MG), Biographies, autobiographies (BIO), Works of general interest and histories (GW). The books were also analysed according to the general subjects in which they were being kept and displayed in most of the bookshops visited. The details are provided in the table below:

Subject	AT	BW	GW	MG	TBP	TBS	Total
Agriculture	9			3		3	15
Biology	1					3	4
Business and Management and Entrepreneurship	8	1				8	17
Computer, Media and Communication	3					5	8
Culture	1		6			0	7
Development Studies	2					0	2
Economics, Economy	2					6	8
Education	3	1		1		2	7
Engineering (technical drawing, geology, etc)	2		1			2	5
English (Including Literature and GP guide)	1			1	7	4	13
Gender	1	2				0	3
Geography	1		1			13	15
Governance, public administration	8		2	1		0	11
Health, Nutrition and wealth	4		2			0	6
History	9	2	2			10	23
Law	4			1		0	5
Politics, Political science, Political Education and International Relations	6	2		1		1	10
Local Languages		4	14			0	18
Motivational and career books		2	13	1		0	16
Religion		1	2			6	9
Reference books (Dictionaries)			1			0	1
Mathematics					3	3	6
Science					1	0	1
Social Studies					3	0	3
Physics						8	8
Chemistry	0	0	0	0	0	4	4
Total	65	15	44	9	14	78	225
Subtotal for School Textbooks						92	

Who is involved in academic and non-fiction authorship?

Occupation/Profession	No	Observations
Administrator and Civil Service	6	<p>From a study conducted in 4 bookshops in Uganda, a survey of 225 books accessed on the display in the bookshops. A review was made to find out the occupation and/or profession of the author of those books. Findings indicated that majority of the authors (60%) earn their living in education related jobs including teachers (40%), professors and lecturers (16%), and researchers (4%). It was also a fact that most of those books targeted use by the clients in those institutions. (UTANA Archives, 2014)</p>
Clergy	4	
Agricultural and Veterinary experts	4	
Businessmen	3	
Computer/IT	2	
Consultant	2	
Professional doctors	3	
Editors and Journalists	3	
Engineers	1	
Entrepreneurs	2	
Evangelist	4	
Financial Professionals	1	
Information Professionals	3	
Insurance	1	
Lawyers	6	
Lecturer and Professors	36(Rank 2)	
Community/indigenous	3	
Armed Forces/military	1	
Political Scientist	7	
Public Relations Officer	1	
Researchers	9 (Rank 3)	
Teachers	91 (Rank 1)	
General Writers	2	

What are the biggest challenges and obstacles authors face today, and the opportunities?

- **Reading Culture:** So many people in Uganda have good ideas that would produce creative writers. However, there is poor reading culture, low productivity and poverty that affects people's ability to write. Poor reading culture limits purchase capacity from the public. Lack of reading materials in libraries to generate new ideas also hamper authorship.
- **Financial Capacities: Authors lack budgets and** work plans for their products. In many cases, publishers expect payments for publishing the works. In that case, the financial challenges for paying the publishers limit the authorship process. Thus authors depend on the goodwill of the publisher and the would be financiers.
- **Quality :** In many cases, there is exhibited lack of quality within publishing houses and some tend to monopolize the market.

- **Piracy:** There is also overwhelming piracy. For instance, URRO has been involved in confiscating pirated books and enforcing copyright protection since July 2014. Ugandan anti-piracy operation nets 80,000 books.
<http://www.ifrro.org/content/ugandan-anti-piracy-operation-nets-80000-books>.
- **Recognition in Society:** Some readers want to read material that is written by renown personalities. Indeed, absence of motivational factors, mentorship and inspirational role models has limited authorship in the country.
- **Disagreements:** Shared authorship, especially in academic papers. Many questions on the position of the name. 1st, 2nd, etc. Does it really matter the position of names in a publication? Does it really have any influence? What about corresponding authorship? Does it really make any difference? Many institutions, have established standards for authorship to take into account the growing proportion of research that is done by teams whose members have highly specialized roles (Harvard Medical School, 1999). Authorship disagreements can be mitigated with careful discussions, explicit lab guidelines and a good understanding of authorship practices in one's field (Dance, 2012). All in all, the principles of academic integrity and transparency, warrant for authorship, and adjudicate warrants for authorship are required (The University of Sydney, 2011) . The other kind of recognition goes to the penetration of market. I want to see the best seller books by Uganda in the global market. Analysis of the Best seller.

