



PRESS RELEASE
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THE FIGHT IS ON!
***Pat Schroeder and the American Association for
Publishers Fight to Protect IP Rights, Increase Literacy and the
Shrinking Market for Book Sales.***

DENVER, CO. *Saturday, April 15, 2006* - Former Congresswoman Pat Schroeder educated members of the Colorado Independent Publishers Association (CIPA) of the role American Association of Publishers (AAP) plays to protect the rights of publishers nationwide. AAP is involved in protecting publishers' rights in every state in regards to threatened change in the role and use of books in our society. Schroeder serves as AAP's President and Chief Executive Officer.

Topics of great concern addressed by Schroeder include:

- The AAP is currently fighting international piracy in China, Brazil and India. Schroeder provided examples – 1) a poor quality books stamped with the Harvard seal, containing made-up quotes-testimonials including one from Einstein, 2) a 12th edition of Harry Potter, which in reality is in its 7th edition.
- The reserve book concept common in libraries, has been taken to the next level. Books that are on a course recommended list are being scanned and made available to students online. They therefore are not being purchased for use but now are on "e-reserve," any portion of which are available to be copied by the students bypassing the fundamental copyright protection for the work. The digital world now allows the freedom to avoid paying for the use of someone's intellectual property.
- Currently, "the powers that be" in education, assert that youngsters should be given laptops at an early age in school to enhance their education. Studies however show that the new technology has made no significant improvement in reading ability in education. This, as Schroeder states, points to the fact that the new technology has better sales people than the book industry. Schroeder further states that children need an environment that supports a wide variety of books in school libraries.
- Schroeder concluded with her informing the audience that it will be a tough summer for books. She states that although discretionary spending by the public is down, books are essential to our society and they must be encouraged to continue purchasing and reading books. Schroeder provided the statistic that 60% of the lower-income families in our society have no books, blaming this trend on rising "aliteracy." Defined as the ability to read, but disinterest to do so.

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Colorado Independent Publishers Association is a Colorado association with a national presence. CIPA provides monthly meetings to educate, encourage and support independent publishers. The goal of the association is to increase the resources and knowledge available to independent publishers. For more information about CIPA, please visit www.cipabooks.com.