From the President

It was an honour to be elected CSE’s new President at the 2013 AGM. I will endeavour to be worthy of your trust and confidence, as I seek to ensure CSE is well-run and provides the range of networking and professional development opportunities we all joined for.

In the last edition of The Canberra editor, I said why I thought it was an exciting time to be a member of CSE. I recounted those reasons at the AGM, as well as reflecting on my view of the Society’s notable highlights and achievements during a fairly turbulent year for us.

For those who couldn’t join us at the AGM or the very convivial and fun dinner, here they are:

• a good CSE turn-out and success rate at the 2012 national accreditation exam
• strong engagement in the consultation phases of the review of IPEd
• several high-quality professional development workshops for members
• outstanding and popular guest speakers at our monthly meetings
• steady sales of Elizabeth Manning Murphy’s book, Working Words
• becoming the hosts for the 2015 IPEd national conference
• a very successful mentoring pilot scheme, and its launch as a full program with the aim of going national.

And your committee survived a turbulent year of changes and absences, and managed to take important steps in good governance. For example;

• purchase of a public liability insurance policy and our own data projector
• successful trial of TryBooking for CSE events and membership renewals
• a more welcoming general meetings venue at Gorman House
• reviews to improve our communication tools, The Canberra editor and website.

All the committee members who managed these activities and achievements are to be thanked and congratulated for their substantial contributions – all voluntary and fitted in around family and professional commitments. At the AGM, I especially thanked our retiring office-bearers: Secretary Martin Holmes, Membership Secretary Margaret Millard and Meetings Coordinator Ara Nalbandian.

The September general meeting in our new venue, The Fireplace Room at Gorman House, became a successful ‘networking venture’. We had a party to welcome last year’s new members, introduce the new committee, and do some small-group ‘speed-chatting’ on six significant issues for the society – professional development; networking; mentorships; newsletter; website; 2015 conference; and the future of IPEd. Your committee is compiling and considering your views, and will be reporting back in the couple of months as our 2014 calendar evolves.

Let me close with two special invitations. First, our October general meeting; we want you to learn and talk about the November referendum to decide the future of IPEd and its relationship with CSE (see page 2).

Second, CSE’s 21st Birthday dinner. This will be at The Brassey in Barton and will be a grand occasion, with quite a few ‘old friends’ joining us, as well as the announcement of at least one new CSE Life Member. Please note that the date has been moved out one week to Wednesday 4 December to accommodate our special guest speaker Jack Waterford.

I’m looking forward to being part of those celebrations!

Alan Cummine
President
During September, the council of the Institute of Professional Editors Limited (IPEd) released various documents arising from a year-long review of its structure and function. These papers have now been either directly distributed or otherwise made available to the members of all the societies of editors. They can be found in the members area of the IPEd website at <www.iped-editors.org>.

The key document is a discussion paper headed 'IPEd Business Case', which explores options on IPEd's future structure, functions and funding. It elaborates three questions that are to be put to all members in a referendum currently scheduled for late November.

- Should IPEd soldier on as is?
- Should funding to IPEd be increased?
- If is agreed to increase funding, which of two models for future activities should be adopted: IPEd as is with increased funding (IFM), or a national body with direct membership (DMM) of editors across the states and territories?

The society’s general meeting on 30 October will be devoted to presentations and discussion on these questions. All members are urged to attend the meeting and to carefully study beforehand the detail of the information already provided. Your participation is critically important to the future of the society and the profession.

Ed Highley
CSE IPEd Councillor

The future is in your hands

In November, all members of the Canberra Society of Editors and all the other state and territory editors societies will be asked to vote on proposals that will determine the future of the national Institute of Professional Editors Limited (IPEd) and its relationship with us.

Why? Because it seems unlikely that IPEd is sustainable under its current structure and funding. So the referendum will ask you to vote on two questions:

1. Should funding to IPEd be increased?
2. If that is agreed, which of two models for future activities should be adopted: a. IPEd as it is with increased funding (IFM), or 
   b. a new national body with direct membership (DMM) of editors across the states and territories?

