Blue Pencil

Irene Wong: Books I work by

At the February meeting, Irene Wong shared her thoughts on her favourite communications books. Irene discussed why communications books are essential at work and demonstrated to us all the benefits gained from reading widely on communications topics.

The second of July 1986 was a turning point in my publishing career. I was told that most of my work at the Australian Bureau of Statistics (ABS) was being phased out and that after I had finished a major bicentennial publishing project I would be transferred to an operational unit.

Eighteen months later I had found myself a new job handling a variety of documents for workers, Occupational Health & Safety (OHS) professionals and others about OHS.

The documents included guidance notes, codes of practice, newsletters, standards, classifications, annual reports and collections of research reports.

Why I started to read extensively about communications

Most of the skills I used in editing statistical text and tables also applied to these new publications. But I could see many interesting and exciting challenges in the job and realised that to keep in front I must improve my skills.

I have an economics degree but studying for a communications qualification was not an option.

Therefore, I made a conscious decision to develop professional skills and knowledge through reading. By developing my own curriculum I could:
• read what was relevant to me
• acquire basic books for continual reference and
• dabble into whatever topic might take my fancy.

My earliest discoveries

As an editor of statistical tables at ABS I was aware of *The Visual Display of Quantitative Information*, by Edward Tufte, first published in the mid-1980s. Here is a book that speaks about the need for thoughtful but imaginative publishing of statistics and other information. Tufte's style, and the quality of this and his later books, is superb.

Until this time the only text I had access to about Plain English was Ernest Gowers' book, *The Complete Plain Words,* which, I believe, was first published in 1954 (the new edition is due out soon).

In 1990 *Writing in Plain English* by Robert Eagleson was released. This was just the book I needed for my own writing and for editing. It covers all the major topics: the Plain English approach; planning your document; all about language; and designing, testing and revising your documents. The examples are excellent and the section about language includes writing sentences, ordering ideas, active and passive voice and using verbs, not nouns.

Inside

Next meeting: Tuesday, 7 June 2005

Robin Hutcheon, editor and journalist, talks about working in Asia

Robin Hutcheon was a journalist for 40 years and an editor in one capacity or another for three-quarters of that time. Robin was born in Shanghai, China and migrated with his family to Sydney in 1941. He began his journalism career on the *Sydney Morning Herald*, serving in Sydney, Canberra and London. In Hong Kong Robin became editor of both the *China Mail* and the *South China Morning Post*, the latter for 19 years. He returned to Sydney in 1986.

Robin will be talking to us about his experiences with the *China Mail* and the *South China Morning Post*.

Sydney Mechanics' School of Arts, 280 Pitt Street, 6.30 p.m. for 7.00 p.m. Drinks and light refreshments provided. $15 for members; $20 for non-members and those who don't RSVP; $7 for holders of a current concession card.

Please RSVP to 9294 4999 (voicemail) or <brhed@pnc.com.au> (email) by Friday, 3 June.

July meeting: Tuesday, 5 July 2005.

Ten benefits from reading books
1) Books are cheaper than attending courses.
2) There are often no other sources of information about some topics.
3) Information available from various sources, for example, on websites or research, is combined into one book.
4) Books can confirm I am on the right path in my work.
5) I can find out that I am not alone in having certain problems. This is very comforting.
6) Often I teach myself how to do something or we work it out as a team. However, this approach leaves gaps or only applies to just that project. A good book can help you sort your ideas out.
7) Occasionally it is necessary to quote a guru or some research to justify your decisions.
8) Books expose me to other businesses, professions and disciplines, other forms of communication and social and technological developments. They help me understand 'the business' and keep me on my toes. They start me thinking about developments or research that is not directly relevant to what I am doing now but could be relevant in the future.
9) Books complement other sources of learning.
10) Books make me think and spark ideas and questions.

Writing
I discovered the books by William Zinsser about writing non-fiction relatively recently. It was such a surprise to find that *On Writing Well* was first published in 1976 (also *Writing to Learn*) and that I was reading a sixth edition. His writing style and clear love of writing makes this a very readable book. He doesn't talk much about sentences or punctuation but about writing with style and personality. Zinsser's books are about loving reading and loving writing.

