

Blue Pencil



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A postcard on plain English

At our August meeting, Neil James, Executive Director of the Plain English Foundation, outlined the accelerating influence of plain language around the globe and its implications for Australian editors.

Excerpts from Neil's talk follow.

Most of us, if we think about plain language or English, would probably be remembering where it kicked off in the 1970s. In many respects, it really kicked off in the English-speaking world in the USA. It came out of the consumer movement and you might remember Ralph Nader's role in it. If you are going to get your picture on the cover of *Time* magazine you might as well get a psychedelic era one I suppose. But in the United Kingdom, the plain English campaign started in 1979 with the symbolic burning of government forms on the steps of Westminster—a rather radical thing to do.

Australian plain English initiatives

Australia was also a leader, particularly in the world of insurance; the NRMA in the 1970s issued the first insurance policy in the world in plain language. Justice Reynolds at the time rather outspokenly said: 'it would be the end of insurance as we knew it.' It would

give rise to so much litigation, this plain language caper and of course the contrary was the case. So let us start with research, an area where Australia was a very early leader. In fact it came out of the 1970s and early 1980s, with a report by the Victorian Law Reform Commission which investigated in a major piece of research whether plain language was feasible in law. It was one of the benchmark pieces of research that was done at the time. In continued with the International Year of Literacy in 1990, an easy reading campaign that was funded by the federal government, and the Australian Language and Literacy Council was commissioned to write a report.

The American Plain Writing Act 2010

In 2010, President Obama signed what is called the Plain Writing Act 2010. Its core provision is to enhance citizen access to government information by establishing plain language as

the standard style of government documents issued to the public. Beginning not later than one year after the date of the enactment of this Act (October 2010), each agency has to use plain writing in every document of the agency that issues it. It is one of the most important statements ever made by a government about the standard for public communication. So it is a long way from the burning of forms on Westminster to the passing of legislation. It was endorsed by an enormous margin in Congress: 170–3.

Plain language roundup: implementation around the world

Of all the countries that are adopters of plain language around the world, Scandinavia really is the top of the tree. Sweden I would like to describe as Plain Language Nirvana. That is where you would go if plain language was your prime consideration in life. Otherwise it would be North America;

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Next meeting: Tuesday, 6 November 2012

Changes in the bookselling world, Jon Page

Jon Page is General Manager of Pages & Pages Booksellers in Mosman and the current President of the Australian Booksellers Association. He reviews books regularly on his blog *Bite The Book* and every Tuesday on 702 ABC Sydney Radio on *Mornings with Linda Mottram*. He is also a member of the Book Industry Collaborative Council established by the federal government in June, 2012. Jon will be talking about how bookselling works, the current state of bookselling in Australia and what the future bookshop might look like.

Sydney Mechanics' School of Arts, 280 Pitt Street, Sydney at 6.30 pm for 7.00 p.m. Drinks and light refreshments provided. \$15 for members, \$20 non-members and \$10 for students or concession card holders. RSVP (02) 9294 4999 (voicemail) or membership@editorsnsw.com by Friday, 2 November 2012.

December meeting: Christmas Dinner, Tuesday, 4 December 2012—more details on page 6 and on the enclosed flyer.

the USA, Canada and Mexico. The Spanish–Mexican term for plain language roughly translates as ‘citizen language’. Also Australia and New Zealand, and increasingly parts of Asia, particularly Japan and South Korea. South Korea’s Ministry of Government Legislation have just decided ‘ok, this plain language sounds like a good idea so let us rewrite our legislation, all of it. It puts us in the shade in the English-speaking world.’ Australia has 40 pieces of legislation that have some kind of plain language provision in it, usually that a document needs to be provided in plain language. But that was not good enough for the South Koreans. They rewrote a thousand pieces of legislation between 2006 and 2011. By 2013 they will have revised a further 3000 subordinate acts and regulations. So it is an example of a country that has got serious about plain language. They tested the ‘before’ and ‘after’ versions, and in surveys, 70 per cent of the general population found that the ‘after’ versions were much easier to read and understand.

