ANZSI Newsletter

Newsletter of the Australian and New Zealand Society of Indexers Inc.
Volume 8 | number 5 | June 2012

ANZSI News

ICRIS

The International Committee of Representatives of Indexing Societies (ICRIS) is working together to promote indexing and indexing standards worldwide. Members meet before the start of each indexing conference. In fact Max McMaster represented ANZSI at the Indexing Society of Canada's conference in Ottawa at the end of May.

Formal meetings of ICRIS are held every three years. The next one is at the SI Conference in Brighton next month, at which I will be representing ANZSI. The main item on the Agenda is to review and update the International Agreement. One of the updates is to agree to greater sharing of information and newsletters between Societies. Having an area on the website for members only is going to make this possible <www.anzsi.org/site/ICRISlinks.asp>. The first item to go on that webpage, and probably the most significant, is access to the website of the Society of Indexers Publishing Technology Group.

SI Publishing Technology Group

The Publishing Technology Group (PTG) was set up by the Society of Indexers to investigate how new technologies being applied to publishing might affect indexes, and to advise publishers and indexers. Their website is a wealth of information on ebooks, XML indexing, etc, and includes an extensive glossary aimed at indexers.

As I mentioned earlier access is being made available as part of the International Agreement between indexing Societies. It is provided ONLY to members of ANZSI. Please respect that and DO NOT pass the details of access to the website to non-ANZSI members. Thank you.

Ebooks webpage

Information on indexing ebooks and ebooks generally is exploding. ANZSI is creating an ebook webpage with links to some of the key items and pointers to where you can find further information, such as the ASI DTTF website and articles in the March issue of *The Indexer*. <www.anzsi.org/site/ebooks.asp>.

ANZSI Survey

We have got nearly 90 responses to the ANZSI Survey, but have we got YOURS?

If you feel you are only new to indexing, or only index a few books a year and we would not be interested in your response, you are very wrong. If fact, from a quick glimpse at the results so far, we are learning that over 50% of the respondents indexed five or less books in the last financial year.

We would love to hear from ALL members as this helps Council to have a greater understanding of what our members do. So please take a moment to complete the survey.

Mary Russell

ASI Conference San Diego, 19-21 April

The ASI conference was held at Bahia Resort, Mission Bay, San Diego, located northwest of the city. Arriving on the train from Los Angeles, I was looking for the appropriate bus, when I noticed a lady reading the ASI Conference program. Small world!

The Resort was in a spectacular location overlooking Mission Bay. Two paddle steamers were close at hand and these turned out to be venues for some of the Conference sessions as well as taking passengers back and forth across the Bay on Friday and Saturday nights.

Unfortunately the mist from the Pacific Ocean hung over the Bay the whole time I was there and the promised warm sunny weather didn't happen.

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Australian and New Zealand Society of Indexers Inc.

ANZSI Newsletter

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Editor: Peter Judge
<peter.judge@bigpond.com>

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>.

Advertising rates

Full page: $200.00
Half page $100.00
Quarter page: $50.00.
These are all per issue – the former annual rate has been discontinued.

ANZSI contact information

ANZSI's general email address is:
<ANZSIinfo@anzsi.org>.

Further contact details in PDF format are available on the ANZSI website at <www.anzsi.org>.

ACT Region Branch

Combined meeting with

Canberra Society of Editors

Wednesday 27 June 2012 at 6.00 for 6.30 pm

Venue: Emeritus Faculty rooms at 24 Balmain Crescent Australian National University (plenty of parking space at rear.

Guest speaker will be **Dr Tim Sherratt**, who was a speaker at the ANZSI Conference last September. He uses online technologies in innovative ways to help people access the holdings of archives, libraries and museums.

Details at <www.anzsi.org/site/calendar_details.asp?id=266>

It would appreciated if you would register your intention to attend by sending an RSVP to Shirley Campbell at <shirley.campbell7@bigpond.com>

NSW Branch
Introductory Book Indexing course

Sydney 7–8 July

ANZSI NSW will hold an Introductory Book Indexing training course run by Glenda Browne over two days: Saturday and Sunday, 7–8 July from 9.30 am to 4.00 pm with a half-hour lunch break.
The course will be held at:
Thomson Reuters, 100 Harris St, Pyrmont.
Cost is $525 for ANZSI members, $600 for non-members (no GST involved). There is a 40% discount for long-distance travellers (travel requiring an overnight stay). Enquiries to Glenda Browne: <glendabrowne@gmail.com>. Details about course content and payment methods are at <www.anzsi.org/site/calendar_details.asp?id=256>

NSW and ACT Branches

invite members to participate in a weekend regional conference on Saturday and Sunday 28–29 July at Peppers Craigieburn Bowral.

From pbooks to ebooks: focussing on digital publishing

There will be no cost to members to attend this regional conference except for accommodation should members decide to stay at the conference venue. Accommodation has been reserved for single and twin/double rooms at $179 and $208 per room per night. Details of registering for accommodation together with the complete program are available on the ANZSI website at <www.anzsi.org/site/calendar_details.asp?id=253> .

Please send expressions of interest if you wish to attend this conference to Sherrey Quinn at <sherreyquinn@gmail.com>.

