

Blue Pencil

Newsletter of
The Society
of Editors
(NSW) Inc.

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May 2009

Good things come in small publishers

In a thought-provoking talk at our February meeting, Chris Peken from the Alternative Media Group outlined some of the challenges facing independent media publishers in Australia today.

Our first paper, the *City Hub*, was started up before my time, in 1995, by our esteemed publisher Lawrence Gibbons. Lawrence was a New Yorker and he had worked on the *San Francisco Bay Guardian* amongst other publications in the USA. In the USA they have a strong history of weekly independent newspapers. Lawrence had worked on them for 10 or so years very successfully. When he moved out here, he looked around at Sydney—which as far as he could work out had pretty much the same population and the same sort of demographics as San Francisco—and he could not work out for the life of him why such a paper did not already exist here. So the *City Hub* was born.

The *City Hub* has gone through a number of incarnations over the years. At one point it was a weekly, but currently it is a monthly (maybe soon it will be fortnightly!). There are many challenges when you start up a new publication in a new city. Whilst Sydney seemed to be like San Francisco the traditions of the city are very hard to change in terms of what people are

used to; and in the States they are used to their free independent newspapers. In Sydney people had to learn to love the *City Hub*. And they have come to love the *City Hub*.

We—the Alternative Media Group—acquired (rather than started from scratch) both the other titles in the group, the *City News* and the *Bondi View*. The *City News* is about eight years old now. We picked it up from a graphic design company. One of their clients, Star City, wanted a way of reaching the local residents around Pyrmont and Ultimo; so they threw some money at their graphic design company to put out a newspaper. It is a strange way for a paper to be born. A year or so later

the graphic design company realised that they were not actually journalists and that they did not really know how to put out newspapers. Designing and laying out a paper was one thing, but filling them with content and getting them out to residents was another; so we happily took the paper off their hands about six years ago.

The *Bondi View* had a very different birth to the *City News*. It was started about seven years ago by a couple, literally a couple, who were local Bondi residents. It began life as a little newsletter on a few sheets of paper. Bondi has a fairly tight-knit community and, not surprisingly, a paper like the

continued on page 2

Next meeting: Tuesday, 5 May 2009

Copyright and the Editor

It was thirty years ago, in 1979, that our society was formed. As a tribute to the early years of the society we have arranged a series of speakers who will discuss some of the meeting topics in the society's first year. Copyright and the Editor is one of those topics. Copyright is still a highly relevant issue to editors and the Copyright Agency Limited (CAL) is in an ideal position to comment.

CAL is a not-for-profit Australian copyright management company. Membership is free and open to creators of copyright material such as authors, journalists, editors and publishers. CAL manages an important part of copyright for creators and publishers: the right to reproduce their works and to receive fair payment for this use. CAL also supports professional and career development for authors and publishers through its cultural fund.

Lucinda Edwards is the Legal Officer at CAL. As part of her role Lucinda advises CAL on its various legal obligations, including copyright law, contracts and other legal obligations such as privacy. Before joining CAL, Lucinda worked in the art publishing industry in London.

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 and students; \$20 for non-members and those who do not RSVP; \$7 for holders of a current concession card or student card. Non-members who book and do not attend must still pay.

Please RSVP to (02) 9294 4999 (voicemail) or the email address <editorbruce@optusnet.com.au> by Friday, 1 May 2009.

June meeting: Tuesday, 2 June 2009.

Inside

Apology	2
IPEd notes	3
Parallel importation	4
People's choice awards	4
Tiered membership	4
News, notices and conference diary	6
Professional development	8

continued from page 1

Bondi View actually grew and thrived out there. The local community loved seeing their paper with their issues put out every month. It was a wonderful endeavour, but again unfortunately, when you are just a local resident, putting out a paper every month is bloody hard and they had expanded to the point where they realised they did not have the time or energy to continue publishing this paper. So we took that off their hands around two to three years ago.