Plain language initiatives, resources and legislation

Let us now look at the different sorts of plain language initiatives of various countries where it has been implemented. Where the different sorts of resources are available in different countries, where incentives have been built to encourage organisations to use clearer language, and which governments are providing directions such as legislation.

There has been an increase in major resources being set up by government organisations. Some countries have decided that providing a network is the way to go. That is the way the Americans have gone because if they had needed to raise a budget to get any of these plain language measures up it would have been knocked back. So they established a network called the Plain Language Action Information Network. This was an informal network of government employees throughout the federal government system, and they managed to persuade one of the departments to give them space on their server to set up a website, and they have provided training to federal government employees on plain language. But getting that network up was crucial: having a network and access to examples of other organisations was one of the critical success factors. My favourite-sounding network is the Network of Finnish Government Language Specialists and

a similar model now taken up by other countries as a way of promoting plain language.

The most widely available resources are simply in publications. There is now a range of key reference documents for those of you who are working in the corporate world. Does anyone work in the financial world, financial editing? The *Securities Exchange Commission Plain English Handbook* is worth looking up. The SEC guidelines were one of the first comprehensive references for all of financial regulations in the USA. Another one that came out a couple of years ago is the *How to Write Clearly* booklet issued by the European Union, in every member language. They have just introduced a completely new push to promote plain language within the European Union, because they have discovered that 80 per cent of the documents written within the European Union are produced by people who English is their second or third language. And so for them to write in this complex ‘officialese’ just is not working very well.

Plain language incentives, awards and promotions

Interestingly enough when it comes to incentives, most of those provided, except for Scandinavia, have been by the private sector. The two classic examples are different types of awards: ‘positive awards’ and ‘exposure awards’. The three major awards around the world are the Clearmark Awards (run by the Senate of Plain Language in the USA); the Plain English Campaigns Awards (run in December each year in the United Kingdom); and the Writemark Plain English Awards in New Zealand, which recognise and champion plain language.

But, because we have a bit of a sense of humour, there are also the exposure awards. The New Zealand Plain English Awards also include the Brain Strain Awards, which are examples of the worst kinds of writing. If you win a Brain Strain Award you get a little rubbish bin with a packet of sour gummy worms in it. In the USA, they have the Wondermark Awards and of course you are probably more familiar with the Golden Ball Awards in the United Kingdom. In Australia, the Plain English Foundation once a year runs what we call our Worst Words and Phrases of the Year competition. For those of you who are interested you can check it out on Facebook, as people are posting various suggestions. Last year’s winner of

the Worst Word and Phrase of the Year in Australia was ‘fugitive emissions’. They were not gas leaks, they were fugitive emissions from the Orica chemical plant in the Hunter Valley.

Governments rarely support or run those types of awards, but what they have done more effectively is provide promotion—especially if you are in Scandinavia. So here is a Norwegian example of publications issued by the Language Council in Norway: a quarterly newsletter called ‘Language Now’ that goes out to all public agencies on how to improve their communication and language. They also put out a calendar every year, which has a monthly inspirational saying about plain language as a way of promoting awareness throughout the public sector. It seems to be a Scandinavian thing; other countries have not done that much.

Plain language legislation

The heavy-handed end of plain language is providing direction, and governments are increasingly attracted to it. It happens on three levels: either providing some kind of directive, building some kind of reporting process or building directions into legislation. The closest we got in Australia was 2009 when the then Premier of NSW issued a memorandum to the public sector to mandate plain language, but three weeks later he lost his job.

Last year, the Commonwealth Ombudsman gave a major speech at the Walkley Conference, putting plain language on the agenda and talking about having a renewed program for plain language in their Commonwealth Public Service. A month later he lost his job. Even where there have been directives, as in Norway, they say ‘Oh that is just like a Christmas letter, (memorandums) they are very easy to ignore. You need a much stronger program.’