*(**ASI Conference**, continued from page 1)*

ICRIS

While there were several workshops on the Thursday, the conference for me started with attending the ICRIS meeting for representatives from international indexing Societies. This is a wonderful opportunity to catch up with what other Societies are doing.

The main event for ICRIS is the triennial meeting at the SI conference in Brighton in July this year. This is a chance to review the International Agreement. One proposed change is to make newsletters from all Societies available to all members of all Societies. For ANZSI members this will means free access to newsletters such as *SIdelights*, via the ANZSI members' area. Note that it will not include *The Indexer*.

Frances Lennie

The formal part of the ASI Conference started at 7.00 am with breakfast. Richard Strout, ASI President, gave the official opening speech, welcoming everyone and introducing Frances Lennie, who gave the Opening Address. Frances explored the creative similarities between the indexes we write and different art genres. She compared different artists and the same subject (The Queen) with different indexers and the same text. We all bring our own style.

I am delighted to announce that Frances has agreed to repeat her talk in Melbourne on Saturday 25th August, together with CINDEX update, so make a note in your diary now!

Ebooks

At the next session Pilar Wyman, Jan Wright, Dave Ream and Paul Sweum updated us on the work of ASI's Digital Trends Task Force. This included the work of the International Digital Publishers Forum (IDPF) EPUB indexes working group. ASI has found joining IDPF has promoted indexing to digital publishers and they are confirming the benefits of having an index. Since Amazon is not part of IDPF ASI is trying to talk to them.

There was also a session on ebooks on the Saturday, when Steve Ingle, David Ream and Jan Wright spoke on their experiences attending various publishing conferences. I found this session a highlight of the conference, as there were lots of interesting facts, but the main interest for me was the growing interest in combined book indexes.

Steve Ingle spoke on attending 'Digital Book World'. He discussed the shift from print to digital and described it like pushing a boulder up a hill. We are not quite at the top yet as there are several factors that need to be addressed. The platforms used for ebooks are not standard and there are several different formats. While some genres, like fiction, convert easily, conversion is not so easy for some non-fiction. User adoption requires a change in reader habits and how they relate to text. Then there are changes required for production workflows and production costs. It is these production costs that are limiting the conversion of books to Apps. Books as Apps can be the most impressive. To convert Theodore Gray's book *The Elements* to an App they chose the Tom Lehrer's song 'The Elements' as the opening theme song and had a TV producer.

Steve offered the following survival tips for indexers:

- Understand and adapt to work flows associated with publishing digital first, instead of print first.
- Attend Tools of Change for Publishers conference or at least view the videos and slides made available on their website <www.toccon.com/toc2012>.
- Educate publishers on value of good ebook indexes.
- Educate that search facilities do not equal an index.
- Take an active rather than passive approach to these changes.

David Ream spoke on his view of Digital Book World and presented some aspirations:

- 'Great content deserves great technologies' (Art Chong).
- 'We should be the parents of our future, not offspring of our past' (Migruel de Unamuno).
- 'The best way to predict the future is to invent it' (Alan Kay).
- 'Curation, not just aggregation, is the next phase'.

David hopes to present this at the 2013 conference.

Jan Wright's presentation at Tools of Change for Publishing conference was well received. To her great relief she realised that these people already know the importance of indexing and indexers. She didn't have to

L-R: *Lai Lam (NZ), Noeline Bridge (Canada), Mary Russell (Australia), Ruth Pincoe (Canada), Terri Mackenzie (Australia), Maureen McGlashan (UK)*

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*(**ASI Conference**, continued from previous page)*

sell indexes at all!

Jan reported on presentation by Michael Tamblyn of Kobo books. Kobo have found that the gift economy has changed. People are giving ereaders rather than books. Biography, history and business books are big in ebooks, while cookbooks and travel are dead. Backlist conversions in biography, history and business are also big.

The last part of the session was an interview with Kevin Broccoli. This was an insight into the future demand for combined book indexes.

Combined book indexes

You may initially wonder at the benefit of combining book indexes into one file. This is something that is not new in the family history arena. One good example I know of is the Geelong and District Database <http://zades.com.au/gandd/index.php/databases/gddbs>. Searching for a family name, you obtain references to all sorts of items, including specific page numbers in books.

So what is in it for publishers? The obvious answer is backlist sales. However, as the publishers that have tried combining book indexes are finding out, there are problems combining indexes. As any database indexer knows, the best databases have a thesaurus attached to make sure terms are allocated consistently.

The requirement for backlist sales offers other possibilities for indexes. What about a 'look inside' type feature so you can see the index entry in context within the book?

These possibilities are being explored by Kevin Broccoli and others. They are giving them names such as 'Uber indexes' and 'index mash ups'. Kevin has set up IndexMasher <http://indexmasher.com/>. Here he offers two different examples.

The index to *Poke The Box* by Seth Godin demonstrates two different index facilities. If you select the letter F, for example, you can see some pages have a 'read book content' link. This opens up a small window that gives you the indexing term in context. When asked why only some entries have this feature Kevin explained that he hadn't had time to do it for all entries. The other facility the index offers is hidden under the letter i in a circle by name entries. Clicking on this gives you the option to do a Google search or Amazon search for that name.

