

**Editors' Association of Canada
Association canadienne des réviseurs**

National Executive Council

2017 June Online (Zoom.us) Meeting Minutes

June 26, 2017



**EDITORS
RÉVISEURS
CANADA**

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PRESENT:

Anne Louise Mahoney	President
Gael Spivak	Vice-President
Carolyn Brown	Treasurer
Breanne MacDonald	Secretary
Greg Ioannou	Past President
David Johansen	Regional Director, Branches and Twigs – East
Margaret Shaw	Regional Director, Branches and Twigs – West
Berna Ozunal	Director, Publications
Elizabeth d’Anjou	Director, Professional Standards
Patricia MacDonald	Director, Volunteer Relations
Stacey Atkinson	Director, Training and Development
Nancy Foran	Interim Director, Francophone Affairs
John Yip-Chuck	Executive Director
Alexandra Peace	Recording Secretary
Tania Cheffins	incoming executive member, 2017–18 (not voting)
Julia Cochrane	incoming executive member, 2017–18 (not voting)
Lisa Ng	incoming executive member, 2017–18 (not voting)

REGRETS:

Michelle van der Merwe	Director, Communications and Marketing
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1. Call to order and welcome to the new 2017–2018 NEC members

Anne Louise Mahoney called the meeting to order at 7:03 pm, welcomed Tania Cheffins, Julia Cochrane, Lisa Ng, and, and invited directors to tweet during the meeting.

2. Agenda ([Appendix A](#))

MOVED BY David Johansen
SECONDED BY Margaret Shaw

that the agenda be approved.

Carried

3. 2016 Online Special Meeting minutes ([Appendix B](#))

MOVED BY Breanne MacDonald
SECONDED BY Greg Ioannou

that the minutes be approved.

Abstained: 1

Carried

Action

The NEC to take the Online Special General meeting minutes to membership for approval at next year's AGM.

4. NEC positions for 2017–2018 ([Appendix C](#))

Action

The new NEC to vote on their positions after its term begins on July 1, 2017.

Action

The NEC to develop a plan for transition of executive, including when and how to vote.

5. Active Voice Task Force, Recommendations ([Appendix D](#))

MOVED BY Margaret Shaw
SECONDED BY Elizabeth d'Anjou

that the recommendations of the Active Voice Task Force be accepted in principle, with the caveat that the task force prepare a (yearly) plan with a budget including revenues and expenses to bring to the NEC.

Discussion

- Some of the recommendations have a cost associated with them. These should be costed out.
- The national magazine committee should do this costing as part of its yearly plan.

Carried

6. Review of outstanding action items from previous meetings

List of updated action items to be sent to the NEC email list to be discussed.

Action

John Yip-Chuck to send a letter supporting the student initiative Complement Direct at Laval University by writing to the head of the initiative, and approving the use of the following phrase (with the Editors Canada logo) on its communications:

“Initiative approuvée par Réviseurs Canada.” (This initiative endorsed by Editors Canada.)

Elizabeth d’Anjou is willing to chair the subcommittee involved in revising *Meeting Professional Editorial Standards*.

7. Review of committee requests ([Appendix E](#))

Action

Each NEC director to look over the committee requests and follow through on them with the committees over the summer.

Carolyn Brown received a full list of requirements (for storage of documents for the certification committee) from Anne Brennan.

Action

Carolyn Brown to analyze Certification Steering Committee digital storage requirements, meet with Anne Brennan to discuss, and report back to the NEC.

8. Finances ([Appendix F](#))

Carolyn Brown presented the highlights of the association finances for the first half of the fiscal year.

The NEC discussed the finances with the following comments and queries:

- Is the revenue projected as linear?
 - Yes, although with the conference in the first half of the year, it’s not quite linear.
- Revenue other than conference is also higher than expected.
- The exec meetings cost more than budgeted, but that budget item may not have been realistic.
- Certification is still in transition, so the revenue from it is uncertain.
 - The office has an intern from George Brown University working on certification, including marketing on social media.
- Where will the surplus funds go? Will it go into GICs?
 - Carolyn Brown recommends holding off putting the surplus into GICs until the year end.
- Thanks to John and Carolyn for their hard work on the budget.

9. Adjusting budget priorities for July–December

The NEC will review finances again in September, but some items to watch include the NEC meetings, *Active Voice*, and webinars.

10. MAS Consulting: generating revenue ([Appendix G](#))

This document provides lots of great ideas.

The NEC discussed this document and had the following comments:

- There is no committee for recruitment and retention.
- There used to be two committees for external (marketing) and internal (communications). Should the single committee be changed back to two committees?
- Is recruitment part of this or entirely separate?
- Member retention can be aided by better communication with members so that they renew.

Action

The NEC to go through each of the suggestions for generating revenue in the MAS Consulting document at the September meeting to attach action items to people to follow up on them.

11. English Canadian dictionary

MOVED by Greg Ioannou

SECONDED by Gael Spivak

that the meeting be in camera.

Carried

MOVED by Gael Spivak

SECONDED by Margaret Shaw

that the meeting be out of camera.

Carried

12. Welcome letter for new members

The NEC has been working on trying to get a welcome letter out to new members from the national office. Margaret Shaw found out that BC branch sends one out ([Appendix H](#)).

Action

Patricia MacDonald to send this letter and the one from Editors Nova Scotia to the member services committee to work on a letter to go out from the national office.

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The NEC discussed having two letters sent out to new members: it helps new members to understand the connection between national and branch/twig, and it's handy in case the branch/twig letter falls through the cracks.

13. Webinars

Stacey Atkinson presented a report on the webinar program ([Appendix I](#)). The webinar program has completed its first full year. It can be considered a success: people signed up and the program made money. However, improvements are needed. Some areas of the program cause it to be at risk.

Top recommendations from the report include the following:

- create a certificate of completion
- require an outline of learning objectives from the presenter
- send the Survey Monkey evaluation link to the host so they can comment anonymously on the presentation
- record webinars to the cloud
- contract with a consultant or hire the staff
- raise the price of the webinars
- develop more webinars for French editors

Raising the price and getting more intentional with design would take the whole program to the next level of professionalism. Because the reputation would increase, the revenue would increase.

The NEC discussed these recommendations:

- People seem quite pleased with the pricing as it is for the webinars. They are more affordable than whole-day seminars, and thus more accessible.
- Having three certificates in the association may be confusing, and having a certificate without any testing is problematic. It can't even be known whether the person attended the whole time.
 - Certificates of attendance are de rigueur, and the certificates come from the organization ... but perhaps webinars are different.
 - Another option is that the certificate would come from the presenter, not from Editors Canada.
- What are the costs associated with some of these recommendations?

