

'Nothing is impossible' publishing

At our September meeting the entertaining and inspirational Lisa Messenger outlined her unique approach to custom publishing non-fiction books. Lisa, a Telstra Business Woman of the Year finalist, is managing director of Messenger Publishing. Lisa explained the model for her thriving business, which is actively seeking editors, and how innovative thinking allows her to publish for both passion and profit.

In 2004 I authored and produced a photographic book, *Happiness Is...*, which supported Kids Help Line. To avoid the constraints imposed by traditional publishers, I self-published the book and as a result developed a custom funding and distribution model that is unique in Australia.

Before publishing my background was in marketing, public relations and sponsorship. Five years ago I set up Messenger Marketing, which was a very diverse marketing company. About two and a half years ago I decided to launch a product of my own. I wrote for several magazines already, so I chose to do a book. My knowledge of the publishing industry was limited, but I thought I had the marketing background to carry it off. Working in sponsorship I learnt to think quite

differently. I became excited about the publishing industry because of the massive opportunities.

Happiness Is... used photographs from all over Australia. The costs of producing the book were substantial,

'I found a niche and since then I have built the process into a business...'

so to raise the money I needed to think non-traditionally. I surrounded myself with a really great team who introduced me to people like brokers and proofreaders. I approached a charity, Kids Help Line, to partner with me. Then, I went to a corporate contact who I knew for sponsorship. The response was overwhelming.

Bookstores only take books in small quantities, so I arranged a competition to get more copies into stores and it has been successful. However, I needed to tap into methods of distribution other than bookstores.

To obtain clients and expand distribution channels I looked at different industries and who was advertising in the same kind of space as my target market. One cosmetics client I obtained arranged for the books to be on the counter at David Jones. Five times as many copies of the book have been sold through non-bookstore avenues.

Happiness Is... received lots of press coverage. I found a niche and since then I have built the process into a business, which is really, really exciting.

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Next meeting: Tuesday, 5 December 2006

The Christmas Party

Celebrate the festive season with great food, wine and prizes! We will be holding the 2006 Christmas Party at Perama restaurant. Party organisers have put together a great deal featuring a Greek banquet. Just \$45 will secure you fine food and plenty of liquid Christmas cheer. Perama restaurant is at 88 Audley Street Petersham and is five minutes from Petersham station and close to bus stops (routes 412 or 428). The nearest cross street is Canterbury Road.

We welcome non-members. The booking deadline is Friday, 24 November. Later bookings may be accepted but places cannot be guaranteed due to space limitations. See the enclosed booking form for more details.

Perama Restaurant, 88 Audley Street, Petersham NSW 2008, 6.30 for 7.00 p.m. Please return the completed booking form to Society of Editors (NSW), PO Box 254, Broadway NSW 2007. Enquiries to Bruce Howarth: (02) 4731 5406 or <editorbruce@optusnet.com.au>. If you are using a credit card to book, you may phone (02) 9660 0335 or fax (02) 9660 9375 your booking to the society's treasurer, Janice Beavan.

February meeting: Tuesday, 6 February 2007

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I have to keep on doing my own books to prove to clients I have the credentials. *Cubicle Commando* is my second book. It's about empowering entrepreneurial people working in corporations. It makes use of the knowledge I have gained running my own business after many years working in corporations. For *Cubicle Commando* we've done trade promotions and worked with charities. I now have two hats on—author and publisher.

'My market is primarily people on the speaking circuit and a lot of entrepreneurs. These are people who have money to spend and want to get a book published for credibility. Big publishing houses don't necessarily work for these clients.'

What I do now is pre-sell all my books—a very non-traditional model to normal publishers. I work with corporates on creating customised copies. We can change cover plates or insert pages with company information. Customised packages are developed include the foreword, one full page advertisement and a case study in the book.

Bookstores are reluctant to take books with lots of commercial ads, as it detracts from the integrity, so we avoid really obvious advertising. People still want the credibility of their book being in a bookshop, even though the money isn't made that way.

I run workshops once a month. My market is primarily people on the speaking circuit and a lot of entrepreneurs. These are people who have money to spend and want to get a book published for credibility. Big publishing houses don't necessarily work for these clients.

