

## Chair's chatter

In my distant youth, three topics were frowned upon in social conversation for being too controversial and divisive: politics, religion and sex. Now, if the responses to the recent poll to gauge your assent or otherwise to the proposed increase for 2011 are anything to go by, we should add increases in membership subscriptions to the list!

Seriously, though, I have been heartened by the lively debate Linda Pretorius's email regarding the proposed increase has engendered. For one thing, it shows that language practitioners, far from being complacent, hold strong views and engage in serious debate about subjects that affect them – and that is healthy.

### PEG offering value for money?

For me, the fundamental question arising out of the divide between the pros and the cons is this: Is PEG providing value for your annual subscription, with all the membership add-ons? (Or, put another way, more return on your rand?) It is a question your Exco asks, and tries to answer, regularly – in fact, with each new project or undertaking that we propose. As a sign of the (tough) times, we have to weigh 'Will our members be able to afford it?' against 'We have to do it, for our members' sake'.

So, for example, we have:

- had a presence at the Cape Town Book Fair (CTBF) for each of the five years of its existence in order to promote both our craft and our members' services (and split the costs three ways to make exhibiting more affordable);
- got the mentorship scheme up and running to give new members a meaningful (and sometimes paying) leg up into the industry;
- started putting in place the new membership categories to give you all something to aspire to and differentiate yourselves by;
- compiled an about-to-be-launched accreditation test – an important benchmarking exercise;
- created new opportunities for upgrading relevant knowledge and skills;
- begun publishing a series of guide books to inform and educate our members;
- put in place vibrant communications media such as *PEGboard*, the P-zine and, more recently, our Facebook presence to keep both members and our clients better informed;

- begun upgrading the PEG website to improve its efficacy all round; and
- perhaps most significantly of all, provided an effective conduit for facilitating work opportunities.

All of this is achieved by a group of committed volunteers: PEG members who are passionate about their craft and who selflessly give of their time and brainpower – sometimes sacrificing their own earnings in the process – to promote the interests of their profession and their fellow PEGgers.

### Volunteerism = member benefits at minimal cost

Fundamentally, volunteerism ensures that the costs to members of these not-inconsiderable benefits are kept as low as they are. For example, when we organise a one-day workshop, considerable research goes into finding the ablest facilitators but the least expensive venue and catering. (I have taken out personal membership of the club at which the past two Cape Town workshops have been held precisely because it is the cheapest venue in town by half and, on top of that, I receive fairly substantial member's reductions on both venue hire and catering. In Gauteng, Isabelle works tirelessly, searching for venues that offer PEG the best deals.) This way, I believe, we're not only getting our priorities right but also keeping costs to members to a minimum.

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**Your PEG needs YOU!** 🐝

Sadly, volunteerism among our members seems to be on the wane, if the difficulty PEG is experiencing in filling positions at national and branch levels is any indication. And, in my opinion, we need to turn this trend around. One way is for existing office-bearers to approach each of you individually to find you how you can contribute – and that will be happening shortly.

Volunteerism is about spreading the workload so that each 'worker bee' has just one small but significant task to perform towards the greater good, rather than having the 'queen bee' do it all. And volunteers tend to do it so much better because their hearts are in it; it's not just about receiving that regular monthly pay cheques. In the process, volunteers extend themselves, make contacts and often have work fall into their laps purely by virtue of their having become involved in worthwhile projects.

So, please give serious thought to volunteering your services to PEG for the next six months (till the June AGM), whether you regard it as an hors d'oeuvre or merely an appetiser. At national level, we're looking for someone to coordinate our publications activities (getting PEGboard and the guide books published, among them) and another to direct our marketing portfolio, so if you have experience or expertise in either of these domains, please come forward – you'll find you'll have support in abundance and opportunities to extend yourself in all sorts of ways. And if meetings are the bane of your life, take heart: Exco meets physically only two or three times a year, with most of its business conducted in between via an e-group.

At the branch level, we urgently need two more committee members in Gauteng, where three stalwarts are doing the work of five! The Cape Town branch is short of one committee member.

In the opinion of your Exco, in a growing organisation such as ours (we now have more than 430 members), the only alternative to volunteer participation is to engage the services of outside professionals, which means a substantial rise in your annual subscriptions. Help us, please, to avoid that option.

**Corollary of Seal bequest**

We are thrilled at Matthew Seal's magnanimous gesture in donating GBP10 000 to PEG for the purpose of forming a trust to promote opportunity and excellence in our profession, and thank him most sincerely for his generous bequest.

Your Exco has subsequently taken professional advice on the matter, and it has become evident that in order to shoulder this new responsibility, PEG should now do what it ought to have done a while back: formalise itself and its relationship with SARS by reconstituting itself into a section 21 company. The added benefits of doing so will be that, by having our books properly accounted for and audited, we'll be looked upon more favourably for tax exemptions and state funding – especially for ventures such as participation in book fairs. But before this change in status can be effected, we need to follow a formal process, which will include polling all of you about taking this step. This will happen shortly.

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**Newsletter of the Professional Editors' Group**

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## Training and workshops

The workshops on editing theses and dissertations and on plain language were a great success, judging by the wholehearted participation of both members and non-members and also the positive feedback we've had from many participants. Clearly, they've satisfied a need and PEG is on the right track in providing more in-depth learning and participative experiences such as these. You can certainly expect more of this ilk during the coming year. Special thanks must go to Isabelle Delvare, our national conference convener, for giving her all to make these events the success they are. If there are particular aspects of our craft you'd like featured in such workshops, please email your suggestions to [ellynbarry@telkomsa.net](mailto:ellynbarry@telkomsa.net).

