

Sequestered practices in indexing

Glenda Browne, indexer and co-author of The Indexing Companion, took an interactive approach to the subject of indexing at our July meeting. Glenda canvassed the opinions of the editors in the audience while she gave examples of the ways in which we make decisions about indexing. She also discussed how developments move through the indexing and editing professions and why some practices are more resistant to change.

Glenda Browne co-authored *The Indexing Companion* with her husband, Jon Jermev. The book was published by Cambridge University Press and launched by Pam Peters at the indexing conference in Melbourne earlier this year. Leading into her talk on indexing, Glenda explained some of the process of writing and marketing the book.

The Indexing Companion

The *Indexing Companion* came about after we had written a book on website indexing, *Website indexing: enhancing access to information within websites*. We had in mind that we needed an Australian book on indexing. Things

in publishing don't happen that quickly and we took quite a while to think about it. There were many steps and proposals, which went to Cambridge to be approved.

'I discovered how important it was to have advocates.'

The great benefit of publishing with a company like CUP is that they have a presence in Europe and the USA. One of the problems at the beginning was to think of the market. It is primarily an Australian book but we also wanted it to be international and we talk about

China and India, South Africa, the USA and the UK. Very little was imposed on us regarding style. We could use Australian spelling and 'Glenda Browne' indexing style is already similar to Cambridge University Press indexing style. The format is modelled on *The Editor's Companion* (Janet Mackenzie, Cambridge University Press, 2004).

As an author you are dealing with a range of people who have their say on different aspects, such as the cover design. I discovered how important it was to have advocates. The last reader was Maureen McGlashan, the UK

continued on page 2

Inside

IPEd notes	3
Editorial Services Directory order form	4
Tiered membership system	4
Constructive mentoring for editors	5
Workshop report: Essentials of Grammar	7
New members	7
Corporate Associate members	7
News, notices and conference diary	8
Conference volunteers	10
Professional development	10

Next meeting: Tuesday, 4 September 2007

Accreditation workshop

No charge—food and drinks provided

The accreditation workshop will help you prepare for the proposed exam in 2008. Before the workshop, we suggest you try the sample accreditation exam on the IPEd website <www.iped-editors.org>. If you can, test yourself under examination conditions. Allow reading time of 15 minutes and exam time of 3 hours. Use the reference books you are planning to take in with you (and take note of others you think you will need). A calculator is allowed. Assume the exam will require hard-copy editing and handwritten answers (the possibility of doing the exam on-screen is still under investigation).

We will discuss the sample exam and the marking guide provided by the Assessors Forum. Shelley Kenigsberg and the NSW assessors will be available to offer advice. Share your experiences of sitting the exam and express concerns or suggestions to the delegates. Talk to your committee about professional development/education opportunities that would further help you prepare.

Sydney Mechanics' School of Arts, 280 Pitt Street, 6.30 p.m. for 7.00 p.m. Drinks and light refreshments provided. There is no charge for attending this meeting.

Note: owing to the APEC conference in Sydney please allow extra time for travel to and from the meeting. Visit <www.apec2007.org> for details.

Please RSVP to (02) 9294 4999 (voicemail) or the email address <editorbruce@optusnet.com.au> by Friday, 31 August 2007.

October meeting: Alan Carter, antiques expert and publisher, will discuss directory publishing, Tuesday, 2 October 2007.

editor of the international journal, *The Indexer*. She suggested that CUP sentd her a PDF so that a review could be arranged while the book was in production. The review was published just as books hit the shelves. Every little bit of exposure is important. When marketing a book you need BSP—Blatant Self Promotion—it isn't for shrinking violets. We've tried to engage in any opportunities. The book is available on Amazon and we included keywords so that if someone types in a relevant topic the book comes up. We also encouraged people who bought a copy to submit something to Amazon's Review section.

The horrible thing about publishing is the limits of space. Buyers have price points and it is difficult to make changes at the end of the decision-making cycle. The one thing I didn't want to cut was the index, so it is quite a big index, but I couldn't include an author index. I really wanted an author index to acknowledge all the feedback given through indexing lists over the years. So, after the book was published I made an author index, which is now on the website. The beauty of the web is that there are hardly any space constraints. Combining the print and the web formats provided the chance to present different information.

