
THE CANBERRA

editor

Volume 20 • Number 3

May–June 2012

next meeting

27 June
6.00 for 6.30 pm

Molony Room
New Emeritus Faculty
24 Balmain Crescent
ANU

***Joint meeting with
the Society of
Indexers – Beyond
the front page: From
digital texts to digital
histories***

As more and more cultural resources become available in digital form, new possibilities emerge for exploration and analysis. Starting with the 60 million newspaper articles available through Trove, Dr Tim Sherratt – digital historian, web developer and cultural data hacker – will introduce some of the tools and technologies that can help us make sense of these digital riches. How can we use them to expose new perspectives and build new narratives? How can they help us to discover, to interpret and to play?

President's report

As you read this newsletter, a number of changes will have taken place or be under way in our society. The most obvious is that this is the May–June newsletter – this will be the pattern henceforth: the next will be July–August and will be the first to be online only. This bimonthly pattern will allow the editorial officers time to produce a quality newsletter, with all urgent notices being promulgated through the society's website and the members' email list. Going online is clearly more environmentally friendly than printing on paper, after all, and more portable for those with reading devices. I would like to welcome Hilary Cadman to the Newsletter Editor position for the time being, with Kerie Newell stepping into the new role of Assistant Editor, supported by Ben Wilson as Designer and Megan Cope as Proofreader. There is more about this in the Editor's Report, and I know I speak for all members in thanking Kerie for the great job she has done as Editor.

This pattern of 'key person plus assistant' will become the norm, as gradually all key personnel in the society will be able to call on a designated and qualified deputy to step into their position when they are required elsewhere for personal or work reasons. For example, our hard-working Webminder, Cathy Nicoll, will shortly have an Assistant Webminder, so that the website will henceforth be operational every day of the year, always accessible for urgent updating, without the load falling on one person all the time. Under our constitution, the only key person who has a built-in deputy is the President – the Vice President being there to step in as necessary. We expect that this new arrangement will make for a better functioning society all round. I thank all the committee for their cooperation in working towards this goal.

Other alterations and improvements to the running of various aspects of our society are still under discussion, and I hope to bring you further news in my next report.

I am delighted to welcome some new members: Angeline Nicholas and Claire Reaburn as full members, Sophie Drew and Paula Waring as associate members, and Alexis Kelly as a student member. I also announce a new project aimed at finding out from new members – especially student members and associate members – what they see as the future of their society and how some of the longer standing members can help them to advance their editing careers and move the society forward. There have been such initiatives in the past – a mentoring scheme comes to mind – but not always followed through. Our Vice President, Karin Hosking, has taken on this project to see that the society grows to take in the needs of new and younger editors at a time when technology, media and attitudes to the editing profession are all shifting at a great rate. It will be an ongoing project with new

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Cathy Nicoll

members being canvassed for their views and encouraged to be involved in any way that they wish. The future is yours.

Please watch your emails from now on, and the website, for announcements of all kinds – training for 2012 is well under way thanks to Connie Stamos, our Training Coordinator; you will by now know of a change in our meeting room arrangements; and much more.

As you read this, I will be in South Africa to run seminars for editors in Cape Town and Johannesburg and to attend the launch of a South African printing of the society's publication *Working Words* at the Cape Town Book Fair. I will be carrying with me greetings from our society to our colleagues in the Professional Editors Group in South Africa, and I look forward to reporting back to you in the July–August newsletter.

Elizabeth Manning Murphy DE

What is XML, anyway?

Exploring XML publishing technologies

XML is occasionally mentioned in the literature and media about digital publishing, but because those discussions are usually about the business of digital publishing, there is little explanation of what it means in a production sense. In this article, **Dave Gardiner** presents an overview of the most relevant XML technologies for editing and publishing.

The 'really big' picture of XML technologies

What is XML? That's a really big question, because XML is a really big technology. First, XML is the abbreviated form of eXtensible Markup Language. XML comes in many different varieties and is used for a vast range of computing applications – it is not just for publishing. It might help to put things in context with a brief potted history.