### Closer liaison: SATI, LAMP, SABDC and CTBF Council

Gradually, PEG is breaking out of its cocoon and taking wing, both increasing its visibility and forming closer associations that we believe will ultimately be to the benefit of our members. For one thing, we've begun collaborating with fellow practitioners in SATI in organising joint workshops. After lengthy negotiations with SATI, Safrea and the SA Writers' Guild, we've just become a founding member in an alliance known as LAMP (Alliance of Language and Media Practitioners). Not only will the alliance members be able to share expertise and experiences, but strength in numbers will give us greater bargaining power for our collective members and earn us a seat on the board of the SA Book Development Council (SABDC), which resorts under the Department of Arts and Culture.

The latest development resulting from PEG's increased visibility on the publishing radar screen is our being invited to represent professional associations on the newly instituted council of the Cape Town Book Fair. This body, representing all the stakeholders at the fair, is a sounding board to the company that runs the CTBF in partnership with the Frankfurt Book Fair (it's already making itself heard). The invitation is, in my view, highly significant, since it acknowledges PEG's leadership in an important sector that many of you serve: book and magazine publishing.

One way or another, the legwork of the past two years is now bearing fruit (despite a tough 2010), which augurs well for the year ahead.

I wish you all a productive, profitable and, above all, fulfilling year in 2011. 🍀

Yours in editing  
John

## Ed's inkspot



Your editor welcomes Camilla Lloyd as the long-suffering guest editor of this issue of *PEGboard*. Camilla is one of the volunteer subs we have been mentoring over the past year or so. Alternating with Alison Downie, she will be getting a taste of the tear-your-hair-out process of birthing *PEGboard*. Thank you, Camilla and Alison! We will soon be calling for new volunteer subs who would like exposure to producing our newsletter.

It's the time of year when most seasoned and some less seasoned eds dream of a white Christmas – well, all right, of doing anything and being anywhere but in front of the white screen trying to decipher yet another screenplay, thesis, political proclamation or any other written whatsit that needs our magic red pens. The year 2010 has been a roller-coaster for many of us, with work not exactly as abundant as we could have wished for.

The first month of 2011 is gone already. More water has already run over and under more bridges than we've bargained for. Good luck to all our PEG colleagues and friends as they tackle the challenges and heights of staying afloat in the doldrums and white waters of an erratic economic recovery.

– Hester

## Recent publications

(to be reviewed in the next issue)

PEG members will find the following recent publications to be useful additions to their bookshelves:

*Oxford South African Concise Dictionary*  
(second edition, Oxford University Press, 2010)  
R395,00

*Teksredaksie* deur WAM Carstens en  
Kris van de Poel (African Sun Media, 2010)  
R300,00 (R270,00 to members)

*Veeltalige Vertaalterminologie/Multilingual Translation Terminology* deur Anne-Marie Beukes en Marné Pienaar (Van Schaik Uitgewers, 2010)  
R239,95

# A warm welcome

A warm welcome to new PEGgers from around the country! PEG has mushroomed since the beginning of last year, and had 434 members as at 1 December 2010. Of these, 153 are newcomers. As can be seen in the following overview, these members bring a variety of skills and interests to the group – which we heartily welcome. (*Ed's note: in some cases, skills or location were not supplied.*)

## Gauteng

Adri Theron, Flamwood

– editing, proofreading, writing, design

Alexa Barnby, Lynnwood Ridge

– editing, proofreading, indexing, writing

Alison Ziki, Centurion

– editing, proofreading

Andrea Meyer, Lynnwood Ridge

– editing, proofreading, writing, PR

Anne Denniston, Kensington

– editing, training, DTP

Barbara Op't Hof-de Wet, Garsfontein

– editing, proofreading, translation, sworn translation

Barbara Shaw, Blairgowrie

– editing, proofreading

Bridget Simcox, Randburg

– editing, proofreading, writing

Brigid Brien, Bryanston

– editing, proofreading

Carol Macdonald, Johannesburg

– editing, writing, conceptual consulting

Cecile van Aswegen, Roodepoort

– editing, proofreading, writing

Charlene Wakeford, Centurion

– editing, proofreading, training, translation

Colleen Dawson, Kensington

– editing, writing, training

Dale Howell, Houghton

– editing, general manager

Danél Hanekom, Colbyn, Pretoria

– editing, proofreading

Danielle Boxshall-Smith, Boksburg

– editing, proofreading

David Gemmell, Birnam Park

– editing, proofreading, writing, training

Elna Redelinghuys, Randparkrif

– editing, proofreading, translation, writing

Ephenia Dikeledi Magongoa, Hammanskraal

– language training, writing, editing, translating

Frances Taylor, Lombardy East

– editing, proofreading, writing

Francois Redenkamp, Centurion

– editing, proofreading, writing, translation

Frederik Taljaard, Brakpan

– editing, proofreading, writing, design

Guy McIlroy, Sundowner

– editing, proofreading, writing

Hazel Macmillan, Sandton

– proofreading

Hetty Kudjoe, Equestria

– editing, proofreading

Ilze-Mari Visagie, Ruimsig

– editing, proofreading, translation

Ivan Wentzel, Centurion

– editing, proofreading, interpreting, translation (SATI)

