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Conseil des Arts du Canada We trust that the Public Lending Right program will become an ever more effective instrument in upgrading the annual income of Canadian writers and in recognizing their major contribution to our cultural development and to our quality of life, which at times we take too much for granted.

FLORA MACDONALD, FORMER MINISTER OF COMMUNICATIONS, AT THE 1987 CEREMONY PRESENTING THE FIRST PLRC CHEQUES

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ABOUT THE PUBLIC LENDING RIGHT COMMISSION

MANDATE

The mandate of the Public Lending Right (PLR) Commission is to recognize the significant contribution that Canadian authors make to Canada's culture by compensating authors for the presence of their published work in Canada's public libraries.

BACKGROUND

In 1986, after nearly forty years of lobbying on the part of Canada's national writers' organizations, and with the support of the Canada Council for the Arts, the PLR program was created. Canada is one of 29 countries to have implemented such a program.

The PLR Commission is made up of representatives of national organizations of writers, librarians and publishers. The majority of members are authors. The Commission is responsible for setting the general policies of the program, and an executive committee carries out these policies. The Commission has four full-time staff and operates under the administrative aegis of the Canada Council for the Arts. Funding for the PLR program comes from the federal government through the Department of Canadian Heritage

HOW THE PLR PROGRAM WORKS

Authors register their titles with the PLR Commission. Works of fiction, poetry, drama, children's literature, general non-fiction and scholarship are eligible. The PLR Commission's database of registered eligible titles is checked annually against the holdings of a selection of public libraries (six library catalogues for each official language group).

PLR payments are determined by the library sampling and are calculated according to a payment scale. This scale comprises four categories, based on the number of years titles have been registered with the program. During the sampling, it is the title's presence in one or more of these libraries that results in a payment. Each year the available budget determines both the amount paid each time a book is found, as well as the maximum amount an author can earn. Authors have now registered a remarkable 78,768 eligible books with the PLR Commission.

BRIEF HISTORY OF PLR

19 46 The world's first library compensation program is developed in Denmark.

1973

The Writers' Union of Canada begins to lobby for a PLR program.

19 77 The Canada Council sets up the Payment for Public Use Committee to examine the creation of a PLR program.

19 82 The Applebaum-Hébert Committee recommends that the government establish a program to provide payment for library use.

19 92 The Status of the Artist Act is passed into law, and includes among its general principles "the importance to artists that they be compensated for the use of their works, including the public lending of them."

19 99 Canada hosts the $3^{\rm rd}$ annual PLR International Conference.

20 03 An evaluation of the PLR program is undertaken by the Department of Canadian Heritage. Its findings confirm that the PLR program is well supported, valued and efficiently run.

19 49

The Canadian Authors Association starts to discuss the possibility of a Public Lending Right (PLR) program in Canada.

19 51

The Massey-Lévesque Royal Commission on National Development in the Arts, Letters and Sciences reports on two Special Studies it had requested in the subject of Canadian literature. The two authors of the studies, reporting respectively on English- and Frenchlanguage literature, are in agreement: "Neither in French nor in English have we yet a truly national literature."

19 86

The PLR program is established by a Cabinet decision in March 1986, with an initial budget of \$3 million allocated to it by the Treasury Board Secretariat. Canada becomes the 13^{th} country in the world to develop a PLR program.

19 88

The PLR Commission's Constitution and By-Laws are developed and approved.

20 08

The PLR Commission unanimously adopts a Growth Management Strategy, which means that a payment scale will be used to calculate PLR payments. 20

The PLR
Commission and
the Canada Council
for the Arts sign a
new administrative
agreement to clarify
the relationship
between the two
organizations.

20 10 The payment scale is implemented.

MESSAGE FROM THE CHAIR

This year I am penning my last message as the Chair of the Public Lending Right Commission (PLRC). The end of any term, I believe, calls not only for a look back at the activities of the past year, but also for a look at the purpose—as relevant as ever—, the unique operations, and the future of the Commission. In short, in these few lines I hope to share with you what I have drawn from my experience with the PLRC.

With the introduction of the new payment scale, based on the PLR growth management strategy, 2009-2010 was definitely a year of changes for the Commission and for the 18,000 authors registered with the program. The payment scale was the result of a plethora of consultations, studies and discussions. It was developed in order to provide authors with meaningful payments, recognize creative activity and administer a budget that is, unfortunately, all too restricted. Adopted unanimously by the members of the Commission, the new scale had a very positive reception among the authors registered with the program. This is not surprising, since the composition of the Commission, representing the major players in the book chain—authors, publishers and librarians—guaranteed that the decision would be fair, enlightened, and in the best interests of authors. As the PLRC prepares to celebrate its 25th anniversary, it is important not only to underscore the importance of a Commission that is representative of the book world, but also to recall the basic tenets of the Commission.

