

# II NETWORK OF INDEXERS

*American Society of Indexers*



*Key Words: The Newsletter of the American Society of Indexers*, January/February 1993 issue opens with an article on 'Textbook indexes: many uses, many users'. Lillian R. Rodberg discusses the multifunction index of a textbook. The index is the key to content, but even that use has several levels: learning (students), teaching (professors), and reference (students, professors and library users). Rodberg goes on to note, 'In the highly competitive textbook market . . . the index has first to serve additional functions . . . Textbooks are not marketed to the end user. They are marketed to professors or teaching institutions, not students'. In addition to user considerations, she suggests that textbook indexers consult with the principal author or editor. The author can provide information on (1) the level as he/she perceives it in teaching the course; (2) synonyms, alternative terms, and trends regarding either; (3) the full form of abbreviations; and (4) how satisfied he/she was with the previous-edition index (if any). When all such factors are considered, the professional indexer's specific training and objectivity provide indexes that everyone can be happy with.

For the 'PR Action Line' column Matthew Spence writes on 'How to get clients', discussing how to sell your services as a freelance indexer and providing several suggestions for doing so: (1) market yourself—the key is to make your contacts personal, and gently, but persistently, cultivate the relationships you make; (2) when you are not working on an index, your job is to get work; (3) the creative part of marketing is identifying a portion of the market you are interested in and have qualifications for, then figure out how to locate your market and sell your services to it; (4) before you start calling, be prepared to do your follow-up by mail; (5) the classic formula for telephone sales is 'call-send-call'; (6) when cold calling publishers, be straightforward; there is no need to be strategic; (7) you have to have done work to get work—get professional training as an indexer, do volunteer work for organizations or individuals, work with established indexers; (8) after an initial contact, send a one-page cover letter and a resumé; (9) follow-up your mailing with a telephone call; (10) stay in contact, ask for more work; (11) finally, to make money, you have to spend time, energy, and money. These are some of the elements of making it happen—turning an interest and ability in indexing into a livelihood.

The 'Indexing workshop' features 'Function words in subheadings' by Hans Wellisch. His recommendations include: (1) function words should be used sparingly in index subheadings; (2) the conjunction 'and' should preferably not be used in subheadings; and (3) alphabetize all subheadings by their first word. The 'Getting down to business' column features 'Setting sensible business rules' by Ann Blum. Her suggested rules for running a freelance business apply to the ease of bookkeeping, finding your natural rhythms, planning ahead, arranging for payment, monitoring your pace, and most importantly, quality and timeliness.

The March/April 1993 *Key Words* opening article continues the debate, 'Should we accredit our members?' The current issue provides readers' responses and replies from Nancy Mulvany and Hans Wellisch as a follow-up to the pro and con arguments presented in the November/December 1992 newsletter.

Barbara Cohen's article, 'Luck is hard work' appears in the 'PR Action Line' column. Finding clients is an issue of paramount importance for new and hopeful indexers. Cohen states that no one route will lead to the growth of your client base. You must resort to a variety of ways of keeping your name 'out there'. She notes that there is no magic solution to creating your client base, except keeping at it, until one day, you look back and find you have one.

The 'Getting down to business' column features 'Keeping books' by Sunday Oliver. Basically, there are two reasons for record keeping: tracking your business, and taxes. Oliver provides practical advice for the why and how of keeping such records. Libraries, small business development centers, books, knowledgeable friends and family, and the IRS are sources for information on setting up a bookkeeping system that will work for you.

The May/June 1993 *Key Words* contains an article on 'Keeping editors happy'. This 'Client watch' feature by Sylvia Coates provides insights on indexers and indexing turnover from editors' perspectives. Points raised include: (1) communication between an editor and indexer as crucial to the working relationship; (2) last-minute notice that an index will be late is not good practice; if arranged in advance, a few days' delay will not generally be a problem, so plan ahead; (3) follow instructions; (4) edit the content and watch the length;

(5) consistency, professional appearance, and a level of indexing appropriate to the text is expected; (6) locations and relations can be an issue; (7) resumés accompanied by a sample index are helpful. 'Make life easy for an editor and you are likely to make the top of their hiring list.'

