

ANZSI Newsletter

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

ANZSI News



ANZSI Survey

I have been putting the results of the ANZSI Survey together so they can be presented to Council in early September. While the results will be published in future editions of the Newsletter, here are a couple of results as a taster. The results are based on 90 completed surveys, approximately 46% of the ANZSI membership.

Accreditation or Registration? Respondents clearly preferred Accreditation.

Full-time or part-time? The results show clearly that respondents index part time. Income from indexing is typically less than 25% of respondents' total income – they have other income sources, perhaps from other work. The most revealing result was that, of the respondents doing back-of-book indexes, over half have been doing only between one and five indexes in the past year.

A BIG thank you to all the respondents, as the results give a very useful picture of members, what type of work they do, how they charge for work and their thoughts on registration, renewal of registration and continued professional development. There are several items for Council to consider and prioritise. I am sure this is the first of several reports on the survey and work that will follow from the results, so stay tuned.

Finances

An item on the Council Agenda that is of growing concern is the funding of ANZSI Council. Council runs on a very tight budget. There is a misconception that Council has lots of funds. When we audited the complete ANZSI finances in April 2012 for the previous financial year, we found that Council had significantly less funds than either the Victorian or NSW Branches. It also revealed that New Zealand and Queensland are managing on very limited funds. While Branches can run training courses and host conferences that sometimes raise funds, Council's main source of funds is membership dues. With some members choosing not to renew this is of concern. Council has no funds in reserve to fund any additional projects and has to rely on the good will of Branches to pick up the cost of some projects, such as printing and distributing bookmarks

or making alterations to Indexers Available. Council is examining various options to develop a more sustainable financial situation of benefit to all members.

Members are reminded that all Council papers can be viewed at www.anzsi.org/site/council_mins.asp.

Society of Indexers Conference

In the last issue I reported on the Society of Indexers Conference in Brighton. A fuller report, covering all sessions, can now be found on their website at www.indexers.org.uk/index.php?id=561.

International Newsletters

Recently I added the latest issues of the newsletters of the Society of Indexers and the Association of Southern African Indexers and Bibliographers (ASAIB) to the website. I encourage you to make use of the links to other international newsletters at www.anzsi.org/site/IntNewsletters.asp

The Indexer

The September issue of *The Indexer* is full of articles on indexing biographies, including two by ANZSI biography indexing experts Alan Walker and Madeleine Davis. This issue is a must read for anyone indexing or considering indexing biographies. Single issues of *The Indexer* are now available via Lulu but why not subscribe to all issues as ANZSI members can subscribe at the reduced price of £28 www.theindexer.org.

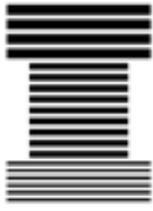
Indexing as art

Last month I joined Victorian Branch members to hear Frances Lennie speak on Indexing as art. I gather she is visiting other branches in coming months, so keep an eye out as this talk provides a thought provoking comparison between indexing and the artist styles impressionism and precisionism.

Last Newsletter?

Now that I have your attention, don't panic, this is just a reminder to members who still haven't renewed their membership that this will be the last issue of the newsletter they receive, as financial year subscriptions are due by end of September.

Mary Russell



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

ANZSI Newsletter

ISSN 1832-3855

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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>.

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>.

Is your subscription

overdue?

See page 11 ...

ANZSI Annual General Meeting

Bendigo, Victoria, 19 October 2012

Notice is given that the 2012 Annual General Meeting of the Australian and New Zealand Society of Indexers Inc will be held at 6.30 pm on Friday 19 October 2012, in the Whirrakee Restaurant, 17 View Point Road, Bendigo, Victoria.

Any members wishing to propose a resolution at the meeting must give prior notice of motion. A copy of the resolution to be moved, signed by a proposer and seconder, must be received by the Secretary at the address below no later than Friday 14 September 2012.

Office bearers and council members (other than the ex officio members) will be elected at the meeting. Nominations are therefore called for the positions of President, Vice President, Secretary and Treasurer and for five ordinary council members. A nomination form may be downloaded from the ANZSI website: <www.anzsi.org/site/calendar_details.asp?id=271>. Nominations must be mailed to the Returning Officer at PO Box 5062, Glenferrie South, Vic 3122 to arrive no later than Friday 14 September 2012.

Michael J Ramsden, Secretary

Victorian Branch AGM

Bendigo, Victoria, 19 October 2012

The 2012 Annual General Meeting will be held at 7.00 p.m. on Friday 19 October in the Whirrakee Restaurant, 17 View Point Road, Bendigo, Victoria. Details, including the agenda and nomination forms for the committee, are at:

<www.anzsi.org/site/calendar_details.asp?id=280>

Training seminar in Bendigo:

**Indexing Asian names, indexing numbers
and indexing a new edition**

Bendigo, Victoria, 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 (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 those not able to make it for the whole weekend but keen to join in for a day, the day rate is \$70 and includes all that is on offer for the day you select. (see <http://www.anzsi.org/site/calendar_details.asp?id=279>.) For details of the full program see <www.anzsi.org/site/calendar_details.asp?id=259>.

