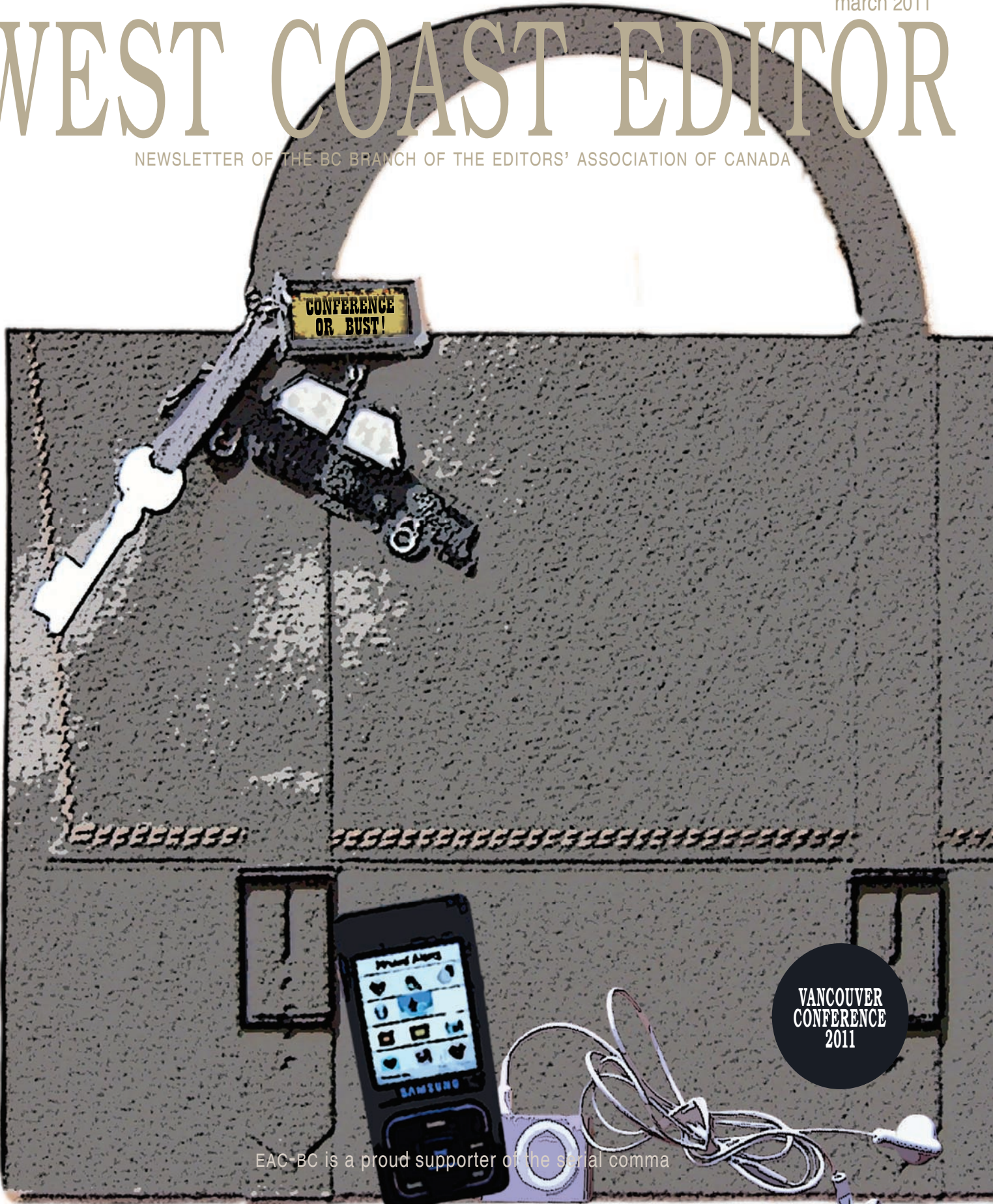


march 2011

WEST COAST EDITOR

NEWSLETTER OF THE BC BRANCH OF THE EDITORS' ASSOCIATION OF CANADA



**VANCOUVER
CONFERENCE
2011**

EAC-BC is a proud supporter of the serial comma

WEST COAST EDITOR

March 2011

West Coast Editor is the newsletter of the Editors' Association of Canada, BC Branch (EAC-BC). It is published eight times a year. Views expressed in these pages do not necessarily reflect those of EAC or EAC-BC; quotations reflect the grammar, style, and punctuation of source material. Send comments to westcoasteditor@editors.ca.

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Rx: EAC conference. Repeat x3 days.

“Maybe the most significant thing that we can learn from putting today’s digital reading and writing in the context of five thousand years of literacy history, using past results to predict future performance, is that the digitized text permeating our lives today is the next stage, not the last stage, in the saga of human communication, and that it’s impossible to tell from what we’re doing now exactly where it is that we will be going with our words tomorrow.”¹

If you ventured near the Arts section of *The Globe and Mail* or *The Guardian* during the first two weeks of February, you were probably overcome by a feeling of faintness.