One of the things that excites me about the USA Plain Writing Act is that it builds in reporting and monitoring systems. So all agencies have to include a plain language statement on their website, on how they are communicating more effectively. They must publish a report every year about their plain language commitment and there must be a nominated senior contact person that anyone can contact if they have a point of view to express about communication in the organisation. It is a very important model that I am hoping will become influential in other parts of the world.

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Workshop reports: *Editing for the web*

On 13 August, the Society of Editors (NSW) Inc. held a workshop on editing for the web presented by Elizabeth Spiegel.

Increasingly, more editors are expected to edit websites. In fact, some of us have already made the leap and work exclusively on online content—like Elizabeth Spiegel, AE, who presented the workshop. With a degree in internet studies, Elizabeth has been working on government (such as the Australian Tax Office) and private websites for the last 10 years.

Elizabeth started the day by talking about the differences between print and web delivery. While both forms of publishing content rely on words, the web has its own sets of challenges. The diversity of mobile devices, web browsers and their models means there is no control over how the users will see the website and in what context. Users are impatient when browsing and wary of the harm that can potentially infect their computers. And it takes little effort to look elsewhere.

As is the case of book editing, editors can ensure that the web content is well organised, well written and engaging. In the case of websites, however, the focus is not only on the final reader/user, who could be based anywhere in the world, but also on the requirements of search engines.

The degree of the editor's involvement depends greatly on the size and complexity of the site, its development stage and the timeline. On the one hand there is a great degree of fluidity between writing and editing for the web, and on the other hand, the conflict between design and usability is far more pronounced than in print. Moreover, in contrast to book publishing, work on a website never ends.

So how can editors contribute to the world of the internet? First of all, editors can help with the structure of the website and specific pages. Ideally, as project managers they should be involved in the mapping and planning of content from the beginning, before the web designers and programmers get involved.

Secondly, editors can edit, or indeed write, the content (including metadata), making sure that the information is appropriate, clear, concise, written in the right tone and has effective headings and hyperlinks. The inverted pyramid format used in journalism is particularly suitable

for the web, and as Elizabeth said, it doesn't have to be short. Users should be able to dig deeper if they want.

Thirdly, editors can create a style sheet for the website.

Fourthly, they can proofread the website just before it goes live to ensure the text is clear and mistake-free, all the links are active and the website works on various browsers and in FANGS (for accessibility). If the website is already live, editors can improve it, by reviewing the structure, grammar, spelling, etc. (Elizabeth showed many examples during the day that would greatly benefit from the editor's touch.)

Finally, editors can be instrumental in managing content of an existing website. There are four important questions that need to be asked on a regular basis: what is on the site, why is it there, when was it last reviewed and when it should be removed.

With the knowledge of structure and grammar, a feel for clarity and an eye for detail, editors can move into web editing without the need to master the geeky world of CSS, DTD, SQL, XHTML, XML, etc. It is, however, very helpful to know the basic web vocabulary and HTML, and understand how websites are built and why things happen the way they do.

Agata Mrva-Montoya

The society's September workshop—Editing for the web—was a great success, filling quickly and with a waiting list of those who did not make it.

Part sponsored by IPed, the workshop was presented by Elizabeth Spiegel, AE, and the 25 participants were keen to discover the elements to editing on websites, covered by Elizabeth to great effect through the day.

Elizabeth has a degree in Internet Studies from Curtin University and a Graduate Diploma in Editing and Publishing from the University of Southern Queensland. She is the website manager for the Society of Editors, Tasmania.

The workshop took participants through the concepts of:

- how the web differs from print (and how sometimes it is just the same)
- how to write effective headings and hyperlinks
- when to use lists and tables
- how to help search engines find a site's

content

- what is metadata and why it matters
- how to help people with disabilities find and use a site.

The popularity of this workshop highlights the enthusiasm for knowledge of website editing, and the attendees from wide-ranging backgrounds were able to pinpoint areas specific to their working roles, which is, of course, the aim of our workshops.

IPed sponsored Elizabeth as part of the organisation's commitment to planning and implementing activities that support Australian societies of editors and their members, and editors in general. They flew her from Hobart to present the day for us.