The VIC in August – an afternoon with Frances Lennie

On an icy Melbourne afternoon, 20 members and guests were happy to gather at the State Library of Victoria for two presentations by Frances Lennie. The first was a talk entitled *Indexing as art: Impressionism vs. Precisionism*, in which she looked at the parallels between the various approaches taken by indexers and the painting skills employed by artists to convey context and meaning.

Frances showed us a series of paintings to demonstrate how the same subject can be perceived differently by various artists; similarly, no two indexes created for the same text are ever the same. In another parallel, both painting and indexing work can be sometimes less detailed or impressionistic, and at other times more detailed or precise. Frances also showed how the true art and skill of the indexer comes to the fore when presented with any one of a myriad of challenges. One that most indexers can relate to is trying to create an index with precision while hampered by space constraints. Perhaps that is why we liked Frances's suggestion that at times like these we do our best and look to the rugmakers of the Muslim world for solace – their beliefs tell them that a rug should never be perfect!

After a break for tea several of us stayed on for Frances's presentation on the new CINDEX version 3.0. She gave us a brief history of CINDEX's development as well as an insight into the interesting problems sometimes faced by indexers and for which she receives a call for help. For example, an indexer made contact with Frances recently when she was asked by a publisher to place each new locator in an entry on a new line. Frances is always keen to hear from indexers about such situations, as she can usually find a solution. She has also had a publisher suggest to her that CINDEX should include a track changes feature to reveal the changes made to an index during its compilation. Naturally this suggestion was ignored and those using the program can rest assured in the knowledge that publishers

will only ever see the end result – how you got there will remain a secret!

Frances then explained the new features and improvements of version 3.0 which are in the areas of Unicode, document interchange, adding and editing records, spell checking, alphabetising, finding patterns, verifying cross-references, formatting documents and exporting formatted documents.

An extensive article on the upgrade's new Unicode feature, written by Frances, was published in the Number 2 Autumn edition of *Sidelights*. You can access this by going to: www.anzsi.org/site/IntNewsletters.asp.

Nikki Davis



Mary Russell, Frances Lennie and Max McMaster at The VIC

The Indexer

The International Journal of Indexing

Founded 1958 ISSN 0019-4131 (Print) 1756-0632 (Online)

Indexing biographies and memoirs

Read all about it in the September 2012 issue!

An indexer's life of Johnson Christopher Phipps
Navigating *The English Friend* Susan Curran
Indexing political memoirs: neutrality and partiality

Alan Walker

Dramatis personae Madeleine Davis

Biography indexes reviewed Catherine Sassen

Biographies as soft, narrative texts Hazel K. Bell

A bibliography for indexing lives Hazel K. Bell

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or Subscriptions Manager,

Society of Indexers,

Woodbourn Business Centre,

10 Jessell Street, Sheffield S9 3HY, UK

New feature! Use our QR barcode for subscriptions.



Embedded Indexing

NSW Branch will offer an 'Introduction to Embedded Indexing' course, conducted by Jon Jermey, Mary Coe and Glenda Browne, on Tuesday 11 September from 9.30 am to 1.00 pm. It will be held in the Henry Lawson Room at the NSW Writers Centre, Rozelle.

You can find all the details of cost, bookings and course outline at

www.anzsi.org/site/calendar_details.asp?id=273.

You will have to provide your own laptop with a USB slot, and you should be familiar with the basics of both word processing and indexing.

Jon Jermey will introduce students to LibreOffice Writer and Mary Coe will demonstrate the use of CINDEX in embedded indexing projects and introduce a range of other useful tools. Glenda Browne will finish by leading a discussion on the use of embedded indexes in ebooks.

Intrepid Indexing

Indexing without borders—the 2013 ANZSI Conference

13–15 March 2013, NZ Institute of Chartered Accountants, Level 7, Tower Building, 50 Customhouse Quay, Wellington

We welcome all who are passionate about indexing to the 2013 ANZSI Conference – be they an indexer, archivist, editor, historian, librarian, publisher or writer.

Our program is nearly complete, with a mix of interesting presentations, workshops, panel discussions, and roundtables. Confirmed speakers include Glenda Browne, David Ream, Mary Russell, Kay Schlembach, Jan Wright, and Pilar Wyman. Topics include indexing online and ePub, indexing Māori names, indexing Asian names, converting legacy books to eBooks with linked indexes, running an indexing business, and the future of indexing.

Look for sessions on CINDEX™ and SKY Index™, and developments on indexing in various countries. Day 1 will have people from related fields, trade exhibits and cocktails. Day 2 includes our conference dinner. Separate from the conference, on 12 March, there is a 4-hour workshop on indexing and InDesign.

Technology continues to adapt the way we work: it breaks down barriers between communities and boundaries between professions. In 2013, we'll examine how the vital index can best communicate with a limitless audience into the future.

Our conference dinner

Our conference theme takes us into the future; our conference dinner takes us into the past—back to the golden age of film—back to the 1930s.

We are excited to announce that our dinner will be on Thursday 14 March at the Wellington Roxy Cinema. Sited

where the original Capitol Theatre opened its doors in 1928, the Roxy Theatre (pictured below) opened new doors in 2011. The people behind the year-long rebuild include famous cinephiles and foodies <www.roxycinema.co.nz/>.