Joseph Williams' S*tyle: Towards Clarity and Grace*, which was first published in 1981, takes a more 'how to' approach than Zinsser. The objective of this book is 'to explain how writers can improve the style and structure of their reports, analyses, memorandums, proposals, monographs, books'.

Persuasion
Persuading
I have never read Aristotle but I have gleaned a small understanding of what he said a couple of thousand years ago. My main source has been a brilliant easy-to-read book by ABC presenter John Thompson, *Persuading Aristotle*. His is really the student note edition of Aristotle and he gives simple practical advice on applying Aristotle's principles—the need to include ethos (character), logos (reasoning) and pathos (passion) in what we say and write if we want to be persuasive.

Cialdini's book, *Influence*, for marketers, discusses the psychology of persuasion suggesting there are six weapons of influence. A more recent acquisition has been his book on how technology is persuasive. Cialdini describes how online products can persuade people to act. He also has a chapter on the ethics of persuasion. I really enjoyed this book, which also spoke about the credibility of websites.

Marketing
I bought *Writing High-tech Copy that Sells* (Janice King) some years ago when I was first involved with writing or editing copy for our FIDO website for consumers and investors. The book is about developing materials for a technical product, service or company.

Later I found myself writing or editing What's New blurbs for the FIDO website. Janice King's book was about brochures and other documents but I wanted some ideas on writing something shorter and snappier. I had read about Herschell Gordon Lewis on a website about email newsletters and I bought his *On the Art of Writing Copy*. He talks about the 'five great motivators', namely: fear; exclusivity; guilt; greed; and a need for approval.

I have just started to read Robert Bly's *The Online Copywriter's Handbook*. So far this book is well and truly living up to its promise of teaching '…how to write effectively for this new medium using the time-tested principles of persuasion'. I have read a few books by Bly and generally find them full of good advice.

Newsletters
Designing newsletters
The *Dummies* books by Roger Parker <www.newentrepreneur.com> are excellent sources of information. The names of his books have slightly changed as he has added web design into later editions.

Another book which I found very useful is *Communication or Just Making Pretty Shapes* by Colin Wheildon (pdf at http://www.ianmc.com.au/articles/cojmps.pdf).
Writing newsletters
William E. Blundell's *The Art and Craft of Feature Writing* (1st edition, 1986) is a book about story telling but it has been a useful guide when I have been trying to write an article. He talks about catching and holding a reader's interest and suggests various approaches to writing stories from different angles.

Editing
Even further into my editorial life I discovered Arthur Plotnik's *The Elements of Editing* (1st edition, 1982). The preface starts: 'I have written this small book because a thousand times in my career I have groped for it and come up empty-handed.' I like the feel of the advice in the book. It has a great tone that I can relate to.

Document design and planning
Karen Schriver's *Dynamics in Document Design* is just so good because it brings so much knowledge and research into one place. It highlights the role a communicator can bring to a proposed publication from the start of the project rather than rushing to do a 'light edit, please' in the hours before something is published. It demonstrates what is at risk if a communicator doesn't become involved in early planning meetings.

Another invaluable resource I often refer to is *Managing Your Documentation Project*. This is about how communicators can manage information projects. There is so much information here that I have used over the years. The information plan

and content specifications' templates as well as the audience analysis checklist have been invaluable starting points for me on many occasions. It is the book I refer to for answers or responses when I don't quite know the best course of action to take or recommend. I have found all of JoAnn Hackos' other books useful but this is the one that I seem to refer to most.

Websites

Websites are very complex communicating mediums that demand the input of people with a huge variety of specialist skills.

A couple of books have helped me think about navigation and the structure of information and *Don't Make Me Think* is a handy summary of website usability issues.

Brand Building on the Internet looks at the audience for websites. The use of the word 'brand' in the title suggests that this has a marketing approach but it really talks about looking after your audience.

Insite Usability: The Site Speaks for Itself comprises seven case studies of people who have developed, or redeveloped, websites. This book puts website work into the personal realm.

Online writing

I've been a fan of Nick Usborne's writing on the web for a while now and was pleased to see he had released *Net Words* about creating high-impact online copy. This book has some useful tips and discussion on newsletters as well.