We also project manage and mentor clients. We can take them quite quickly through the publishing process—very much with a marketing and strategic approach. Mentoring packages consist

of private consultations covering every step of the publishing process including: publishing versus self-publishing, concept and content research and development, writing, editing and proofing, photographic and image sourcing, graphic design and page layout, printing, packaging and distribution, sales, marketing and PR, funding, sponsorships and strategic partners and budgets and timelines.

We consider the distribution of potential projects. We might even do small print runs to test the market. We help with documents such as a synopsis and indicative spreads that sell concepts to clients.

We describe the editing process to the writer. The editors then work directly with the writer. We use freelance editors, ghost writers and proofreaders.

We don't underwrite the cost of the books, as a traditional publisher does, but we do help the client pre-sell the book and structure the deal. We take a project management fee for the project management, strategy and marketing, but we don't take any money from the end product. The copyright and any royalties remain with the client.

We don't want to create false hope for people. Self-publishing can be really scary—there are so many people out there who have no concept that 10,000 copies is a bestseller in Australia. Honesty is very important. We only take on projects that we are passionate about and that are marketable. Luckily to date all the clients have been thrilled.

We now have over 70 clients and the business is building rapidly. There is a need for it and we're working across a whole range of genres. For me it was just a shift in thinking. It's amazing how many people I work with are high profile business speakers who want to know how to write a book.

Many existing authors have acquired their rights back and are coming to us for distribution. We have an advantage because our non-traditional publishing background allows us to see different opportunities. We provide possibility and options for people.

Common reasons for self-publishing include fundraising, publicity, credibility and fostering positive reputation. Self-published books can be used as marketing tools, premiums, incentives, giveaways or simply as a

way to share a message. Books can be produced to celebrate an anniversary, special event, milestone or company heritage; as a compilation of material from an award or television show; as a marketing incentive; as a premium with purchase or corporate gift; or as a way to increase a person's credibility in his or her field of expertise.

The model we have developed as a result of our years of strategic alliances, sponsorship and marketing partnerships is unique and unprecedented in Australia. Messenger Publishing is making publishing accessible, so people can get a book on the market within four or five months.

We're looking for lots of freelancers at the moment so speaking here tonight is the perfect synergy...

Lisa Messenger has worked globally in conference and event management, PR, sponsorship, marketing and publishing. Lisa is Co-director of Anchovy Publishing, and has authored and published Happiness Is... (2004) and Cubicle Commando (2006). Happiness Is... has now sold over 25,000 copies in Australia. She is currently working on several other titles including a novel and a book, CD and DVD set on self-publishing, entitled Maverick Publishing. Lisa also runs Publishing for Passion and Profit workshops; visit her website <www.messengermarketing.com.au> for further details.



NEW MEMBERS

Karen Jayne.

Tiered membership voted in

On Tuesday 7 November 2006 the Society of Editors (NSW) Inc. voted to introduce a tiered membership system, as outlined below. More details on the proposed system are on the following page. These changes to the constitution will replace the existing rule 3 on membership (bold text indicates new system). Note that a minor amendment to rule 3 (d) was also voted in by members (bold underlined text indicates amendment).

3. Membership

(a) Subject to these rules the members of the society shall be the members of the society immediately prior to incorporation together with such other people and organisations as the committee admits to membership.

(b) **Individual members shall be admitted to one of the following grades, as determined by the committee:**

- * **Honorary life member**
- * **Professional editor member**
- * **Ordinary member**
- * **Associate member.**

(c) Any natural person may be nominated for honorary life membership who has made a distinguished or outstanding contribution to the editing profession. Nominations may be made by any existing honorary life member or professional editor member, and will be considered by the committee. A person whose nomination is approved by the committee shall be admitted to honorary life membership at a general meeting of the society, and shall have all the rights, entitlements, and obligations of a professional editor member.