Our society has created institutions—public libraries—to ensure that all citizens have free access to books. Like other countries, Canada chose to establish a commission to compensate Canadian authors for the fair and democratic use of their books found in public libraries. More than ever, the Commission is an essential tool that makes it possible to acknowledge the enormous contribution made by creators in respect of this social and cultural contract. I would hope that in the coming years the Commission will be accorded a budget that allows it to fully respect this choice of our society. And this choice is clearly demonstrated in the

numbers: urban public libraries receive 96 million visits annually. This means that four times more people have visited public libraries in the course of a single year than have attended NHL hockey games². Our economic decisions must, first and foremost, be dictated by the values shared by all Canadians, and the Commission ensures the reaffirmation of those values in an exemplary way.

Even though the PLR program runs like a well-oiled machine, our members take nothing for granted and are constantly on the lookout for changes that could have an impact on the program. For this reason, a number of subcommittees have been struck. While one of these has a more immediate mandate—the Subcommittee on the 25th Anniversary of the PLRC—the others, which include the Subcommittee on Governance, the Subcommittee on E-Books and the Subcommittee on Canadian Books and Public Libraries translate the Commission's concern for transparency and its assiduous following of issues linked to new technologies and Canadian literature. In their discussions, Commission members are constantly looking to the future of PLR.

In closing, I would like to salute the Canada Council for the Arts, which has signed a new agreement with the Commission that emphasizes the spirit of collaboration which infuses our relationship, and clearly defines relations between the Commission and the Council. I would also like to thank all the members of the Executive Committee and the Commission with whom I have had the pleasure of working during my term, and whose expertise will continue to inspire me in my careers as author and publisher. And once again, my congratulations to the PLR staff, who do a remarkable job of ensuring that the program continues to work so well.

Jacques Ouellet Chair

¹ 2008 Canadian Public Library Statistics, prepared by Jefferson Gilbert and Jennifer Marriott for the Canadian Urban Libraries Council.

MESSAGE FROM THE EXECUTIVE SECRETARY

In 2009-2010, the PLR Commission's 24th year, we delivered \$9,939,088.98 in payments to 17,058 Canadian authors in 1,756 communities in Canada and 351 communities abroad. Payments not only compensate authors for the presence of their books in Canadian public libraries, but they also recognize that people around the country enjoy Canadian literature.

The PLR Commission's priorities and activities this past year were forward-thinking. We approach our 25th anniversary in 2011 with the intent of celebrating our past achievements, facing future challenges which are changing the landscape of reading, and dealing with the constant program growth, a challenge we have faced since the first payment cheques were issued in 1986.

PAYMENT SCALE

In June 2008, the PLRC unanimously adopted the Growth Management Strategy (GMS). The introduction of the GMS means that as of the February 2010 author payments, a scale was used to calculate the PLR payments. The decision to implement the GMS was not an easy one for the PLRC. Beginning in 1993, the Commission, composed of authors, publishers, librarians, translators and government representatives, examined a series of solutions to manage its limited funds in such a way as to give meaningful payments to all authors. The GMS was the solution chosen because it ensured that an author whose book is found in a sampled library would always receive a payment.

ELECTRONIC BOOKS

The PLR Commission continues to investigate the potential impact of electronic books through its Subcommittee on E-Books. The mandate of this subcommittee is to evaluate the progression of the use of electronic books in public libraries and assess the impact that including these titles in PLR payments would have on the budget and functioning of the PLR program.

GOVERNANCE

The sound governance of the PLR Commission remains, as always, a priority. In 2009, the Subcommittee on Governance was established by the PLR Commission. Its role is to discuss issues related to corporate governance, such as succession planning, candidate profile for appointment/election to the Commission, evaluation of the overall effectiveness of the board, board reforms, and modifications to the Constitution and By-Laws.

REMOVAL OF THE EXTRA HIT FOR POETRY

In 2005, the PLR Commission made an important change to its library sampling practice—by eliminating university libraries from the sample. This change was made to reflect the mandate of the PLR Commission: to compensate authors for the use of their books in public libraries. At the time, it was thought that eliminating university libraries in the sample would unfairly penalize books of poetry. The PLR Commission decided to double the payment generated for any poetry book found in the two largest library samples as a corrective measure for what was seen as a weakness in Canada's public library system, i.e. an under-representation of poetry titles on bookshelves.