Action

Stacey Atkinson to ask the committee for some costs on the recommendations in the webinar report.

14. Future directions for the francophone affairs committee

Action

The NEC to talk about the future of the francophone affairs committee in September.

Greg Ioannou has been recruiting, with no luck. It may be better to have a Francophone do the recruiting.

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Because most Francophone editors are also translators, they may not have the time to devote to an editing association.

15. Meeting Professional Editorial Standards

Elizabeth d'Anjou has committed to chairing the MPES subcommittee (with support from a project manager, such as someone at the national office).

Action

Greg Ioannou, Anne Louise Mahoney, and Elizabeth d'Anjou to meet and discuss the revision of *Meeting Professional Editorial Standards*.

16. 2019 conference (40th anniversary)

Action

Breanne MacDonald to look into whether Montréal is feasible for the 2019 conference.

People had mentioned Québec City as a possibility, but there may be problems getting there and functioning in English. The suggestion is to try a NEC meeting there first, and perhaps have a regular conference there, but not an international one.

Halifax was also mentioned as a possibility, if Montréal doesn't work out.

17. Partnerships

Editors Canada now has a partnership with both the Society for Editors and Proofreaders (SfEP) ([Appendix J](#)) and the Editorial Freelancers Association (EFA) ([Appendix K](#)).

18. Orientation session for new NEC members

Gael Spivak will be holding an orientation session for the three new members and whoever else would like to attend. This session will be recorded for future use.

Action

Gael Spivak to organize an orientation meeting on Zoom for the new NEC directors.

Action

Gael Spivak will email each committee chair and new director to discuss their committee plans, which are required for September.

19. New report templates

Action

The NEC will talk about the new report templates online.

20. Permission form and two publishing agreements

Action

The NEC to look at the permission form ([Appendix L](#)) and make comments.

21. Guidelines for Ethical Editing of Theses/Dissertations

Some members have noted that these guidelines do not match the new standards. Several members have offered to update these guidelines.

Action

Anne Louise Mahoney will work with volunteers on the guidelines for ethical editing of theses over the summer.

22. Francophone publishing and writing organizations

Most Francophones who belong to the association are also translators. Where are all the French book editors? And how to reach them?

ANEL (anel.qc.ca), the Québec book publishers' association (100 publishers), has Editors Canada listed incorrectly on its website.

Action

Nancy Foran to contact ANEL (Quebec book publishers' association) and let them know the correct name of Editors Canada and the URL of the Réviseurs Canada website.

23. Next meeting

2017 – Q3, in Ottawa, on September 16-17, 2017

Thanks to Margaret Shaw, Elizabeth d'Anjou and Michelle van der Merwe for all their work during their time on the executive.

24. Adjournment

MOVED by Elizabeth d'Anjou

Appendix A — Agenda

1. Call to order, welcome to the new 2017–18 NEC members, and invitation to tweet during the meeting
2. Approval of the agenda
3. Approval of the 2016 online meeting minutes
4. Approval of NEC positions for 2017–18
5. Approval of the recommendations from Active Voice task force
6. Review action items from the last meeting
7. Review committee requests
8. Finances: mid-year review
9. Adjusting budget priorities for July–December
10. MAS Consulting: advice for generating revenue
11. English Canadian dictionary
12. Future directions for the francophone affairs committee
13. Welcome letter for new members
14. Webinars
15. Revising and updating *Meeting Professional Editorial Standards*
16. Partnerships
17. 2019 conference (40th anniversary)
18. Orientation session for new NEC members
19. Feedback on the new report templates
20. Permission form and two publishing agreements
21. Our ties with major francophone publishing and writing organizations
22. Updating the Guidelines for Ethical Editing of Theses/Dissertations in light of the new standards
23. Next meeting
24. Adjournment

Appendix B — Online Special Meeting Minutes (October 1, 2017)

Present:

Anne Louise Mahoney, president
Breanne MacDonald, secretary
Heather Ebbs, parliamentarian
Alexandra Peace, recording secretary
approximately 60 members

Anne Louise Mahoney, president of Editors Canada, introduced herself, welcomed everyone, and outlined how the meeting would run, including how to ask questions, make comments, vote on motions by poll, and deal with proxies.

1. **Call to order**

Anne Louise Mahoney called the meeting to order at 2.09 pm.

2. **Approval of agenda**

MOVED by Carolyn Brown
SECONDED by Barb Adamski
that the agenda be approved.
Carried

3. **Professional Editorial Standards**

MOVED by Michelle Boulton
SECONDED by David Johansen
that Editors Canada adopt Professional Editorial Standards 2016, proposed by the Standards Task Force, to take effect January 1, 2017.

Discussion

Congratulations to the task force on a job well done.

Comparative Editing

- The French version of the Editorial Standards includes comparative editing, but the English does not. There are editors who do comparative editing from French into English.
- This is a specialized skill, and thus may not be appropriate for general editorial standards.
- Comparative editing involves comparing the English translation to the French original (if you're an Anglophone editor), and making sure that it is a true translation, and editing the English for clarity and appropriateness. This concept applies to any two languages.

Carried; 114 in favour, 0 opposed, 11 abstentions.

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4. Term Limits

Previous motion made by Peter Moskos withdrawn (involved a bylaw change, which individual members cannot make).

MOVED by Peter Moskos
SECONDED by Ruth Wilson

that the National Executive Council prepare a bylaw amendment limiting terms on the national executive council to three terms of two years each for a total of six years, with a two-year gap before a person is eligible to sit on the executive again, for members to vote on at the 2017 annual general meeting.

Discussion

The word “consecutive” is in the French version, but not in the English.
Motion amended

MOVED by Peter Moskos
SECONDED by Ruth Wilson

that the National Executive Council prepare a bylaw amendment limiting terms on the national executive council to three consecutive terms of two years each for a total of six years, with a two-year gap before a person is eligible to sit on the executive again, for members to vote on at the 2017 annual general meeting.

Discussion

Reasons for motion

- Are there any other steps to accomplish the end result, such as encouraging greater numbers of people to stand for election and having elections?
- Some people are unwilling to stand for the NEC as they are feeling that new members would not be welcome on the present NEC because of long-standing members. The assumption is that there may be other people feeling the same way.
 - A perception that the positions on the NEC are spoken for may have discouraged people from running.
 - This (the perception) needs to be addressed, but not necessarily by changing the bylaws.
 - There are other ways to solve this problem that are not nearly as restrictive.
- Six years is ample time to contribute to the organization: after that give other people the opportunity to contribute, and if they feel they have more to offer, come back after the two-year hiatus. People who have finished the six years can also continue to contribute by serving on committees or in other capacities.
- Institutional memory may hold boards back: what worked in the past may not work in the present.