Hot Text: Web Writing that Works by Jonathan and Lisa Price is easy to read with lots of examples. I agree entirely with Saul Carliner's review that, 'Although we've known for years that writing for the web follows different rules of grammar and style, until now, no one has tackled this issue.'

The world around me

One person with some strong theories on the influence of television and technology is Neil Postman. He quotes a television executive director who says of television news '…You are required …to pay attention to no concept, no character, and no problem for more than a few seconds at a time.' (Robert MacNeil, 'Is Television shortening our

CASE notes May 2005

New name chosen

At a teleconference on 17 April, CASE chose the name Institute of Professional Editors for the national organisation that is in process of formation.

The delegates felt that this name is sufficiently weighty to reflect the serious concerns of the national body, and it recognises that there are a lot of amateur editors out there and sets us apart from them. Susan Rintoul, SA, thanked everyone who voted on the names. The other front-runner was 'Editors Australia', but although it rolls smoothly off the tongue the geographical restriction was seen as a handicap in a globalising world.

This point was driven home immediately when the CASE Business Manager, Renée Otmar, Vic., reported on her recent New Zealand visit. New Zealand has no editors society as such, but Renée met members of the Local Publishers Forum, the New Zealand Association of Manuscript Assessors and the Book Publishers Association of New Zealand. They were all very impressed with the strides Australian editors are making in becoming more professional and organising at a national level.

CASE decided to invite New Zealand representatives to attend the first meeting of the Accreditation Board (at NZ's expense), with a view to eventually joining the accreditation scheme.

Accreditation

Robin Bennett, Qld, charged with setting up the Accreditation Board, has been busy making arrangements for its first-ever meeting at the end of May. The CASE rep is Ed Highley, Canberra, and the state delegates appointed so far are: Canberra, Louise Forster; NSW, Shelley Kenigsberg; SA, Karen Disney; and Vic., Helen Bethune Moore.

The Accreditation Board's first tasks will be to set up administrative arrangements and seek funding to get the accreditation scheme up and running.

State and Territory societies are also requested to nominate 'distinguished editors acceptable to their peers' to form the first panel of assessors.

National organisation working group

Convenor: Haya Husseini, Vic.
Copying the successful consultation process pioneered by the Standards and Accreditation Working Groups, this group is preparing an issues paper to circulate to members in July. State and Territory societies are encouraged to plan workshops in August to discuss the form that a national organisation might take.

Standards Revision Working Group

Convenor: Shelley Kenigsberg, NSW
This working group is planning a survey of the use and value of *Australian Standards for Editing Practice*, with a view to proposing revisions if necessary. Shelley reported that there are plenty of copies of the booklet to distribute to students and new members at no charge, and the content may also be downloaded from the CASE website as a pdf.

Promotions Working Group

Convenor: none at present
The group has a couple of keen members who need help to write a brief for a PR company to promote both the new national organisation and the accreditation scheme. Surely there are some members out there who have expertise or interest in PR and would enjoy helping to shape the national image of the profession? Contact your CASE delegate.

Other matters

A society member has pointed out that the policy on editing theses that CASE negotiated with the Deans and Directors of Graduate Studies seems to be unknown to some academics. Janet Mackenzie, Vic., will write to DDOGS to ask them to make greater efforts to publicise it. The teleconference also discussed the CASE presentation at the national conference and various routine arrangements such as email protocols, archives, website maintenance and finances.

Janet Mackenzie
Liaison Officer
Council of Australian Societies of Editors
<www.case-editors.org>

The CASE debate

In response to Peter Arnold's feature on the obstacles to a national organisation in last month's Blue Pencil, *Deborah Edward, Pamela Hewitt and Shelley Kenigsberg have contributed the following article. Responses to the CASE debate are welcome and will be published in the next issue of* Blue Pencil.

Last month *Blue Pencil* published an article by Peter Arnold arguing against the idea of a national organisation of editors and against a national accreditation scheme.

Despite their conflation in the May article, these are two separate issues. The establishment of a national organisation for editors is a matter for societies to discuss and it is vital that members have their say on this important decision. On the question of accreditation, members expressed their decision last December when all societies, including NSW, voted in favour of the establishment of a national accreditation scheme. Nationally, the vote in favour of the proposal was 77 per cent; the vote in NSW was lower but still a clear majority (66 per cent).

