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COPY DEADLINE NEXT ISSUE

Tuesday 1 September, 2009



To network or not to network

Social networking means something far different in the 'noughties' from what it meant in the 80s and 90s when we went to cocktail parties 'working the room' and passing out business cards. We live in the era of blogs and forums, MySpace, Twitter, Facebook, LinkedIn, Flickr and a growing number of named sites including one called Vampirefreaks. For a more extensive list, check http://en.wikipedia.org/wiki/List_of_social_networking_websites

Whether you like it or not, social networking is growing and it's our job as communication specialists to know what's out there, and think about how to use these sites to our advantage, and the advantage of our clients.

There's debate about the effect these sites have on young people: they become socially isolated, vulnerable to Internet predators, lose their social skills, become unhealthy. It's a debate reminiscent of the ones floated when TV first hit our lounge rooms. Nonetheless, in today's technology-driven world, marketing your products and services online has become mandatory if you want to build a presence and a brand so that potential customers can find you. Build value and confidence in your products and services by establishing your credibility and expertise in an online forum. Search engines constantly spider websites to put into search listings. It's not necessarily about selling your product or service directly; it's about promoting yourself and your business as an expert in your field, using your website or blog as a portfolio to demonstrate your expertise and offering free services or a monthly newsletter with useful tips. It's about the opportunity to gather lists of other websites that, in turn, will list you on theirs.

Just as there are countless networking sites, there are countless ways to use them. No time you say? Get a technology expert to do it for you (the cost is worth it). Better still, spend an afternoon learning how to do it yourself. You'll find it's not so hard after all.

This is a huge topic which we will go some way towards addressing in our September and October meetings. Stay tuned for more details and don't miss these innovative and essential sessions. If you haven't already done so, please join our online forum and get involved by posting some thoughts or responding to posts at <http://www.editorswa.com/forum/>. When you go into a topic, there's an explanation of what to do to log on and get posting. Have fun!

Happy editing...

Robin

Robin Bower - President



**This month's Members' Meeting Tuesday 18 August, 2009 at 7.30 pm
PREPARING FOR THE ACCREDITATION EXAM**

If you're planning to sit the 2009 Institute of Professional Editors (IPEd) accreditation exam (12 September), or if you are just interested in the accreditation process, this workshop is for you.

Venue: Subiaco Community Centre (Activity Room), 203 Bagot Road, Subiaco. Enter by the glass double doors opposite the courtyard (Activity Room is on the left)

Cost: \$2 members; \$5 non-members

Parking: street parking and Crossways Shopping Centre car park opposite

RSVPs are essential: to <acurtin@highway1.com.au> by 14 August

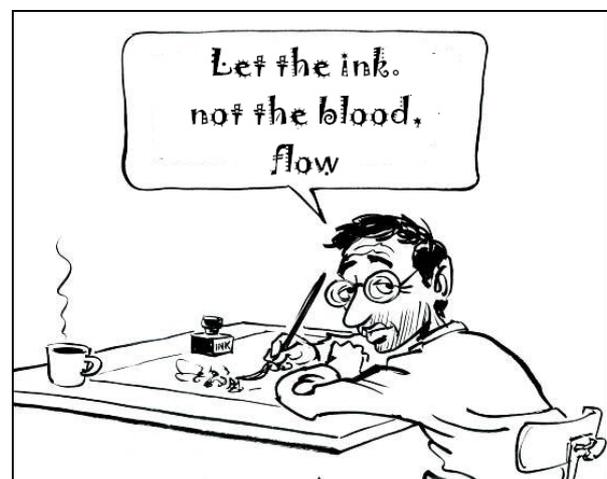
**PREPARING FOR THE
ACCREDITATION EXAM**

If you're planning to sit the 2009 Institute of Professional Editors (IPEd) accreditation exam (12 September), or if you are just interested in the accreditation process, this workshop is for you. It will be led by WA assessor Janet Blagg and Accreditation Board delegate Amanda Curtin, and successful 2008 candidates will be on hand to offer their valuable experiences.

