

HISTORY OF THE GRAPHIC ARTISTS GUILD TIMELINE

1967 - 1997

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1967

- Independent national Guild, and local Guild branch (chapter) organized in Detroit, MI, with initial membership of 113, who signed charter on Nov. 2, 1967. Graphic Artists Guild Constitution patterned after that of the Screen Actors Guild.

1968

- Organizing of Guild chapters initiated in Cleveland, Chicago, San Francisco and New York.
- First-ever issue of a Graphic Artists Guild newsletter, *to date:*, published in Feb. 1968.
- First annual Guild Art Show, in Detroit.

1970

- New York City Branch (Chapter) charter signed March 7, 1970.
- Detroit Guild Chapter calls strike against Campbell Ewald, an automotive industry advertising agency with ties to Chevrolet/General Motors.

1971-72

- Detroit Guild strike against Campbell Ewald proves unsuccessful, due to lack of solidarity among local area artists, and pressure from some Detroit art studios. (For details, see *Guild News* article "Looking Forward, Looking Back," Winter 1997 issue).
- National Guild office in Detroit declines rapidly after failure of strike against Campbell Ewald, while other chapters continue to function independently.

1972

- New York City Chapter becomes 'de facto' national Guild headquarters, by leading efforts to organize Guild chapters in other cities.

1973

- First edition of Graphic Artists Guild Handbook: Pricing & Ethical Guidelines published as a 20-page booklet.
- First publication of *Flash*, forerunner of current national *Guild News* newsletter.

1974

- Illustrators Guild founded after group of independent illustrators successfully negotiate higher page rates with Children's Television Workshop (CTW), publishers of *Sesame Street Magazine*.

1975

- Formation of Grievance Committee (later named the “Professional Practices Committee”) to help Guild members resolve disputes with clients.
- Second edition of *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* published as a 40-page booklet.

1976

- First publication of the *Graphic Artists Guild Talent Directory*, the first sourcebook to serve the needs of illustrators.
- Illustrators Guild merges with Graphic Artists Guild.
- Major medical coverage added to benefits program.
- Guild stages its first Business Seminars for graphic artists: “How to Run Your Own Business,” and “Artists & Agents.”

1977

- Graphic Artists for Self-Preservation (GASP) merges with Graphic Artists Guild.

1978

- National Guild office organized in New York, national board and officers elected in 1979, and New York’s first national Guild convention occurs in 1980.
- New York City Chapter becomes a cosponsor of the independent Joint Ethics Committee (J.E.C.) to promote the industry’s oldest ethical practices code (“Code of Fair Practices”) and to provide mediation and arbitration for industry practitioners.
- Atlanta Chapter chartered.
- Creative Designers Guild merges with Graphic Artists Guild.
- Favorable decision obtained from Copyright Royalty Tribunal that raises fees and improves reporting procedures for 260 PBS stations regarding use of previously published art for broadcasting.
- Guild publishes *Visual Artists Guide to the New Copyright Law*, by Tad Crawford.

1979

- First National Board of Directors elected.
- Third edition of *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* published as a 48-page booklet.
- Second edition of the *Graphic Artists Guild Talent Directory* published as a 156-page book.
- Textile Designers Guild merges with Graphic Artists Guild.
- Long-term legislative drive initiated that targets federal copyright and tax laws and promotes model legislation to establish legal rights for artists at federal and state levels.
- Model business forms drafted for various graphic art disciplines.
- Negotiation with several publishers results in their withdrawal of work-for-hire contracts.

1980

- First National Board Convention

- Boston Chapter chartered.
- “Good Works” no-fee job referral program initiated.
- Class begins at Graphic Artists Guild’s Business School, geared towards professionals, and taught by professionals.
- Guild assists a group of textile designers in obtaining a National Labor Relations Board investigation and filing of unfair labor practices complaint against Print-a-Pattern after the designers were terminated subsequent to their seeking to negotiate an employment contract. The designers were able to obtain unemployment insurance and entered into a private settlement regarding monies due.
- Favorable ruling from IRS provides Guild with nonprofit status as a labor organization, which allows flexibility and broader activities as a professional association beyond those of purely educational or philanthropic associations.
- Guild publishes *Protecting Your Heirs and Creative Work*, by Tad Crawford.
- Guild assists in formation of Children’s Book Artists & Authors Assoc. (CBAAA).

1981

- Professional Education Program started by New York City Chapter.
- Oregon passes an “artists’ fair practices” law (Sects. 359.350-359.365 of Rev. Stat.), based on Guild’s model law.
- The *Graphic Artists Guild 1981-82 Directory* (third edition) is published as a 272-page book. The largest reference book of its kind in the U.S. at the time.

1982

- Indiana Chapter chartered.
- Fourth edition of *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* published as a 136-page book.
- Guild succeeds in passing California’s “artists’ fair practices” law (Sect. 988 of Civil Code).
- Assistance provided in the formation of the National Writers Union.
- Responding to Guild opposition, IRS withdraws proposed rule that would have disallowed a home-studio deduction where artist has a primary source of income at another location and from other type of work.
- Guild forms the Copyright Justice Coalition, an alliance of creators’ groups, including photographers and writers, to lobby for work-for-hire reform in U.S. congress. Forty-two organizations join coalition efforts, the largest creators’ advocacy coalition in history.
- Graphic Artists Guild Foundation organized and receives NEA grant for study.
- New York City Chapter succeeds in passage of state’s “artists’ fair practices” law (Sects. 1401 & 1403 of Arts & Cult. Affairs Law) and “artists’ authorship rights” law (Art. 12-J of Gen. Bus. Law).

