



This QR code shall cause your internet-enabled smartphone to convey you forthwith to the Rate for the Job page online at www.londonfreelance.org/rates

The Rate for the Job

A TIP-OFF for a well-known tabloid is included in this summer's bumper crop of Rates for the Job, as is a four-figure payout to a photographer for a flagrant copyright breach

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.

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

Photography: *Outdoor Fitness* 6 page feature photography, approx 4-6hrs, edit, exes £45, single use print/digital £300; *High Life* photography, single day, no exes, single print and digital use £300; *Mail Online* 5 images £90. online.

Photos, unauthorised use: MP's office used photos online and paid when threatened with court action for editorial usage (1 x 1yr), (1 x 6mths), (1 x 1mth) 80% uplift on each licence for breach of copyright, flagrancy, lack of attribution and derogatory treatment £1559.

Shifts: *Sun* 8-hour subbing night shift £120 **XXX**; *The Inquirer* 4 news stories per day, min 300 words no expenses, syndicated across sister

publications with no extra fee £50 **XXXX**; *Financial Times* 7-hour subbing day £155; *Cycling Weekly* online writing day, exes £60/day + £250 max travel, all rights £150; *Barnet Press* reporting day (7 hours) £110.

Tip-offs: *The Sun* exclusive on celebrity wedding (front page) £3000.

Words, per 1000: Energy corporate (Russian) feature all rights £1750; *Times* column: 700 words @ £500, extra for syndication £714 + 86; Red feature all rights £400; *The National* (UAE) weekly column 900 words @ £250 = £278; *The Inquirer* 400 words @ £100 = £250; *Daily Telegraph* review, 550 words @ £60 = £109 **XXX**; *Devex* Q and A session US\$225; *Vice* Munchies (*Vice Media*) 800 words @ £160 = £200.

Words, other: *Mail on Sunday* news £200; *Parallax* News 4 articles online \$500; Economist Intelligence Unit report – find and interview executive (approved by sponsor), write-up interview, all rights, no byline £1250; *Aesthetica* 2000-word arts interview feature £95 **XXX**.



The Trireme Award

This month's Trireme Award – for the “worst terms since I was last chained the oars” – goes to a book publisher with a name very similar to another completely unconnected book publisher (so similar we think our correspondent might have confused them), which is why we haven't named it. It offered £75 for coming up with a synopsis of a book and producing three presentation spreads. The response of the freelance offered this rate was reportedly “unprintable,” and they rejected it. The same freelance was offered another, similar, job soon after by another publisher – four spreads for £500. This demonstrates that the sky does not fall on your head if you say no to atrocious rates.

Newsquest leak gives infringement guide

THE *FREELANCE* has obtained a memo from the Newsquest title the *Bolton News* that gives insight into the practices of cash-strapped editors – and a useful guide to claims for copyright infringement.

It opens: “I would like to remind you that if you are taking a picture from the web or any social media site (Facebook, twitter etc) you need to check we have the relevant permissions to use the image before it is published.”

This from a regional group that dismissed three of its remaining photographers last autumn. The bit that really strikes the *Freelance* is this:

“We now have to pay the copyright holder our going rate (which is £10 – £50) for an image if we use

it without permission in the first instance and if the holder decides to take the matter further we often settle out of court in the region of £100-£200.”

This will of course, provide a useful guide for Small Claims court proceedings for infringement of copyright in photos – alongside the rates in the *Freelance Fees Guide*.

NUJ Northern and Midlands Organiser Chris Morley says: “the strategy of Newsquest and the others comes at a cost. Not only do they make do with often dodgy and unreliable images, but they will face an increasing bill for this – and that makes the lack of staff photographers an uneconomic proposition.”

Morley notes that the execu-

tive responsible, Ian Savage, “claims his policy is that reporters need to check consent before using images off the web.” But “the reality is very different. Reporters are under great pressure from news desks to always get an image to accompany their story. With no staff photographers and very little access to commissioned freelances... they feel obliged to take images off the internet.”

He is “encouraging our reporter members too to recognise the importance of copyright to freelance members, and to have the confidence to say ‘no’ to an unreasonable instruction from their line manager.”

For other encouraging news of Small Claims, see page 5.

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Freelances' Manchester meet

The next quarterly meeting for the Manchester and Salford area's Freelance Network is on **29 June** at the Mechanics Institute, from 18.00 to 20.00. Details: www.nuj.org.uk/events/manchester-freelance-network

Salon in Manchester success

MAY'S Freelance Salon in Manchester was a success. Louise Bolotin, who did most of the work organising it, reports:

We had around 20 participants, some from outside Manchester Branch, including the chair of Birmingham and Coventry branch.

We had four terrific speakers. Hina Pandya, spoke about e-books and brought with her Peter Jukes, who spoke about the Byline crowd-funded platform for news.

David Prior introduced his hy-

perlocal venture *Altrincham Today*, which he's rolling out as a franchise – about 10-12 hours a week on a small patch and turning a profit.

Garry Cook, who has branched out into performance photography, talked about tapping into theatre grants for spoken words events (of which there are very many in the north-west).

It was lively, with lots of questions from a very inspired audience, plus lots of requests to do another one.

© Louise Bolotin



Gary Cook does performance photography

Photo: © Louise Bolotin