- Institutional memory doesn't have to stifle new ideas; it could simply be a resource to outline why certain decisions have been made. The decisions can be relooked at with greater knowledge than without knowing why they were made in the first place.
 - Certification steering committee has a log of decisions: reasons for and against, who made them, and when. Certain decisions have been revisited and changed.
- A few people have been on the board for a long time; perhaps time to step aside to make room for newer people to rise from the branch level.

Succession

- If only three terms are allowed, having someone on the board in a general position, then vice president, then president, would not allow a term as past president. How would this work?
- Three terms would require someone to step onto the board as vice president (to then be able to be president and past president within the six years). At present, a person is required to serve on the board for one year before becoming president.
- What happens if a particular position is unable to be filled? If a francophone can't be found to replace a director who has been in the position for three terms, would the position be required to be vacant?

Board diversity

The length of time a person has been on a board is only one factor. The best decisions are made by a variety of voices: old and new members, in-house and freelance, urban and rural, and so forth. A good nominating committee will find this range of experience.

History of long-term board members

- It is not common that people have stayed on the executive for over six years; it has only happened a handful of times.
- While true, it shouldn't be a reason not to vote for the motion. The larger picture needs to be considered, not just the current situation.

Recruitment and retention of members on the NEC

- In 2014, around 80 members were approached, including all the branches and twigs, and the nominating committee still couldn't fill the slate. A similar situation occurred in 2015, with someone coming on at the last minute and filling the slate. In 2016, almost everyone wanted to stay on, with one self-nomination filling the slate. Rather than people staying on too long, the bigger problem is retention.
- This motion has used up a lot of time and energy, and we should be thinking more about retention.
- Should the processes of finding new members to stand (not only on the NEC, but also on the branches, twigs, and national committees) be examined to see if there is room for improvement? That is, make succession planning a priority.
- If recruitment and retention are the problem, term limits are not the way to solve this. Time spent on discussing this new bylaw might be better spent on how to improve recruitment.

Governance best practices

- Many other boards have term limits. There are arguments for and against them that have nothing to do with this particular board or organization.
- Example of another volunteer board (with recruitment and retention issues) that instituted term limits: organization is greatly diminished, with minimal fundraising capabilities and no conference this year.
- An organization is healthier when there are term limits.

NOT Carried; 35 in favour, 94 opposed, 1 abstention.

5. Presentation of the Karen Virag Award

Anita Jenkins announced that Nancy Flight is the winner of the inaugural Karen Virag Award. Nancy Flight was unable to be present, and sent a response to be read aloud. She thanked the nominators, West Coast Editorial Associates, and the distinguished judges on the awards committee for the honour.

Nancy will receive the award at the 2017 conference.

6. Adjournment

MOVED by Greg Ioannou

Appendix C — NEC positions for 2017–2018

2017–18 national executive council positions – Includes list of committees that each director is responsible for

President: Gael Spivak

- Human resources committee
- Awards committee

Vice President: Julia Cochrane

- Student relations committee
- annual report

Past President: Anne Louise Mahoney

- External liaison committee
- Nominations committee

Treasurer: Carolyn Brown

Secretary: Breanne MacDonald

- Conference committee

Branches and Twigs East: David Johansen

- Editors Quebec/Atlantic Canada
- Editors Ottawa-Gatineau
- Editors Toronto
- Eastern twigs (Kitchener-Waterloo-Guelph, Hamilton-Halton, Kingston, Nova Scotia, Newfoundland & Labrador)
- Branch–Twig Finance Review task force (with director of branches and twigs West)

Branches and Twigs West: Lisa Ng

- Editors British Columbia
- Editors Saskatchewan
- Western twigs (Edmonton, Calgary, Manitoba)
- Branch–Twig Finance Review task force (with director of branches and twigs East)

Communications: Stacey Atkinson

- Communications and marketing committee
- The Editors' Weekly blog

Francophone Affairs (interim): Nancy Foran

- Francophone affairs committee

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Professional Standards: Tania Cheffins

- Certification Steering Committee
- Comité Agrément/Principes

Publications: Greg Ioannou

- Publications committee
- National magazine committee

Training and Development: Berna Ozunal

- Training and development committee

Volunteer Relations: Patricia MacDonald

- Member services committee
- Volunteer management committee
- Facebook group monitor
- Mediator
- Email forum monitor

National position to be appointed:

Mediator: Suzanne Purkis

Appendix D — Recommendations from Active Voice Task Force

Based on the 2017 Active Voice Survey Report, here are the task force's recommendations:

1. Continue to publish *Active Voice* as a member benefit.
2. Co-operate with existing electronic publications, such as The Editors' Weekly and branch/twig blogs, to source content.
3. Continue to produce *Active Voice* as a print publication (with a web version as well).
4. Accept advertising (for products or services related to editing) to cover printing and mailing costs.
5. Publish the magazine more than once a year (we suggest twice a year to start).
6. Since AV is a magazine aimed at editors, we recommend ensuring an editorial mix that is useful and interesting to members, with limited reporting on the association or marketing its events to members (which are done in other ways via other channels). Content should provide professional development and explore the world of editing today. As one person wrote, *"Give me articles about how to run my business, how to be a better editor, how to attract clients, and I will devour it, keep it, and reread it."*
7. Add content that also helps us promote the association beyond the membership: to potential clients, post-secondary institutions that offer editing courses or publishing programs, etc.

Respectfully submitted by the Active Voice task force:

Catherine Baudin
Mary Anne Carswell
Kryisia Lear
Anne Louise Mahoney (chair)
Wilf Popoff
Tamra Ross

May 31, 2017

Appendix E — Committee, Branches & Twigs Reports, Requests Summary

President

- No requests – just my eternal gratitude for your support and amazing work over the past year! I’m so proud of all we have accomplished as an executive. Thank you!

Awards Committee

- no requests at this time

Vice President

- I’d really like a guinea pig.

Student Relations Committee

- We heard a suggestion recently that the “Education and additional training for editors” page on the website should include more specific information about the programs offered at various institutions.
 - o There used to be more information about some programs, but not all.
 - We thought readers might construe this as a recommendation either for or against a given program.
 - Also, much of the specific information was out of date, because curriculums change quickly.
 - When we did the update in 2015, we standardized the information provided to eliminate any hint of bias.
 - o Keeping information basic also reduces the workload of keeping institution-specific information current.
 - o We are confident that the upcoming generation of editors have the skill to find what they need at the links provided.
- It has been suggested that we could advertise through Canadian University Press. This turns out to be rather expensive, so would be a lower priority than cheaper or free options (like social media).