Sequestered practices in indexing

Pam Peters spoke at the ANZSI conference about the concept of sequestration in language, that when things change they change at different rates for different words. For example, the change from 'ae' to 'e' in words such as mediaeval can be graphed. It happens more quickly than with words like toxaemia/toxemia because they are scientific words and are not often used. Some words quickly adapt to the new form, while others remain sequestered.

In science and bureaucracy and other specialist areas, letters such as 'ae' at the beginning of aesthetics have been kept (although this didn't stop estrogen and esophagus). I'm interested in why some people don't make the change.

Filing order

Up until the 1980s all the indexing standards and the library filing rules filed Mc as if it was spelt Mac (example 1). Modern filing tends towards 'file as is' not 'file as if'.

Example 1: Mc (from phone book, UK, library catalogues)

McAnn-Smith, Gilbert
McAnulty, Margaret
Macaraeg, Martha
Mcardle, William
Mcarthur, Andrew

With computerised filing there was a kind of lazy, pragmatic approach that decreed it was too difficult to tell the computer all these special rules for filing: let's just file everything as it is rather than how it might be. So, since 1980 the indexing standards generally have not mentioned Mc filed as Mac. The changes are fairly slow to be implemented in editing. Editing guides have tended to stick with the Mc as Mac a lot longer than many indexing guides. One reason is that that telephone directories file Mc as Mac, making it hard to change. One disadvantage of this is that it puts something where it doesn't belong. Anyone who doesn't know the rules will look up McDonald's under Mc and not find it at all—it has been filed somewhere else to 'help' them. My preferred approach is to put each thing where it belongs, but if someone is likely to get it wrong then add a cross reference. The beauty of indexes is that you don't have to put things out of order; you can include a reference to help people go to the correct order.

In the past, filing included many more rules, such as filing Mr as if it is spelt Mister but few people would do that now. We've given that up but still do it for Mc and Mac. Other similar rules relate to words like Saint and Mount. Saint is becoming more commonly filed as it is spelt. *The Chicago Manual of Style* now has St Petersburg under ST, although this recent change leaves Merriam-Webster sequestered. Even though Mount Victoria is properly Mount, if you look in the phone book half of the companies use MT. A cross reference can help solve this problem.

Filing prepositions and conjunctions in subheadings

In the ANZSI newsletter of June 2007 Mary Russell reported on a conference session led by Max McMaster, in which he presented two versions of filing (example 2). Version 1 was the most popular method of filing, except most agreed 'growth charts' should come before 'growth of brain'. Several people suggested leaving 'and' out. This would solve the filing problem, and 'and' was not necessary as the entries are pointers to appropriate page numbers. Others disagreed and said 'and' linked two nouns together. The use of '&' was not considered a useful alternative. I have expanded the example to include a third version. The third column shows 'and' inverted, rather than omitted.

Example 2: Filing Prepositions and conjunctions in subheadings (ANZSI)

Version 1	Version 2	Version 3
growth	growth	growth
effect of deprivation	and mental retardation	effect of deprivation on
emotional	and puberty	emotional
intellectual	and reading	intellectual
and mental retardation	and walking	mental retardation and
and puberty	and writing	puberty and [or in puberty]
and reading	effect of deprivation	reading and
reflexes and	emotional	reflexes and
retarded	intellectual	retarded
sex differences in	reflexes and	sex differences in
social	retarded	social
species differences in	sex differences in	species differences in
spurt in	social	spurts in
and walking	species differences in	walking and
and writing	spurt in	writing [skills?] and
growth of brain	growth charts	growth of brain
and nutrition	growth of brain	nutrition and
growth charts	and nutrition	growth charts

continued on next page

IPEd notes

News from Institute of Professional Editors, formerly known as CASE, August 2007

The Interim Council is making progress with establishing IPEd as a legal entity. The proposal that the societies have accepted, which is on the website <iped-editors.org>, forms the basis of the constitution. The Interim Council has discussed the details of what needs to be included and identified where extra advice is needed. Following extensive consultation, we have signed an agreement with a solicitor specialising in business law who is preparing a draft constitution based on the documents we have supplied. Our thanks to Virginia Wilton of the Canberra society for handling these negotiations. The draft constitution will be circulated among the societies of editors for discussion, and then returned to the solicitor who will prepare a final document based on responses to the draft. The societies will then be asked to accept this constitution.

