

## Apology

The *Freelance* over-cautiously credited a piece in the September issue about extracting payment from PR companies to Edward Bernays (1891-1995), "father of Public Relations" (See Sourcewatch via [www.bernays.notlong.com](http://www.bernays.notlong.com)). Our apologies to Guy Smallman, who does want to come out as the author.

# The Rate for the Job

THIS month's crop of rates for the job seems to show that at least one freelance is getting extra money on top of the flat rate for words for re-searching the feature. In the next *Freelance* we'll discuss how freelancers are getting paid extra for doing some of the picture research for written features. 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 ☺.

**Photography:** Pub/restaurant website 40 photographs, 72dpi, for web use only, limited to client's website: 1.5 hours work, £100.

**Shifts:** Leeds (university alumni magazine) research for feature (paid on top of word rate) £180; *Sun* online subbing day £130; *Scottish Daily Mail* day drawing pages and re-touching photos £70 **XXX**.

**Teaching:** No Sweat journalism

college two- or three-hour teaching sessions £90 **X**.

**Tip-offs:** *Bizarre* (Dennis) "weird news" tip £20 **X**.

**Words, per 1000:** *Leeds* (university alumni magazine) feature **FBS** £385; *The Biz* (pharma company in-house mag) feature of up to 1000 words) £350; *Front* feature (has been known to pay £500) £250; *Musican* (Musicians' Union) feature, terms **FBSR** (quarterly) plus audio version for visually impaired union members £250; British Council £250; *Photo* £150.

**Words, other:** *The Biz* (pharma company in-house mag) 100-word feature/news shorts £100, one-page feature, 3-500 words) £600; *Current Law Statutes* writing up annotations to a new statute with introductory chapter of 50,000 words, all rights £250 **XXX**; Oxford University Press Blackstone Series, writing 450-page book on fraud law for police: no fee, promise of 5 per cent royalty maximum income will be £1000 and all rights assigned, **X**.

## Online photo rates, please

NOW is the time to start updating the NUJ's *Freelance Fees Guide* for 2009. The editors, Mike Holderness and photographer Andrew Wiard, are particularly keen to revise the section covering uses of photos in digital media, such as the internet. To do this, they need you, the photographers to report rates you have been paid and the deals you have struck.

How do the rates you are paid vary with the size of the image on the screen? What period do you licence a picture for? How much do clients pay to extend that period?

It's by far easiest for us if you tell us by filling in the form at [www.londonfreelance.org/rates](http://www.londonfreelance.org/rates) – but you can email [ffg@londonfreelance.org](mailto:ffg@londonfreelance.org) if you prefer.

## The ironing!

The *Daily Mail*'s "Fair Deal for Small Firms" campaign targets corporate giants that take too long to pay their small suppliers. We're sure they'll welcome your stories of the *Daily Mail* and General Trust's behaviour, via [www.mail-irony.notlong.com](http://www.mail-irony.notlong.com) – and email [irony@londonfreelance.org](mailto:irony@londonfreelance.org) as well, please. And see what you can do to late payers at [www.londonfreelance.org/interest.html](http://www.londonfreelance.org/interest.html)

## How well is your being?

HOW ARE today's changes in the media world affecting freelance journalists? That's just one of the questions behind a survey of "freelance wellbeing" being carried out by the NUJ's Freelance Industrial Council (FIC).

More than 300 freelancers completed the survey when it was first carried out four years ago. Now, it's being repeated online, to gauge the state of freelancing in 2008 and to see what has changed. "The data from the 2004 exercise has been influencing NUJ policy and work ever

since," said FIC vice chair Adam Christie. "We hope that repeating the work will be equally valuable and useful."

This time, the survey is online – at [www.nuj.org.uk](http://www.nuj.org.uk) – and members have until **5 December** to answer the questions. The questionnaire shouldn't take more than a few minutes to complete. Members can again add more personal contributions to the research: email [wellbeing@nuj.org.uk](mailto:wellbeing@nuj.org.uk)

"Last time, we had tens of thousands of words about the trials and

tribulations of freelancing," said Adam Christie, "all of which have proved extremely valuable in influencing union policy. "Perhaps most importantly, we had data that substantiated freelance claims that our earnings were often substantially less than those of many staffers."

"If we again have confirmation that most freelancers can only survive because they live in shared accommodation or have spouses or partners who effectively subsidise them, then the research will be worthwhile."

## Why keep your rights?

Some who enter freelance journalism via online outlets say that they know little of copyright, or feel that the medium renders freelance copyright ownership obsolete. It doesn't. It means money when your work is re-used, elsewhere, for profit. Phil Sutcliffe spells out at [www.londonfreelance.org/fi/0812keep.html](http://www.londonfreelance.org/fi/0812keep.html) how, as a writer, he wins from re-use of printed work online. Send us your stories of online work being re-used, please.

### FREELANCE from p1

- Policing journos: ministerial meeting
  - Pitching: don't take maybe, get a yes or no
  - British Library collections leave London
  - Develop as a freelance, training aplenty
  - New blood sought! – for Branch committee
  - Video training bargain!
  - Learning advisors sought
- As an experiment, we produced that issue as PDF files as well as "proper" web pages. A few members say PDFs are useful to print out for reading on the bus or discreetly during a shift. But is it a good use of the editors' time? If you actually downloaded the PDF version, to vote for it continuing email [pdfplease@londonfreelance.org](mailto:pdfplease@londonfreelance.org)

### REFUGEES from p1

- pay, they will be mobbed as will you. Pay people discreetly for their time or work.
- In many places it's rude to refuse food offered to you, but some of it may make you very ill. Guy always tells them that "I have had a serious stomach upset and my doctor has told me only to eat bread and rice." Check with NGOs for outbreaks of diseases before you go. Branch Treasurer Jenny Vaughan emphasised the dangers of "phenomenally dreadful" malaria. "It kills more than any other disease... take it completely seriously."
  - Your most important piece of equipment is an NUJ Press Card, together with your international press card from the International Federation of Journalists (IFJ).

- See [www.londonfreelance.org/fi/0704warl.html](http://www.londonfreelance.org/fi/0704warl.html) for Guy's advice on working with fixers you can trust. In a conflict situation everyone with language skills will be desperate to earn money. This does not necessarily mean that they are qualified to keep you safe.

People Guy met in Afghanistan were pleasantly surprised but pleased to see him working unembedded – rather than being tethered to an army unit. In Kabul this is possible. Everywhere else in the country, the roads are not considered to be safe. Visits to refugee camps by "embeds" or politicians are often preceded by "heavies" who set the agenda for the visit. Being unembedded gives you a different viewpoint.

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