(d) **Membership at the grade of professional editor shall be open to any natural person who has been engaged professionally in editing for publication for at least two years full time or equivalent in the opinion of the committee. Each application for professional editor membership must be supported by confirmation of editing experience acceptable to the committee from a third party. Professional editor members shall have the right to vote or take office in the society and the right to advertise in the *Editorial Services Directory*.**

(e) **Membership at the grade of ordinary member shall be available only to any natural person who was a member in good standing as at 31 December 2006. Ordinary members shall have all the rights, entitlements, and obligations of a professional editor member. Admission to ordinary membership shall cease on 1 January 2011, and applications for new memberships and renewals for the financial year commencing on that date and all subsequent membership periods shall be for the grade of professional editor or associate.**

(f) **Membership at the grade of associate shall be open to any natural person interested in editing, publishing, or the society and its aims. Associate members shall not have the right to vote or take office in the society. Associate members shall not have the right to advertise in the *Editorial Services Directory*.**

(g) **Corporate Associate membership will be open to publishing companies and other incorporated organisations that support the Society of Editors (NSW) Inc.'s aims. Rules (h) and (i) will also apply to corporate members.**

(h) Except for the limitations noted in Rule 3(f), the rights, entitlements, and obligations of the various classes of member may be determined from time to time by majority resolution of a general meeting of the society.

(i) Members shall pay fees as are determined by majority resolution of the society at a general meeting. If a member's subscription remains unpaid for over three calendar months, that member will be given 14 days notice that he/she will cease to be a member. Any person who forfeits membership may appeal to the committee.

(j) A register of members shall be kept by the society showing the name, address, grade of membership, and date of admission to membership for each member. Provision for noting the date of cessation of membership and the date of any change of grade shall also be contained in the register.

(k) Membership shall cease upon resignation, expulsion or failure to pay outstanding membership fees after due notice has been given.

(l) Membership fees shall fall due on the first day of each financial year of the society. The financial year of the society shall be from 1 January to 31 December or such other period as is determined by the committee.

Tiered membership system

As outlined in the previous issue of *Blue Pencil* the new tiered membership system will work as follows:

Categories

For the start of the next membership year (2007) the Society of Editors (NSW) Inc. will offer current and new members the option of three categories:

1. Remaining an ordinary member at the current fee (\$70/75) with the current entitlements;
2. Becoming a professional editor member at the current fee with the current entitlements (provided you have two years experience as a professional editor and can provide two written references); or
3. Becoming an associate member at a reduced fee (\$50) with reduced entitlements (an associate member cannot vote at an election, cannot become an office bearer and cannot be listed in the *Editorial Services Directory*).

Phasing in a new system

Within four years (before January 2011) all ordinary members will be asked to choose either:

1. Professional editor member status; or
2. Associate member status.

Four years should be sufficient time for those seeking professional status to gain professional experience if they do not already have it.

Experience

Professional editor members must have at least two years in-house experience as an editor or the equivalent freelance or part-time experience. For example, if you worked half-time as an editor for four years (part-time or freelance) then that would be an acceptable equivalent to two years full-time work as an in-house editor. Professional experience must be in a paid editing role.

As professional members may have had career breaks there is no limit on how long ago the professional editing experience was obtained. Professional editor members will be asked to provide two written references that can be checked by a subcommittee appointed for this purpose. [Note that the subcommittee will simply be confirming the references supplied by a third party.]

References can just be a simple statement of the years of experience in an editorial role.

Corporate Associates

A new category of 'Corporate Associates' will also be introduced for 2007. Publishing companies and other businesses and organisations that support the Society of Editors (NSW) Inc.'s aims can become Corporate Associates. For an annual fee of \$300, Corporate Associates of the society will receive five copies of *Blue Pencil* each month and one copy of the *Editorial Services Directory*, five free admissions to each monthly meeting and two free admissions to special events, such as the Christmas dinner. The usual member rates on professional development courses and workshops will apply to Corporate Associates for up to five attendees.

The committee

Society of Editors (NSW) Inc.

IPEd notes

News from the Institute of Professional Editors (formerly known as CASE), November 2006

The IPEd Interim Council is considering a paper prepared under the auspices of the National Organisation Working Group. Entitled 'Establishing a National Organisation', it sets out the purpose, background, legal standing and management of such an entity. It also lists the functions that the entity will carry out and outlines five suitable business activities that could generate income. The paper will be posted on the website <www.iped-editors.org> and all members are invited to contact their society's IPEd delegate with comments and suggestions. Also on the website, we are now posting the minutes of IPEd Interim Council meetings: click on 'Meeting Minutes' on the home page to access them.