The index mashup of five books by Seth Godin is exactly that. It takes the five individual indexes and combines them. The book the index entry refers to is added to the entry in square brackets.

If publishers start to push the requirement to be able to combine a single index into a larger combined database, it will open a whole different world to indexers. Perhaps indexing a single book you will also have to make sure you use terms set by the publisher so the index will merge easily with other indexes. Perhaps you will have the opportunity of controlling how the indexes are combined and be setting up thesauruses or perhaps just making sure the references you use will enable the 'look up index in content' features to work.

Other sessions

I presented a segment on censorship at the session on ethics. This was an international session with other presenters from Canada, UK and US, and produced a useful discussion on ethical issues.

The publishers' round-table session included representatives from Lexis Nexis, Bureau of National Affairs and Cengage Learning talking about their respective databases and book indexes.

The indexing standards explained the history behind the NISO Technical report TR02-1997 and the importance of standards in other professions. The *Chicago Manual of Style* is almost a de facto standard, but it has limitations. While there is ISO 999, indexing standards need to be easily accessible to all at a reasonable price.

ASI business meeting was interesting to sit in on. They have dwindling membership numbers from about 800 in 2009 to 680 in 2012. Pilar Wyman is new president. The other bit of ASI news was there was no Wilson Award winner this year.

At the international session I explained what ANZSI is doing and, as it turned out, David Ream was able to announce that ANZSI's membership to IDPF was 'official' – we were now listed as members. This was met with warm applause. There was also great interest in the ANZSI 2013 Conference in Wellington! Not sure what that will translate to in terms of numbers, but they have the flyers for the Conference.

Other activities at the conference included the official launch of Noelene Bridge's book *Indexing Names* and a trolley bus tour of San Diego.

As always the networking was wonderful. I have put faces to names I have seen and met new people. As with all conferences, there are sessions you have to miss. This is where having the data stick of Conference handouts is a great help. I was able to obtain Lai Lam's handouts on indexing Chinese, Japanese and Korean personal names as well as Kamm Schreiner's tips on SKY indexing software. While not the same as being there, being able to work through the handouts at home is worthwhile.

The title for the conference was Index Appreciation Days. I found it was exactly that. They were enjoyable days spent sharing appreciation for indexes. This was my first American conference and I would recommend that you consider attending an ASI conference in the future.

Mary Russell

ASI Conference: another view

On Monday 16 April I left Melbourne for San Diego to attend the American Society of Indexers National Conference. I decided to make this trip (my 5th to the USA) a combination of holiday and conference; by arriving early I could (a) recover from jetlag, and (b) look around San Diego, which is the eighth largest city in the US and second largest city in California.

The conference was held at the very attractive Bahia Resort Hotel overlooking the delightful and scenic Mission Bay area in San Diego. About 120 delegates attended this conference: three people from ANZSI (Mary, Terri and Lai Lam (NZ)), several from Canada, Maureen McGlashan from the UK and somebody from India.

The ASI conference began for me on the Wednesday afternoon, where I participated in a roundtable discussion group. This had no organised agenda – it was primarily set up to allow delegates to discuss any issues pertaining to indexing – or just to vent one's spleen. Topics discussed were reasons for coming to the conference, gender issues and ebook indexes. During this meeting the door to our room was left slightly ajar, and a mother duck and her six cute ducklings decided to make their presence. This provided a source of amusement to all at the meeting. So that's what ASI people get up to in conferences!!

The group was very welcoming towards me coming from Down Under, so I was the first one to be asked my reasons for attending the conference. Were they wondering was I a little bit crazy? I gave my reasons that it was a good venue, excellent program and a great way of forging networks and friendships with like-minded indexers.

Dinner was at a local BBQ restaurant in the Mission Bay area about 10 minutes from the hotel, and a good time was had by all.

On Thursday afternoon I attended one of the workshops, 'Getting started in Indexing', with Madge Walls. Madge provided us with a useful handout, which included a standard letter, résumé, contract and helpful tips on getting that elusive indexing job. It made me feel good that at least I was on the right track when approaching recalcitrant publishers.

I attended the First Time Attendee orientation, where I met my buddy. We played a game similar to speed dating where you had to talk about how long you'd been indexing, and what you wanted to get out of the conference. The buddy system was a bit loose, I felt. But maybe my buddy could see that I already knew some people, so she did not worry about me as much, but nevertheless she was very nice.

Following this a welcome reception provided another opportunity for people to meet and network and talk at length before going for dinner.

Day one - Friday

The conference began bright and early with breakfast between 7.00 and 8.00 am. ASI likes those breakfast meetings – people seemed quite chirpy and ready to go. Frances Lennie was the Keynote speaker: 'Indexing as Art: Impressionism vs. Precisionism'. Her advice was to treat your index like a canvas, look at the content, the audience. Think of your project as if it was like your first day at school. Compile it, map it out like an artist doing a sketch. She gave us interesting interpretations of portraits of Queen Elizabeth II. It follows the approach of 'same text different indexers' - how a portrait of the Queen is perceived by many different artists.