At the December 2009 PLRC meeting, this issue was discussed at length, and members agreed that adding an additional hit for books of poetry was not the solution to the larger problem of Canadian content in public libraries. A unanimous decision was made to compensate all genres equally by eliminating the double hit for poetry titles found in major urban centres.

At the same time, the PLR Commission established the Subcommittee on Canadian Books and Public Libraries. The focus of this subcommittee is to raise awareness of Canadian literature in Canadian public libraries.

THE 8^{TH} INTERNATIONAL PLR CONFERENCE IN LISBON, PORTUGAL

The 8th International PLR Conference was hosted by the Sociedade Portugesa de Autores from September 23rd to 25th, 2009, in Lisbon, Portugal. The next conference, scheduled for 2011, will be held in Brussels, Belgium.

Twenty-six countries were represented at this year's conference, and Canada was the only non-European Union (EU) country present. During my presentation to the delegation, I talked about our priorities and our challenges, namely the constant demand on the program by authors (which is unique to Canada), the Growth Management Strategy, the new digital issues, our governance work, and the PLR Commission's 25th Anniversary. The Canadian PLR program is viewed by the international PLR community as a success story.

THE PLR COMMISSION'S 25TH ANNIVERSARY

In 2011-2012, the PLR Commission will celebrate its 25th anniversary. A series of events and initiatives to highlight our accomplishments will be held during the year and will culminate in the 25th cheque-mailing in February 2012.

This is an exciting time for the PLRC. We have updated our program, we are monitoring major technological changes in publishing, we are ensuring the continued sound governance of the organization, and we are celebrating our achievements.

Finally, I would like to take the opportunity to thank the PLR team: Danielle Guindon (Clerk), Rachelle Lanoue (Administrative Assistant) and Benoît Rollin (Officer), as well as the members of the PLRC. Their dedication and enthusiasm for this program are truly inspiring.

Michelle Legault Executive Secretary

MEMBERS AND STAFF OF THE PLR COMMISSION

(AS OF MARCH 31ST, 2010)

Jacques Ouellet (Chair)
REGROUPEMENT DES ÉCRIVAINS ACADIENS

Kenneth McGoogan (Vice-Chair)
THE WRITERS' UNION OF CANADA

David Copelin (Past Chair) PLAYWRIGHTS GUILD OF CANADA

Marie-Célie Agnant
PUBLIC LENDING RIGHT COMMISSION*

Aline Apostolska UNION DES ÉCRIVAINES ET DES ÉCRIVAINS QUÉBÉCOIS

Phyllis Aronoff
LITERARY TRANSLATORS ASSOCIATION OF CANADA

Gaston Bellemare ASSOCIATION NATIONALE DES ÉDITEURS DE LIVRES

Laurie Brinklow
ASSOCIATION OF CANADIAN PUBLISHERS

Olivier Charbonneau
ASSOCIATION POUR L'AVANCEMENT
DES SCIENCES ET DES TECHNIQUES DE
LA DOCUMENTATION

Linda Cook
CANADIAN LIBRARY ASSOCIATION

Marc Duhaime (non-voting)
DEPARTMENT OF CANADIAN HERITAGE

Marilyn Dumont
PUBLIC LENDING RIGHT COMMISSION*

Beatriz Hausner
THE LEAGUE OF CANADIAN POETS

Luc LaRochelle (non-voting)
CANADA COUNCIL FOR THE ARTS

Louis Lasnier ÉCRIVAINS FRANCOPHONES D'AMÉRIQUE

Bernice Lever
CANADIAN AUTHORS ASSOCIATION

Daniel Poliquin
PUBLIC LENDING RIGHT COMMISSION*

Hélène Roussel (non-voting)
BIBLIOTHÈQUE ET ARCHIVES NATIONALES
DU QUÉBEC

Duc-Chi Tran (non-voting)
LIBRARY AND ARCHIVES CANADA

EXECUTIVE COMMITTEE

Jacques Ouellet (Chair), Kenneth McGoogan (Vice-Chair), David Copelin (Past Chair), Aline Apostolska, Gaston Bellemare, Olivier Charbonneau, Linda Cook, Louis Lasnier

STAFF

Michelle Legault (Executive Secretary), Benoît Rollin (Program Officer), Rachelle Lanoue (Administrative Assistant), Danielle Guindon (Clerk)

^{*} The PLR Commission elects up to three authors to sit on the Commission.