John Barber of *The Globe and Mail* was partially responsible for this reaction: “If Jackie O were still in the [editing] game,” he declared in the February 4, 2011, issue, “she would likely be outsourced.”² Six days later, Russell Smith responded to his *Globe* colleague: “In an age of instant books, easy self-publishing and editorless publishers, are we going to start thinking about doing without editors altogether?”³ Then, the very next day, Alex Clark wrote in *The Guardian* about editors fearing that “the increasingly regimented nature of book production ... means they have to undertake detailed and labour-intensive editing work in the margins of their daily schedule.”⁴

You would be forgiven for feeling faint in the face of such outpourings. It’s enough to make the most phlegmatic of editors succumb to the vapours, retire to the attic, and gaze mutely out the window, wondering “what is happening to my industry?” However, *West Coast Editor* has an alternate coping strategy: a prescription, if you will. Gaze mutely out your window if you must, but, once done, go to your computer and register for EAC’s May 27–29, 2011, national conference.

A dose of EAC conference-going is the best medicine for the ailing editor. You will experience the therapeutic benefits of time spent in beautiful downtown Vancouver. You will also experience the therapeutic benefits of participating in editing-in-the-digital-world-themed workshops, gaining insight into how to best adapt your skills to the new landscape. Add a dose of informal “talk therapy” with your editing colleagues, seawall strolls, and end-of-conference banqueting, and you will be transformed into a digitally savvy editor, ready for everything the new digital world order has to offer.

See you at conference!

West coast editor

Sourcing details for “Rx: EAC conference. Repeat x3 days” are on page 3.

Contributors

Marlene Dong (“2011 EAC conference: a little something for every editor,” page 4, “Double the value: editing and indexing sessions,” page 4) is the communications coordinator for the 2011 EAC national conference and owner of a consulting business that produces strategic communications for public and private sector clients. She recently rejoined the 9-to-5 workforce and sorely misses her work pyjamas and Muppet slippers. They were really comfortable.

Helen Polychronakos (“Who’s following EAC?” page 5, “Editors in the age of e-everything: an endangered species?” pages 6–7) is a writer, editor, teacher, and wanderer who spent ten years travelling and working in Asia. She recently moved to beautiful Vancouver, which will be her home for (gulp) ever and ever. She’s also a Twitter addict: @HelenEleni.

Sources for “Rx: EAC conference. Repeat x3 days.”

1. *A Better Pencil: Readers, Writers, and the Digital Revolution*, Dennis Baron, 2009

2. “Where have all the book editors gone?” John Barber, *The Globe and Mail*, February 4, 2011, www.theglobeandmail.com/news/arts/books/where-have-all-the-book-editors-gone/article1894501/singlepage/#articlecontent, accessed February 7, 2011

3. “Why we should care about bona fide editors,” Russell Smith, *The Globe and Mail*, February 10, 2011

4. “The lost art of editing,” Alex Clark, *The Guardian*, February 11, 2011, www.guardian.co.uk/books/2011/feb/11/lost-art-editing-books-publishing, accessed February 14, 2011

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CONFERENCE REGISTRATION IS NOW OPEN!

Visit EAC’s conference website at www.editors.ca/conference/conference2011/index.html for full details, including early-bird pricing for members, one-day registrations, combination EAC/ISC/PEAVI registration, and banquet and reception tickets.

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FRONT COVER COLLAGE: Cheryl Hannah

“‘Would you tell me, please, which way I ought to go from here?’ / ‘That depends a good deal on where you want to get to,’ said the Cat.”

Source: Alice and the Cat, as quoted in *Alice’s Adventures in Wonderland*, Lewis Carroll, 1865

2011 EAC national conference: a little something for every editor

Wondering what awaits you at EAC’s upcoming national conference? This year’s conference has a little something for every editor.

Apart from the incredible lineup of speakers, sessions, panel discussions, and workshops, there are not one, but two keynote speakers bookending the conference. On top of that, you can take advantage of additional programming offered by one of EAC’s conference partners: the Indexing Society of Canada.

EAC’s conference program alone offers 40 sessions: visit the conference website for more information. In the meantime, here’s a small selection of EAC panel discussions and sessions you will find there. —MARLENE DONG

EDITING IN THE DIGITAL MEDIA WORLD

Gain insight into the field of digital media editing and journalism, including its unique challenges and opportunities. **Panellists:** Lisa Manfield (online editor, Canada Wide Media); Rebecca Philips (senior editor, *Vancouver Magazine*); Erik Rolfsen (news editor, TheProvince.com)

RETIREMENT? WHAT’S RETIREMENT?

Explore the positive aspects of winding down a freelance editing career.

Panellists: Joan Irving (freelance editor and translator); Anita Jenkins (freelance writer and editor); Rosemary Tanner (freelance science textbook editor)

THE CORPORATE WRITING GUIDE: CREATING CONSISTENT, CONCISE, AND CLEAR COMMUNICATION

Hear about the practical, professional, and interpersonal issues involved in developing a well-researched, usable, effective corporate writing guide.

Speaker: Rhonda Helman

WELL BEGUN IS NEARLY DONE: DESKTOP PUBLISHING WORKFLOW AT WARP SPEED

Learn about setting up documents in Microsoft Word and Adobe InDesign and creating an efficient workflow.