The Interim Council is developing strategies to ensure that its sub-groups work effectively with each other. The Accreditation Board, for instance, needs to collaborate with the Communications Working Group to develop the publicity strategy for the accreditation scheme. As part of the developing sophistication of the profession's national network, the convenors of the working groups will hold their first teleconference

in November and plan to continue interaction by this and other means.

The Standards Revision Working Group is due to put a draft of its revised Standards up for members' approval and discussion. Making use of online technology, the group will be seeking members' input via the IPEd website; the text of the first redraft of the Standards will be posted as a wiki—interactive software that allows anyone access to read and write and edit text on the web (think 'Wikipedia'). Soon all members who register will be able to access the redrafted Standards and edit or alter the wording, punctuation and format. The working group will monitor the changes that people suggest and incorporate worthwhile ones into its final stages of revision.

The Accreditation Board has postponed the workshops that it had planned to hold in November to discuss drafts of the documentation that will accompany the accreditation scheme. These are beginning to constitute an impressive pile of paperwork; eventually it will include an information kit for applicants, guidelines for assessors, a procedures

manual, guidelines for handling complaints and appeals, a business plan and a position description for the accreditation secretary. The drafts necessarily incorporate many decisions about the actual operation of the scheme, and the board decided that they needed more work before they were submitted to the membership for comment. The documents will be posted on the website as they become available; societies will hold workshops to discuss them in early 2007 and/or invite members to contribute by email.

About a dozen assessors, representing all states and the ACT, will attend a national meeting on the first weekend of December to discuss the accreditation scheme in Melbourne. At present the assessors are preparing dummy applications that present a range of challenges for the assessment process, and they will work through these over the weekend to develop their joint understanding of what constitutes competent editing.

Janet Mackenzie
Liaison Officer

CredAbility 4: The assessment process

The success of the proposed accreditation scheme rests on the ability of the Accreditation Board to develop an assessment process that not only is based on a nationally approved definition of editing competence but also evaluates this competence in a consistent, equitable and transparent manner.

With these tasks clearly in mind, 14 delegates drawn from the initial assessors' pool and representing all societies (ACT, NSW, Qld, SA, Tas., WA, Vic.) are meeting in Melbourne for a two-day workshop on 2 to 3 December to establish a sound foundation for the assessment process.

The delegates will begin by reviewing some minor rewording of the *Australian Standards for Editing Practice* that the Standards Revision Working Group is currently considering, to ensure that these changes, if implemented, would not compromise

the *Standards'* suitability as the basis for establishing editing competence.

Delegates will then work through a number of different materials, including 'dummy' applications and a selection of texts related to different genres (for example, educational materials, children's fiction, government reports), to reach a consensus on what represents an acceptable level of editing skill. They will also be asking 'what if' questions to identify aspects that would cause an application to be judged borderline or be rejected.

For example, what if the applicant provided insufficient or dubious evidence of their contribution to the final document? What if their editing introduced errors into the text? What if they failed to note and correct clearly contradictory statements?

The delegates' objective will be to draft a list of guiding principles for determining editing competence, which will ultimately be incorporated into the

overall guidelines for assessors. The draft list will be circulated to societies, reviewed at society workshops or meetings planned for February 2007, and placed on the IPEd website for comments to be registered.

If time permits, the delegates may also review a number of other documents that the Accreditation Board has drafted, including an information kit for applicants, guidelines for assessors and an explanation of the appeals process. The delegates' final task will be to pass on all the information gained over the weekend to the other assessors in their state or territory.

For further information on accreditation please visit the website <www.iped-editors.org/accreditation.html>. If you have any suggestions or comments on these matters, or any others, please contact your society's Accreditation Board member. We welcome your input.

Freelancers do lunch, 24 November 2006

The next freelancers' lunch will be held at noon on Friday, 24 November 2006. The venue is the Glenmore Hotel, (upstairs on the rooftop if the weather is good), at 96 Cumberland Street, The Rocks. Mains cost about \$13 to \$18. The invitation to lunch is cordially extended to other freelancers, such as indexers, who work in the publishing industry. There is no need to RSVP. See you there!