Past President

- no requests at this time

Secretary

- no requests at this time

Conference Committee

- no requests at this time

Communications

- no requests at this time

Communications and Marketing Committee

- no requests at this time

The Editors’ Weekly

- no requests at this time

Director, East

- no requests at this time

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Editors Kingston, Section Québec-Atlantique, Editors NL**

- no requests at this time

Editors Nova Scotia

- On our ODE listings, the box still says EAC rather than Editors Canada, and the volunteer participation is outdated. Should/could that be updated or removed?

Director, West

- no requests at this time

Editors British Columbia, Editors Edmonton, Editors Manitoba, Editors Saskatchewan

- no requests at this time

Editors Calgary

- A twig credit card and bank account would be most appreciated, rather than having to disburse up to \$500-600 on our personal credit cards and then being reimbursed at a later date.
- Information about upcoming webinars is always appreciated, so that we may plan ours accordingly.
- We would like to discuss a recent instance whereby a workshop presenter offered their workshop to a local organization within days of ours. We are concerned that cross-pollination of workshops within a city leads to lower registration to our events (case in point, our revenue for the most recent workshop only led to approximately \$500 in revenue, and we do know that at least one EC member didn't attend our workshop since it was being held in their workplace the following Monday). Should Editors Canada not have first right of promotion in these instances?

Francophone Affairs

- no requests at this time

Publications

- Discuss the NEC vision for the chapbooks — print on demand? e-copies only? put it on our web for members only? — given our limited resources for initial outlay of funds
- Discuss the vision for Active Voice, given the outcome of the survey and the task force report

Publications Committee

- no requests at this time

Active Voice Taskforce

- Please review the report.
- Please review the recommendations and, if all is well, approve them.

Standards

- Please provide support & encouragement to committees for new September plan schedule; I am worried that it will be a challenge for committees to get organized over the summer
- Plan on sponsoring ACES conference in future years (I will be v. willing to volunteer again to help make this happen)
- Plan on having an EDITORS CANADA table at *our own* conference in future years! I was frustrated not to be able to sell webinars, MPES, memberships to willing buyers when sitting in at the CSC table

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- Please support the dedication of appropriate resources to certification communications this summer; it's an investment I think will pay off in both \$\$ and visibility.

Certification Steering Committee

- Please ensure that the association is marketing the professional certification program frequently and effectively, according to the framework we have provided. Important marketing messages for 2017:
 - o Editors Canada has been certifying editors for 10 years now.
 - o The 2017 exams will be based on the 2016 standards.
 - o It's what you've been waiting for – computerized testing is here!
 - o Updated study guides for the copy editing and stylistic editing tests will be available this spring.
 - o We have provided many resources to help you prepare: new study guides, lots of information on the website, conference session on preparing for the test and a webinar on preparing for the test.
- Please assume responsibility for the file sharing and storage platform, and for the proposed test bank database.
- Please continue to help us promote our professional certification program at the branch and twig levels, as well as to non-members of Editors Canada.

Comité Agrément/Principes

- J'aimerais recevoir un état financier du CAP avant d'avoir à préparer mes rapports semestriels. Cela fait plusieurs fois que je le demande.

Training and Development

- Please review the attached report (PowerPoint), which includes a two-slide executive summary at the end. During our NEC teleconference on June 26, I will ask the following questions:
 - o Do you agree with the committee's recommendations?
 - o If not, what concerns do you have?
 - o Is there anything missing from the report that you would like the committee to discuss or take into consideration for the upcoming webinar season?

Training and Development Committee

- Recruit a chairperson for the committee. Incumbent leaving at end of June.

Mentoring Taskforce

- Please suggest francophone members for the committee and as mentors

Volunteer Relations

- no requests at this time

Facebook Members' Group Moderator, List Monitor, Member Services Committee

- no requests at this time

Volunteer Management Committee

- Now that the webinars are off the ground, is there any possibility of beginning to offer a free webinar as a reward for volunteering? I envision it being similar to the Toronto program, so members would have to volunteer a certain number of hours before they qualified for a webinar. We could even make it a pre-recorded webinar rather than a live one, so we keep the live webinars more special. The Toronto exec are excluded from the Toronto volunteer rewards program, and I would propose that NEC members be excluded from a national reward, but I'd like to see committee chairs included. There are many

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committees and a lot of chairs, and not all really get a lot of visibility. I'd also like to see branch execs and twig coordinators included.

- The new website has been up and running for a while. Where are things at with the volunteer directory?

Executive Director

- no requests at this time

Appendix F — Finances



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Mid-year financial update 2017

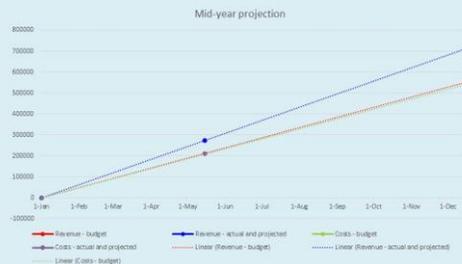
- Key messages:
 - Costs on target
 - Revenues above target, even excluding conference
 - Conference well above target
 - On track to finish in the black

Income statement at May 15

- May 15 target:
 - 37.5% of budgeted revenues received
 - 37.5% of budgeted expenses spent
- May 15 actual:
 - 50% of budgeted revenues received – well ahead of target
 - 39% of budgeted expenses spent – slightly above target

Projection to year end

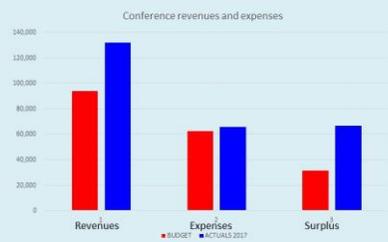
- On track to exceed revenue projections



Conference

- May 15 income statement includes
 - Partial revenues for conference
 - Few costs of conference
- Rough calculation of surplus over \$66,000
- \$35,000 more than budgeted projection of \$31,000

Conference



Don't loosen the purse-strings yet

- End-of-year status will depend on how well certification does in the fall
- And on continuing membership gains
- *Questions?*

Appendix G — Ideas for Revenue Generation

June 2017

Lelia MacDonald

MAS Consulting

(a consulting charity that gives pro bono advice to Toronto nonprofits since 1993)

www.masadvise.org

<https://marketingfornonprofits.ca/>

Financial Goal

- To breakeven [or turn a profit to be saved for rainy days]

Sources of Revenue – priority

Source	Profit	Volunteer time	Priority	Responsibility
Membership:				
more new members	high	high	high	
retain existing members	high	high	high	
more sales of existing webinars and publications	high			
create new webinars and publications	low	high	low	
increase annual fee	low	low	low	
Events:				
charge more at existing events				
create more events			?	
Governments/corporations with in-house staff:				
goal = employer pays for membership and/or staff training	high	high	high	
Other governments/corporations: (goal = hire freelancers)				
Goal = foot-in-the-door for future contact (see above)				
Government grants			?	