CSE’s October general meeting will be devoted to helping you understand the questions, the issues and their significance so that you can make an informed decision in the November referendum. It is very important that you come along and take part in this discussion.

To help you prepare, the following reports have been produced by the IPEd Review Working Party, following a year of consultation:

- **IPEd Business Case** – a discussion paper regarding options on IPEd’s future structure, functions and funding
- **IPEd review Q&A** – detailing key questions and their answers, on the two proposed models
- **Membership structure and possible shared functions** – a discussion paper.

Please read them to make your vote count in the November referendum! They contain detailed and complex information that is critical to the future of your society and your profession.

All three reports are available in the members-area of the IPEd website. If you are currently a financial CSE member, you can log in using your own name as the username and password: eg, jillsmith and jillsmith.

Your CSE committee has already considered the issues at its meeting on Wednesday 9 October, and will present some views for discussion at the general meeting.

Come to the October general meeting! Be prepared! And make your vote count in November!
Editing at the Crossroads

‘Editing at the Crossroads’ was an apt theme for the 24th annual conference of the Society of Editors and Proofreaders (SfEP) held at Exeter University in England at the end of August. Speakers emphasised that editing faces novel challenges; challenges we can accept and move ahead while appropriating new attitudes, learning new skills, broadening our experience, and making ourselves increasingly valuable. By embracing the new, we will not be jobless—we will be in greater demand than ever.

In his keynote address, David Crystal OBE, SfEP Vice-President, took us on a linguistic tour of the history of the English language and publication through a search for blue wall plaques indicating that ‘X lived here’ (you’ve seen them in your travels), and made the point that language presentation is changing continually.

Jon Bessant discussed the essentials of InDesign for beginners and convinced me that knowledge of this and other programs for layout and design of books is essential for effectively advising clients about content presentation. Anna Sharman and Nancy Duin urged editors to consider moving to ‘advising’ from ‘doing’. For me, advising alongside doing is rewarding. However, with teaching or speaking skills, one can use podcasts, online training courses, tweets, or blogs to advise readers on grammatical issues, for example.

A big recent innovation is self-publishing. Alison Baverstock presented a survey showing that people get great satisfaction from publishing something themselves. Implications include added competition for traditional publishers, but the new way is growing rapidly. People are turning to self-publishing for many reasons, including control of all publication aspects, problems with previous publishers or difficulty in finding publishers. This opens a bigger market for editors’ skills—self-editing is difficult, so writers wanting to self-publish still need editors.

‘Editing non-native English’ was a useful hands-on workshop by Joy Burrough-Boenisch who made a difficult topic easy for everyone giving many examples of fractured English written mostly by Dutch authors.

The conference highlight, for me, was the Whitcombe lecture by Carol Fisher Saller, author of *The Subversive Copy Editor*, and long-time editor of the *Chicago Manual of Style Online* Q&A. The lecture, titled ‘Finding Our Way: Writing and Editing in the New Publishing Landscape’, was a down-to-earth summary of the current situation in the US and the UK. She found that, despite the purported ‘doom and gloom’, publishing houses have not changed greatly despite growth in the e-book field. She also said that there was no evidence that literacy rates are declining—indeed, children with cell (mobile) phones improved their spelling by texting messages. Carol urged us towards the positives: what is read or written is found in more formats than ever nowadays. Closing of bookstores and the need to re-think, re-train and re-package are not new phenomena—they simply provide different opportunities; eg the process of turning a document into a suitable e-book format, being as yet imperfect, can produce unexpected typos at each stage in each format—these require expert proofing. Carol believes that the need for copyediting will not change though the tools and contents may well do so. The role of the copy-editor will expand to provide other services. We need to promote high standards and support accreditation of editors.

Overall, this was a stimulating conference and a good networking opportunity. The next SfEP conference will be in September 2014.

