ANZSI news: ANZSI Publications and Promotions Committee

The report of the ANZSI Promotion and Publicity (P&P) Committee, compiled by Max McMaster and Mary Russell, was recently accepted by ANZSI Council. The following report provides an overview, so that members can be kept abreast of what the P&P proposes for this year in a three pronged approach:

1. To promote indexing to the broader community
2. To promote indexers as professionally qualified
3. To promote ANZSI

These three prongs are heavily intertwined, but they require different strategies.

Promoting indexing to the broader community

Raising general awareness of indexing, not only produces more members, but increases awareness in the profession and the skills required to produce an index.

In 2009 we saw the results of doing this in simple ways:

- The write up of Tordis Flath in the NZ newspaper the *Dominion Post* resulted in several new members, some so keen they travelled to Melbourne to attend training courses.
- The inclusion of the ANZSI Bookmark in the October issue of *Bookseller + Publisher* saw a marked increase in visits to the ANZSI website.
- Offering training in indexing to editing students at RMIT resulted in six students attending Noelene Bridge's talk in Vic Branch's 'Indexing in the Frozen North'.

Some suggestions for the future:

- Including bookmarks in other key professional journals.
- Distributing bookmarks to Writers Centres, Writers Festivals and other places interested clients congregate.
- Insert bookmarks in Conference satchels for key conferences.
- Offer training courses to other academic editing/ professional writing courses.
- Offer training course to other professionals by working with their professional bodies, such as publishers, editors, technical communicators, etc.
- Presenting papers on indexing at other professional conferences.
- Encouraging publishing and literary awards to include indexes in their criteria.

Promoting indexers as professionally qualified

It is important to promote indexers. We are highly skilled individuals and we need to remind people that we are and that we can't be replaced by a software package. Some suggestions for doing this are:

- Develop an ANZSI logo for Registered Indexers to use on their business cards and stationary.

- Develop an ANZSI logo for ANZSI Medal winners to use on their business cards and stationary.
- Revamp Indexers Available
- Ensure the ANZSI Recommended Rate reflects true worth of indexers' skills.
- Encourage more members to apply for Registration.

Promoting ANZSI

ANZSI is a brand and we need to remember to promote it as well. This is done through ANZSI self promotion in the following ways:

- ANZSI website
- ANZSI Bookmarks
- ANZSI Medal
- Indexers Available
- ANZSI Registration
- ANZSI Recommended Rate
- ANZSI Publications such as the soon to be written publications on *Indexing Your Annual Report*; *Producing and Laying out an Index for Publishers and Typesetters*; and *Indexing Your Family History.*

WHAT'S INSIDE

Deadline for the April issue: 26 March

Implementation

- Many of these can be implemented with the continued support from members to promote indexing, indexers and ANZSI in their everyday work.
- The P&P Committee calls upon all ANZSI members and Branch Committees to offer suggestions of how these promotion endeavours can be implemented. For example, details of Conferences ANZSI could distribute bookmarks; literary awards that could include an index as a criterion and even suggestions for improving Indexers Available or the website.
- We encourage all members to assist in promoting indexing, indexers and ANZSI, and to let the P&P Committee know of these efforts so they can be recorded, and we try to note the impact they may have had.
- The P&P Committee recognises that some of the suggestions form part of work already being done by other Committees and Branches, for example the Victorian Branch's work with distribution of bookmarks, and the Education Committee. It is hoped that this work will continue and they will approach the P&P Committee for guidance and possible suggestions.
- As we have all seen from various advertising and marketing campaigns the best way to promote something is to have one thing you want to focus on and to push that hard. So the P&P Committee recommended that ANZSI make 2010 the Year of Annual Report Indexes.

2010 – The Year of Annual Report Indexes

The P&P Committee recommended that the 2010 project be Indexes in Annual Reports. There are a number of reasons for suggesting this:

- While the Commonwealth Government has a requirement for annual reports presented to Parliament to include an index this requirement doesn't apply to all annual reports.
- This Commonwealth Government requirement is a great argument for encouraging organisations to include an index to their annual report.
- In 2007 the Victorian Branch successfully used this argument to encourage the Australasian Reporting Awards to include an index in their award criteria.
- There is a demand for indexers at annual report time, with some indexers complaining the demand is too great, so there is a need for more members to feel confident they can index an annual report.
- All sorts of organisations produce annual reports that could be indexed. These are spread across Australia and New Zealand in both urban and rural areas. So there is potential work for indexers everywhere.
- Indexing annual reports is a great way for indexers to get their foot into an organisation and this could lead to not only an annual indexing job, but even additional work.
- Annual reports in Australia and News Zealand typically work on a Financial Year, so there is still time to prepare for the post mid-year demand.
- Being annual the proportion of annual reports with indexes can be monitored, so we have a way of determining if our efforts have been successful.

