

**Attention!**

Any NUJ member contemplating work for Interactive Investor, which publishes *Money Observer*, *Moneywise* and likely other titles, should first telephone the Freelance Office on 020 7843 3706

# The Rate for the Job

IN AUGUST the *Freelance* reported (online only) that “Minions of Lord Gnome, the notorious mythical proprietor of *Private Eye*... have been heard claiming that the Eye “doesn’t pay for tip-offs”. We found that hard to believe; and one rate submitted below shows that it is at least sometimes false. More, please...

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.

You can also get a PDF to print a paper form to take to meetings of colleagues from [www.londonfreelance.org/forms](http://www.londonfreelance.org/forms) – please do ask them to write legibly.

Rates marked **X** are, in the editor’s fallible opinion, below par. Treat all rates as minima, even perhaps the happy ☺ few.

**Photography:** Law firm in London and around UK, portraits for website, 4 full days and 2 hrs travel paid, web use only £2200; internal newsletter video, photography (extent unspecified) £400.

**Shifts:** *Water Resources* (NGO publishing) photography, video, reporting day £350; tech blog design, blogging, for bank, per day £300;

Technology Strategy Board tech blogging day £200; *Asahi Shimbun* research day £200, research half day £100; *Daily Mirror* news reporting Sunday £150; *Woman’s Own* feature writing day, taxed at source, £130 + holiday pay; *Real People* subbing day taxed at source £120 **XX**; cultural consultancy – that is, music journalists being interviewed, per day £500 to £1000, 2 hours at home £200.

**Teaching:** London School of Journalism, reading students’ assignments up to 3000 words, writing at least 1500 words feedback £10 **XX**.

**Tip-offs:** *Private Eye* tip off, 200 words for Rotten Boroughs £50 ☺.

**Words, per 1000:** *Africa Investor* articles £260; *Africa Business* articles unspecified length £160 **XX**; *Vintage Rock* 2,000-word feature, “page rate” £150 **X**; *Resurgence* feature £100; *Spectator* book review 800 words @ £350 = £438; *Asharq Al Awsat* newspaper articles £150.

**Words, other:** *Singtao EU* (Hong Kong newspaper) articles unspecified length, £30-£100; *ITMS Review* writing £200-£400; *NME* blog £40 **X**.

## The Trireme Award

This month’s Trireme Award – for “the worst terms since I was last chained to the oars” goes to a North American website that, after one freelance spent “a lot of time and effort researching ideas and pitching” them, replied that they were interested, and would pay \$10 Canadian for an article (worth slightly more than US dollars at the time of writing.) In the words of the freelance who’d put the research in, “sadly, that web site is not in any way unique as I have found plenty of others that pay similar rates.” While a pitch asking about rates is less likely to get a reply, freelancers are reminded to ascertain the fee as early in the process as diplomatically possible.

## Harlot infringed moral rights

IT IS RARE that the UK courts rule on the so-called “moral rights” – your rights to be identified as author of your words or pictures, and to object to “derogatory treatment” – which is use or abuse detrimental to your “honour or reputation”. An exception has occurred in the Patents County Court.

On 18 May Mr Recorder Douglas Campbell ruled in a case concerning a photograph of specialist latex-based couture. The plaintiff, Emma Delves-Broughton, took photographs of Amber Erlandsson in a forest, wearing a garment which was lent to her by House of Harlot Limited. The company cut out the forest background, flipped and shrank the remainder of the image and used it on its website for six months.

The court ruled that there was no

licence by the photographer, and the company could not rely on standard practice for loaning such garments to models: it awarded £675, based in part on the Freelance Fees Guide.

Emma Delves-Broughton also claimed for breach of her moral rights due to the manipulation of the photograph. Recorder Campbell ruled that “The primary remedy for the right to object to derogatory treatment is normally injunctive... taking everything into account I award a sum of £50... for the derogatory treatment.”

The major reason for the paucity of court judgements is likely the cost of bringing cases to the Patents County Court. The Freelance awaits with interest cases in the new Small Claims track of that court.

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## Assumed income alert

UNIVERSAL Credit is starting to “roll out” to replace existing benefits, but the transition will take time. Of particular importance to freelancers is Universal Credit’s assumption a self-employed person will earn at least minimum wage – £216 a week. Radio 4’s *The Report* found a self-employed man on a low income who’s already seeking full-time salaried work, fearing that Universal Credit will mean he can no longer afford self-employment.

Other “changes” to benefits, including Council Tax Benefit, from April 2013, are not good news for freelancers. The online version of this article links to a Benefits Entitlement Calculator and to the NUJ’s submission on the changes.

## Pirate party hoist by own petard

JULIA SCHRAMM is a member of the executive committee of the German Pirate Party. She has written a book, *Klick Mich* (“Click Me”). Carrie As Ellen Sager describes it on the [IPbrief.net](http://IPbrief.net) website from Washington College of Law, “The book is a screed against capitalism and the ‘content mafia’.”

Copies of the book have therefore been made available on the Pirate Party’s website; and they have been aggressively removed.

Sager says that Schramm assigned her copyright to publisher Random House, which is defending its investment in publishing the book.

Once again, the Freelance observes, an opponent of authors’ rights has realised what these are for only when something happens to their work that they really don’t want to happen to it.

Schramm could have learned from the intelligent advocates of giving stuff away, such as the Free Software

Foundation: if you want to give it away so that it stays given, you need to hang on to your rights and you need those rights to be strong and enforceable.

And you need to find a publisher that doesn’t demand assignment.

The *Freelance* is looking into this bit: German law shouldn’t allow it; but how does it work if a German citizen signs a contract governed by US law?

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