The Accreditation Board, led by Shelley Kenigsberg of the New South Wales society, has drawn up an issues paper that canvasses responses to the sample editing examination and the implications of sitting the exam on screen. Members are invited to comment on the issues paper, which is on the website under Accreditation. The complete sample editing examination

and answers will be posted on the website so that members can trial it. Each society of editors will hold a workshop towards the end of the year to gather opinions and feedback on the trial; this consultation will enable the assessors to refine the actual examination paper to meet members' needs.

The Accreditation Board has collected information from members about their intentions to sit the exam, and found that many are keen to do so as soon as possible. We expect that the first editing examination will be held in March 2008; members will receive at least four months' notice of the date and venues.

The revision of the website has encountered some delays. The convener of the Website Working Group, Mike Purdy of the Canberra society, is training extra administrators to add and edit content. By spreading this expertise among several people, we ensure that the website will continue to operate despite the manifold demands on volunteers' time. The expectation is that the new website will go live before the end of August.

Janet Mackenzie
Liaison Officer

continued from page 2

(The editors voted this as their preferred version.)

Numbers filed as if spelt out

Filing numbers as if they are truly numbers is another change that has come into indexing. The technical indexers would put numbers before letters, but there is a strong tradition in other indexing not to do so. Many people file numbers as if they are spelt out. I've seen a legal index where they spelt them out but then put them in chronological order because it would look stupid to have 1998 filed before 1996.

Example 3: filing numbers

**Building contracts
evaluation
1996 amendments
1998 amendments
token acceptance of**

My preference is that if the number matters, such as when it is in a sequence of other numbers, it should be filed as a number. In the case of something like *101 Dalmations*, or *1984*, that is not in a sequence, I would rather file *1984* as a number at the beginning of the index but with the option to also put a reference where it would be if spelt out. Spelling out has additional difficulties to consider. It depends on whether you say the words: 'one hundred and one' or 'a hundred and one'.

Indented versus run-in

Someone recently asked the Index-L mailing list, 'Should it be possible for the American Society of Indexers' HW Wilson Award for Indexing to be given to a book with run-in subheadings, which are generally acknowledged to be bad practice? Example 4 (on page 6)

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. using our new direct deposit facility, which is the most secure.

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

Account Name: Society of Editors (NSW)

BSB: 062172

Account Number: 00905083

Include your 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.

Owen Kavanagh

gives samples of the same index in both indented and run-on formats.



continued on page 6

Order Form: Society of Editors (NSW) Inc.

The *Editorial Services Directory 2007*, published by Society of Editors (NSW) Inc., is available.

It has all the usual features—freelance editors listed by Services Offered; by Types of Published Material they have worked on; by Subject (or Genre) specialities; together with a directory entry for each freelance editor of up to a page.

The price is \$20 per copy, which includes postage.

I would like to buy.....
copy/ies of *Editorial Services Directory 2007* @ \$20 per copy (postage within Australia included) for a total of \$.....

Name:.....
Organisation:.....
Address:.....
.....
.....
Cheque/money order, made out to Society of Editors NSW, enclosed for \$.....

Or please charge \$.....
to my credit card:

- Bankcard
 MasterCard
 Visa

Credit card number:.....
Expiry date:.....
Name on credit card:.....
.....
Cardholder's signature:.....
.....

See page 3 for details on payment by our new direct deposit facility. Otherwise, please return the form and payment to the society at PO Box 2229, Rose Bay North, NSW 2030.

Tiered membership system

The newly introduced tiered membership system will work as follows.

Categories

This membership year (2007) 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

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

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

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

Experience

Professional editor members must have at least two years in-house experience as an editor or the equivalent freelance or part-time experience. For example, if you worked half-time as an editor for four years (part-time or freelance) then that would be an acceptable equivalent to two years full-time work as an in-house editor. Professional experience must be in a paid editing role. As professional members may have had career breaks, there is no limit on how long ago the professional editing experience was obtained. Professional editor members will be asked to provide 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 Professional Editor Membership flyer for more information 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 \$300, Corporate Associates of the society will receive five copies of *Blue Pencil* each month and one copy of the *Editorial Services Directory*, five free admissions to each monthly meeting and two free admissions to special events, such as the Christmas dinner. The usual member rates on professional development courses and workshops will apply to Corporate Associates for up to five attendees.