Speaker: James Harbeck

BLOGGING AS A SELF-EDITING DISCIPLINE

Discover how keeping a regular blog and linking to other websites is a great way to develop your Web communication skills and online presence. **Speaker:** Carol Tulpar

“TO BE” OR NOT “TO BE”

Find out about the “to be” phenomenon and how to identify the verbs that tire readers. You might help facilitate a marked improvement in Canadian writing! **Speaker:** Jim Taylor

BUSINESS ACUMEN: EARN MORE; WORK LESS

Gain valuable insight into running a small business successfully.

Speaker: Carolyn Burke

Double the value: editing and indexing sessions

EAC is thrilled to welcome two official partners to this year’s national conference: the Indexing Society of Canada (ISC) and the Professional Editors Association of Vancouver Island (PEAVI).

“SUPER CONFERENCE”

EAC has joined forces with ISC to present a “super conference,” allowing members of EAC, ISC, and PEAVI to enjoy an expanded program of panel discussions and sessions. PEAVI is sponsoring the opening keynote address.

BONUS: INDEXING SESSIONS

The ISC-sponsored indexing sessions will take place on Friday, May 27, and Saturday, May 28, 2011.

Speakers hail from Canada, Australia, the US, and the UK, including prominent indexers such as Kari Kells, Kate Mertes, Do Mi Stauber, and Enid L. Zafran.

SPECIAL PACKAGE PRICE

Conference registrants can attend the indexing and editing sessions of their choice. EAC, ISC, and PEAVI members wishing to attend both indexing and editing sessions can do so at a special package price.

For complete details, visit EAC’s conference website: www.editors.ca/conference/conference2011/index.html.

—MARLENE DONG



FRIDGE-MAGNET ART[†]

WHO'S FOLLOWING EAC?

In December 2010, EAC launched @eacconference and @congrèsdelacr to connect with the Twitter community about the conference. Now that these streams have been up and running for three months, what have we learned about our followers?

@congrèsdelacr followers

EAC's @congrèsdelacr followers—42, at last count—work in publishing, communications, libraries, bookstores, and other word-friendly places. Here's a closer look:

Followers by profession	Total
Translators	4
Web and social media editors	7
Traditional editors	4
Journalists	7
Authors	2
Publishing	4
Communications	4
Other	10
Total	42

Followers by region	Total
Quebec	24
Ontario	2
British Columbia	6
European Union	6
Unknown	4
Total	42

In December 2010 and January 2011, the most popular topics on @congrèsdelacr were: Wikileaks; iPad and other electronic readers; and news such as the protests in Cairo and the anniversary of the Haiti earthquake.



@eacconference followers

Like their francophone colleagues, EAC's 126 @eacconference followers work in word-friendly places. Here's a closer look:

Followers by profession	Total
Editors	21
Online editors	8
Communications	14
Publishing	2
Digital publishing	5
Writers	26
Magazines	1
Online magazines	4
Journalists	5
Online writing	5
Social media	5
Librarians	1
Education	2
Other	21
Total	126

Followers by region	Total
British Columbia	51
Ontario	15
Alberta	14
Canada	15
United States of America	11
United Kingdom	5
Unknown	15
Total	126

In December 2010 and January 2011, the most popular topics on @eacconference were: technology that helps or hinders reading; books, magazines, and authors; and Vancouver-related news and events.

—HELEN POLYCHRONAKOS

TWITTERY TERMS

Think fast: are you a *tweeter*, a *twitterer*, a *tweep*, or a *twitterian*? It makes a difference. *Tweeters* and *twitterers* are synonyms: both are Twitter account holders who post and read tweets.¹ A *tweep* is “a person with a mutual following on www.twitter.com.”² But be careful who you call a tweep! You might cause offense: *tweeps* are also rookies, who “by virtue of their low number of tweets [are] on the bottom of the Twitter hierarchy. The opposite of *tweep* is *twitterian*.”³

Source 1: <http://support.twitter.com/groups/31-twitter-basics>, accessed February 19, 2011; Source 2–3: www.urbandictionary.com/define.php?term=tweep, accessed February 19, 2011

EDITORS IN THE AGE OF E-EVERYTHING: AN ENDANGERED SPECIES?

BY HELEN POLYCHRONAKOS

It's Linguistics 101: languages don't deteriorate; they change. Still, when tweeting thumbs spell "its" instead of "it's" because apostrophes are inconvenient, editors worry. Will the movement toward digital platforms bring a greater need for editors or will editors become obsolete?

These questions are just one issue for discussion at the 2011 EAC national conference, "Editing in the Age of e-Everything." In the February 2011 issue of *West Coast Editor*, you were introduced to the two keynote speakers—*The Vancouver Sun* journalist and blogger Shelley Fralic and CEO of digital publisher BookRiff, Rochelle Grayson. Here, they give us a peek into their experiences with e-publishing, as well as their predictions for the future of the industry.

Since 1979, Fralic has worked as an editor and a reporter at *The Vancouver Sun*. Her professional reputation rests on the many eyes that ensure her articles are accurate and without errors. When her colleagues started blogging a

few years ago, Fralic was apprehensive about the instantaneous nature of this unedited genre.