Tactics

More new members

1. write an email that members can forward to potential recruits (consider adding a refer-a-friend bonus?)
2. write an email that professors can forward to their students. (Create a database of professors.)
3. “blooper of the week” social media messages – ask members to submit bloopers and the one with the most “likes” wins a prize.

Retain existing members

1. increase volunteering (add a webpage to main menu that lists volunteer positions available and the benefits of volunteering)
2. send follow up emails to lapsed renewers
3. create a “why stay” webpage that addresses the need for lifelong learning and networking. If the member is employed in-house, they could ask their employer to pay to “support the industry”.
4. add an “Our impact” webpage that summarizes your key external metrics (keep it short, able to scan in 10 seconds)

More sales of existing webinars and publications

- John help -- Add as a “idea for periodic contact” to #4 and #5?

Governments/corporations with in-house staff

1. Create a 2 minute video that explains:
 - editing in a fun way (befores and afters, a 30-second test, bloopers, etc)
 - what’s in it for them to support Editors Canada and pay for their staff memberships.
2. Research and create a database of potential recipients.
3. Create a year-long diary for periodic contact

Other governments/corporations

1. Create a 2 minute video that explains:
 - a. editing in a fun way (befores and afters, a 30-second test, bloopers, etc).
 - b. what’s in it for them to hire freelance editors
2. Research and create a database of potential recipients.
3. Create a year-long diary for periodic contact.
4. ??Corporate advertising – is there a corporation that sells something of interest to your members? Sell ads on your website?
5. (Note to John: MAS has a volunteer videographer too. He is great. If you want, I can put a proposal together)

Government grants

1. Research and network to find opportunities
2. Establish contact with program officer
3. Write proposal
4. Follow up

Appendix H — Welcome letter from BC branch

Dear [new member],

Welcome to the BC branch of Editors Canada. No matter where you are in your career, you will find valuable encouragement and support in our organization. You will also receive many benefits, detailed below. ***(If you have a moment, would you mind letting us know by return email why you decided to join or renew your membership with Editors Canada? Were you drawn, for example, by any membership benefits in particular? Thanks for any information you are willing to share, no matter how brief!)***

Professional development is one of our most important benefits.

- BC branch meetings are held on the third Wednesday of each month: 7:00 p.m. at the Vancouver YWCA (535 Hornby Street, 4th floor). The meetings begin with half an hour of socializing and networking, followed by a presentation. For those unable to attend, we often post audio recordings of the presentations on the Editors Canada website. **Our next monthly meeting is on Wednesday, May 17, 2017.** The first meeting of the 2017-2018 season will be Wednesday, September 20, 2017.
- We also organize frequent [professional development seminars](#) on editing and business practices. Some we hold outside the Lower Mainland. Editors Canada also holds regular [webinars](#) at the national level.
- Editors Canada [certifies](#) editors in proofreading, copy editing, stylistic editing, and structural editing. Certification is a way that we set and maintain editing standards. By becoming certified, editors assure their clients or employers that they are capable, and gain the recognition of their peers. Note that Editors Canada recommends certification for editors with at least five years of full-time experience. You can purchase a study guide for each test. The guides contain real tests with marked candidate responses. Two of the tests are held every year.
- The annual national conference is a feast of networking, insight, and instruction. It is also an opportunity to meet fellow editors from across the country. The 2017 conference will be held in Ottawa in June.

Online resources include the following:

- [West Coast Editor](#), our blog, is not only great reading, but also a good opportunity to get yourself published. Volunteer to write or edit for the blog.
- Our [branch website](#) is a great source of current information, especially about programs and seminars.
- *Active Voice*, the national newsletter, is available in print and online.
- On the [Members page](#) of the Editors Canada website, you will find links to two national online forums once you have signed in as a member.
 - The email forum is an email-based discussion list where members communicate about the business and craft of editing, Editors Canada policies and procedures, editing-related events, and employment opportunities.
- Interactive Voice is an online forum where members may log in to follow and participate in discussions on editing and Editors Canada topics.

Since editors often work by themselves, they enjoy the social contact our branch association provides:

- In addition to our meetings and seminars, we host a holiday party each year, and our May branch meeting is a wine and cheese social to get acquainted with new executive committee members.
- Volunteering is an excellent way to interact with other editors and become involved in the association at both the national and the provincial level. Volunteer opportunities are available on various committees, including social, member services, newsletter, publicity, professional development, and meeting programs. Contact the [chairs](#) of these committees if you want to get involved.

Editors Canada/Révisseurs Canada26

National Executive Council Meeting (June 26, 2017, Online/Zoom)

We encourage you to take advantage of all the benefits and resources available to you through your Editors Canada membership. Again, welcome to the BC branch of Editors Canada! We look forward to seeing you soon.
Sincerely,

Appendix I — Webinar Report

Recommendations to the National Executive Committee for Professional Development and the 2017–2018 Webinar Program

Training and Development Committee
June 2017

Overview

- ▶ Training and Development Committee (TDC) presents recommendations to enhance and support the 2017–2018 professional development (PD) program on
 - Webinars:
 - topics of interest
 - structure, format and marketing
 - logistical/technical suggestions
 - sustaining the webinar program
 - EC PD program gaps and areas for innovation
- ▶ These suggestions arise primarily from our reflections on webinar Survey Monkey results and an environmental scan of other editing-related organizations (Canada and US) and Canadian colleges and university editing programs offering online options.

Current State

Currently, the Editors Canada PD program consists of regularly scheduled English and French webinars, hosted and moderated by volunteers, on a variety of topics of interest to editors and EC members:

- ▶ Educational, how-to topics
- ▶ Informational, member-service sessions

Questions: Are the needs being met? What else can be done? Is the current delivery method of the webinar program sustainable?

Note: The new mentoring program is a form of professional development that is managed by another committee.

Webinars: Topics of Interest

- ▶ The following topics were most frequently identified from a list of topics in Survey Monkey evaluations completed by attendees of English and French webinars.
 - **Core skills**
 - Advanced copy editing (68%)
 - Stylistic editing (66%)
 - Substantive editing (62%)
 - **Business-related skills**
 - Fact checking (61%)
 - Marketing your business (58%)
 - Writing proposals (52%)

Webinars: Topics of Interest/cont'd

- **Specialized skills**
 - Writing and editing for the web (55%)
 - Clear and concise style (53%)
 - Electronic editing (50%)
- **Special interest**
 - Creating house style guide (82%)
- **Other topics (listed by participants)**
 - Word macros
 - Editing ESL authors
 - Fiction editing
- ▶ Based upon these findings, we recommend that EC solicit proposals for webinars on these topics.