When you are a very small business you need economies of scale and for us that means multiple titles to actually survive. With just one publication we could not do that. Indeed we have expanded over the last eight years from one monthly paper, to two monthlies, then three monthlies. Now, due to popular demand, with the *City News* going weekly, instead of putting out three papers a month we were suddenly putting out six papers a month. That kind of expansion is very painful for a small business and requires a lot of effort from everyone involved but it has worked out very well. People are very keen to see the *City News*, see it out there and receive it every week.

My role

On my business card it says I am the Group Manager, which is an impressive sounding title. I am the manager of the group that manages the papers. What that means in practice is that I do a little bit of everything that goes. Everything from art directing cover shoots to doing up the budgets and paying the bills. I am

Correction and apology

Robin Appleton has pointed out two errors that arose in the typesetting of her article 'Those were the days' which was the feature story in the April issue of *Blue Pencil*.

The second sentence in the first paragraph should have read: 'Those were the days of Angus & Robertson's office on George Street and store opposite David Jones...'

In paragraph two the sixth line should have read: '...awaiting decisions from on high to sell or to pulp...'

The editor apologises to Robin for these errors.

probably the one person in the group who has to be across everything we do. I have to manage editorial, manage design, manage the distribution of the papers, look after the website, do the financials, talk to the printers, the whole gamut of it. I enjoy the fact that I have a great deal of diversity in my job. If I was sitting in a large corporation I would be segmented down to my specialised little area and I would punch out the same thing every day. The fact that I have that sort of diversity is very valuable to me personally in terms of satisfaction from what I do.

Media diversity

I could not find the exact figures but Australia is something like the second worst of the western nations in terms of media diversification. That means that we have the least number of people controlling the most number of our

'Russia and Burma... have considerably more media voices than we have.'

media outlets, be they print, television, radio or internet. That is quite a disturbing thought because the more voices you have and the more opinions you get out there, the more educated the populace is. Russia and Burma, countries that you would consider to have an oppressive regime and to clamp down on free speech, have considerably more media voices than we have. It is a figure not bandied about (funnily enough) in the mainstream media. It's a cliché, but when Rupert takes a stance, suddenly 500 newspaper titles take a stance. The same stance. And you hear that same voice. That voice has a right to be heard but there are a lot of other voices that do not get heard when there is such a limited number of media outlets.

In terms of our market we are a metropolitan weekly (*City News*). We come out once a week in the metropolitan area. In this country News Ltd owns seventy per cent of the metropolitan weeklies. That is a huge chunk. The ranking goes News Ltd, Fairfax and somewhere a very long way down is us. We are a distant third, but there is no one else in Sydney that puts out more than one paper on their own in the metropolitan market other than Fairfax. With our humble

three papers we are proud of being that distant third. There used to be another player in Sydney, the Courier Group, but News Ltd bought them two years ago and added their publications to the News Ltd stable. Everyone would be familiar with the *Wentworth Courier*. If you're looking for a house in Vaucluse, pick up the *Wentworth Courier*. It is also good for your fish and chips I am told. Glossy wraps.

That outlines where we stand in the market. We do fight hard to maintain our position and provide an alternative voice, and a local voice. We consider our position important in terms of providing that voice. We get in there and do local news and push local stories—a large number of stories that do not get published anywhere else. We are proud of the fact that even on a weekly basis we can scoop the dailies sometimes.

The internet

That brings me to something else which is becoming an old chestnut—print versus the internet. Everyone has heard that the internet is killing print media, that you should not get into print because it is a dying form. They have been saying that for about 10 years and it is true on a certain level. I have the *Sydney Morning Herald* as my home page on the internet and that is what I read every morning. I do not pick up the print version of the paper much any more because on the internet I get updates during the day, breaking news as it happens.

In terms of world news the internet is the best way to keep up to date because it is immediate and it is global. It does not come out once a day, once a week. A lot of us are stuck behind a desk and in front of a computer for a large portion of our working day, so the internet has immediacy. Therefore the internet has impacted on newsprint papers like the *Sydney Morning Herald* and the other dailies, because they present world news, Australia-wide news—news that is of interest to a large number of people in a diverse geographical area. Without doubt the internet is the best medium to keep up to date with those sorts of things. The broader you go the more the internet comes into its own because it is a global resource. If something happens in London it appears on my computer screen. But that is where the

continued on page 3

IPed notes

News from the Institute of Professional Editors Limited

The IPed Council met in Adelaide on 14–15 February. Also participating were the new (Larissa Joseph) and outgoing (Karen Disney) chair of the Accreditation Board (AB), and the new convenor of the Communication Committee (CommComm), Rowena Austin. Discussions were wide ranging, as will be evident from the agenda, which is on the website. The minutes of the meeting will also be there in due course.

