

AGM gives new-look PEG the thumbs-up

In my opinion, the record turnout of 42 enthusiastic (or was it curious?) members at the AGM on 31 January said it all: PEG is alive and well, and ready to take on both the realities of living in the New South Africa and the challenges of the Information Age. What's more – and what, in my view, augurs wonderfully well for the Group – those present gave the wide-ranging changes

the website to bring it into line with our image as professional practitioners received a lot of attention; and the need for increased funds for these developments was acknowledged.

[Continued overleaf]



*Members of the new team who were present at the AGM:
Fitr, back row: Hester van der Walt, Linda Pretorius, Kristina Davidson, John Linnegar, Norman Blight, Mary Hazelton, Jill Bishop, Lulu van Molendorff, Paul Schamberger
Front row: Ruth Pressler, Juliet Gillies, Kathy Gibbs, Fiona Wallace, Diana Coetzee, Irene Stotko
Insert: Isabelle Delvare*

rung in by the 2008 committee their unanimous vote of approval, showing that we as an association are very much alive.

This year's AGM was like few before it. It was the culmination of months of hard work and planning on the part of your 2008 committee, committed to bringing nothing less than the best of benefits to PEG members. We tackled some thorny issues head on: accreditation topped the list; improved marketing of our members' services was a high priority; revamping

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Ring in the changes

Two strategic documents were presented at the AGM: one on Marketing and another on what's now being dubbed Continuing Professional Development (CPD), in accord with what several other professional bodies are already doing. They were part of a thorough review of PEG which sought to answer questions of structure and strategy, such as:

- What should PEG look like?
- Where does PEG need to be heading?
- How can PEG get closer to its members?
- How can PEG facilitate greater participation in planning and decision-making?

It was this last question that the committee saw as a prerequisite to bringing about the envisaged changes. It involves a new structure that includes parallel committees for the various key areas so that work can continue on each simultaneously, requiring greater member participation. All this will be brought together under the National Executive. An integral part of our objectives is finding the answer to the fundamental question that goes to the heart of the name the Group has given itself: How can we promote professionalism among our editors, proofreaders and allied language practitioners so that their standing in the community is ultimately as high as that of other professionals?

AGM endorses the way forward

Against this broad backdrop of winds of change the 2009 AGM took place. And several groundbreaking resolutions had to be put to our members, to gain approval of and buy-in for the new structure and its concomitant constitutional amendments, and the proposed change to the timing of the AGM. Furthermore, in addition to the usual election of new office-bearers, nominations had to be sought for all the additional positions created under the new structure.

Not a single motion was opposed, and there was not a single abstention – each motion was supported unanimously by the members present. There could have been no clearer sign that we are all *ad idem* regarding the way forward for our association!

Tribute to Marion Boers' contribution

What made the AGM additionally extraordinary is that it was not only Marion Boers' last as chair of PEG but also her final meeting (for the time being, at least) as a PEG committee member. Those of us who have worked closely with Marion on committee business have grown to know and admire her as a tireless, organised and devoted servant of the Group; but also as one whose calm guidance and sure judgement could be depended upon. PEG has been personified in Marion, and we are greatly indebted to her for where the Group is today. Dyed-in-the-wool PEGger that she is, it is also to her credit that she has not only been open to the proposed changes to 'her' organisation but has actively encouraged and supported them. Thank you, Marion, for nurturing PEG into the association it is today; we wish you well and godspeed in your new role as president of the International Federation of Translators.

Inevitably, Marion's legacy has made her successor's task both easier and more difficult. Easier, because she has left solid systems and structures, and an essentially sound association, in place, making it almost effortless to fill her shoes; more difficult, because, as I said at the AGM, hers is an extraordinarily hard act to follow. In thanking Marion personally for her legacy, I also have to express the hope that I shall be able to build on all she has achieved and the wish that I might have the support of all PEG members in doing so. I'm acutely aware that I cannot achieve PEG's objectives alone, and for this reason I want to extend my sincere gratitude

PEGboard

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PO Box 411684, Craighall, 2024
Republic of South Africa
E-mail: peg@editors.org.za