1983

- Vermont Chapter chartered.

1984

- Cartoonist Guild merges with Graphic Artists Guild.

- Fifth edition of *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* published as a 194-page book.
- Fourth edition of the *Graphic Artists Guild Directory* published.
- Testimony is presented before the Democratic National Platform Committee on professional issues.
- Proposed “Copyright Justice Act” to reform work-for-hire provision of the copyright law by eliminating instances in which artists lose rights and benefits as creators of their work.

1985

- Guild Foundation drafts ethical guidelines for contests and competitions.
- Boston Chapter succeeds in passage of state’s “Arts Preservation Act.”
- Formation of Giolito Communications Center, a specialized reference library operated by the Guild Foundation.
- National legal referral network established.
- Traveling education workshops established.

1986

- Contract terms renegotiated with Children’s Television Workshop (CTW), concerning low pay and work-for-hire issues.
- Testimony presented before Congressional Office of Technology Assessment regarding impact of technology on the profession.
- Guild members testify before U.S. Congress in support of Berne Convention (international copyright agreement concerning moral rights).

1987

- At-Large Chapter organized to provide unaffiliated members with National Board representation.
- Grievance Committee formalized as National Professional Practices Committee
- Sixth edition of *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* published as a 208-page book.
- Coalition of Designers merges with Graphic Artists Guild.

1988

- Albany Chapter chartered.
- Guild spearheads formation of “Artists For Tax Equity” (AFTE) coalition to confront intended application of “uniform tax capitalization” requirements on all artists and designers. Coalition grows to 75 organizations representing nearly 1 million artists and designers.
- Volume 5 of the Guild’s *Directory of Illustration* released in large, 9 X 12 inch format and begins annual publication thereafter.

1989

- Guild’s leadership helps Artists for Tax Equity win necessary exemption from uniform tax capitalization for all artists and graphic designers through a “technical correction” to the tax law.

- Guild, through the Copyright Justice Coalition, helps convince the Supreme Court to decide in favor of sculptor James Earl Reid in the landmark decision that virtually ends work for hire for freelancers in the absence of a written agreement.
- Testimony presented on work-for-hire abuses to Senate Judiciary's Subcommittee on Patents, Copyrights, and Trademarks.

1990

- Atlanta Chapter helps win protection for artists in Georgia, requiring printers to obtain written authorization of copyright clearance for all print orders over \$1,000.
- Guild, together with the AIGA and the SEGDC, begin working to clarify sales tax collection guidelines for illustrators and graphic designers in New York State.

1991

- Expanded and updated seventh edition of *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* published as a 240-page book. Three printings bring the total number of copies in circulation to 53,000.
- Guild takes leadership role in addressing health care crisis for artists and designers, formally endorsing universal health legislation in Congress. Steps are taken to organize Artists United for Universal Health, a coalition of arts and artists organizations dedicated to this goal.

1992

- Guidelines for the Interpretation of Sales Tax Requirements for Graphic Designers and Illustrators, formulated by the Guild, AIGA, and SEGDC, are approved by New York State Department of Taxation.
- Guild organizes "Eye to Eye," its first national conference and trade show, celebrating 25 years of advancing the interests of creators.

1993

- Chicago Chapter chartered.
- The National Labor Relations Board certifies the Guild as the exclusive bargaining agent for the graphic artists employed at Thirteen/WNET (Educational Broadcasting Corporation), a publicly funded television station in New York.
- The Immigration and Naturalization Service relies upon the Guild to provide references for foreign artists seeking temporary work visas.
- The Graphic Artists Guild Foundation produces award-winning set of disability access symbols, Disability Access Symbols Project: Promoting Accessible Places and Programs. Produced with the support and technical assistance of the National Endowment for the Arts, Office for Special Constituencies, the Disability Access Symbols Project. (Available in both disk and hard-copy formats) was distributed to hundreds of government and nonprofit organizations.

1994

- Seattle's Society of Professional Graphic Artists, founded in the 1950's, merges with the Guild as the SPGA (Seattle) Chapter.

- The eighth edition of the *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* is published. Updated in design, organization, and information, it has grown to nearly 300 pages with an initial printing of approximately 30,000 copies.
- Dumas vs. Playboy: Guild and ASMP back widow of illustrator Patrick Nagel in copyright ownership lawsuit against Playboy, concerning ‘after-the-fact’ work-for-hire contracts stamped on the back of artist’s payment checks.

1995

- Northern California Chapter chartered.
- Guild takes proactive lead on electronic rights issues, organizing “Clients vs. Creators: The Struggle Over E-Rights,” an industry roundtable featuring Bruce Lehman, U.S. Commissioner of Patents and Trademarks.
- The Guild successfully negotiates its first collective bargaining agreement with Thirteen/WNET on behalf of staff designers it represents, improving hours, pay, and other working conditions.

1996

- Guild organizes coalition of 16 industry organizations and launches “Ask First,” a copyright awareness campaign intended to end unauthorized use of images for client presentations.
- Guild reaches understanding with American Society of Media Photographers (ASMP), National Writers Union (NWU), and Copyright Clearance Center (CCC) to establish digital licensing agency.
- Guild reaches agreement with Kopinor, the Norwegian reprographic rights organization, to accept distribution of royalties attributed to U.S. illustrators and designers.
- Guild adopts its first strategic plan to adapt to changing industry conditions.
- Guild’s World Wide Web site on the Internet is activated., at: <http://www.gag.org/>

1997

- The ninth edition of the *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* is published, with well over 300 pages.
- Portland, OR Chapter chartered.

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