

Tax time

The **31 January** deadline to have your tax return filled in and sent online is fast approaching. Now is the time to get to work on our tax admin if we haven't done so already. See the Freelance Fees Guide (www.londonfreelance.org/feesguide) section on "Tax and National Insurance". NUJ members can also use the free tax helpline from HW Fisher accountants, on 020 7874 7875 or 020 7380 4947



The Trireme Award

This month's Trireme Award for "the worst terms since I was last chained to the oars" goes to an unnamed glossy county magazine that wanted a full page article of 750 words and two original photos – all for £30. There's no more to say...

Solidaridad!

The Spanish newspaper *El País* wants to cut 149 of its journalists – a third of them. Journalists are trying to negotiate with management to achieve savings without cuts: *El País* made €1.8 million in the first half of the year. Julian Cebrian, the president of the company that owns the paper, says the staff are too old (he just turned 68) and too comfortable (he earned €13 million last year). Please sign the petition at elpais.notlong.com to show your support for the journalists, who hoped for 3000 signatures and had 8642 when the *Freelance* went to press. Be aware that **change.org** demands that you give any comments you add to the world under a Creative Commons licence and that you indemnify them against libel, etc. We're looking into better petition hosts.

The Rate for the Job

THIS MONTH'S crop of Rates for the Job includes data on what freelancers are actually getting paid for CD sleeve notes in the UK and for travel writing and for a day's worth of journalism training, both in the sterling zone and in the Eurozone.

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.london-](http://www.londonfreelance.org/rates)

[freelance.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.

Photography: Port of London Authority, use of one image from the Great River Race Sept 2012 – low res jpeg for single use in internal PowerPoint presentation £60; *Independent On Sunday* New Review single editorial portrait £250.

Shifts: BBC radio newsroom news writing day (10 hours) – says here £30 holiday pay – £180.

Teaching: Frontline Club Journalism training (day?) £400; International Federation of Journalists training workshop (day?) €400.

Words, per 1000: *Daily Express* 1200-word feature plus 200-word boxout @ £700 = £500; Michelin

tourist guides tourist info €490; *Design Week* feature £400; *National Catholic Reporter* (Kansas City) first serial rights (print and online) \$250 US **X**; *Blues* reviews £150 **X**; *Coast* £563; *Daily Express* interview £500; *Telegraph* £400; *BBC Travel* feature 700-900 words @ £220 = £314; *Investment* feature £300; *The Lady* interview £250 **X**; *Telegraph Arts* feature £250 **X**; *Salisbury Review* £100 **X**; *Anthem* feature £100 **X**; *DJ* magazine £100 **XX**; *BBC Music* online 350 words @ £30 = £86 **XX**; *The Wire* (now owned by staff) features + reviews £70.

Words, other: *Record Collector* feature article 8000 words, not specified if rate was per 1000, (!) and they claim copyright, £800; *Cherry Red Records* liner notes for reissue CD, word count not specified, no terms specified £125 **X**; *BBC News Online* 750 words plus 5 original photos £216; glossy county magazine full page article, 750 words + 2 original photos £30 **XXXX**; *Daily Telegraph* 350-word website news story @ £25 = £71 **XX**.

I-less in Guernsey

MANY READERS have asked about the creation of a new "intellectual property" right in the Bailiwick of Guernsey, the island in the Channel that is a British Crown Dependency but not part of the UK or the EU. Here's what the *Freelance* has been able to find out so far: it's strange, but not apparently lethal.

From 3 December, people and companies are able to register a "personnage" – rights that in many ways resemble a trademark in the "image" of a person or group; whether flesh or corporate, real or fictitious; and whether alive, or dead or wound up in the past century. Registration of an individual costs £1000 for 10 years, plus agent's fees.

As the *Freelance* sees it, this will work as a tax dodge.

Currently, for example, Starbucks in the UK pays Starbucks Nether-

lands for use of its trademark rights. Starbucks pays enough, doubtless by coincidence, to register a UK tax loss and take advantage of a low Netherlands corporate tax rate.

The new right will allow a sports personality – or a presenter or columnist – to register their "image" in Guernsey and have a part of their income sent to a company there that licences its commercial use – and pays no corporation tax.

There will be side-effects: lawyers are curious about what these may turn out to be.

A briefing from Taylor Wessing solicitors suggests that companies may block their websites in Guernsey, as a foolproof means of avoiding unintentional infringement (www.taylorwessing.com/download/article_guernsey_image_rights.html). The rights can be assigned,

which opens a number of bizarre possibilities, including contracts that take away performers' rights to depict themselves.

Registered natural persons and groups of them, and their heirs, gain the moral rights to be identified with uses of their image and also to object to distortion or mutilation of their images.

Crucially for journalism, all image rights are subject to "exceptions" that allow "fair dealing" for the purposes of news reporting, commentary and satire, as well as for education, research, the arts, and "incidental" use including the mere presence of a registered *personnage* in a crowd. Sadly, the precise scope of these permitted uses remains to be determined, expensively, in court, probably in Guernsey.

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Guardian/Observer freelances – get in touch

DO YOU WORK as a freelance for the *Guardian* and/or *Observer* – either as a casual or on contract? If so, we need to hear from you.

The editorial management is looking to slash its budget, and it has proposed doing so at the expense of NUJ members.

If we are unable to negotiate an amicable settlement it will not just be staff journalists who pay the

price – casuals and freelances will be hit hard too.

We are now on the point of balloting for industrial action, and we want to include eligible freelances and casuals.

So, using one of the email addresses below, drop us a line with a few details of your working arrangement with *Guardian* News and Media (casual, freelance on retainer contract,

occasional freelance etc) and an indication of the percentage of your overall earnings that your income from the *Guardian* and *Observer* represents. It would be really helpful if you could include your NUJ membership number as well.

Who to contact:

- Ben.Tarring@guardian.co.uk
- David.Marsh@guardian.co.uk
- Brian.Williams@guardian.co.uk