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Editor: André Snyders
Production: Marion Boers
Proofreading: Jill Bishop
Mailing: Judith Marsden

PEG National Executive

Chair: John Linnegar
(johnlinnegar@gmail.com)

Vice-Chair: Paul Schamberger
(pscham@iburst.co.za)

Meetings Secretary: Mary Hazelton
(maryhazelton@gmail.com)

Membership Secretary/Treasurer:
Lulu van Molendorff
(liewelulu@xsinet.co.za)

Marketing Coordinator: Kristina Davidson
(kristina@netactive.co.za)

Publications Coordinator: Jill Bishop
(jill.bishop@absamail.co.za)

CPD Coordinator: John Linnegar
(johnlinnegar@gmail.com)

Gauteng Chapter Committee

Chair: Diana Coetzee
(dianacoetzee@vodamail.co.za)
Vice-Chair: Hilary Phillips
(hphillips@worldonline.co.za)
Secretary/Treasurer: Linda Pretorius
(linda.pretorius@gmail.com)
Events Coordinator: Isabelle Delvare
(idelvare@gmail.com)

Cape Town Chapter Committee

Chair: Kristina Davidson
(kristina@netactive.co.za)
Secretary: Carol du Toit
(doot@absamail.co.za)
Treasurer: Sharon Montgomery
(sharonm@discoverymail.co.za)
Events Coordinator: Hani du Toit
(hanidutoit@webmail.co.za)
Member-at-large: Ken McGillivray
(medcsa@iafrica.com)

to all of you who have agreed to serve the Group during the coming 18 months (remember, the AGM approved the shifting of the AGM to a June date, which means that the current committee will serve an exceptional longer term). Your commitment will show (if any assurance were needed) that our members are quite capable of answering the call to service, and have the expertise in abundance to do so. Thank you to you all.



Making the new PEG a reality – by June 2010

The period between this AGM and the next (in June 2010) promises to be vibrant and exciting on several fronts. All three committees – Marketing, Publications and CPD – will have their work cut out to meet their targets, though I hope that the time saved by not attending too many meetings (deliberating via e-mail and conference calls instead) will be put to good use in achieving our newly defined objectives. Their trajectories will be closely interlinked. For example:

- In pursuit of greater professionalism, the editor of PEGboard will receive broader support in compiling the newsletter, and an editorial panel reporting to the **Publications** Exco member will help to ensure that the content reflects the professional needs of members in every issue. Inter alia, more columns on matters editorial, grammatical, and so on will be contributed regularly by PEG members.

In addition, the task of writing and publishing a proposed series of booklets aimed at enhancing the professional status of members (covering topics such as setting up a small business; creating and implementing house style; and managing relationships with publishers/clients and authors) will fall to the Publications team. Such publications have worked well for similar groups elsewhere, and are bound to answer a need among our own members, I feel sure. Two are already well on their way; at least two more are planned for the coming year.

- The **CPD committee's** focus, in turn, will be on formulating a scheme for PEG that will enable members to enhance their professional status proactively to increase both their client base and their earnings. Training will be an important component of the CPD scheme, but so will attendance at workshops and seminars, proof of a minimum number of hours worked during a given period, testimonials from one or more clients, and possibly tests (we already have

the opportunity to sit SATI's language editing test): it is envisaged that all these components will earn members points towards enhanced status. Access to information is an important component of CPD, and here both PEGboard and the meetings organised by the branches will play their respective roles.

- The **Marketing** portfolio's role in all this will be to inform clients and potential clients about the CPD scheme and therefore promote PEG members as preferred service providers among them. It will take a certain shift in mindset among many existing clients for them to appreciate the benefits to them of retaining the services of proven professionals rather than amateurs, but this is the challenge that the Marketing team will face – and, I have no doubt, rise to. Another role of this team will be to attract increasing numbers of practitioners of indigenous languages to PEG, not only to give them a professional home but also to enable the Group to achieve one of its objectives – namely, to be representative of all practitioners in South Africa.

A key function on the CPD portfolio team will be that of MAPPP-SETA liaison and, ultimately, accreditation for PEG as a training and upliftment centre of excellence. Our registration with the SETA* will therefore be placed high on the CPD agenda.

