

# ANZSI Newsletter

 Newsletter of the Australian and New Zealand Society of Indexers Inc.  
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## ANZSI News



Welcome to 2012. With all the recent developments in ebooks and websites I see this as a very exciting time for indexers and indexes. Books are morphing into multimedia packages and indexes are forming the backbones of some very interesting websites.

### First take a good index...

One of the themes of the previous ANZSI Conference was that an index is becoming the starting point for new products. Sometimes it is thinly hidden, other times it is hard to imagine that an index is driving it.

Readers of this Newsletter will be familiar with Mapping our Anzacs website <[mappingouranzacs.naa.gov.au/](http://mappingouranzacs.naa.gov.au/)>. Behind that is a reliable database index.

At the conference Maureen MacGlashan highlighted William Godwin's diary <[godwindiary.bodleian.ox.ac.uk/](http://godwindiary.bodleian.ox.ac.uk/)>. There are drop down options for people, events, reading, writing, meals, meeting. A quick look at any of these indicates they are just index headings which link to index entries and on to the corresponding text in his diary. Just an index looking a bit different.

There are lots of examples of websites that started with a good index, added some imaginative ideas on how it could be used and mixed in the latest technology. How many involved indexers?

### Is it a book?

I am a big fan of artists' books. An artists' book is an artwork in a book format, or an artwork that has its origin in the form of the book. The term has its origin in the Conceptual Art Movement of the 1970s, but artists' books are not new. The link between artists and books goes way back. It could be argued that medieval manuscripts are artists' books. Then there are pop-ups or moveable books which are also not recent. Early anatomical books had movable flaps to reveal the content of the human body.

The thing I love about them is they stretch the definition of a book. The book could be bound in clam

shells; it may have nails through it or, in the case of the work of Nicholas Jones, carved or dissected to form a piece of art. Opening pages could result in a 3D version of the Sydney Opera House exploding off the page in a marvel of paper engineering, or you can see how a horse runs with scanimation, or hear a heart pumping and see blood flowing through the body thanks to mini technology and batteries.

With all these examples you can see a link with a book as we know it. What happens when we look at ebooks?

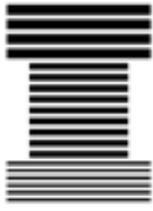
At the basic level an ebook is an electronic form of a book. To read it you need some form of ereader, but the basic idea of a book is the same. What appears on a screen is a 'page'. It may include illustrations, photos, diagrams or tables. Hopefully there is a contents page with links to enable you to jump to the section quickly. The format the ebooks is saved in and the features of the ereader you are using can mean you can increase the font size, blow up images to look at closer, or rotate so you are reading the book horizontally. Ideally the non-fiction ebook has an index with links to the text that work. There may also be a search facility.

Many new books are coming out in ebook format as well as in a printed format and old books are being converted into ebook format. Many are free, particularly the older books, some are cheaper than the printed form, others not. Until recently the print and ebook versions have almost been the same.

All this is changing rapidly in ereaders with WiFi and the introduction of iPads, iPhones and tablets. Suddenly you have access to the internet, audio and video facilities while you are reading. Developers (somehow publishers seems the wrong term to use) are exploring packaging more and more features into the ebook.

Many ereaders come with dictionaries. This means you can easily look up a word while you read. WiFi means you can search the internet for more information. This sounds great, but often you are reading without WiFi access. So now ebooks are coming with this additional information included. They try and guess what bits you are likely to

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**Australian and New Zealand  
Society of Indexers Inc.**

## **ANZSI Newsletter**

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### **About the newsletter**

The newsletter is published monthly 11 times a year, with combined issues for January and February. Opinions expressed in the newsletter are those of the individual contributors, and do not necessarily reflect the opinions of the society. For details about contributions and editorial matters, refer to the ANZSI website at <[www.anzsi.org](http://www.anzsi.org)>.

### **Advertising rates**

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These are all per issue – the former annual rate has been discontinued.

### **ANZSI contact information**

ANZSI's general email address is:

<[ANZSIinfo@anzsi.org](mailto:ANZSIinfo@anzsi.org)>.

Further contact details in PDF format are available on the ANZSI website at <[www.anzsi.org](http://www.anzsi.org)>.

## **Annual General Meeting**

Preliminary notice is given that the adjourned Annual General Meeting of the Australian and New Zealand Society of Indexers Inc will reconvene at 6.00 pm on Wednesday 4 April 2012 (at the corner of High Street and Pakington Street, Kew – Melway 45 D6).

The business of the meeting will be to consider and approve the audited financial statement for the financial year 2010–11. It is anticipated that the statement will be published in the March Newsletter or posted on the society's website with a link published in the March Newsletter.

Any proxies lodged for the meeting convened in September 2011 will still be valid. However, members who wish to lodge a proxy for the adjourned meeting may do so, using the form which will be available on the website. The link to the form will be published in the March newsletter.