"It's much more stream-of-consciousness," she says. "There are a whole lot of attributes about blogging that has made me a little uncomfortable."

However, across North America, journalists' blogs bring new readers to the online products of an ailing newspaper industry. Because of this, Fralic agreed to write *Social Studies*, a blog about pop culture.

Even though the daily updates to her blog have much shorter turnaround times than those of her twice-weekly

print column, she still strives to post error-free and reliable information.

"People want quality. There will be a certain group that won't care, but smart people will still seek information that they know is dependable. In our newsroom, we have hired far more new Web editors than any other category."

A couple of years ago, *The Vancouver Sun* had two Web editors on its payroll. These days, about a dozen editors work exclusively on the online version of the paper. Fralic advises editors to develop strategies for finding these kinds of jobs.

"I'd look at some of the successful Web newspapers, and I would phone

one of the editors up. I would ask, ‘how did you get this job?’” says Fralic. “Be open-minded and get out there. You can’t wait for the jobs to come to you.”

Grayson agrees that the Web is full of opportunities, though it may not look that way on the surface. While the amount of information on the Web is increasing rapidly, traditional mass audiences are shrinking. This doesn’t mean that information-seekers are disappearing. Rather, they’re organizing into “a lot of very small, niche-fragmented audiences.”

An editor should get to know a few niche audiences and cater to the content they like to read, as well as to their preferred genres and technologies.

“It’s editing, but it’s also a curator’s job,” explains Grayson. “For example, you can market yourself as: ‘I really understand the birdwatching community.’”

Niche no longer means that an editor’s income will depend on a handful of, say, esoteric bird aficionados, since the Web’s reach is global. In addition, content



Digital publisher Rochelle Grayson will deliver the closing keynote address at the 2011 EAC national conference on May 29, 2011, in Vancouver. Photo courtesy of Rochelle Grayson.

creators can charge more for this carefully selected material, says Grayson.

When it comes to revenue, publishers can learn from the music industry, which lost billions by resisting Web distribution. BookRiff embraces it and is all about customizing. A spinoff of Vancouver-

based publisher D&M Publishers, BookRiff is a kind of iTunes for books. Need to replace your bathroom sink but don’t want a 600-page tome about plumbing? Simply download the chapter about sinks.

So it’s true: the Web can be a mess of “lazy information.” But that’s good for editors, who’ll be called upon to find the nuggets, says Grayson.

Similarly, Fralic insists that editors have a responsibility to make sure that quality remains valued and, consequently, remunerated.

“I don’t think quality’s ever going to go out of style, and it’s up to us to make sure that it doesn’t, right? Stick to your guns. Quality and good editing count for something, and should always count for something.”

Hear more from Shelley Fralic when she kicks off EAC’s conference, May 27, 2011; hear more from Rochelle Grayson when she delivers the closing keynote address, May 29, 2011.

Journalist and blogger Shelley Fralic will kick off the 2011 EAC national conference on May 27, 2011, in Vancouver.

Photo courtesy of *The Vancouver Sun*.



etcetera

UPCOMING EVENTS

EAC-BC SPEAKER SESSION: WEARING TWO HATS WITH STYLE: AUTHOR AS EDITOR

March 16, 2011

Guest speaker: Rhea Tregebov

One skill that all good editors possess is the ability to “wear the author’s shoes.” Finding a way to nudge, cajole, and encourage authors to write their best can be easier once you’ve considered things from their point of view. Join us at our March meeting to hear Rhea Tregebov share her unique perspective as both author and editor.

Rhea is a poet, novelist, anthologist, and assistant professor in the creative writing program at UBC. As an editor, she has worked with authors in a variety of genres, from YA novels and cookbooks to academic articles and literary fiction. As an author, she has been edited by some of the best. Rhea’s debut novel, *The Knife Sharpener’s Bell*, was released in 2009.

We will draw for a door prize at the end of the evening. The winner will receive free admission to one EAC-BC seminar.

Time: 7:30 pm

Cost: Free for members; \$10 for non-members; \$5 for students with valid ID

Place: YWCA
535 Hornby Street
Welch Room, 4th floor
Vancouver

YWCA is located on the west side of Hornby Street, between Dunsmuir and Pender, one block northeast of the Burrard SkyTrain Station. Parking is available across the street for \$8.00 after 6:00 pm. Street parking is also available.

Information: www.editors.ca/node/904 or bcprograms@editors.ca

EAC-BC SPEAKER SESSION: ARE E-BOOKS CHANGING THE WORLD?

April 20, 2011

Guest panellists: Kathleen Fraser,
Robert Mackwood, Susan Safyan

What is the impact of e-books on the publishing industry? Join us at our April

meeting for a discussion with Kathleen Fraser, Robert Mackwood, and Susan Safyan about how new technologies are changing the publishing landscape.

Kathleen Fraser is a Master of Publishing student whose research has focused on the intersection of technological development and editorial practices. She is an enthusiast of Agile methodologies, a tech evangelist, and a print-book lover. Kathleen is the editor at Hur Publishing and also works at Caitlin Press.