With membership on the increase (a total of 96 new registrations in the past year alone), publishing generally riding the crest of a wave, and opportunities burgeoning for our members, all of us face exciting times but also challenges that we must grasp with both hands if we are to emerge stronger and fitter 18 months hence.

I know that each one of you will rise to these challenges and support the extended management team in fulfilling the very practicable objectives we have set ourselves as a group of professionals.

Altissimus nitor – strive for the highest – should be our watchword as we take ourselves and PEG to the next level of professionalism. As professionals we should accept nothing less.

John Linnegar, National Chair

* MAPPP stands for Marketing, Advertising, Printing, Publishing and Packaging. It has subsequently been agreed that it will serve our interests better to join the Services SETA, and this should be happening soon.



Meet the new PEG team

In accordance with the new structures agreed to by the members who attended the AGM, your new office-bearers for the period February 2009 to June 2010 were duly elected. They represent a significant step in the direction of greater member involvement in the affairs of your Group, as the management team has effectively expanded from around 8–10 members to about 30.

This doesn't necessarily make for a more unwieldy, top-heavy team. Quite the contrary, in fact: we now have two branch committees that run local affairs (primarily events and their own kitties); and at the national level, in pursuit of the greatest effectiveness, we have assigned single portfolios to the individuals best qualified to run with them.

Meetings have also been streamlined: instead of monthly get-togethers of an evening, only two all-day meetings, six months apart, will be held during 2009 and a further one during the first half of 2010. Between these critical dates, portfolio holders will communicate and update one another via e-mail, and achieve the action steps set for them. This modus operandi will help to ensure that these volunteers expend their time and energy on carrying out tasks and attaining goals rather than exhausting themselves getting to and from meetings and spending time in endless talkshops.

Branch committees

Your newly elected branch committees are:

Gauteng

Chair: Diana Coetzee

Vice-Chair: Hilary Phillips

Secretary/Treasurer: Linda Pretorius

Events Coordinator: Isabelle Delvare



Diana, Isabelle and Linda

Cape Town

Chair: Kristina Davidson

Secretary: Carol du Toit

Treasurer: Sharon Montgomery

Events Coordinator: Hani du Toit

Member-at-large: Ken McGillivray

Congratulations to you all on your appointment, and our sincere thanks in anticipation of all you're going to be achieving in the name of PEG! Cape Town in

particular carries the burden of planning for, setting up and staffing our stand at the Cape Town International Book Fair 2009, from 13 to 16 June. We know they're going to take our presence and effectiveness to even greater heights! And if any Gautengers can be induced to attend and help staff the stand, you'll be warmly received.

National Executive and portfolio-holders

In terms of the new structure, the national executive becomes both leaner and also more representative. The new branches are represented on it through their respective chairpersons. In addition, the principal committees – Marketing, Publications, and Continuing Professional Development – are given a voice on the national body.

Your representatives serving on these entities are:

National Executive

Chair: John Linnegar

Vice-Chair: Paul Schamberger

Meetings Secretary: Mary Hazelton

Membership Secretary/Treasurer: Lulu van Molendorff

Marketing Coordinator: Kristina Davidson

Publications Coordinator: Jill Bishop

CPD Coordinator: John Linnegar

A special word of thanks must be extended to *Lulu van Molendorff* for agreeing to extend her term as Membership Secretary/Treasurer for another year. Her skills in this role are particularly valuable to the Group, and with her having recently drawn up annual budgets we now have an even clearer idea of not only our financial standing but also our strengths and weaknesses and how we can most effectively address the latter proactively.

Paul Schamberger had his arm well and truly twisted to take on the role of Vice-Chair. We value his 'elder statesman' status, experience and expertise enormously, and are indebted to him for returning to the management fold to add considerable value to our efforts on your behalf.

Portfolio committees

The breadth and depth of talent we have on the portfolio committees has been impressive from the start, with both existing and newly elected members making their voices heard at the first bosberaad held on 21 March (of which more below).