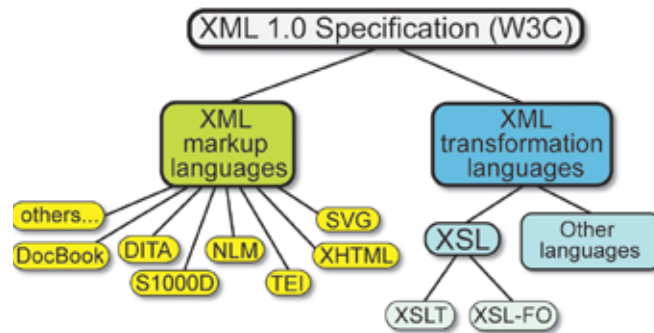
In the mid-1980s, the standard generalised markup language (SGML) was adopted as a standard language to format documents that could be read by computing systems; you still see the acronym SGML in a few publishing job advertisements, because it was the basis of the very first digital production systems that publishers implemented. XML developed as an offshoot of SGML from the early 1990s, with one of the earliest XML languages being DocBook. Around the same time, hypertext markup language (HTML) was developed, also an offshoot of SGML. Both HTML and XML share similar characteristics in how they are structured, such as the use of opening and closing 'tags' to define certain types of content.

XML has since developed into hundreds of languages designed to handle different types of data and content for applications, such as displaying content in web browsers, transferring content between databases and publishing documents for many technical, scientific and business professions and fields of endeavour – each with their own specific requirements for how they manage their information. Tech-savvy editors would be familiar with XML-based languages such as really simple syndication (RSS) used to format news feeds on the web, extensible hypertext markup language (XHTML) for web design and word processing formats such as DOCX used in Microsoft Word.

XML for publishing

The most relevant XML technologies for editing and publishing currently cover XML schemas (different languages used to format content using markup, or tags) and XSLT stylesheets (which produce output documents from XML markup). In the realm of stylesheets, other XML languages include XSL-FO (specifically to produce PDF documents). There is also scalable vector graphics (SVG), which is used to produce vector-based illustrations; SVG illustrations can be displayed in most browsers.

It might make sense to show how these publishing technologies relate to each other and fit in the overall 'big picture' of XML. The figure to the left shows at the top the XML 1.0 specification that has been adopted by the World Wide Web Consortium (W3C) as defining the rules for how XML



languages should be structured and how they should function when used on the web. This standard is what XML developers follow when defining their own specific XML schemas. Below that is a hierarchical layout showing, more or less, how the main XML publishing technologies relate to one another.

Read the rest of this article at <http://tinyurl.com/bqk3utv>. Got a question? Post it at <http://tinyurl.com/7yqk4q8>.

Dave Gardiner

CSE training news

Hi, I am Connie Stamos, the new Training Coordinator for the Canberra Society of Editors. I'm delighted to be with the Society this year and I've worked hard to round up some 'juicy' professional workshops for you in coming months.

Completed courses

We have already held two workshops in 2012 with 'rave reviews':

- Multiple Platforms with Minimal Editing, David Whitbread, on 12 May
- Manuscript Assessment for Writers and Editors, Pam Hewitt, on 19 May.

Future courses

Three further workshops will definitely be going ahead:

- *Style and Template Essentials in Word 2010* (half-day workshop, 21 July)

This workshop – a must for all editors – will be run by Brian O'Donnell. Brian is a CSE member who works at the Department of Defence as a writer, editor and Word template developer. In previous jobs, Brian worked in a variety of roles, including as a staff trainer and an IT trainer.

- *Grammar in a Nutshell* (half-day workshop, 25 November)

Elizabeth Manning Murphy, the author of *Working Words* and current CSE President, will present this course on the essentials of grammar and the conventions used to make text acceptable. Don't miss this November workshop.

- *IPEd accreditation exam workshop* (two Saturday afternoon workshops in August, dates to be confirmed)

I am so excited that Malini Devadas (Biotext) is all set to deliver our IPEd accreditation sessions in August, just in time for the October exam. Malini gave me a few of her insights into the exam and I'd love her to share those with you. So, whether you plan to sit the exam, or want to do the workshop simply to keep your professional toolbox up-to-date, please send me your expression of interest as soon as possible.

More details about these workshops are available on the CSE website: www.editorscanberra.org/.