Jacqueline Ann Fourie, Pretoria

– editing, proofreading, retired lecturer in Library and Information Science supervising postgraduates

Jane Bowman, Modderfontein

– editing, proofreading

Jane Franz, Lonehill

– editing, proofreading

Jane Smith, Centurion

– editing, proofreading, indexing, writing, critical reading

Jane Theron, Fontainebleau

– editing, proofreading, indexing, writing, public relations, media and writing training, television scriptwriting and production, project management of multi-function assignments, published author of children's environmental activity books and nature field guides

Jennifer Russel, Craighall

– editing, proofreading, writing

Joyce Musi, North Riding

– editing, proofreading, writing, design, training

Judith Barnes, Lombardy East

– editing, proofreading, writing

Karin Pampallis, Emmarentia

– editing, proofreading, indexing

Kerryn Murray, Boksburg

– editing, proofreading, writing

Kirsty von Gogh, Killarney

– editing, proofreading, publishing

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- Laetitia Bedeker, Little Falls  
– editing, proofreading, translation  
(English/Afrikaans)
- Libby Huggett, Randburg  
– training, teaching business writing and  
examining English competency for Cambridge  
University (administered by the British Council)
- Lyndsay Macdougall, Parkwood  
– proofreading, marketing
- Marian Lydall, North Riding  
– editing, proofreading
- Marike van Rensburg, Centurion  
– editing, proofreading, writing
- Nombulelo Tshabalala, Jabulani  
– editing, proofreading
- Sonia Katzenberg, Henley-on-Klip  
– copy editing, overwriting
- Talita Freed, Rossmore  
– editing, proofreading, writing
- Tuming Lee Magongoa, Hammanskraal  
– editing, writing, translation
- Vicki Edwards, Rustenburg  
– editing, proofreading, writing, training, design

## Western Cape

- Alfred le Maitre, University Estate  
– editing, proofreading, indexing, writing
- Andy Thesen, Kenilworth  
– editing, proofreading, design
- Anita van der Spuy, Somerset West  
– editing, proofreading
- Ann Protti, Tokai  
– editing, proofreading
- Antoinette van Rooyen, Parow North  
– editing, translation
- Carol Campbell, Prince Albert  
– editing, proofreading, writing
- Chris Alexander, Sea Point  
– editing, proofreading, writing
- Cornelius Janse van Rensburg, Bellville  
– editing, proofreading
- Diana Mackay, Langebaan  
– (no skills listed)
- Dione Mentis, Rondebosch  
– editing, proofreading, writing
- Elizabeth Chajnicki, Simonstown  
– editing, proofreading, writing
- Elize Engelbrecht, Durbanville  
– editing, proofreading
- Ella Belcher, Stellenbosch  
– editing, proofreading, translation
- Hayden Eastwood, Stellenbosch  
– editing, proofreading, writing

- Jane Housdon, Constantia  
– editing, proofreading, training
- Janet Stothers, Table View  
– proofreading
- Janine Versfeld, Muizenberg  
– writing, editing, proofreading
- Jean Kilroe, Tokai  
– editing, proofreading
- Joanne Bloch, Plumstead  
– editing, proofreading, writing
- John Nicolson, Somerset West  
– editing, proofreading
- Justine Geffen, Pinelands  
– editing, proofreading, writing,  
software documentation
- Leigh Gillespie, Claremont  
– teaching English as foreign language (TEFL)
- Lia Labuschagne, Milnerton  
– editing, writing, training
- Lynette Blignaut, Yzerfontein  
– editing, proofreading, writing,  
translation, copywriting
- Maire Fisher, Fish Hoek  
– editing, proofreading, writing, training
- Marietjie Delport, Stilbaai  
– editing, proofreading, translation
- Mike Morris, Claremont  
– editing, proofreading
- Mxolisi Sokupa, Somerset West  
– editing, proofreading, writing
- Nadine Petersen, Kuils River  
– project management, business analysis
- Nadja Martinussen, Plumstead  
– editing, proofreading, writing
- Natasha Curry, Claremont  
– editing, proofreading
- Nella Freund, Rondebosch  
– editing, proofreading, writing, training
- Peter Atkins, Cape Town  
– editing, proofreading, writing
- Phillip Gavhu, Clifton  
– editing, proofreading, indexing, design
- Ria Swanepoel, Somerset West  
– editing, proofreading,  
translation (English/Afrikaans)
- Russel Brownlee, Rondebosch  
– editing, proofreading, writing
- Shirley Dempster, Gardens  
– editing, proofreading
- Simone van der Merwe, Gardens  
– editing, proofreading
- Sue Ogterop, Plumstead  
– editing, proofreading

Tania de Kock, Table View  
 – editing, proofreading, indexing,  
 project development and management  
 Thomas Phaswana Ntuli, Milnerton  
 – interpreter, translator  
 Wanda du Toit, Langeberg Ridge  
 – proofreading  
 Wilna Liebenberg, Struisbaai  
 – editing, proofreading, training