Promotions and Publicity Committee suggestions

- The Australasian Reporting Awards (ARA) winners provide a useful list of organisations that are keen to have an excellent annual report as they have entered them for the award and therefore should be receptive to suggested improvements.

The 2009 winners of the Australasian Reporting Awards were announced on 4 June, 2009. There were 42 Gold winners and of these only 6 did not have an index. This was a much better ratio then the 10 out of 37 Gold winners for 2008.

Breakdown of the full 262 ARA results for 2009 by locality across Gold, Silver and Bronze awards gave the following results: ACT 22; NSW 66; NZ 9; QLD 38; SA 5; TAS 5; VIC 65; WA 12.

Mary Russell's investigation of the 65 Victorian organisation winners of Gold, Silver and Bronze awards found mixed results. She wasn't able to find annual reports on the web for 8 organisations, 27 didn't have an index at all and 30 did. Of those with an index, only a handful of the indexes could be called good. Most were really a glorified A-Z of section headings. We have not analysed the data for other localities, but quite likely the results will be very similar to Victoria.

- The Victorian Branch implemented a successful annual report drive by writing to all the Victorian Gold, Silver and Bronze award winning organisations and either congratulating them on their index, noting their lack of index, despite the ARA requirement, or noting their index could be improved. They then alerted them to a course on annual report indexing which was run in July, as well as supplying them with an ANZSI bookmark. A couple of branch members have said they are doing indexers for annual reports that previously didn't have index, but the Branch will be able to note changes when they look at the organisation's 2008/09 annual report indexes.

- The P&P Committee suggests that each Branch assess the indexes of their Gold, Silver and Bronze winners and target the organisations with similar offers of training or assistance.

- The Institute of Public Administration Australia has various Divisions. The ACT, Tasmania and Western Australia Divisions have Annual Report Awards. These Divisions will be approached by the P&P Committee on behalf of ANZSI to encourage them to include the requirement for an index as one of their award criteria.

  Again we can look at the quality of indexers in the previous award winners and target them for assistance and/or a training session on annual report indexing.

- While these training sessions can be targeted at organisations they can also be aimed at members so confidence in annual report indexing can be increased.

- As mentioned above there will be an ANZSI publication produced on *Indexing Your Annual Report*. Electronic copies will be downloadable from the ANZSI website. Hard copies will be made available free of charge to Branches who would like to receive them. The P&P Committee suggests that each Branch organises a book launch of the publication where copies can be distributed to interested parties. Copies of the booklet will be available from early July.

- So the committee urges all members to look at annual reports for indexes. Check the annual reports of your local government, water authority, energy company, museum, local hospital or similar organisations and see if they contain a reasonable index. If not offer to do one for them, or target them with the Branch training/promotion activity. When successful, let the P&P Committee know so we can record the improvements and even write to the organisation congratulating them on their improved annual report index.

Max McMaster, Mary Russell

The Indexer, March 2010
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Branch events

Date & time	Organiser	Name of activity	Venue	Contact details
Thurs –Fri 11–22 Mar 9.30–4.00	NSW Branch	NSW Book Indexing Course	NSW Writers Centre, Rozelle	details at <www.anzsi.org/site/calendar_details.asp?id=130>
8 April to 7 May (from home); 8 May 10.00 am (morning class)	NSW Branch	NSW Intermediate/Practical indexing course At home from 8 April to 7 May, then on 8 May from 10.00 am to 1.00 pm at Thomson Reuters, 100 Harris St, Pyrmont details at<www.anzsi.org/site/calendar_details.asp?id=132>		
Mon 12 April	Vic Branch	Basic Book Indexing Pt 1	Holmesglen TAFE	details at <www.anzsi.org/site/calendar_details.asp?id=128>
Tues 13 April	Vic Branch	Basic Book Indexing Pt 2	Holmesglen TAFE	details at <www.anzsi.org/site/calendar_details.asp?id=129>
Fri–Sun 4–6 June	Vic Branch	Nuggets of Indexing Seminar	Sovereign Hill Ballarat	details at <www.anzsi.org/site/calendar_details.asp?id=118>

