

Bulletin

*The newsletter of the National Capital Region Branch of the Editors' Association of Canada /
Le bulletin de liaison des membres de l'Association canadienne des réviseurs — Région de la capitale nationale*

Photo: Nancy Hamilton



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When / Date :

April 20, 2011 /
Le 20 avril 2011

Where / Endroit :

Travelodge Hotel /
Hôtel Travelodge
1376 Carling Avenue /
1376, avenue Carling
Rotary Room / Salle Rotary

Time / Heure :

7:30 p.m. /
19 h 30

Program / Programme :

**Tricks for getting
started and moving up
as an editor**

Cost / Prix :

Members Free;
Non-members \$10 /
Gratuit pour les membres;
10 \$ pour les non-membres

Tricks for getting started and moving up as an editor

Chris Cavan, EAC-NCR Programs Chair / Responsable de la programmation ACR-RCN

Three eminent editors/writers bring their expertise to the panel table. **Beverly Ensom, Moira White** and **Lynn Wilson** will draw from their considerable experience to answer questions on topics ranging from EAC seminars, college and university courses, freelance and in-house editing, and EAC website resources, including the Online Directory of Editors, Interactive Voice, branch newsletters, standards and podcasts.

Join us for an evening of lively discussion and take the opportunity to ask questions such as: What university and college programs are available for professional training in editing and how do I choose the right courses? What are the pros and cons of in-house and freelance editing? What are the different

paths leading to becoming an editor? What is involved in the process of becoming certified through EAC?

Beverly Ensom, a certified copy editor, edits Hansard debates and committee reports at the House of Commons. During recesses, prorogations, and elections, she does freelance editing.

Moira White, owner of Ubiquitext Communications, edits, writes, and teaches for government and corporate clients. She is a past president of EAC.

Lynn Wilson has been the in-house editor for the Canada Science and Technology Museums Corporation for over 20 years, editing everything from books to bookmarks.

Annual elections for 2011–2012 NCR Branch Executive

At the April 20 monthly EAC–NCR meeting, we will hold branch executive elections for the 2011–2012 term. Executive members will begin preparing for their terms in early June.

Although there are incumbents in several positions, all positions are up for election. It is not too late to express your interest in one of the positions. (Please contact Christine LeBlanc, current EAC–NCR Branch Chair, at ncrchair@editors.ca.)

Branch Chair (vacant; must be a voting member)

- manages branch executive meetings
- speaks on behalf of the branch
- helps manage branch volunteers
- acts as liaison between the executive and the branch executive director

Secretary (incumbent)

Marion Kennedy has been keeping her pen to paper as EAC–NCR Branch Secretary this past year. After jotting down all the threads of discussions, decisions, and accomplishments at the executive meetings, she weaves them into minutes and hopes that every comma is in the right place and that the other executive members think they were at the same meeting when they read her account. When she is not writing minutes, she is transitioning to a freelance editing career, after having supported people with developmental disabilities over the past three decades.

Seminars Co-Chairs (incumbents)

Abigail Whitney has been working as a freelance editor and writer for five years. Her most exciting recent achievement is the launch of a 75-page handbook, which she wrote and edited for an Ottawa martial arts school. Abigail has other interests as well. She holds a second-degree black belt in karate and loves nothing more than to spend an hour doing *katas* at her dojo. Her home is filled with hockey boys, big and small. Between hockey, karate, and working, her life is filled to the brim with activities.

Mary MacDonald-LaPrade is an in-house editor with more than 20 years of experience. She started her career as the editor of a weekly newspaper in Chesterville, Ontario, located just south of Ottawa. Since that brief period as a journalist, Mary has worked as an editor and communications specialist for a number of non-profit health care associations. Her work experience has included print and web writing, editing, production, and consultation.

Programs Chair or Co-Chairs (vacant)

- recommends program topics for monthly Speaker Nights
- finds and books speakers
- hosts Speaker Nights and introduces speakers
- writes reviews of Speaker Nights for the EAC–NCR *Bulletin*

Membership Chair (vacant)

- manages reception table and welcomes attendees to Speaker Nights
- oversees branch orientation segment of each Speaker Night
- recommends and manages activities to help members network with one another
- leads recruitment activities for new members
- reviews and approves voting membership applications from EAC–NCR members

(continued on page 3)

Treasurer (vacant; must be a voting member)

- acts as liaison between the branch executive director, the executive, and the membership
- reviews financial statements
- reports to the executive and to the membership

Public Relations Chair (incumbent)

Pat Patterson came to the EAC–NCR executive with a background in linguistics and languages, including French, German, English, Spanish, Russian, and Norwegian. She gained experience in public relations through a variety of positions she held in the federal government, at a national association, and at the Children’s Hospital of Eastern Ontario (CHEO).