Peter Arnold warns of 'disastrous consequences' if CASE does become a national organisation. In his view a national organisation is 'doomed to prove impractical and ruinously expensive'.

National organisation

Peter believes that editors are not capable of establishing an effective national body. This view is based on his negative experience of national organisations in the medical, nursing and legal professions. A more relevant Australian example is the Australian Society of Indexers, which since 1976 has successfully operated as a national organisation as well as at the State and Territory level. There have been no dire consequences. On the contrary, in November 2004 AusSI expanded to become the Australian and New Zealand Society of Indexers (ANZSI). A relevant international editing organisation which accredits its members is the The Board of Editors in the Life Sciences (BELS), which includes Australian members and which will be holding an examination to coincide with the national editors' conference in Melbourne in 2005.

There are many other successful models for national organisations. The Accreditation Working Group conducted an extensive national and international survey to learn from the experience of relevant organisations and no organisation reported legal or administrative difficulties of the sort Peter warns against.

The reasons for establishing a national organisation include those outlined by Haya Husseini in CASE notes, published in the April issue of *Blue Pencil*: 'Without a formal status, CASE has no control over its finances— it cannot open a bank account—and has no means of protecting its members from liability.' CASE is unable to implement members' goals, including those expressed in the vote for accreditation, without a national organisation. CASE has worked well for Australian editors but a national organisation is now needed.

The tyranny of distance is given as a reason not to organise nationally. Developments in communications technology since that phrase was coined in 1966 have enabled CASE working groups to operate efficiently, cheaply and successfully, holding virtual meetings by email, occasional teleconferences and, more rarely, face-to-face meetings, timed where possible to coincide with gatherings such as national conferences in the interests of cost saving.

CASE has also developed workable arrangements for all the other stumbling blocks Peter mentions: representation of members, payment of membership fees and other organisational matters. CASE consists of at least one delegate from each society, funding is carried out on a pro rata basis, CASE makes proposals which are then taken back to the State and Territory societies for endorsement. CASE's organisational structure can be viewed on its website <www.case-editors.org/>.

Accreditation

Members around Australia, including NSW, voted in December 2004, less than six months ago, in favour of establishing a national accreditation system. Like all members, Peter had the opportunity to present his arguments against accreditation when the society debated that issue. He exercised that right at a general meeting, in direct feedback to the accreditation working group and through his vote. His arguments against accreditation in last month's article are similar to those he put to members before the vote.

Peter has a right to hold a view that differs from the majority of members on accreditation or any other matter. His proposal that accreditation should be tried locally before being adopted nationally is, however, at odds with members' decision to adopt accreditation in the following terms: 'Having considered the proposed scheme of accreditation as set out in the *Final Report of the Accreditation Working Group*, I want CASE to adopt it.'

This vote on accreditation was the culmination of more than three years' work of the national AWG and included extensive consultation with members, including, in NSW, a special meeting on the subject, widely disseminated papers and reports, invitations for comment and a workshop. Many of the obstacles raised at the time and reiterated in the *Blue Pencil* article were taken into account in the AWG's *Final Report*, for example the Working Group sought specialist legal advice on the scheme as a whole and appeals in particular. The Arts Law Centre commented on the *Final Report* and approved its contents.

Rounding up

Many national initiatives have flourished since CASE was established. The *Australian Standards for Editing Practice* was adopted in 2001, two national conferences have been held and working groups are active on promotions and revision of the *Standards*. The first object of the NSW society is to 'maintain and develop standards of editorial skills'. We support the establishment of a national organisation to help achieve this and other important goals for editors.

If members of the society choose to support the establishment of a national organisation a special resolution must be passed by a general meeting of the society. Before this occurs, members will have the opportunity to consider and debate the matter, including its financial implications. An issues paper will be published in July, followed by a period of consultation.

We welcome an open, informed and democratic debate on the establishment of a national organisation.