Indexing indaba

When I first started thinking about how I was going to write a bi-monthly column on ideas and discussion related to indexing, the word 'indaba' sprang to mind. If you're not familiar with it, it's a Zulu word that lexicographers like to describe as a 'borrowing into English'. Translated, it means 'a meeting of the minds' and in a traditional sense is used to refer to any gathering of tribal leaders for a sharing of ideas. The Shorter Oxford English Dictionary lists its more contemporary and less formal meaning as 'subject, topic, matter or business'. I've also seen the definitions 'issue', 'problem', 'conference' and 'discussion' given in a few other dictionaries.

I expect that all of these definitions will at some stage be usefully applied to the content of this column, but in the meantime, I'll get on with some indaba…

Social networking

In the December 2009 issue of *The Indexer*, Glenda Browne wrote a comprehensive review of the various social and professional networking sites, including Twitter, LinkedIn, Facebook and Ning. A number of indexers comment on their experiences, so it's a particularly valuable read iÉ you're going down this path for the first time and want to know the pros and cons.

In February, ASI's Twin Cities Chapter held their first webinar, called *Social Networking 101*. I chickened out due to the 3.00 am Melbourne start time, but Twin Cities Chapter's Terri Hudoba and Terry Casey, were able to fill me in on the two-hour interactive workshop and sent this link to its recording: <http://wmcol.acrobat.com/p12877905/>.

Ten participants attended the webinar in person, while another ten connected remotely.

The presenters, Neal Axton and Lindsay Matts, from William Mitchell College of Law in Minnesota, discussed the reasons for social networking and the benefits it can have for business, as well as the security concerns it raises.

They also gave an overview of Facebook, LinkedIn and Twitter, and similar to the findings in Glenda Browne's already mentioned article, participants favoured Facebook for personal use, and LinkedIn for professional connections.

Having noted that, indexers need to be aware that some publishers have started to create Facebook pages for their books, with the idea that they then collect 'fans'. Glenda Browne cites her own example of this with her title *The indexing companion workbook*.

Recently I was pleasantly surprised to find that I had a fan of my own, with a positive comment posted on the Facebook page of a book I had indexed. So it might be worth your while reading the comments, although your view will be limited if you are not signed onto Facebook. Perhaps social networking sites will finally bring indexers out of obscurity.

Economists as indexers

While putting some ideas together for The VIC's recent discussion on 'To mark or not to mark', I came across a blog entry of the US based economist, Dave Prychitko.

Although his idea of marking up relates to academic research rather than to indexing, it was Prychitko's comments on what he does with front inside covers and blank pages of books that grabbed my attention. He says he uses them to write the indexes that he often creates. Rather disconcertingly for indexers, he finds these to be more useful than the published index! If you think he is alone, one other contributor has posted a comment to say that he likes to do the same.

Prychitko is the author of a few books himself, so it would be interesting to know how the commissioning process for the indexes to his titles went.

You can see Dave Prychitko's comments and handwritten index to Ludwig von Mises's *Human Action* at: <http://austrianeconomists.typepad.com/weblog/2009/08/on-marking-up-books.html>.

Awards, good and bad

It's difficult to imagine that Mary Russell and Sarah Palin would have anything in common, but they do. Both are recipients of awards from ASI.

Web indexing award

Mary Russell was honoured with this award in 2009 for her index to the ANZSI website. Entries are now being in accepted until Friday 23 April, for the 2010 Web Indexing Award. Further details, including the award criteria and a submission form are available at: <www.web-indexing.org/web-indexing-award.htm>.

Golden Turkey Award

ASI announced its first Golden Turkey Award last November, with honours going to Sarah Palin and HarperCollins for Palin's book *Going rogue*, <www.asindexing.org/site/PR20091120.shtml>.

Wheeler Centre for books, writing and ideas

Since the 2008 announcement of Melbourne as the second UNESCO City of Literature, there has been much anticipation over a new cultural centre that finally opened its doors in February. I had to go to the FAQ to discover that it's named for the Wheelers of Lonely Planet fame, in recognition of their substantial donation.

The Centre houses a two hundred seat performance space, which has begun staging a full programme of either free or low cost events. It is also home to a number of cultural organisations, including the Australian Poetry Centre, the Melbourne Writers Festival and the Small Press Underground Networking Community (SPUNC), a representative body for more than 70 small publishers in Australia.

