



# Bookworm

NEWSLETTER OF THE SOCIETY OF EDITORS (WA) INC.

*Say what you mean—hire an editor*

Society of Editors (WA) Inc PO Box 99 Subiaco WA 6904

Website address: <http://www.editorswa.com> E-mail address: [info@editorswa.com](mailto:info@editorswa.com) **September 2009**

## CONTACTS

### President

Robin Bower  
<[robinb@westnet.com.au](mailto:robinb@westnet.com.au)>

### Vice President

Cheryl Bettridge  
<[cbettridge@hotmail.com](mailto:cbettridge@hotmail.com)>

### Secretary

Josephine Smith  
<[josmith@wordsmith.com.au](mailto:josmith@wordsmith.com.au)>

### Treasurer

Ursula Shaw  
<[u.shaw@bigpond.com](mailto:u.shaw@bigpond.com)>

### IPed Delegate

Anne Surma  
<[a.surma@murdoch.edu.au](mailto:a.surma@murdoch.edu.au)>

### IPed Accreditation Board Delegate

Amanda Curtin  
<[acurtin@highway1.com.au](mailto:acurtin@highway1.com.au)>

### New Member Contact/ Website Coordinator

Marisa Wikramanayake  
<[marisa.wikramanayake@gmail.com](mailto:marisa.wikramanayake@gmail.com)>

### Committee Representative

Jan Knight  
<[jknight@flyingedits.com.au](mailto:jknight@flyingedits.com.au)>

### Bookworm Editor

Mabel Kaplan  
<[mabelka@elink.net.au](mailto:mabelka@elink.net.au)>

### Proofreader

Michèle Drouart  
<[drouart@webace.com.au](mailto:drouart@webace.com.au)>

## IN THIS ISSUE

President's Message ... ..	1
Members' Meeting ... .. (Graphic Design)	2
Heaps Good! ... .. (National Conference)	2
Report on Accreditation Workshop ... .. (August Meeting)	3
New Members ... ..	4
Editors in Publishing ... .. (A review of an article)	4
In the News ... ..	4
Spotlight on Rebecca Newman ... ..	5
IPed News ... ..	6



## This Editor's Life

I am writing this message on the first day of Spring. With its onomatopoeic resonance of sound and meaning, Spring is the loveliest word of all the seasons. It marks that time of year when the days become longer than the nights. In preparing for warmer days and more exercise it's the perfect time to keep to those commitments we made at the beginning of the year. It's an opportune moment to fill in the details.

Spring is a great season for editors! September will see more editors test their skills at IPed's second accreditation exam. If you are one of the candidates, passing the exam will not only give you confidence in your ability but will be an outward manifestation of your expertise.

Come October many editors will be heading to Adelaide for the national editors' conference with its theme for this year: 'getting the message across'. The conference provides an excellent forum for editors to review business processes, look at marketing and online presence and update skills in the digital world while gaining knowledge about new innovations and directions for technology, and networking with other editors from across Australia.

Spring is the time to re-evaluate goals, ambitions and life journeys. It's about re-assessing what's important in life and about re-awakening dreams buried under full-time work, family commitments, financial restrictions, health issues or the mere inability to decide what it is you really want to make happen in your life. It's the time to take steps to get your home business going, write that business plan, go part time and work on your creativity. Now you can start flogging that novel you wrote a while ago, sell some stories, get some training in an underdeveloped creative area, market yourself and seek some freelance work, write some content with a plan to develop your website, and start living your dreams. If you don't edit your life in Spring, when will you do it?

Happy editing...

*Robin*

**Robin Bower - President**

**This month's Members' Meeting Tuesday 15 September, 2009 at 7.30 pm**

**"What do editors find irksome in the graphic design process?"**

A forum for editors to ask designers questions.

Hosted by Ursula Shaw

Jacq Shaw, Visual Communications Coordinator, Curtin University will present the basics of visual communication. She will then be joined by artist/designer Andrew Stumpfel for Qs & As.

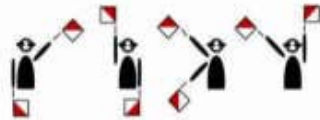
Bring questions or issues for discussion

**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

**RSVP** <[u.shaw@bigpond.com](mailto:u.shaw@bigpond.com)>



**getting the message across**  
**4th IPEd National Editors Conference**  
8-10 October 2009 Adelaide

Heaps good!



About two years ago dull green or beige T-shirts bearing a dark brown map of South Australia started to appear in 'urban youth' clothing shops in Adelaide. The map bears the slogan HEAPS GOOD.

These T-shirts quickly became a sought-after and sold-out item. Young South Australians living overseas begged their parents to send them one. They were also seen in the best Adelaide cafés and restaurants.

This underground celebration of a typically South Aussie phrase expressing approval became a marketing phenomenon. It's now a full-blown campaign promoting South Australia, backed by the state government and *SAGreat*.