'How to market your services' by Jessica Milstead is featured in the 'PR action line' column. Milstead provides suggestions for making sure that potential contacts know that you're around and what you can do for them. She notes that it is important to keep up to date and to look for opportunities in unexpected places. Looking to the future and planning for changes in our work will help us develop the skills required.

Sunday Oliver again provides good advice in the 'Getting down to business' column. Her 'Holistic business plan' gives a framework for developing your own plan for self-employment. Tips include (1) use your imagination—imagine the best, imagine the worst; (2) learn from your past—review successes and failures; (3) make dreams into plans; (4) consider your ethics and

personal standards; (5) steer clear of rocks, but also remember that rocks make a firm foundation.

Hans Wellisch continues to provide his observations about subheadings in the 'Indexing workshop' column. 'Subheadings: how many are too many?' is a question that can best be answered, 'It depends'. Some things upon which the answer is based include: (1) the nature of the text and its users; (2) breaking up long and complex sequences of subheadings; (3) subheadings in indented format; (4) subheadings in run-on format; (5) subheadings in electronically displayed indexes. Wellisch provides several good rules of thumb to consider when developing index subheadings.

*Key Words* is published six times a year: subscriptions \$30.00. Membership/subscription information from ASI Admin Office, P.O. Box 386, Port Aransas, TX 78373, USA.

—Report by THERESA WOLNER, Information Lost & Found, St. Paul, Minnesota.

## *Australian Society of Indexers*

### *Activities*

#### *National/Victorian Branch*

The Annual General Meeting of our Society was held in Melbourne on 24 February 1993. An amendment to the Constitution was passed increasing the number of non-executive committee members from three to five. The 1993 National/Victorian Branch Committee was elected as follows:

President: Isabelle Mentha  
 Vice-President: George Levick  
 Treasurer: Joyce Gillespie  
 Secretary: Ian Odgers  
 Chairman, Panel of Assessors (*ex officio*): Max McMaster  
 Committee: Mary Long, Josephine McGovern, Cheryl Schauder, John Simkin, Steve Sunter.

Planning is well under way for the International Indexing Conference with the theme 'Indexers: partners in publishing', to be held at Marysville, Victoria over three days from Friday 31 March 1995. Max McMaster has been appointed Conference Organizer, with a Conference sub-committee including members from the National Executive and the NSW and ACT Region Branch committees.

On 22 May the Victorian Branch held two half-day workshops on the use of the MACREX indexing software package. The first was an introduction to MACREX for new users, the second a workshop for advanced users.



The workshops led to the formation of a MACREX Users Group.

#### *New South Wales Branch*

On 5 May the NSW Branch held a meeting on the topic of thesaurus construction, with speakers Elizabeth Drynan (Enterprise Information Management Pty Ltd), Alan Walker (NSW Branch President) and Graham Whittall (Systematics Pty Ltd).

#### *ACT Region Branch*

The inaugural Annual General Meeting of the ACT Region Branch was held in Canberra on 23 February 1993. The ACT Region Branch Committee was elected as follows:

President: Geraldine Triffitt  
 Secretary: Jenni Cole  
 Treasurer: Susan McDougall  
 Committee: Barbara Dickens, Margaret Hyland, Hilary Kent, Laurel Tunks.

The Branch's first activity was a 'Meet the indexers' discussion meeting on 18 May, followed by a 'Meet the database indexers' meeting on 22 June.