The venue is classy—think old school ‘cool’—so we think conference-goers might enjoy wearing some 1930s couture. If you feel an affinity for Rogers and Astaire, Cagney or Flynn, Gable or Garbo – or even Lugosi or Karloff, welcome. If puff sleeves, velvet hats, gloves, or even bolero jackets are your thing, then come, show some flair – all optional, of course.

Come to Wellington. We'll make sure you feel at home in the capital. ‘Nau Mai Haere Mai’ – we're waiting to greet you.

Tordis Flath

ANZSI 2013 Conference subsidy

The New Zealand branch conference committee of ANZSI is offering subsidies to two members to help them attend the 2013 ANZSI conference in Wellington.

Am I eligible?

To be eligible, you must:

- be an ANZSI member who lives in Australia or outside the greater Wellington area in New Zealand;
- have never received an ANZSI conference subsidy;
- be willing to write an item for the April 2013 *ANZSI Newsletter* that details what you thought about the conference, including what knowledge and/or skills you gained.

If I apply, what is the subsidy worth?

- each subsidy is worth \$240, half the full registration fee of \$480;
- you will need to pay the shortfall of \$240;
- the subsidy includes the conference dinner on 14 March;
- it does not include accommodation or transport costs.

What should my application cover?

Keep your application to one side of an A4 page. On that page briefly:

- tell us about your training, skills and experience;
- let us know what knowledge and skills you hope to gain by attending the conference;
- tell us why we should choose you to receive the subsidy.

How do I apply and what is the deadline for my application?

- Email your application to Tordis Flath at <indexing@paradise.net.nz>

Tordis is the ANZSI 2013 conference coordinator.

- We need to receive your application by 30 Sept 2012.

When will I know the outcome?

- We will email all applicants about the outcome of their application during October 2012.

Tordis Flath

pBooks to eBooks ...

... publishers and indexers put their heads together

In late July, ANZSI NSW and ACT Branches collaborated to present a regional conference entitled *From pBooks to eBooks* and invited publishers' representatives to tell us where they were at in relation to digital publishing. Five short, but excellent, presentations on digital trends came from Rochelle Fernandez, digital editor of HarperCollins; Sarah Hazelton, an eEditorial Consultant; Penny Martin, the senior acquisitions editor for medical publishing house Lippincott Williams & Wilkins; Agata Mrva-Montoya, the publications coordinator of Sydney University Press; and Pamela Smith, project office manager for Thomson Reuters. The range of genres gave us the benefits of a terrific breadth of publishing experience.

Mary Coe moderated the panel discussion which followed, looking at indexes in ebooks. This was our first experience of indexers as a body talking directly to publishers and it was extremely valuable. What we learned is that popular and academic digital publishing is not lucrative and publishers are still trying to find ways beyond basic searching to achieve the full functionality of indexes. On the other hand, the profitability of the legal field has enabled Thomson Reuters to develop specific and sophisticated applications for digital searching, details of which left us most dissatisfied with our basic eReaders.

On day two, for which most of the publishers' representatives stayed, Dave Gardiner, creator of Xmplar (pictured at right with Denise Sutherland and Sarah Hazelton), explained important features of XML for embedded indexing. This was a pretty technical presentation

but Dave's expertise was evident, and he fielded a number of questions with dry humour.

Glenda Browne, the ANZSI representative on the International Digital Publishing Forum EPUB Indexes Working Group, gave us a full visual introduction and explanation of their work, and the kinds of questions and decisions they are addressing. She is confident that an international digital standard for indexes will be accepted by the IDPF. The conference concluded with a 'petting zoo'



where we passed around our eReaders and discussed their attributes and failings.

About thirty branch members attended the conference. We intend to maintain and deepen our relationships with publishers through further combined events.

Frances Paterson, President, NSW Branch

Max McMaster in Queensland

Max McMaster travelled to Queensland in August. He was the Guest Speaker for the Branch August General Meeting in Brisbane and then went on to Townsville. In both places he had dinner and networked with an appreciative group of people, both indexers and others.



Max has 37 years of practical indexing and training experience, and was well able to provide plenty of advice and examples of how to succeed in the world of indexing, what the pitfalls are, and how to find work when first starting out. Max also spoke about the recent survey of ANZSI members and outlined the many advantages of being an ANZSI member.

The meeting in Townsville was held in the open and comfortable beer garden of the Heritage-listed Victoria Park Hotel (established in 1895). There the discussion ranged over a wide range of indexing and broader library-related issues including ANZSI registration, indexing aspects of e-repositories, database indexing, authority control, cataloguing, and the changing roles of and challenges facing special libraries. The upcoming 2013 ANZSI Conference in Wellington, NZ was highlighted as an important professional development opportunity.

In both places those attending enjoyed an 'Indexing Q & A' session with ample time to quiz the Master Indexer. Thanks to Max and to all members who attended.

Moira Brown and Suzie Davies

The Branch's next General Meeting will be on Tuesday 23 October, featuring Lisa Jones, Curator of Queensland Police Museum. Details on page 12 and at

www.anzsi.org/site/calendar_details.asp?id=281.

Photo of the Brisbane meeting (from left): in front, Moira Brown, Max McMaster, Vicki Law; at back, Mei Yen Chua, Beryl Macdonald, Teresa Hayward, Cate Seymour-Jones, Deirdre Kesteven.