The Committee
Society of Editors (NSW) Inc.

Constructive mentoring for editors

Mentoring is one of the most effective ways in which editors can consolidate their training or learn new skills. Deborah Singerman surveys some of the mentoring schemes available to professionals in other fields and looks at a new trend, 'reverse mentoring', which shows that mentoring can benefit anyone.

Feeling isolated? Wish you had extra skills to grow your business, or even to be more confident that you knew what you were doing? Or do you just wish you had a more experienced person to run things past?

Constructive Mentoring aims to provide this type of support and boost for women running their small businesses within the construction, building and design industries. It is the brainchild of three leading building and design industry groups, the Master Builders Association (MBA), the Royal Australian Institute of Architects (RAIA) and National Association of Women in Construction (NAWIC), and is supported and managed by Orijen, a company that specialises in mentoring for business people and major corporations.

The program was officially launched 14 November 2006 at the Sydney Opera House. It has received a grant from the federal government's Building Entrepreneurship in Small Business program. It is free for members of the three industry organisations and participation will earn professional development credit points for registered architects and engineers.

Many women are still discriminated against and also feel that they have to juggle career and family responsibilities, more so than their male counterparts. Constructive Mentoring aims to help the owners of small businesses develop skills, entrepreneurship and delivery methods to reach their full potential within this highly competitive and male-dominated industry.

Mentoring will be for 12 months (taking up an estimated hour a month), and can be a mixture of face-to-face, phone or online contact. There will also be skills training, workshops and networking opportunities, but the main method will be personal guidance and support from a mentor drawn from, and experienced in, the industry.

Some mentees may just be starting out; others may have been running their business for a while but still feel isolated and needing more practical

knowledge about how to run a small business. The program promises to enable participants to:

- 'Network with other people in the industry and build valuable connections
- Gain a new perspective on the industry
- Learn from the experience of others
- Assess the need and goals of your business
- Improve your ability to plan for the future
- Discuss your personal career development path
- Build your business skills
- Help keep the industry evolving by supporting the people within it
- Have the opportunity to nominate special skill areas in which you would like training'.

Editors who are interested in finding out how the system works can contact Orijen for more information <www.orijen.com.au/constructive_mentoring>.

Another more informal mentoring program that I have heard about may also provide some clues for an editor mentoring scheme. It is run by the university I went to in the mid-1970s—the London School of Economics.

The LSE Alumni Professional Mentoring Network began in 2002 and is now what they call, an 'online community'. It is organised through the alumni website. Those wishing to act as mentors and those seeking help or advice apply online to the LSE Alumni Office explaining why they want to get involved. Mentors with a few years work experience have their chosen details listed on the alumni mentoring web pages. Mentees can then email the mentors with the most suitable background or field or experience.

Once in contact with each other, it is up to the mentor and mentee to develop their own mentoring relationship, which mainly seems to be via email. Information exchange, conversations, careers advice and even introductions or at least access to job postings from the mentors' workplaces are all used. It seems like a good way of working if

people are too busy to meet up, but it would not suit any in-depth discussion of particular text.

Depending on the age of the editor mentor/mentee cohort, we could even consider 'reverse mentoring'. I am partly joking but this rather corporate trend (ANZ Institutional Banking and the like) was reported by the *Australian Financial Review* at the end of June. To quote: 'young people in the office are asked to share their knowledge with the baby boomers (aged 43 to 61) and older generation Xers (29 to 42).

'This knowledge may take the form of teaching the executive team about the etiquette of blogging or some other IT-related challenge, how to market to young people, or social trends that may be unfamiliar to the more mature audience.'

Deborah Singerman is a freelance editor based in Sydney. If you have ideas about mentoring for editors or experience of a workable mentoring scheme please contact the society.

You can still return your Member Survey

Have you sent in your 2007 Member Survey yet? Processing the results has begun but there is still time to return your survey. All society members were sent a stamped envelope with their survey. Please contact the newsletter editor at <cje_editing@hotmail.com> if you require a copy. We need your help to work out what members want and what current rates are, and how we should calculate any future suggested rates. If you only have time to fill out some of the form we would still appreciate your response.

