



We're still waiting to hear from you whether or not the above QR code actually takes your smartphone to the Rate for the Job page (www.londonfreelance.org/rates).

The Rate for the Job

THIS MONTH's Rate for the Job includes day rates for a "content strategy" consultancy package for an university, and many more besides.

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 – 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.

Broadcast: *rupty.tv* video interviews, edit, 3 hours total, all rights £200 **XX**; *Midlands Today* BBC TV shift: scripting, pic editing £140; weekend newsreading shift (Global Radio) £80 **XXX**; weekend newsreading shift (Oxis Media) £75 **XXXX**.

Photography: *BBC Wildlife Magazine* double page pic spread £150 **XX**.

Shifts: undisclosed client, data journalism day £275; *GMB Magazine* editing day, 7 hours £140; *Mobile Choice* editing day, 7 hours £130; NGO publication editing, writing, per day £100; *Daily Mail* online reporting day: exes including subsistence and travel £400; unnamed university consultancy per day – content strategy, editing £250; *The Times* subbing day

£175; UN proofreading 3pm to 1am; taxi fare home, £90 **XXXX**.

Teaching: Random House Online Writing Course, 10 weeks, feedback, online supervision, likely to be more than "estimated" 1.5 hours a day. (Teaching 25 students who pay £12,475) rejected! £1250 **XXXX**.

Translation: from Russian for International Road Transport Union website, 4000 words £460.

Words, per 1000: *Indy* sports interviews, £130 **XX**; *TES* 500-word column for print @ £200 = £400, British Airways inflight magazine lead, 1500 words @ £350 = £233 **XX**; *NME* feature £130 **XX**; *University Business* (Wildfire) FBS £100 **X**.

Words, other: *Sunday Telegraph* 750 words £250 **X**; *The Trade News* 500 words-ish £130; career resources for small publisher: research, updating text, checking websites, 35 hours £600; *English Teaching Professional* (Pavilion) 1400 @ £80 FBS = £57 **XXXX**; *Mail* online "real life" story, second UK serial rights £40; *Local Secrets* website 600-800 word feature, + photos £15 **XXXX**.



The Trireme Award

This issue's Trireme Award nomination – for "the worst conditions since I was last chained to the oars" – goes jointly to an educational publisher and a outlet for music journalism, both of which will have to remain nameless. Members of NibWeb, the email network for information book authors and editors, got wind of an educational publisher's offer of just £400 for 8000 words of text for a book. A NibWeb member eventually accepted the gig for £1000 – not much, but still better. Meanwhile, music journalists' network NBT heard of an offer of £80 for a day's shift work. The advice from the network's members was "aim for £220 a day": one eventually accepted £180 a day. This demonstrates the power of networks to support members in asking for more and in shaming them into rejecting so little: see www.londonfreelance.org/contacts.html#networks.

Pay to play?

WORKING AT one of their other gigs, a *Freelance* editor received an extremely interesting email. "I run a business selling consumer goods (home appliances & electronics)," it opened. "Sitting at the cash counter the whole day, often leaves me with a lot of spare time, to actively follow my other passion: writing. I love writing about the consumer goods business as I know its ins and outs. My eventual aim is to establish myself as a writer of some repute."

Leaving out the details of the inappropriate pitch, we were startled by the conclusion: "I am willing to give \$30 to have my article published as I am really keen to feature on your site and hence feel that it would be

sound investment." Really? We hear too much about companies wanting free copy in return for the notorious "exposure", but this is ridiculous.

As it happens, we also became aware recently of a company in London recruiting hacks, promising £250 a day to write pieces on its clients. The company would pay the hacks a bonus if any of these were published online with a web link to the client's website. There was no mention of the hacks revealing to the publications they pitched to that they were already being paid.

Our informed guess is that this enterprise is involved in "reputation management" – specifically, inserting web links on highly-rated sites, in or-

der to drive unfavourable mentions down the search engine rankings. The topic is obscure enough and the fear of the interwebs still strong enough that the company can probably charge significant fees for this.

If the person who sent that pitch is engaged in something like this, they're not very well organised: the identical wording appears on several message boards about the "Free BSD" computer operating system. But the ethical questions this raises are rather large.

The *Freelance* would welcome any further information on these schemes – in strict confidence – at scam@londonfreelance.org please.

Guardian Derisory? Get in touch

WE HEAR that some of the more obscure corners of the *Guardian* have recently been offering freelancers derisory amounts for work, way below the 2012 house agreement the NUJ negotiated with that newspaper – a minimum rate of £290.49 per thou-

sand words for work in print, plus an uplift of 6.5 per cent for web and other uses, making in total £310.68.

If you are offered significantly less than the *Guardian* house agreement minimum rate, contact the Freelance Office. Back in 2009, one member

was able to demonstrate via the Rate for the Job pages (see above) that an occasional educational section of *Guardian Weekly* was offering approximately half what other comparable *Guardian* spots paid, instantly doubling the fee offered to them.

Trauma and harassment surveys

WE DRAW readers' attention to a UNESCO survey on harassment suffered by journalists, including recent instances of being under surveillance; being deliberately sent viruses; or receiving a hack attack. We like surveys

that remind you to do something, this asks if you've had digital security training. See <https://unesco-gendersurvey.questionpro.com>.

A University of Westminster researcher is surveying journalists

who've covered war zones or disasters, with a view to learning "how best to protect those working in news, as they continue to do a challenging job." It's at <http://tinyurl.com/PTGsurvey>, closing 21 May.