Indexing indaba

Second generation indexer



Unlike some other occupations, indexing isn't traditionally kept in the family and passed down from one generation to the next. So I'm tipping that Linda Hallinger from Vermont in the US is fairly unique in having followed her mother Betty (née Herr) Hallinger's path as an indexer.

Betty developed her skills while working as an editorial assistant in the medical department of the J.B. Lippincott Publishing Company in Philadelphia. After having completed a number of indexes she became a freelancer, establishing Herr's Indexing Service in 1944.

A youthful Linda's first foray into indexing found her arranging Betty's thousands of cards and paper slips into alphabetical order. She was paid 1 cent for each inch of the stack filed. Linda also has fond memories of a family trip across the US in the 1960s that involved packing Betty's portable office into their station wagon – a large electric typewriter, her latest manuscript and shoe boxes of index slips.



In 1976 Linda joined Betty in the business and their mother-daughter collaboration lasted for almost thirty years, before Betty retired in 2006. Linda is now into her 35th

year as an indexer, an impressive feat, but I wonder if there are any other indexers out there able to top Betty's 62-year career! Linda says that she had to laugh when she read her mother's elementary school report cards – apparently she didn't have the focus and discipline necessary to complete projects on time.

www.herrindexing.com

The Reading Room

In last month's Indexing degustation, Jane commented on her struggle to enjoy the e-book experience. Hear, hear Jane – 18 months after relinquishing vast numbers of print books in my collection in preparation for the big switch, my e-book reader has barely been used and my iPad is much loved as a work tool only.

But those sworn off print books might want to consider becoming a member of a new online Australian book club. The Reading Room, a small start-up company started in Sydney in 2009, will this month be launching an app selling between 250,000 and 450,000 e-books.

Chief executive Kim Anderson is promising a new approach to e-books as members won't just be purchasing them but will also be able to share the experience. According to Anderson, 'You can come and make a selection and read an e-book and share that with somebody. It's a place where other people can get ideas to read books based on your bookshelves. We want (our members) to have a life log of

their reading. It's your library in your hands.'

This means that while similar to Apple's iBook app, which allows for the creation of digital bookshelves, The Reading Room will be going a big step further. Members will also be able to view and interact with each other's libraries and even read a sample chapter of someone else's book before making a purchase.

The swing towards purchasing e-books online has seen a decline in bookshop browsing, creating a new headache for publishers – the issue of discoverability. The Reading Room has the potential to help with this which is probably why news of the app is being positively received by publishers. The names of the publishers that have signed up with The Reading Room will remain a secret until the launch, but Kim Anderson says that there has been interest from the US, Britain, Canada, Singapore, Hong Kong and of course, Australia.

www.theaustralian.com.au/australian-it/lit-business/new-page-in-e-book-sales-from-reading-room/story-e6fganx-1226449474252?et_mid=573986&rid=188486218

Move over Superman

Back in 2009, Rohit Bhargava published an article on socialmediatoday.com titled *Manifesto For The Content Curator: The Next Big Social Media Job Of The Future? A Professor of Global Marketing at Georgetown University, Washington D.C., Bhargava is credited with being the first person to use the term 'content curator'. He wrote:*

'In the near future, experts predict that content on the web will double every 72 hours. The detached analysis of an algorithm will no longer be enough to find what we are looking for. To satisfy the people's hunger for great content on any topic imaginable, there will need to be a new category of individual working online. Someone whose job it is not to create more content, but to make sense of all the content that others are creating. To find the best and most relevant content and bring it forward. The people who choose to take on this role will be known as Content Curators.'

Three years on content curators abound and, as is the belief of Curation Nation author Steven Rosenbaum, are the new superheroes of the web. Yes, the web's secret power is humans. Rosenbaum cites Pinterest, the visual clipping and publishing platform, as an example of just how fast curation is growing on the web. Gaining 10 million users in only two years it is the fastest growing web service ever. Pinterest is just one option for those seeking curation tools. Others include Curata, CurationSoft, Scoop.it, Google+, Storify, Pearltrees, MySyndicaat, Curated.by, Storyful, Evri, Paper.li, as well as Rosenbaum's Magnify.net.

When writing about content curation, Rohit Bhargava would no doubt have been influenced by his marketing background, having seen the fast move being made by brands into publishing. Harley Davidson's Ridebook (ridebook.harley-davidson.com) is an excellent example of curation in this context.

(continued on next page)

(Indexing indaba, continued from previous page)

But it's not all about brands and marketing. Maria Popova, a writer for Wired UK and The Atlantic has proven her content curation skills on her site Brain Pickings (<www.brainpickings.org>). Like a number of other content curators she has been weighing into the debate about what constitutes best practice, in particular in the area of attribution, leading the push by some curators to use two Unicode characters to signify the journalism lingo of 'v i a' 📍 (direct discovery) and 'hat tip' 📌 (indirect discovery/inspiration). Not all are convinced however, pointing out that the hyperlink has been providing attribution for years.

While Steven Rosenbaum sees content curators as superheroes, Pawan Deshpande, CEO of Curata, thinks they're rockstars. It should warm the heart of Nancy Pearl as well as many a librarian/indexer just where one of the coolest new occupations on the planet is looking to for inspiration about best practice. Deshpande makes this key point:

'Think like a librarian when organizing content. How can you index, categorize, and recommend content from a vast repository of available content in a meaningful way?'