TESTIMONIALS

"I want to express my appreciation for the work of the Public Lending Right Commission. Of course I am glad to receive a payment, but it pleases me even more to know that five out of my six books are [found], particularly when some have been out of print for some time. More important, however, it is the philosophical-political position of PLR for which I am grateful. Long live the PLR — and may it be well funded!"

Brewster Kneen

"... I agree with your new time-scaled pay system. I think PLR's money management should be a model for government in general."

Gary Saunders

"... The PLR payment helps me financially but, perhaps more importantly, encourages me as an author. With gratitude to all those who made the PLR payments possible, I will not complain about the payment scale. It means I'll just have to publish new books and get them into public libraries."

Hanna Main-van der Kamp "It is great to know that such an organization exists, which adds immensely to the benefits of being a published writer in Canada. Thank you for the most welcome payment."

Charles Foster

"I appreciate not only the payment, but knowing so many libraries have my books and make them available for so many people to enjoy."

 $Colette\ Caron$

FINANCIAL SUMMARY

This report is provided for information purposes only. The financial statements of the PLR Commission are consolidated, for reporting purposes, with those of the Canada Council for the Arts.

ADMINISTRATION EXPENSES	2008-2009	2009-2010
Salaries		
Salaries and benefits	\$336,131	\$330,504
Part-time employee salaries and benefits	\$2,943	\$4,764
Total salaries	\$339,074	\$335,26
Other administration expenses		
Staff travel	\$824	\$2,33
Administration fees: Canada Council	\$390,000	\$399,99
Legal Fees	\$0	\$2,23
Postage and Courier	\$11,532	\$12,03
Full Commission meetings	\$37,309	\$32,17
Executive Committee meetings	\$13,010	\$21,58
Printing and duplicating costs	\$6,095	\$5,78
Office expenses and equipment	\$1,474	\$3,00
Miscellaneous	\$258	\$29
Total other administration expenses	\$460,503	\$479,172
Total administration expenses	\$799,577	\$814,44
PLR PAYMENTS		
Total PLR payments issued to authors at the time of the annual mailing	\$9,901,024	\$9,939,08

STATISTICAL ACTIVITY REPORT

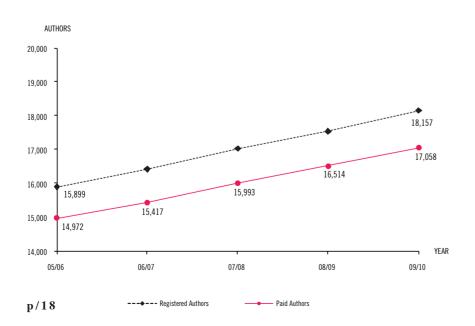
RESULTS OF THE 24TH YEAR OF THE PLR PROGRAM

	2008-2009	2009-2010	VARIATION
Authors registered	17,532	18,157	3.56%
Authors receiving a payment	16,514	17,058	3.29%
Registered titles	78,038	80,690	3.40%
Eligible titles	76,542	78,768	2.91%
Titles receiving a payment	65,345	68,287	4.50%
Amount distributed to authors	\$9,901,024	\$9,939,089	0.38%
Average payment	\$600.00	\$583.00	-2.83%
Median payment	\$292.00	\$296.00	1.37%
Maximum amount paid per book (category I)	\$280.00	\$348.60	24.50%
Maximum amount paid per book (category II)	\$280.00	\$278.88	-0.40%
Maximum amount paid per book (category III)	\$280.00	\$244.02	12.85%
Maximum amount paid per book (category IV)	\$280.00	\$209.16	25.30%

Growth: new authors

	2007-2008	2008-2009	2009-2010
Requests for registration kits			
English			599
French			311
Total	827	802	910
New authors registered			
English			622
French			318
Total	849	750	940
New authors receiving payment			
English			453
French			266
Total	728	673	719
Amounts paid to new authors			
English			\$129,499
French			\$99,838
Total	\$211,286	\$199,303	\$229,337

Number of registered authors (2005-2010)