Agata Mrva-Montoya, our workshop coordinator, is busy working on the 2013 calendar of workshops for the society and all workshop details are published on our website as they are confirmed.

www.editorsnsw.com/workshops.htm

We look forward to seeing you at a future workshop.

Susie Pilkington, Events Manager

6th IPed National Editors Conference Perth 2013

The sixth IPed National Editors Conference will be held on 10 to 12 April 2013 at The Esplanade Hotel in Fremantle, Western Australia, and will be organised and hosted by Society of Editors (WA) Inc.

More information: www.ipedperth2013.com.au or promaco@promaco.com.au

Editing across borders
6th IPED NATIONAL EDITORS CONFERENCE, PERTH
10-12 APRIL 2013
www.ipedperth2013.com.au
Sponsor! Present! Attend!
Where: The Esplanade Hotel, Fremantle
Who: 150-200 participants, mostly from Australia, South-East Asia and New Zealand
What: Topics on academia; children's, corporate and Indigenous publishing; digital media; building editorial skills; editing for the web; scientific journals; editing in all genres, and much more!
International and national presenters will share practices and trends in editing and publishing.
Keynote speakers: Don Watson, Dr Carmen Lawrence, Nury Wittachi, and MC, Will Yeoman
Contact the conference organiser: Promaco Conventions, promaco@promaco.com.au or 08 9332 2000 or see our website <www.ipedperth2013.com.au>
Twitter @editors #ipedcon2013
Find our group on LinkedIn
Join on Facebook
www.facebook.com/socialyofeditors

Otherwise most of the legislation around the world tends to be provisions within larger legislation and that is certainly the case in Australia. There are 40 pieces of legislation in Australia that have some kind of plain language provision. It is not their major point, but it is a certain document that is being prepared and it has to be written in plain language. New Zealand recently introduced changes to the Local Government Act requiring Councils to provide their reports in plain language.

The country that has gone the strongest down the legislative route is South Africa. Coming out of the apartheid era and reconciliation, the incoming Government saw plain language as a means of bringing social justice. So there are a lot of pieces of legislation in South Africa that really foreground plain language and the use of clearer communications as an absolute priority. But it has been remarkably unsuccessful because you cannot just pass a law and expect the world will change. Particularly in South Africa, where you have an awful lot of languages in contact. Companies are struggling with a lot of regulatory burdens. The guidelines issued about plain language were very difficult for the courts to enforce.

Plain language public and professional organisations

There are two international organisations that are dedicated to plain language. Both the Plain Language Association International and Clarity have a focus on plain legal language. At a national

level, it is a much more mixed picture. There are some public organisations like the Centre for Plain Language in the USA and some private organisations like our Plain English Foundation. Only in Sweden do they actually have a professional association: the Association of Swedish Language Practitioners or Sweden Language Consultants. And you can do a degree in language consultancy in Sweden. There are two universities that offer a degree in that. So Sweden has what we would recognise as a professional association that regulates its members. And that is about it at the moment. Most individual countries do not have an association, so most plain language professionals are working with their peers at an international level.

Back in 2008 we decided to get together and form a beast which we called the International Plain Language Working Group to have a look at how we could coordinate our efforts. Given the growing penchant from politicians towards plain language, how can we make the most of this once-in-a-generation opportunity? And if we blow it and things done in the name of plain language are seen as being done very poorly, then politicians will backpedal very quickly on it.

So far we have been working with representatives from 11 countries over the last few years. Our major publication was our options paper on professional writing and plain language.

Towards a common definition of plain language

If you ask different people what plain language means, you would get different definitions. For some people it is about using a readability formula and it is not to do with design or structure.

There are also plain language practitioners who insist that testing must be part of plain language. It is one of the things that distinguishes the plain language approach: we not only edit it against various textural elements like average sentence length and so on, but we also test whether a document actually works with a group of representative readers. Should that be built into the definition? Believe me, getting a group of practitioners to agree on a definition ... you can just imagine! It has taken several years. What we ended up with was a hybrid definition.

‘The communication is in plain language, in its wording, structure and design so that the intended audience can readily find what they need, understand what they find and use that information.’

