The Rate for the Job

FEES for translation are included in this month’s crop of Rates for the Job, and an expenses-only gig for Resonance FM radio. In the experience of the Freelance editors, even getting 20 quid in expenses out of them was quite a coup.

Thinking about work for a company you’ve not dealt with before? Simply look at the Rate for the Job to find out what companies in similar niches have paid. Then aim higher. You can submit rates online, in confidence, at any time, at www.londonfreelance.org/rates – please give not only the basic rate (e.g. for FBS, First British Serial rights) but extra payments negotiated for extra uses, like the Web – or for print if it’s a Rate for the Online Job. These are shown as (eg) £400 + 100. We now record rates paid in Euro as well.

Rates marked X are, in the editor’s fallible opinion, below par. Treat all rates as minima, even perhaps the happy Â£ few.

Broadcasting: Zuendfunk 10 min radio feature Euro 150 X; Resonance FM community radio: podcasts: exes only £20 XX.

Photography: Mojo cover plus 4½ cover story pics all rights £2000; Sogo magazine feature (a day’s work) FBS £1000; Mojo full-page portrait plus two other pics, all rights £800; Country Life day, exes up to £200, all rights (negotiable) £500; baby contest PR photography, 2 hours £465; shipping company photography for PR, 2 hours £350 X; The English Garden feature FBS £350; National Geographic Traveler 1/4 page magazine £417;)

Translation: Daily Mail 2 days’ work, 5-600 words £350; ICT Update 1000 words £60 XX.

Words, per 1000: The Lady £250; Elle Decoration £700 X; Economist £417; Open Democracy 3500 words online, travel exces, creative commons licence £350 XXX; Yahoo £333; Shortlist feature £200.

Making journalism pay: sequel

IN January 2010 London Freelance Branch held a well-received conference on New Ways to Make Journalism Pay (see www.londonfreelance.org/fl/1002ways.html). Since then, journalism has continued to change and evolve – and things have remained very difficult. We have thought it might be helpful to run a second similar conference theme.

We’re now asking for your help: what aspects of freelanceing you think might be most helpfully addressed at such a conference. Some possible options – about which we’d be very grateful for your thoughts – might include panels on pursuing freelancing through social media, smartphone apps, collective endeavours, working for overseas and especially BRIC markets and in slow times, diversifying outside the sort of journalism we usually do, going into consultancy, PR work for local “small and medium-sized enterprises” and so on.

Please tweet responses with tag #MakingJournalismPay2, email them to editor@londonfreelance.org or, if you’ve time, take our quick survey at http://svy.mk/MakingJournalismPay2-survey.

More online…

Check soon at www.londonfreelance.org/fl for longer versions of the meeting reports from this issue, and more stories:

• Trafalgar Square and Westminster – “authorisation” notice you can wave at wardens
• Taking on the media barons – report on TUC conference
• Pitching for photographers – it’s all done electronically, says editor
• News photography now permit-free – win for NUJ Bristol Branch!
• The Right to Report updated
• Training alert – upcoming courses from NUJ Training
• Flipper – new email discussion list for Penguin/DK freelancers
• Mag-Net – NUJ’s email list for magazine contributors