Following Frances's talk, there was a session on ebooks and an up-to-date report from the Digital Trends Taskforce. Both Mary Russell and I attended the publishers' roundtable. Three people spoke: John Magee from Cengage Learning, Lori Murphy from Lexis Nexis and Chuck Knapp from the Bureau of National Affairs (BNA). Cengage employ a team of indexers, using a controlled vocabulary, Lori works as freelancer and BNA uses the Mercury Indexing System and the Atlas vocabulary system.

'Ethics in Indexing' was a panel group discussion, examining different indexing scenarios. Heather Ebbs chaired the session, and Mary Russell, Ruth Pincoe, Sylvia Coates, and Maureen McGlashan were on the panel. Topics discussed included indexing quality, taking on an index having scant knowledge of the subject, censorship and Tables of Contents.

In another session on ebooks, Jan Wright gave a repeat presentation of the one she gave at the Tools of Change Conference. Her colleague Dave gave a rather technical account of the technology available for e-book indexes, all quite complicated, but nevertheless interesting and informative.

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*(**ASI Conference: another view**, continued from previous page)*

An evening reception ended the day's activities, and various groups later adjourned for dinner, San Diego nightlife and perhaps more sleep or work on their respective indexes.

Day two - Saturday

The day began with a Mexican style breakfast, which unfortunately, did not suit everyone. The ASI had their AGM and office-bearers were duly elected. Pilar Wyman became the new ASI President.

I attended Lai Lam's session on 'Indexing Asian names', which was most interesting. She talked about the confusions that arise when indexing these names and provided us with useful handouts and reference material.

The mid-morning session with Enid Zafran and Chip Reece covered contracting formalities and informalities. They talked about quoting, and Enid discussed a written contract in great detail. This was mainly directed at the North American audience, but it was still useful – to have something in writing in case things go pear-shaped. They also discussed the issues of time zones when working for an overseas publisher, i.e. which Monday? Deadlines too – if you had a Friday deadline, could it be extended to Monday morning?

ASI Training Course

The final session was about the new ASI training course. It is adapted from the SI course, but is now about to have an extra module created, which should be ready by the (US) Fall.

Overall it was a great conference, and provided me with opportunities for meeting indexers from the USA, Canada and the UK. They were all very friendly and couldn't have made Mary and myself more welcome. I do think Mary and I represented ANZSI and Australia well. Many of the people we spoke to want to go to the New Zealand conference, and all those who went to previous ANZSI conferences said what a great time they had.

Terri Mackenzie, Vice President Victorian Branch

2012 ANZSI Medal Applications

The Australian and New Zealand Society of Indexers Medal is offered annually for the most outstanding index to a book or periodical compiled in Australia or New Zealand. The index must be in print and published after 2008. It must have been compiled in Australia or New Zealand, even though the text to which it refers may have originated elsewhere. The index should be substantial in size; the subject matter should be complex; and the language, form and structure of the index should demonstrate the indexer's expertise, as well as serving the needs of the text and reader.

The publisher of the winning index will be presented with a certificate recognising their promotion of work of outstanding quality. The judges may also make 'Highly Commended' awards.

Nominations, with bibliographical details and a copy of the book (which will be returned if requested) should be sent to the address on the nomination form. Publishers, indexers and all interested people may nominate indexes, and indexers may nominate their own work.

Entries close on 31 August.

A nomination form is available on the ANZSI website: <www.anzsi.org/site/medal.asp>

Contact:
Alan Walker, Chairman, Awards Committee,
10 Rockwall Crescent, Potts Point NSW 2011
(02) 9368 0174
<alan.walker@s054.aone.net.au>

Queensland Branch June meeting

Join us on Sunday 24 June (note that this month it's on a weekend) at 11.00 am for a 12 noon start. We will meet at historic Ormiston House, 277 Wellington Street, Ormiston (via Brisbane). There is a special event – a vintage car club display from 10.30 am.

Ormiston House details are at <http://ormistonhouse.org.au/visitor-information/special-events/>.

The cost is $5.00. Devonshire tea is available.

Our contact details are at: <www.anzsi.org/site/calendar_details.asp?id=257>.

Indexing degustation

It is difficult to get off the subject of ebooks and e-indexing; it could be compared to the time when travellers took to the air, leaving ships in their wake (to mix metaphors) It could be a generational thing. Young bushy-tailed indexers must be filled with excitement about the implications for their careers, while codgers like me view the future with some alarm and feel thankful that the spelling paddock is nigh. But I could be wrong; I know I am, for conferences are jam-packed with e-indexing plans, a splendid indication that indexers are flying.

Interactive ebooks

News from the ebook frontier gets more and more wondrous and this item from *The Guardian* is no exception. One wonders about the indexing implications for this slippery customer. Claire Armitstead wrote on 4 May that ebooks that allow us to inhabit characters and rewrite the story are being published. Think of the educational potential of the new technology in Faber's iPad app of TS Eliot's *The Waste Land*. It was so popular it took only one month to recoup its production costs. 'It offers the treat of reading this difficult modernist poem in a specially designed digital typeface while listening to your favourite archive performances – from Alec Guinness, Ted Hughes, Fiona Shaw or Eliot himself. You can puzzle your own way through Eliot's manuscript and Ezra Pound's edits, or seek help from experts such as Seamus Heaney or Jeanette Winterson, who share their thoughts on video.'

