

2007 Annual report issue

President's report

Once again we can look back on a successful year for the society.

We have introduced the tiered membership system and the corporate associates option. Already, publishers have begun to acknowledge the benefits of closer involvement with the society.

The team of committee members has put in a huge effort and made a unified commitment to the society. Pam Peters and Terry Johnston have provided able support and once again Bruce Howarth as membership secretary has kept the society running. New committee members including Julie Harders, Nancy Shearer and Lyneve Rappell have made a great contribution and the work of Owen Kavanagh, who took on the role of treasurer, has been much appreciated. *Blue Pencil* has, under the editorship of Catherine Etteridge, continued to provide members with up-to-date news and meeting reports. The professional development program,

under Pauline Waugh, continues to meet real needs. The meetings program has been well received, and our finances are in excellent shape.

Our website, under Abigail Nathan, is a useful and up-to-date resource for members and potential members. The *Editorial Services Directory*, prepared by Cathy Gray, and the 'job market' email service give members and clients valuable means of connecting. As 2011 draws ever closer, plans for the national conference continue to take shape.

The regular lunches for freelancers provide valuable informal meeting opportunities. The membership survey on salaries undertaken by Meryl Potter received an excellent response and the findings should be of great interest.

An active and growing organisation is always a work in progress. Our most significant challenge is in the perennial problem of too few people trying to get too much done. Some of our

current committee have indicated an inability or unwillingness to stand for re-election, so once again we ask every member to consider putting something back into the society. Your subscription covers the cost of running the society with voluntary labour, but the cost of paid administrative support would be prohibitive—so we are in acute need of more volunteers. In the past year the limited number of people working for the society has achieved a great deal; everyone who has been involved will confirm that it's a rewarding and satisfying experience. Having a full complement of volunteers will make it even better. Please think about nominating, either for a position on the committee or for a 'portfolio'.

Michael Lewis

Michael Lewis
President

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Annual general meeting

Tuesday, 4 March 2008

No charge—food and drinks provided

Come along to discuss the *2007 Annual Report* and to elect a new committee.

All are welcome, but only financial ordinary or professional members may vote at the AGM. If you haven't renewed your subscription yet, you can do so at the meeting (please bring your renewal form with you). You can also join on the night if you would like to.

Sydney Mechanics' School of Arts, 280 Pitt Street, 6.30 p.m. for 7.00 p.m. Drinks and light refreshments provided.

Please RSVP to (02) 9294 4999 (voicemail) or the email address <editorbruce@optusnet.com.au> by Friday, 29 February 2007. There is NO CHARGE for attending the AGM.

April meeting: Sue Butler on Australian slang; Tuesday, 1 April 2008.

Treasurer's report

• In 2007 long-serving treasurer, Janice Beavan, handed over the role to Owen Kavanagh, and provided extensive support to help him come to grips with the role. The society owes a debt of gratitude to Janice for her work as treasurer, and for making the handover as painless as possible for her successor.

'Members have been encouraged to use the Society's direct deposit facility when renewing membership.'

• An initiative started by Janice, the upgrade of our accounting software to QuickBooks, was completed. Because of this upgrade, the Society accounts are in two files, and will not be consolidated until the annual audit has been completed (due for the AGM in March 2008). As a consequence, the normal comparison of year-on-year figures will not be available until completion of the audit. Where figures are available, major financial items are shown below.

• An internet banking facility was established with the CBA, allowing

direct deposits of member payments, and direct payment of invoices.

• Members have been encouraged to use the Society's direct deposit facility when renewing membership. [Details for using the facility are on page 6]. Numbers of people using this option will be reported early in 2008.

• The committee has agreed to close the Macquarie Bank investment account, and open a similar account at CBA. This will facilitate transfer of funds from the transaction account to the investment account. Work has commenced, and the transfer is expected to be completed in February 2008.

• Membership fees were kept at the same rate as last year, except for the corporate rate, which was set at \$400.

• The second instalment of the NSW contribution to IPEd establishment has been paid, an amount of \$3,710.

• Money in the bank (CBA) at 31 December 2007 was \$8,701.63. This is our transaction account, and the balance varies monthly. Funds are regularly transferred from this account to the Macquarie account, keeping this account at a targeted maximum balance of \$7,500.