Distribution of author payments

1. PAYMENTS BY RANGE AND BY LANGUAGE (2009-2010)

Payments	Language	Authors	% of total authors	Total paid	% o [.] total budge
Minimum \$25	E	317	1.86%	\$7,925	0.08%
•	F	88	0.52%	\$2,200	0.02%
	E+F	405	2.37%	\$10,125	0.10%
From \$25.01	E	5,808	34.05%	\$846,682	8.52%
to \$296.31	F	2,319	13.59%	\$368,355	3.71%
	E+F	8,127	47.64%	\$1,215,037	12.22%
Median \$296.31	E+F	8,532	50.02%	\$1,225,162	12.33%
From \$296.32	E	2,369	13.89%	\$966,602	9.73%
to \$583.00	F	1,260	7.39%	\$519,748	5.23%
	E+F	3,629	21.27%	\$1,486,350	14.95%
From \$583.01	E	1,273	7.46%	\$965,721	9.72%
to \$999.99	F	809	4.74%	\$614,049	6.18%
	E+F	2,082	12.21%	\$1,579,771	15.89%
From \$1,000.00	E	990	5.80%	\$1,370,343	13.79%
to \$1,999.99	F	704	4.13%	\$990,504	9.979
	E+F	1,694	9.93%	\$2,360,847	23.759
From \$2,000.00	E	280	1.64%	\$658,343	6.629
to \$2,799.99	F	201	1.18%	\$474,118	4.779
	E+F	481	2.82%	\$1,132,461	11.39%
From \$2,800.00	E	128	0.75%	\$397,443	4.009
to \$3,485.99	F	79	0.46%	\$247,617	2.49%
	E+F	207	1.21%	\$645,060	6.49%
Maximum \$3,486.00	E	206	1.21%	\$718,116	7.23%
	F	227	1.33%	\$791,322	7.96%
	E+F	433	2.54%	\$1,509,438	15.19%
	E	11,371	66.66%	\$5,931,175	59.68%
Total	F	5,687	33.34%	\$4,007,913	40.32%
	E+F	17,058	100%	\$9,939,088	100%

Median: The median of a population is the point that divides the distribution of scores in half. In February 2010, 8,532 authors (50.02%) received \$296.31 or less. They shared 12.33% of the budget.

Average: In February 2010, the average payment was \$583. 12,161 authors (71.29%) received \$583 or less. They shared 27.28% of the budget.4,897 authors (28.71%) received more than \$583. They shared 72.72% of the budget.

Distribution of author payments

2. PAYMENTS BY PROVINCE AND TERRITORY (2009-2010)

Province/ Territory	Registered authors	% of total registered authors	Number of payments	% of total paid authors	% of authors receiving a payment	Total paid	% of total budget
Newfoundland and Labrador	275	1.51%	257	1.51%	93.45%	\$109,701.48	1.10%
Nova Scotia	651	3.59%	618	3.62%	94.93%	\$262,599.51	2.64%
Prince Edward Island	74	0.41%	67	0.39%	90.54%	\$35,274.25	0.35%
New Brunswick	382	2.10%	370	2.17%	96.86%	\$168,894.84	1.70%
Quebec	5,952	32.78%	5,693	33.37%	95.65%	\$3,979,908.10	40.04%
Ontario	5,873	32.35%	5,437	31.87%	92.58%	\$2,978,061.35	29.96%
Manitoba	442	2.43%	416	2.44%	94.12%	\$179,504.32	1.81%
Saskatchewan	348	1.92%	314	1.84%	90.23%	\$167,630.99	1.69%
Alberta	944	5.20%	863	5.06%	91.42%	\$448,260.48	4.51%
British Columbia	2,607	14.36%	2,440	14.30%	93.59%	\$1,281,891.23	12.90%
Northwest Territories	12	0.07%	12	0.07%	100.00%	\$5,163.26	0.05%
Yukon	28	0.15%	28	0.16%	100.00%	\$8,719.19	0.09%
Nunavut	5	0.03%	5	0.03%	100.00%	\$1,542.16	0.02%
Outside Canada	564	3.11%	538	3.15%	95.39%	\$311,937.82	3.14%
Total	18,157	100%	17,058	100%	93.95%	\$9,939,088.98	100%

Example: In 2009-2010, 90.23% of registered Saskatchewan authors received a payment. This represents 1.84% of paid authors. These authors received 1.69% of the payment budget.