Deborah Edward, Committee member, AWG (2004), Pamela Hewitt, AWG (2001–2004), Shelley Kenigsberg, CASE co-representative, NSW representative for Accreditation.

attention span?' *New York University Education Quarterly* 14:2 Winter 1983).

For a similar reason I enjoyed *The Social Life of Information*. Books like this have helped me understand why the handling of information is so important.

Wurman's book describing information overload is also necessary reading and a sober reminder to those of us adding to the amount of information.

The Cluetrain Manifesto is about how some people think the internet has changed the way we do business. You can read the 95 theses behind this book on <www.cluetrain.com> and decide if you agree. The theses and the four supporting stories suggest that people do not want mission statements and brochures and other hollow and flat communications. They want to participate with companies.

Books by my bed at the moment

And finally, some Australian advice for once —John Marsden's *Everything I Know about Writing.*

We can never have enough books about writing.

Can we?

Books Irene works by

Edward Tufte *The Visual Display of Quantitative Information*

Sir Ernest Gowers *The Complete Plain Words*

Robert Eagleson *Writing in Plain English*

Bryan Garner *Legal Writing in Plain English* and *The Winning Brief*

Steven Stark *Writing to Win*

William Zinsser *On Writing Well* and *Writing to Learn*

Joseph Williams *Style: Towards Clarity and Grace*

Stephen Denning *The Springboard*

Jon Franklin *Writing for Story*

Bill Johnson *A Story is a Promise*

Nick Usborne *Net Words*

Jonathan and Lisa Price *Hot Text: Web Writing that Works*

Jerry Weissman *Presenting to Wing: The Art of Selling Your Story*

Richard Freed, Sherwin Freed & Joe Ramano *Writing Winning Buiness Proposals*

John Thompson *Persuading Aristotle*

Robert Cialdini *Influence*

Janice King *Writing High-tech Copy that Sells*

Herschell Gordon Lewis *On the Art of Writing Copy*

Robert Bly *The Online Copywriter's Handbook*

Roger Parker *Roger C. Parker's One-Minute Designer*; *Looking good in Print: A Guide to Basic Design for Desktop Publishing*; and *Desktop Publishing and Design for Dummies*

Colin Wheildon, *Communicating or Just Making Pretty Shapes* pdf at <www.ianmc.com.au/articles/cojmps.pdf>

William E Blundell *The Art and Craft of Feature Writing*, 1st edn 1986

Judith Taruntz *Technical Editing*

Arthur Plotnik *The Elements of Editing* 1st edn 1982

Karen Schriver *Dynamics in Document Design*

JoAnn Hackos *Managing Your Documentation Project*

Marlana Coe *Human Factors for Technical Communicators*

Donald Norman *The Design of Everyday Things*

Alan Cooper *The Inmates are Running the Asylum*

Jakob Neilsen *Designing Web Usability: The Practice of Simplicity Homepage Usability*

Jennifer Fleming *Web Navigation*

Rosenfeld and Morville *Information Architecture*

Steve Krug *Don't Make Me Think*

Lindstrom & Andersen *Brand Building on the Internet*

Holzschlag & Lawson (eds) *Insite Usability: The Site Speaks for Itself*

Neil Postman *Amusing Ourselves to Death and Technopoly*

John Seely Brown & Paul Duguid *The Social Life of Information*

Richard Wurman *Information Anxiety 2*

Rick Levine, Christopher Locke, Doc Searls, David Weinberger *The Cluetrain Manifesto* (see Cluetrain website)

Steven Pinker's books *The Language Instinct: How the Mind Creates Language* and *Words and Rules: The Ingredients of Language*

Donald Norman *Emotional Design*

Virginia Postrel *The Substance of Style*

Gerald Zaltman *How Customers Think*

Barry Schwartz *The Paradox of Choice*

John Marsden *Everything I know about Writing*

Irene Wong is Internet Manager for the Australian Securities and Investment Commission's two websites. She has worked at ASIC and the Australian Bureau of Statistics in a variety of roles including Commissioning Editor.

The *Editorial Services Directory 2005* is now available

The latest edition of the *Editorial Services Directory* is now available.

Participating members will soon receive their printed copy.