### KwaZulu-Natal

David Barraclough, Kloof  
 – editing, proofreading, writing  
 Elizabeth Greyling, New Germany  
 – editing, proofreading, indexing  
 Jeff Nyoka, Durban  
 – editing, proofreading, training  
 John Gibbs, Hillcrest  
 – editing, proofreading, writing  
 Lorna King, Durban  
 – editing, proofreading  
 Mandi Semple, Richards Bay  
 – editing, proofreading  
 Melanie Rosettenstein, Durban North  
 – writing  
 Mike Lillyman, Pennington  
 – writing  
 Rebecca Eb, Umhlali  
 – editing, proofreading, writing  
 Shellique Carby, Pietermaritzburg  
 – editing, proofreading

### Free State

Marlie van Rooyen, Bloemfontein  
 – editing, proofreading, writing, interpreting

### Other provinces

Bruce Cooper, St Francis Bay  
 – editing, proofreading, writing  
 Candy Davidson (no location)  
 – editing, proofreading, writing, editing  
 and supervising content and description online  
 Esrina Madamombe, Alice  
 – editing, proofreading, writing  
 Tshidi Leso, Witbank  
 – editing, proofreading, indexing, writing,  
 design, training, learning materials development  
 Victoria (Vicky) Truter, Grahamstown  
 – editing, proofreading

# He said, she said

Gerald Zwirn

*Is it actor or actress? Poet or poetess? Lady or woman?  
 One editor poses these questions as he considers  
 whether sexism in writing still exists.*

Some years ago, while subbing an article for a local magazine on a celebrated (female) movie star, I changed *actor* to *actress*. For this I was severely reprimanded by the editor-in-chief: actor is the correct term; I was told that even for a female, actress is old-fashioned, sexist and deprecating to women. Having always believed that the *-ess* suffix indicated a female subject as in *priestess*, *duchess*, *lioness*, I hung my head in shame.

Does sexism in writing still exist? Most writers and editors agree it does not, but it does persist in different forms. In general, it must be admitted the feminists have won the day. Even in such a mild statement as ‘Everyone has a right to express his opinion’, *his*, they insist, is sexist, so out it must go; *his/her* is clumsy; so we write *their*, thus overriding the pedant’s view that because *their* is plural, it is grammatically wrong, although acceptable in speech. Here, usage triumphs over pedantry.

Even in such a mild statement as ‘Everyone has a right to express his opinion’, *his*, they insist, is sexist, so out it must go

Then there are the professions. Do we still write *authoress*, *poetess*, *manageress*, or a generic equivalent? The answer appears to be the last of these: feminists regard these words as sexist and degrading to women. As a result, *chairwoman* is now *chairperson*, *spokeswoman* is *spokesperson* and *waitress* is *waitron*.

But hang on a minute. What answers do the feminists have to the following:

- Can a woman who’s been roughed up by another woman be said to be *manhandled*?
- Can a gun site be *manned* by women?
- What’s the female equivalent for *one-upmanship*?
- Should Bizet’s gypsy opera be renamed *Carpersons*?
- What’s the female equivalent of *man in the street*? Certainly not *woman in the street*, which has a distinctly disreputable connotation.

Any PEGgers out there with answers?

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## What's the female equivalent for *one-upmanship*?

Then there's *lady*. This is a tricky one because it's so overloaded with class distinction. The old joke 'Who was that lady I saw you with last night?' 'That was no lady, that was my wife' begs the question: when do you use *lady* and when do you use *woman*?

*Lady* originally meant someone of refinement and social standing, traditionally from the upper classes of society; *woman*, albeit neutral in tone, implies a lower social standing and in some contexts could almost be considered derogatory, as in 'Which of you women is Mrs Brown?' And take the statement 'There's a woman waiting to see you'. This has a completely different connotation to 'There's a lady waiting to see you'.

*Mistress* is another example of sexist vilification. In combination with prefixes such as schoolmistress or postmistress, it is harmless enough, almost quaint; but there's nothing harmless or quaint about *mistress*, which the COD coldly defines as 'a woman having an illicit sexual relationship with a man not her husband'. What, then, is the term for the male equivalent, a man having an illicit sexual relationship with a woman not his wife?

Logically, it should be *master*, but it ain't: it's *lover*, and, unlike *mistress*, it's almost a compliment when applied to a man, enhancing his reputation and providing feminists with another example of implied sexism.

*Spinster*, usually defined as a woman who has never married, formerly carried the added stigma of someone being beyond the age of marriage. In today's society, this no longer applies, a single woman being able to enjoy the same privileges and status as her married sisters. But it is interesting to note that the male equivalent, *bachelor*, never carried any stigma, which perhaps explains the success of *bachelor girl* today.

