

## Attention!

Any NUJ member contemplating work for Korean Air should first telephone the Freelance Office on 020 7843 3735.

# The Rate for the Job

FEES for translation are included in this month's crop of Rates for the Job, and an expenses-only gig for Resonance FM radio. In the experience of the *Freelance* editors, even getting 20 quid in expenses out of them was quite a coup.

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:** Zuendfunk 10 min radio feature Euro 150 **X**; Resonance FM community radio podcast: exes only £20 **XX**.

**Photography:** *Mojo* cover plus 4/5 cover story pics all rights £2000; *Saga* magazine feature (a day's work) FBS £1000; *Mojo* full-page portrait plus two other pics, all rights £800; *Country Life* day, exes up to £200, all rights (negotiable) £500; baby contest PR photography, 2 hours £465; shipping company photography for PR, 2 hours £350 ☺; *The English Garden* feature FBS £350; *National Geographic Traveler* 1/4 page magazine

and online £275; textbook (Pearson) 1/8 page photo Australian edition £190; the **i** paper, images + 300 words £150 **XXX**; Demotix news photo online £120; *Indy 2* pics £80.

**Shifts:** *Sunday Times* late night regional/national desks print subbing, exes £15 for taxis, £174.40; *The Times* subbing for iPad/tablets, exes as above £155.97.

**Translation:** *Daily Mail* 2 days' work, gut a book and translate key passages 5-600 words £450; *ICT Update* 1000 words £60 **XX**.

**Words, per 1000:** *The Lady* £250; *Elle Decoration* £700 ☺; *Economist* £417; *Open Democracy* 3500 words online, travel exes, creative commons licence £350 **XXX**; Yahoo £333; *Shortlist* feature £200.

**Words, other:** science press releases, research, writing, formatting (9 hr) £300; *Right Start* (Needmarsh) feature FBS £250 **X**; *EYE* (Early Years Educator) £250; *First Eleven* feature with case studies FBS £208 **X**; *Sunday World* page lead Euro 130 **X**; *Yorkshire Post* half page £100



## The TriGong

This month's TriGong award combines the Gong (it tolls for late payers) and the Trireme Award (for "the worst terms since I was chained to the oars"). The TriGong goes to the *South China Morning Post*, which commissioned a thousand words at 2.50 Hong Kong dollars "per word"; but then much later sent the contributor a contract saying the word rate was "per published word." A piece considerably under 1000 words appeared. After "a long wait", and deduction of Hong Kong taxes, the freelance was ultimately paid just £79. See [www.londonfreelance.org/fl/1108abro.html](http://www.londonfreelance.org/fl/1108abro.html) – before signing such contracts – for advice on getting paid abroad.

**Photo: a member of the Trireme Trust** ([www.triremetrust.org.uk](http://www.triremetrust.org.uk))

## Small Claims on track

THE FINAL hurdle on the route to a "Small Claims Track" in the courts, that can deal with copyright claims, has been crossed. On 26 March the government published its response to a final consultation exercise – and agreed with practically everything the NUJ had said.

The proposal originated within the NUJ in the autumn of 2006, as Freelance Organiser John Toner and *Freelance* editor Mike Holderness discussed responses to the Gowers Review – the last-but-one review of copyright law. We noted the case of a member who had successfully claimed £400 damages – but was

ordered to pay £2000 toward the defendant's costs. The Court was annoyed at being bothered with, in its terms, a small claim.

We understand informally that the Small Claims track will open for business this autumn, as a part of what is currently called the "Patents County Court". Six years from inception to installation isn't bad for the UK legal system.

It will work pretty much identically to the Small Claims procedure for non-copyright cases. Initially, it will handle claims up to £5000 – an increase to £10,000 is expected in 2013. Fees start at £30 for claims up

to £300 and generally there's no risk of being lumbered with the other side's legal costs – though the losing side may be ordered to pay witness travel fees. Initially, the "money claim online" process will not be available.

Legal representation from a solicitor is not required: the NUJ can advise members on bringing claims and may be able to send someone as a "litigation friend" – this is someone who can help you present the case in court. Note that the NUJ will not advise anyone on cases that arose prior to their membership: tell all your colleagues that it's best to join the union now.

## Making journalism pay: sequel

IN January 2010 London Freelance Branch held a well-received conference on New Ways to Make Journalism Pay (see [www.londonfreelance.org/fl/1002ways.html](http://www.londonfreelance.org/fl/1002ways.html)). Since then, journalism has continued to change and evolve – and things have remained very difficult. We have thought it might be helpful to run a second similar conference theme.

We're now asking for your help: what aspects of freelancing you think might be most helpfully addressed at such a conference. Some possible options – about which we'd be very grateful for your thoughts – might include panels on pursuing freelancing through social media, smartphone

apps, collective endeavours, working for overseas and especially BRIC markets, and in slow times, diversifying outside the sort of journalism we would usually do, going into consultancy, PR work for local "small and medium-sized enterprises" and so on.

Please tweet responses with tag **#MakingJournalismPay2**, email them to [editor@londonfreelance.org](mailto:editor@londonfreelance.org) or, if you've time, take our quick survey at <http://svy.mk/MakingJournalismPay2-survey>.

For inspiration, take a look at the <http://newmodeljournalism.com> blog which is run by two NUJ freelancers and actually makes some money from advertising.

## More online...

Check soon at [www.londonfreelance.org/fl](http://www.londonfreelance.org/fl)

for longer versions of the meeting reports from this issue, and more stories:

- Trafalgar Square and Westminster – "authorisation" notice you can wave at wardens
- Taking on the media barons – report on TUC conference
- Pitching for photographers – it's all done electronically, says editor
- News photography now permit-free – win for NUJ Bristol Branch!
- The Right to Report updated
- Training alert – upcoming courses from NUJ Training
- Flipper – new email discussion list for Penguin/DK freelancers
- Mag-Net – NUJ's email list for magazine contributors