- **Earning from the Authors' work and loyalties:** The author has low powers to negotiate his/her rights. In some cases, the author is required to fund or co-fund the production costs of the production of their products. In many cases, because of poor negotiating capacity, authors don't own copyright which is normally taken by the publishers. Low sales and monitoring of sales by authors also remain a hindrance.
- **Ownership of the Work:** The high costs of production as most local printing raw materials are imported have led to high prices. One author during an UTANA forum asked: Who suggested the 10% of the loyalties of authors? The answer from a publisher was: Nobody it was out of competition. Another question was: Who should own content; The person who has invested the money should own content. This is where the problem is. This is a big problem where the Government is the consumer of the authors works and contracts the publishers. The authors here rely on the massy of the publishers.
- **Relaxation on Copyright Law:** Piracy and selling books illegally, plagiarism have become rampant hence denying copyright owner's revenue. This further kills creativity and innovation.

- From a study conducted in 2014 (Magara, 2015), it attempted to find out circumstances and/ or reasons under which infringement is mostly done. The study was done in educational institutions and information centres (libraries, archives and records centres). The findings indicate, that many of the reasons affect educational institutions and libraries, the value of which requires recognition, as shown in table 2.

Table 2: Circumstances and/ or Reasons under which infringement is mostly done (Extract from Magara, 2015)

						Rank
	1	2	3	4	5	
I Always do photocopying for loaning Services	26	4	3	3	9	9
Preservation	18	6	5	1	15	6
Distribution to Clients	18	5	3	3	16	5
For general use, e.g. reserves, documentary delivery	10	7	5	3	20	3
Course Packs, Classroom hand-outs	15	2	2	9	17	1
Use in email, intranet/extranet/internet posting	20	8	0	1	16	2
Posting e-reserves, course management systems, e-course packs	18	9	3	1	14	7
When I have failed to acquire the original copy of the book. Provided I give the author Credit	11	11	10	2	11	8
Share Content Electronically	11	7	5	4	18	4

- From the table above, the Ranking No. 1 to 4 are most common in educational institutions and libraries. There is increase in secondary uses: photocopying, printing, scanning, or downloading of works from Internet
- possibility for the whole text book routinely copied around the world without compensation; decrease in primary use: sells and major secondary users educational institutions, copy shops not willing to remunerate the authors & publishers.

- Indeed, Copyright policy regimes have mandated collective societies (CCs) to deal with the issues of reproduction of authors works . Here, CCs are mandated to license photocopying, scanning and other digital uses otherwise known as secondary uses. The license fee could be estimated based on the capacity of the institution or as agreed upon by the parties. To that end, authors shall be remunerated through their rights holders' societies, while at the same time copyright works are accessed and used for educational and fair use purposes without any disputed limitations.

- Protection of protect authors and their rights is guided by various international and nations copyright regimes. Copyright Regime in Uganda in guided by Article 26 of the Constitution of the Republic of Uganda 1995, the Copyright and Neighbouring Rights (CNR) Act 2006 and CNR Regulations 2010 guide copyright protection in Uganda. Educational institutions , libraries and archives have set up institutional repositories (IR) to collect, organise and allow the retrieval of scholarly articles and books, theses and dissertations, conference proceedings and technical reports in electronic format.

A group of 20 authors in a workshop were requested to **do the rankings of the self-reflection using a** self-assessment tool to help them reflect on your own previous performance in the areas critical to earning a decent living through academic and non-fiction authorship. Participants were requested to complete the form by ranking themselves on each of the indicators (The book concept, quality assurance, the business side and legal issues) provided – each on a scale of 1-10, where 10 is the highest mark and 1 the lowest. The authors were required to circle the appropriate ranking for each item.

- Although some authors had in place a business strategy, few indicated that they had attempted to put together an output without any plan.
- Some of the authors had targeted the International market.
- The general public, universities and tertiary institutions and government schools (Selling to students and teachers) were some of the target areas.

Positioning Academic Authorship in a University Strategy

- Like any other entrepreneur, an **authors, should consider positioning him/herself** starting at the very end. Before you dive into the process, consider what main goals you have for your book. For example, do you aspire to commercial success? Are you looking to supplement your speaking career or business? Maybe seeing your name in print is enough to make you happy. Determining your goals will help you map out the path you need to take in order to arrive at end results that will satisfy your expectations.
- A positioning is an expression of how a given product, service or brand fills a particular consumer need in a way that its competitors don't. Whereas an employee or staff has got his/her life plan, career authorship plan and a book business plan, such plan must fit in the organisational business strategy.