Some highlights:

A discussion paper from CommComm raised, among other things, the matter of IPed ‘branding’. Each of the societies (the Members of IPed) has its own brand but, at present, nowhere is it mentioned that they are members of a national body. In short, IPed currently presents no brand to the wider world. As a first step towards establishing IPed as the nationally recognised representative of the editing profession, it was agreed that the societies should be asked to take simple steps to identify themselves as Members of IPed on their websites, publications and documents.

For its part, CommComm is preparing materials focusing primarily on promoting accreditation to employers and editors who may not be members of their local society. These will include

a media release, an advertisement, a poster and a compact brochure.

CredAbility 9, published in society newsletters and available on the IPed website, provides a wrap-up on the first accreditation examination. Council agreed that the second exam should be held later this year, with an announcement of the date to be made four months before the event.

The exam this year will again be ‘on paper’, but there are plans for electronic delivery in 2010 if possible. The AB is initially focusing on on-screen rather than online delivery and on offering an on-screen exam as an alternative to a handwritten exam in the first year at least. All facets of electronic delivery are being investigated by a subcommittee headed by Pam Peters.

Increasing the professional development opportunities available to working editors is a high-priority objective of the Council and it proposes to harness the resources of the member societies as a big first step towards its achievement. All of the societies have training programs for their members, and many of the workshops and other events that constitute these programs are transportable. IPed aims to provide the logistical and other support to ‘roadshow’ training events between the societies and other interested groups.

To catalogue all that is available, Anne Surma, convenor of the professional development committee, will be contacting society training officers.

Susan Rintoul, chair of the organising committee for the national conference to be held in Adelaide on 7–9 October this year, joined the meeting to outline an informative and stimulating program in progress, and some exciting ancillary events. Of the high-profile keynote speakers invited, prominent refugee advocate and human rights lawyer Julian Burnside has already accepted. Mr Burnside has a strong interest in ‘the word’ and ‘truth’ and their corruption in the doublespeak of the usual suspects.

The conference organisers realise that the costs of travel and accommodation make it hard for many editors to consider attending. To help defray such costs, members of the SA society will be able to offer billets to some out-of-state registrants. Discounted, early-bird registration will be available from April. Visit the conference website at <www.editors-sa.org.au>. The minutes of the Council tele-conference held on 30 November 2008 are now available on the IPed website.

Ed Highley
Secretary
www.iped-editors.org

continued from page 2

beauty of our papers comes in. We do not report what happens in London. We do not even report what happens in Sutherland. The *City News* has a catchment area of Pymont, Ultimo, Glebe, Chippendale, CBD, the Rocks and East Sydney. That is where we go and that is our area. And to the *City News* readers, that is their immediate world. If it is happening in that area it is impacting on them. The same goes for the *Bondi View*. We cover from Bondi to Randwick to the Junction to Waverley and over to Bronte and Maroubra. That is the world of the *Bondi View* reader. That is the content that is in there. We do not have competition from online publications because the catchment is too small. The global audience is not really interested in road closures going down Campbell Parade. It is not going

to stop them getting home in Madrid. Localised news is actually where a newspaper comes into its own. People love to pick up their local paper to read their local news and that is the market that we provide for—one that is not going to be killed out by the internet and is not going to be killed out by the *Sydney Morning Herald* or any of the bigger players. It is a very centralised, very localised market.

Our readers

For the *City News* and the *Bondi View* we have a very broad market in terms of the demographics. There is a fairly strong liberal artistic community in Bondi and there is a fairly strong Jewish community in Bondi. The *City News* tends to have more of a working population around Glebe, Pymont

and Ultimo. East Sydney has its own particular demographic. But our readers in those areas are aged 15 to 95. We are not skewing these two papers towards any particular demographic.