Anyone interested in attending the workshop is strongly advised to **attempt the sample exam beforehand** (available on the IPEd website, under Accreditation <www.iped-editors.org.au>), under the conditions set out on the covering page. We will be discussing the sample exam in detail, and if you haven't attempted it, you will lose the opportunity to (a) assess whether you're ready for the exam; (b) note what you might need to brush up on; (c) note any questions you might have; (d) familiarise yourself with what we will be discussing. We can't emphasise enough that attempting the sample exam, and learning from that experience, is the best exam preparation

you can do, and will also maximise what you will get out of the workshop.

To help us to respond to your needs, please email any questions you have to <acurtin@highway1.com.au>. Of course, it's fine to bring your questions along on the night, but sending them beforehand will help us to ensure that we cover as much as possible. Similarly, if you have any useful suggestions arising from your experience with the sample exam that you are willing to share with your fellow candidates, please email those, too, or bring them along.





Spotlight on Ian Nowak



I was born in England in 1938 (grandparents of four different nationalities), came to Australia in 1948, went to school in Canberra, and studied science at Sydney University. My mother, who was an excellent, though unrenowned, writer, made the minutiae of the English language great fun – which is why, after years of earning my living as a field geologist/geophysicist (with seven years as a Fremantle blacksmith in the middle), I returned to the Geological Survey of WA in 1991 as a technical editor. I haven't looked back since – I just love editing. For the last twelve years I have been operating on a freelance basis in a quasi-nirvanic state of semiretirement. Thus released from the tyranny of the bottom line, I take on only the jobs I want, accept only those clients who demand neither a quote nor a daft deadline (gets rid of a lot of dross), and work (for fees, i.e.) only in fields associated with geoscience. Long may it all last!

Although I don't seem to get to all that many of our meetings, I do enjoy being a member of SOEWA, one of the reasons being the occasional very lively discussions on our group e-mail. We have all types, from the somewhat rigid folk who man the barricades of high grammatical tradition, through those whose guiding principle is George Orwell's (1950) sixth and final rule – I'm pretty much with them – to those few stirrers who take a modicum of pleasure in not always being suitably serious about our profession (I have been guilty). I never truly understood how it was that the seven judges of the High Court, each steeped in the very letter of the law, could ever fracture to a 4-3 decision until I joined SOEWA and became aware of the many ways a group can argue the toss over angels on heads of pins. All good stuff!

ACCREDITATION 2009 accreditation exam proceeding as scheduled

Larissa Joseph
Chair, IPEd Accreditation Board

The Accreditation Board of the Institute of Professional Editors Limited (IPEd) is pleased to announce that sufficient registrations have been received and **the accreditation exam will be held as scheduled** on the afternoon of Saturday 12 September 2009.

Exam registrations closed on 31 July; we will not be accepting any late registrations. If you have registered for the exam but have not yet paid in full, you must do so now in order to retain your place in the exam.

If you have registered for the exam, you will soon receive the following information by email from the Exam Coordinator:

- details of the time and venue for the exam in your city
- your confidential candidate reference number, which you will need to write instead of your name on each page of the exam paper
- detailed information about the rules and procedures for exam day.

For general information about the accreditation program and the exam, including guidelines for candidates and a Q&A, visit the accreditation section of the IPEd website at <http://iped-editors.org>

continued from column 1 Spotlight - Ian Nowak

I spend a fair bit of my time these days in our shack down at Denmark, enjoy a couple of young grandchildren, and write when the mood strikes. In 2001, I published a book ('Travelling from an Antique Land') that sold well in Perth (endorsement by Bill Bryson helped), and I intend to put together my sixteen or so short stories (half of them previously published) before the Cosmic Finger in the sky discovers I'm still here. ■

Reflections on Workshop

Marketing 101 for Freelance Editors
with Renee Otmar, DE, Hon. Life member
Society of Editors (Victoria)
held on Saturday 18 July 2009
by **Marisa Wikramanayake**

Ok, I admit it – I had not given out all my 500 business cards when I signed up for Renee's workshop. Each time I looked at the poster advertising the workshop I wondered if, perhaps, I ought to dash out into the street and hand them out to random strangers. Which, when I turned up to the workshop, is just what Renee told us we should do. Yes! Give them out to strangers!