Meanwhile, JK Rowling's *Pottermore* sold more than £1m worth of ebooks in its first three days and has had a billion visits to the interactive website in three weeks. Rowling has waived digital rights management for her ebooks – which means they can be shared across multiple devices. The world's biggest science fiction publisher, Tor, did the same in a move that has been welcomed by champions of open access, and will be watched by others worried about ebook piracy.

Claire Armitstead. <guardian.co.uk>, Friday 4 May 2012 21.30 BST

An Apple a day

In the February issue, I wrote about Apple's plan to send hard copy textbooks to the knackery. Kay Sullivan, of *The Age* newspaper, continues the story. According to Walter Isaacson, Steve Jobs's biographer, Jobs believed that all books, learning materials and assessments should be digital and interactive, and that each student's site should be personalised and respond in real time.

In January, Apple launched iTextbooks for the iPad and a new category on iTunes for iTextbooks. Unlike textbooks published for PCs, which have been copies of the hard copy, the iTextbooks are an interactive adventure using embedded pictures, video, audio, slideshows, web clips and 3D graphics. Updating is instant, and students are able to take notes, mark up and review chapters, activities that are essential to learning. If iTextbooks take off as planned, Apple will be entering a world in which the market for educational publishing is worth $US8 billion each year. In Australia, textbook publishing is worth $A1.04 billion. In the US, Apple has entered partnerships with three major textbook publishers, Houghton Mifflin Harcourt, McGraw-Hill and Pearson PLC, but has yet to say what will occur outside its borders. At the moment, there are very few titles available in Australia and these are aimed at primary school students.

According to Mark O'Rourke from the Victoria University Curriculum Innovation Unit, e-textbooks are on the way but will not arrive overnight. Students are comfortable with multimedia, for it is how they spend their leisure time. Maree McCaskill, CEO of the Australian Publishers' Association, agrees, but thinks there is still plenty of room for hard copy. In the ebook area there are still matters to resolve around band, cost and equality.

Allen & Unwin's digital publisher, Elizabeth Weiss, remarks that cost is the chief hurdle related to producing the enhancements that users desire, especially in Australia's limited market. One drawback to iTextbooks is that a title, appearing cheap at $14.99, is only licensed for one year which means it would work out dearer than the hard copy if required for several years. Another nuisance is that users must flick from screen to screen when using multiple resources; a pile of hard copy is far easier to cope with.

According to Kay O'Sullivan, Apple's plan to dominate the textbook market will depend on the uptake of touch-screen devices in the schools. In 2011, the Victorian Government conducted the 'iPad for Learning' trial in nine schools and the Royal Children's Hospital Education unit, involving students from prep to year 12 and 700 iPads. The aim was to look at the impact of iPads on learning at home and school, and on teaching practice. Although the results have yet to be published, informal accounts have been positive.

<http://education.theage.com.au/cmspage.php?intid=143&intversion=73>

More about the iPad for Learning trial at <www.ipadsforeducation.vic.edu.au/>.

Dave Ream on ebook indexes

Carol Reed writes about Dave Ream's address at the fall meeting of the Heartland Chapter of the ASI on the issues around ebook indexes; the direction of the market, the function of ebook indexes, both now and in the future, and indexers' involvement in EPUB

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*(**Indexing degustation**, continued from previous page)*

standards development. Dave Ream, principal consultant for Leverage Technologies, says that there is no denying that the ebook market is expanding rapidly and that Amazon's Kindle ebook sales have exceeded both their hard and soft back sales.

However, technology must resolve issues such as the difficulty in displaying tables and graphs, and highlighting text before ebooks become the medium of choice. Indexes, if provided, are generally inadequate and those with static page number references do not match up with the print version. In linked indexes, the link goes to general sections rather than paragraphs which may not be on the screen. Formatting problems and poor navigation aids suggest that indexes are not a priority with publishers. But this is changing, for some publishers believe that a good ebook requires a good index. Members of ASI's Digital Trends Task Force (DTTF) have been speaking to publishers and developers about ebook indexes with positive results. Dave Ream worked with Jan Wright to develop a prototype ebook index with the following features:

1) Readers can browse the linked index as a chapter in the ebook.
2) Readers can type a term in a search box from any page; search results show index entries in addition to full-text search results; both types of results display snippets of the text, so readers can decide if a link is relevant before following it. A scrollable section of surrounding index entries lets readers browse for better terms and see cross references.
3) Readers can highlight a section of text and see the index entries corresponding to that section—a semantic "map" of topics.

(Read more about these features in Jan Wright's 'Editorial: digital trends' in *The Indexer*, Vol.30 No. 1 March 2012).