<<http://www.fastcompany.com/1834177/content-curators-are-new-superheros-web>>

<<http://simplemarketingnow.com/content-talks-business-blog/bid/126781/Meet-Pawan-Deshpande-Content-Curator-and-Curata-CEO>>

The long and the short of it

Like Australian English, the English of my native South Africa includes its share of diminutives. 'Howzit' (How is it?) is a commonly used greeting, 'sarmies' (sandwiches) are enjoyed for lunch and just like Australians, South Africans also find themselves bothered by 'mozzies'. But despite being used to the quirks of another form of Antipodean English, on my arrival in Australia I was surprised at how many new diminutives I had to learn. There were the words ending in 'ie' or 'y', such as 'Chrissie' and 'postie' and 'footy' of course. Then there was the 'o' form of shortening that produced words like 'servo' and 'garbo'. Names too I found, were not to be left alone – Smith becoming 'Smithy' and John becoming 'Johnno'. The -za diminutive was the most astonishing of the lot – I'd known the odd Sharon and Barry back at home but never a 'Shazza' or a 'Bazza'.

The Australian Geographic Society is currently sponsoring two researchers, Nenagh Kemp and Evan Kidd, to study how and why diminutives are created. According to Dr Kemp, 'We don't have a lot of information on this really essential part of our language and our culture. It sounds obvious: we make words shorter to save us a bit of time and effort. But some diminutives actually make words longer, like Tommo for Tom. And we don't really save a lot of time by saying barbie instead of barbecue. I think we all have an intuitive feeling that these words also make interaction more informal, more friendly and relaxed.'

There are more than 4,300 recorded diminutives in Australian English, making Australians the biggest users of clipped words among English speakers. Diminutive words make up approximately 4 per cent of Australian English, and these words are part of a long tradition. The earliest recording of the 'y' or 'ie' morpheme was in 1827 in the word 'towny'. The 'o' morpheme was first recorded in 1860 in the word 'spello' (now called a 'smoko'). As you would expect, diminutives are changing and how you use them is related to your age. Older Australians favour 'o' endings like 'muso', while the younger generation have taken to chopping the ends off words and affixing an 's' to the first syllable, for example, 'probs' for 'probably'.

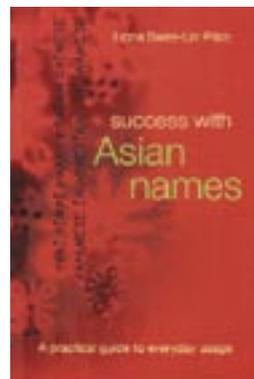
Australian Geographic July – August 2012: 14-15

Nikki Davis

Success with Asian Names!

Do you need to understand the cultural background of Asian colleagues and acquaintances? Are you indexing unfamiliar Asian names?

Success with Asian Names: a practical guide to everyday usage, by Fiona Swee-Lin Price, is a hands-on guide for anyone who works with people of Asian background. Names from China, Korea, Vietnam, Thailand, Cambodia, Japan, Malaysia, Indonesia and the Indian sub-continent are covered in this detailed 244-page reference guide.



'Especially helpful for indexers in discerning the meanings of ... longer names, especially those containing words not immediately recognizable as given or family names; ... a handy guide for indexers encountering a name used without reference to its origin; ... of much value in the information provided about so many different Asian names; ... The ten page index is skilfully constructed, detailed and user-friendly.' Noeline Bridge (*The Indexer*, June 2012)

Published by Allen and Unwin in Australia (ISBN 9781741148480) and Nicholas Brealey in UK and USA (ISBN 978-1-857883-78-7).

Copies are available from good booksellers in the US or UK or from the author at <tamagoconsulting@internode.on.net>, at A\$30 post paid.

Life on the indexing merry-go-round

L loop, unending *see* unending loop

U unending loop *see* loop, unending

Basic Book Indexing, Adelaide

“Indexing ... hmmm ... sounds like fun ... can I come too? And anyway, isn't that done by a computer program?” So said a friend when I told him why I wouldn't be going on my regular bike ride with him the following Monday. As it turned out, the course was actually fun, and, no, a computer program can't do what an indexer does (although indexing software is mighty useful).

Twelve booked in for ANZSI's two-day indexing course, held in Adelaide in August. The group had indexing skills varying from non-existent (me) to those who had quite extensive experience, but thought the course would provide a useful refresher and tips. No one left disappointed. Max McMaster, our trainer, is an experienced and highly regarded indexer with many years' experience. His business, the cleverly-named Master Indexing, undertakes all sorts of indexing tasks, as well as training other indexers. We were, indeed, lucky to secure his services – due in no small part to our local Society of Editors promoting the course.

So, why did I, a freelance editor, undertake the course, and what did I get out of it? I thought an indexing course would get me away from the computer and out of the house, give me a chance to meet some new like-minded people, as well as adding a new skill. Aside from getting out of the house and meeting new people (ticks for both), I came away feeling absolutely drained from so much information and learning packed into two days.