*Michael J Ramsden, Secretary*

## **Standing up for indexing**

On 10 September 2011, *The Economist* published an article on the transformation of the book industry entitled 'Disappearing ink'. It's available online at <[www.economist.com/node/21528628](http://www.economist.com/node/21528628)>. Mary Russell contributed towards a joint response from ICRIS (the International Committee of Representatives of Indexing Societies) which, at the time this issue is finalised, hadn't yet been published. The response read as follows:

Those of us attending the Australian and New Zealand Society of Indexers' Conference in Melbourne have been reading with much interest your leader 'Disappearing ink' (10 September). It seems to us to give a very good snapshot of the publishing industry at this particular moment in time. With self-publishing so much the name of the current game, and the physical book as we have known it for centuries seriously threatened, publishers must indeed wonder how much future is left to them. Like you we think it would be good for intellectual life if they survived, picking good books, honing ideas and polishing copy.

But we would add to your list of desiderata recognition of the continuing importance of the index. Too many people, including publishers and authors who should know better, assume that electronic publishing with all its free-text searching makes the inclusion of an index an expensive and time-consuming luxury. This may be so if the searcher is likely to know precisely the term (and the spelling) used in the text and is content to summon up a long list of undifferentiated hits: but the indexer's business is to evaluate and filter those hits, and even more importantly, to identify the underlying concepts which may never show up in a 'search' but which are fundamental to satisfactory navigation of almost any text.

So not a luxury. Expensive and time-consuming? There is no reason why it should be, but to achieve that goal it is essential that publishers, their technical advisers, and the indexing profession hammer out together how to make indexing an integral part of the production process. Give indexers the tools and we will use them!

*Pilar Wyman (President-elect, American Society for Indexing)*  
*Mary Russell (President, Australian and New Zealand Society of Indexers),*  
*Ruth Pincoe (International liaison, Indexing Society of Canada)*  
*Ann Kingdom (Chair, Society of Indexers (UK and Ireland))*  
*Maureen MacGlashan (Editor, The Indexer)*  
*(From Sidelights 2011;(4):6–7.)*

(ANZSI News, continued from page 1)

want further information on and save you the hassle of using WiFi to get it. Like footnotes on steroids.

Then there are the sound and video features. Take the iBook version of the Beatles' *Yellow Submarine*, for example. This is a marvel of graphics, animation and sound. Butterflies flutter on the page, you can hear the music the band plays, and the words change colour as the book is read to you. It includes video animations and music tracks. It is like a book, video and CD all seamlessly combined into one ebook.

With the release of iBooks 2 in mid-January, Apple is promoting a new look to textbooks <[www.apple.com/education/ibooks-textbooks/](http://www.apple.com/education/ibooks-textbooks/)>. To quote the publicity 'A Multi-Touch textbook on iPad is a gorgeous, full-screen experience full of interactive diagrams, photos, and videos. No longer limited to static pictures to illustrate the text, now students can dive into an image with interactive captions, rotate a 3D object, or have the answer spring to life in a chapter review. They can flip through a book by simply sliding a finger along the bottom of the screen. Highlighting text, taking notes, searching for content, and finding definitions in the glossary are just as easy.'

Are these books? It is tempting to just dismiss them as just educational experiences for kids. Isn't it just combining the CD that came with the textbook in a different form? Or is it a website repackaged in a portable form?

It doesn't take much imagination to think how the use of audio and videos could be combined in ebooks for adults. As more and more universities and art galleries place their podcasts and videos of lectures and tours on their websites, or through iTunesU, you can see how adding these new textbook features would create a very engaging product.

Take the Renaissance exhibition on at the National Gallery of Australia, as an example. They have developed a wonderful website to go with the exhibition <<http://nga.gov.au/Exhibition/RENAISSANCE>>. Click on Learn More and you have text, images with detailed captions and audio tours. There is educational material for students. You can look up individual artists as well as do a general search. Just imagine if the new textbook features were added to this. You could click on an image and blow it up to examine in great detail. Video material could be added and you could add your own notes or information obtained from another source. What an exciting thing it would be!

If you packaged this in a portable form would it be an ebook or an app? Would you call it a book?

I don't think it matters what you call this multimedia package. They are coming and offer wonderful challenges to indexers. Remember how indexing websites offered new possibilities for indexers? This will be even bigger!

Reading the publicity for E O Wilson's new iBook textbook *Life on Earth* reveals that the 'author team consists of educators, multimedia artists, 3D animators trained in science and cinema, and textbook professionals, all led by the naturalist Edward O Wilson.'

Just imagine having to index this multimedia package once it has been developed and just before the launch. Somehow I don't think you would be given much time. This is assuming they want to index it in the first place. It would be wonderful if an indexer was included in the author team. This would enable your input to be considered as it is developed and it would mean you could index the various parts as they are finalised. How would you index something that combines text, images, audio and video? How would the index look? How would it be used? Would you need to differentiate between links to text, image, audio and videos? Would you link to the appropriate spot in the audio and video? How would you handle material users add themselves? Will users be able to add entries to the index? Will this mean indexers will be working full time in companies or will they be freelance consultants?

How can the benefits of indexes and indexers ever penetrate into this crescendo of new technology?