Example 4: Indented versus run-in subheadings

Christianity
 ambiguity of possession in, 42-43, 81n37, 82n39
 and Assamese vocabularies of possession, 139
 and contemporary renewal of oracular possession, 106-107n11
 and ecstasy, 62
 and exorcism, 40, 81n28, 161n945, 319
 initiatory possession in, 407n8
 and new Age trance channelling, 106n2
 on possession as evil, 39-43, 81nn28, 30, 32, 34, 38
 and pratistha, 412n69
 and psychiatric/psychoanalytic theories, 83-84n58
 and Sri Lankan vocabularies of possession, 135
 and study of possession, 3, 23n3, 39
 and transfer of essence, 239n87, 240n105
 unitary self in, 19, 604n28
 and vocabularies of possession, 164n114
 See also Western discourses

Christianity: ambiguity of possession in, 42-43, 81n37, 82n39; and Assamese vocabularies of possession, 139; and contemporary renewal of oracular possession, 106-107n11; and ecstasy, 62; and exorcism, 40, 81n28, 161n945, 319; initiatory possession in, 407n8; and new Age trance channelling, 106n2; on possession as evil, 39-43, 81nn28, 30, 32, 34, 38; and pratistha, 412n69; and psychiatric/psychoanalytic theories, 83-84n58; and Sri Lankan vocabularies of possession, 135; and study of possession, 3, 23n3, 39; and transfer of essence, 239n87, 240n105; unitary self in, 19, 604n28; and vocabularies of possession, 164n114. See also Western discourses

From the prize-winning index by Do Mi Stauber to *The Self-Possessed: Deity and Spirit Possession in South Asian Literature and Civilization*, by Frederick M. Smith, (Columbia University Press, 2006).

Responses to this question included:

1. Yes, because lots of our major publishers do it
2. Yes, because there may be good reasons for that decision
3. Yes, because it's bad, but not so bad.

There are two reasons for using run-on indexes—if you are short of space, also indenting doesn't suit biographies filed in chronological rather than alphabetical. The editors here expressed a strong dislike of the run-in version. I'm interested that as editors you are unanimously against it. So many of our academic and history books use run-in style that there must be editors somewhere who haven't questioned this as an approach.

Page ranges

The indexing standard recommends that you index page ranges in full because it gives the most clarity. A major research project conducted in the UK on children also recommends this. (Though it also identifies problems with children asking 'what does 22 minus 23 mean?')

In example 5 the 'changed digits only' system has the advantages of simplicity and shortness. Technical writers say anything that doesn't add value detracts, therefore if you don't need to repeat those extra digits take them all out.

Most people use the middle one, but for what reason do we need both the final two digits? My guiding principle in indexing is Keep It Simple. And if that doesn't work, make it good. If you read the description of page ranges in the *Chicago Manual of Style* it is daunting. There are four lines of complicated rules for something as simple as writing

Example 5: Page ranges

Full page ranges:
 22-23, 85-87, 111-115, 228-231

Final two digits only:
 22-23, 85-87, 111-15, 228-31

Changed digits only:
 22-3, 85-7, 111-5, 228-31

two numbers together. Page range style is one of the things that editors always tell indexers how to do but they use many different approaches, so obviously we haven't identified one style that works best. There are no universally acknowledged authorities. It would be good to try some user testing—then we wouldn't need a different template for every publisher we work for.

Why do some things remain sequestered?

There are many reasons why change is slow:

- The best-trained are the least flexible
- Long-lasting projects are inflexible, especially periodicals
- The rules are entrenched in recognised style manuals
- Changes in indexing thought may not permeate into editing circles
- There are no widely acknowledged authorities to set the modern standard, and some of the standards that exist are the slowest to change
- They do something useful.

The future

There are three possible developments that could leave those of us indexing today with the sequestered practices. These include the use of singular rather than plural forms (as is common on wikis); the use of names in direct order, rather than inverted with the surname first; and the filing of numbers according to each digit, rather than according to the sequence of the whole number (22, 156 versus 156, 22, 7).

The most specific and logical indexing is to numbered paragraphs or chunks of text. With the increase in embedded indexing and single sourcing, we might find more precise connection of indexing terms to the text they refer to. There are great advantages but it is a much less easy way to index.

