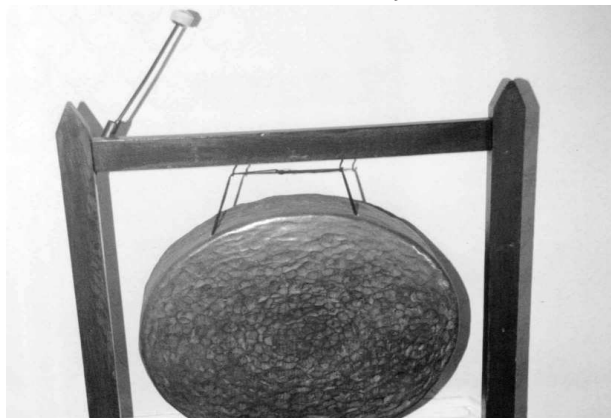


Local media matters

NUJ members in the South-West of England have launched a petition so that citizens can express their appreciation of the necessity of local media to, er, citizenship: see www.localpapers-sw.notlong.com



The Gong

This month's Gong, a wake-up call to late payers, goes to *Attitude*, who, as one freelance reports, are now taking to three months to pay. Construct your own punning put-down here. Guidance on compensation for late payments is at www.londonfreelance.org/interest.html

Photo © Dave Rotchelle

The Rate for the Job

WE'VE HAD an appeal for rates for a TV producer for a single documentary and for a TV producer for an entire TV series. (We have one response already below.) Please submit any of these you know via the Submit-a-Rate form: the web address is below. Thinking about work for a company you've not dealt with before? Simply look at the

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: Biographical documentary, producing and directing documentary (for Ten Alps), holiday pay included, all rights to company £900 **X**; *Newsnight* expert/pundit appearance £90, or appearance took 1.5 hours (car paid) £75 **X**; *Sky News* pundit spot recorded £100.

Photography: *Mountain Bike Skills Manual* supplying all photography for the book, worldwide licence £2000; *Attitude* half day shoot, no production exes, £225 **X**; ITN online filming short DV news package using company's own equipment to be edited and voiced by others, licensed for online use, 8 hour shift, £100 **XXXX**; Pegasus PR event photos £100 **XX**; *Geographical* 6-8 pics £400; *Sunday Times* photo in Culture £120 **X**.

Shifts: *Sunday People* reporting day £150; *SkyMag* £140; *Woman's Own* subbing day £120 **XX**; *FT UK Pensions* reporting day £85 **XXXX**.

Words, per 1000: *Daily Mail* news page lead £900; *Sunday Express* feature £625; *Financial Times How to Spend It* magazine feature £450; *Leeds* (alumni magazine) features, additional days' research paid at Fees Guide rate; *FBS* £375; *Economic and Social Research Council* £375; *Square Meal* (Monomax) £350; *Guardian* £300; *Mojo* 500-word blog (per *Mojo* mag freelance agreement) *Guardian* travel £300 **X**; *Engineering and Technology* £300; trade mags (Reed-Elsevier) all rights £250; *Imbibe* (Monomax) £250; *Automotive Cog.* (Ultima media) £250; *fVL* (Ultima media) £250; *Regeneration* £250; *MEED* £250; *Construction News* £240; *Materials Recycling* £230; *lfw* £220; *Cargo Systems* £220; *Insurance Day* *FBS* £200; *New Statesman* £214; *NME* feature £180 **X** or £120 **XX**; *Irish* regional papers column £120; *Guardian Weekly* (note that agreed minimum for *Guardian* is £256 or more) £111 **XXXX**.

Words, other: *Economist* 650 words, all rights £400; *Real Travel* 2000 words + 10 pictures £300; *Guardian* theatre blog 500 words £85 **XX**; *Evening Standard* tip-off £35; *Evening Standard* news page lead £150 **XX**.

Carry on, up your rate!

USE THE NUI's online resources to negotiate a better rate with your clients. That was the subject of *Freelance* editor Mike Holderness' demonstration at November's London Freelance Branch meeting.

Mike explained the important difference between our Rate for the Job pages (www.londonfreelance.org/rates) and the Freelance Fees Guide (www.londonfreelance.org/feesguide). The latter suggests rates that the Union feels clients

should be paying. These are backed by the evidence of Rftj – the "historical survey" of what members are actually getting paid.

Mike took us through the Rftj's online Submit-A-Rate form, which allows freelancers to send in their rates for the job electronically. We'd prefer you to submit rates in this way, rather than filling them in on the paper-based list circulated at LFB meetings. As people write less and less by hand, everybody's handwriting gets more appalling: we have to discard about half the rates submitted at meetings.

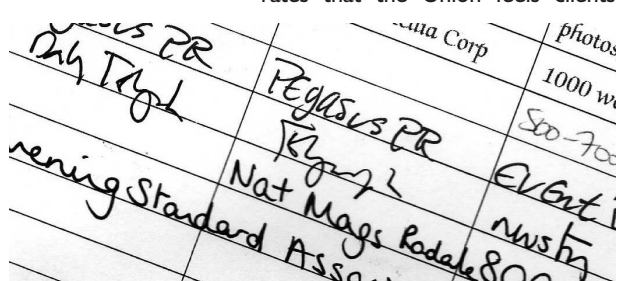
Both Rftj and FFG are meant to serve as tools to help you negotiate with clients. FFG has a section on "what freelancers need to charge and why". The *Freelance*'s assistant editor managed to double a commissioning editor's initial offer by emailing him a link to the Rftj pages

to show him how comparatively rubbish his proposed rate was.

With the FFG and Rftj listings as his guide, Phil Sutcliffe, tutor on NUI Training's Pitch and Deal course, led a practical interactive session on how to use all this stuff. Was anybody in the audience thinking of working for a new client, he asked? One was considering a first-time pitch to *UK Wired*. We found no reported rates for this, but there are rates for *US Wired*, and for other titles from the same publishers, which suggest that £400 per thousand might be a rate to have in mind when you negotiate with them.

For tips on how to navigate the 6000-plus pages of information and advice for freelancers on the LFB website, there's a Frequently Asked Questions. All these web pages are linked from this article online.

© Matt Salusbury



Who got paid for a "rusty"?

© Squiggle

PHOTOGRAPHERS from p 1

email sharong@nuj.org.uk before 26 January.

The LPB inaugural meeting, which will elect a Branch Committee, will be at 6.30pm on **Tuesday 26 January** at NUI Head Office, Headland House, 308 Gray's Inn Road, London WC1X 8DP – nearest Tube King's Cross St Pancras. Every

photographer member of the union, staff and freelance, is welcome to attend, but only those full members of the union who have transferred to the new Branch in advance of the meeting will be able to vote or stand for office.

The offices that the Branch must elect are: Chair and Vice-Chair; Treasurer; Secretary; Equality Offi-

cer; Welfare Officer; and union learning representative.

This is an exciting development for NUI photographers. Please support the new Branch and ensure the meeting is a success.

John Toner

Freelance Organiser,
with National Executive members
for London