• Money in the bank (Macquarie) at 31 December 2007 was \$62,865.75. The equivalent figure for the Macquarie Bank investment account in 2006 was \$51,183.15, showing overall growth

Agenda

The agenda for the 2008 Annual General Meeting of the Society of Editors (NSW) Inc. is as follows:

1. Opening and apologies
 2. Correspondence
 3. Minutes of the previous AGM of the incorporated society (printed in *Blue Pencil*, April 2007)
 4. Discussion of the 2007 annual report, including the financial report
 5. Special resolutions
 6. Election of the 2008 committee
 7. Any other business.
-

in the investment account of more than \$10,000 during 2007.

• The committee authorised funding for the treasurer to participate in the final day of the Annual Conference in Hobart, where we agreed to prepare the draft IPEd budget. This has been completed.

• Outstanding credits – nil.

• Outstanding debits – nil.

Owen Kavanagh

Owen Kavanagh
Treasurer

Committee meeting attendance (March 2007 to January 2008)

Below is a list of committee members and the number of meetings they attended from 13 March 2007 to 31 January 2007. There were 10 meetings in this period. Note that these counts do not include apologies. A record of attendances is common practice in annual reports.

Committee member	Meetings attended
Michael Lewis	9
Terry Johnston	10
Pam Peters	7
Owen Kavanagh	10
Catherine Etteridge	9
Julie Harders	8
Susan Irvine (Susan Irvine started late in the year)	1
Pauline Waugh	7
Lyneve Rappell (Lyneve Rappell started late in the year)	2

Committee positions

2008 committee nominations

All committee positions (president, one or two vice presidents, secretary and treasurer, and five general committee members) are open to nomination, providing plenty of opportunities for you to help the society better serve your needs.

The president, one or two vice presidents, secretary and treasurer constitute the executive, while the five general committee members undertake a variety of jobs. In addition, they may also undertake one of the specific jobs detailed below. However, if you want to do one of the general jobs listed below, you do not have to be on the committee.

Some positions require a greater time commitment but you can offset this by co-opting helpers and tapping into the experience of past committee members.

A nomination form is included in this edition of *Blue Pencil*. You may nominate yourself for any position and/or job, but if someone else nominates you, you must sign the form to indicate your acceptance. You can give the form to the secretary on the night, before the start of the meeting.

Executive positions

President

You oversee the management of the society in accordance with the constitution and committee decisions, chair meetings, and represent and act on behalf of the society and its members.

Vice president(s)

In the president's absence, one of you chairs meetings and assumes the various duties of the president.

Secretary

You maintain the society's records, take meeting minutes and distribute them to committee members; draft, send and receive society postal correspondence and answer voicemail.

Treasurer

You manage all monies, accounts, receipts, and book-keeping for the society and prepare a financial statement for the auditor and the annual general meeting.

General jobs

Catering officer

You order the food and wine each month and then attend the meeting to make sure all goes well.

Meetings coordinator

You arrange appropriate speakers for the society's monthly meetings.

Membership secretary

You receive and process membership applications and renewals; maintain the database of members' names and addresses; and print labels for mailings. Access is required for this position.

Newsletter editor/team

You produce the monthly society newsletter, organising and editing copy, type-setting the document, liaising with the printer, and arranging packaging and posting of each issue. Assistants may help with proofreading, mailing and so on.

Publicity officer

You promote the society; publicise its activities and the editing services offered by members; and liaise with the media.

Editorial Services Directory coordinator

You produce the online and print versions of the *Editorial Services Directory*.

Training coordinator

You convene a working group to develop and implement the society's training activities.

Website coordinator

You maintain and improve the society's website and provide initial responses to emails to the website.

Macquarie course endorsed

The Editing and Publishing program at Macquarie University has been officially endorsed by the Australian Publishers Association (APA), with the accreditation of the Postgraduate Diploma in Editing and Publishing. The Macquarie course in Sydney is one of just two in Australia with this professional accreditation, the other being located at RMIT University in Melbourne.

The APA accreditation scheme was formally established only in 2007. It consists of a review of all units delivered in the program against a set of benchmarks laid down by the APA for the training of publishing professionals. These include coverage of editing (grammar, punctuation, structural editing), development of the publishing program, production and printing, budgeting and financial issues, marketing, sales, legal issues. APA accreditation is for three years in the first instance, provided there are no major changes in content or mode of delivery.

