



Alliance of Independent Authors

An Essential Part of Any Authors Toolkit: Alliance of Independent Authors debuts Ethical Author Code at Futurebook Big Ideas Panel.

****Embargoed until 14.11.14****

(LONDON NOV 2014) Nonprofit writers' association, the Alliance of Independent Authors (ALLi), unveils its latest initiative, Ethical Author, at this year's Futurebook Conference in London. As part of the conference's Big Ideas Panel, ALLi Director Orna Ross will present a practical approach to author ethics, responding directly to months of controversy surrounding author-reviewer relations, in particular.

Co-authored by Jane Steen and developed with the backing of ALLi, the code is available to all at <http://allianceindependentauthors.org/campaigns-community/ethical-author/>.

The program is voluntary and any author can sign up to the code, once they agree to the guiding principles, which cover areas such as book promotion, reviews, financial ethics and plagiarism. A badge is available for free download, allowing authors to publicly show their support and tell readers and reviewers that their books are ethically produced and promoted. There will also be a Twitter hashtag, #ethicalauthor, to encourage debate.

"The need for ethical guidance for authors has never been more necessary and this is an industry-wide issue," said Ross. "Some influential book bloggers and commentators have been heard saying they won't review books by self-publishers because of the recent scandals but ethics -- and their lack -- transcend publication method."

The initiative is being welcomed by Futurebook and The Bookseller, the UK's leading publishing magazine, and other publishing commentators. The Alliance is hoping other writer organizations will also encourage their members to adopt the code, download the badge, or debate the issues and is pleased to collaborate with any organisation in furthering these aims.

“Numerous platforms and technologies have brought readers and writers closer together”, explained Ross. “Ethical Author aims to nurture these ties so that the behaviour of a few will not threaten the democratisation of publishing that has been so invigorating.”

The campaign complements ALLi’s Open Up to Indie Authors campaign, which has already made great progress in fostering ties between the wider world of books and author-publishers. “Rather than being confined to the sidelines of the industry, self-publishing authors can lead the charge in promoting a better book world,” said Ross. “We encourage authors of all stripes to adopt the Ethical Author Code.”

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About ALLi

Alliance of Independent Authors (ALLi) is the professional association for self-publishing writers. Rapidly growing, this nonprofit organisation brings together the world’s best indie authors and advisors, offering contacts, connection & collaboration plus expert guidance & advice. It also widely champions the interests of author-publishers, within and outside the publishing industry. Director Orna Ross has been named “one of the 100 most influential people in publishing” (The Bookseller).

Join Alliance of Independent Authors at <http://allianceindependentauthors.org/join>

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