Robert Mackwood has spent almost 30 years in the book industry. As the owner and principal agent of Seventh Avenue Literary Agency—one of Canada’s only non-fiction agencies—he represents more than 40 authors. In 2009, he created Mackwood Publishing Consultants to work with self-published authors early in the publishing process, providing guidance for their projects.

Susan Safyan is associate editor at Arsenal Pulp Press in Vancouver. Arsenal publishes between 14 and 20 new titles each year in the areas of literary fiction and non-fiction, cultural and gender studies, LGBT and multicultural literature, cookbooks, and guidebooks. Arsenal has now e-booked more than 200 of their titles.

We will draw for a door prize at the end of the evening. The winner will receive free admission to one EAC-BC seminar.

Time: 7:30 pm

Cost: Free for members; \$10 for non-members; \$5 for students with valid ID

Place: YWCA
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Information: www.editors.ca/node/904 or bcprograms@editors.ca

EDITING IN THE AGE OF e-EVERYTHING  LA RÉVISION À L'ÈRE DU TOUT-ÉLECTRONIQUE

www.editors.ca/conference/conference2011/index.html

May 27–29, 2011

SFU Vancouver

515 West Hastings Street
Vancouver

**EAC-BC SEMINAR: ALWAYS PITY
THE POOR READER: COPY
EDITING 101**
May 14, 2011

Instructor: Rob Dykstra

A good editor can be the writer's best friend—and the reader's. If a sentence is poorly constructed, unclear, or riddled with mysterious jargon that only an insider can understand, the message will not be conveyed. If the entire piece is sloppily written, with errors in grammar, spelling, or punctuation, its credibility will suffer: how can the reader be sure the information itself is correct? The copy editor is a vital link between writer and reader.

This seminar, led by Rob Dykstra, will provide you with an overview of the copy editing function, the process, and a hands-on editing experience involving common problems and pitfalls.

Topics to be covered include: an overview of the editing process; the role of the copy editor; the importance of spelling, punctuation, grammar, and usage; accuracy of facts, names, and numbers; eliminating redundancies; and plain language.

Rob Dykstra has been an instructor in the journalism department at Langara College for more than 20 years; he has taught a copy editing course there for much of that time. He also oversees the editing and production of the annual *Langara Journalism Review*. He is currently working on a handbook for editors.

Time: 10:00 am–4:00 pm

Cost: \$100 for EAC members who register by April 22, 2011 (after: \$120); \$160 for non-members who register by April 22, 2011 (after: \$180)

Place: SFU Vancouver
515 West Hastings Street
Vancouver

Registration: <http://www.gifttool.com/registrat/ShowEventDetails?ID=1262&EID=8929>

EVENT REVIEW

EAC-BC SPEAKER SESSION: SELF-SERVING SOURCES
February 16, 2011

Guest speaker: Elizabeth Rains, *Pacific Rim Magazine*, Ocean Cove Media
Reviewer: Cheryl Hannah

EAC-BC editors, it will come as no surprise, are multi-talented. Many of those who number writing among their talents were present at our February meeting to hear Elizabeth Rains share her experience handling “self-serving sources.”

Self-serving sources are those who are bent on influencing your story to serve their own interests. Sometimes, the interests of the source and the interests of the story are aligned (think public relations); however, many columnists find that's not the case. Elizabeth shared a host of self-serving things she has heard from sources over the years and then followed up with lists of her tried-and-true responses. Below are a few examples:

Source says: “I’ve got to see the story before it’s published.”

You say: “I don’t see the final story; it goes to my editor. Why don’t I send you a list of facts that I will be using in the story, and you can check them to ensure accuracy?”

Why? If you give a copy of your story to the source before it is published, you run the risk of her wanting to change it into a press release!

Source says: “This is off the record.”

You say: “Let’s talk about this as background. I’ll use the content but not your name.”

Why? The credibility of the story could be diminished if you use an unnamed source. However, if the source has a good reason to remain anonymous, then agree to the demand but explain to your readers why you’ve had to withhold identity.

Source says: “By the way ... what I just said was off the record.”

You say: “You know, what you said really didn’t sound *that* bad. But, how about I ask you the question again, and you can rephrase your reply?” or “How about we just use part of your reply?”

Why? You’re about to lose some great content!

Source says: “I’ve got to see the questions first.”

You send the source a list of questions that require only fact-based answers, reserving any questions requiring opinion-based answers for the actual interview. Or send the source several innocuous questions and then build on them in the interview.

Why? The source may have someone in the corporate communications department prepare the responses.

Elizabeth’s final advice? Always think about the motivation behind the demand, because often, the source is simply looking for reassurance. Try to come up with a solution that will serve the interests of the source, while allowing you to keep your journalistic integrity.

**EDITING
IN THE AGE OF
e-EVERYTHING**  **LA RÉVISION
À L'ÈRE DU
TOUT-ÉLECTRONIQUE**

EAC CONFERENCE: EDITING IN THE AGE OF E-EVERYTHING
May 27–29, 2011

Registration for the 2011 EAC national conference is now open. EAC has joined forces with the Indexing Society of Canada (ISC) and the Professional Editors Association of Vancouver Island (PEAVI) to present a “super conference,” allowing members of all three associations to enjoy an expanded program of panel discussions and sessions.