Dave Reams believes that ebook indexes have the potential to be more functional than traditional back-of-book indexes. Along with Jan Wright, he is working with the International Digital Publishing Forum (IDPF) to develop EPUB 3.0 – one of the standards that governs digital production – so that publishers and programmers can produce indexes with improved functionality. The outcome of this will mean that indexing methods for print and ebooks will differ. For example, multiple locators are fine for a print index but not for links in an ebook. Ebook indexes will be more usable with greater specificity, so single locator entries and more subheadings will be the norm. Screen size will affect formatting, heading length and number of subheadings. Dave suggests that those interested in indexing ebooks should become familiar with XML tagging, for although EPUB 3.0 uses a different system, XML provides a good foundation. Some useful resources are:

- Digital Trends Task Force: At <www.linkedin.com>, join the group "ASI digital trends task force".
- Ebook index proposal: Once in the DTTF group, you can find the proposal on the "EPUB 3.0 Charter Proposal Comments" thread.
- O'Reilly's "What Is EPUB 3.0?" ebook <http://shop.oreilly.com/product/0636920022442.do>.
- BNA index usability study: <www.levtechinc.com/pdf/Using%20BNA%20Indexes%20study.pdf>. The presentation is also on youtube.
- eBookarchitects: <http://ebookarchitects.com/>.
- More links at <www.asindexing.org> "About Indexing" >"Digital Trends Task Force".
- Indexing in the Heartland, Newsletter of the Heartland Chapter of the ASI, <http://web.spsp.net/jbealle/heartland/NewsletterFall2011.pdf.>

Jane Purton

Dragon Indexing

Bendigo, Friday 19 – Sunday 21 October

To mark the Chinese Year of the Dragon, the Victorian Branch has organised an indexing seminar with an Asian flavour. The highlight will be sessions by Max McMaster on indexing numbers and indexing (or reindexing) a new edition of a book that already has an index, and by Fiona Swee-Lin Price, whose short session on indexing Asian names at the 2011 ANZSI Conference was such a success that we wanted MORE.

The seminar venue is Bendigo Golden Dragon Museum, and Bendigo is such an interesting place that we have decided to mix the indexing sessions with historical walks and tours around the city and to conclude with a Yum Cha lunch.

The cost is $190.00 (inc GST), which includes seminars, tours and dinner on the Friday night.
Partners/friends are very welcome to join in the tours and the dinner on Friday night for $80.
For further details see <www.anzsi.org/site/calendar_details.asp?id=259>.

Quiet achievers in indexing – Geraldine Triffitt

Who has been the greatest influence on your career?

My late husband, Tom, was a lecturer in library science in Tasmania and later at the National Library of Australia. I studied for the Associate of the Library Association of Australia exams at home and learnt much while Tom and I did the washing-up. He was a stickler for accuracy and consistency particularly in respect to cataloguing and subject headings. As a reference librarian, he appreciated the value of a good index.

How did you come to an indexing career?

Tom's mentor, Dietrich Borchardt, then Librarian at the University of Tasmania Library asked Tom to index the *News Sheet* of the University and College Section of the Library Association of Australia. I helped him with this task and it gave me an insight into indexing a journal. Tom also arranged for me to index the journal *Hemisphere* for the Department of Education.

When I started work at the National Library my first position was with APAIS and after working in Maps, I spent time as a subject cataloguer. A delegation of indexers from the new Australian Society of Indexers visited the National Library in the 1970s and interested me in indexing. I later joined the Society and have participated in several courses run by Max McMaster, Michael Harrington, Alan Walker and Glenda Browne. While working at the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) as the linguistic specialist in the Library, I was engaged in indexing, abstracting and thesaurus work as well as answering reference questions pertaining to Indigenous languages. Since I have retired, I have undertaken a range of tasks under contract including indexing.

What do you see as your greatest achievement?

I started the ACT Region Branch of the then Australian Society of Indexers in 1993 after I organised a seminar on indexing and thesaurus through the Online Users Group of the Library Association of Australia. I was an office bearer for AusSI and ANZSI for sixteen years both in the local branch and as a member of the National Committee when Canberra took over the national responsibilities.

After my retirement in 1997, Lois Carrington and I compiled *OZBIB: a linguistic bibliography of Aboriginal Australia and the Torres Strait Islands*, published by Pacific Linguistics, in 1999, and I later published a supplement in 2006. AIATSIS bought our copyright and mounted the database on the Internet. I have been employed under contract to update this database since. I enjoy this work as it keeps me in touch with linguists all over the world who are researching Australian Indigenous languages.

What has been your biggest challenge?

Most of my back-of-book indexing has been indexes for government annual reports. The indexer is the last link in the chain before the printer, which means working for unrealistic deadlines because of delays in the preparation of the reports. This is a frustrating and challenging aspect of indexing.

How do you try to achieve work–life balance?

Since my retirement, I have been in constant paid work, much of which I can undertake at home. This allows me flexibility to maintain my studies of the Italian language and of the culture of the Pacific islands, to update OZBIB, participate in the folk music scene, visit friends and to travel. As much of my indexing is done in September and October because of the timing of government annual reports, I try and keep those months free from other commitments. If I had more time, I would like to index books or journals on my particular fields of interest – the South Pacific and Australian Indigenous peoples.

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

I value the cooperation and generous help that exists among the ACT indexers particularly during the difficult annual report indexing time when everyone is working to tight deadlines. In my time on the committee there has never been any disagreement between members, which is rare for a committee. As Canberra is not bothered by the distance restraints of other branches, there is a strong social bond between indexers who are able to attend meetings and workshops. We are also not far from Sydney and can share activities with the NSW Branch such as successful weekend workshops at Bowral. ACT indexers have been well represented at national conferences.

In addition we maintain contact with editors and other professionals in the knowledge management industry in Canberra, at times sharing conferences and meetings.