So it is not just about making a piece of text comply with some set of guidelines. It is also about whether it actually works with the audience for whom it is intended.

The definition took us three years, so it is going to take us a long time to develop the first plain language standards. The other problem is we are not working at a national level, we are working at an international level. So imagine all the challenges. Some of you here would have been involved in the Australian Editorial

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online professional course in editing and electronic publishing

Set yourself up for an alternative career in professional editing through full or part-time study online at Macquarie University, in the Postgraduate Certificate in Editing and Electronic Publishing.

Applications are invited for enrolment in second semester 2012.

For more information, contact the Linguistics Postgraduate Office, Macquarie University:

T: (+61 2) 9850 7102
E: ling.postgrad@mq.edu.au
www.ling.mq.edu.au

MACQUARIE UNIVERSITY

Standards I am sure? Multiply that exercise by 20 countries and many more languages, and you will get some idea of the challenge ahead of us. We are just embarking on the standards stage now.

A system for plain language certification

It is a scary word to be using anywhere publicly, as we advance to professional association certification. You all ought to be particularly proud of what you have achieved in the editing world in this country. We are not even at the stage in the plain language world of having agreement from all our practitioners that we need some kind of certification. I imagine that you went through a lot of those debates and discussions.

The Society of Technical Communication in the USA, which is the largest and oldest communications organisations in the world, goes back in its merged form to the 1950s. Only after 20 years of debate have they established a certification system for their people. There are still a lot of doubts about the risks: 'if we accredit our practitioners and then they do a bad job, how do we work?' I am sure you have gone through that experience as editors.

So finally, what organisation is going to do all of this for plain language? What we have just established or decided that we are going to do is to remake the International Plain Language working

group and take it one step further as a formally constituted legal organisation. It will probably be based in Europe and called the International Plain Language Federation. It is not up and running yet but watch out for it, it is going to be the organisation that will in the future be driving a lot of this plain language work internationally.

New society website

Thanks go to Abigail Nathan and her partner for all the work that they have done on the society website in the past year or more.

With their work we now have a website to promote our society's workshops and other events, month-by-month.

Do not forget to get your new member login so you can access the member section of the new website—contact our membership manager for details.

www.editorsnsw.com

Adding the Inc.

For the first 18 years of its existence (from 1979), the Society of Editors (NSW) was not incorporated. During the first decade it was relatively small, and there was no pressing need for legal incorporation because the society's activities were limited and not such that its members were likely to need financial indemnity. But with the steady growth of the society in the 1990s came the need for a more formal legal structure, to frame the society's work, manage its finances and limit the financial liability of its members. In 1996, the then president Cathy Gray and vice-president John Fleming worked through the constitutional issues in transforming the Society of Editors (NSW) into a properly incorporated association, and the Inc. was added to its name. John subsequently became the society's public officer, a role which he has held ever since.

New society constitution

Shelley Reid and John Fleming have worked at length on the society's revised constitution, making the committee's task less taxing. I extend my thanks to Shelley and John for a job well done.

Robin Appleton
Honorary Life Member

Tiered membership 2012

Categories

This membership year (2012) the Society of Editors (NSW) Inc. will offer members the option of two categories:

1. Existing and new members can become a professional editor member, with full entitlements, for the annual fee of \$85, provided you have two years' experience in a paid editing role and can supply two letters confirming your experience; or
2. Existing and new members can become an associate member for the annual fee of \$65 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*).

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

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, five free admissions to each monthly meeting and two free admissions to one special event per year, such as the Christmas dinner. 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 \$95 per person).

The Committee, Society of Editors (NSW) Inc.

Christmas Dinner

Tuesday, 4 December, 6.30 p.m. for 7.00 p.m., at Al Aseel, 529 Elizabeth Street, Surry Hills, (five minutes walk from Central train station).

For more information, visit <http://alaseel.com.au>. To book, please fill in the enclosed flyer.

Partners and non-members are welcome. \$40 per person with a complimentary drink on arrival.