Webinars: Structure, Format & Marketing

The following recommendations are based on feedback from Survey Monkey webinar evaluations during 2016–2017:

- ▶ Provide webinars of practical value
 - Content should be immediately “apply-able.” The majority of webinars this year did fit this category. If content is mainly theoretical, clearly indicate this in the description.
- ▶ Solicit proposals from presenters on desired topic areas
 - In call for proposals, request proposals on (1) topics and programs of most interest to the membership as well as (2) topics of their interest.
- ▶ Indicate primary audience in webinar description
 - Indicating target audience and/or content difficulty would better meet attendees’ expectations of content and aid in marketing. We suggest webinar descriptions indicate the primary audience (such as “new editors” or “experienced editors”). The primary audience be indicated in the webinar proposal.

Webinars: Structure, Format & Marketing /cont'd

- ▶ Create programs of webinars that lead to a certificate of completion
 - Programs could be created in areas such as "Editing Basics" or on French translation/revision, etc. to provide attendees with a graduated series of themed webinars.
 - A final course in the series could be an individual project reported on by attendees during a webinar.
 - Programs could award certificates. Certificate programs are likely to draw more attendees, ensure learning continuity, and bring in more revenue.
 - Certificate completions can be posted on the EC website and added to resumes and online profiles.

Webinars: Structure, Format & Marketing /cont'd

- ▶ In addition to 1–1.5 hour webinars, provide short (30–40 min.), targeted webinars
 - "Member Services" category: free webinars on topics considered a membership benefit.
 - Others: covering one objective, such as software tools (templates, editing pdfs, styles, etc.) These are short, practical, focused on one skill and fee-based.
- ▶ Require outlines with learning objectives from presenters for educational webinars
 - These should be submitted with the proposal.
 - EC may wish to assist presenters in preparing outlines when outlines appear wanting.

Webinars: Structure, Format & Marketing /cont'd

- ▶ Maintain the practice of promoting webinars a few days before the event
 - This has contributed to higher attendance levels.
- ▶ Market webinars often and more broadly
 - Integrate promotion of webinars and sales of recordings into other communication opportunities.
 - Webinars with introductory/basic content should be marketed (also) to complementary outside groups and editing/publishing students. Most EC members seek information beyond the basics.
 - Prepare a slide mentioning upcoming webinars that is shown at the end of each webinar.
- ▶ Revise the webinar evaluation (SM)
 - Shorten the form: percent of attendees completing the evaluation has dropped.

Webinars: Structure, Format & Marketing /cont'd

- ▶ Eliminate the list of interest topics and allow attendees to freely indicate topics of interest for a more valid indication of interest.
- ▶ Send an SM evaluation link to the host so that the host can comment anonymously on the presentation
 - The host often sees the webinar from another point of view and currently this input is not captured.
- ▶ Provide individual evaluation report to presenter after the webinar
 - Ensure the presenter routinely receives a report of the feedback. This builds competence in the presenter and quality in the program.

Webinars: Logistical/technical suggestions

- ▶ TDC, through its Webinar subcommittee, has had considerable experience preparing presenters and hosting webinars. The following are suggestions for logistical/technical changes for next year:
 - Webinar hosts need a dedicated Zoom login. We suggest EC have at least two Zoom logins: one for admin and one for hosts. With program expansion and higher use of Zoom for meetings, multiple logins are necessary for concurrent scheduling.
 - Record webinars "to the cloud." This eliminates the need to upload files to Dropbox and then set up access for registrants to the recording. With cloud recordings, the Office can simply give the registrant a link. The Office would have to log in to Zoom to access the link, however, underlining to the need for at least two logins.

Webinars: Logistical/technical suggestions /cont'd

- ▶ Maintain the practice of hosts' holding a practice session (dry run) with the presenter 2–3 weeks before the webinar.
- ▶ Presenter's manual and job aids for the host have been created to guide users in best practices. These should be provided to hosts and to presenters when they are contracted.
- ▶ Presenters and hosts need computer resources and internet connectivity minimums. We recommend these be specified in the contract.
- ▶ To ensure quality, expect presenters to practice their presentations offline at least twice before broadcasting to ensure presentation flow and effective use of time. The contract should state this expectation.

Webinars: Sustaining the Webinar Program

- ▶ 2016–2017 program was essentially a pilot year
 - Volunteers prepared presenters, hosted and moderated webinars, handled evaluations, and downloaded and sent the Zoom recording to the Office. (The webinar program was also supported by a staff member.)
 - Volunteer time was 4–5 hours per webinar.
 - About 2 webinars per month were held. Webinars could easily become a weekly occurrence next year.
 - Webinars have proved to be a viable option for many EC members that has not appeared to compete with Branch/twig offerings.
 - Webinars could become an even bigger revenue stream, provided quality and professionalism continue and the slate of webinars grows.

Webinars: Sustaining the Webinar Program/cont'd

- Webinars have become a desirable revenue option for presenters (both new and experienced).
- Webinars are quite reasonably priced, and the price could be raised because they do not compete with Branch/twig offerings.
- ▶ However, expanding the program with volunteers continuing to take the major responsibility for its success is not realistic.
 - We have had difficulty recruiting enough members to take on webinars. All the hosting has been done by 2 volunteers.
 - Even if more volunteers were recruited and involved as hosts, a coordinator would be needed to dedicate considerable hours to ensure coverage and quality.

Webinars: Sustaining the Webinar Program – Recommendations

- ▶ Thus, we recommend:
 - EC contract¹ with a consultant, with suitable skills, on a per-webinar basis to do the following:
 - Advise presenters on their material/presentation
 - Conduct a dry run with presenters
 - Moderate and host the webinar
 - Provide an individual evaluation report to the presenter, with constructive feedback as well. A paid professional is in a better position to deliver constructive feedback.
 - Assist in marketing webinars, especially outside the EC (optional)
 - Become the face (optional) of the webinar program to the membership.

¹could also be a staff person.

