

How we should run this:

- discussion of #1-7 as group (25 min)
- #8: small groups of three people; come up with 2 ideas for issue campaigns (15 minutes)
- report back; share with group and put ideas into Google doc at the bottom (10 min)

WHY

1. what is the purpose of issue campaigns? what do we want to get out of them?
 - a. raise awareness of importance of the commons, the public domain, CC licensing
 - b. mobilize changes to policy, build urgency
 - c. develop and strengthen relationship with other organizations
 - d. develop and strengthen relationship with our community members
 - e. develop and strengthen relationship with platforms and their users
 - f. expand our community (individuals and orgs)
 - g. ultimately to regularly share why CC matters in a clear and compelling way

NOTES

we are under-communicating with community

membership model integration - donation threshold?

global issues, how do we hear from around the world about their issues with broad relevance?

- issue-based volunteer teams (related to conversation about affiliates)
- aren't we building a platform for running campaigns? open up to affiliates to use
 - we all have profiles on it, can use it as a global platform

-Remember to run positive campaigns, in addition to negative campaigns

- "Put your hand up if you think that everything came from the thing that came before it"

-Gates Foundation "Global Citizen"

-Membership program (distinct from donor/supporter), starting at \$1

-Benchmarking membership programs at peer orgs...Open Education Consortium, EFF

WHO

2. who's involved, who's responsible?
 - a. staff -- which and in what capacity?
 - b. how do we include affiliates and CC community in campaign efforts?
 - c. how and when do we include sister organizations?
 - d. how do we use groups like Trilogy to maximum advantage in aiding with issue campaigns?

HOW

3. how do we leverage different strategies and tactics depending on the type and timing of the issue? how can we ensure we have enough of a process in place to stay organized while staying flexible enough to respond to opportunities?
4. how do we utilize the tools at our disposal (civi, blog, email, social media, etc) for maximum benefit? when do we use what
5. what don't we have that we'd like to be able to use in order to conduct issue campaigns?

WHAT

6. how do we identify issues that could be leveraged for a campaign going forward?
7. what kind of broader categories can we identify and agree on that should be shared out easily and consistently (ie. each month our audience will engage with 1-2 policy issues, 1-2 commons highlight pieces, and 1-2 asks from CC) ?

ISSUES:

everyone should be able to use a CC license

- european union and collecting societies
- break down impediments to using a cc licenses by everyone

you local government data should be open

- could partner with sunlight foundation

campaign around “the list”

- freedom of panorama

resurgence of takedown notices on twitter

- periscope

- leveraging new stories
- direct conversations around saying this is something that is crazy

finding overlap with contemporary social or political issues

- black lives matter
- rights to videorecord the police
- transparency

drm

3d printing community

- connect to ed snowden bust

issues of copyrightability of stuff

- e.g., the monkey selfie, the Left Shark 3d printing debacle

marking sprints/documentation

buy your way to openness

- unglue.it model
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textbooks are expensive; use open textbooks

copyright reform - break it into discrete issues that are understandable

different way to organize or describe the issue campaigns as “commons” and framing all the issues under this heading/brand

Categorize/matrix issues by audience (CC users vs populist) and by sector (social justice, education, science, etc) and by size/scope of issue campaign to hit the right balance over a given period of time

Send things that require actions (print this 3D Edward Snowden bust, upload these kinds of photos, send us these videos)

Organize by overall intended outcome (3-5 year robust commons) and the 5ish buckets that are contained within that

when's the last time paid for music? - taylor swift campaign made apple pay musicians. can we somehow spin something like that where we say -- support artists, cc artists and other artists you love?

Government information should be made available for maximum reuse in the worldwide public domain.

- natural, logical, commonsense fit for promoting use of CC public domain tools for access to and reuse of important government information
- connect to the work of Carl Malamud, Wikimedians in Europe on PDgov, “gov info should be license free” (<http://theunitedstates.io/licensing/>), EC recommendations on open licensing for public sector information (<https://creativecommons.org/weblog/entry/43316>)
- to make it a bit more interesting could connect to awesome media produced by cool agencies like NASA/European space agency, etc., and leverage recent announcements like [SpaceX photos in public domain](#)

We are all creators. Copyright policy currently supports the 1%; we need it rebalanced to champion the 99%. We need it to support those who wish to share.

- Principle of “copyright neutrality” = when copyright policy is made, it needs to treat all stakeholders (authors) equally, not just those who are maximalists
- connect to authors alliance and people who write to be read
- who cares about big content and hollywood, their interests are already well-served and their businesses are adapting to the new environment, no matter how much they complain about things like piracy
- barriers should not be great for those who choose not to maximize protection. The law ought not discriminate, working for only those who wish to take advantage of ARR. It ought function and contain features that address needs of all types of authors, whatever their choices along the copyright spectrum.

“Open policy”: Publicly funded resources should be openly licensed resources

- could use a refresh about how we describe or characterize this in order to make it crystal clear to various audiences about why it’s important
- good tie to our existing work with governments, foundations, Open Policy Network, Institute for Open Leadership

Open textbooks as massive positive disruption; CC powers open textbooks

- cost savings is very powerful argument, in addition to ability to customize under open licensing
- current hot issue

- lots of other players and supporters, including teachers, new open textbook companies, student PIRGs, etc.

“A day in the life” of a piece of the commons

- find an awesome high profile or interesting piece of commons and track how it’s being used, reuse, remixed across the web
- document this and explain how open licensing is key to this, as well as creating the communities that make such reuse/remix possible
- bringing the commons to life; the life of a piece of the commons

the impending copyright term extension fight, and what we lose when creativity is locked up forever

- connect back to Larry’s original case as well as de facto term extensions through new means such as TPP

stop the introduction of new copyright-like rights that attempt to privilege intermediaries instead of/over creators

- right to link?
- broadcast rights
- ancillary copyright in nordic countries
- attempt to license text and data mining when no permission needed; right to read is the right to mine
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“growing the commons sprint”/Public Domain Dedication Day

- coordinate a day for everyone to dedicate something cool to the public domain; share it on a website
- do this in conjunction with highlighting other cool public domain projects and collections, including Public Domain Review, Flickr public domain, GLAM collections in public domain from dpla and europeana, etc.
- also could connect to The List and populating the commons wherever you are
- commons “value for value”: if you’ve gotten value from the commons, donate back to the commons, whether it’s in creating and sharing your own creativity (or even donating \$\$\$)

“I want my CC” for X platform campaign

- Ask platforms and applications to make contribution to the public domain or the Commons an end user default preference that applies to the works they create automatically
- User pressure on platforms to enable CC licensing and implement a fair use process, such as Vimeo has for fighting back on copyright takedowns:
<https://vimeo.com/help/faq/legal-stuff/fair-use>

TPP and the broader principle that we need access and transparency of policymaking

Best / highest impact CC success stories

-30 second vids from high profile CC use cases