The Macquarie University program was commended for its comprehensiveness and the up-to-dateness of its curriculum. The Postgraduate Diploma in Editing and Publishing includes both electronic editing and e-publishing, to prepare its graduates for the now frequent demand for editing/publishing professionals to work in both print and electronic media.

Accreditation of the Postgraduate Diploma program is good news also for the Macquarie Postgraduate Certificate in Editing, which consists of the same four editing units taken by students in the Diploma (namely LING961/2/3/4). The Postgraduate Certificate is available both on campus and online.

The APA accreditation scheme represents an important collaboration between industry and academia, to ensure high-quality training to support graduates into the future.

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Tiered membership

The society's tiered membership system will work as follows.

Categories

This membership year (2008) the Society of Editors (NSW) Inc. will offer members the option of three categories:

1. Existing members (as at 31 December 2006) can remain an ordinary member at the current fee (\$70/75) with the current entitlements;
2. Existing and new members can become a professional editor member at the current ordinary fee with the current ordinary entitlements, provided you have two years experience in a paid editing role and can supply two letters confirming your experience; or
3. Existing and new members can become 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

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 details of their experience and two letters (in English) that can be checked by a subcommittee appointed for this purpose. The subcommittee will simply confirm the statements supplied by the third parties. The letters can just be a statement of the years of experience in an editorial role. See the essential **Professional Editor Membership form** for more details about requirements.

Corporate Associates

A new category of Corporate Associates is also available. 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 \$400, 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.

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It benchmarks professional and industry skills, and supports the efforts of universities to keep their programs in touch with current publishing practice. Representatives of the APA sit on the University's Editing and Publishing advisory committee, along with those from the Society of Editors (NSW), to review the curriculum each semester. These inputs help to ensure the relevance of the program, and its good connections with the industry and the profession. Meanwhile the University's own review processes underpin its tertiary standards of teaching, and the background of research for the area.

The accreditation of postgraduate courses in Editing/Publishing puts this emerging profession into the new paradigm for other kinds of professional education, such as for lawyers and doctors (though it has long been there for teachers). Their professional training now typically involves an undergraduate degree as the base-line providing broadly based academic knowledge, and tertiary-level skills in reading, writing and critiquing. Specific, professional skills can be built on that base through postgraduate training, and graduates are then well prepared to deal with their

respective clienteles and the complex problems they bring, as well as with other professionals.

Editing and publishing a manuscript presents complex issues in terms of content optimisation and realisation, in print and/or online. Sophisticated solutions can be provided by well-read and well-trained graduates who have plenty of professional skills to draw on.

Professor Pam Peters is Director of the Macquarie University Postgraduate Program in Editing and Publishing and is a vice president of this society.

Book review: *Editors in Conversation*

Edited by Kerry Biram, Diane Brown & Jenny Craig, *Editors in conversation*, Australian Scholarly Publishing, 2007, ISBN 1-7409-7137-X, RRP: \$22, paperback, 202 pp., reviewed by Paula Grunseit.



So how did you become an editor? Put this question to eight editors and you'll get eight different answers. *Editors in Conversation* is a case in point.

The well-known editors interviewed in pairs for this book—Sheila Allison and Pamela Ball, Beryl Hill and Wendy Sutherland, Renée Otmar and Loma Snooks and Robyn Colman and Lee White—discussed their diverse careers in four very personal and engaging conversations.

Their sharing of snippets and anecdotes from years of surviving in a constantly evolving field is a great way of providing good advice for their colleagues. In a way, it's like an indirect form of mentoring and it's great to see a commitment to building a corporate history for the profession.

Conducted during the second national editors' conference, *Editing in Context* (Melbourne 2005), the interviews form the basis of this publication, the first in a series of monographs developed by the Occasional Series on Australian Editors working group.

How has technology changed the editing and publishing world? What makes a good editor and do they have a

future? What about accreditation and a national organisation for editors? These are some of the core questions from which discussion flowed.

Technology may have had a massive impact on the way editors work but as Sheila Allison points out: 'Editing itself hasn't changed, just the tools.' True, but Pamela Ball's key statement that 'Editors can never stop learning' should be a mantra if editors want to thrive and survive. Being open and adaptable to change is a recurring theme in the careers of all eight interviewees.