Webinars: Sustaining the Webinar Program –Recommend./cont'd

- EC raise the price of webinars
 - Justifying factors include
 - Webinars contain content members want
 - Better identification of primary audience/difficulty levels
 - Better delivery: better content planning, consistent use of interaction, better time management, computer/internet minimal requirements
 - Certificates given for programs of themed webinars
 - More outreach in marketing → higher enrollment
 - Consistent professionalism in moderating and hosting
 - Expand the program. Work with the membership committee to promote webinars as a benefit of membership

EC PD Program Gaps

- ▶ The environmental scan revealed the following program characteristics that could become part of a future EC PD program:
 - Different lengths for online offerings, from short, targeted learning (e.g. dangling modifiers) to in-depth multi-week courses (e.g. developmental editing of fiction)
 - Different levels of interaction, from fully interactive sessions (e.g. certification study groups) to self-study courses with minimal instructor interaction (perhaps with asynchronous discussion groups)

EC PD Program Gaps/cont'd

- Online training for French editors. With almost nothing else available, EC could become the go-to agency for training for those who work in French. We've made a good start this year and attracted some strong French presenters.
- Asynchronous online programs for self study, particularly for members with less optimal internet access. Examples are certification tutorials and practical topics with exercises and self-marking guides. This option, however, would require considerable development and management.

EC PD Program Gaps/cont'd

- ▶ Other opportunities exist for growing the EC PD program, which also require further development:
 - Certification Preparation Series
 - Webinars could be set up where a facilitator leads attendees through a series of sessions that cover the certification study material. This could be done in conjunction with the Certification committee.
 - Mentoring Series
 - Webinars could be designed and delivered by mentors for use on a one-to-one basis or with a group. This could be done in conjunction with the Mentoring committee.
 - Queen's Editors Program
 - This program, the product of collaboration between Queen's and EC, should be promoted to members when it's ready.

PD Program Gaps/cont'd

- ▶ Additional PD opportunities:
 - Our environmental scan showed that many face-to-face and online editor training programs exist. Programs that do not compete with the EC webinar program could be promoted to membership.
 - Partnerships: The EC can consider partnerships with organizations and associations that share missions and values to promote both the partners' training and EC's.

Summary of Recommendations

- ▶ Solicit proposals for webinars on topics known to be of interest to members.
- ▶ Provide webinars of practical value.
- ▶ Indicate primary audience in webinar description.
- ▶ Create programs of webinars that lead to a certificate of completion.
- ▶ In addition to 1–1.5 hour webinars, provide short (30–40 min.), targeted webinars.
- ▶ Require outlines with learning objectives from presenters for educational webinars.
- ▶ Maintain the practice of promoting webinars a few days before the event.
- ▶ Market webinars often and to other audiences.
- ▶ Revise the webinar evaluation (SM).
- ▶ Send an SM evaluation link to the host so that the host can comment anonymously on the presentation.

Summary of Recommendations

- ▶ Provide individual evaluation report to presenter after the webinar.
- ▶ Webinar host(s) needs a dedicated Zoom login.
- ▶ Record webinars "to the cloud."
- ▶ Maintain the practice of hosts' holding a practice session (dry run) with the presenter 2–3 weeks before the webinar.
- ▶ Provide presenters with Presenter's manual to guide users in best practices.
- ▶ In contract with presenter, specify the hardware and Internet resources required.
- ▶ In contract with presenter, specify offline practice of the webinar for pace and timing.
- ▶ Contract with a consultant (or hire staff) with suitable skills to coach presenters in webinar design and delivery, to host/moderate webinars, and market and evaluate webinars.
- ▶ Raise the price of webinars.
- ▶ Develop webinars for French editors, a current gap area.

Appendix J — Partnership agreement, SfEP

Partnership Agreement: Training and Development (conferences, webinars, online training)

This is a partnership agreement between the Editors' Association of Canada (Editors Canada) and the Society for Editors and Proofreaders (SfEP).

This agreement allows the following:

- Members of Editors Canada can register for SfEP conferences at a 10% discount.
- Members of SfEP can register for Editors Canada conferences at the same price as Editors Canada members.
- Members of Editors Canada can register for SfEP webinars and online training courses, and other mutually agreed training and development services, at a 25% discount.
- Members of SfEP can register for Editors Canada webinars and online training courses, and other mutually agreed training and development services, at a 25% discount.

Limitations

- The registration rules of Editors Canada, including refund policies, will apply to any member of SfEP who registers for an Editors Canada conference, webinar or online training course.
- The registration rules of SfEP, including refund policies, will apply to any member of Editors Canada who registers for an SfEP conference, webinar or online training course.
- SfEP members must live outside Canada to be entitled to the Editors Canada discounts mentioned in the agreement.
- Neither organization is required to follow the other's policies and procedures in preparing and/or offering training and development services and courses.
- This agreement can be nullified by either organization after giving the other party a minimum of 45 days' notice.

Signatures

John Yip-Chuck
Executive Director
Editors' Association of Canada

Ayesha Chari
External Relations Director
Society for Editors and Proofreaders

Date: April 15, 2017

Appendix K — Partnership agreement, EFA

Partnership Agreement the Editors Association of Canada (Editors Canada) and the Editorial Freelancers Association (EFA)

This agreement allows the following:

- Members of the Editors Association of Canada (Editors Canada) can register for Editorial Freelancers Association (EFA) conferences, webinars and online training courses and other mutually agreed training and development services at the same price as EFA members.
- Members of EFA can register for Editors Canada conferences, webinars and online training courses and other mutually agreed training and development services at the same price as Editors Canada members.

Limitations

- The registration rules of Editors Canada, including refund policies, will apply to any member of the EFA who registers for an Editors Canada conference, webinar or online training course.
- The registration rules of EFA, including refund policies, will apply to any member of Editors Canada who registers for an EFA conference, webinar or online training course.
- EFA members must live outside Canada to be entitled to the Editors Canada discounts mentioned in the agreement.
- Neither organization is required to follow the other's policies and procedures in preparing and/or offering training and development services and courses.
- This agreement can be nullified by either organization after giving the other party a minimum of 45 days' notice.

Signatures

John Yip-Chuck
Executive Director
Editors' Association of Canada

name
position
Editorial Freelancers Association

Date: xxx, 2017

Appendix L — EDITORS CANADA PUBLISHING AGREEMENT

THIS AGREEMENT made this day of , 20 between: **Name of Author**
[Address of Author] (the “**Author**”) and **Editors Canada** [address], (the “**Publisher**”)

Title of Text : _____ (the “**Work**”)

This Work is: [brief description]. OPTIONAL FOR ANTHOLOGIES: [The Work is intended for inclusion in the following publication by the Publisher: [**Name of Anthology**], hereafter referred to as the “**Publication.**” The Publication is an anthology which will include works by several contributors in addition to the Author.]

In consideration of the mutual promises in this Agreement, the Author and the Publisher agree as follows:

1. Rights Granted

The Author hereby grants to the Publisher the exclusive right and license to print, publish, distribute and sell the Work in whole or in part in the English language for the full term of copyright in the Work and any extensions and renewals thereof throughout the world, in any and all editions and formats, including in electronic form, together with the exclusive right to license others to exercise such rights.