The *City Hub* has a history of being a lefty ratbag paper that likes to push the envelope a little bit. The lead article in the latest issue is about the explosion of inner city organic gardens and local residents reclaiming street spaces and putting in organic gardens. That is pretty core, down-the-line *City Hub* territory. Those are the sorts of things that *City Hub* deals with. It has a broader basis than the local issues. The *City Hub* goes everywhere from Bondi to Maroubra to Tempe, Marrickville, Balmain and everything within that catchment area. So it is very Sydney

continued on page 5

Update on the parallel importation regulations inquiry

In the lead up to the April 17 deadline for written submissions to the Productivity Commission, industry organisations on both sides of the argument actively sought support from the book-buying public.

Dymocks and the Coalition for Cheaper Books emailed members of the Dymocks Booklovers loyalty scheme asking them to sign a petition in support of an open market. (The coalition is an alliance of companies including K-Mart, Target and Big W.)

Authors and publishers joined with other industry groups to form 'Australians for Australian Books' to prevent the surrendering of Australian copyright, with an official website at <www.ausbooks.com.au>. This site is supported by the Australian Society of Authors, the Printing Industries Association, the Australian Publishers Association and the Australian Literary Agents Association.

Fifty-eight submissions were lodged in response to the discussion draft released by the commission at the end of March. All submissions can be viewed at the commission's website <www.pc.gov.au/projects/study/books/submissions>.

The commission's report is due for release on 17 May 2009.

Background: Under current laws, if an Australian publisher chooses to publish a book within 30 days of its international release, all Australian booksellers are obliged to purchase it from the Australian publisher and cannot import the book from an overseas publisher. Overseas internet retailers are not bound by the same restrictions. The Productivity Commission was asked to report on the current provisions of the Copyright Act 1968 that restrict the parallel importation of books and provide advice on the potential for reform in the area.

NSW Premier's Literary Awards 2009 People's Choice Awards

Residents of New South Wales may register a vote online for one of the short-listed books in the 2009 NSW Premier's Literary Awards. Visit the website <www.pla.nsw.gov.au> before midnight Monday, 11 May 2009 to register and vote.

The short-listed books are:

The Spare Room, Helen Garner, Text

The Lieutenant, Kate Grenville, Text
Disquiet, Julia Leigh, Hamish Hamilton

The Good Parents, Joan London, Vintage

A Fraction of the Whole, Steve Toltz, Penguin

Breath, Tim Winton, Penguin

Tiered membership

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

Categories

This membership year (2009) 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; or
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 two copies 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.

continued from page 3

focused but it is broader in the issues it looks at than the other two papers.

Advertising

We probably run a ratio of 40:60 advertising to editorial at the moment. Other papers will tell you they like to run the other way round. We'd be happy to run 50:50; which most papers will tell you is pretty generous towards editorial. The beauty of our paper is that once we get to a certain size it doesn't actually cost a lot more to print another four pages. We will always keep roughly around a 50:50 balance. It is a week-to-week thing in terms of whether we go up or go down and I would love to say the decision is made entirely for academic intellectual reasons but it is often made by a small business that needs to feed itself. It is balanced. It is always balanced. The *Wentworth Courier* put out a paper a couple of years ago that was obscenely huge, something like 584 pages of which 400 were straight out real estate ads plus pages of other ads which gave them an advertising to editorial ratio of something like 87:13. Technically if you are over 70:30, you are actually just an advertising magazine, you are not actually a newspaper. Self-regulation is great isn't it?

We are a very transparent business. We exist 100 per cent on advertising revenue. We are the most basic of small businesses that you can find and we are the most transparent. If you want to see our revenue flip through our pages and see all our advertisers. Look at our rate card. Work it out. The News Ltd sales reps will flick through our papers, look at our advertisers and ring them. I know because we share the office with one of our advertisers and he regularly gets calls from them. And we do the same to them. That is the way it works. Our businesses are very transparent in that sense. Our client list is valuable and we print it every week and give it away.