... there's nothing harmless or quaint about *mistress*, which the COD coldly defines as 'a woman having an illicit sexual relationship with a man not her husband'

And feminists can claim one other victory over sexism. *Ms* (pronounced *miz*), created to avoid discriminating against a married and an unmarried woman, has gained official recognition: it is now used on application forms for jobs. ♡

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# The making of a truly South African dictionary

Erica Bethke

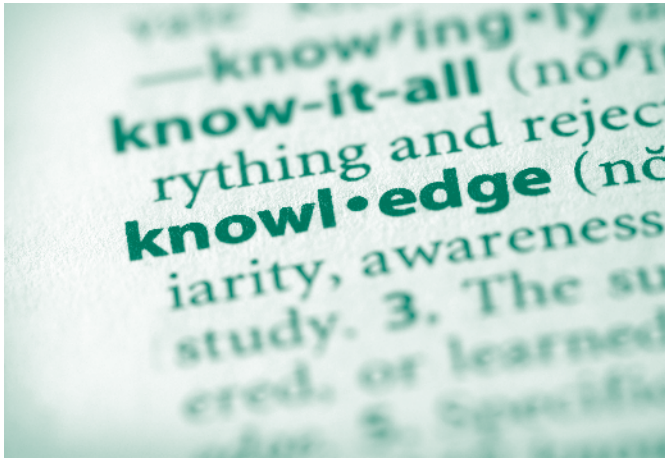
*When the latest edition of the Oxford South African Concise Dictionary was launched in Cape Town in November, at least one PEGger was there to appreciate the complexity of compiling such a dictionary. The launch featured a talk by Jill Wolvaardt, Executive Director of the Dictionary Unit for South African English at Rhodes University.*

Fiercely patriotic as I am, the title of Jill Wolvaardt's presentation at the launch of the *Oxford South African Concise Dictionary* grabbed my attention and motivated me to brave the city traffic. It was well worth getting thoroughly lost and finally arriving breathless at the delightful Bay Bookshop in the Cape Quarter, Green Point.

I loved the bookshop as soon as I entered it. It has a relaxed atmosphere, comfortable armchairs and intriguing books which lure you in to stop awhile and 'be' amidst the rush of the city. I did not know anyone there, except John Linnegar, so after greeting him I sank into one of

those chairs and paged through books – blissful! I was happily jolted from this relaxation first by Oxford University Press (OUP) dictionary editor Phillip Louw's delightful introduction and then by Jill's riveting, humorous and informative talk on the making of dictionaries generally, and this second-edition South African dictionary in particular. I now have even more respect for lexicographers and great admiration for Jill and her team at Rhodes University. Some of her colleagues had come from Grahamstown to support her at this launch, as did a couple who were part of the team but have now retired to the Cape.

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Afterwards, the sizeable crowd chatted amiably over drinks and snacks. I met some delightful people, had a word or two with Jill and was then pointed in the direction of John Orr, to my delight. Most of you, I am sure, have listened to 'Word of Mouth' on SAfm, as well as the Sunday night symphony concerts, and enjoyed Mr Orr's beautiful voice. I was glad firstly to find a charming gentleman to match the voice and then to discover that he remembered interviewing my boss about a book which I edited last year.

Needless to say I came home not only with said dictionary but also with another book for which I had been searching for some time. I am so glad I went! I love the dictionary with its quirky South African words; its extra features such as historical and background notes, and warnings of common mistakes in usage; and the centre pages with a number of interesting facts, as well as a 'Guide to Good English'.

I love the dictionary with its quirky South African words; its extra features such as historical and background notes, and warnings of common mistakes in usage ...

I will have to go back to the Cape Quarter, not only for the bookshop, but also to browse in the sophisticated and fascinating shops in this intriguing, upmarket new centre.

*Ed's note: Jill Wolvaardt's speech will be reproduced in the next issue of PEGboard.*

# How to design a DIY website

Lia Marus

*At the beginning of November, Lia Marus treated Gauteng-based members to a talk on 'How to design a DIY website'. In this abridged extract from her talk, Lia demystifies a number of ideas surrounding websites, such as Search Engine Optimisation.*

About two years ago, I wanted to start a website. During my perusal of the Internet, I had come across many advertisements for 'DIY websites' as well as very detailed instructions about how easy it was to create your own site. I am by no means a professional website designer – merely a sub-editor, like many of you, who has developed an interest in how the Internet can assist the freelance language practitioner.

## Domain name

Let's think about websites in terms of real estate. Your website is your house: you design it yourself and have it built according to your specifications. It is yours. However, you need a piece of property on which to build.

Your property is your domain name, i.e. the [www.\\_\\_\\_\\_\\_.co.za](http://www._____.co.za). You need to buy a domain name that will be a home to your website.

## Choosing the domain name

Your domain name is one of the main things that will assist you in getting your site found. My advice is to have keywords that best describe your services within your domain name.

## Buying a domain name

The domain name needs to be renewed on an annual basis and you will need to pay yearly website-hosting fees as well. The company that I use is called Gridhost ([www.gridhost.co.za](http://www.gridhost.co.za)). The most basic package that they offer is R200 per year, which includes hosting as well as 10 email addresses.

## Website builder

The website builder is software that is used to build a website. The pages on a website are made up of documents written in HTML code. As I understand

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it, HTML is merely a form of document that search engines understand.

You can use Microsoft Word and PowerPoint to design web pages. I prefer using a free website builder called PageBreeze as this programme has a number of templates that can be used to springboard design ideas.

### Search Engine Optimisation (SEO)

When someone types a search query in to Google, the search engine has what are called 'spiders' that crawl over the web and pick up websites that contain these search items on their home pages. Google ranks the more popular sites higher on search results.

When someone types a search query in to Google, the search engine has what are called 'spiders' that crawl over the web and pick up websites that contain these search items ...

There are a number of techniques to ensure that your site gets clicked on frequently:

#### 1. Content

It is important to ensure that you have content worth viewing. Without this one simple step, everything else is useless.

