



March 17, 2021

Ambassador Katherine Tai
Office of the U.S. Trade Representative
600 17th Street, NW
Washington, DC 20508

Dear Ambassador Tai,

We write to congratulate you on your confirmation as the United States Trade Representative. Through your track record at USTR and as Chief Trade Counsel for the House Committee on Ways & Means, we know you are committed to the support of trade as a critical contributor to the U.S. economy and a force for improving the lives of the American people. We welcome your humanizing approach to U.S. trade policy, which we know will greatly benefit America’s millions of creators. To paraphrase Lisa Congdon, every single American is creative.

While you know many of us individually, we write to introduce our organization – the Digital Creators Coalition (DCC), which is composed of associations, companies and organizations that represent individual creators, independent producers, small-and-medium-size enterprises (SMEs), large businesses, and labor organizations all across the American creative community, including music, movies, television, authors, publishers, news media and sports. The DCC works to advance the U.S. creative community’s interests in the online environment, and we are united in our resolve that strong copyright protection for American creators should be a top priority for U.S. trade policy engagement.

The economic and cultural contributions of America’s creators is unparalleled – leading by virtually every metric, whether high-quality well-paying jobs, GDP, exports, surplus, or cultural influence (See our Power of American Creativity infographic attached). Beyond these economic contributions, the American creative community plays a unique and critical role in our society. Creators inform, entertain, and inspire our communities, and lift our spirits, particularly when they need lifting the most. During the pandemic, creative content helped America get through long days at home and the creative community is working hard to help bring our economy back. Creativity in so many ways defines our culture and exemplifies it internationally as one of our nation’s greatest exports – providing an uplifting and positive “face of America” to billions around the world.

It is the intrinsically American conviction regarding human creative potential that inspired Bill Moyers to muse that – “creativity is piercing the mundane to find the marvelous”. This is our hope for trade policy – that it will transcend bygone mundane debates and aspire to find creative new ways to better promote the immense contributions American creative workers and firms make to our culture, economy, and society. Creative trade policy offers tremendous potential to catalyze these benefits by ensuring strong copyright protection and broadening markets for creative goods and services. A trade policy that helps creators do more will boost the livelihoods of millions of American workers, including by protecting health and retirement benefits that depend on licensed content, and your leadership at USTR can help ensure that creativity flourishes through trade.

We would welcome the opportunity to meet with you at your convenience. We look forward to working with you and supporting your efforts on behalf of the American creative community.

Sincerely,

Alliance for Recorded Music
American Association of Independent Music
American Federation of Musicians
American Society for Collective Rights Licensing
American Society of Composers, Authors and Publishers
Artist Rights Alliance
Association of American Publishers
The Authors Guild
Copyright Alliance
CreativeFuture
Department for Professional Employees, AFL-CIO
Directors Guild of America
Future of Music Coalition
Getty Images
Global Innovation Policy Center
Independent Film & Television Alliance
International Alliance of Theatrical Stage Employees
International AntiCounterfeiting Coalition
International Intellectual Property Alliance
Motion Picture Association
Music Artists Coalition
Nashville Songwriters Association International
National Music Publishers’ Association
News Media Alliance
The Recording Academy
Recording Industry Association of America
Screen Actors Guild-American Federation of Television and Radio Artists
Society of Composers & Lyricists
Songwriters Guild of America
SoundExchange