Distribution

Distribution is a real key for us. We are constantly refining how we distribute our newspapers. We could print 60,000 instead of 30,000 and move that many but we cannot afford the print bill. We do the bulk distribution. We audit our outlets every week. The drivers tell me if there are copies left, if they want

more copies. We constantly make sure we maximise supplies where copies are collected. If you home distribute a paper and you distribute to 100 homes, maybe 10 to 20 of those will get read. It is wonderful marketing because 100 homes will see it even if they just put it into the trash. We want every one of our copies read so we constantly audit our outlets, because if you go into a store and pick it up, you are

'Our client list is valuable and we print it every week and give it away.'

going to read it. So we make sure our drivers, our distributors, are constantly checking if they need more copies. We get residents calling us when they are not there. I was running up and down last week to Potts Point Woolworths because we had some feverish people out there who complained that 'it was there, and then it was gone!' So I had to find out where the paper was moved to and to sort out racks. Getting those papers there and making sure people see them and can pick them up is one of the keys to our business. We have something like 1,200 outlets across Sydney so it is a constant battle to make sure the maximum number of copies printed get read.

Readership numbers

We do not have a formal system for measuring the number of readers. If you print a certain number of copies and your distribution is relatively effective you can extrapolate readership from that. In terms of working out how effective our distribution is, how effective our editorial is, whether people are reading it—I use feedback. I get feedback from people on the streets. I get feedback from writers and editors on the response they have had to articles. I get feedback from my distributors about which issues have moved. All of those are the things that I use to tell how effective we are.

The other way that any paper gets feedback in terms of distribution and people reading is that the advertisers come back. Does it work for the advertisers? That is the bottom line because I can come up with all sorts of wonderful ways to measure readership but if the advertiser says, 'I'm going to rebook because it's working,' then I know we are reaching our readers.

Classifieds

We do not do classifieds. The smallest ad we run is a 24th of a page which is roughly the size of a business card. It is suitable if you call up with something like a lost dog. There are advertising rates for corporates and there are rates for someone with a lost puppy. We do not charge them the same. You can put in a little ad quite easily. If you have lost a puppy, just drop my name and I am sure we can do you a deal! I hope you do not lose your puppy though.

The future

Putting out a paper each week, two papers every second week, being a small business is bloody hard. But we kind of love what we do. For all of its pitfalls it is a great business to be in. Deadlines and all the stresses that go with that, they are not for everybody. For us we are just happy keeping on putting the papers out and improving and growing the papers as they are. Part of the downside of the concentrated market is that there are very few people who might want to actually buy us out. And they will generally try to stamp you out before they try to buy you out. It is the same as in any business market. They will try to undercut rates with our advertisers, but our titles have been around for a long time.

A lot of people start up publications in one form or another whether it be a very worthy journal of poetry or the latest hip, happening chow-out in Leichhardt. There is a certain amount of glamour in putting out a paper and being a publisher. A lot of people have come and gone in the last decade or so while we have been putting these papers out. It is a damn hard thing to do. It is very easy to get the enthusiasm to do it; it is very hard to keep paying the bills and doing it. So far we have managed to survive. I am hoping we can continue to do it for a quite a while yet.

Chris Peken is Group Manager of Alternative Media Group. He started in media doing midnight to dawn shifts while at university studying Social Work. He has worked at Radio National, 702 (2BL), 3RRR and was involved in the campaign to launch FBI (Free Broadcast Inc.) which was granted a licence in 2003 after an eight year struggle. He has been with the Alternative Media Group for six years.

NSW Writers' Centre AGM, Monday, 11 May

The 17th Annual General Meeting of members of the NSW Writers' Centre will be held in the Board Room at the Centre, Rozelle Hospital Grounds, Balmain Road, Rozelle at 6.00 p.m. on Monday, 11 May 2009.

Sydney Writers' Festival, 18 to 24 May

This year's festival offers a wide-ranging program including events that explore ideas arising from recent political and social changes. Tickets to paid events are now on sale. For full details of the program see the website at <www.swf.org.au>.