Elizabeth Manning Murphy DE
Distinguished Editor (Institute of Professional Editors, Australia)
Member, Canberra Society of Editors
Associate, Society for Editors and Proofreaders, UK
Meet your committee

President
Alan Cummine
Alan rejoined CSE in 2012, having been here in the 90s. He is now a freelance editor, having retired from a long career in government, private and NGO sectors, all reliant on excellent writing and editing skills.

Vice-President
Kaaren Sutcliffe
Kaaren has been a member of the CSE since 2010. She is a manuscript assessor and structural editor as well as a copyeditor and proofreader. Now mixes freelance work with a part-time evaluator/editor in a government agency.

Treasurer
Mike Wilkins
Born in UK, joined CSE in 2012. Former ESL teacher, Mike now works for Department of Finance.

Membership Secretary
Linda Weber
An anaesthetist and part-time subeditor for the journal Anaesthesia and Intensive Care. Linda joined the CSE in 2011 and achieved IPEd accreditation in 2012.

Professional Development Coordinator
Malini Devadas
Malini is a freelance editor specialising in science and medicine. She's been a member of CSE since 2004 and sat (and passed!) the IPEd accreditation exam in 2009.

Newsletter Editor
Kerie Newell

Assistant Newsletter Editor
Farid Rahimi
Dr Farid Rahimi joined CSE in February 2013. He is a Senior Technical Officer at the Research School of Biology, ANU. He is a freelance academic editor.

Webminder
Cathy Nicoll
Cathy Nicoll is an accredited freelance editor and writer. She has been with CSE since 1998, in which time she has filled various roles, including training coordinator, catering officer, president, and webminder.

IPEd Councillor
Ed Highley
Recently retired after working in editing and associated roles for several decades. Ed now does voluntary work in areas in which he had skills and to help the profession.

Committee member
Tristan Viscarra Rossel
Freelance writer and accredited editor, specialising in food, agriculture and natural resources. Full member of the Canberra Society of Editors since 2008, general committee member since 2012. Enjoys assisting with the CSE website.

Committee member
Lindsay Nesci
Two years with CSE. My business (www.companionliteracy.com.au) offers editing, writing and coaching services. I have a graduate diploma in Professional Writing and 30 years’ experience as educator.

Committee member
Dallas Stow
Dallas works in the Defence Science and Technology Organisation. He’s been in the CSE since the first ever meeting of like-minded editors who gathered to discuss forming a society.

Non-committee members
Public Officer – Ara Nalbandian
Catering Coordinator – Karen Hosking

Vacant positions
Assistant Treasurer, General Meetings Coordinator
From Cinderella to belle of the ball

This article was first published in *Editing Matters*, March–April 2013.

The publishing industry I joined was firmly against self-publishing. It was seen as the last refuge of the talentless: unsatisfactory content echoed in poor physical presentation. In short, nothing self-published was worth the attention of the traditional industry, its stockists or readers, and, just to prove this, a writer, once self-published, was forever denied access to more conventional publishing arrangements.

Over the years, my sense grew that this was too sweeping a judgement. Did publishers really spot everything that deserved a wider audience? And what of the role played by the industry in transforming, perhaps sometimes too decidedly, an author’s content into a product that could be recognised by its anticipated market? Were we guilty of over-mediating – and in the process rejecting – what we could not classify? In any case, why was exploring how production processes work so particularly undesirable within publishing? ‘Do it yourself’ is surely an entirely human tendency, through which you improve your skills. No one sneers at artists whose first framed watercolours are less than perfect, or cooks who work towards creating the compleat sauce through versions with lumps.

This is highly significant for a membership organisation such as the SfEP. Was widespread distaste for self-publishing further evidence of over-confidence within an industry that has perhaps been too quick to tell writers their work is not wanted? Given the traditional industry’s entirely understandable disinclination to take on all the material presented, self-publishing mechanisms are surely a useful way of helping writers to progress, even if no one else gets to read it. And perhaps this has been self-publishing’s greatest PR failure, with poorly produced self-published products blighting the medium’s reputation, obscuring its usefulness in offering the satisfaction that comes with completion, supporting the creation of projects of personal significance and promoting objectivity about work in progress.