New titles

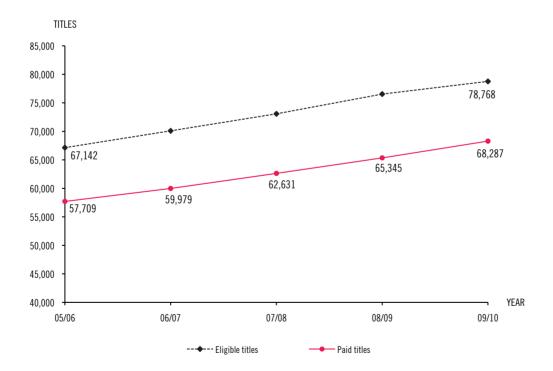
	2007-2008	2008-2009	2009-2010
New registered titles			
English			2,820
French			2,169
Bilingual			30
Other			195
Total	4,624	4,644	5,214
New eligible registered titles			318
English			2,498
French			1,869
Bilingual			19
Other			168
Total	4,139	4,142	4,554
New titles found in sampled libraries			
English			1,840
French			1,715
Bilingual			13
Other			44
Total	3,343	3,280	3,612
Amounts paid for new titles			
English			\$359,076
French			\$362,511
Bilingual			\$3,104
Other			\$1,571
Total	\$536,643	\$551,863	\$726,262

New eligible titles by language and by category (2009-2010)

Category	English	French	Other	Bilingual	Total	% of total titles
Children's	498	704	35	0	1,237	27.16%
Fiction	527	505	65	2	1,099	24.13%
Poetry	231	173	21	7	432	9.49%
Drama	86	33	0	0	119	2.61%
Non-Fiction*	1,156	454	47	10	1,667	36.61%
Total	2,498	1,869	168	19	4,554	
Total in %	54.85%	41.04%	3.69%	0.42%	100%	

^{*}Non-fiction includes scholarly works

Number of titles (2005-2010)



Annual growth in the number of eligible titles by language

Language	Year	Number of titles	Growth in comparision to previous year
English	2007-2008	43,916	4.00%
	2008-2009	45,939	4.61%
	2009-2010	47,309	2.98%
French	2007-2008	26,362	4.50%
	2008-2009	27,625	4.79%
	2009-2010	28,910	4.65%
Bilingual	2007-2008	332	5.40%
	2008-2009	356	7.23%
	2009-2010	368	3.37%
Other	2007-2008	2,465	6.20%
	2008-2009	2,622	6.37%
	2009-2010	2,181	-16.82%
Total	2007-2008	73,075	4.26%
	2008-2009	76,542	4.74%
	2009-2010	78,768	2.91%

Eligible titles found in 2009-2010

Language	Number of titles	Percentage
English	40,495	59.30%
French	26,825	39.28%
Bilingual	310	0.45%
Other	657	0.96%
Total	68,287	100%

Eligible titles by language and category

Language	Category	Number of titles	% of all same language titles	% of all titles of this category	% of all registered titles
English	CHILDREN'S	9,264	19.58%	51.58%	11.76%
	FICTION	8,379	17.71%	53.11%	10.64%
	POETRY	4,834	10.22%	55.69%	6.14%
	DRAMA	1,243	2.63%	58.77%	1.58%
	NON-FICTION*	23,589	49.86%	68.90%	29.95%
	TOTAL	47,309	100%		60.06%
French	CHILDREN'S	8,137	28.15%	45.31%	10.33%
	FICTION	6,927	23.96%	43.91%	8.79%
	POETRY	3,426	11.85%	39.47%	4.35%
	DRAMA	820	2.84%	38.77%	1.04%
	NON-FICTION*	9,600	33.21%	28.04%	12.19%
	TOTAL	28,910	100%		36.70%
Other	CHILDREN'S	526	24.12%	2.93%	0.67%
	FICTION	450	20.63%	2.85%	0.57%
	POETRY	327	14.99%	3.77%	0.42%
	DRAMA	38	1.74%	1.80%	0.05%
	NON-FICTION*	840	38.51%	2.45%	1.07%
	TOTAL	2,181	100%		2.77%
Bilingual	CHILDREN'S	33	8.97%	0.18%	0.04%
	FICTION	21	5.71%	0.13%	0.03%
	POETRY	93	25.27%	1.07%	0.02%
	DRAMA	14	3.80%	0.66%	0.12%
	NON-FICTION*	207	56.25%	0.60%	0.26%
	TOTAL	368	100%		0.47%
Total	CHILDREN'S	17,960			22.80%
	FICTION	15,777			20.03%
	POETRY	8,680			11.02%
	DRAMA	2,115			2.69%
	NON-FICTION*	34,236			43.46%
TOTAL	OF ALL CATEGORIES	78,768			100%

Example: The 23,589 English-language non-fiction titles represent:

49.86% of all English-language eligible titles; 68.90% of all non-fiction titles; and 29.95% of all eligible titles.

^{*} Non-fiction includes scholarly works.