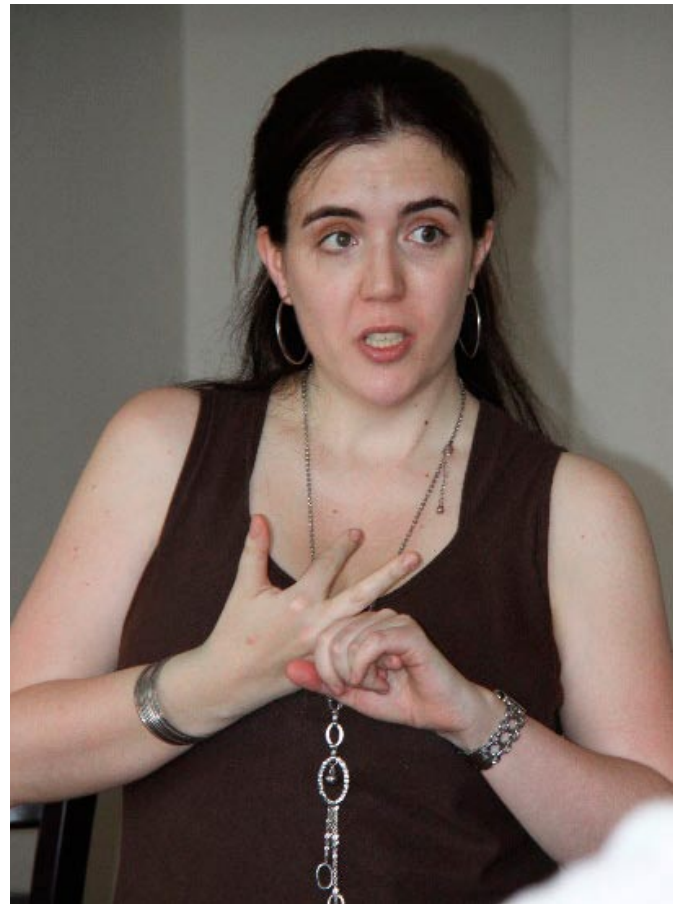
The more links you have, the more often you are going to be crawled. It is also important to ensure you have the proper anchor text for your incoming links. The easiest way to gain quality links from other sites is to link to sites and hope for reciprocal links.

#### 2. Website title

Making sure that you have the correct website titles for your pages is extremely important. One of the primary factors for ranking is if the title is on-topic with the search results. Not only is it important for robots to index and understand the topic of the page, it is also essential for click-through rates in the search results. Using great titles and topics on your site will bring you more traffic than a number-one listing.

#### 3. Keywords

Ensuring that you have the right keyword density for your page and the site's topic is paramount. You don't want to go overboard and use the keyword every fifth word. The unspoken rule is that no more than five per cent of the total copy per page should be keywords. It is really all about context and relevance, and making sure it is good, quality copy. 🍀



Lia Marus demystifying ideas around creating your own website (image courtesy of Andrew Lanham)



Above and below: Interested PEGgers attended the Gauteng event, which was held at the Zoo Lake Sports Club (images courtesy of Andrew Lanham)



# Setting the Seal on a momentous year

John Linnegar

*Arguably the most exciting event of 2010 for PEG and its members was the news of a generous endowment by 'founding father' – and now Life Member – of PEG, Matthew Seal. After lengthy deliberations and wide consultation with investment advisers, your Exco is now in a position to announce details of Matthew's magnanimous benefaction and the circumstances under which it will be disbursed.*

With the worldwide recession dominating the news, and educational publishing being all but moribund, 2010 has been particularly harsh on the publishing industry and on our profession. Your Exco is acutely aware of the pinch many PEG members are feeling. We are thus delighted to announce that, after some months of discussion between the UK and SA, Matthew Seal has announced his intention to endow PEG with the sum of R100 000.

## Criteria

The endowment will be disbursed according to the following broad criteria:

- The funding should go towards advancing editing and proofreading in South Africa by promoting individual talent or skills, or both, for example, by putting someone through the PEG mentoring scheme, enabling them to attend an accredited or recognised training course, or helping them pursue a relevant tertiary-level course. Members experiencing hardships that impair their ability to advance editing and proofreading (for example, if they are unable to pay the annual subscription and risk having their PEG membership lapse) should also qualify for consideration.
- Candidates should be South African nationals who are deserving and suitable, meaning that they are being prevented by their personal circumstances from entering the profession, advancing in it or excelling in their craft.
- 'Personal circumstances' includes not only financial hardship but also disability and other impediments that might be disadvantaging the candidate.

What a windfall for PEG! And, employed wisely, what a filip it will be to upliftment in our profession.

The funding should go towards advancing editing and proofreading in South Africa by promoting individual talent and/or skills

## Swelling the fund

For the endowment to be put to best use, it will have to be astutely invested and cautiously disbursed. This means that three steps will be followed before the funding is disbursed: (1) the funds will be transferred into an investment account; (2) they will earn interest over a two-year period so that disbursements are made from interest accrued and not from the capital amount; (3) applicants will be screened in terms of the disbursement criteria. Although this means that the funding will not be available immediately, PEG will start considering applications for funding within 18 months of the funds first being invested, in anticipation of the end of the 24-month investment period. Funding will then be allocated annually to a maximum of 80% of the available interest.