Online discussion at <http://wheelercentre.com/> is now being encouraged, although with comments not yet posted (I was unable to find one), it still has the feel of a new journal with just a few pages of entry. Membership, which entitles you to participate in the discussions, is free. Given more time, I expect that indexers will want to keep an eye on this new online community devoted to books, writing and ideas.

Nikki Davis

ACT Branch visit to National Sports Information Centre, Canberra

On 22 February nine ACT Region Branch members visited the National Sports Information Centre (NSIC). We were welcomed by Greg Blood, who has worked as a librarian there since the library was set up in 1983. It has changed greatly since then.

We were told that the NSIC definition of sport is 'human activity suitable for achieving a result, requiring physical exertion and/or skill, by nature competitive'.

The library supports the information needs of staff, coaches and athletes, and often queries from the public, so the information is of all kinds. Though this used to be mainly supplied by books, these are not bought any more, and a large part of the collection consists of journals, some hard copy, some in the form of databases. The library found that Library of Congress Subject Headings were not specific enough, and uses the Sport Thesaurus, designed in Canada, with NSIC's Australian additions. The amount of indexing undertaken has decreased markedly over the last few years since EBSCO Information Services took over the SPORT Database and now supply all indexing, including Australian content.

An important part of the collection is videos and DVDs, so that athletes and coaches can watch their performances. These are taken from TV, with performance analysis screenrights established with international sports organisations. This arrangement means this collection is not available to the public. Currently the Vancouver Winter Olympics are being recorded.

We were shown the online NSIC catalogue, of which there is a public version and an internal version for staff and athletes only. Much more information is given about any individual book, virtually an abstract. Also staff research is documented in the catalogue. The Ausport database is also part of the catalogue.

The Sport Thesaurus mentioned above is inadequate in some areas, e.g. sports sciences, which are developing rapidly. Greg is in the process of developing the Australian Sports Commission taxonomy of sport, which may take some years but will be more comprehensive. He is asking practitioners what terminology they use. All the systems now require staff to enter the terms they use, though they may not be correct. This is necessary because of all the different systems used. It won't be perfect until all the terms are entered, and will eventually be available to the sports section of the public, acting as a dictionary for the organisation.

Greg then described the Australian Sports Commission Image Library. The criteria for indexing an image include whether the sport is practiced at the AIS, what sport it is, whether individual or a team sport. Quick image indexing is used, with metadata. For the Winter Olympics the ASC has contracted AAP to provide 50 selected images. The ASC buys images for certain events such as the Olympics.

The NSIC intends to have a digital archive for all digital material, with an online library and index entries for videos. There is already in place a system of archiving important data. There will be information on talks, events, etc, like a version of YouTube. There is a move from the traditional indexing of material to spending more time indexing material unique to NSIC/ASC. Immediacy is necessary, and the writing of tags. The taxonomy is going to be a major access point.

The indexing of sports sections in newspapers was mentioned. The NSIC uses online newspaper databases such as Australia and New Zealand Reference Library to locate newspaper articles.

This concluded our visit, a fascinating talk by a very experienced and dedicated librarian. We really appreciated Greg's time and effort.

Edyth Binkowski

To mark or not to mark

The VIC (Victorian Indexing Club) met in February to discuss 'to mark or not to mark' your indexing proofs. Inspired by the session at the 2009 ANZSI Conference run by Richard Strout, Mary Russell presented some different styles of marking, as described in two articles by Kari Kells in the ASI journal *Key Words*, 2004;12(2):54–7 and 2004;12(4):124–6. Several indexers in these articles describe how they mark up a chapter and then enter the terms into their indexing software package. Others write terms in the margins; one even draws pictures, Venn diagrams or connecting bubbles. The different approaches described show that you may have a 'standard' process that works for most books, but may need to change when you have to do a more difficult job (or even an easy job).

Discussion in the group revealed several different approaches. Mary Russell doesn't mark her proofs at all. She enters terms directly into Sky Index and occasionally notes a term or page number to go back to.