#### *AusSI Newsletter*

Four issues of the *Newsletter* were published for the half-year, monthly except for joint issues for Jan./Feb.

and April/May 17 (1, 2, 3/4, 5). Steve Sunter retired as editor during the period, with Elizabeth Baratto taking up the editorship from the June issue. In the Jan/Feb. issue, Kingsley Siebel introduced an informative, thought-provoking discussion with his article 'Inverted headings and sub-headings', with George Levick contributing a commentary. This was followed by Garry Cousins in the next issue in his 'Further thoughts on prepositions and inversion', then by Hans Wellisch in 'More on inverted headings, subheadings, and function words' in the June issue. The National/Victorian Branch Annual Report was presented by the President, Isabelle Mentha in the March issue, and the Financial Report by the Treasurer, Joyce Gillespie. At the end of 1992 the Society had 212 members, an increase of 20 over the year before. During 1992 twelve members applied for Registration, eleven successfully.

The book, *Guide to careers in indexing and abstracting* by Anne Marie Cunningham and Wendy Wicks was reviewed by Cherryl Schauder in the March issue. Cherryl considers the strengths of the book '... are its treatment of indexing and abstracting as a profession in its own right, and its brave attempts to identify tasks and steps which are common to a range of types of indexing'.

In the April/May issue, Elizabeth Wood-Ellem reviewed Judith Butcher's book, *Copy editing*. Whilst having some criticisms, Elizabeth recommends the book to newcomers to the editing profession and to the hands-on book editor. The book includes a chapter on guidelines for checking the adequacy of an index.

In the June issue, following his earlier article on the successful Victorian Pioneers Index (1837-1888), John Scarce of the Victorian Registry of Births, Deaths and Marriages described plans for the Federation Index (1889-1913). This is the next stage in the index consolidation programme and will cover births, deaths and marriages in Victoria from 1889 to 1913.

Also in the June issue, Michael Wyatt reported on a three-day course in book indexing he conducted in Wellington, New Zealand in September 1992. Twenty-three people attended, from all over New Zealand, including authors, librarians and editors. As a result of the success of the course Michael has been invited back to New Zealand to repeat it elsewhere.

—Report by IAN ODGERS, Secretary of AusSI

## *Indexing and Abstracting Society of Canada/ Société canadienne pour l'analyse de documents*

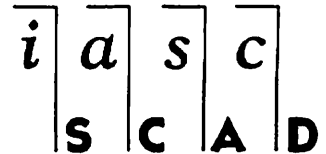
### *Meetings*

Over the past year, IASC/SCAD members have had the opportunity to attend and contribute to a number of meetings.

Rick Wiebe, British Columbia regional representative, reported on a May meeting of the IASC/SCAD Vancouver chapter at which Frances Lennie of Indexing Research spoke about various methods of index production and demonstrated CINDEX, her company's indexing software.

In October, Sally Grande, then IASC/SCAD Past President, presented a paper, 'The uses of text in the workplace' at 'Screening words', the 8th annual conference of the University of Waterloo Centre for the New OED and Text Research in Waterloo, Ontario.

Sally represented IASC/SCAD and the Bank of Montreal at the National Summit on Information Policy, in Ottawa, in December 1992: the first event bringing together the diverse participants in Canada's efforts to create an information-based economy. The information interests of consumers, cultural and heritage institutions, education, governments, information technology organizations and libraries were discussed



by 171 invited delegates and 73 observers. A letter from Sally Grande to the Summit's chairman, Dr Stuart Smith, is reprinted in *IASC/SCAD Bulletin* 15 (2) Feb. 1993, 2.

A successful panel discussion on alternative librarianship was held at the University of Alberta. Noeline Bridge, IASC/SCAD regional representative for Alberta, reported on this exploration of the use of library skills outside the traditional library building in the *IASC/SCAD Bulletin* 15 (2) Feb. 1993, 5-6.