But change is afoot. Of late I’ve detected significant changes in attitude towards those who invest in their own work. In part, this is prompted by an increased awareness among authors of new options for making work available. The advent of new technology (print on demand, short-run digital printing, ebooks) and the availability of publishing services companies to guide budding authors through the processes have been augmented by new sources of advice on writing (courses, distance learning, holidays), and, of course, the ongoing availability of editorial support (the SfEP and others). At the same time, owing to the fragmentation of the media, publishers were increasingly pressuring authors to get involved in the marketing of their work – just as authors were detecting a decline in levels of publishing services. Unsurprisingly, authors who were being relied upon for their contacts and proactivity resented cutbacks in the editing of their work. The Society of Authors has commented regularly about a decline in editorial standards, and editors have moaned about low rates of pay and the imposition of (artificially low) cost ceilings. Author awareness of alternative options for dissemination, and media coverage of those who had experimented with them, were perhaps bound to lead to reducing levels of prejudice towards self-publishing.

There was also the public and frankly joyful engagement in self-publishing by first-time authors who initially had no notion of the complications involved. Publishing has long been a somewhat isolated profession, with possibilities for employment not evident to those lacking a prior connection and the accompanying irony that effective publishing is often evident only when absent.

It was against this background that I began my research into self-publishing. I had first explored the area as an option for disseminating material in *Marketing Your Book: An Author’s Guide* (Bloomsbury, 2001 and 2007) but *The Naked* continues page 6
Author (Bloomsbury, 2011) went much further, with detailed interviews with 47 self-publishing authors and other stakeholders such as editors, publishers, agents and the providers of professional services.

I was primarily interested in the philosophy of self-publishing and the impact of sharing work on those sharing it for the first time. An early conclusion was that self-publishing is a process rather than a product, and may be used in a variety of different circumstances. My working definition – ‘the process of taking personal responsibility for the management and production of your content’ – also came from a growing understanding that the primary motivation was often completion rather than having something to sell. Another significant issue was the evident satisfaction of many who had self-published – as literary editor Boyd Tonkin commented: ‘Weary of “massification” on every level, we seek direct and authentic contact, and self-publication can supply exactly that. Barring a miracle, it won’t make you rich, but it might make you happy’ (The Independent, 18 Nov. 2011).

I embarked on a second stage of research, circulating a quantitative questionnaire to an expanded cohort, and monitoring their processes and outcomes – the findings presented through a series of academic papers (JMComm 2012; Logos 2013, 24: 1).

This produced more interesting material! It became increasingly clear that many self-publishers are not operating alone: rather, they have a supporting posse of individuals and service providers. Many want to produce a good-quality product – 59 per cent had involved an editor, although this was higher for certain subgroups – and others had used manuscript development services, legal advice and the services of membership organisations such as the Society of Authors (its membership criteria have now broadened) and www.allianceindependentauthors.org. This is highly significant for a membership organisation (such as the SfEP) that is able to demonstrate expertise in a market that is looking for assistance.

Having completed the quantitative research I moved on to qualitative interviews. Freelance editors told me that self-publishing authors constituted a growing part of their workload and an increasingly significant income stream. Self-publishing authors emerged as well-informed about the publishing process, highly educated in general (44 per cent of my research cohort had a higher degree) and, above all, very satisfied with the process. And, from the editor’s side of the fence, the picture was often similarly rosy: self-publishing authors who understand the role of the editor are realistic about costs, generous in acknowledging the support they receive and quick payers.

Of course, those unused to the publishing process will need more support: guidance in learning to appreciate the value of having an editor, along with help in understanding how the processes work – and why services offering to edit your book for £99 (or just $99 as I spotted at BookExpoAmerica last summer) may not in the long run yield a satisfactory result. But media discussion of self-publishing is promoting a wider understanding of the publishing process, and an expanded section of the SfEP website could offer more supporting detail that those commissioning services should be encouraged to read.