In addition, your Exco has undertaken to try actively to attract further funds to swell Matthew's initial donation. Such supplementary funding could take the form of PEG member donations (however small – say 2,5% of the annual subscription); rand-for-rand funding from the MAPPP Seta (or its successor), the National Lottery or the Department of Arts and Culture; or an appeal to publishing houses or PASA.

## Awards subcommittee

The endowment will be administered by a subcommittee comprising the PEG chairperson, the vice-chairperson and the membership secretary/treasurer. This subcommittee will collaborate closely with an investment adviser and report regularly to Matthew about decisions taken regarding the endowment. It will also consider the merits of shortlisted candidates and make recommendations.

## Invitation to apply for funding

Applications will be accepted from the middle of 2012. If you or anyone you know is in need of financial assistance to maintain PEG membership or their status, or to upgrade skills, then apply to the membership secretary/treasurer, motivating why you or they qualify. To streamline the awards process, the subcommittee will probably consider and make awards only once a year.

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### Review mechanism

A review mechanism will be put in place to ensure that the objectives of this funding are being met. For example, not only will candidates will be screened for suitability prior to the disbursement of funds, but mentors, trainers and lecturers will be called upon to monitor candidates' progress and performance once they have received funding.

### Naming the fund

Given the import and the impact of this endowment, your Exco feels that our members should be invited to name the fund. So, we're launching a competition in which you can suggest an appropriate name. Should it be, for instance, PEG Development Fund? Or perhaps Matthew Seal Endowment Funding?

The ball's now in your court. **You have until noon on 18 February 2011 to send in your suggestions (by email to Ellyn Barry at [ellynbarry@telkomsa.net](mailto:ellynbarry@telkomsa.net), please).** The prize for the name approved by Matthew and the awards

The funding should go towards advancing editing and proofreading in South Africa by promoting individual talent and/or skills

subcommittee will be a copy of the recently published *Oxford South African Concise Dictionary* (2nd edition, 2010).

Matthew has long been a strong supporter of PEG's vision and its mission of raising professional standards in our industry, in particular among our own members – some of you may even have attended one of his training courses when he was living in Gauteng. His endowment is a vote of confidence in the direction PEG is taking. As such, we would like to take this opportunity to thank him for his selflessness and generosity. Long may your name – and spirit – prevail in the annals of PEG, Matthew. 🍀

## Announcement of Editing Fiction and Narrative Non-fiction Workshop

Following the successful first conference held in the Franschhoek Valley in May 2010, PEG will be convening a two-day, intensive follow-up workshop on 11 and 12 May 2011. In response to requests from 2010 conference-goers, this year's workshop will take the training and exposure a step further, with the aim of growing a group of competent fiction and narrative non-fiction copy editors to service the burgeoning fiction output – both English and Afrikaans – in South Africa.

The introductory 2010 conference tackled the topic from a wide variety of approaches. In 2011, the workshop format will focus on specific aspects of the fiction and narrative non-fiction writer's craft, including plot, background/setting, characterisation, crucible, conflict and suspense, dialogue, point of view, brilliant beginnings and great endings. Understanding fiction writing from the author's perspective, the organisers believe, will enable copy editors to approach their editorial intervention – and their relationships with their authors – with greater confidence.

The different aspects of this craft will be intensively workshopped in a number of sessions during two full days. In order to cater to both English- and Afrikaans-speaking copy editors and genres (and so help to fill the vacuum in both growth areas as soon as possible), the groups will probably be smaller than at last year's event. The workshops will also feature more hands-on engagement with texts – and with seasoned editors.

The venue and other particulars have yet to be finalised, but please diarise these dates if you want to upskill yourself in this area.

The conference is scheduled to coincide with the Franschhoek Literary Festival (FLF). The festival is scheduled to take place on 13, 14 and 15 May 2011, so why not make a literary week of it? ([www.flf.co.za](http://www.flf.co.za)) 🍀

# Lighting the LAMP

For much of 2010, deliberations took place between PEG, SATI (the South African Translators' Institute), Safrea (the Southern African Freelancers' Association, with writers, editors, photographers and related media practitioners) and WGSa (the Writers' Guild of South Africa) with a view to forming an umbrella Alliance of Language and Media Practitioners (LAMP for short). The parties negotiated consensus on the contents of a Memorandum of Understanding (MoU), and on 20 January 2011 they met to sign the document that formally brought LAMP into being.

LAMP is a loose alliance of kindred professional associations with no real strings attached: just a need to benefit from strength in numbers and the exchange and use of commonalities.

Broadly, the objectives of the alliance are:

- To create a platform on which alliance members can cooperate and collaborate, and in so doing avoid unnecessary duplication and expenditure.
- To form a united front and speak with one voice, for example, in representations to the Publishers' Association of South Africa (PASA) and government institutions.
- To negotiate with government and other players with a view to setting acceptable rates for media and language practitioners.

The alliance has already obtained a seat on the board of the South African Book Development Council (SABDC), thus acknowledging that LAMP is a significant voice in the book publishing value chain and should have representation on the council. The LAMP seat is now ably filled by John Linnegar. The SABDC in turn has the ear of government. This will afford alliance members a greater chance of appearing on the radar screen in decision-making and funding circles.

The MoU was signed by Professor Anne-Marie Beukes, Chair of SATI; Clive Lotter, Chair of Safrea; Thandi Brewer, Chair of WGSa, and the representative of PEG, Norman Blight. These acts were duly witnessed by Marion Boers, President of the International Federation of Translators and, of course, past Chair of PEG.