The conference will feature sessions about business and government web publishing, digital publishing and the future, e-books, editing in the media, educational publishing, social media, web writing and editing, multicultural media, and indexing. It is a must-attend event for anybody who wants to explore the challenges—and opportunities—editors face in an increasingly digital world.

Selected costs for EAC members

Three-day conference combo: \$500 for those who register by April 1, 2011 (after: \$575)
Any two conference days: \$350 for those who register by April 1, 2011 (after: \$430)
One-day option: \$250 (no early-bird pricing)

Selected costs for EAC student members

Three-day conference combo: \$400 (no early-bird pricing)
Any two conference days: \$290 (no early-bird pricing)
One-day option: \$250 (no early-bird pricing)

Selected costs for non-members

Three-day conference combo: \$750 (no early-bird pricing)
Any two conference days: \$600 (no early-bird pricing)
One-day option: \$360 (no early-bird pricing)

Place: SFU Vancouver
515 West Hastings Street
Vancouver

Information and Registration: www.editors.ca/conference/conference2011/index.html

**MAY 2011 EAC-BC MEETING:
POSTPONED UNTIL JUNE 2011**

Since many EAC-BC executives and committee members will be involved in preparations for the 2011 EAC national conference, the May 18 meeting has been postponed to June 15. See below for details about the June 15 meeting (“EAC-BC book swap and 2011–2012 elections”).

**EAC CONFERENCE: EDITING IN
THE AGE OF E-EVERYTHING**
May 27–29, 2011

See the advertisement to the left for details.

**EAC-BC BOOK SWAP
AND 2011–2012 ELECTIONS**
June 15, 2011

Free books, light refreshments, and a bit of networking. Mark your calendars now for EAC-BC’s book swap and 2011–2012 elections. We will draw for a door prize at the end of the evening. The winner will receive free admission to one EAC-BC seminar.

Time: 7:30 pm

Cost: Free for members; \$10 for non-members; \$5 for students with valid ID

Place: YWCA Hotel
733 Beatty Street
Vancouver

EAC-BC is organizing the opening-night reception at Conference 2011.

The venue is booked. The times are set. All we need now is a team of **party-planners par excellence** with a *flair* for the **sensational** to help us realize our plans and to glide around the venue the night of the event looking efficient and fabulous.

Want in on the fun? Contact Cheryl Hannah at channah@editors.ca.

THE PARTY: Friday, May 27, 2011, 5:00 pm–7:00 pm
THE PLACE: SFU Vancouver, in a suite of rooms overlooking Cordova Street
THE PAYOFF: the envy and adulation of your peers

The YWCA Hotel is located on the west side of Beatty Street (between Georgia and Robson), two blocks southwest of the Stadium SkyTrain Station.

Street parking is available. (The hotel's underground parking lot is accessible to hotel guests only.)

Information: www.editors.ca/node/904 or bcprograms@editors.ca

NOW YOU KNOW THE STATE OF THE PUBLISHING INDUSTRY

With the publishing industry in the midst of such profound change, editors are left to wonder what role—if any—they will play in the future.

Below are links to three articles that appeared in *The Globe and Mail* and *The Guardian* last month, all of which address this issue. They all provide interesting—albeit anxiety-provoking—reading:

“Where have all the book editors gone?” John Barber, *The Globe and Mail*, February 4, 2011,

www.theglobeandmail.com/news/arts/books/where-have-all-the-book-editors-gone/article1894501/singlepage/#articlecontent, accessed February 7, 2011

Excerpt: “With the publishing industry in turmoil, beset by competitive challenges unknown a decade ago, the long-lunching gentlefolk who once managed the mysterious process of literary midwifery are being replaced by fast-paced production workers, paid by the paragraph and often operating from home. If Jackie O were still in the game, she would likely be outsourced.

“Among the recognizable Canadian publishers that have laid off editors since the economic downturn are Penguin Canada, McClelland & Stewart and Key Porter, which stopped publishing altogether early in the new year. Even plucky Gaspereau Press, the Nova Scotia publisher that brought out Johanna Skibsrud's Scotiabank Giller Prize-winning novel, *The Sentimentalists*, has laid off its only full-time editor.”

“Why we should care about bona fide editors,” Russell Smith, *The Globe and Mail*, February 10, 2011

Excerpt: “My colleague John Barber wrote an interesting article for last weekend's paper about a phenomenon many have noticed among the many changes in the turbulent publishing industry: There are fewer editors on staff at publishing houses, and publishers are less willing to work on troubled manuscripts as a result. They want manuscripts to be ‘cleaner,’ closer to finished. This has led to the new growth industry: freelance editing, hired and paid for by aspiring writers.

...

“In an age of instant books, easy self-publishing and editorless publishers, are we going to start thinking about doing without editors altogether?”

“The lost art of editing,” Alex Clark, *The Guardian*, February 11, 2011,
www.guardian.co.uk/books/2011/feb/11/lost-art-editing-books-publishing, accessed February 14, 2011

[Thanks to Jennifer Getsinger for sending us the link to this article. —Ed.]