Copyright Council 2009 training program, 23 to 26 June

The Copyright Council is holding a series of sessions on various aspects of copyright at the State Library of NSW, 23 to 26 June. Details of times, costs and sessions are available at the website <www.copyright.org.au>.

Editors' Association of Canada Conference, 5 to 7 June, Toronto

This year the Canadian society also celebrates its 30th anniversary. Details available from the website at <www.editors.ca/conference>.

Walkley Non-Fiction Book Award, closing date 30 June

The Walkley Foundation is now calling for entries for the 2009 Walkley Award for Best Non-Fiction Book. The award is open to all Australian journalists and writers with books published between 1 September 2008 and 30 June 2009. First round entries close 30 June 2009. For more details see the website <www.walkleys.com>.

Barbara Jefferis Award

The Australian Society of Authors has announced Helen Garner as the winner of the Barbara Jefferis Award 2009 for

her book *The Spare Room* (Text). The award, of \$35,000, is given annually to 'the best novel written by an Australian author that depicts women and girls in a positive way or otherwise empowers the status of women and girls in society'.

National Biography Award winner

The winner of the 2009 National Biography Award is Ann Blainey for *I am Melba* (Black Inc.). The award is worth \$20,000. The judges remarked that Blainey had peeled away the layers of the cult of celebrity to reveal Dame Nellie Melba as a woman of contrasts and also conveyed the mixed blessings of fame.

Byron Bay Writers Festival, 7 to 9 August

The opening address for this year's festival will be given by Geoffrey Robertson QC. Details of the full program will be released 5 June. Discounted early bird 3-day passes are now available. Details from the festival website at <www.byronbaywritersfestival.com>.

Melbourne Writers Festival, 21 to 30 August

The program for the 2009 Melbourne Writers Festival will be released in July. To keep up to date with festival planning and news visit the website at <www.mwf.com.au>.

Kindle Boycott

Some Kindle owners believe that Kindle e-books are overpriced. A group

of around 250 customers has been labelling books in the Kindle store with a '9.99 boycott' tag. They assert that the use of Kindle books is limited and therefore they should not cost as much as paper books.

Society for Editors and Proofreaders (SfEP) Conference, 13 to 15 September, York, UK

The 20th annual conference of the SfEP will be held this year at Vanbrugh College at the University of York. Details available from the website at <www.sfep.org.uk>.

National Editors Conference, 8 to 10 October, Adelaide

Don't forget the 4th IPEd National Editors Conference, 'Getting the message across', will be held in Adelaide. Visit the conference website for the latest information and to register at <www.sapro.com.au/editors/roi.htm>.

Australian and New Zealand Society of Indexers Conference, 15 to 17 October, Sydney

The 2009 conference of the ANZ Society of Indexers will be held at the Citigate Central Hotel, 169-179 Thomas Street, Sydney 15 to 17 October. The theme of the conference is the practice of indexing. Further information available from the website <www.anzsi.org/site>.

Date for your diary

July Winter Dinner Tuesday, 7 July

Planning is well underway for this year's July dinner, which is also the society's 30 year anniversary celebration. These gatherings are a great opportunity to meet and talk with other members in a relaxed social environment with good food and wine.

Put the date in your diary now and look out for details in the June issue of *Blue Pencil*.



Accreditation Exam 2009

The Society of Editors (NSW) Inc through its committee would like to congratulate Meryl Potter on being reappointed to the position of Lead Exam Writer by the IPed Accreditation Board for the 2009 exam. Well done, Meryl!

Congratulations are due also to Dr Heather Jamieson, who was elected Chair of the Assessors Forum which advises the Accreditation Board on many details of the exam and its procedures.

Many thanks also to all those NSW members who took time to respond to the survey of intentions regarding this year's exam. The results have been supplied to the Accreditation Board for collation with those from other states.

NEW MEMBERS

Richard Bilkey
Diana Parkyn
Leanne Poll
Leanne Samuel
Aviva Shifreen
Madeleine Stedman
Fiana Stewart
Julie Wicks

Copy deadline for the June issue of

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Tuesday, 12 May 2009

Society of Editors (NSW) Inc.

