



Short List of a Writer's Rights

FIRST SERIAL RIGHTS -- The periodical has the right to publish your work for the first time in their periodical. All other rights to the work are retained by you.

FIRST NORTH AMERICAN SERIAL RIGHTS--The periodical has the right to publish your work first in both the U.S. and Canada (since their U.S. publication may also be distributed in Canada).

FIRST U.S. SERIAL RIGHTS--The periodical has the right to first publication of your material in the U.S. A Canadian periodical could then come out with prior or simultaneous publication of the same work. When material is excerpted from a book scheduled to be published and it appears in a magazine or newspaper prior to book publication, this is also called first serial rights.

SECOND SERIAL RIGHTS (REPRINT) RIGHTS--The periodical has the right to publish your material after it has previously appeared elsewhere. Of course, you cannot offer second rights on a property that has previously been sold for *ALL RIGHTS*.

ALL RIGHTS--The periodical has exclusive rights to your material, and you forfeit the right to ever use it again elsewhere. Most major, widely circulated periodicals purchase *ALL RIGHTS ONLY*, and therefore you should expect a better rate of payment when selling to these markets. However, should you desire to someday use this material in other markets (such as in a future book project), see if you can talk the editor into purchasing *FIRST SERIAL RIGHTS*. Usually, the rights being purchased are indicated on the check voucher the author receives. Some editors will reassign rights to a writer after a given period, such as one year. It's worth an inquiry in writing.

ONE TIME RIGHTS (also known as **SIMULTANEOUS RIGHTS**)--Many of the smaller religious periodicals will purchase *SIMULTANEOUS RIGHTS* if their audiences do not overlap. In this way, you can conceivably sell one piece to several periodicals at one time. Payment from these periodicals under *SIMULTANEOUS RIGHTS*, however, will be lower than what you would receive from an *ALL RIGHTS PUBLICATION*. A periodical that licenses one-time rights to a work buys the nonexclusive right to publish the work once.

FOREIGN SERIAL RIGHTS--If you sold only *FIRST U.S. SERIAL RIGHTS* to an American magazine, and obtain the verification of assignment of all other rights from that editor, then you are free to sell that same work to a foreign publisher.

SYNDICATION RIGHTS--a form of serial rights. If you sell a series of columns, for example, to a syndication service, they will most likely purchase *FIRST SERIAL RIGHTS* from you. Or, a book publisher may sell rights to a syndicate to print your book in several installments in a number of newspapers across the country.

If these rights were sold prior to book publication, the publisher would be selling *FIRST SERIAL RIGHTS* to the book. If after publication, they would be syndicating *SECOND SERIAL RIGHTS*.

SUBSIDIARY RIGHTS--These are the rights, other than book publication rights, that should be covered in a book contract. These may include various serial rights; movie, television, audiotape, and other electronic rights; translation rights, etc. The book contract should specify who controls these rights (author or publisher) and what percentage of sales from the licensing of these sub rights goes to the author.

DRAMATIC, TELEVISION AND MOTION PICTURE RIGHTS--This means the writer is selling his material for use on the stage, in television or in the movies. Often a one-year option to buy such rights is offered (generally for 10% of the total price).

SELLING REPRINT RIGHTS or Multiple Marketing-- The best way to increase your sales is to fully utilize the work you are doing. This means taking advantage of simultaneous submissions and multiple marketing, two dissimilar concepts that you should understand. Since the 1976 copyright law passed, if the writer (you) leave the old tag "North American Serial Rights" off your manuscript, this allows you to sell the same manuscript to non-competing magazines without having to wait for publication in any one specific magazine.