Do not miss this night of good food, good fun and good company.

Changes to society membership in 2013

The Society of Editors (NSW) Inc. is changing its membership structure from 1 January 2103 to encourage and reward those who become professional members. The tier system remains with the associate membership subscription of \$65 and professional membership subscription of \$85. Professional members require two-year paid editing experience that does not have to be consecutive or recent. All members are welcome to attend meetings and will receive the *Blue Pencil* newsletter every month.

From 2013, only professional members will receive notifications of jobs and will be able to be listed in the *Editorial Services Directory* (for a \$40 fee each year).

October/November issue of *Blue Pencil*

Due to illness and our Editor being out in the far north-west of NSW for most of August and September, we bring you a combined October/November issue of the *Blue Pencil*. We hope you understand.

Freelancers lunch

Turnouts for the monthly gatherings have produced full tables and lively conversation. We continue meet at Café Delizia, located at street level in the Hyde Park Towers Building, 148 Elizabeth Street, in the CBD between Liverpool and Goulburn Streets (Surry Hills side of the road). Join us! Meet at noon or thereabouts. Put it in your calendar.

Our next gathering will be held on:

- Tuesday 20 November

We deliberately vary the days and dates to accommodate the varying schedules of our freelancers, and the venue is centrally located and easy to reach via public transport. This little café has a cosy and quiet back room with floor-to-ceiling books along three-and-a-half walls (they had to leave an opening as a door). The menu is limited, but the food is good and inexpensive. We welcome suggestions for other venues, if anyone wants a change of scenery.

There is no need to book or rsvp—just come. Some come early, some later. We are generally there from noon until 2 p.m.

New society bank details

The society has recently transferred our banking from CBA to Westpac. If you are making any direct deposits to us—membership, workshops, etc.—please make sure you deposit to:

Society of Editors (NSW) Inc.

Westpac

BSB: 032199

Account: 275250

And be sure that it is clear to us who is paying and for what. If in any doubt send an email as well to the Membership Secretary: membership@editorsnsw.com.

ANZSI NSW Branch social gathering

ANZSI NSW Branch will be holding a social gathering on Saturday 17 November 2012.

Frances Lennie (<http://bit.ly/PBudOB>) will present a talk: 'Index as canvas: impressionism vs. precisionism', followed by a social lunch.

11:00 a.m. presentation at Thomson Reuters, 100 Harris St, Pyrmont.

12:30 p.m. lunch at the Pyrmont Point Hotel (pay-as-you-go, menu available at www.pyrmontpoint.com.au)

If you cannot make it to the presentation, please feel free to join us for lunch!

RSVP by 14 November 2012 to Lorraine Doyle at Lorraine.Doyle@thomsonreuters.com

Parking is available onsite—include your name and rego number in RSVP by 14 November 2012.

www.anzsi.org/site/calendar_details.asp?id=283

Changes to society meeting fees in 2013

The Society of Editors (NSW) Inc. is changing the cost of its meeting fees from 1 February 2103 due to the increased cost in venue hire next year.

New fees for 2013:

\$20 for members

\$25 for non members

\$10 concessions

Effective February meeting 2013.



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Second-hand book market

Reference books for sale:

Chicago Style Manual (14th Edn)—hard cover, very good condition [\$16]
Writing at Work by Neil James—as new [\$11]
The Design Manual (Whitbread)—as new [\$16]
Collins Dictionary for Writers & Editors—as new [\$6]
Newsletter Editor's Handbook (5th Edn)—as new [\$9]
The Complete Guide to Book Marketing—as new [\$5]
New Penguin Dictionary of Abbreviations—good condition [\$3]
How to Write & Present Technical Information (3rd Edn)—very good condition [\$8]
Postage extra (at cost) but books could be brought to a monthly meeting/Christmas dinner. Contact Terry, pnayp@ozemail.com.au

I never made a mistake in grammar but one in my life and as soon as I done it I seen it.
—Carl Sandburg (1878–1967)

Society of Editors (NSW) Inc.
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Editor: Jacqui Smith

Assistants: Pam Peters, Agata Mrva-Montoya, Elisabeth Thomas and Owen Kavanagh

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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 December 2012 issue is Tuesday, 13 November 2012

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; one-third page \$125; quarter page \$100; 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 2012 fees are \$85 for professional members (new or renewal) and \$65 for associate members (new or renewal). Interested organisations can become corporate associates for \$400 per year.

