

## Rally on pensioner poverty

There will be an NUJ contingent which you can join at the "decent state pensions for all generations" rally and lobby of Parliament on **Wednesday 22 October**, starting with a meeting at noon with trade union speakers at Methodist Central Hall, Westminster, before moving to the lobby. Details are on [www.pension100.co.uk](http://www.pension100.co.uk)

# The Rate for the Job

A DIALOGUE between a Metro editor and a Branch member regarding the £150 the paper was offering for a 900-word travel piece was included with one Rate for the Job contribution this month. Editor: "Look, we know it's not much but how do you think we manage to put out a free paper?" Member: "No way." Said member wisely turned down the offer. It's worth pointing out to freesheet editors that their money comes from advertising, the value of which is enhanced by the content that freelances provide.

Thinking about work for a company you've not dealt with before? Simply look at the Rate for the Job to find out what companies in similar niches have paid. Then aim higher. You can submit rates online, in confidence, at any time, at [www.londonfreelance.org/rates](http://www.londonfreelance.org/rates) – please give not only the basic rate (e.g. for **FBS**, First British Serial

rights) but extra payments negotiated for extra uses, like the Web – or for print if it's a Rate for the Online Job. These are shown as (eg) £400 + 100. We now record rates paid in Euro as well.

Rates marked **X** are, in the editor's fallible opinion, below par. Treat all rates as minima, even perhaps the happy © few.

**Broadcasting:** *From Our Own Correspondent* broadcast contribution, £125, up £5 on 2007!

**Photography:** Trades Union Congress batch of photos £650; corporate literature day (10-3.30) doing headshots and lifestyle for asset management company £650; BBC Proms concert photos £200; Ariel (BBC) day £160; Newscast (EMAP agency?) job £150; *Creative Review* half day £150; *Times Money* section, day £145 **X**; *East London Advertiser* 2 stock pics they desperately wanted (saw off attempt to drop rates to £35 for 1st and £15 for others) £100; *Sunday Post* (D.C. Thomson) single photo reproduction from submission of 10, prod/exes £25.00, terms single repro, no re-sale, no re-use £50; *The Courier* (D.C. Thomson), terms single repro, no re-sale, no re-use, £28 **XXX**; *Evening Telegraph* single photo reproduction from submission of 10, prod/exes nil, terms single repro, no re-sale, no re-use £10.50 **XXXX**.

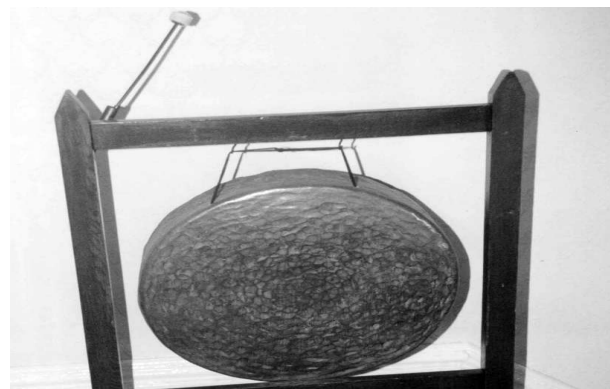
**Shifts:** Help Age International copy editing day £200; university

alumni magazine research for feature £180; Reuters web editing/writing day shift – same rate as 2007 £145; *House and Garden* subbing day £130 **XX**; *Independent* subbing day £130; *Amateur Gardening* subbing day usually taxed at source £130 **X**; *Marie Claire* subbing day £120 **XX**; *The Criminal Lawyer* production editor day £120 **XXXX**.

**Teaching:** London College Of Fashion day teaching Getting Started As A Freelance course £316.48.

**Words, per 1000:** *Reader's Digest* Asia office, all rights, no exes, US \$2000; *Portfolio* £750; *My Weekly FBS* £400; *Public Finance* feature £330; *Public Service* interview – rate up by £35 on previous £330; *Inside Housing* feature £250; *Community Care*, £220 **XX**; *Telegraph Weekly* feature £200 **XX**; *Irish Daily Mail* match reports EUR200; *AA History & Mystery* city guide series – create entire guidebook from scratch, substantial assistance with mapping, all rights £165 **XX**; *ESPNSoccernet* £100 + ; *Tuam Herald* (Co. Galway) £70 **XX**.

**Words, other:** *Telegraph* 900-word feature, rate is reduction from 2007 incl. web use £300 **XX**; *Time Out Guides* updating short chapter – 3000 words £300; *Sonicboomers* website re-use of old print features, paid per piece non-exclusive, no time limit US \$250; *Best Music Writing 2008* re-use of magazine feature non-exclusive, one use US \$250.



## The Gong - Green Parent

This month's gong – a wake up call to late payers – goes to *Green Parent* magazine. Our member hadn't been paid four months after submission. Seems they were dithering and weren't planning to pay until after publication. Tip to green parents: save paper and trees by paying online – now.

## Merlin – one to watch?

A RECENT development in another industry that relies on a lot of freelances could have implications for freelance journalists.

Eighty per cent of the global recorded music market is operated by four big players – Sony, Universal, EMI and Warner. The other 20 per cent is made of yet-uncounted thousands of independents, some of them artists running his or her own business from his or her bedroom.

Earlier this year, non-profit organisation Merlin was set up to represent independents who become members of the organisation in negotiations on uses of their work such as music downloads.

Merlin sidesteps the usual channels such as distributors and collecting societies. Such a model might also work for freelance journalists who face similar problems in getting the money due to them for the various different uses and re-uses of their work.

## Online freelance facts

AN EXPANDED and up-to-date version of the NUJ's Freelance Fact Pack is now available online.

The Pack, which is also snail-mailed to members new to the freelance sector, covers professional matters, business matters, technology, wellbeing, and the way the NUJ is organised. There is information specifically for photographers, and there are new sections covering the sort of expenses which are tax deductible in the UK and a comprehensive guide to working as a freelance in Europe.

Each section is presented as PDF files which can be downloaded and then printed individually and is the result of 18 months work, reviewing, revising and updating the previous print-only version.

"The idea," said Freelance Industrial Council (FIC) vice-chair Adam Christie, who has overseen the work, "is that we can update the pack far more quickly than in the past. Indeed, this has already started." FIC chair Tim Dawson

said: "The Fact Pack now covers a huge amount of information directly relevant to freelancers, from the latest on whether it is better to trade as an individual or a limited company to essential guidance about copyright and licensing your work."

To read the Fact Pack, go to [www.nuj.org.uk](http://www.nuj.org.uk) and click on "freelance" in the "Your Work" drop down menu. The link to the Freelance Fact Pack is towards the bottom of that section in the "members only" section of the website. The portal to the members-only section has instructions on how to register to get access to this area if you haven't done so already.

## The Freelance

NUJ BELT-tightening will likely mean that there are fewer paper *Freelances* in the next year. (The reason for this is a need to top up the NUJ staff pension fund). So you're getting this only on 100 per cent recycled electrons.