**LAMP is a loose alliance of kindred professional associations with no real strings attached: just a need to benefit from strength in numbers**

The representatives at this signing ceremony for the 'lighting' of LAMP immediately agreed that the LAMP Executive would meet quarterly on Skype; Clive explained



Marion Boers witnessing LAMP's Memorandum of Understanding



Left to right: Anne-Marie Beukes (SATI), Norman Blight (PEG), Thandi Brewer (WGSa) and Clive Lotter (Safrea)

that the Safrea executive, from across the country, successfully meet on Skype, and Marion's executive of the International Federation of Translators, from across

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the world, also meet online. Each member organisation was asked to submit a brief statement of their aims and contact details, for a joint media release. Meanwhile, a competition would be held to design a logo, with a realistic market-related cash prize to attract entries by LAMP members.

The representatives then dealt with a short and urgent agenda. The draft Labour Relations Amendment Bill (public comment invited up to 27 February) has implications for independent contractors, including translators and interpreters, writers, editors, photographers and other media practitioners – in other words, for LAMP members. Partners in the new alliance were therefore urged to have a specialist examine the clauses of the draft Bill for possible legal implications for their members. Drafting the joint comment by LAMP might take some time, involving complex legal matters, so the PEG submission needs to be made by 31 January. John Linnegar replied that ‘PEG will certainly have to formulate a response before month-end, and I’ll initiate that asap.’

Finally, some media houses are attempting to erode copyright and other creative worker rights, and Safrea is preparing specific action, which all creative media workers should watch with interest.

The imagery is irresistible: LAMP will shine its light into many dark professional corners. In another metaphor, it will surely become a beacon for language and media practitioners. 🐣

## Marketing Committee coordinator steps down

For some time now, PEG stalwart and erstwhile Exco member responsible for driving the marketing portfolio – Juliet Gillies – has been on compassionate leave. Fearing that neither resuming her PEG responsibilities nor being able to fulfil her mandate would be good for her health at present, Juliet has reluctantly stepped down from her Exco position.

**‘We shall all be the poorer for losing Juliet’s expertise, vision, connections, drive and perfectionism ...’**

Says PEG chairperson, John Linnegar: ‘We shall all be the poorer for losing Juliet’s expertise, vision, connections, drive and perfectionism, and we accept this decision of a strong member of Exco with reluctance and sadness. Juliet, thank you for all you’ve contributed to PEG. We trust your resignation is merely a case of “au revoir”, not “adieu”. All PEGgers will, I feel sure, join your fellow-Exco members in wishing you Godspeed as you regain your health, as well as the strength and drive that have been your hallmarks.’ 🐣

# Representation on Cape Town Book Fair Council

John Linnegar

*In a significant move that signifies the recognition (at last) of the important contribution that the members of PEG and similar professional associations make in the book and magazine publishing value chain, relevant professional associations have been invited to sit on the newly constituted Cape Town Book Fair (CTBF) Council. The inaugural meeting of the council was held on Friday, 3 December 2010.*

The board of directors of CTBF (Pty) Ltd has been faced with a variety of conflicting interests since the 2010 event. Some of these points of conflict have included: alternating the location of the book fair between Cape Town and Johannesburg; hosting a three- or four-day fair; opening the fair to the public only or to the trade only, or to both (as up till now); and staging the fair every other year.

The CTBF board felt that the only solution would be to create an advisory council representative of all the fair's stakeholders

Different interest groups were beginning to dig in their heels by making their participation in future fairs conditional upon having their specific needs and demands met. Not an easy dilemma to resolve! The CTBF board – wisely, in this writer's opinion – felt that the only solution would be to create an advisory council representative of all the fair's stakeholders.

The formation of the new CTBF Council is all about greater inclusivity: inclusivity that will ensure not only the survival but the viability of the fair, by attempting to satisfy the conflicting interests of stakeholders.

Of all the professional associations to dip their toes in the book fair, PEG has the longest connection with CTBF, having supported it without interruption since its

inception five years ago. PEG has also been at the forefront of developing closer relationships with kindred professional bodies (read about the formation of LAMP elsewhere in this issue). In recognition of this, PEG and the writer have been invited by the chairman of the board to represent the interests of industry professionals.

On 3 December our concerns and preferences were voiced in the company of the representatives of retail booksellers, distributors, small and medium publishers, PASA, the South African Book Development Council and the like. Those representatives who were not able to attend sent written submissions. This means that CTBF (Pty) Ltd received a good cross-section of views to take to its board meeting on 15 December. We expect feedback regarding the issues raised sometime after this meeting.

One thing that PEG's involvement in the council confirms loud and clear is that our efforts at raising the association's profile in important quarters affecting our profession are at last beginning to bear fruit. And that can only be good for all our members who operate in the book and magazine publishing spheres. 🍏

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*Ed's note: By the time this newsletter was issued, the CTBF chairperson had announced that, in accordance with the views of the council and board members, it has been decided to cancel the 2011 book fair and put energy and resources into the 2012 fair instead. The 2012 event will be especially important to South Africa: Cape Town will be the Host City to the biennial International Publishers' Association congress in the run-up to the CTBF. So, the fair will be staged as a showcase of our country's substantial literary wealth and publishing expertise. Following that, the CTBF is likely to be staged biennially.*