Like Renée Otmar, many women editors can probably relate to having felt like a 'literary midwife' and as she goes on to say, we're capable of much more: 'Finally here is some proof that editors are not just bookish pedants who sit there with red pens, fervently looking to point out others' errors. We're also project managers and we can think big.'

Giving us all hope, Lee White says: 'Editors are not originators—we're movers and shapers. We're skilled at ensuring text is concise, clear, shaped and attuned to the intended readership. For as long as the written word is used to convey

information, no matter what the media, we'll be needed.'

Despite the sad fact that there doesn't seem to be much of a future for editors within publishing houses, according to Loma Snooks, there is huge potential in the corporate world if editors are eager to embrace it. 'There's a huge potential in government and corporate areas which produce mountains of public documents and studies. These people don't know about publishing and they don't really know what they need. It gives editors with initiative the scope to get in there and gradually build the skills and teams that these organisations need.'

Also included are brief contributor bios and the conference panel discussion 'Some of the Finest: Honorary Life Members'. Chaired by Honorary Member Renée Otmar, it featured Sheila Allison, Pamela Ball, Loma Snooks and Lee White.

It is uplifting to come away from reading this book feeling positive about our professional future as editors.

Paula Grunseit is a Sydney-based editor.

IPEd notes

News from the Institute of Professional Editors (formerly CASE) February 2008

Obesa cantavit (The fat lady sings)

On 2 August 1998 the presidents of six Australian societies of editors met in Melbourne to discuss how they might bring their state-based societies together in some way. During the decade since then the societies have chalked up many collaborative efforts, but perhaps the most important is drawing up and agreeing on a constitution that enables them to federate as a national body.

On Tuesday, 22 January 2008 the Australian Securities and Investments Commission issued a certificate of registration for the Institute of Professional Editors as a public company limited by guarantee. Special thanks to Virginia Wilton of the Canberra society for her tireless work on the detail of the constitution and to Ed Highley, secretary of the Interim Council, for seeing it through.

Accreditation

Karen Disney of the South Australian society has participated in national action ever since she attended that initial meeting in Melbourne ten years ago. As the current chair of the Accreditation Board, Karen prodded the board into action after the holidays with a teleconference at the end of January. The major item on the agenda was the arrangements for the first editing examination, including consideration of the feedback from the issues paper circulated in the second half of last year as well as the costs and logistics of running the exam. The board is working closely with the Assessors Forum, which is responsible for the content and marking of the examination paper. The plan is to hold the first exam in mid-2008; more details next month.

Website

IPEd's website <www.iped-editors.org> is looking better all the time. It now

contains an RSS feed for continuous updates and a calendar to keep track of professional events. Training officers in particular are urged to post details of their society's programs so members can plan their professional development. And members are urged to fill in the web user survey—the information supplied will form the basis of a submission to obtain funding that will enable IPed to sponsor tailored computer training for member societies.

2009 conference

The South Australian society will host the next national conference in Adelaide in October 2009. It seems a long way off, but now is the time to start making plans—saving your pennies or dropping hints to your employer—for this fully tax-deductible expenditure on your professional development.

**Janet Mackenzie
Liaison Officer**

Freelancers do lunch, 11 February

The next freelancers' lunch will be held at Cafe Delize, 142 Elizabeth Street, Sydney, at noon on Monday, 11 February 2008. Mains start from about \$12. The cafe is near the corner with Liverpool Street, next to the Salvation Army and close to Museum Station.

The society organises these informal freelancers' lunches every second month or so.

The invitation to lunch is cordially extended to other freelancers who work in the publishing industry. There is no need to RSVP. See you there!

Society's new direct deposit payment option

The society now offers three options for payment:

1. By credit card over the phone (or mail or email).
2. By cheque.
3. By using our new direct deposit facility, which is the most secure.

Using your own bank's online funds transfer option, make the payment direct to our CBA account.

Account Name: Society of Editors (NSW)

BSB: 062172

Account Number: 00905083

Include your name and abbreviated payment description in the space provided, and that's it!

The account is checked regularly for deposits, but if you want confirmation of your deposit, please email <treasurer@editorsnsw.com> to receive a return email. This confirmation email will also serve as a receipt. If you need a paper receipt, advise your address in your email and one will be provided.

