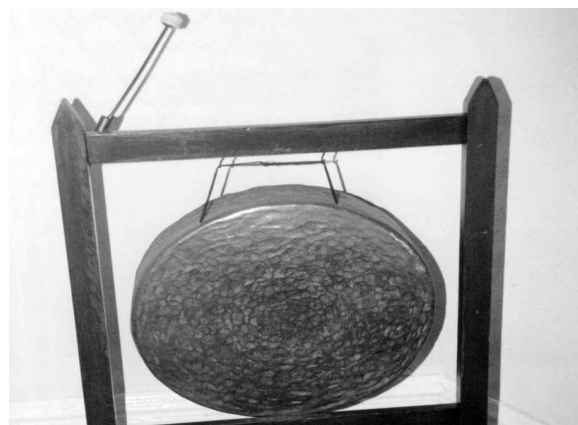


## Choosing a computer

We're appealing for help updating our guide to *Choosing a computer*. Send us your tips on the best value and most hassle-free hard drives, mp3 players and i-Pods that can be used to make quick back-ups, wireless cards, external wireless modems... and see [www.londonfreelance.org/fi/0905cac.html](http://www.londonfreelance.org/fi/0905cac.html) for more.



## The Gong – NewsBase / Anglomania

This month's Gong – a wake-up call to late payers – is awarded jointly to Edinburgh-based subscription online business and industry news service NewsBase, and to newly-launched "fashion, sport, lifestyle" glossy *Anglomania*. One member has been waiting over two months for payment from NewsBase since the normal 30 days period for payment expired, prompting us to invoke NewsBase's own strapline, "What's going on and why?" Soho-based *Anglomania* (Mo-Edu Publishing/Anglomania Ltd), which is given out to customers in Eurostar's First Class lounge, had – as of our most recent report – delayed payment for over a month after expiry of the 30-day payment term.

● Photo © Dave Rotchelle

# The Rate for the Job

WE'VE heard that the really big money for photos is no longer for shots of "celebrities" from the world of entertainment, but for images of disgraced bankers spending their bonuses on an expensively good time. *Guardian Media* reported four-figure sums paid by red-tops for explicit photos of the likes of "Fred the Shred" engaged in conspicuous consumption. These bankers-at-play shots do need to be accompanied by a detailed back-story, though.

Thinking about work for a com-

pany you've not dealt with before? 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)

## WELCOME from pl

ports: Quality Street for journos on former broadsheets, nbt (Next Big Thing) for music journos, UKSubs for – you guessed it. See [www.londonfreelance.org/contacts.html](http://www.londonfreelance.org/contacts.html) for details.

When you find yourself in trouble there's the Freelance Office at the NUJ HQ – national organiser John Toner, assistant organiser Pamela Morton and administrator Andrew Dixon. They've seen it and (mostly) solved it all before. See [www.londonfreelance.org/nujone.html#Freelance](http://www.londonfreelance.org/nujone.html#Freelance) for their contact details.

None of the above minimises the difficulties of earning a living at the moment, freelance or staff. We're all up ordure creek groping around for a paddle. But at least we're in it together, whatever it is.

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£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:** BBC Radio Wales, interview, 2 minutes, £32.

**Photography:** Necessarily anonymous client, shoot of specialist machinery test: expected approx 3hrs and quoted £300 but during the shoot said machinery – £5m worth – was written off; client contacted photographer next morning to name a price for a lifetime licence for all images and buy their silence to press and competitors, all rights licenced £3000; *Guardian* photo for web £190; *Sunday Times* photo £78.

**Shifts:** *Public Finance* news day £160; Sky News online writing, 10-hr day £150 X; *Daily Mail* subbing/writing day £100 XXX; *Vision GMB* editing day £300; *Sunday Herald* news subbing Saturday £112.75, weekday subbing £93; mag subbing day in Derbyshire, *Tirreme Award* candidate! £60 XXXX; *Insurance Times* website updating site, 6am-8am, per hour £20.

**Tip-offs:** *Guardian* £50.

**Words, other:** *Telegraph* reviews commissioners trying to cut rate to £60, got £100; *New Internationalist* film review £85; *National Geographic* 400 words for glossy travel book £40; Hill and Knowlton PR, 100-word press release £250; *Quintessentially* changed terms after delivery saying they had to wait for ad revenue until they would pay; member withdrew the work £200 XXXX; AOL UK 500 words + 10 images £200; *Cyprus Weekly* 200

words 50 Euros; *Telegraph* stories used online only, regardless of length £25 XXXX; allmusic.com album review 100 words upwards \$17 XXX; *Plan B* per page £10 XXXX; *History Today* 250-word shorts sent on spec, £50 X.

**Words, per 1000:** *Monocle* features £700 ☺; *Telegraph* £417; emusic.com short features 700-1000 words, all rights £350; *Mojo* features FBS + other use per agreement with Q/Mojo freelance group £304; *Mojo* Q&A feature ditto £274; *Public Finance* features FBS + web £300; *Telegraph* cut feature rate £250; *British Journal of Neuroscience* Nursing FBS + subscription website £215; *English Language Gazette* interview, phone exes paid £200; *Guardian* online 600-800-word features @ £150, web use licensed £250; *Velocity* features £200 X; *World Cruise Industry Review* £200; *Community Care Matters* (SPG media) £200 X; *Fairplay Marine* article plus £10 per photo, 20p per mile exes. £190; *Fortean Times* 4000-word feature @ £560 + two 250-word boxes, £100 of fee for picture research, photocopying exes paid, FBS + web = £140 X; *Embroidery* £133; *When Saturday Comes* all rights £125 + X; *History Today* FBS £120 X; *Resource* seemingly all rights – turned them down! £100 XXX; *Fortean Times* travel piece, very limited travel exes agreed – "Book flight early!" FBS + web £60 XXX; *Green Events* £60 XX; *Pitchfork* US\$20 XXXX; Suite101.de 1000 words for web use: offered 0.00 Euros plus 50 per cent of revenue from Google Ad-click, if any, turned down!

## Looking at women's lot

WOMEN in journalism can be forced into freelancing by employers who won't allow flexitime for mothers. This was one of the issues raised at this years NUJ Women's Conference held in February.

Over 50 women attended the conference at NUJ headquarters to explore progress made in the 30 years since the union published the *Images of Women* guidelines for promoting equality through journalism. We asked if this seminal guide to non-sexist reporting has made any difference or has gender stereotyping just got more subtle?

Kat Banyard from the Fawcett Society noted that sexism in the media is still profound: only 14 per cent of newspaper editors are women. Jenny Rintoul and Sue Tate from the Bristol Fawcett and Bristol Feminist Network looked at how

images of women in the media are still routinely sexualised or idealised. They called for more "active" portrayals. Narmadha Thirangama, TUC Women's Officer, spoke about gender pay gaps: 29 per cent of women are still in low-paid work. In 2005 30,000 pregnant women were pushed out of their jobs and journalists employers too are loath to allow flexitime or home-working. Many women have no choice but to go freelance or part-time or leave the profession altogether.

Participants also asked: why don't more women stand for positions in the NUJ's democratic structures? Women make up 48 per cent of the union's membership and are well-represented within chapels, but few make the move into the union's leading structures.

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