- Therefore, a business plan for your career, along with the one for your book, provides both map and directions. Most publishers prefer to take on multiple-book authors because the more books an author writes and publishes, the more books that author will sell via the publishing company.
- You stand a better chance of succeeding over time if you publish more than one book via your new publishing company. Writing books early in your career without knowing if you will become a multiple-book author is like traveling toward Successful Authorship without a map or directions.
- You may find yourself producing books in a scattered manner and getting lost along the way. Also, your readers may get lost along with you because they won't feel you have provided them with a clear way to get from one book to the next.

Positioning with Stakeholders]

- URRO
- UTANA
- Publishers
- Book sellers
- University administration and departments
- Community

UTANA Goals

- To provide a forum for advocacy services to its members for continuous interaction and promotion and protection of the members' rights in collaboration and cooperation with all stakeholders in the book chain.
- To promote the recognition and fair remuneration of authors, and respect for their rights.
- To provide a one stop center for members' progressive economic development through partnerships and collaborations.

Membership: UTANA's membership is open to authors and translators of Textbooks, Academic and Non-Fiction works including but not limited to: scholarly works, academic textbooks, school textbooks, manuals, biographies, auto-biographies, histories, works of general interest, scholarly articles and essays; but excluding novels, poetry and dramatic works.

UTANA Vision

- A member-driven association upholding and enhancing the profile, status, rights and needs of academic and non-fiction authors in Uganda

UTANA Mission

- “To promote the rights of academic and non-fiction authors through advocating for the recognition of their works and protection of their rights, products and services in collaboration and cooperation with all stakeholders in the book value chain”.

Strategic Objectives

- To mobilize for and support the running and functioning of UTANA
- To develop capacity building activities to support the academic and non-fiction authorship through seminars, workshops, training and other professional exposures
- To engage and participate in research and development to support authorship, UTANA, educational institutions
- To support the authors' efforts to engage in gainful publishing process
- To support marketing and promotion of the academic and non-fiction authorship products and services on behalf of authors
- To enhance cooperation, networking and strategic partnerships and alliances to support and promote the book industry

Activities 2016/2017

- PARTNERSHIPS AND COLLABORATIONS: UTANA shall enter into agreements and contracts for instance with Collecting Societies for partnerships and collaborations for in the matter of interest to the members of the Association
- Capacity Building: UTANA has in place an Authorship skills enhancement in textbook (ASET) writing programme, whose goal is enhancing Authorship skills among the Ugandan Population. The objectives of the Workshop are to:
 - Develop participants skills in gainful Authorship
 - Prepare authors and prospective authors to take on authorship role in available opportunities
 - Identify challenges and design strategies for gainful authorship
- For *Authors*, the academic writing mentorship programme is the main strategy among all academic staff because to improve the level of academic writing in Universities

- **Academic Writing Mentorship Programme:**. The Goal is enhancing publishing culture in in Uganda. The Purpose of the programme to support the willing and junior writers to work together with experienced authors and/or writers and existing publishing avenues to develop authorship skills and products.

The objectives are:

- Improve the level of academic writing in educational institutions
- Develop writing/publishing skills among the mentees
- Develop the editorial and technical writing skills among the participants
- Support participants in writing for publication

The Target: Target audience: Graduate students, lecturers, academic community, practitioners/market place, and Prospective Writers/ authors. Journal Editors, reviewers, academic institutions, publishing houses

How Do I join the Mentorship Programme? Subscription: For individual membership: Subscribe to the mentorship programme by filing in a form. Indicate your particulars. For mentees, include at least two (2) possible mentors of your choice. You will be requested to indicate the areas of writing of the author.

Pre-Conference: A Workshop on Author-Publisher partnership

- Date: Monday 3rd October 2016
- The workshop aims at:
- Fostering and upholding a constructive and cooperative relationship between authors and publishers
- Developing guideline for authors and publishers to the standard terms of publishing contracts.
- Providing a framework for promoting cooperation between authors and publishers, as well as an understanding of contractual relationships
- Advocating for standardization of author-publisher contracts for the sustainability of authorship industry in the country
- **Expected Participants:** Authors, publishers, stakeholders in book sector and government, including international invited participants for the PAWS
- Venue: GUSTRO Limited, Sir Apollo Kagga Road, Plot Number 355, Kibuga Block – Old Kampala, next to Shell Petrol Station.