Excerpt: “Make it known that you're interested in the past, present and future of editing, and there are plenty of people who want to share their thoughts—although not all of them, given the chatty and precarious nature of the world of publishing, on the record. Many speak of the trimming of budgets, the increasingly regimented nature of book production and of the pressure on their time, which means they have to undertake detailed and labour-intensive editing work in the margins of their daily schedule rather than at its centre. One freelance editor I talked to remarked that ‘big companies used to have whole copy-editing and proof-reading departments. Now you'll get one publisher and one editor running a whole imprint.’”

CALL FOR SUBMISSIONS

West Coast Editor is accepting submissions for the following issues. Please contact Cheryl Hannah at westcoasteditor@editors.ca to discuss your ideas.

May 2011: *The West Coast Editor Bugle*
Copy deadline: April 6, 2011
Theme: special-edition conference bulletin

June 2011: Volunteering with EAC-BC
Copy deadline: May 4, 2011
Theme: EAC-BC 2011–2012 elections and volunteer profiles

September 2011: Secret lives of editors
Copy deadline: July 27, 2011
Theme: Showcase of the creative (non-editing-related) work of BC editors (e.g., poetry, art, creative writing, photography)

CONFERENCE 2011 SPONSORSHIP COORDINATOR

Do you like asking people for money? We are looking for an EAC-BC member with relationship-building skills and experience securing sponsorship and partnership support from organizations for special events to join our team.

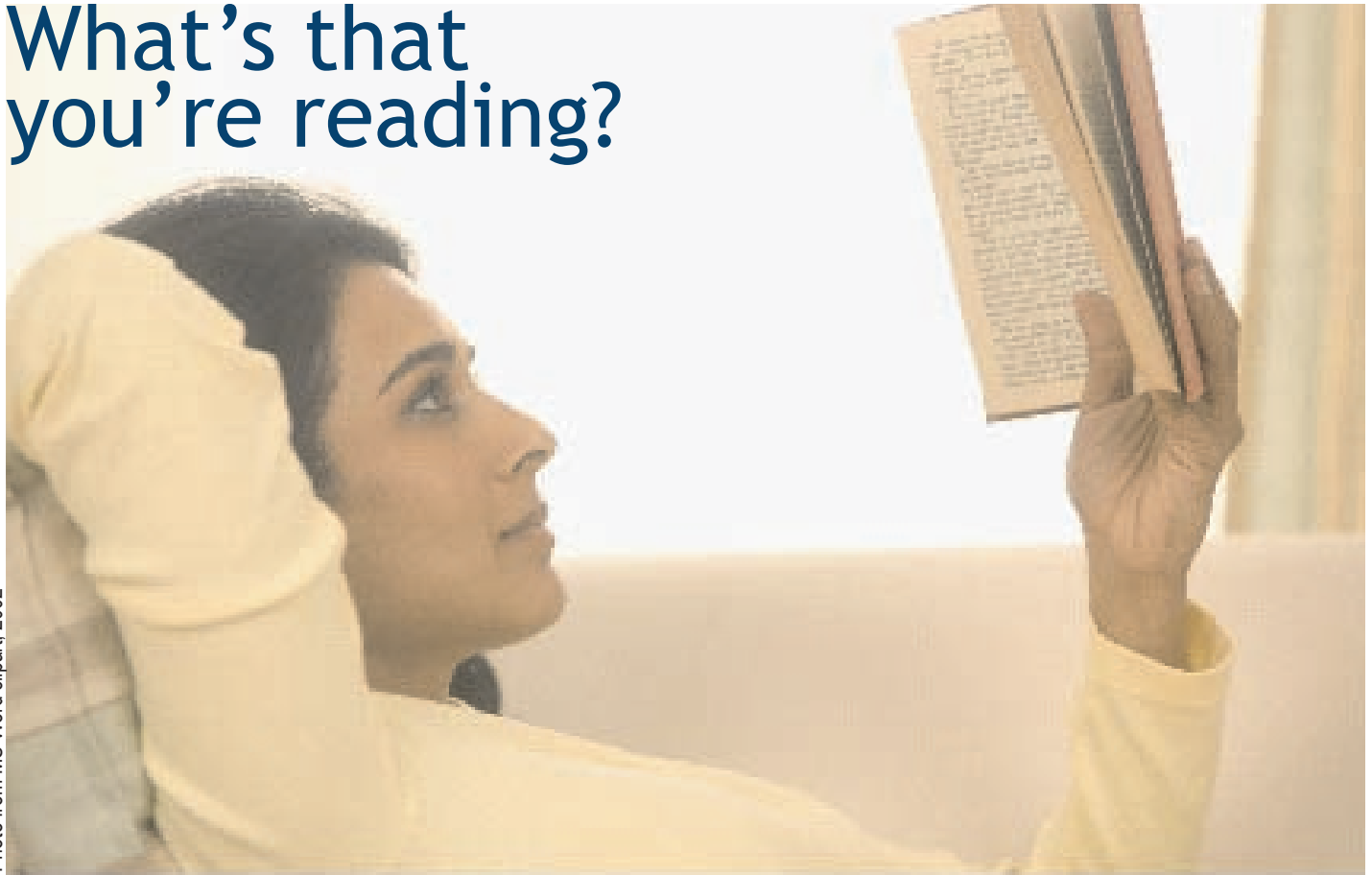
As sponsorship coordinator, you will liaise with our current sponsors and partners, solicit new sponsors and partners, and manage these relationships through the pre-conference months and conference period.