PO Box 254, Broadway NSW 2007; Voicemail: (02) 9294 4999
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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 the Editor at <bluepencil@editorsnsw.com>.

Copy deadline for the June issue is Tuesday, 12 May 2009.

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 400. 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 2009 fees are \$70 for ordinary member or professional member renewals; \$75 for new professional members (\$45 if joining after 30 June); \$50 for associate member renewals or \$55 for new associate members. Interested organisations can become corporate associates for \$400 per year.

To obtain a membership application form go to the Society of Editors (NSW) website <www.editorsnsw.com>, 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 on the second Tuesday of each month. Please contact a committee member for details if you wish to attend the next meeting.

2009 COMMITTEE

President: Pam Peters

Email: <president@editorsnsw.com>

Vice presidents:

Terry Johnston

Email: <vp1@editorsnsw.com>

Catherine Etteridge

Email: <vp2@editorsnsw.com>

Secretary: Michael Lewis

Email: <secretary@editorsnsw.com>

Treasurer: Hillary Goldsmith

Email: <treasurer@editorsnsw.com>

General members:

Robin Appleton

Email: <committee1@editorsnsw.com>

Julie Harders

Email: <committee2@editorsnsw.com >

Susie Pilkington

Email: <committee3@editorsnsw.com>

Shelley Reid

Email: <committee5@editorsnsw.com >

Narayanan Sampath

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Membership secretary: Bruce Howarth

Phone: (02) 4731 5406 (h)

Email: <membership@editorsnsw.com>

Newsletter editor: Denise Holden

Email: <bluepencil@editorsnsw.com>

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Email: <meetings@editorsnsw.com>

Professional development coordinator: Meryl Potter

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>

Regional members

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).

Professional development

Producing Annual Reports

Date: Friday, 29 May 2009

Time: 9.30 a.m. to 4.30 p.m.

Presenters: Irene Wong, Meryl Potter, Renee Carter

Venue: City Tattersalls Club, 198 Pitt Street, Sydney

Cost: \$195 for Society members, \$290 for non-members

Government departments, corporations and agencies increasingly recognise the value professional editors can bring to the process of annual report production. This practical, interactive workshop explores the skills needed to plan, manage, write, edit and proof an annual report. Cost includes lunch and refreshments. Please register by Wednesday, 13 May 2009.

Writing and Editing for the Web

Date: Thursday, 25 June 2009

Time: 9.30 a.m. to 4.30 p.m.

Presenter: Simon Hillier

Venue: City Tattersalls Club, 198 Pitt Street, Sydney

Cost: \$190 for Society members, \$290 for non-members

This workshop is designed for people building a new website or improving current website copy, or for anyone writing and editing for the web who wants to understand its potential challenges and opportunities. You will receive up-to-date practical guidance, tips and language tools to enhance your internet writing and editing skills. Group and individual exercises are included throughout the day. Cost includes lunch and refreshments. Please register by Thursday, 4 June 2009.

Preparing for the Accreditation Exam

Date: Friday, 17 July 2009

Time: 9.30 a.m. to 4.30 p.m.

Venue: City Tattersalls Club, 198 Pitt Street, Sydney

Cost: \$130 for Society members, \$290 for non-members

If you're planning to sit for the Institute of Professional Editors (IPEd) accreditation exam this year, or simply thinking about sitting in the future, this workshop is for you. It will be presented by four of the Institute's distinguished editors in New South Wales, who have been involved in the development of the accreditation system and exam and may also be part of the team marking the exam papers. Cost includes lunch and refreshments. Please register by Friday, 26 June 2009.

Copy Editing—the Basics

Date: Thursday, 13 August 2009

Successful Proofreading

Date: September 2009

Thesis Editing

Date: November 2009

Manuscript Assessment and Reader Reports

Date: To be advised

Plain English

Date: To be advised

To register for workshops use the enclosed form or download one from the website. Please note that workshops require a minimum of 10 registrations by the closing date to go ahead.

For more information about the workshops, email Meryl Potter at <education@editorsnsw.com>.