Web accessibility awareness is in focus this year at CSE in view of the W3C Web Design and Accessibility Standards, and the Australian government requirements for web accessibility (Phase 3 to be complete by Dec 2012). We will soon provide links to training delivered by organisations such as Vision Australia, who are in the forefront of accessibility training, so please keep an eye out for the new links on our website.

Finally, if you have any other training ideas or needs, please drop me a line. You can also send details of editing courses that you are aware of in and around Canberra that we can share with CSE members and friends. I appreciate your help and look forward to hearing from you!

Connie Stamos

Looking for the latest insights into editing, both on screen and in print?
Let us know what you'd like to learn this year and we'll use your feedback to plan the brand new 2012 CSE Training courses.

Send your requests or suggestions to:

Connie Stamos, CSE Training Coordinator, at conniestamos@gmail.com.

IPEd notes

News from the Institute of Professional Editors Limited, March–April 2012

The IPEd Council met twice during the period covered by these notes, on 4 and 31 March. Both meetings were by teleconference.

Barbara Ramsden Award

The Barbara Ramsden Award for excellence in editing is a major literary prize for a book in any field of literature. The award, a joint activity of the Fellowship of Australian Writers (FAW) and IPEd, acknowledges the contribution of the author–editor partnership to the creation of a final work of the highest quality.

The 2011 award winner – a book celebrating Captain William Bligh's extraordinary small-boat journey from Tofua to Timor after the mutiny on the *Bounty* – was announced at a ceremony on 30 March. *In Bligh's hand: surviving the mutiny on the Bounty*, published by the National Library of Australia (NLA), brings to life Bligh's notebook, meticulously kept during the 47-day, 6,700-km voyage of the 7-metre open boat, during which only one of the 19 men aboard died. Dr Jennifer Gall wrote and Joanna Karmel edited *In Bligh's hand*, which, in both words and facsimile illustrations, celebrates the notebook, now held as one of the treasures of the NLA.

IPEd's judges for the award wrote:

This is a beautiful and comprehensive book, which shows clear evidence of Joanna Karmel's hand in project managing a complex production that would have required extensive consultation with a range of contributors in addition to the author. The finished work complements the text in every way possible through illustrations, additional explanations and a helpful index, all managed and cross-referenced by the editor.

Jennifer Gall's text itself is clear, accessible, interesting, informative and illuminating. The author's style makes the book a real page turner. Background information is provided unobtrusively, usefully and valuably. No copyediting or proofreading infelicities mar the reader's interaction with the text.

For the author and editor of the winning book, sponsorship from FAW and IPEd furnishes two specially cast bronze plaques designed by sculptor and medallionist Michael Meszaros.

The IPEd Prize

As part of its broader mission to advance the profession, IPEd seeks to support and foster research in editing and publishing. To that end, it is sponsoring an annual prize of \$250 for an essay or paper written as part of the requirements for a postgraduate degree in editing, publishing or other discipline that permits a focus on editing. The IPEd website gives full details of the submission requirements for the prize, notice of which has been sent to postgraduate course coordinators.

Professional development register

Thanks to the efforts of Rosemary Noble and colleagues in the Society of Editors (Victoria), a register of all professional development sessions and training workshops held by IPEd's member societies over the past three years is now available on the members-only section of the website. The societies are encouraged to consult the register to explore how they might expand the range of professional development services they provide. Societies that wish to provide for their members activities that would involve interstate travel by a specific trainer can apply to IPEd for funding support; your IPEd Councillor can advise on this. Societies can also use the register to identify and contact trainers whom they might wish to invite to their society.

IPEd Secretary's position to be advertised

The current Company Secretary will be retiring later in the year and IPEd has begun the search for a successor. In the first instance, expressions of interest are being sought from the members of the societies of editors, through an advertisement placed in their newsletters, on their websites and via society emailing lists. This will be done during May; keep an eye out for the advertisement if you are interested in the position.