Marketing Committee

In the wake of the Marketing Strategy document, you've heard much from this quarter already! But the team is

all fired up to take PEG to new audiences and greater heights on behalf of us all. Webmaster Brenda Keen will soon be taking over the PEG website helm from Kristina Davidson, who has spent considerable time and energy on getting our new website to look really outstanding and to function well. One of the first committee members to make her presence felt was Kathy Gibbs, who set up our e-groups with both speed and efficiency. Thank you, Kathy! And what would we do without the energy and intellect of our marketing stalwart and ideas person, Hester van der Walt!



*Kristina,
Kathy
and
Hester*

Publications Committee

Jill Bishop has taken on the role of coordinator of the publications committee, and has not only thrown herself wholeheartedly into her responsibilities, but has already acquitted herself with aplomb. She's a true professional! We're also especially grateful to *Fiona Wallace*, who stepped in to help Pat Barnard compile the 2009 Members' Directory and discovered, by getting her hands dirty, what an exacting and exhausting task this can be. We also complicated her life considerably by inserting advertisements into the Directory for the first time, and have to thank her for her forbearance. The Directory should be on its way to you and many more clients and potential clients by the time you're able to read this newsletter, thanks to the not inconsiderable efforts of Marion Boers, who has stepped into the breach to lay out the document and supervise the burning of the CDs.



*Linda, Fiona and
Jill*

Jill has the task of directing the publication of a series of booklets aimed at helping you all perform your roles as business people, professionals and communications specialists more effectively; and she also heads up the new advisory panel (proposed and approved at our first committee meeting on 21 March) for *PEGboard*. Its task will be to determine the content balance for each issue and to find contributors to them. She's also been

handed the responsibility for finding a new editor of *PEGboard*: if any of you are willing and able to caretake this critical communications medium, or to contribute articles, reports or features to it, she'd be very happy to hear from you.

In anticipation of their contributions to this committee's work we welcome and thank members-at-large *Linette Downes-Webb*, *Linda Pretorius* and *Hester van der Walt*. We should all be able to hold in our hands the first informative fruits of their labours by October this year, the *PEG Style Guide* being the first of them.

Professional Development Committee

We are singularly blessed in having the following committee members volunteer their considerable insight and energy to this critical portfolio: *Irene Stotko* – Mentoring scheme; *Ruth Pressler* – Training (which includes identifying and assessing the individuals and institutions offering courses and facilitation in our area); *Juliet Gillies* – our fundi on the SETAs and accreditation; and members-at-large *Sue Munro*, *Norman Blight*, *Isabelle Delvare* and *Matlou Sibaya*.



Ruth, Juliet, John, Irene and Norman

Bosberaad: 21 March 2009

At the first of our all-day planning sessions we outlined what each portfolio needed to undertake and in some cases we set critical dates by which action steps need to have been completed. Given the dynamic team of individuals determined to make things happen on your behalf, I believe that by our next meeting on 3 October we shall have much in the pipeline to report back to you all on, if not hard evidence of achievements.

In this vein, perhaps the most exciting piece of information I was able to share with the new teams on 21 March was this: *Isabelle Delvare*, wearing her Gauteng Events cap, has already put in place the framework for an outstanding first-ever PEG mini-conference (planned for a Saturday in late October or early November). It will be a day to remember, I can assure you, so please diarise it at the first opportunity. More about this thrilling inaugural event from *Isabelle* herself soon.

I appeal to all of you to approach the relevant portfolio holders with ideas, suggestions and offers of support so that together we can achieve great things not only for PEG but also for ourselves and our profession.

John Linnegar

Future of print in the Internet Age?

Over 30 PEG members attended the February meeting of the Cape Town branch, which was held as usual at the Book Lounge. We were fortunate to have Sharon Sorour-Morris as our speaker. Currently Assistant Editor of *Drum*, Sharon is a well-respected industry stalwart who has worked at the *Cape Argus*, *Reader's Digest*, *Femina* and various trade and consumer publications.

Before Sharon's talk, John Linnegar, PEG's newly elected chair, got the PEG business out of the way. A committee was elected to run the new Cape Town branch (see page 4 for details) and a report-back on the AGM held on 31 January 2009 was given. Members were also given advance notice about the Book Fair (13-16 June 2009) and invited to submit business cards and flyers for inclusion in the goodie bags that will be handed out at the Fair.