I think what appealed to me most about the prospect of indexing, is that it is really about problem solving. What keyword or phrase will enable the reader to find the information they are looking for in a book, journal article, web page or CD/DVD? Indexing is a value-adding task, that when done well, is invisible to the reader (just as good editing is).

Max interspersed relevant anecdotes about his problem-solving techniques and other indexing issues with lecturing and exercises to consolidate our learning. There was plenty of individual instruction, especially on day two when we were introduced to the software (Macrex, and no, we didn't have to purchase it, and no, it's not the only indexing software available). This course really provided value for our hard-earned dollar; no long breaks or early finishes, and Max worked hard for his dinner.

Speaking of which, to maximise my networking opportunities I attended the dinner following the second day of the course, a good opportunity to relax and talk shop. As I didn't attend the third training day, which was about web-indexing, the dinner gave me a chance to meet indexers who only did that course, as they already had the initial skills. Adelaide has some fine restaurants, and Saldechyn, housed in an old bank building, didn't disappoint.

All in all, I had a great time doing the course and I highly recommend it to anyone thinking of adding indexing to their list of skills.

Rosemary Purcell

Website Indexing and Metadata Training, Adelaide

A one-day website indexing and metadata course was held in the DOME (Don't Overlook Mature Expertise) computer training room in Adelaide on 8 August. It was heartening to find that the course, advertised through various professional interest groups and on the ANZSI website, was fully subscribed to and the training certainly did not disappoint. Glenda Browne's presentation was a well-structured and considered day of instruction, illustrated with her own useful anecdotal experiences.

Glenda's PowerPoint file, which included hyperlinks to indexed websites, was loaded onto each student's desktop. This helped overcome the problematic slowness of the 'Trainer's PC', but additionally, each of us could puddle around in the sites to get a hands on feel for the effectiveness, or otherwise, of the indexes we were scrutinising.

The challenge for those of us who index, or intend to index websites, is the constantly changing nature of this digital medium and therefore maintaining current indexes for dynamic sites. A further challenge is presented when links to external pages are included in the indexes and those pages disappear. These issues are more problematic when an indexer is contracted to do the work and nobody within the website's home organisation adopts the responsibility to maintain the index.

We looked at a variety of indexes used by different sites, ranging from those which mirror back-of-book indexes, i.e. alphabetic listings of keywords, titles, names, proper nouns, etc.; alphabet links with indexed terms behind them, e.g. A-C, D-F, etc.; chronologies and timelines; geographic; and visually interesting indexes such as that of the 2012 Olympic Games at <www.olympic.org/sports> (which was still there at the time of writing 23/8/12). We also considered factors such as intended audiences, e.g. medical information for specialists and consumers, and granularity.

Glenda provided useful insights into a number of indexing software products such as HTML/Prep, XRefHT32 (aka Shrefit) and HTML Indexer.

The day concluded with a few metadata exercises, which were interesting as much for themselves as for the lively discussions that they generated.

The one-day Website Indexing and Metadata course followed the two day Basic Book Indexing course presented by Max McMaster. ANZSI's South Australian contingent needs more members to grow up into a Branch and it is hoped that by providing this training in Adelaide we have been able to attract new members. The fact that the three days of training were fully subscribed with 12 attendees per day, and two more on a waiting list, and that the training had been sought out by Hansard staff from the South Australian Parliament, is a healthy indicator that the need and desire for these specialised skills is still strong.

Janet Wilkinson

IDPF Indexes Working Group, and other ebook issues

The IDPF EPUB Indexes Working Group has continued to meet weekly by telephone, with discussions continuing by email if required.

We are now working through pseudomarkup, looking at the way the features we envisage could be encoded, and deciding what tagging needs to be included. This is not the final coding, but gives an idea how things might be done, and shows us any problems that may occur.

As we move from one phase to another, it is interesting to see the different perspectives that working group members bring to the job. We are fortunate in having people on the group with expertise in indexing, publishing, coding and EPUB.

The main decisions in the last month have been determining what features must be included and the general way in which they would be tagged (sometimes the choice is between deciding whether things must be made explicit, or whether we can rely on a reading system to deduce them). Specific decisions discussed below for those interested in more technical details are the use of coding to show the type of reference being led to (e.g. text or figure) and the type of thing an entry is referring to (e.g. flower, or politician).

Wording for cross references

We have decided on four wordings for cross references:

- related [i.e. 'see also']
- preferred [i.e. 'see']
- relatedgeneric [i.e. a general 'see also']
- preferredgeneric [i.e. a general 'see'].

The terms 'related' and 'preferred' were chosen rather than 'see also' and 'see' because they are broader, and do not tie us to descriptions which are based on the wording used in these references.

Pseudomarkup

In the pseudocode sandbox https://docs.google.com/document/d/1kPAOPLQm1qK_goEPBIOzG6cRmFbsCBCmnGNHqKtMXvY/edit# you can see what the tags that we have discussed might look like. You can also see how these tags might work in a basic index at <https://code.google.com/p/epub-revision/wiki/IndexesSamplePseudocode2> and in a complex legal index at <https://code.google.com/p/epub-revision/wiki/IndexesSamplePseudocode1>. These are works in progress and may not always show the final decisions that have been made.