[Alternate where full copyright assignment:

The Author hereby grants to the Publisher the entire copyright in the Work for the full term of copyright and any extensions and renewals throughout the world.]

2. Manuscript

- 2.1. **Delivery of Manuscript** - The Author agrees to deliver the manuscript of the Work in a form **acceptable to the Publisher**, no later than **Month/Day/Year**. [If the Author is unable to meet this delivery date, the Author will advise the Publisher as soon as possible prior to that date and advise the Publisher of a revised delivery date. If the Publisher is unable to accommodate the delay, the Publisher may terminate this agreement at its discretion.] The manuscript of the Work is anticipated to be approximately [number] words in length.
- 2.2. **Copyright Permissions** - If the Author incorporates in the Work any copyrighted material, the rights to which belong to a third party, the Author shall, upon delivery of the Work, identify the material to the Publisher and deliver to the Publisher, at the Author’s expense, written permission from the rights holder to use such material in connection with the exercise of all rights granted by this Agreement in the Work. Should the Author be unable or unwilling to obtain such permission for any such material, the material will be deleted from the Work.
- 2.3. **Loss or Destruction** - The Publisher shall not be liable for any loss or destruction of

the Manuscript or any other materials supplied by the Author and the Author agrees to make and maintain copies of all such materials for use in the event of such loss or destruction.

3. Editing and Proofs

- 3.1. **Substantive Edit** - After the Author has submitted the Work, the Publisher may substantively edit the Work in consultation with the Author. Once the Work has been finally accepted and substantively edited by the Publisher, no material change to the manuscript may be made without the Author's approval.
- 3.2. **Publisher Changes** - The Publisher may copyedit the Work in accordance with its standards of punctuation, spelling, capitalization, and usage.
- 3.3. **Copy of Final Version** - After copy editing and design, the Publisher shall provide the Author with [a PDF] of the final layout of the Work for the Author's review. If the Author wishes to make any further changes at this point, the Author must advise the Publisher within one (1) week of receipt of the PDF. The Publisher is not obliged to make any changes requested at this late stage of production, but may decide to make such changes at its discretion.

4. Publishing Details

- 4.1. **Publishing Decisions** - All details of publication, including manufacture, format and design, book title, distribution, pricing, advertising and promotion and distribution of free copies shall be finally determined by the Publisher.
- 4.2. **No Obligation to Publish** - In no event shall the Publisher be obligated to publish or cause publication of the Work. Publication shall be at the Publisher's sole discretion. [In the event the Publisher decides not to publish the Work, and such decision is final, the Author is entitled, upon written request, to receive from the Publisher a reversion of the rights granted in the Work.]
- 4.3. **One Free Copy** - On publication the Publisher shall give the Author one (1) free copy of the Work.

5. Advertising and Promotional Activities

- 5.1. **Publicity Rights** - The Publisher, and all licensees or assigns of the Publisher's rights hereunder, shall have the right to use the name, image, likeness and biography of the Author in connection with the exercise of any rights granted under this Agreement, and in connection with any advertising and publicity for the Work.
- 5.2. **Excerpts and Selections** - The Publisher shall have the right to grant permission to reproduce excerpts and selections of the Work in any media format, including, without limitation, print and electronic form, for promotional purposes.

6. Copyright Notice

The Publisher shall print copyright notices in each copy of the Work [or Publication and Work] published by the Publisher:

- (i) For the Work of the Author:
[Title of Work]© [Year of Publication] Name of Author
- (ii) For the Publication as an anthology:
© [Year of Publication] Editors Canada.

7. Author Compensation:

There shall be no fee or royalty due to the Author for the grant and exercise of the rights granted in this Agreement.

8. Representations, Warranties and Indemnities

8.1. Representations and Warranties - The Author represents and warrants to the Publisher that the Author is the sole author of the Work and is the sole owner of all rights granted to the Publisher hereunder; the Author has not previously sold, assigned, pledged or otherwise encumbered any such rights; the Author has full power and authority to enter into and to perform this Agreement; the Work is original, has never before been published in whole or in part; the Work contains nothing unlawful, obscene, defamatory or libelous; and the Work does not infringe upon any copyright or upon any other proprietary or personal right of any third party.

8.2. Indemnity - The Author shall indemnify and hold harmless the Publisher against any loss, damage, and expense (including reasonable legal fees) arising from the breach of any of the Author's representations and warranties under this Agreement.

9. Revision of the Work

In order to keep the Work up to date, the Publisher may call upon the Author to edit and revise the Work for a revised edition. If the Author is unable or unwilling in reasonable time to edit or revise the Work, or to supply new matter where reasonably required, the Publisher may ask some other person(s) to edit or revise the Work, or supply new matter.

10. Out of Print

If at any time after three years from the date of publication the Work shall become out of print, the Author may give six months notice in writing to the Publisher to reissue or reprint the Work. In such event, if the Publisher does not within that time reissue or reprint the Work, or enter into a contract with a third party to do so, then all rights and licenses granted under this Agreement shall upon expire and revert to the Author without prejudice to the rights of the Publisher and any third party in respect of any agreement

properly entered into by the Publisher hereunder with any such party. The Work shall be deemed to be in print so long as it is available in any edition, including in Electronic Form or Print-on-Demand, whether under the imprint of the Publisher or a licensee.

11. Assignment

This Agreement shall enure to the benefit of and be binding upon the heirs, executors, administrators and assigns of the Author and upon the successors and assigns of the Publisher. This Agreement shall not be assigned by either party except with the consent in writing of the other, provided that the Publisher may assign this Agreement to any affiliate of the Publisher or to a successor in business, or in connection with the sale, transfer or encumbrance of substantially all of the assets of the Publisher, or as a part of the merger or amalgamation of the Publisher with another corporation, upon written notice to the Author.

12. Governing Law

This Agreement shall be interpreted under the laws of the Province of Ontario.

13. Entire Agreement

This Agreement contains the entire understanding of the Author and the Publisher with reference to the Work; there are no representations, covenants or warranties other than those expressly set forth herein. No waiver or modification of any of the terms shall be valid unless made in writing and signed by both parties. No waiver of any breach shall be deemed a waiver of any subsequent breach.

14. Notices

Any notice required to be given hereunder shall be effective if delivered by hand or by registered mail to the parties at their respective addresses set out on page one of this Agreement or as advised in writing from time to time.

IN WITNESS WHEREOF the parties have duly executed this Agreement as of the day and year first above written.

By:

Editors Canada

Per: _____

AUTHOR'S NAME

(Author)

(Witness)