Copies can also be bought for $20 using the order form on page 5

Galley Club Awards: 1 July 2005

The prestigious annual C&C Offset Printing Galley Club Awards for Excellence in Book and Magazine Production, will be held at the Intercontinental Hotel, Sydney from 6 p.m. on Friday, 1 July 2005.

Pre-dinner drinks are at 6 p.m., with the awards starting at 7.15 p.m. Guest speaker will be Jonathan Harley, reporter and producer on *Foreign Correspondent* and *The 7.30 Report*.

Tickets: $85 members, $115 non-members.

Dress: semi-formal.

Venue: The Intercontinental Hotel (James Cook Ballroom), 117 Macquarie Street, Sydney.

RSVP by Friday, 10 June 2005. For details visit the website <www.galleyclubsydney.org.au> or contact Samantha by email at catering@galleyclubsydney.org.au.

Australasian Medical Writers Association (AMWA) Award

The Australasian Medical Writers Association (AMWA) is a professional organisation representing medical writers in Australia and New Zealand. It includes writers and editors working for general and specialist publications and the electronic media, freelancers, medical practitioners and those working in public relations, medical communications or the pharmaceutical industry.

The AMWA Award is a $2500 scholarship granted annually (in spring) as part of the Australasian Medical Writers' Association's commitment to professional development. The aim of the award is to promote excellence in medical writing. The award is offered to AMWA members undertaking a project which they might not otherwise be able to do, and which is worthy of AMWA support. Projects may include news or feature stories, books, academic research, editing, website development, or further education and training. The key issue is that the project should aim to enhance medical writing by the candidate or others, rather than being medical research.

Visit the AMWA website at <www.medicalwriters.org> for more details on the award. AMWA provides members with a website, freelance register for job hunters, e-newsletter, email updates, an annual conference and a Professional Development Program.

Vale Richard Appleton (17 January 1932 to 27 April 2005)

Vale Richard Appleton, the noted poet, writer and editor of three editions of the *Australian Encyclopedia* and specialist consultant to many other publications.

CASE Editing in Context conference: 13 to 15 October 2005

The Editing in Context conference will be held in Melbourne from 13 to 15 October 2005. Information will be posted on the website <www.socedvic.org/editingincontext/>.

Registration opens: Monday, 4 July 2005

Presenter registration by: Friday, 26 August 2005

Early-bird registration by: Friday, 26 August 2005

If you have any suggestions or questions, please contact the conference convenor, Lan Wang, at <editingincontext@optushome.com.au>.

Profiling our editors: occasional series

The Society of Editors (Vic.) working group are embarking on a CASE-endorsed project profiling some of our best and most interesting editors.

The aim of researching and publishing these profiles is to increase the visibility of editors and promote the editing profession. The concept was inspired by Anthony Barker's *One of the First and One of the Finest: Beatrice Davis, Book Editor,* Society of Editors (Vic.), 1991.

The working group has a national vision and calls for expressions of interest and offers of support for the project from other State and Territory members. The group is particularly interested in hearing from others who would like to contribute to the series as researchers, writers, editors or publishers. Suggestions for editors to profile and other background details from close contacts who are willing to be interviewed about their work practices, to offer samples of their work and other biographical data are welcome.

Complementing its print publishing program, the working group is currently setting up a database on editors, their work and influence. The Victorian working group will promote the project and its aims and will also report to the 2005 Editing in Context conference in Melbourne. It is also organising a panel session at the conference focusing on Life Members.

Kerry Biram will post news about the Occasional Series and related information on the Society of Editors (Vic.) website: <http://www.socedvic.org/>.

If you have any queries about the Occasional Series, please contact Diane Brown, Convenor of the Victorian working group: <dianeb@netspace.net.au>.

Public Lending Right and Educational Lending Right deadlines: 30 June 2005

If you are an Australian book creator (author, editor, illustrator, compiler or translator) or an Australian publisher, you may be eligible for payment under the Public Lending Right (PLR) and Educational Lending Right (ELR) schemes.

Claims may be made for books published in 2004 or earlier. Obtain further information and claim forms at: <www.dcita.gov.au/lendingrights> or phone (02) 6271 1650 / Toll Free 1800 672842.