Australian Publishers and Authors Bookshow, 25 & 26 November 2006

The NSW Writers' Centre will be hosting the 8th Australian Publishers and Authors Bookshow in Leichhardt Town Hall. More than 60 Australian-owned independent publishing companies and self-publishing authors will showcase and sell their titles to the reading public over the weekend. Entry to the bookshow is free. Tickets for the talks program can be purchased from the Writers' Centre. Phone (02) 9555 9757 for details of admission costs, bookings and enquiries, or visit <www.nswwriterscentre.org.au>.

National Editors Conference: Call for papers closing date for proposals, 30 November 2006

The Society of Editors (Tasmania) invites proposals for papers and seminars for the third National Editors Conference, to be held in Hobart from 9 to 12 May 2007. The conference has three strands:

- 'From inspiration to publication' (a general strand);
- 'Science and education editing'; and
- 'Corporate and public sector editing'.

The Tasmanian Society of Editors is calling for proposals for formal conference sessions, in the form of papers or panel sessions. The society also invites proposals for two-hour seminars and workshops that will be scheduled for the morning of Saturday,

12 May. Delegates will be charged a separate fee for attendance at Saturday seminars and workshops.

Please visit our website to see guidelines and details about proposals: <www.tas-editors.org.au/proposals.htm>. Please use the Microsoft Word template provided there for your proposal. The deadline for proposals is 30 November 2006. Successful speakers will be notified in mid-January 2007.

For further advice, please write to <conference@tas-editors.org.au>.

Industrial relations laws day of action, 30 November 2006

Since the government's industrial relations laws were introduced the pay, conditions and job security of many workers throughout Australia have been undermined. The next National Day of Action against the changes to industrial laws will be held on Thursday, 30 November.

Book editors and other members of the Media, Entertainment and Arts Alliance will be participating in the Sydney rally. Meet at the Tumbalong Park venue at 8.15 a.m. at the entrance to the Chinese Gardens.

Please let organisers know if you will be able to attend the rally to help them get an idea of numbers. Email Nicole Scardino (Industrial Organiser) at <nicole.scardino@alliance.org.au>.

Non-members are also encouraged to participate. For further information on the National Day of Action visit the Media, Entertainment and Arts Alliance website at <www.alliance.org.au>.

The Galley Club Christmas Party, 12 December 2006

The Galley Club of Sydney is having a Christmas Party at the Harbour View Hotel, 18 Lower Fort Street, The Rocks. The party will be held in the Cap Room (first floor) from 6 p.m. onwards on Tuesday, 12 December.

Entry to the Christmas Party is FREE if you renew membership on the night. Non-members pay \$20. Drinks (beers, wines, soft drinks) and finger food

will be served. For catering purposes, please book early. There will be lots of prizes on the night ranging from books to movie tickets and great wine.

Galley Club membership rates are \$50 per person per annum or \$20 per annum for a student concession. Go to <www.galleyclubsydney.com.au> to join or renew your membership.

To RSVP for the Galley Club party email Samantha Collins at <catering@galleyclubsydney.org.au>.

Walkley Award for best non-fiction book shortlist announced

Three finalists have been chosen for the Walkley Award for best non-fiction book from a long-list of 10. The finalists are:

Neil Chenoweth, *Packer's Lunch* (Allen & Unwin). Chenoweth details the network wars played out between a group of Sydney power players and the rise and fall of the restaurants that marked the changing borders of their turf war.

Tim Flannery, *The Weather Makers* (Text Publishing). Flannery's book targets civilisation's greatest threat—the unprecedented heating of our planet—and argues for the need to address the implications of global change.

Anne Manne, *Motherhood: How Should We Care For Our Children* (Allen & Unwin). A behind-the-scenes look at the controversial debates over early childcare, Manne critiques Western society and poses the central question of how best to bring women's emancipation and child wellbeing together.

Almost 60 books were originally judged and the 2006 winner will be announced on 30 November. For details, contact Mary Cotter by email <mary.cotter@alliance.org.au>.

Miles Franklin Literary Award 2007 closing date, 8 December 2006

Entries for the Miles Franklin Literary Award, worth \$42,000, will close on Friday, 8 December 2006.