PR person sought

The IPEd Council feels certain that among the ranks of society members there are editors who also have skills and experience in PR and promotion, and would be willing to exercise them for the benefit of the profession; it seeks a volunteer from among such. Their initial task will be to promote the need for editors to the public and corporate sectors. While no payment can be offered, there is a small monthly budget to support activities associated with the task. Interested parties should contact Rosemary Luke, Council Chair, via the 'Contact us' link on the IPEd website: http://iped-editors.org/Contact_Us.aspx.

Policy on privacy

At its meeting on 31 March, the IPEd Council endorsed a new privacy policy on use of personal information. This policy defines how and for what purposes IPEd will make use of personal information provided by:

- its members (i.e. the societies of editors) about their members
- accreditation exam candidates.

The full policy statement can be read on the IPEd website.

2013 National Conference

The Society of Editors (WA) is busily organising the 6th National Editors Conference – *Editing across borders* – to be held in WA on 10–13 April 2013. Mark your diary. The venue (The Esplanade Hotel, Fremantle) has been booked, and the search is on for inspiring topics and dynamic speakers. For all conference details, go to <http://marisa.com.au/conference/>.

The Society of Editors (SA) has generously granted its WA colleagues a loan of \$5,000 to help cover upfront costs of organising the conference.

Ed Highley, IPEd Secretary

ipedsecretary@gmail.com

Promoting *Working Words*

... or, I've never done this before, so please buy this book – it's good

... like Fowler, or Partridge or Gowers, will give pleasure and satisfaction even to the already literate.

The blessed Jack Waterford gave us these words of gold (*Canberra Times*, 20 February 2012). So concise, so laudatory. So quotable.

'Pleasure and satisfaction'; he fingered the twin urges of our times. The first three bookshop sales were the next day (Yes, Jack, please keep the review copy).

As Paperchain's manager said when explaining book retail rules to this marketing virgin touting her wares: 'You've got to have publicity'.

'Yes, we're trying, we're trying,' I said, desperately agreeing and trying to Think Big. 'So, could you put up this A4 poster somewhere?'

Where to start? It's not like we're Dan Brown, with culture-shattering, epochal paradigms secreted in the distracting gerund of a dangling modifier. Maybe a GrammaFest stall on Canberra Day; a Punctuation Princess float; Parts-of-Speech Lotto. We could do an 'Adverb or Preposition? Test Your Skill'. That should be a goer.

No. Identify target audiences.

Cathy Nicoll, Kerie Newell and I (the promotions committee) made a long list of these and other potential outlets after money from the 64 copies sold at the book's launch in September 2011 trickled back into the Society's purse.

Broadly, they included people who'd buy (tertiary institutions writing and editing courses, public service, other societies of editors); people who'd sell (retail outlets, as the CSE couldn't handle the hoped-for megasales, and this isn't a street-corner proposition) and people who'd publicise (reviewers, interviewers, town criers). Plus the unquantifiable assistance of Mr WordofMouth, whose progress was initially fuelled by the large number of single copies hawked by individuals, mainly the author, Elizabeth Manning Murphy.

We needed to have *Working Words* ready in shops when good reviews appeared and university lecturers listed it for their courses, but shops were reluctant to stock it until the reviews and lecturers ... Well, Paperchain in Manuka broke the Catch-22, took six copies 'on consignment' (meaning they pay us only if they sell, I learnt), put up our display poster and blurb, and gave helpful advice. They sold the six, paid promptly and ordered more. Their advice included acquainting us with Nielsen Book Data, an international, online organisation which we had to have the book's details on and to which all Oz retailers refer. Viva Paperchain!

We decided to stay local at first (Yes, we deliver!). The tangential placement of six copies at Readings, a Melbourne outpost, happened just because I was there at Christmas. They've sold four since Kerie notified the Victorian Society of Editors of the supply (OK, one was to my mother).

Dr Paul Hetherington (University of Canberra) accepted a copy to evaluate, loved it, bought it! And he put it on the recommended reading list for his editing course. That meant the Co-op Bookshop at University of Canberra would stock it (a cautious five copies) and, once they entered its details on their database, ANU Co-op also agreed to stock it (also five copies). They bought them outright, too, not on consignment (though it takes the Co-op finance people in Sydney eight weeks to walk here with the money, poor things).