To obtain a membership application form visit the Society of Editors (NSW) Inc. website—www.editorsnsw.com, phone (02) 9294 4999 or write to PO Box 254, Broadway NSW 2007.

Listing in the Editorial Services Directory

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

- January (deadline 31 December)
- April (deadline 31 March)
- July (deadline 30 June)
- October (deadline 30 September).

The cost is \$40 per year in addition to the fee for membership of the society. Only professional members are eligible for a listing. New listings should be submitted using a template available from the administration manager at membership@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.

2012 COMMITTEE

President: Pam Peters

Email: president@editorsnsw.com

Vice presidents:

Jacqui Smith

Email: vp1@editorsnsw.com

Rochelle Fernandez

Email: vp2@editorsnsw.com

Secretary: Shelley Reid

Email: secretary@editorsnsw.com

Treasurer: Ian Close

Email: treasurer@editorsnsw.com

General committee members:

Owen Kavanagh

Email: committee1@editorsnsw.com

Agata Mrva-Montoya

Email: committee2@editorsnsw.com

Laura Daniel

Email: committee3@editorsnsw.com

Susan McKerihan

Email: committee4@editorsnsw.com

Newsletter editor: Jacqui Smith

Email: bluepencil@editorsnsw.com

Publicity officer: Susie Pilkington

Email: publicity@editorsnsw.com

Meetings coordinator: Rochelle Fernandez

Email: meetings@editorsnsw.com

Professional development coordinator:

Agata Mrva-Montoya

Email: committee2@editorsnsw.com

Website coordinator: Abigail Nathan

Email: web@editorsnsw.com

Editorial Services Directory

Email: membership@editorsnsw.com

Administration manager: Anna Rauls

Email: membership@editorsnsw.com

Events manager: Susie Pilkington

Email: events@editorsnsw.com

Professional development

Flying solo: setting up your own editing business

Date: Wednesday, 14 November 2012

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

Presenters: Lyn Fernance, Julie Harders, Denise Holden and Abigail Nathan

Venue: City Tattersalls Club, 198 Pitt Street, Sydney

Cost: \$195 for members, \$290 for non-members (includes lunch, and morning and afternoon teas).

Please register by 7 November 2012.

An expert panel discusses how to make your editing business work. As well as editing expertise you need business nous, marketing skills and the flexibility to work with different—and sometimes difficult—clients. This workshop, presented with input from successful solo editors, covers a range of topics of interest to established self-employed editors or those just starting on the independent path. This is a rerun of one of the most popular workshops from the national conference last year so book early.

NEW MEMBERS

Elaine Chang
Margaret Leggatt
Margaret Mackay
Kate Daly
Debra Perik
Emily Mann
Jillian Gibbs
Jill Edin
Marjorie Lewis-Jones
Irawati Setiono
Melinda Leyshon

Copy deadline for the next (December 2012) issue of

Blue Pencil

Tuesday, 13 November 2012

Call for contributions

Thanks as always to our regular contributors to this month's newsletter. If you have any feedback or suggestions, ideas for articles, books you would like to review, or want to contribute in any other way to this newsletter please drop Jacqui a line at bluepencil@editorsnsw.com. We would love to hear from you.

Workshop information

Registration

To register for regular workshops use the enclosed form or download one from the society's website and send it to the administration manager, Anna Rauls. Please note that workshops require a minimum of 10 registrations by the closing date to proceed. The society reserves the right to cancel workshops if there are insufficient enrolments.

Payment for workshops

To secure a place you must send payment with your registration form. Workshops fill quickly and we often have people on a waitlist for courses. Please contact the administration manager if you need a tax invoice.

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 regular workshops (excluding computer-based workshops).