If you have any questions on this process, please contact the Treasurer, Owen Kavanagh, by email or phone 0418 440 151.

Celebrate the Year of the Rat with the Galley Club, 13 February

The Sydney Galley Club invites anyone in publishing or printing to celebrate the Year of the Rat on Wednesday, 13 February, 2008 at Fu Manchu restaurant in Darlinghurst, from 6.30 p.m. to 9.30 p.m.

Year One of a 60-year-cycle, the Earth Rat Year is an excellent opportunity for a new start. Whether it is in your romantic life (there are lots of interesting people who attend Galley Club functions), in your career (Galley Club training & knowledge sharing), when dealing with money issues (cut some good deals with Galley Club mates), or working on your social relationships (Galley Club networking), the powerful, positive energy in 2008 makes this an ideal time for new beginnings (make this your first ever GC event or resolve to become more involved in 2008).

Fu Manchu restaurant is at 249 Victoria Street, Darlinghurst; see <www.fumanchu.com.au>. The cost per person is \$35 plus BYO (including a banquet yum cha menu). RSVP to <siena.paul@bigpond.com>. Please note that seats are strictly limited.

For more information about the Galley Club of Sydney visit the website <www.galleyclubsydney.com.au>.

Perth Writers' Festival, 22 to 24 February

Perth Writers' Week events will be held at the new venue on The University of Western Australia campus. Authors appearing at the festival include Alexis Wright and Christopher Koch. For more details visit the website <www.perthfestival.com.au>.

Freelance Journalism Convention, Brisbane, 15 to 16 March

The 11th Annual Freelance Journalism Convention, hosted by the Media, Entertainment & Arts Alliance and The Walkley Foundation for Journalism, will be held in Brisbane from 15 to 16 March, 2008. The venue is the State Library of Queensland, located

in the South Bank Cultural Precinct. Register now to attend the conference. Phone 1300 656 513.

Earlybird rates if you register before Friday, 15 February are \$255 for Alliance members and \$315 for non-members. The standard rates if you book after Friday, 15 February are \$315 for Alliance members and \$495 for non-members. The rates include: entry to the two-day convention; Friday night welcome drinks; morning tea, lunch and afternoon tea on both days; and convention goodies.

The 2008 Freelance Journalism Convention offers attendees access to editors from around the country. A weekend of networking and words of wisdom—from speakers including Tony Koch, Hedley Thomas, Margaret Simons, Cathy Border, and more—culminates with a 'speed-pitching' session. So far, commissioning editors from Alpha, Limelight, ACP, Landline, Australian Story, Wish and Australian Anthill are on board. Sessions will cater for freelancers at all career stages, with beginner and advanced streams running throughout much of the two-day convention. Sessions will include how to make money out of blogging, taking the high and low roads as a foreign correspondent, and book writing and publishing.

NEW MEMBERS

Leila Jabbour
Sonia Koskinen
Jillian Martin
Jenny Hansen
Joanna Penglase
Anna Carmody
Anne McIntosh
Mark Ray Associate
Kate Bateman
Alecia Wonsack
Elizabeth Loudon
Ian McArthur
Leth Maitland
Susan Rudaz



Your society needs YOU!

The society's Annual General Meeting is fast approaching.

At the AGM in March, you have the opportunity to elect the committee that will manage the affairs of the society for the following twelve months. More to the point, you have the opportunity to make yourself available for election.

If you believe that the society adds something worthwhile to your life, shouldn't you think about giving something back? And if you believe that the society could be doing some things better (or just differently), shouldn't you think about helping to make it happen?

We also need you to start thinking about how you can contribute to the 2011 national conference to be held in Sydney. We need energetic and committed people. We need you.

Michael Lewis

Society of Editors (NSW) Inc.

PO Box 254, Broadway NSW 2007; Voicemail: (02) 9294 4999
<www.editorsnsw.com>.

Blue Pencil

Editor: Catherine Etteridge

Assistants: Angela Damis, Fiona Doig, Moira Elliott, Meryl Potter, Nicky Shortridge

Printer: Complete Design, Marrickville

Published: 11 issues a year (including combined January/February issue)

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 <bluepencil@editorsnsw.com>.