Obvious answer is 'with great difficulty'. Fortunately there is an international network of indexers and working together we have a better chance. Within this international network are indexers with contacts. There are indexers with expertise in all sorts of areas. All these need to be exploited in whatever way they can to benefit the future of indexes and indexers. Outsiders see 'search' as the new and better 'index'. They have difficulty relating something in the back of a printed book to the wiz bang technology they are using. How could that old index possibly be adapted?

To try and keep up with all the developments the American Society for Indexing has established the Digital Trends Task Force (DTTF) which has a group on LinkedIn <<http://www.linkedin.com/groups/ASI-Digital-Trends-Task-Force-4005509>>. You don't need to belong to LinkedIn to read the information on the website.

To actually tackle the problem requires serious action. One way is to insist that indexes are included in ebook formats. This way anyone creating an ebook needs to include an index. It also offers a chance to educate developers on how an index should be created and their benefits. This monumental task is being lead by DTTF members Michele Combs, David Ream and Jan Wright, They have developed an Indexes Charter Proposal as part of the ePub revision development area for EPUB3 <<https://code.google.com/p/epub-revision/wiki/IndexesCharterProposal>>. (Fortuitously, Jane Purton also looks at indexing ebooks/ibooks in her Indexing Degustation this month – see page 7)

(continued on next page)

Being involved at this top level means how indexes work can also change to benefit users. They offer four types of indexes for ebooks. The chapter-link index, the pop-up index, the reverse index and the standalone index.

I urge members to read this proposal. The DTF is open to any suggestions from any indexer. If you think you can assist in whatever way please do so.

As we all do our usual mix of indexing work, we need to be open to other opportunities. Look at the book you are indexing at the moment. Will there be an ebook version of the text? Have you asked? Will the ebook version include an index? Will they be using your index? Would you index the book differently if you knew it was going to be available as an ebook? Will the text be on the web? Will the index also be available? Could the index be transformed into a website? What would it look like? Would you arrange the index differently?

If you come up with some wonderful answers to these questions why not contact the author/publisher and

discuss the possibilities? The worst they can say is no, but you will have sown a seed that may grow into – who knows what?

If any ANZSI Newsletter readers have examples of how indexes have been used in different ways, or examples of how these multimedia packages are being indexed, perhaps it is your index, please let us know and help us all develop our knowledge. All you need to do is write it up and send it to the Editor, Peter Judge <peter.judge@bigpond.com>.

As I said at the start of this article these are exciting times for indexers and indexing. We need to assist one another to keep up to date and think about ways we can promote indexes and indexers. What do you see as ANZSI's role in all this? Society of Indexers have a Publishing Technology Group. Should ANZSI have something similar? Are you able to assist?

I welcome any suggestions.

Mary Russell, ANZSI President

## News from New Zealand Branch

After the holidays, 2012 is entering normal operating modes in New Zealand. Our Branch library has shifted to a more central site in Wellington, and we are working on running a more proactive service. Also we are in the process of planning some training and Branch events for a weekend in March that will give us all a chance to look at the big picture as well as our own Branch and individual plans, and discuss these in detail. We have a key year coming up with several objectives to pursue as a team – moreover a team acting largely through internet communication. More news of a gathering next month. I am glad to say that Robin Briggs is still in the committee fold and really is our secretary, no longer acting.

The mentoring program has continued with more titles on stream. We will indeed have a continuing series to publish, off and on-line. One university has put in a standing order for our publications, which is gratifying.

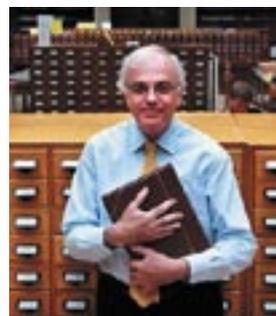
We have been having online discussions about how to progress the index club we started, and there is considerable enthusiasm for addressing important new publications where it is needed and can be expedited, with the aim of making dollars and publicity out of public service work.

On a different note, I was surprised to see in an art criticism article by Hanna Scott the use of 'indexing' as a synonym for the ubiquitous 'referencing' that conceptual artists must do these days. The art object described could be taken to resemble an index at long distance, though it

looks more like the pencil and pyrography on plywood that it is. But no, being titled 'Capriccio Espagnol', makes it privy to allusions, to Goya certainly and possibly Rimsky-Korsakov. 'This indexing of ideas is typical of (John) Reynolds' approach to art and scholarship'. See what you think on pages 288-289 of the wonderful new *Art Toi: New Zealand Art at Auckland Art Gallery*, published by that refurbished institution in 2011. At least it has made me look up the wide-ranging meanings of that word we take for granted.

Julie Daymond-King

### OAM for Paul Brunton



Many indexers will have met Paul when he spoke at the joint ANZSI/Independent Scholars meeting held at the NSW State Library. As senior curator of the Mitchell Library Paul has acquired records that have helped write the history books, earning him the Medal of the Order of Australia.

More details are given in *The Australian's* story at <[www.theaustralian.com.au/national-affairs/in-depth/decades-of-protecting-history-earns-oam-for-librarian/story-fnbzokem-1226253896565](http://www.theaustralian.com.au/national-affairs/in-depth/decades-of-protecting-history-earns-oam-for-librarian/story-fnbzokem-1226253896565)>.