Renee Otmar is Distinguished and Accredited – both of those being titles bestowed by IPEd upon the best among us. She had tons of confidence and was very sure of everything she said which in turn made it a lot easier to listen to her. When the presenter is extremely sure that if you do this, it will pay off, it certainly inspires confidence in participants.

The workshop didn't turn us all into wonderful savvy marketers able to sell water to the thirsty but it did more than its fair share of motivating us – and all seventeen present needed such motivation. For too long some of us had sat around wondering: if promoting ourselves on our websites actually worked; whether it was foolish to spend money on the business cards; whether we should spend more on other ideas for dealing with clients.

Participants drew up great plans for our future. We wrote down what we referred to as "Aha! Moments" and as we talked to one another, we slowly realised what a wealth of information we have among not just the seventeen of us in that conference room but the 142 current members of the society, some of whom we never get to see in person but whom we know as a set of alphanumeric characters in the "To:" box of our email programs.

Renee provided us with a lot of starter ideas. She inspired us to think further and to come up with our own. She motivated us to act now – and, at the risk of scaring some newer freelancers, mentioned marketing and business plans.

She pointed out that what each individual does to market themselves depends on the individual and the clientele that the individual wants to reach.

Now, Renee insisted, was the time to decide. So we did. We went home, some ready to take the plunge into freelancing, others eager to work on websites. I, for one, mentally slapped myself for not deciding to act on certain ideas sooner. In that respect, the workshop was a success.

It certainly got the committee thinking about new ways to get all 142 members involved and talking. Like it or not, we have to market ourselves to each other as well.

After all, if you say you will refer a client to someone who specialises in a particular genre, then wouldn't it be great customer service and common sense to refer them to someone you know is reliable, is knowledgeable and is available? If we don't talk to each other, how would we know? If we don't make the decisions and act on them, how do we expect our colleagues and our potential clients to know that we are here and this is what we do? Most of the members are freelancers. We should be thinking of ourselves as businesspeople, with plans, marketing and customer service in our minds, because we are exactly that. Otherwise we are hobbyists.

If you want your freelancing endeavour to work for you, workshops like this one are important. You don't have to wait for a workshop, however. You have 142 members that you can email or chat to via a forum. You can even call them up. We should be talking to each other more often. ■

WELCOME TO THIS MONTH'S NEW MEMBERS

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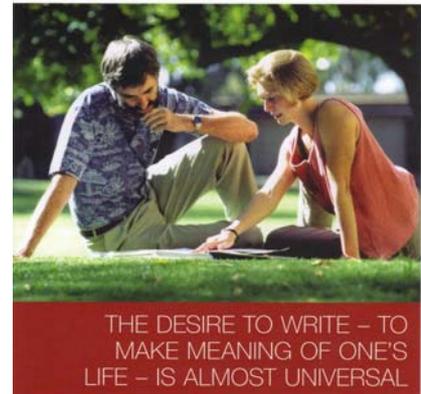
Genevieve Hawks - East Fremantle
Naomi Segal - St James
Lannah Sawers-Diggins - Applecross

In the news

by Jan Knight

Society of Editors WA members **Georgia Richter** and **Amanda Curtin** and a long-time friend of the Society, **Jenny Gregory** feature in the Winter 2009 issue of *Uniview*, the UWA magazine.

Editor Trea Wiltshire surveys the teachers and students in UWA's creative writing courses in her article 'Telling Tales at UWA'. Georgia is photographed with Professor Dennis Haskell, when she was one of two inaugural students in the university's PhD in Creative Writing program. Great photo, Georgia – a rare image featuring a woman as the active doer and a man as the observer/learner.