The conference committee will provide you with a standard EAC sponsorship package to work with. The conference committee will also provide you with communications and administrative support.

Interested? Contact co-chair Theresa Best (theresabest@gmail.com) or Naomi Pauls (npauls@editors.ca).

What's that you're reading?

Photo from MS Word clipart, 2002



You there. On the couch. Reading that interesting-looking book. What would you say to sharing a shortlist of your favourite books with your EAC-BC colleagues?

In February 2011, *West Coast Editor* launched a new column: *The Bookshelf*. The column has been designed to showcase the reading-related opinions, passions, and peeves of guest columnists. To download a copy of the inaugural column, featuring editor and *WCE* staffer Christine Dudgeon, go to www.editors.ca/node/892 and download a PDF of the February 2011 issue.

FAVOURITE BOOKSTORE: THE USED BOOKSTORE ON MAIN STREET IN PENTICTON. It's called The Book Store. It has an amazing variety of books, all categorized in various needs and genres. Anytime I get to Penticton, it's my first stop. I can spend all day there browsing. I heard about it from an American when I was in Geneva in 1983.

A FAVOURITE SEASONAL READ: SEED CATALOGUES. I spend January poring over the book vegetable and herb seed catalogues, just when

...wishes to start to feel like it's going to continue forever, seed catalogues serve as much a feeling of optimism and anticipation of spring, inciting generally silly purchases such as another variety of tomato that is supposed to grow early and practically. The West Coast Seeds catalogue is particularly good as it has information on planting and growing various types of vegetables and a very useful planting chart. All the information is also on their website: www.westcoastseeds.com.

BOOK MEMORY FROM SCHOOL: MY GRADE 7 TEACHER MR. MCGREGOR WOULD READ TO US FOR AN HOUR EVERY FRIDAY AFTERNOON. He would turn down the lights, and we would all get out books on our desks and read. It was kind of weird to be read to in grade 7 but we were going to read them. He read some books that I still read now: *The Chronicles of Narnia* by C.S. Lewis, *The Hobbit* by J.R.R. Tolkien. It was 10 years before I heard that the hobbit had a "wedding." I rushed out to buy it right away and was not disappointed.

BOOK I READ THAT FLATTERS REGRETTED: A FINE BALANCE BY ROBERTSON MISTRY. It is a very well-written book. Mistry's storytelling is colorful and the end of the book, when everything started to go wrong—and there was nothing the characters could do to prevent it—I found myself getting depressed about the non-viable fate of mankind, and my depression must have lasted a week. I don't think I should read any more of Mistry's books.

[THE BOOKSHELF FEATURING CHRISTINE DUDGEON]

Christine's five fave books

LORD OF THE RINGS, J.R.R. TOLKIEN. Hobbit, Elessar, The Rings, Galadriel. Has anyone not read this book or watched the movies?

THE TAP OF POSEH, BENJAMIN BOFF. A treat. His best friends, Winston passed down through the ages. Singlelife.

SNOW CRASH: NEAL STEPHENSON. It amazes me that this book was written in the early '90s. So much to comment on: the Metaverse, the internet, the corporations... and then there's the technology of the cybernetic chips and the ancient Sumerian terms (magical programming) and the politics (the Mafia delivers prizes and the CIA merges with the Library of Congress to form a public company). A fantastic, crazy read.

EXCELLENT WOMEN, BARBARA PVM. This book is about the life of a post-war, temper, chain-smoking, upper-class woman named Adelia. A serial killer is on the loose in Cambridge, and Adelia is called in to help uncover his identity. The idea seems a bit far-fetched, but there's (a somewhat accurate) history guiding the plot: Henry II and Thomas à Becket's assassination, the plight of the Jews, the power of the Church, and the position of women.

What I am currently reading:

I'm reading *Madness of the Art of Death* by Ariana Franklin. I recommend it as a light murder mystery. It's about a 12th-century Italian female forensic anthropologist named Adelia. A serial killer is on the loose in Cambridge, and Adelia is called in to help uncover his identity. The idea seems a bit far-fetched, but there's (a somewhat accurate) history guiding the plot: Henry II and Thomas à Becket's assassination, the plight of the Jews, the power of the Church, and the position of women.

The inaugural column of *The Bookshelf* features Christine Dudgeon. Download a copy at www.editors.ca/node/892.

Why have we started this new column?

It's simple. EAC-BCers are notoriously voracious readers: literary fiction; historical fiction; pulp fiction; science fiction; fantasy; military history; biography; romance; manga; self-help; how-to; humour; high-brow magazines; low-brow magazines; catalogues; the backs of cereal boxes; you name it. We want to know what you're reading so that we can read it too!

If you care to share with your fellow editors what you're reading (what you're *really* reading, mind you, not what you think you *should* be reading) email us at westcoasteditor@editors.ca for more details. We'd love to feature you in a future issue.