Glenda Browne

## Second helpings at The Apothecary

On Friday 9 December, the ANZSI group in South Australia met for the second 'End of Year celebration'. After the success of last year, Jane Oliver, our South Australia coordinator and liaison person, organized drinks and tapas once again at 'The Apothecary 1878' in Adelaide's West End: a winning formula that lets members turn up at the last moment and enjoy the evening. And (from left to right in the photo below) Silvia Muscardin, Janet Wilkinson-Scott, Jane Oliver, and Judy Richter certainly did.



This year, though, the dinner was not just a pleasant way to socialise and wind down after a busy year. We had an interesting discussion about organising training in South Australia, an idea raised by Janet Wilkinson-Scott that we will develop at our first 'official' meeting in 2012 (date still to be finalised).

I would like to thank Jane Oliver for organizing this event, and all for making it such a nice way to say 'Happy New Year'.

*Silvia Muscardin*

## News from Queensland Branch

Wishing all of our Queensland members a very happy, healthy and prosperous 2012.

It was a boisterous and memorable Christmas Dinner Party on 22 November, held at our usual meeting venue the Salisbury Hotel, in Salisbury in Brisbane. A grand time was had by all.

Sadly, we have to say goodbye to Adam LeBrocq, a new, very keen indexer and a Queensland Branch member since July 2011. Adam and Mei Yen Chua, represented our Queensland Branch at the ANZSI Conference last September. During August to October Adam, along with



Mary Trabucco, Beryl Macdonald, Cate Seymour-Jones, Alice Stephens, Vicki Law and myself, helped index the Kilcoy Historical Society's Volumes 4 and 5 of their local area history, all at no cost to them. Adam goes south to an editing job at the Australian National University in Canberra, where he plans to join the ACT Branch of ANZSI. We hope that he keeps his enthusiasm for indexing and that he makes more editors aware of our importance and our existence. Best wishes for a grand future Adam, from all your colleagues here.

Our Queensland Branch is off to a very sparkling start in 2012, with a very modest, but knowledgeable guest speaker. She has a scientific background, but she loves history. She is a great supporter of our Branch and I want our branch members to support her in February, by attending our first meeting for the 2012 year. Lesley Bryant will certainly entertain us with her views into the 'blackbirding' of South Sea Islander indentured labourers in the early history of Queensland.

More details of proposed indexing training and online peer review courses in 2012 to follow soon.

We have our own indexing Branch in Queensland now, so keep in touch. We need enthusiastic members to keep the Branch alive.

*Moir Brown, President, Queensland Branch*

At the Christmas dinner: (back L-R) Graham Potts, Mei Yen Chua, Marilyn Stephens, Les Brown, Mary Trabucco; (front L-R) Franz Pinz, Moira Brown, Adam LeBrocq

# Indexing degustation



## The librarian-indexer

The latest issue of *Sidelights*, the Society of Indexers' newsletter, is packed with interesting items. One which took my eye (as a retired librarian) was Moyra Forrest's article on the librarian-indexer. Do librarians make good indexers? Moyra thinks that, of all the librarian's talents, it is the research and information retrieval skills that can add the most value to an index. For example, an eagle eye is required to ensure that names and bibliographies are correct. Valuable information can be found in the notes, especially in academic texts; and a librarian is often able to find elucidation in the index of related works. Moyra insists on seeing the notes when starting a job, even when told not to index them, for there may be a term which, when indexed, would help the reader. Librarians in employment have access to a rich source of databases and reference material. It is a breeze to check bibliographical details at work. Experienced librarians have learnt to be sceptical about the accuracy of citations and it is a rule of thumb to check them. A retired librarian loses the treasures supplied on tap at work, and, like the non-librarian, must make do with a personal reference collection, the web, public library or pay a fee to a university library if there is one nearby. (However, one is still able to smell a dodgy citation)

Moyra Forrest. *Sidelights*. Issue 4, 2011

## Indexing and technology

Bill Johncocks, in his *Sidelights* editorial, has provided a short version of his Keele session about the emerging publishing technologies and the confusion they arouse, and their impact on indexing. He covers 'tagging' as required by CUP, OUP and Elsevier, and XML. As an ignoramus when it comes to these technologies, I swooped straight in.

Embedded indexing involves the insertion of the index term at the appropriate spot in the electronic version of the document, in a form that can be turned on and off. It can be inserted before pagination and format alterations do not change it. The index is generated after pagination from the mark up by the software and there is no other index. Some word processing systems, such as Microsoft Word, and document preparation software offer EI modules.

Tagging with publisher-specific codes uses a separate index file without pages numbers. A unique code is inserted into the text at the appropriate index spot. Resistance to changes depends on whether or not the codes rely on position-dependent information, such as paragraph numbers. Elsevier and OUP use pre-defined codes; CUP-XML leaves the choice to the indexer but does not in fact expose him/her to any XML at all.