One benefit of XHTML is that it is human readable, unlike some computer coding. This means XHTML documents are often quite long. The box below shows

```
Azmi, Shabana 12-13, 15, 18-22
<index.entry id="a003" level="1">
  <term id="a004" semantic.content.type="act pol">Azmi, Shabana</term>
  <locator semantic.structure.type="fig" idref="c9857">12-13</locator>
  <locator semantic.structure.type="tex" idref="c2365">15</locator>
  <locator semantic.structure.type="tex" idref="c7136">18-22</locator>
</index.entry>
```

an example of the presentation and coding for one index record.

Much of our recent discussion has focussed on the definition of semantic types. The example in the box shows the semantic.structure.types "fig" and "tex". These indicate the structure of the content that the locator leads to, in this case showing that the locators that follow them are references to a figure or to general text.

We have also discussed semantic.content.type. This is tagging that allows the indexer to describe the semantic type of the index term. In the example below, the tags 'act' and 'pol' indicate that Shabana Azmi is both an actor and a politician ('act' and 'pol' are defined elsewhere in the document).

The working group envisages two uses for semantic.content.type. The first is to enable the expansion of generic cross references. If a generic cross reference refers to 'names of specific actors', with this tagging a reading system would be able to provide the user with a list of actors who have been tagged as such in the index. A second use is to allow filtering of the index, so a user could say 'just show me the entries for actors who are also politicians', for example.

One potential use of filtering is to allow the creation of one combined index for all entries (in general considered to be best practice) but to also allow filtering by different type of entry (often considered useful, or even necessary for practical index use). For example, instead of having separate indexes for people, places and subjects, you could have one index with the option to filter it to show any of those categories separately. Users would be able to choose the display that suited them best at any time.

Wording for displayed cross references

The coded generic cross reference might look like this.
<xref idref="act" xref.type="relatedgeneric">names of specific actors</xref>

A cross reference will not have to include the wording 'see' or 'see also', as these or alternatives can be inserted using a style sheet according to publisher preference. A French index may use 'voir' and 'voir aussi', or a publisher may choose to use 'search using' or 'also see' or other phrasings.

On the other hand, it was considered that being able to specify the exact wording should be an option for publishers. When display is determined by a style sheet, a reading system does not necessarily have to implement the style provided by the publisher.

Getting the message out

I have been invited to write a chapter on ebook indexing for *Index it Right* volume 3, edited by Enid Zafran for ASI. Jan Wright would have done it, but was unable to commit the time this year. Mary Coe will be co-writing with me.

Glenda Browne

Quiet achievers in indexing – Frances Paterson

Who has been the greatest influence on your career?

I must acknowledge Michael Wyatt's erudite and keen-eyed mentorship over two years (2001–02); I well remember nervously presenting in person a draft of my first index to Michael, and his partner's kind reassurance: 'Don't worry, I've hidden the ruler!' Michael was incredibly kind and fair to me and I am trying to repay him where I can as he re-enters indexing.

How did you come to an indexing career?

I had been co-director of a timber re-machining enterprise in country New South Wales for the previous seven years and when I returned to Sydney in 1999, it was hard to find a job. I spent some rather frustrating time in a call centre and then quite fortuitously began indexing through Caroline Colton. I loved it at once; and I recall thinking that my decades of wide reading would now serve me well.

What do you see as your greatest achievement?

Well, of course, winning the Indexers' Medal in 2009. I was quite lucky to be offered the work: *A Handbook of Aboriginal Languages of NSW and ACT*, as Geraldine Triffett had first offer, but family illness prevented her taking it up and I was contacted. My majors for my lowly BA were both Aboriginal Studies and Linguistics, so here I was with my areas of specialty required for quite a large, 800pp, project.

What has been your biggest challenge?

I remember being asked if I would like a challenge by an editor at Random House in 2002, to index Barry Hill's work, *Broken Song. T.G.H. Strehlow and Aboriginal possession*. This is a wonderful book encompassing poetry, song, translation, transliteration, mythologies, ceremony and, of course, the life of Strehlow and his Central Australian informants. I remember trying to sort out some kind of hierarchy of importance of the topics of mythology, ceremony, song and, after much brain strain, I created the following heading and subheadings to indicate the relationships:

ancestors

ceremonies *see* ceremonies

conception sites 226

essence symbolised by sound 10, 716

maps at ground level 623–24

pmara kutata (totemic home) 13

see also totemic cults

While this does not now seem to be a very exciting entry, at the time I had come to the realisation that the ancestors are absolutely central to Indigenous belief systems and that all flows from there.

How do you try to achieve work–life balance?

I try to structure my time as carefully as possible with the aid of a villainous-looking timesheet so that I can plan other activities, and fit in appointments, shopping and trips to the library. Of course, as we all do, I have to work around deadlines, so my life can feel forfeit to these. Last year, after ten years of indexing, I discovered mid-year holidays and took myself off on a couple of trips, the first, painting, in Alice Springs. Wonderful! I was deeply depressed after that trip because I had fallen in love with holidays, so I took myself off to the Broome Bird Observatory for a week. The accompanying photo is of a recent boat trip to look at sea birds (I'm in the white sun hat). I'm also involved with bushcare and go to a lot of music concerts and festivals. When I *am* working, and I can't stand it any longer, usually because both my neck and back are screaming at me, I rush out into the garden for the rest of the day.



