

## Attention!

Any NUJ member contemplating work for Newsdesk Media, based at 130 City Road, London EC1V 2NW, UK, should first telephone the Freelance Office on 020 7843 3706.

# The Rate for the Job

THANKS to the more than 100 members who responded to our rates survey email – see below. What follows is, therefore, only a very small selection. These include a couple of lucrative corporate gigs, and some per-hour rates for subbing. There's more online.

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. 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 shifts, per day:

Sky News on-screen newsreader, 8 hrs £250 **XX**; ITV News reporting, plus exes £374; BBC regional news reporting £185; Sky News 11-hrs overnight producing £240; BBC TV and radio punditry in studio £100; Radio 4 punditry interview £80; Radio 6 music punditry spot £75.

**Photography:** Sheffield Newspapers 8-hour day (between 1 and 5 jobs) exes 45p per mile, £90 **X**; *Manchester Evening News* 8 hr-shift, 1 or 2 jobs, no exes licensed for all uses, syndication split 50/50 £120.

**Shifts, editorial:** *Professional Engineering* subbing day £200; *Africa Re-*

*port* subbing day €180; *Irish Daily Mail*, half day court reporting, First Irish Serial + web €80; SJ Berwin website editing/copywriting day for law firm £1600 ☺; *Nature* day, PAYE, time off on top, £194.88; *Times* day for print, web and tablets £155.97; *Guardian* iPad uploader shift 6 hours £72.13; European Oncology Nursing Society web content writing per hour €28; Quercus books copy-editing per hour £17.50 **X**; Gollancz copy-editing per hour £16.50 **X**.

**Words, per 1000:** MSN (Microsoft) all rights, no exes, \$1000; *Mail on Sunday* page lead – investigative story, no exes £1800; global corporate's internal magazine copywriting €800; *IRIN News* (United Nations) all rights US\$375; Google music reviews all rights, heavy indemnity clauses £200 **XX**; *Economist* 400-word blog @ £160 all rights £400.

**Words, other:** Q magazine 2880 words, Bauer "Tier 1" terms – author retains copyright, grants various 6-month licences £876; *Cycling Active* 1500 words + pics, map, info boxes, £400.



## The Gong

This month's Gong – a wake-up call to late-paying clients – goes to the Accounts Department of a media outlet that will have to remain nameless. In mid-December they rang a freelance who'd been chasing them for two months, and left voicemail; if she rang back with her bank details within 10 minutes she would get paid that day. Of course, they didn't leave their number. So the member emailed – and they replied that the last payment run before Christmas had already gone through. We are pleased to report that as of the second week of January, she has been paid.

## Rates survey – more please!

Thanks to the more than 100 members who responded to our special appeal to find out – in strict confidence – what freelancers are being paid. The survey is still open. We particularly need information on rates for **videography** and for **use of pictures online**. We will not reveal who sent the rates under any circumstances. If identifying who you did the work for would identify you, tell us, privately, who they are, and we'll anonymise them too. See [www.londonfreelance.org/rates/submit.php](http://www.londonfreelance.org/rates/submit.php)

# Links in chains

A ROW has broken out over assertions that Irish newspapers were claiming copyright in internet links to their stories online. A blog posting from a solicitor at McGarr, which represents Irish Women's Aid, reported the group receiving a demand from Newspaper Licensing Ireland Limited (NLIL), a collecting society which has gathered cash from those who photocopy newspapers. NLIL wanted €300 to license five links to newspaper articles about them, €500 for up to 10... or €1350 for 26-50.

National Newspapers of Ireland, issued a clarification: "NNI members never object to their newspaper content being used by others for personal use. Licenses are only required when newspaper content is being used by another party for commercial purposes." Where this leaves Women's Aid is unclear.

Ireland is of course in the middle of a review of its copyright law, propelled by the interests of Google.

German newspapers are lobbying for a so-called "neighbouring right" (a right connected to authors' rights but not a right of an author) – to extract money from Google News. This would be analogous to the record producer's right in the recording of a choon – whoever has rights in the words and notes, anyone wanting to copy them needs the permission of the holder of the "neighbouring right" too. German journalists we have spoken to want a guarantee that they would personally get a fair share if it were implemented. German law provided for such guarantees: UK and Irish law doesn't.

In the UK the Newspaper Licensing Agency (NLA) is reported to be asking musicians for £1250 a year to quote reviews of their work. The

Creators' Rights Alliance, of which the NUJ is a member, will be seeking musicians' views on this.

The NUJ has so far been unable to discover the mechanism by which the NLA channels payments to individual journalists who retain copyright, as distinct from paying the newspaper owners that own the NLA. Colleagues in Ireland report being equally puzzled about NLIL.

Headlines (and by implication phrases that are linked) have until recently been seen as too short to be covered by copyright. Short quotes, with attribution, are the subject of "exceptions" allowing certain uses without permission.

But in 2011 the UK High Court ruled in the case *NLA -v- Meltwater* that headlines and extracts can be protected – at least in the case of Meltwater's "media monitoring" operations that sell lists of headlines.

# Google buys off publishers

PUBLISHERS in France have been pressing for a law giving them a share of the revenue that search engines make by listing their content. On 1 February Google announced it had settled with them – promising €60 million for a "Digital Publishing Innovation Fund" and to "deepen our partnership with French publishers to help increase their online rev-

enues". The union the *Syndicat national des journalistes* regrets that the promise by Minister of Culture that journalists would be involved in such talks has not been met, and observes that under a law passed in 2009 journalists must share in any income from re-use of their work.

● In Belgium, the search giant has settled with newspaper publishers

and the collecting society that represents journalists, following the 2011 (Belgian) Supreme Court decision that Google News Belgium infringed authors' rights. The terms of the settlement are confidential.

● No such talks are known in Germany, where publishers are promoting a law to give them a share of online income – see above.