Glenda Browne is a freelance indexer, and can be contacted on <www.webindexing@optusnet.com.au>, or via <www.webindexing.biz>. The Indexing Companion is published by Cambridge University Press and sold in bookstores, including Abbeys in York Street. Glenda is President of the NSW Branch of the Australian and New Zealand Society of Indexers. For ANZSI details visit <www.aussi.org>.

Workshop report: Essentials of Grammar

The Essentials of Grammar workshop presented by Professor Pam Peters was held by the Society of Editors (NSW) Inc. on 13 July 2007.

Many editors work alone as freelancers, or amongst a tiny group of in-house editors. With the additional pressures of tight deadlines and demanding projects, there are few opportunities to discuss, explore or resolve the more intricate complexities of grammar.

The aim of this one-day workshop was to equip working editors with sufficient knowledge to:

- make the most of dictionaries, style manuals and other language references
- understand and explain the variable points of current English usage
- capitalise on language resources for cohesive writing
- enlarge their repertoire for managing stylistic change.

The extensive course notes supplied by Pam were described as a kind of tour guide to the universe of grammar. Together these notes form a high quality resource.

Well-planned exercises on identifying grammatical troublespots helped to focus participants.

As a presenter Pam provided the advantages of teaching skills acquired over many years; an in-depth knowledge of linguistics; and experience gleaned from her involvement with Style Council, the ABC's Standing

Committee on Spoken English and the Macquarie University editing and publishing courses.

In one of the afternoon sessions participants were asked to put forward their own puzzling grammatical problems (or pet hates), such as 'impact' used as a transitive verb, for discussion. Pam addressed the questions in a number of ways. She was able to quickly and concisely elucidate the grammatical rules and publishing conventions in question. She also drew on the extensive computer corpora of Australian English to provide evidence for patterns of usage. This revealed that on many grammatical points there is no clear-cut right or wrong. Even when looking within Australian English, British English or American English usage it was intriguing to see the variability in 'conventional' grammar.

For working editors the course provided a reinforcement of common grammatical terms, an insight into when to relax and accept that the language is changing, and guidance on difficult situations where the best option is to recast the sentence.

The workshop is perhaps most suited to editors who have sufficient familiarity with a range of publishing conventions to appreciate having some of the conventions deconstructed. Participants were enthusiastic about the workshop, especially the quality of teaching and the value of the information imparted. One editor remarked that she learnt as much about grammar in the morning session as she had in eight years of editing in-house.

Thanks go to Pauline Waugh and her team of assistants for making the day run so smoothly.

The good news for those who were unable to participate this time because of the size limitations is that the Essentials of Grammar workshop will be repeated in February 2008. More information will be in the October 2007 issue of *Blue Pencil*—details will be on the back page.

Catherine Etteridge
Editor

Corporate Associate membership

The Society of Editors (NSW) Inc. offers publishing companies and other businesses and organisations that support the aims of the Society of Editors (NSW) Inc. the opportunity to become Corporate Associates of the society. Corporate Associates can join at any time of the year and membership runs for twelve months from the date of joining.

For an annual fee of \$300, Corporate Associates of the society will receive:

- five copies of *Blue Pencil* each month
- one copy of the *Editorial Services Directory*
- five free admissions to each monthly meeting
- two free admissions to special events, such as the Christmas dinner.

In addition, the usual member rates on professional development courses and workshops will apply for up to five attendees from the Corporate Associate organisation (a saving of approximately \$70 per person).

To apply, fill in the enclosed Corporate Associates form. For further information please email Bruce Howarth at <editorbruce@optusnet.com.au>, or phone him at 02 4731 5406.

NEW MEMBERS

Michael McGrath
Sara Thomas
Catherine Heath
Susan Cutsforth
Ian Lobban
Ray Sellers
Anne Bell
Kate Heness
Phillipa Naughten

NEW CORPORATE ASSOCIATE MEMBERS

Allen & Unwin
(Book Publishers)

Freelancers do lunch, 30 August

The next freelancers' lunch will be held upstairs at the Exchange Hotel, corner of Beattie and Mullens streets, Balmain, at noon on Thursday, 30 August 2007. Mains cost about \$10 to \$14. Buses to Balmain leave stand B, behind the QVB, every 10 to 15 minutes. Hop on a 441 or 442 then alight outside the hotel.

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!

