



And lo! This QR code shall convey your web-enabled smartphone device directly to the Rate for the Job page www.londonfreelance.org/rates

The Rate for the Job

THIS MONTH'S bumper crop of Rates for the Job include – in response to our appeal – one individual members' rates that they charge for videography. Keep them coming!

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

donfreelance.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.

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

Photography: A member's going rates for video – shoot, edit 2-3 minute package (a day's work) £500; news date rate £400 (up from £300); video from archive: one minute for TV and internet £360 (£6 per second per platform, UK only) £360; world licence per second per platform £36, UK only £6; *Daily Mail* Online raw video, £150; 5 exclusive images £150, stills £80 **XX**.

Shifts: Marketing agency research and draft "white paper" per day £450; *Financial Times* subbing day, 11am-7pm £155; *The Independent* website news shift £150, day shift £95 **XXX**; *Enfield Gazette* reporting day £110; *Betting Business International* day shift,

unspecified activity £65 **XXXX**.

Teaching: Media group, customised training day on specialist journalism skills travel paid £600.

Translation: TV France 2000 words (French/English) £570.

Words, per 1000: *Serendip* 1000 words print and online US\$500; *High* 50 600 words @ £160 = £267, *The Register* articles £250; *Fair Planet* 1300 words @ £300 = £230; *Vice* online feature, 1800 words @ £180 = £100 **XX**; *Ping Magazine* 1000 words print and online £75 **X**; BBC Learning fictional story non-exclusive £138; *Bella* magazine 800 words @ £80 = £100 **XX**; *New Statesman* (online) writing blog article for *The Staggers* – was £80 in 1990! £75 **XXX**, 1600 words @ £75 = £47 **X**.

Words, other: Book for young readers 3000 words, royalty advance £850 **XX**; Private Label International (PR) 100-150 words £300; *Marketing USA* magazine 1600 words US\$500; *Telegraph* comment, 500 words @ £50 = £100, *Telegraph* foreign news piece 900 words £110 **XXX**.



The Trireme Award

This year's Trireme Award for the "worst terms and conditions since I was last chained to the oars" goes to GB Media, publishers of *Betting Business International*. Its day rate for a shift (doing we know not what) is £65 according to one freelance who submitted it to Rftj (see right.) Assuming that's a shift of seven hours, it's just as well they're based in Bolton, because their hourly rate would be 12p below the current London Living Wage as recommended by the Living Wage Foundation. It's only a pound and a few pence above the Living Wage Foundation's suggested Living Wage rate for the rest of the UK. (This again is working on the assumption of a seven-hour shift, were it a shift for fewer hours then the rate would start to seem more reasonable.)

HuffPo wants more blockheads

THE EDITOR of the *Huffington Post* notoriously thinks journalism is only "authentic" if he doesn't pay the journalist. Stephen Hull, as reported in the *New Statesman*, was asked by BBC Radio 4's *The Media Show* why he doesn't pay his writers. He answered: "If I was paying someone to write something because I want it to get advertising, that's not a real authentic way of presenting copy. When somebody writes something for us, we know it's real, we know they want to write it. It's not been forced or paid for. I think that's something to be proud of."

The *Freelance* recalls the words of dictionaryist Samuel Johnson: no-one "but a blockhead ever wrote, except for money." Hull clearly wants block-

heads, and lots of them, with click-bait headlines.

Blogger Paul Bradshaw (@paul-bradshaw) provided a handy link to all the furious tweets in response. Chuck Wendig was very rude (his text is flagged "not safe for work"). The contents printable in a family newsletter include: "You venomous content-garglers. You thieves, you brigands, you media lampreys... *HuffPo* would have you believe that not paying means that somehow, the integrity of the information remains intact. What it misunderstands is that, if *HuffPo* isn't paying, then who is? Someone is always paying. Or, at the very least, someone is always selling something."

Private Eye observed that perhaps

Hull "should read his own content" and helpfully listed some. These included:

- "Parents fear their children will not get a job" by Sir Tony Hawkhead, head of Action for Children;
- "30 truths about doing work experience" by Katrina Vasey, who recalled when "it dawns on you that you have just agreed to work for two weeks... for free";
- and, most appositely: "We need more working-class journalists" by student journalist James Cropper.

Not least of the lessons here is that blatantly pissing off people who write pissed-off comment for a living, when they can, demonstrates a certain lack of managerial nous.

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Training alert – includes HM Govt © course

THERE MAY still be still be some places free on the Pitch and Deal training course on pitching and negotiating for freelancers on **Friday 6 May 2016**. But hurry, it's imminent! It's at the discount rate of £70 for full NUJ members, £60 for student or unemployed members.

Please note that due to renovations at NUJ HQ it's not at the usual NUJ training venue but at the Marx Memorial Library, 37A Clerkenwell Green, EC1R 0DU. Details: www.nuj.org.uk/events/2016/05/06/.

Other NUJ training events include a two-day course in "Boosting your income with book publishing" on **19-20 May** at the same venue as above, £300 to NUJ members. Details are at www.nuj.org.uk/events/2016/05/19/.

And here's a date for your diary – the Intellectual Property Office (IPO) has a copyright training day on **6 September**. This covers recent developments in copyright, aimed both at copyright beginners and those already in the know seeking an update.

HM Govt's IPO advises "book early to avoid disappointment."

Forces within the NUJ are currently lobbying the organisers for NUJ members to be collectively included in the lower "public sector" rate for this training, so watch this space. See: www.tinyurl.com/ipo-training.

As ever, the Federation of Entertainment Unions (FEU, which includes the NUJ) has workshops and e-courses free to members. So keep an eye on www.feutraining.org