XML is related to the HTML used on websites. It

allows almost unlimited repurposing of the marked up document but the detailed implementations are client-specific. Direct embedding of index terms is possible, though not many publishers using XML-first production methods ask their indexers to do this. There will be a detailed description of the method in the March issue of *The Indexer*.

ebooks use mark up languages related to HTML. A downloaded title is like a very big web page. There are no page numbers in ebooks so an index prepared for hard copy would not be suitable. Indexes derived from positional codes such as sentence sequence numbers and the kinds of hyperlinked indexes used by website indexers would work. As standardisation becomes possible, non-fiction books are being considered by indexers. James Lamb, after converting the *SI Occasional Publication 5* as a demo index for the Amazon Kindle, plans to develop an improved version for the new Kindle Fire, complete with software tools so that indexers can create their own indexes.

Bill Johncocks. *Sidelights*. Issue 4, 2011

## Indexing on the Mekong Delta

Sitting at my shiny white desk, laptop plugged into the internet, indexing software at the ready, I came upon the following and was filled with envy. Julia Keay, in an article first published in *Slightly Foxed: The Real Reader's Quarterly*, Issue 3, Autumn 2004 and republished in *Keywords*, has described an indexing job *extraordinaire*. Unlike most of us, Julia and her husband work with pencil and paper, which, given their location, is probably a good thing. Due to complications familiar to all indexers, the job, husband John's book, *Sowing the Wind, a twentieth century history of the Middle East*, had to be proof corrected and indexed while they were sailing up the Mekong river.

It seemed the obvious answer at the time. Once on the river, travelling at night would be out of the question. The whole point of the trip was to see where we – and the river – were going. There would be no socializing, no radio or television, no cooking or home improvements or walking the dog or whatever else one spends one's evenings doing, and although more than half our luggage always seems to consist of books, there is a limit to how many hours at a time you can spend reading. The index would give us something useful to do during the long, dark tropical evenings.

We reduced the proofs in bulk and weight by judiciously trimming the sheets. Each was pared back to the print area, leaving only a slender left-hand margin through which our local printer rammed huge staples so that there was no danger of 400-odd pages being scattered by a stiff river breeze. Before leaving we did just – and vitally – have time to compile and

(continued on next page)

*(Indexing degustation, continued from previous page)*

alphabetize a list of the more obvious index entries on the computer. Then we packed list and proofs in the bottom of the suitcase and left for Vietnam.

*Unfortunately, the river and its wonders and working conditions on shore meant that not much was being done.*

It was going too slowly. We packed the index in the top of the suitcase so we couldn't ignore it if we tried, and we worked on it religiously for an hour a day. From having been the least-regarded item of our luggage it gradually became the most important. What if it got wet? What if the suitcase was dropped in the river? Think of all that work. Better put it all in the wee backpack, easier to keep an eye on. Where is it? You've got it. No I haven't. Yes you have. No I...oh, here it is. '...

*Three days rest in Laos enabled them to complete 150 pages though the list was looking rather battered.*

Thailand on the west bank became Burma on the west bank. Watch out for drug runners, they make buffaloes swallow bags of amphetamines, ferry great herds of them down the river and wait till they shit them out again.

*Eventually, in an 'eco-lodge' on the bank of a tributary ...*

The index won. For a week we abandoned boats and shared a bamboo hut with all manner of frogs and lizards and enormously long-legged spiders. The palm-thatch roof covered a small room and a small veranda on which hung twin hammocks. Swinging in gentle, slightly soporific unison – '...Musaddiq Mohammed, Ahmed Mahir, Masjid-i-Suleiman, Golda Meir...' – we finished the index, packed it back at the bottom of the suitcase and, much refreshed, thoroughly relieved and just a touch pleased with ourselves, set off in search of another boat and the river road north into China

Keay, Julia. (2011) *Key Words*. Bulletin of the American Society for Indexing. Vol 19, no. 4.

## ibooks as textbooks

According to Dave Smith, writing in the International Business Times, Apple aims to send hard copy textbooks to the knackery (or words to that effect) with its new iPad app iBooks 2. In the first three days since its release on January 19, 350,000 e-textbooks have been downloaded and more than 90,000 users have downloaded the tool to make the e-texts, iBooks Author. The launch of the textbooks included publishers such as Pearson Education, McGraw-Hill and Houghton Mifflin Harcourt. Titles were priced at \$14.99 though Apple released free copies of E.O. Wilson's *Life on Earth*. Both iBooks 2 and iBooks Author would be free apps.

<[www.ibtimes.com/articles/286274/20120123/apple-ibooks-2-users-downloaded-350k-ipad.htm](http://www.ibtimes.com/articles/286274/20120123/apple-ibooks-2-users-downloaded-350k-ipad.htm)>

But what would this mean for schools in Australia? Anthony Caruana writes that there are limitations to the tool because material must be published via the iBook Store. Many schools use a Learning Management system to distribute class materials etc. Anthony thinks that Apple could have either delivered an in-house server for sharing books or allow for a straight export so that the material can be shared on an internal web server. Read more on the subject, including comments from <[www.abc.net.au/technology/articles/2012/01/23/3413518.htm](http://www.abc.net.au/technology/articles/2012/01/23/3413518.htm)>.