At CHEO, she currently organizes and presents hospital orientation and e-orientation sessions and coordinates the activities of Learning Specialists. She is also involved in initiating a hospital-wide intranet program and a learning management system.

Pat has held numerous leadership and administrative positions during her more than 20 years with the Girl Guides of Canada, including that of trainer and Ottawa Area Training Advisor.

She has held the position of EAC–NCR Branch Public Relations Chair for the past year.

Bulletin Editor (incumbent)

Linda Senzilet spent the last 20 years of her career in the health sector at Health Canada, most recently as the Associate Editor of the *Health Policy Research Bulletin*, whose national and international readership includes health policy analysts, health professionals, researchers, and decision makers.

Following her recent retirement from the federal government, she began a freelance editing and writing business.

Linda has been the editor of the EAC–NCR *Bulletin* for the past year and has enjoyed tackling desktop publishing for the first time!

A note of thanks

On behalf of the entire EAC–NCR membership, thanks are due to the following people for their dedication and hard work.

Jane Hurge has done double duty as EAC–NCR Branch Past Chair and Treasurer for the past year. Jane is stepping down as she and her husband are about to welcome their first child! Branch executive members threw a surprise baby shower for Jane at their March meeting. Congratulations, Jane!



Christine LeBlanc has also done double duty, as EAC–NCR Branch Chair for the past two years and as the branch’s delegate to the National Executive Council for the past year. She will soon become the EAC–NCR Branch Past Chair and will co-chair the 2012 EAC conference with Gael Spivak. Thank you, Christine!

Gael Spivak has been the EAC–NCR Membership Chair for the past two years. Gael ensured that new members were welcomed and oriented to the organization. She will step down to assume the duties of 2012 EAC Conference Co-Chair, along with Christine LeBlanc. Thank you, Gael!

Chris Cavan has been the EAC–NCR Programs Chair for the past year. Chris planned and organized all of the programs and speakers, as well as the coveted door prizes! Thank you, Chris!

Anne Boudreault has been the diligent French editor/proofreader for the *Bulletin*, as well as a contributor of French content for the newsletter, for the past several years. Merci, Anne!

EAC–NCR March Speaker Night

By Chris Cavan, EAC–NCR Programs Chair

Debra Huron, a self-employed writer, editor and trainer, led a lively discussion on Plain Language at the March EAC–NCR Speaker Night on March 16, 2011.

She began the evening by asking a very thought-provoking question: “As an editor, are you working for the author, the readers, the author and the readers, or a different configuration?”

She advised us to support *all* readers. “You may need to keep both low-literacy readers and highly educated readers in mind as you edit and write. Know your audience!”

She compared and contrasted conventional editors and “plainers.” While plain editing and good editing have much in common, plain editors are likely to be more interventionist. Shifting from being a “regular editor” to being a “plainer” involves focusing more on the readers.

Some salient features of plain writing are using familiar words with fewer syllables, reducing average sentence length, and either explaining jargon or including a glossary to define terms that may not be widely understood by the intended audience. However, Debra insisted that plain language editors should not “dumb down” the text. The reason? “I have the utmost respect for my readers and for their intelligence. My role as a plain editor is to make the text accessible to the audience for whom it’s intended.”

Plain language is more than using a readability formula to determine the grade level of a text. She cautioned that no graded level of readability will ensure comprehension. The emphasis, Debra suggested, should be on reaching *people*.

At the start, this means we must know who the audience is. At the end, we can use readability

testing methods. “Test your writing and editing with real people. If a plain text works, intended readers will have no trouble understanding the message,” Debra said.

Readers should be able to understand not only the text, but also the subtext and context of the messages.

Debra suggested that sometimes the print medium is not the best way to reach Canadian adults with low literacy skills. Although this may call into question the very role of print, she said that using the Internet’s powerful audio-visual tools may help make a text more accessible. “Cultures have always had strong oral and visual components. I wonder if we may find the Internet becoming more like the ways people communicated in the past—telling stories around a campfire,” Debra commented.

She made a strong case for considering the politics of plain writing. As editors and writers, we need to act as advocates for readers’ rights, she said.

Debra “walked her talk” with an effective message that we easily understood: Any audience, no matter how sophisticated, appreciates clear, succinct writing.



Reach your professional potential with the help of EAC–NCR seminars

Abigail Whitney and Mary MacDonald-LaPrade, EAC–NCR Seminars Co-Chairs

This spring, stay on top of your game by registering for one of EAC–NCR’s professional development seminars. There are still several to choose from, all led by highly qualified presenters.

Plain Language: Building Results, May 5

In this seminar, you will learn to write and edit so that the language you use serves the readers’ needs rather than the writer’s.