This PEG housekeeping was followed by a most entertaining talk and a lively Q&A session.

Sharon spoke about the future of magazines and print media in the Internet Age. To survive, smart magazines find a niche market and if necessary reinvent themselves. She used three examples of publications where she has worked: *Reader's Digest*, *Femina* and *Drum*.

Reader's Digest is a subscription-based magazine with an ageing and dying readership. It lost a lot of ground because it didn't keep up with what was happening in the magazine industry. The magazine has kept its basic style and content but updated the look. It is currently trying hard to regain its stature.

Femina was sold to Media24 about four years ago, by which time it had lost its image of the "thinking woman's magazine" and had not managed to attract a mass audience. Magazines need a brand, e.g. *Cosmopolitan* and *Woman & Home* both have strong international brands. The future of *Femina* is still not clear. It has reinvented itself as a magazine for women aged 40+ but the circulation figures have not improved.

Drum is a good example of how a magazine can adapt to changing circumstances. Today's *Drum* is a far cry from the iconic publication of the 1960s but is extremely successful. A sister publication to *You* and *Huisgenoot*, *Drum* knows how to speak to its readers, who are predominantly black. The black market (especially so-called black diamonds) is the only consumer magazine market that is growing.

In the Q&A session that followed, Sharon imparted



Sharon imparting her pearls of wisdom

some valuable advice on:

- Rates for writing articles/stories. These depend on the contract and can vary from R1.50 to R3 per word. For short stories the going rate is R500 for *You*, *Drum* etc.
- Finding work. First find the sort of magazine that you would like to work for and look at their style. Look at whether their stories are written by people on their staff or freelancers. Then come up with ideas to submit to the magazine. If you are a copy-editor, you could offer to do some editing for free to show the quality of your work.
- Who to contact. For writers of articles and stories, contact the Features editor. For copy-editors, it's best to make an appointment to see the chief sub-editor.
- Proofreaders. Most magazines don't have proofreaders. The chief copy-editor is the final eye. Magazines do outsource work to freelance copy-editors and to translators.

Kristina Davidson, CT Chair

Our thanks to the following members for the photos in this issue of PEGboard: Terry Friend, John Linnegar, Gerhard van Molendorff and Marion Boers.

e-PEGboard?

To save time and money, the PEG Executive is considering distributing PEGboard electronically. Members at the AGM seemed to support this idea. If you as a member would prefer to continue receiving a printed copy, please contact the PEG Publications Coordinator, Jill Bishop (jill.bishop@absamail.co.za), to discuss the alternatives. The electronic copy will be distributed as a pdf file.

Stylish brunch and networking

What a turn-out! The largest number yet (40) of Gauteng PEG members, old and new (and thinking about it), met on the last Saturday in March at Eleanor-Mary Cadell's home in Craighall for a social brunch. It was a great opportunity for people to catch up, particularly past committee members who had not seen each other for a while, as we soldier on in this essentially lonely profession.



The event was superbly organised by Isabelle Delvare and the food was delicious – a wonderful combination of continental breakfast and hearty cooked dishes. Our thanks to Isabelle and her helpers:

- Eleanor-Mary, who not only gave us the use of her house, but helped with preparation too
- Jim and Beatrice Attrill, Isabelle's sister and brother-in-law, who cooked the hot food
- Maria Manaaso, Isabelle's friend and helper, Eleanor-Mary's helper Nittah Molete and Nittah's daughter, Mamsie, who helped in the kitchen
- Nittah's two grandsons, Innocent and Advocate, who kept an eye on everyone's cars
- Lulu van Molendorff, who took care of the finances, Gerhard van Molendorff and Terry Friend, who took the photographs on this page, and Mary Hazelton, who relieved Lulu

Secretary Mary Hazelton, Gauteng chair Diana Coetzee and meetings coordinator Isabelle outlined some of the events planned for the rest of the year.



There will be a meeting in Pretoria in May and a 'winter warmer' in July – hot soup, a fire and a talk by Sandy Goulding on her recently published novel. There is also the Book Fair in June, of course, where PEG hopes to host a workshop in which authors and editors discuss how this special relationship works, and a very exciting mini-conference in October on the theme of editing academic theses.