In the long run, my suspicion is that, as both an organisation and a collection of individuals with a specific skill set, the SfEP will become more powerful within the publishing industry. Indeed we may see the interesting spectacle of an industry that has always relied on you, but perhaps in the past taken you a little too much for granted, competing with self-publishing authors for your services. A service for which there is both heavy demand and short supply usually rises in price. There is room for new business models to emerge: perhaps the

continues page 7
Professional development

From Cinderella to belle of the ball

establishment of editorial service companies that offer a range of services – from consultancy on manuscript structure and formats to editorial advice – if not publishing too.

Disintermediation is a buzz word right now, and boundaries are being blurred as stakeholders in publishing seek to monetarise their investment: there are instances of agents, authors and online retailers becoming publishers while publishers are selling guidance on how to write. But disintermediation always threatens the position of those with least value to bring to a business supply chain, without whose involvement a process can still function – and may indeed operate more cost-effectively.

The role of the editor may be further appreciated as more and more content comes onto the market, and readers look for a second opinion before they decide how to allocate their time and money. Recognising that technically perfect English is not necessarily worth reading, should a title that has been professionally edited by an SfEP member carry an SfEP kite mark?

In conclusion, when I began my publishing career, marketing was in the ascendant. Editors were increasingly being viewed as a cost rather than an essential overhead, and the freelance labour force supplying associated services was both taken for granted and – frankly – underpaid. Today, well-connected authors can do their own marketing: blogging and tweeting have become part of the writer’s day job and it’s possible to achieve effective distribution online. But the one thing that’s still really difficult for an author to do is self-edit.

The great meltdown that is currently the publishing industry has already witnessed the new empowerment of the content provider, on whose originality and creativity a new range of business opportunities is being based. But is it now the editor, along with their ability to turn a manuscript into something worth reading, who is joining the author on top of the podium? As both publishing houses and self-publishing authors are likely to be in competition for your services in future, your position as editor in the reworked value chain is certainly looking particularly secure.

Dr Alison Baverstock
is the course leader for MA Publishing at Kingston University, London, UK.

Introduction to EPub for editors

Presented by Glenda Browne, freelance indexer and winner of Ig Nobel Award for Literature for article about indexing.

Friday 8 November 2013, 9.00–1.00 (includes break for morning tea)
Location: University House, ANU
Booking: http://www.trybooking.com/DTWC

Residential Editorial Program (REP) 2014

REP 2014 is an intensive, five-day program offering mid-career editors an exceptional opportunity to develop their literary editing skills with highly respected industry practitioners and join an alumni of over eighty editors who have participated to date. REP is designed to complement the Beatrice Davis Editorial Fellowship.

Where does it take place? Varuna, the Writers’ House, Katoomba, NSW
When is the 8th biennial REP? From 5–10 May 2014.
When will applications close? Applications are now open for closing date Monday 13 January 2014
The Canberra Society of Editors has initiated a mentoring program for editors that is open to members, at any level, of any society of editors. Where individual states have come on board to help run the program, there is a local coordinator. However, all enquiries can be sent to the Canberra Society of Editors where the national coordinators, Ted Briggs AE and Elizabeth Manning Murphy DE, will be happy to answer any questions from potential mentors and mentees. If you feel you could guide, encourage and generally oversee a mentee seeking to develop skills and confidence in our profession, please get in touch. If you feel you would benefit from a one-to-one relationship with an experienced editor in any aspect of editing or associated business understanding, please get in touch.

At the moment, we are looking for mentors in all areas of practical editing and related topics, as we have a number of potential mentees waiting to be paired with someone who can guide and help them. Even if you have never mentored anyone before but would like to help this program, we’ll smoothe the way for you with a short training workshop.

For details, and to ask for application forms to be sent to you, or just to leave a message, go to Contact Us on the CSE website (www.editorscanberra.org) and under ‘What do you want to do?’ select ‘Ask about mentoring’. If you are reading this outside the ACT or having difficulty accessing the website, please contact either of the National Coordinators direct.