Graham Young, an independent writer, trainer and communications consultant with 26 years of marketing experience, will lead seminar participants in an exploration of the hallmarks of plain language such as good organization, lack of wordiness, and little or no jargon. Come away from this seminar knowing how to say what you mean efficiently. Group and individual exercises will let you apply what you learn to real-life passages.

Two seminars led by Frances Peck

Frances Peck will lead the final two seminars of the 2010–2011 season. Frances is an editor, writer, and instructor with more than 20 years of experience. She prepared the Canadian edition of *The St. Martin’s Workbook*, a university-level grammar exercise book. She also co-authored the popular HyperGrammar website and wrote *Peck’s English Pointers* for TERMIUM Plus®, a Government of Canada terminological and linguistic data bank. Frances writes a regular column for the journal *Language Update*. She is a partner with West Coast Editorial Associates.

English Grammar, May 9

In this seminar, Frances will cover many common questions that writers and editors have about the English language. After reviewing grammar terminology, she will cover tricky cases of agreement,

Spring 2011 EAC–NCR seminars “At-a-glance”

Topic	Speaker	Date
Plain Language: Building Results	Graham Young	May 5, 2011
English Grammar	Frances Peck	May 9, 2011
Clear and Concise: Guidelines for Style	Frances Peck	May 10, 2011

pronoun case, (including everyone’s favourite *who* and *whom*), and modifier form and placement. Common grammatical problems found in writing will be explored, including comma splices and dangling modifiers. Self-tests, exercises, and discussions of your individual questions will all be part of this seminar.

Clear and Concise: Guidelines for Style, May 10

Come to learn a variety of stylistic techniques to help language do its job. Frances will show participants how to create flow, eliminate sloppy shifts, link ideas, and tighten sentence structure. Through discussion, examples, and exercises, Frances will help participants examine methods for polishing any type of document.

It’s easy to register!

Each full-day seminar costs \$215 for EAC members and \$290 for non-members. Lunch is included. Please go to the National Capital Region Branch section of the EAC website at <http://www.editors.ca/branches/ncr/index.html> to register. All seminars are held at the Capital Hill Hotel and Suites, 88 Albert Street, Ottawa.

EAC National Executive Council meeting held in Ottawa

EAC–NCR hosted the most recent meeting of EAC’s National Executive Council (NEC) on March 5–6. Ideas discussed included a possible publications division, a certification governing body, certification maintenance, and Canadian standards for language. With the proposed changes to EAC’s organizational structure, national representatives positions would be replaced by regional director positions. In May, EAC members will vote on the new structure at the Annual General Meeting in Vancouver.



Members of the NEC, EAC–NCR, and their guests enjoy a night out following the meetings held in Ottawa.

From left to right: Greg Ioannou (NEC), Debra Roppolo (NEC), Randy Misener (guest), Gael Spivak (EAC–NCR), and Nancy Holland (NEC).

Welcome to our new EAC–NCR members!

Bienvenue aux nouveaux membres!

Tina Bartolini

Brenda Leifso

Margaret Reardon

Kimberly Ross

Ian Stead

Carl Stieren

The Bulletin team

Editor / Rédactrice : Linda Senzilet

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Christine LeBlanc
Mary MacDonald-LaPrade
Maureen Moyes
Pat Patterson
Linda Senzilet
Abigail Whitney

Contribute to Bulletin

Did you have an interesting work experience? Do you have some strong opinions about editing? Have you discovered some helpful hints or professional advice that would help your fellow editors? Our readers would like to know.

Material for the next issue of *Bulletin* must be submitted in a Word document by the deadline shown below. Submitted material is considered final upon submission; no proof will be returned to the author for approval. The editor may identify a need to clarify or to substantially edit material and, in such cases, may contact the author.

Deadline for material for the May issue: April 27, 2011

Send your submissions to Linda Senzilet at ncrbulletin@editors.ca.

Contribuez au Bulletin

Avez-vous une expérience de travail intéressante ou une opinion particulière sur la révision? Voulez-vous partager des trucs pratiques ou des conseils professionnels avec vos collègues? Faites-le-nous savoir.

Les textes destinés au prochain *Bulletin* doivent être soumis dans un document Word non mis en forme au plus tard à la date indiquée ci-dessous. Les textes soumis seront considérés comme étant les versions finales; aucune épreuve ne sera retournée à l'auteur à des fins d'approbation. Si la réviseur a besoin de précisions ou si elle prévoit apporter d'importantes modifications, elle pourra consulter l'auteur.

Prochaine date de tombée : le 27 avril 2011

Envoyez vos questions, commentaires et articles à Anne Boudreault à : anne_boudreault24@hotmail.com.

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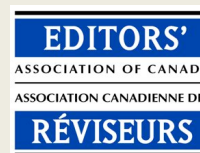
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