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

I just love the world of books, I always have; my sister tells me I could read before I went to school, and I still read an enormous amount. So to contribute to book publishing is wonderful. I only regret that I don't really have time to read the books at leisure. But sitting in front of the computer is a horror, really, I think, for all of us, so I do prefer to mark up because that way at least I am away from the beast.

What advice would you offer to indexers just starting out?

Just persevere and try to get as much experience as you can. Of course, I had a great experience with mentoring so I recommend getting one, or tutoring, if it is possible. I will repeat a warning Michael Wyatt gave me: 'You are only as good as your last index'; so once you do start working for publishers, you really do need to be able to deliver what they want. If you can't get a mentor, there are excellent training courses offered every year by ANZSI teachers. And I think it is a very good idea to read good indexes.

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

Being limited to just one famous figure is too hard for me!!! Doris Lessing and John Banville together would be a great treat. I'd love to hear Shakespeare playing with words. Possibly Gandhi. Raymond Williams of *Keywords* fame. And one of my heroes, Claude Cockburn, editor of *The Week*, a cyclostyled exposé of Nazi sympathies at high levels in Britain leading up to the Second World War. His sons are all now distinguished authors.

(continued on next page)

(Frances Paterson, continued from previous page)

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

What a great question! My indexing business is called Olive Grove Indexing Services for various reasons, one of which is that I love the look of the Greek letter Omega. Orthography is a key part of indexing, and the symbols representing sounds have the same kinds of special qualities that numbers have. Jung wrote most enlighteningly about this, and also about the history of words.

Volunteer your indexing skills

I read with interest the 'Indexing Degustation' column in the August newsletter, which mentions volunteers indexing the US 1940 census. I have been a volunteer for 7 years on the FreeCEN Project, which provides free searchable access to UK census data from 1841, 1851, 1861, 1871 and 1891 census returns.

I have previously worked on transcription – transcribing information from images of the original household sheets (emailed to me) onto a spreadsheet similar to that used for the 1940 US census. I am currently working on checking – comparing another volunteer's work with the original images, correcting any mistakes and clearing up any queries that I can. This check is repeated a third and fourth times before reaching the database, making it much more accurate than many paid online databases of census information.

The attention to detail that we as indexers possess is a great asset for this work. I also find it a fascinating snapshot of English society in 1861 (the census I am working on). For anyone interested in genealogy or history, there is always the chance of coming across a household of ancestors! You can choose a county that your ancestors inhabited, and they are always looking for more volunteers. They even have a dedicated mailing list for queries.

For more information on FreeCEN see <www.freecen.org.uk/> or to investigate volunteering, look at their Transcription page <www.freecen.org.uk/project.htm>.

Shelley Campbell

URGENT: overdue subscription renewals

If your ANZSI membership expired on 30 June 2012, and you have not renewed, this will be your last newsletter. Also, on 30 September, your details will be removed from the ANZSI database, and your Indexers Available entry will be deleted.

Members with outstanding subscriptions were sent an automatic reminder email on 16 August, with an individualised link for online payment. Members can still renew their subscriptions online by clicking on the payment link in that email.

If you pay by cheque or money order, you can download the membership form on the ANZSI website <www.anzsi.org/UserFiles/file/Membership%20July%202012%20-%20June%202013.pdf> to renew.

Karen Gillen. Membership Secretary

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ANZSI and Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Tues 11 Sept	NSW Branch	Embedded indexing course	NSW Writers Centre Rozelle	More on page 9 and details at: < www.anzsi.org/site/calendar_details.asp?id=273 >
Wed 3 October 11.00 am – 12.30	Vic Branch	Visit to Australian Roads Research Board Library	500 Burwood Highway Vermont South	Details in July <i>Newsletter</i> and at: < www.anzsi.org/site/calendar_details.asp?id=260 >
Fri 19 October 6.30 pm	ANZSI	AGM	Whirrakee Restaurant, View Point Rd, Bendigo	Details on page 2 and at: < www.anzsi.org/site/calendar_details.asp?id=271 >
Fri 19 October 7.00 pm	Vic Branch	AGM	Whirrakee Restaurant, View Point Rd, Bendigo	Details on page 2 and at: < www.anzsi.org/site/calendar_details.asp?id=280 >
Fri–Sun 19–21 October	Vic Branch	Dragon Indexing	Bendigo, Golden Dragon Museum	Details on page 2 and at: < www.anzsi.org/site/calendar_details.asp?id=259 >
Tues 23 October 6.00 pm dinner	Qld Branch	Lisa Jones, Qld Police Museum	Salisbury Hotel, 668 Toohey Rd, Brisbane	Details at: < www.anzsi.org/site/calendar_details.asp?id=281 >

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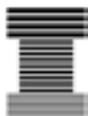
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ANZSI Newsletter

Published by the
Australian and New Zealand Society of Indexers Inc.
PO Box 5062, Glenferrie South, VIC 3122, Australia
© Australian and New Zealand Society of Indexers Inc.
ISSN 1832-3855
Opinions and statements expressed in the newsletter are those of the author.

Newsletter schedule

The next Newsletter will appear in October 2012.
The contribution deadline is Friday, 28 September.
The editor welcomes your contributions submitted by email to <peter.judge@bigpond.com>



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