

## Contest cuts!

As a first step after a meeting on 11 February to discuss resisting some editors' attempts to cut rates, freelancers are planning a collective response to the papers involved. The NUJ Freelance Office is also preparing standard letters that union members can obtain to open their individual responses to publishers – email [freelanceoffice@nuj.org.uk](mailto:freelanceoffice@nuj.org.uk) or call 020 7843 3735 to get one.

# The Rate for the Job

WE'VE HEARD reports that rates are falling at the *Independent*, the *Telegraph* and the *Times*, but that rates have risen slightly at the *Guardian*. And just because there's a recession on, don't stop negotiating. We've heard of one case already of a freelance going back to an editor and negotiating upwards by £50. There are also a lot of US dollar rates below, as a reminder that freelancers based in Britain and Ireland can and do break into this market, which is comfortably five times the size of the UK's.

Thinking about work for a company you've not dealt with before? Simply look at the Rate for the Job to see what companies in similar niches have paid. Then aim higher.

## Online photo rates, please

THE EDITORS of the NUJ's *Freelance Fees Guide* for 2009, Mike Holderness and photographer Andrew Wiard, are still 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.

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 ☺.

**Broadcasting:** ITV News (national) 10-hour reporting shift £180; RTE World Report audio report from abroad, 4 minutes, terms not discussed, no exes, Euro 120; BBC local radio reporting shift, a BBC East radio station, 8 hrs, £90.

**Photography:** BBC Panorama archive video images for docco, per minute used, TV use only for 2 transmissions, prod. exes paid, £600; *CA Magazine* half day £270; *Guardian* films podcast: supplying archive video, online use only, per minute £150; big international NGO photos + 2000-word eyewitness report, prod. exes per diem US\$100 travel exes, world rights, 3-year non-exclusive US\$500.

**Shifts:** Reuters online editing shift £220; *Regeneration & Renewal* news shift £140; Children's books

per editorial hour £15 **X**; *Sunday Herald* subbing weekday, 10am-6pm, 1hr break £95 **XXX**, subbing Saturday, 11am-7pm or 1.30pm-9.30pm or 5pm-1am, 1-hr break £95 **XXX**; *Scotsman* news subbing 5pm-1am, 1-hr break £95 **XXX**.

**Words, per 1000:** emusic.com short features 700-1000 words, all rights £350; University of the Third Age, Newcastle £300; *Brussels Airline* inflight mag £300; *Songlines* £125; *Small Press Review* 1500 words @ £80 = £53 **XXX**; *Ilford Recorder* £25 for 500 words plus photo and diagram = £50 **XXX**; MC Financial 1000-word articles £50 **XXXX**; emusic.com album reviews, all rights £500; *Guardian Society* £452 + £17.

Australian newspapers reported standard rate AU\$ 0.07per word, see [www.alliance.org.au](http://www.alliance.org.au) = £327; *Mental Health Today* features £250; emusic.com short features 700-1000 words, all rights £250; *Guardian Society* website 500-word blog £150 + **X**.

**Words, other:** Queen biography (the band) 25,000 words, book + 20% to go on web \$10,000 + \$2000; *Miami Herald* newsy feature from Venezuela, no exes paid, worldwide licence sought before publisher would use copy, US\$250 **XXX**; *Construction News* 900 words + 200-word box, FBS + web £247.

## Work your proper hours

How many hours did you or will you work on on **Friday 27 February**? The Trades Union Congress (TUC) "Work Your Proper Hours" campaign estimates that on average we work so much unpaid overtime that this, the last Friday of February, would be the first day of work we got paid for if we bunched the free hours at the start of the year. See [www.worksmart.org.uk/workyourproperhoursday](http://www.worksmart.org.uk/workyourproperhoursday) for tips including themed company time-wasting cyberskiving activities – and tell your staff colleagues too.

## Happy valleys – freelances train in Wales

FREELANCE JOURNALISTS in Wales have been at the forefront of a new training initiative to help them in their working and also personal lives. The first round of free training was given on the weekend of 6-8 February with modules including finances for freelancers, CV development and marketing promotion.

The scheme, called CULT Cymru, is a joint project between broadcasting union BECTU, the NUJ, Equity, the Musicians's Union (MU) and the Writers Guild. It is likely to be a pilot for similar work in other sectors and other nations and regions. The marketing and promotion course was created by NUJ Freelance Industrial Council member Mike Smith and a training group included NUJ freelancers.

As a result of the first training days, freelancers are now keen on getting involved in more training, and in developing professional networks across Wales and across unions and sectors. More trainers from the freelance sector of the creative industries are being trained to deliver the modules in different parts of Wales, including courses in

Welsh. More courses are being developed in response to a learning needs analysis survey, for which there was a big response from NUJ freelancers. Likely next courses will include electronic marketing and enhancing knowledge of the internet.

Freelancers who attended the pilot courses are also discussing setting up a skills service between members of the group: such as an NUJ member providing some writing or photography; an MU member providing music for a website; and an Equity member running a role-play session. The courses are aimed at helping freelancers from various creative industries improve how they work. But the project has also identified the well-being needs and social and support frameworks of freelancers as an area that would benefit from developing. Participants from the first courses were already swapping contacts and ideas for ways of working together.

The project is also training creative industries freelance Union Learning Reps (see [www.londonfreelance.org/fi/0810feu.html](http://www.londonfreelance.org/fi/0810feu.html) for more on these) with the

first cohort of these already trained – including a strong NUJ presence.

**Contact Mike Smith:** email [mike@mediasmith.co.uk](mailto:mike@mediasmith.co.uk)

### COAKER from pl

vited to be with the police during some of the demonstrations while they are taking place to see what is happening and to advise the police on some of the procedures that they may change": See the full text: [www.coaker.notlong.com](http://www.coaker.notlong.com)

## They've been framed

Be warned before you view the video or forward a link to colleagues that YouTube has marginalised it into a page featuring thumbnails advertising "Relevant Videos" of an, er, "adult" nature. These are in fact mostly censored extracts from American *Big Brother* and actually not-very-rude clips of people verbally giving sex advice, but the in-your-face titles for these clips that appear on the page may lead you believe otherwise. The creator of the *Big Brother Hates Being Filmed!* clip has complained to YouTube about this, to no avail.