I find that spending long hours at a computer working to unrealistic deadlines, is not only stressful mentally but causes physical strains on the body particularly hands, eyes, neck and shoulders.

What advice would you offer to indexers just starting out?

As indexing is a mostly solitary occupation, it is good to get involved with the local branch and meet with other indexers.

Any opportunity to index should be taken up even if at first there is no payment. Doing a gratis index can get an indexer noticed. There are always journals which need

(continued on next page)

indexing and books without indexes. Societies such as local history bodies or libraries are helpful in identifying such works Particularly useful are group indexing projects where several people index the same item and compare their methods of indexing and justify their use of terms.

It is also vital to have good indexing software and know how to use it. At conferences there are often workshops on software, and also by joining a network of indexers, one finds out who uses which software and who can therefore help when problems occur.

The Indexing Companion by Glenda Browne and Jon Jermey and its accompanying workbook are essential reading for new indexers and a valuable reference for all indexers.

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

I found this a very difficult question, because it entails not only having a historical figure I admire (what is a famous historical figure anyway?) but also feeling that one must be able to contribute to the dinner conversation. I was favouring Queen Elizabeth I for her strength of character and putting England on the map. I disqualified her because now it is politically incorrect to support pirates, and secondly I would worry about the assault of an Elizabethan feast on my stomach.

My son was named Dag after Dag Hammarskjold, Secretary General of the United Nations, whom Tom and I admired, but I was advised by my brains trust (my sons) to choose someone in the music field as that is of great interest to me. Beethoven would need to be able to hear what is being said and my German is probably not sufficient to have a long conversation with him. The same thing applies to other composers such as Mozart and Brahms.

Looking to more recent times, Yehudi Menuhin has always been a hero of mine. However I think I would be overawed by him and I would be much more at ease with Joan Sutherland at the dinner table. She has always struck me as a very approachable person, who had a good sense of humour and many interesting stories. I think I would be at ease with her even though I know little about opera.

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

I would choose G for Geraldine and for my granddaughter, Gabrielle Rose and G for green. Green conjures up images of lawns, leafy trees, coolness and relaxation. As a gardener, the appearance of green sprouts of vegetables or flowers symbolizes immaturity but potential growth.

Many positive concepts begin with G. Generosity, gentleness, greatness. As a lover of ballet I enjoy the gracefulness of the dance. One of my favourite subjects is geography which manifests itself in my frequent travel overseas and interest in different languages and cultures.

As an arthritic violinist, my favourite key is G Major because I do not have to cramp my fingers to play a B flat or F natural.

Quiet achievers in indexing - Jane Purton

Who has been the greatest influence on your career?

The lecturers at the Royal Melbourne Institute of Technology (RMIT) prepared my mind to be receptive to the notion of indexing when I was studying to be a librarian. John Adams actually suggested that I should be an indexer but after a moment of horror I forgot about it. Several years later when I was a reference librarian at Monash University in deepest Gippsland a workmate attended one of AUSSI's (as ANZSI was then) indexing courses. Not long after, I succumbed to the lure and spent three days learning the basics from Max McMaster.

I would say that Max has been the greatest influence on my career, for not only did he run several other courses I attended, he was also my mentor when I took part in the Victorian Branch's mentoring scheme. It was Max, too, who contacted me to ask if I would like to join the Victorian Branch Committee.

How did you come to an indexing career?

My indexing antics could not be termed a 'career' because of the part-time nature of the activity. I was a librarian who took a great interest in indexing. When I took on a job it meant a week or two of frenzied activity and little sleep. However, now that I have retired and could, in theory, devote a lot more time to indexing, a taste for hedonism has meant that indexing is still a part-time activity.

What do you see as your greatest achievement?

Probably my greatest achievement has been persistence; persistence in indexing as a sideline, and in attending committee meetings for years when it meant a round trip of 300 km by car. Now it is only 200 odd km by train.

What has been your biggest challenge?

Self-promotion and quoting.

(continued on next page)

(Quiet achievers – Jane Purton, continued from previous page)

How do you try to achieve work-life balance?
By working part-time - see above

What do you like best about your work? What do you like least?
The best bits about indexing are the beginnings and ends. There is a wonderful sense of anticipation when one takes delivery of the proofs, that this will be the perfect index. Halfway in, especially when the book is multi-authored, the mood plummets and the job becomes a grim endurance test. Darkness falls. Then, when tweaking can do no more and the index is transferred from the indexing software to the document, there is a glow on the horizon. It doesn't look too bad at all!