Ted Briggs AE
tedbriggs@grapevine.com.au

Elizabeth Manning Murphy DE
emmurphy@ozemail.com.au

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Job vacancy

CSE needs a General Meetings Coordinator, who works with the President and other interested members to plan and arrange the year’s programs of general meetings. Where guest speakers are planned, the Coordinator contacts the speakers; promotes them and the general meetings in the newsletter, the website and the members’ broadcast email; and summarises the guests’ presentations (with photo) for the newsletter. It’s a well-established routine for a role that offers personal introductions and networking opportunities. How can you resist!? CALL NOW! Alan: 0407 488 927.

New members are most welcome! Join the committee, grow your networks quickly, and be at the core of a vibrant professional society in an exciting year! No more to pay! CALL NOW!

If you prefer e-mail, try alan.cummine@gmail.com.

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Welcome to our new members

Professional
Hilary Bek
Kirsten McNeill

Associate
Cherie Hart
Rachael Willoughby
21st birthday dinner

Canberra Society of Editors turned 21 this year.
To celebrate, we’re combining our usual end-of-year dinner with a birthday celebration. All members are very welcome.

Inaugural members are especially welcome, and founding and Life Member, Loma Snooks DE, will give us some of her personal reflections on the early years of the Society.

Our guest speaker is Canberra Times Editor-at-Large, Jack Waterford AM, a longstanding and outspoken supporter of the editing profession, and a Society favourite.

And we will be announcing a new Life Member, to join the exclusive duo of Loma and Peter Judge, who will also be present.

Come and celebrate at this 3-in-1 event: end-of-year, Christmas, and our 21st birthday!

Wednesday 4 December 2013
The Brassey, Macquarie St, Barton
6.00pm to ‘about’ 10.00pm
All members, and especially inaugural members most welcome

oh what a night!

Cost and payment details will be circulated soon by broadcast email.
Please note that we’ve changed the date from our ‘last Wednesday of the month’ convention, to allow our guest speaker to return from hosting a journalism tour of China.

A spellchecker poem
From The Facts behind Candidate for the Pullet Prize
by Richard Nordquist, About.com

I have a spelling checker,
It came with my PC.
It plane lee marks four my revue
Miss steaks aye can knot sea.

Eye ran this poem threw it,
Your sure reel glad two no.
Its vary polished in it’s weigh.
My checker tolled me swe.

A checker is a bless sing,
It freeze yew lodes of thyme.
It helps me right awl stiles two reed,
And aides me when eye rime.

Each frays come posed up on my screen
Eye trussed too bee a joule.
The checker pours o’er every word
To cheque sum spelling rule.

Bee fore a veiling checker’s
Hour spelling mite decline,
And if we’re lacks oar have a laps,
We wood bee maid too wine.

Butt now bee cause my spelling
Is checked with such grate flare,
Their are know fault’s with in my cite,
Of nun eye am a wear.

Now spelling does knot phase me,
It does knot bring a tier.
My pay purrs awl due glad den
With wrapped word’s fare as hear.

To rite with care is quite a feet
Of witch won should bee proud,
And wee musUED dew the best wee can,
Sew flaw’s are knot aloud.

Sow ewe can sea why aye dew
prays
Such soft wear four pea seas,
And why eye brake in two averse
Buy righting want too pleas.
Your committee 2013

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Vice-President Kaaren Sutcliffe
Secretary Eris Jane Harrison
Treasurer Mike Wilkins
Professional Development Coordinator Malini Devadas
Membership Secretary Linda Weber
Newsletter Editor Kerie Newell
Editorial Assistant Farid Rahimi
Meeting Coordinator Vacant
IPEd Councillor Ed Highley
IPEd Accreditation Board Delegate Ted Briggs

Committee members
Tristan Viscarra Rossel
Lindsay Nesci
Dallas Stow

Non-committee positions
Webminder Cathy Nicoll
Public Officer Ara Nalbandian
Catering Coordinator Karen Hosking

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The editor welcomes contributions by email to kerie.newell@bigpond.com
All articles must be in .doc format.

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