What about an index? According to Gizmodo, there is a Thumbnail Index which means going through books using a visual index, with thumbnails marking the sections, along with a text line-up.

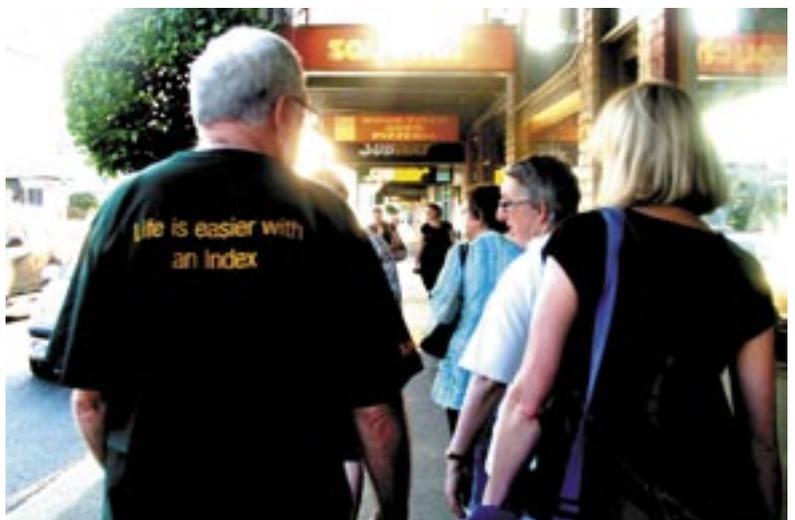
*You can easily go through chapters and sections sweeping with your finger on the main index page. I wish there was a more detailed index page, however (my guess is that more complex books will use them).*

<[www.gizmodo.com.au/2012/01/apples-ipad-textbooks-everything-you-need-to-know-about-ibooks-2/](http://www.gizmodo.com.au/2012/01/apples-ipad-textbooks-everything-you-need-to-know-about-ibooks-2/)>

Jane Purton

## It pays to advertise

Max McMaster on his way to The VIC last December wore, not exactly his heart on his sleeve, but his conviction on his back: 'Life is easier with an index!'



## Quiet Achievers in indexing

Commencing in this issue with a new monthly column, ANZSI is delighted to present a group of members who have been recognised as Quiet Achievers.

Quiet Achievers cover a broad range of indexing pursuits, not just book indexing, and include database indexers and thesaurus developers as well. Quiet Achievers have been members of ANZSI for a number of years, and provide the backbone of ANZSI's membership. They are not usually in the spotlight, and they may or may not have been involved with ANZSI committees at Council, Branch or State representative levels, but their

contribution to indexing in Australia or New Zealand has been recognised.

To give prominence to our Quiet Achievers, we devised a list of nine questions, which we asked each achiever. The questions do not necessarily relate to indexing. In fact, some of the questions are deliberately quirky, to provide some light relief and mental stimulation.

We are excited to begin our Quiet Achievers series with Jean Dartnell, from North Queensland.

*Max McMaster*

## Quiet achievers in indexing – Jean Dartnell

### Who has been the greatest influence on your career?

I need to confess that I have not had a career as an indexer. I started as a scientist and then retrained as a librarian. Indexing sort of crept up on me. Although he may not recall it, Max McMaster probably turned me into an indexer. We were discussing the REEF database and I said something like, 'Of course, I'm not really an indexer.' Max said, 'How many years have you been indexing this database? If you're not an indexer, I don't know who is!' So I believed him.

### How did you come to an indexing career?

I was the first librarian for the Great Barrier Reef Marine Park Authority in Townsville. In those early days, the Authority did not have many staff members, but they needed to handle a wide range of subjects, scientific (botany, zoology, geology, oceanography), reef area usage (shipping, navigation, fishing, tourism, coastal development) and social (education, history, politics, law). They were very dependent on library resources and I, with my infant collection, was very dependent on bibliographic databases, none of which covered more than a fraction of what I wanted to access, or gave good ways of searching for limited geographical areas. The answer was to create our own database, REEF (which doesn't stand for anything). I became the manager for this, setting standards, writing manuals and doing a great deal of the indexing. This included managing a project to hire (real) indexers to both index items not available in Townsville, and cover the retrospective material that I did not have time to do myself. By the time I had been doing this for a while, I began to think of myself as an indexer and branched out into other areas.



### What do you see as your greatest achievement?

Being invited by Charles Sturt University to write a book about special libraries, writing the book (published in 1998), and having it still in print (just) all these years later.

### What has been your biggest challenge?

My biggest professional challenge was being appointed Librarian to the Department of Aboriginal Affairs in Darwin four months after Cyclone Tracey. I was newly qualified with no relevant subject experience. (I just happened to be in Darwin.) All my staff and most of my clients were shell shocked. Part of the collection had been lost and this seemed to include administrative documents such as procedures manuals. The remaining collection had been relocated to a room in a different building from the rest of the Department. Aside from the cyclone, the Department was in upheaval because of major

administrative changes. It was a challenge!