Well, the Society of Editors (SA) reckons the conference program that we have prepared for October 8 to 10 is also HEAPS GOOD.

And it's not too late to be part of it. You can register at <http://www.sapro.com.au/editors/register.htm>.

You can read abstracts of a quite outstanding range of papers and panel discussions at <http://www.editors-sa.org.au/?q=abstracts>.

You can find out about the four keynote speakers at <http://www.editors-sa.org.au/?q=keynotes>.

SA society members have described their own HEAPS GOOD things to do in SA at <http://www.editors-sa.org.au/?q=node/68>.

And other program details are summarised at <http://www.editors-sa.org.au/?q=node/68>.

Don't miss out! The next IPEd national conference won't happen until 2011.

Meet your professional editing colleagues for stimulating discussions, valuable networking and heaps of fun in Adelaide at the 4<sup>th</sup> IPEd National Editors Conference from October 8 to 10 2009.

Conference supported by, among others, **HEAPS GOOD SA publishers**

**Wakefield Press**

<http://www.wakefieldpress.com.au/>

and **Omnibus Books**

<http://www.scholastic.com.au/>.

# Report on August Workshop

by Cheryl Bettridge

## Preparation for the 2009 IPEd Accreditation Exam



As most of you would be aware, the second IPEd exam will be held on Saturday 12 September 2009. Last month's meeting focused on strategies to assist candidates in successfully preparing themselves for this.

Amanda distributed a handout prepared for candidates by the Accreditation Board, and people who had been successful last year went through each question in the sample exam and also contributed their hints for success.

Amongst these pearls of wisdom were:

- There is no limit to what you can take in so a good range is the Style Manual, a good dictionary, *The Editor's Companion* and/or *The Australian Editing Handbook*. Bound typed notes are allowable so you can bind information on things you find tricky and need handy, e.g. en and em rules.
- DO the sample exam/s under exam conditions and carefully go through the answers afterwards. Mark your own exam and identify any weak areas that you need to brush up on. If you haven't used proofreading marks for a while, practise them on everything you read between now and then!
- The exam is full-on so don't waste time having to look for where to look things up. Read through your texts beforehand and use labelled sticky filing tabs in order to be able to locate things quickly, e.g. capitalisations.
- Do as much as you can as quickly as you can and then go over it again.

- Spend most time on the major editing passage (Part 2) and remember to read the question CAREFULLY (this applies to all parts, of course!) so you remember to do everything, e.g. set up folio numbers, edit within the text rather than using the proofreading symbols in the margins, create a style sheet and so on.
- Use notes and dot points to save time wherever possible unless you are specifically asked for full sentences. In the major passage, for instance, you don't have to check for point of fact; simply noting that you would check the spelling of certain words and you would have certain author queries about things in the text, which you list as AQs, is what the markers are looking for.
- Avoid the time-consuming activities such as referencing unless the subject is a real strength for you.
- Ensure you know where the venue is, how to get there, where to park; allow yourself plenty of time so you can be as calm and relaxed as possible.
- Remember to bring your Candidate Reference Number, photo ID, your resources, 2B pencils and sharpeners and good pens. Correction tape rather than liquid paper is preferable as there is no drying time!
- Check the website regularly and read all the helpful advice, notes, Q and As, etc
- Above all, good luck from all of us!

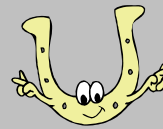
Perth Accredited Editors



**WELCOME TO THIS MONTH'S  
NEW MEMBERS**

\* \* \*

Elizabeth Tyndall Mt Lawley  
Robyn Burgio North Perth



**Best wishes**  
to all candidates  
undertaking the  
**Accreditation Examination**  
on Saturday 12 September 2009

**Editing in a publishing house: a review** by Mabel Kaplan

The August edition of *Blue Pencil*, the Newsletter of the Society of Editors (NSW) Inc. features a most interesting article by Anne Reilly, senior editor at HarperCollins. She has been involved in publishing since 1991 and has previously worked with Butterworths, Readers Digest and Ashton Scholastic (now Scholastic)

In her article, Anne focuses on the dynamic nature of the industry and raises the issue of what may happen once Apple launches a reasonably priced e-reader/multi-purpose device. While terms like 'the digital revolution' and 'e-publishing' are bandied about a lot, they are yet to have any concrete meaning. Will we see a revival of condensing skills such as developed for Reader's Digest condensed books? Perhaps a niche market will emerge with editors 'embedding clever links into books with complex plots, so readers can jump around and still have an exciting, rich, non-linear experience?'

With the evolution of typesetting and printing, the development of computer programmes and the growing emphasis on marketing, there has come a move to outsource editing, proofreading and indexing. For freelancers, this means keeping their ears to the ground to find out what technological developments are coming through and how they need to respond. Editing, Anne suggests, is like going on an intense journey – filled with excitement.