2008 Asialink residencies, closing date 7 September

Applications for 2008 Asialink arts residencies close on 7 September. Up to ten residencies will be offered for writers of all genres to further professional development and bilateral engagement in Asia. Arts management residencies are also available for book industry personnel. For more information phone (03) 8344 3578 or visit the website <www.asialink.unimelb.au/arts>.

Brisbane Writers Festival, 12 to 16 September

This year's festival will bring together approximately 260 writers from around the world. Guests include Armistead Maupin, the author of the *Tales of the City* series; and biographer Victoria Glendinning. The festival's main program will be located in Brisbane's State Library of Queensland, with the evening program remaining at the Brisbane Powerhouse. For details of the program visit <www.brisbanewritersfestival.com.au>.

Galley Club Networking Happy Hour, 19 September

The Galley Club of Sydney is hosting a monthly networking Happy Hour for anyone in publishing or printing. The next one is on Wednesday, 19 September from 6.30 to 7.30 p.m.,

at Level 3, Harbour View Hotel, 18 Lower Fort Street, The Rocks. For members drinks are free. Non-members pay \$5 and drinks are free thereafter. (Or join the Club: \$50 p.a. or \$20 p.a. student concession...and enjoy free Happy Hours every month!). For details visit <www.galleyclubsydney.org.au>.

Writing History Festival, 22 September

This one-day festival will focus on the nature of writing history, whether for the more traditional non-fiction historical writing or for the purpose of using historical material in fiction. The festival will be held at the NSW Writers' Centre in Rozelle. Phone (02) 9555 9757 for details of admission costs, bookings and enquiries, or go to <www.nswwriterscentre.org.au>.

Ubud Writers and Readers Festival, Bali, 25 to 30 September

The 2007 festival offers six days of discussions, creative workshops, book launches, literary lunches and dinners, a free children's program plus poetry, theatre, film, music and dance—all in one of the world's most beautiful settings on the island of Bali. The festival features a host of internationally acclaimed writers, including Kiran Desai; the author of *The Great Indian Novel*, Shashi Tharoor; Richard Flanagan; forensic anthropologist and best-selling crime writer, Kathy Reichs; and Singaporean poet, Cyril Wong.

For more details about the festival visit <www.ubudwritersfestival.com>.

Frankfurt Book Fair, 10 to 14 October

This year the Frankfurt Book Fair will be held from 10 to 14 October. For more details visit the website <www.frankfurt-book-fair.com>.

Each year, the APA organises a display of new titles in the Showcase of Australian Publishing. Contact <kathy.fulcher@publishers.asn.au> for more information.

Redact residential course, Victoria, 12 to 14 October

The Society of Editors, Victoria, will hold Redact, a residential training course in Mansfield from Friday, 12 October to Sunday, 14 October 2007.

The course is suited to both beginner and experienced editors. Participants will work collaboratively on a specific publishing project, under the guidance of a senior Victorian editor with extensive experience in that area. The three publishing strands offered are: fiction, with Sarah Brennan; biography, with Bryony Cosgrove; and trade, with Paul Watt. The cost is \$460 for Society of Editors (Victoria) members and \$510 for non-members. Accommodation is available at the course venue, or elsewhere in Mansfield. Full details and registration form are now available on the Victorian society's website, <www.socedvic.org>.

Vale James Young

The horticultural and publishing communities have lost a valued colleague with the recent death of James Young. James photographed flowers and illustrated large horticultural books for the last 12 years. James was a landscape gardener who learnt photography, editing and indexing. As a specialist plant photographer, James was responsible for almost all the images in *Botanica*, *Botanica's Roses*, *Flora's Trees and Shrubs*, and for more than 11,000 images in *Flora*. His most recent book, *The Joy of Roses*, has been so embraced by rosarians that Tommy Cairns (President of the World Federation of Rose Societies) said James's photography 'was the best in the world'.

James also gave presentations about his work and encouraged his audiences to follow their dreams. In August last year Society of Editors members were privileged to hear him speak about photographing and editing gardening books and how he began his incredible career that would take him to botanic gardens around the world 14 times.



BELS examination, Sydney, 27 October

BELS certification is a widely recognised qualification that demonstrates the editorial proficiency of people who are involved with editing manuscripts in the life sciences.