Details and application forms for entries can be found on the website <www.trust.com.au>.



2006 Member Survey focusing on incomes and working as an editor

Pay and conditions for editors are a perennial topic for discussion and debate, so the society's 2006 member survey will focus on incomes, training, working conditions and costs for editors—both in-house and freelance.

Within the next month you will receive a copy of the survey in the mail. We believe that up-to-date research on the subject of pay rates for editors in New South Wales can be used to benefit society members. So, we urge you to have your say and complete the survey. You will receive a stamped envelope with the survey to make it easy for you to respond.

We will seek your opinion on whether suggested rates are of value to professional editors, as well as information on current and preferred rates across different fields of editing. All responses will be submitted anonymously so confidentiality is assured. The results and an analysis will be published in *Blue Pencil*. We look forward to your participation.

Society of Editors (NSW) Inc.

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<www.editorsnsw.com>.

Blue Pencil

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Your comments and contributions are welcome. Mail them to the Editor, *Blue Pencil*, Society of Editors (NSW) Inc., PO Box 254, Broadway NSW 2007, or email Catherine Etteridge at <cje_editing@hotmail.com>.

Copy deadline for the January/February issue is Thursday, 7 December 2006

The views expressed in the articles and letters, or the material contained in any advertisement or insert, are those of individual authors, not of the Society of Editors (NSW) Inc.

Advertising rates

Full page, \$375; half page, \$200 (horizontal only); one-third page, \$125 (vertical or horizontal); quarter page \$100 (horizontal only); one-sixth page, \$75 (half of one column). Inserts: \$200 per hundred for DL-sized or A4 pre-folded to DL size. Circulation: approximately 375. Please note that the committee reserves the right to decide whether advertisements are appropriate for this newsletter.

Membership

Membership of the Society of Editors (NSW) Inc. is open to anyone working as an editor for publication (print or electronic documents) and anyone who supports the society's aims.

Membership runs for a calendar year. 2006 fees are \$75 for new members (\$45 if joining after 31 May) and \$70 for renewals.

To obtain a membership application form, phone (02) 9294 4999 or write to PO Box 254, Broadway NSW 2007. You can also download an application form from the society's website at <www.editorsnsw.com>.

Listing in the *Editorial Services Directory*

The society's *Editorial Services Directory* is available online at <www.editorsnsw.com/esd/>. New listings and updates can be added quarterly as follows:

- online only: July (deadline 30 June); October (deadline 30 September)
 - print and online: January (deadline 31 December); April (deadline 31 March).
- The cost is \$40 per year (\$20 for new listings received from April to September) in addition to the fee for membership of the society. New listings should be submitted using a template available from Cathy Gray at <cgray@mpx.com.au>.

Committee meetings

All members are welcome to attend the society's committee meetings, generally held each month. Please contact a committee member for details if you wish to attend the next meeting.

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Professional development

'Getting' the Book: an insight into creative writing

Writer Inez Baranay says: 'A good editor is someone who GETS the whole of the book. A good editor is a writer's angel.' In this workshop you will discuss elements of writing; build a character; give it dialogue; and look at various narrative viewpoints. By being a writer for a day, the editor will gain an understanding of how these elements work together for strong, effective writing. It will help you 'GET' the book.

Date: Saturday, 24 February 2007

Presenter: Glenda Guest

Venue: City Tattersalls Club

Cost: \$195 for society members, \$245 for non-members

Grammar for Editors

Presenter: Pam Peters

Date: Saturday, 14 July 2007

Indexing for Editors

Presenter: Glenda Browne

Date: TBA

Effective Writing: structure, style, and plain English

Date: TBA

Presenter: Pauline Waugh

Regional members living more than 200 km from Sydney may receive a 40 per cent discount on the cost of the society's workshops (excluding computer-based workshops).

For more information about the society's workshops, please email Pauline Waugh at <pauline.waugh@corporatecommunication.com.au>.

Call for contributions

Have you been to an interesting conference or event? We welcome your contributions to **Blue Pencil.**

We would like to publish your articles, book reviews or letters. Please email the editor at <cje_editing@hotmail.com>.

Copy deadline for the January/February issue of

Blue Pencil

Thursday, 7 December 2006