[To read the full article, borrow the WA Society's copy.]



from *Heritage Matters* used with permission

**In the News**

**Once upon a time**

By Michèle Drouart

Heritage and storytelling are natural partners, or they ought to be. As pointed out in the September (2009) issue of *Heritage Matters*, 'stories are the lifeblood of interpretation and it is through storytelling that we engage people in the significance of a place'. Heritage Perth and the Heritage Council of WA teamed up with the Storytelling Guild of Australia (WA) Inc to create a mini heritage storytelling festival in the lead up to World Heritage Day on 18 April.

Three professional storytellers each entertained city visitors at a different heritage location. While Neville Blampey narrated at the Supreme Court Gardens and Glenn Swift at the Cloisters on St Georges Terrace, it was in the undercroft of Perth Town Hall that our very own Mabel Kaplan regaled a rapt audience with stories connecting the hall to its history. Not only did listeners learn how Perth Town Hall had, at different times, been a market, a fire station and even a stable for a camel train, they heard the tale of George Lazenby: Town Clerk, Inspector of Weights and Measures, Accounts Clerk, Supervisor of Works, Caretaker and clerk of the Markets – and more! George was the daily winder of the Town Hall Clock. Once, accused of being lazy by someone on Council, George resigned in a huff and a member of council was sent to placate him with the offer of 100 pounds per year plus an extra 16 pounds for winding the clock.

It appears from the report in *Heritage Matters* that the storytelling went off better than clockwork. What a way to enjoy history!





## Spotlight on Rebecca Newman

Dale Harcombe of NSW, an Australian children's writer and blogger, recently interviewed Society of Editors (WA) member, Rebecca Newman, about *Alphabet Soup*, a magazine for children aged six to twelve that was launched in 2008 and is celebrating its first birthday.

Here is part of the interview.

### What led you to start Alphabet Soup?

I've always loved books. When I was about 10, a magazine called *Puffinalia* would arrive in my letter box four times a year. It was published by Puffin books (as part of the Puffin Club) and my brothers and I loved it. We read it cover to cover and entered all the writing competitions. At the back of my mind I've always thought I might produce something like it one day.

I thought my daughter would love it, but when I discovered it wasn't around any more, I decided to start my own magazine. My ten-year-old self would be thrilled. I wanted to work at *Puffinalia* when I grew up, and this is about as close as I can get!

### I love the name. Is there a story behind the name of the magazine?

Actually, yes. But it's not very exciting! I was originally planning to call it Runcible Spoon. (I just liked saying 'runcible spoon' to myself!) But as the dream got closer to becoming a reality, it wasn't an Australian-sounding name (Edward Lear being English, how inconvenient!) and I started listing the names of Australian animals and birds.

None of them jumped out. My daughter suggested Book Sandwich, which I quite liked. But then in the middle of the night I thought of Alphabet Soup, and it got the tick of approval from friends, family and



daughter, and kind of stuck!

I like it because the name suggests it is something to do with children, and something to do with letters, words, and language. And who doesn't like alphabet soup?

### What age group is it aimed at?

It's aimed at children aged 6 to 12 years. Most of our subscribers are currently around 9 or 10 years old.

### A magazine for young children is such a good idea. Have you ever approached the government for a grant to help produce the magazine as the literary magazines do?

I haven't yet. In the beginning I was so busy just getting each issue ready I didn't get to the grant paperwork piling up on my desk. But I will try for a grant now we have the first year under our belts and things are running more smoothly.

### Why are you taking Alphabet Soup on a blog tour?

I'm so glad you asked! We've just published issue 4 (Spring 2009), which is our first birthday issue!

We had an official launch for the magazine in Kings Park (Perth Western Australia) in October 2008 and ate lots of cupcakes to celebrate. So we thought we'd bake some virtual cupcakes and go on a tour to mark our first birthday issue. It's better than an in-person tour because the cupcakes never run out (plus, none of them end up being burnt!).

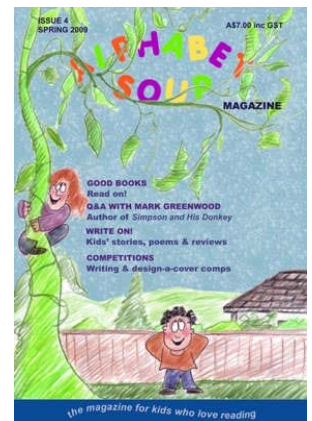
On the blog tour I'm travelling all over Australia – and I can celebrate and keep working on issue 5 at the same time! Thanks for launching the *Alphabet Soup* blog tour, Dale. It's been great to visit!

For details of the tour check

<http://www.livejournal.com/users/orangedale>

<http://www.daleharcombe.com/>  
Rebecca's Blog site

[www.soupblog.wordpress.com](http://www.soupblog.wordpress.com)



## *IPed Notes*

News from the Institute of Professional Editors  
Limited

[www.iped-editors.org](http://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 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](http://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