Nikki Davis surveyed a couple of books on indexing to see what has been written about the practice of marking up. She was first introduced to the idea of marking up in the Book Indexing Postal Tutorials (BIPT) correspondence course she did with Ann Hall. At that time (1985) this course was largely based on Robert Collison's *Indexing Books*, which had this to say:

> Reading from the beginning again, underline any word or name which *might* be wanted in the index. At this stage you do not know whether a slight reference may gain in importance later on. Use bright coloured ink, since black or blue can easily be missed on the page when you refer back. It is often useful to make notes in the margin, summarising the content of a page or proposing a useful heading. Keep a note also of pages where unfamiliar words are first defined, so that you don't have to search for them.

Rather surprisingly, the indexes to Henry B. Wheatley's book *How to make an index*, Nancy Mulvany's *Indexing Books* and *The Chicago Manual of Style* (chapter edition) did not have entries in their indexes for 'marking up' or 'highlighting', as it is also sometimes referred to.

Nikki always marks her proofs, and was relieved to discover that the index to Glenda Browne and John Jermey's *The Indexing Companion* included entries for both 'highlighting step' and 'marking up'. Under the heading 'To mark or not to mark', it says:

> Some indexers do not mark up (highlight) the text, but enter terms directly. They may or may not have read the book first, although they are almost certain to have examined the table of contents and other introductory material. Some indexers mark only page ranges (for chapters and sections) in advance. In effect, they perform the analysis, term selection and entry steps at the same time. The advantage of this approach is that it can be a lot quicker; the disadvantages are that concepts may be missed, and the significance of content early in the book may not be fully understood until the end of the book. For straightforward, highly structured books the method works particularly well.

Nikki emphasised these two points: highlighting the text helps to prevent the indexer from missing a concept, and it may not be until deeper into the text that the indexer is going to know how important a concept is going to be.

It turned out that *The Chicago Manual of Style* did include a three page section under the heading 'Marking proofs and preparing entries', which is a subheading of 'The Mechanics of Indexing'. While the terms 'marking up' and 'highlighting' are used in the text, neither of these have made the index. They are instead covered by the entry 'mechanics, proofs and', which also nicely illustrates what can go wrong in that other area that indexers constantly juggle, that of broad and narrow descriptors.

Nikki Davis

Different indexing: the largest book in the world

The British Library's exhibition on maps, to open in April, will display the largest book in the world: 1.75m tall and 1.9m when open. Surprisingly, it only contains 37 engraved maps, on 39 sheets each 1.75m square, originally intended for hanging on the wall. It was a gift from a group of Dutch merchants to Charles II on his restoration in 1660.

This photo by Mark Brown, was published in *The Guardian* on 26 January.

You can find more information at <www.guardian.co.uk/books/2010/jan/26/klencke-atlas-british-library-exhibition>.

Mary Russell

New South Wales Branch social

This report missed last month's issue, so, in case members thought nothing happened to mark the end of a great year, here are some belated notes on a really enjoyable occasion. On a sweltering Sydney Sunday last November, members and friends of NSW Branch got together at Helen Enright's delightfully cool terrace house in Petersham for Christmas festivities and a celebration of the year's activities, everyone still glowing from the success of the conference at the Sydney Marriott Hotel.

Those present were Glenda Browne, Graham Clayton from CCH, Robyn Cook, Madeleine Davis, Lorraine Doyle, Melanie Elron from Blake Dawson, Helen Enright, Margaret Harris, Elisabeth Thomas and Alan Walker.

Many thanks to Helen for her hospitality and to all the cooks who provided such a delicious table.

Frances Paterson

ANZSI Conference 2011

Victorian Branch has agreed to host the 2011 ANZSI Conference. It will be held in Victoria, probably in September 2011. Details of the theme and exact date and location will follow as planning proceeds.

Nuggets of Indexing
Vic Branch Seminar, Ballarat 4–6 June

A preliminary program has now been published. It includes the following highlights:

- Workshop sessions on quoting for indexing work; annual report indexing and indexing illustrations.
- Talks on indexing for local history societies; gold nugget replicas; indexing in the '60s; indexing in the '80s in South Africa; Gold Museum; the Mechanics Institute Ballarat; indexes from the Victorian gold rush era and a report on the ASI Conference.
- Tours on the Gold Museum; Mine; and Blood on the Cross show.
- Partners program.

The cost for the three day seminar is $350 (inc GST) for participants and $200 (inc GST) for the partners program. While this is a Victorian Branch activity, all members and partners are most welcome to join us. You will need to make your own transport and accommodation arrangements.

For full details, online secure payment and suggestions for transport and accommodation visit the webpage
<www.anzsi.org/site/calendar_details.asp?id=118>.

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