### How do you achieve work-life balance?

Being retired! I only do a small amount of work now and I put the 'life' bit of the equation ahead although I still find it hard to refuse an interesting project.

I have never considered that 'work-life' balance applied to me because I have been lucky enough to have work I enjoyed. The balance I have striven for has been to expend enough thought and time to doing the boring bits, such as housework and routine paperwork, whilst leaving plenty for the things I enjoy: contact with people (family and friends or clients and colleagues); the exercise of skills (professional or hobby); learning new things (formally or by travel and reading); and a bit left over for sheer loafing.

*(continued on next page)*

*(Quiet achievers in indexing – Jean Dartnell,  
continued from previous page)*

### **What do you like most about your work? What do you like least?**

I really enjoy immersing myself in the subject of what I am indexing. I find I learn things I didn't know I wanted to know and that it all somehow increases my understanding of the world.

I don't like working to tight deadlines. I am the sort of person who likes to finish things ahead of time and get them done. Working near a deadline is a source of anxiety for me.

### **What advice would you offer to indexers just starting out?**

Be flexible. If you are not busy enough with indexing, offer some other services. It makes your work more interesting and often the client for one service is also interested in another.

Be realistic. It takes time to build up a clientele: most work comes from personal recommendations or word of mouth. Not every enquiry turns into a job. When I was freelancing, I estimated that I needed two or three nibbles for every bite.

Be generous. Other indexers are your colleagues, not your competitors. If you can't do a particular job, suggest an alternative supplier. Your client will be pleased and may come back to you next time.

### **If you could dine with a famous historical figure, who would it be?**

Sir Thomas Stamford Raffles. Raffles is a hero of mine because he came from humble beginnings to high office mainly through his energy, and by being interested and enthusiastic about everyone he met and everything he saw. He is known for founding Singapore, but I also respect him for his work in emancipating slaves, founding the Botanical Gardens at Bogor in Java, instigating the unearthing and restoration of the massive Hindu temple of Borobudur, and collaborating with Sir Humphrey Davey to found the London Zoo.

### **If you were a letter of the alphabet, which letter would you be and why?**

The letter S, not for its sinuousness, although I do enjoy Tai chi and dancing, but because it is looking about and open to new things, searching, seeking, stimulating, summarising, but also sceptical.

*Jean Dartnell is essentially retired, but still does a variety of indexing and book-related jobs at times <jeandartnell@hotmail.com>.*

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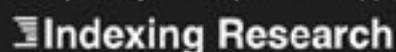


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# The Victorian Indexing Club meeting, December 2011

## Indexing festive fare

One thing that all indexers seem to have in common is an enjoyment of food. They simply love talking about indexing recipes as was proven yet again at the December meeting of the Victorian Indexing Club (The VIC). The topic for the night was 'Indexing festive fare' and members looked at ways of indexing recipes associated with Christmas, Hannukah and the African-American festival of Kwanzaa. Needless to say, at the end of the discussion members enjoyed a meal together at a favourite haunt.



A heading for traditional foods is an obvious one, but what is traditional? It seems that regional influences play a big part in what is thought of as typical festive food. An English Christmas is certain to include a turkey while an Australian Christmas often forgoes this dish for seafood. Ashkenazi Jews from colder northern European parts regard jelly doughnuts as traditional Hannukah fare, while

southern European Sephardic Jews prefer fried honey puffs. Those celebrating Kwanzaa might go for a very traditional African dish such as okra, corn and tomatoes, while others eat American South favourites like Southern fried chicken.

Ingredients used in festive fare are clearly symbolic. The fruit and spice in Christmas mince pies represent the exotic East; Hannukah foods cooked in oil symbolise the miracle of an oil lamp with only enough oil to last for one day but which lasted for eight days; and the African harvest is celebrated by eating okra and yam during Kwanzaa.



Related to symbolism is the colour of festive foods - red and green swirls in Christmas candy canes; Hannukah biscuits topped with blue and white sugar crystals; and Kwanzaa gifts of food wrapped in the Pan-African colours of black, red and green.

Typical cooking methods include roasting and

baking for Christmas (and perhaps barbequing if you're Australian!); frying for Hannukah; and frying, baking and stewing for Kwanzaa.

Celebrations invariably involve a fair few people so party planning is important. Calculating the number of servings can be stressful but fortunately some food writers like to cover this topic. The same applies to timing which is everything if you're going to have a successful celebratory meal full of dishes that need to be on the table at the same time. Some dishes might also need to be prepared weeks in advance or may involve special materials, for example, a ham bag for Christmas.

We all know that this is the age of the celebrity chef and that many people look to them for menus. So we might find ourselves indexing Nigella Lawson's Christmas menu; Suzanne Tracht's (Jar Restaurant, LA) Hannukah menu; or Marcus Samuelsson's (Red Rooster, Haarlem) Kwanzaa menu.



Superstitions and omens seem not to be associated with Hannukah and Kwanzaa foods, but thanks largely to the Victorians there are plenty related to Christmas. Think of all those lovely silver charms put into Christmas puddings. And when it comes to mince pies it's a bad omen to eat one before Christmas Eve or after Twelfth Night, but you should never refuse one on Christmas Eve.