Copy deadline for the April issue is Tuesday, 11 March 2008

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 is available in different categories.

Membership runs for a calendar year. The 2008 fees are \$70 for ordinary member or professional member renewals; \$75 for new professional members (\$45 if joining after 30 June); or \$50 for associate membership. Interested organisations can become corporate associates for \$400 per year.

To obtain a membership application form, phone (02) 9294 4999 or write to PO Box 254, Broadway NSW 2007.

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 <esd@editorsnsw.com>.

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.

2007 COMMITTEE

President: Michael Lewis

Email: <president@editorsnsw.com>

Vice presidents:

Terry Johnston

Email: <vp1@editorsnsw.com>

Pam Peters

Email: <vp2@editorsnsw.com>

Secretary: Lyneve Rappell

Email: <secretary@editorsnsw.com>

Treasurer: Owen Kavanagh

Email: <treasurer@editorsnsw.com>

General members:

Catherine Etteridge

Email: <committee1@editorsnsw.com>

Julie Harders

Email: <committee2@editorsnsw.com >

Susan Irvine

Email: <committee4@editorsnsw.com >

Pauline Waugh

Email: <committee3@editorsnsw.com >

Membership secretary: Bruce Howarth

Phone: (02) 4731 5406 (h)

Email: <membership@editorsnsw.com>

Newsletter editor: Catherine Etteridge

Phone: (02) 9555 4071

Email: <bluepencil@editorsnsw.com>

Publicity officer: Terry Johnston

Email: <publicity@editorsnsw.com>

Meetings coordinator: [Vacancy]

Email: <meetings@editorsnsw.com>

Professional development coordinator: Pauline Waugh

Email: <education@editorsnsw.com>

Website coordinator: Abigail Nathan

Email: <web@editorsnsw.com>

Editorial Services Directory coordinator: Cathy Gray

Phone: (02) 9331 4731

Email: <esd@editorsnsw.com>

Catering officer: Nancy Shearer

Email: <catering@editorsnsw.com>

Copy deadline for the April issue of

Blue Pencil

Tuesday, 11 March 2008

Professional development

Smart marketing for freelancers

Presenter: Terry Johnston

Date: Saturday, 15 March 2008

Cost: \$195 members, \$265 non-members

Venue: City Tattersalls Club, 198 Pitt Street, Sydney

Seize a larger share of the freelance editorial market.

You will be shown:

- How much you should spend marketing your editorial services.
- How to market yourself by direct mail (relative merits and costs of mail, fax and email).
- What legal matters may impinge on your marketing plans and delivery.
- Whether it is worthwhile marketing yourself by conventional advertising (ads in local newspapers, trade papers, etc.).
- When to consider putting up your own website—the ins and outs of internet marketing.

And learn:

- The value of regular networking.
- How to market your client's edited manuscript to publishers or, if a self-published book, to a targeted reading market.
- How to write a press advertisement for your business and media releases for yourself and clients (two practical sessions).

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).

Payments for attending the workshops can now be made by direct deposit. See page 6 for details of our new direct deposit facility.

For more information about the workshops, 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 <bluepencil@editorsnsw.com>.

Membership renewal

Membership of the Society of Editors runs from January to December. Only paid-up ordinary or professional members can vote in the AGM. Please return your renewal forms with payment as soon as possible. Forms can be downloaded from the society's website: <www.editorsnsw.com>.

Society of Editors (NSW) Inc.

PO Box 254, Broadway NSW 2007

NOMINATIONS

For the Annual General Meeting, 7 p.m., Tuesday, 4 March 2008

Ten committee positions and several other positions are open to nomination. The president, two vice presidents, secretary and treasurer constitute the executive; the five general committee members serve on the committee and undertake a variety of tasks related to managing the society's business. Anyone, including committee nominees, may nominate for or be appointed to the specific jobs detailed in the March issue of *Blue Pencil*.

You do not have to be on the committee to undertake any of the following jobs:

Catering officer, meetings coordinator, membership secretary, newsletter editor, Editorial Services Directory coordinator, publicity officer, professional development coordinator, website coordinator.

I hereby nominate.....

for the committee position of.....

or for the job of.....

Signed.....

Name.....

Address.....

.....

I accept nomination.....

(Nominee must sign if not the nominator)