In the same issue in an adjoining article 'In their own write', Amanda is commended by Geraldine Wooller, whose novel *The Seamstress* won the 2008 WA Premier's Literary Award. Geraldine said, '... it benefited from having an excellent editor in Amanda Curtin who is herself a writer.' Now that's an acceptable commendation of our profession!

The Society congratulates UWA Publishing and Dr Jenny Gregory on their fabulous new book, *The Historical Encyclopedia of Western Australia*. Jenny, a UWA history professor and long-time friend of Society of Editors, was the book's editor-in-chief. She reports that the encyclopaedia includes the voices of people who are often ignored in history books – the poor and disadvantaged, migrants, women and Aboriginal people. In 1000 pages, the book's 600 contributors have come up with a fascinating blend of major events and grand pivotal moments with quirky snippets of individual endeavour. Every West Australian editor needs a copy!■

Photos from *Uniview* used with permission

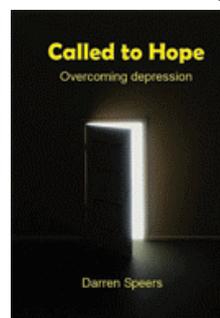
About other members.

Among the Grad Briefs also in the Winter 2009 edition of *Uniview* is our past editor, **Rebecca Newman**, proudly displaying her first issue of *Alphabet Soup* - a quarterly magazine for children aged 6-12.

<http://www.alphabetsoup.net.au>



Another member in publication mode is **Darren Speers** with his book **Called to Hope**

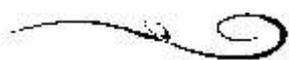


Publisher: Zeus Publications, 2009
ISBN 978-1-921406-85-0
Depression is a parasite that drains sufferers of energy and cheer, and feeds them despair and self-hatred. Author, Darren Speers, who himself has depression as well as a degree in psychology, offers

Called to Hope as a simple and clear guide to the illness, illustrated by his own experiences.

The book is available in store or online

http://www.zeus-publications.com/called_to_hope.htm ■



IPEd Notes

News from the Institute of Professional Editors
Limited
www.iped-editors.org
August 2009

IPEd.

To advance the
profession of editing

The big news at the beginning of this month was that the 2009 accreditation examination will go ahead on Saturday 12 September. There are some 90 registrants for the exam, 13 of them not being members of a society of editors. Clearly, the value of having 'AE' after one's name is being recognised.

The IPEd Council met by teleconference on Sunday 2 August. The budget for 2009-10 was a major topic of discussion. The Institute is in a financial position that will allow it to fund routine activities and current projects. However, to implement major future projects such as, for example, the research and development of on-screen and online exams and training materials, we will almost certainly need to find support from outside funding bodies.

Another topic discussed was the report of the survey of members conducted earlier this year by Rosemary Noble, the Society of Editors (Victoria) councillor, on behalf of the IPEd Council. This is an interesting and illuminating document that identifies, among other things, the wide range of activities that the members of the societies would like to see IPEd engage in. A copy of the report is on the IPEd website <http://www.iped-editors.org>

The council endorsed a letter to be sent to Peter Garrett, Minister for the Environment, Heritage and the Arts, expressing IPEd's concern about the possible implementation of the recommendations of the recent Productivity Commission (PC) research report 'Restrictions on the parallel importation of books'. A copy of the letter is on the website. The main recommendation is that:

*The Government should repeal Australia's Parallel Import Restriction (PIRs) for books.
The repeal should take effect three years after the date that it is announced.*

The council believes that such a move would have a severe negative impact on many people in all areas of Australian publishing, starting with local authors and flowing through to editors, book designers and typesetters, publishers, paper suppliers, printers and booksellers. The sole benefit promoted by the PC is a reduction in book prices, which we are not convinced will occur.

Our South Australian colleagues are working hard, refining the program and logistics for the 4th IPEd National Editors Conference to be held in Adelaide on 8-10 October 2009. Registrations are already well above 100. The latest program can be found at <www.editors-sa.org.au> or via the IPEd website. There are some wonderful speakers, and just about every presentation has an intriguing title. You'll want to be there.

Ed Highley
Secretary