As well, Dr Paul gave us a paragraph of academically toned compliments – very quotable – to start the pot of praise on the CSE website. Other favourable reviews have been in Canberra's BMA magazine, ANU's Emeritus and the UK's *Editing Matters*, these contacts indicating the cultural and geographic reach of Elizabeth's network, not the committee's.

We trust that CIT and ANU's Centre for Continuing Education will welcome our imminent advances. Further away, Pam Peters said she'd 'find a niche' for *Working Words* in one of Macquarie's courses. Such courses seem the best long-term bet.

Meanwhile, back in South Africa ... Elizabeth had met Isabelle Delvare, the president of its Professional Editors' Group (PEG) when in England last year. Isabelle later wrote an enthusiastic

review of *Working Words* (you can see it online in their neatly titled newsletter PEGboard and on our website), and they agreed that a lecture and workshop tour in South Africa in June would benefit both PEG and us. The problem of getting lots of books there (high cost of postage, import duties and sales tax), or the undignified picture of Elizabeth convincing Customs that, yes, these 150 books in my suitcase are all gifts – has been solved by Cathy and Isabelle organising print-on-demand in South Africa.

ABC 666's Genevieve Jacobs, on the Big Ideas series in her Afternoons program (12 March), quizzed Elizabeth about grammar's identity and place in the meaning of life, and plugged *Working Words* as 'bracing', connoting rigour and refreshment.

More sales and in late April Dymocks, besieged by demands, rang us, out of the blue, seeking five copies.

We're approaching 50 through bookshops – not exactly a Black Caviar sprint, but this book is more of a Phar Lap stayer. At the end of April the total number sold, including at conferences, was 217.

Go, good ol' Mr WordofMouth, master of momentum.

Leanne Pattison

From the editor

Change of roles

We've made a few changes in the newsletter team. Kerie Newell, who has put in an enormous amount of work over the past couple of years as newsletter editor, has offered to take on the job of assistant editor. I have moved from newsletter designer to editor (at least till August), and Ben Wilson has taken over the design. Megan Cope will continue to proofread the newsletter.

Other changes are the switch from a monthly newsletter to a bimonthly one, (starting with this May–June edition), and from print and web versions to a web version only. We will continue to include a write up of recent meetings in the newsletter, but members will need to go online to find information about the topics of upcoming meetings. The website will also have a list of deadlines for submissions to the newsletter.

I'm looking forward to working with Kerie, Ben and Megan on the newsletter.

Hilary Cadman

Committee positions becoming vacant

All positions become vacant at the annual general meeting, and can be contested if there is more than one applicant for the same position

- President – Elizabeth Murphy took on this role as a temporary measure, and will be standing down at the end of August.
- Vice-President – Karin Hosking took on this role as a temporary measure, and will be standing down at the end of August.
- Treasurer – Tracy Harwood's two-year term ends this year. The constitution requires her to step down.
- Newsletter Editor – Hilary Cadman took on this role as a temporary measure, and will be standing down at the end of August.
- Assistant Editor – Kerie Newell took on this role as a temporary measure, and will be standing down at the end of August.
- Catering Coordinator – vacant.

General committee members are always welcome.

Membership renewal for 2012–13

It's membership renewal time again!

All memberships expire on 30 June so please renew before the end of July to remain financial.

It's an easy two-step process:

1. Fill in the short online form so that we have your up-to-date details: <http://tinyurl.com/d6ccp6c>.
2. Make your payment by following the instructions here: <http://tinyurl.com/d2pf9sq>.

The fees for 2012–13 are \$85 for full members, \$70 for associates, \$30 for students and \$225 for corporate members.

The society prefers payment by direct deposit if possible (that is, by electronic funds transfer (EFT) or personally depositing money at your local Community CPS branch). This is quicker, more efficient and less costly than handling cheques. Of course, payments by cheque or money order are still acceptable.

Please contact the treasurer, Tracy Harwood (tracyharwood@grapevine.net.au), if you have any questions about renewal payments.

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The Canberra editor

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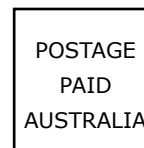
The next newsletter will appear in August 2012. The copy deadline is 15 July 2012.

The editor welcomes contributions by email:
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