No indexing job would be complete without the sometimes challenging use of variant terminology. 'Xmas' is the first one that springs to mind. It's not, as many people would think, put into use because some are too lazy to write 'Christmas'. Rather it comes from 'Xristos', the Greek word for 'Christ'. Other variations are 'Yuletide' and 'Noël'. Hannukah is also spelt 'Chanukah' and a jelly doughnut might be called a 'sufganiyah' as it is known in Hebrew. Indexers who are less familiar with Hebrew will benefit from a short lesson in working with the singular and the plural. Forget adding an 's' - it's one sufganiyah and two sufganiyot. Different spellings resulting from different transliterations as well as foreign language recipe names in English recipe indexes are not uncommon issues. And finally, for Kwanzaa you're likely to need a line for a see reference as okra often goes by the name of 'lady's fingers'.

*Nikki Davis*

*Photos by Ray Price show Nikki leading The VIC discussion, two former ANZSI presidents (John Simkin and Max McMaster) deep in conversation, and ANZSI President Mary Russell chatting with Nell, wife of Council member Alan Eddy.*

## Visitors from England



During December Victorian Branch was delighted to welcome the Production Editor of *The Indexer*, Susan Curran, and her husband Paul Simmonds. Susan and Paul were visiting Melbourne for the first time and members of the Branch Committee had a most enjoyable dinner with them during their stay.

When Susan is not working on *The Indexer*, she and Paul run a publishing company together, and if that is not enough, Susan enjoys writing and is a much published fiction and non-fiction author. Her most recently released book is *The English Friend*, a biography of the first Duke of Suffolk. Naturally, Susan was the indexer and Paul did the proofreading.

*Nikki Davis*

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## Festive times in Bowral

Members of NSW Branch enjoying their end-of-year social lunch at Sue and Martin Flaxman's home in Bowral. Round the table from the left: Tricia Waters, Glenda Browne, Madeleine Davis, Mary Coe, Alan Walker, Tim Tyler, Oran Rusidov, Sue Flaxman, Pamela Johnstone, Elisabeth Thomas, Frances Paterson, Jon Jermey.

*Frances Paterson*



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## Where and when do you do your best thinking?

Richard Watson wondered where and when do we do our best thinking? Would responses vary for different generations? Conducting a survey he found the following top ten thinking places:

1. When I'm alone
2. Last thing at night/in bed
3. In the shower
4. First thing in the morning
5. In the car/driving
6. When I'm reading a book/newspaper/magazine
7. In the bath
8. Outside
9. Anywhere
10. When I'm jogging/running

'No major differences in responses could be attributed to the various generations: Generation Y, Generation X, Baby Boomers, and so on. I thought that younger people (those under 25, for instance) would say "email," "on the phone," "on the computer," and so on, but in fact their responses were almost identical to people in their 40s, 50s, and 60s. Admittedly nobody who said "gardening" was much under 40, but beyond that the responses were remarkable similar. Digital technology was hardly mentioned at all. It was used to keep in touch spread ideas around, or develop them, but the initial spark always came when people were disconnected.'

*Future minds: how the digital age is changing our minds, why this matters and what we can do about it.* London: Nicholas Brealey Publishing, 2010 p. 96.

*Mary Russell*

## ANZSI and Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Tues 21 Feb 6 for 7.00 pm	Qld Branch	Lesley Bryant on 'Blackbirding in Qld'	The Salisbury Hotel, 668 Toohey Road	See page 5 and details at: < <a href="http://www.anzsi.org/site/calendar_details.asp?id=234">www.anzsi.org/site/calendar_details.asp?id=234</a> >
Wed 7 March 6.00 pm	Vic Branch	The VIC: Indexing your music collection	Holy Trinity Anglican Church Hall, Kew	Details at: < <a href="http://www.anzsi.org/site/calendar_details.asp?id=237">www.anzsi.org/site/calendar_details.asp?id=237</a> >
Sat 24 March 9.00 am	NZ Branch	Web Indexing course (with Glenda Browne)	Wellington	Details at: < <a href="http://www.anzsi.org/site/calendar_details.asp?id=240">www.anzsi.org/site/calendar_details.asp?id=240</a> >
Sun 24 March	NZ Branch	Forum: Trends in indexing (with Glenda)	Wellington	Details at: < <a href="http://www.anzsi.org/site/calendar_details.asp?id=241">www.anzsi.org/site/calendar_details.asp?id=241</a> >
Wed 4 April 6.00 pm	ANZSI with Vic Branch	AGM reconvened, with The VIC: Alternative indexes	Holy Trinity Anglican Church Hall, Kew	See page 2 and details at: < <a href="http://www.anzsi.org/site/calendar_details.asp?id=238">www.anzsi.org/site/calendar_details.asp?id=238</a> >

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### ANZSI Newsletter

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### Newsletter schedule

The next Newsletter will appear in March 2012.  
The contribution deadline is Wednesday, 29 February.  
The editor welcomes your contributions submitted by email to <[peter.judge@bigpond.com](mailto:peter.judge@bigpond.com)>



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