Creative biography workshop at the Writers' Centre 4 and 5 June 2005

The NSW Writers' Centre workshop, 'Pick Up the Pieces: how to write creative biography' with Nick Bleszynski will be held on Saturday and Sunday, 4 and 5 June, from 10 a.m. to 4 p.m.

Two practical, interactive, day-long sessions combine practical writing skills with a critical look at classic and contemporary texts that have shaped the biography genre. Learn how to use fiction to fill in the gaps and bring your story to life. The course takes you from idea through story summary and structure to character, dialogue, viewpoint and style. Nick Bleszynski is the author of *Breaker Morant, Shoot Straight You Bastards!* and *You'll Never Take Me Alive!*—a biography of the bushranger Ben Hall—to be published by Random House in 2005.

Other June workshops at the NSW Writers' Centre include 'Writing Crime Fiction Set in Your Area' with Pamela Mawbey and 'Unleash Your Creativity' with Joanna Maxwell.

For workshop costs and details visit <www.nswwriterscentre.org.au>. Members of the Society of Editors may attend Writers' Centre courses at members' rates.

Call for short story submissions: 1 September 2005

Frank Moorhouse, editor of *Best Australian Stories* for Black Inc. is advertising for submissions of short stories up to 3000 words long. Send the stories to Moorhouse at GPO Box 4430, Sydney 2001 before 1 September.

Society of Editors (NSW) Inc.
PO Box 254, Broadway NSW 2007; Voicemail: (02) 9294 4999
<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 July issue is Tuesday, 14 June 2005

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

Advertising rates

Full page, $150; half page, $80 (horizontal only); one-third page, $50 (vertical or horizontal); quarter page $40 (horizontal only); one-sixth page, $30 (half of one column). Inserts: $75 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. 2005 fees are $65 for new members ($40 if joining after 30 June) and $60 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 on the second Tuesday of each month. Please contact a committee member for details if you wish to attend the next meeting.

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Copy deadline for the July issue of *Blue Pencil*:

Tuesday, 14 June 2005

Professional development

Design for Non-designers
Date: Friday, 19 August 2005
Presenter: David Whitbread
Venue: City Tattersalls Club, 198 Pitt Street, Sydney
Cost: $250 members, $299 non-members (lunch included)
(Cost includes *The Design Manual*, which retails for about $49.50)
David Whitbread is the author of *The Design Manual* (UNSW Press, Sydney, 2001). Originally commissioned as a companion to the *Style Manual for Authors, Editors and Printers*, *The Design Manual* won an Australian Award for Excellence in Educational Publishing in 2002. The workshop will cover typography, illustration, layout and principles of design, developments in design and the impact of the net on print.

Successful Freelancing
Date: Saturday & Sunday, 17 & 18 September 2005
Presenters: Renée Otmar and Sally Woollett
Venue: City Tattersalls Club, 198 Pitt Street, Sydney
Cost: $350 for two-day workshop, members and non-members (lunch included)

Structural Editing
Date: Saturday, 29 October 2005
Presenter: Pamela Hewitt and Shelley Kenigsberg
Venue: City Tattersalls Club, 198 Pitt Street, Sydney
Cost: $195 members, Society of Editors, $250 non-members (lunch included)

InDesign
Date: TBA
Presenter: Alpha Computer Consultants
Venue: Level 3, 123 Clarence Street, Sydney
Cost: TBA

Bookings
The society now accepts payment by credit card (MasterCard, Visa and Bankcard, but not American Express or Diners Card), cheque and money order. To book, please send a registration form to the Society of Editors (NSW) Inc. PO Box 254, Broadway, with your credit card details or fax or phone your registration and credit card details to the treasurer, Janice Beavan, at the numbers given in the committee list on this page. Bookings will close one week before a workshop takes place.

Cancellation and refunds
The society will refund 100 per cent of the fee if you cancel four or more working days before the workshop, and 50 per cent if you cancel one to three days before. However, please note that there can be no refund if you cancel on the day of the workshop.

Manuals and handouts
The society can only provide manuals and handouts to people who attend the workshop. Please see the information about workshop bookings on this page.

For more information about the society's workshops, please email Pauline Waugh at paulinewaugh@ozemail.com.au.