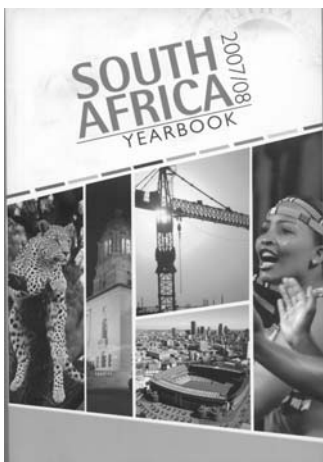
We hope to see all the Gautengers at as many events as possible.

Jill Bishop and Mary Hazelton



This Yearbook's no yawn

Delien Burger, a PEG member and an editor at the Government Communication and Information System in Pretoria, has made PEG members a very generous offer – a free copy of the *2007/2008 South Africa Yearbook*. In fact, for Gauteng members, her offer couldn't be easier to accept: simply collect your copy either from Delien at her office in downtown Pretoria or from Mary Hazelton in Orange Grove. To arrange collection, either contact Delien on 082 924 3106/delien@gcis.gov.za or Mary on 083 473 0219. For out-of-towners, Delien is being even more generous – e-mail her to order a copy and she'll arrange to have it mailed to you!



The *Yearbook* is surely an indispensable reference work for us all. To quote former President Mbeki in the Foreword, the *Yearbook* 'gives a comprehensive account of the programmes and policies of our government as well as the current state of the South African nation'. And comprehensive it certainly is! Its 652 pages of text cover every aspect of life in our young democracy and contain reports on the activities of every

government department and statutory body.

In the Arts and Culture section, for instance, we learn that the department established the African World Heritage Fund to deal with the challenges that face the conservation and protection of world heritage sites on the African continent. Launched in May 2006, the fund is administered by the Development Bank of Southern Africa and audited by the Auditor-General; it consists of all AU countries that are signatories to the World Heritage Convention. News to you?

Under Health, in addition to the usual outline of policy and legislation, we are informed that senior representatives of the Tunisian Agency for Technical Cooperation visited South Africa in May 2007 to inspect our public health facilities with the aim of assisting in recruiting Tunisian doctors to work in the 'underserved' areas of South Africa. But did you know that between 2000 and 2002 Tunisian ophthalmologists visited South Africa to perform eye operations, and completed more than 600 operations in that period? And that, this successful project having been extended, the Tunisian specialists performed almost 200 eye operations at Butterworth Hospital in the Eastern Cape during 2007?

Larded with zillions of snippets, what the publication reveals is that, behind all the politics and politicking, much is being achieved – but that so much of it occurs so far in the background it's hidden from view. It's a treasure trove of all the information we as editors and proofreaders should have at our fingertips. So get your copy without delay!

Mentoring

Here's an example of the synergy that PEG generates (some of you will have seen this correspondence on the Google group).

We want to develop the mentoring concept as part of our Continuing Professional Development programme, but there's no need to wait! If you'd like to volunteer, either as a mentor or as a 'mentee', then let the committee know or write to the group.

There was recently an instance of the sort of incentive that might just get someone among our members going. The following call went out:

Dear PEG members

I have had letters through the post from two aspirant black novelists. One has been in prison for ten years and did not say when he is due to be released. This person has good handwriting and pretty good English, and says his script is already typed up. I am inclined to do this one pro bono. Is there a newbie out there who would like to try it for nothing, and I would mentor it? That way we can turn the pro bono job to PEG's advantage. Not that I have seen a sample yet, which would be the first step.

And a response came back:

Your idea sounds like great fun and a good opportunity for me to get my teeth into editing. I've been teaching EFL for many years now and completed John Linnegar's course last year. I've since done some work for corporates, but not much else. I'm passionate about South African history, politics and social issues, having taught History at high school level. This sounds perfect for me and I'd love the opportunity to have my own mentor!

I'm keen to meet or chat about this and I hope we can work something out.

If you have any other ideas for helping members to become mentors or mentees, please write to Irene Stotko at stotko@worldonline.co.za. Irene's very kindly taken on the Mentoring portfolio on the 2009–2010 committee.