The BELS certification exam is a three-hour multiple choice test of scientific editing in English.

BELS (which is based in the USA) was formed in 1991. It has certified members worldwide, including a number in Australia. Certified editors use the letters 'ELS' (Editor in the Life Sciences) after their name. For more information about BELS and the certification exam visit <www.bels.org>.

The next exam will be held during the AMWA 2007 Professional Development Day at Sydney Mechanics School of Arts, 280 Pitt Street, Sydney. Visit the website for further details. To sit the exam, first apply to BELS for candidacy then pay a joining fee and exam fee. Phone Rhana Pike on 02 9562 5000 or email her at <rhana@ctc.usyd.edu.au> to enquire about registering for the exam.

The Editorial Services Directory 2007 is now available

Members who have advertised their services in the *Editorial Services Directory 2007* should receive their free copy soon. Further copies can be purchased from Terry Johnston for \$20 (postage included). See the order form on page 4. Please send a cheque or money order to PO Box 2229, Rose Bay North, NSW 2030. Or, use the new direct deposit method of payment. Details for direct deposits are provided on page 3.

Society of Editors (NSW) Inc.

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

Blue Pencil

Editor: Catherine Etteridge

Assistants: Robin Appleton, 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 <cje_editing@hotmail.com>.

Copy deadline for the October issue is Tuesday, 11 September 2007

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 2007 fees are \$70 for ordinary member or professional member renewals; \$75 for new professional members (\$45 if joining after 31 May); or \$50 for associate membership. Interested organisations can become corporate associates for \$300 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 <cgray@mpx.com.au>.

Committee meetings

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

2007 COMMITTEE

President: Michael Lewis

Email: <mlewis@brandle.com.au>

Vice presidents:

Terry Johnston

Email: <pnayp@ozemail.com.au>

Pam Peters

Email: <pam.peters@mq.edu.au>

Secretary: Janice Beavan [temporary vacancy]

Treasurer: Owen Kavanagh

Email: <owen.kavanagh@bigpond.com>

General members:

Catherine Etteridge

Email: <cje_editing@hotmail.com>

Susan Irvine

Email: <susan.irvine@bigpond.com>

Julie Harders

Email: <julieharders@bigpond.com>

Pauline Waugh

Email: <pauline.waugh@corporatecommunication.com.au>

Membership secretary: Bruce Howarth

Phone: (02) 4731 5406 (h)

Email: <editorbruce@optusnet.com.au>

Newsletter editor: Catherine Etteridge

Phone: (02) 9555 4071

Email: <cje_editing@hotmail.com>

Publicity officer: Terry Johnston

Email: <pnayp@ozemail.com.au>

Meetings coordinator: [Vacancy]

Professional development coordinator:

Pauline Waugh

Email: <pauline.waugh@corporatecommunication.com.au>

Website coordinator: Susan Irvine

Email: <susan.irvine@bigpond.com>

Editorial Services Directory coordinator: Cathy Gray

Phone: (02) 9331 4731

Email: <cgray@mpx.com.au>

Catering officer: Nancy Shearer

Email: <nancy.shearer@bigpond.com>

Copy deadline for the October issue of
Blue Pencil:

Tuesday, 11 September 2007

Professional development

Typography for editors

Presenter: Bruce Howarth

Date: Friday, 21 September

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

The workshop presents the basics for making type and layout decisions that will complement content. It's about principles, not typesetting programs. Topics covered include:

- The language of type
- How we read and the implications for design
- Design tradeoffs: how the variations can be played with to achieve attractive, economical but readable designs
- Type and proofreading
- Special cases: type design for the web and other applications.

Effective writing: structure, style, and plain English

Presenter: Pauline Waugh

Date: Friday, 16 November

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

Grammar essentials

Presenter: Pam Peters

Date: February 2008 (date to be confirmed)

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

Smart marketing for freelancers

Presenter: Terry Johnston

Date: Saturday, 22 March 2008

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

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.

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

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

Conference volunteers

If you believe that the society adds something worthwhile to your life, think about helping us to run it. You might wish to consider how you can contribute to planning the 2011 national conference to be held in Sydney.

And, do not forget we would especially like to hear from all society members with a proposal for the 2011 conference theme.

Please forward theme proposals to '2011 conference in Sydney' care of the Society of Editors (NSW) Inc.