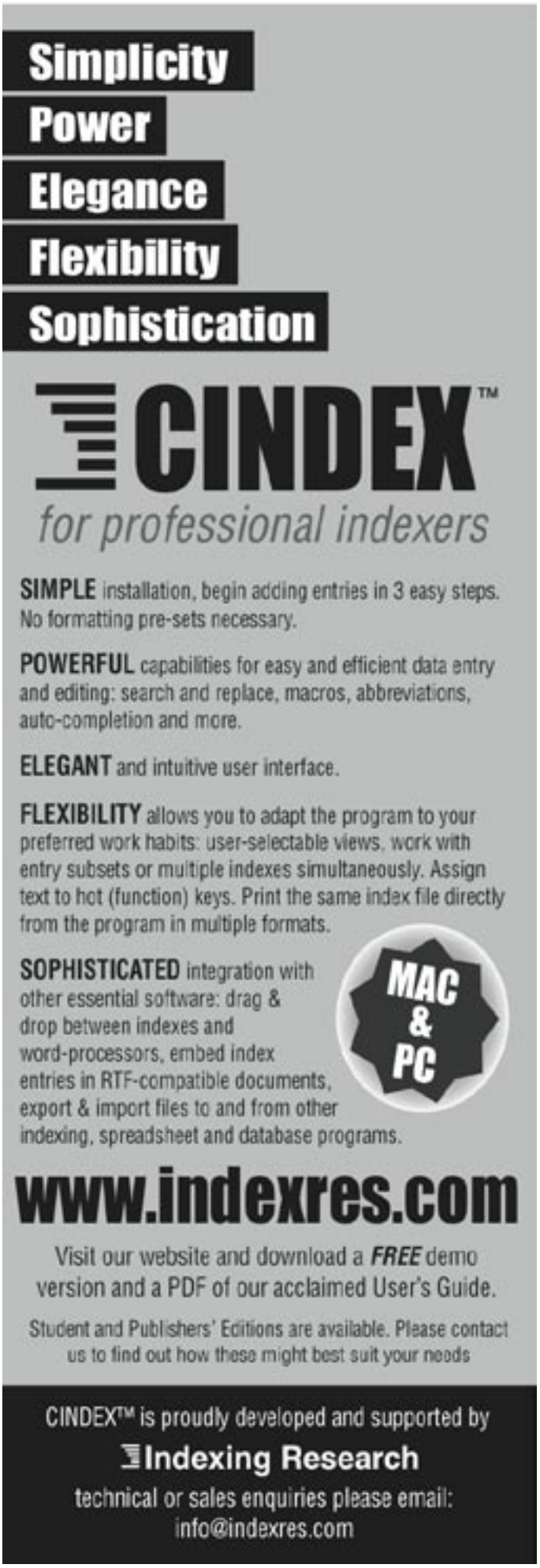
Another 'best bit' is the fun to be had with fellow indexers; on the committee, at clinics, outings and conferences.

What advice would you offer to indexers just starting out?
I would advise beginners to attend as many courses as possible and take part in peer review projects. And don't forget the outings and social occasions in order to get to know the rest of the flock. Enrol in online indexing groups where tricky questions are debated. Subscribe to *The Indexer*, the source of interesting articles. Buy or borrow texts on indexing. Work at becoming a registered indexer.

If you could dine with a famous figure, who would it be?
As a long-distance walker and a one-time pilgrim to Santiago de Compostela in Spain, I am interested in travellers who walk or ride or boat. Chaucer would be my first choice as he would have us all in stitches and riveted by his Canterbury tales. Miguel de Cervantes could tell us all about Don Quixote. I would invite a couple of donkey men such as Robert Louis Stevenson, who travelled through the Cevennes with his donkey, Modestine, and Tim Moore who took his donkey, Shinto, on his pilgrimage to Santiago in more recent times. I would be interested to hear their views on the vagaries of donkeys. In the sixties, Dervla Murphy rode her bicycle from Ireland to India while Bettina Selby rode hers to Santiago de Compostela. The last seat would be taken by Jerome K. Jerome so we could hear what really happened to the three men in a boat.

If you were a letter of the alphabet, which letter would you be and why?
In my role as a quilter, the letter 'I' takes my fancy, merely because it is the easiest to reproduce in both embroidery and appliqué.

(The photo shows Jane with her cat Dilly and one of the quilts she has made.)



Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Tues 5 June 6.00 pm	Vic Branch	The VIC: Philately indexing	Holy Trinity Anglican Church Hall, Kew	Details at: <www.anzsi.org/site/calendar_details.asp?id=247>
Sun 24 June	Qld Branch	Trip to historic Ormiston House	See page 6 and web	Details on page 6 and at: <www.anzsi.org/site/calendar_details.asp?id=257>
Wed 27 June	ACT Reg Branch	Joint meeting with Editors Society	Emeritus Faculty rooms, 24 Balmain Cres, ANU	Details on page 2 and at <www.anzsi.org/site/calendar_details.asp?id=266>
Wed 4 July 6.00 pm	Vic Branch	Indexing show and tell	Holy Trinity Anglican Church Hall, Kew	Details at: <www.anzsi.org/site/calendar_details.asp?id=251>
Sat–Sun, 7–8 July 9.30 am – 4.00 pm	NSW Branch	Introductory Book Indexing course	Thomson Reuters, 100 Harris St, Pyrmont	Details on page 2 and at <www.anzsi.org/site/calendar_details.asp?id=256>
Sat–Sun 28–29 July	NSW & ACT Branches	From pbooks to ebooks – digital publishing	Peppers Craigieburn Bowral	Details on page 2 and at: <www.anzsi.org/site/calendar_details.asp?id=253>
Fri–Sun 19–21 October	Vic Branch	Dragon Indexing	Bendigo, Golden Dragon Museum	Details on page 8 and at: <www.anzsi.org/site/calendar_details.asp?id=259>

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ANZSI Newsletter

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