An informative IASC/SCAD meeting on indexing software was held in Toronto in December. Three speakers demonstrated three packages: we heard Frances Lennie on CINDEX, Chris Blackburn on IN>SORT, and Riça Night of Riça Night Editorial Services on MACREX. A report containing ordering information and further reading appears in *IASC/SCAD Bulletin* 15 (2) 1993, 6-8.

Those at an informal Toronto March meeting entitled 'View from the back: new perspectives on back-of-the-book indexing' learned about the practical aspects of creating and marketing indexes. Barbara Schon and Ruth Pincoe, freelancers and users of

MACREX and CINDEK respectively, entertained the appreciative audience with details of their experiences with the foibles of both their software and their publishers.

Christine Jacobs, IASC/SCAD regional representative for Montreal, was the principal organizer of the highly successful 1993 IASC/SCAD AGM held in April near Montreal. Christine's full report is in the *IASC/SCAD Bulletin* 15 (3) June 1993, 4-6; a summary appears below.

The five speakers, Suzanne Bertrand-Gastaldy, Gracia Pagola, James Turner, John Leide and Michèle Hudon are proof that a great deal of interesting work is being done in the indexing field. The morning session was dedicated to a presentation by Suzanne Bertrand-Gastaldy, professor at the École de bibliothéconomie et des sciences de l'information, Université de Montréal, and Gracia Pagola, of a prototype for an expert system capable of analysing summaries of legal decisions. This project is being done for the benefit of SOQUIJ (Société québécoise d'information juridique). Using SATO (Système d'analyse de textes par ordinateur), a text analysis software developed in Montreal, Mesdames Bertrand-Gastaldy and Pagola have analyzed abstracts and index terms sets assigned to decisions already available. It is hoped that this analysis might help, through a deductive process, to establish rules and procedures applicable to indexing and abstracting, and to better understand what happens, intellectually, during the passage from a source document to a secondary document which supposedly contains only significant information. This passage, as we all know, is very difficult to describe.

The afternoon session consisted of three short presentations with question-and-answer periods. John Leide of McGill University spoke on 'Élaboration d'une base de connaissance bilingue, intégrée et contrôlée en gérontologie et en gériatrie'. The major requirements of this three-year thesaurus construction project in the combined fields of gerontology and geriatrics are that it must be bilingual (English and French), and must include the medical and the social issues of aging. The project is still in its first phase, the collection of terms, but it is already clear that dealing with language variants will be a major challenge. Differing social, cultural and legal realities mean that British, American and Canadian English usages diverge, and French and Canadian French usages diverge.

James Turner of the Université de Montréal spoke on his research project involving the vocabulary problem in indexing visual documents. His methodology included asking groups of people with experience working with visual documents (such as film editors, artists, graphic designers), and those without such experience, to name images taken from the National Film Board of Canada's stock shot collection. The par-

ticipants were asked to write down the words they would use to file the scenes in a hypothetical information system. Preliminary results indicate that both the visual students and workers and the non-visual students and workers performed in similar manners.

Michèle Hudon, IASC/SCAD Past President, spoke about the re-indexing of the Ontario Education Resource Database (ONTERIS). She has completed a partial re-indexing of the 14,000 records already entered into the ONTERIS database, made necessary by a decision to abandon the PRECIS string indexing system and use instead the descriptors available in the *Canadian Education Thesaurus* (CET) to index the various types of documents produced in the framework of, or as a result of, research work in the field of education in Ontario.

The afternoon ended with a business meeting, during which the new executive was acclaimed.

At the 1993 annual meeting of the American Society of Indexers, in Washington, Michèle Hudon participated in a panel with representatives from the sister indexing societies, entitled 'The profession of indexing: an international perspective'. She presented an overview of indexing in Canada, describing the opportunities for training, and talking about a distinguishing characteristic of Canada, bilingualism, and its repercussions on the process of indexing and on indexing vocabularies.

#### *Publications*

IASC/SCAD members authored and/or contributed to various publications over the past year.

Sally Grande published 'Multimedia and literacy' in *Canadian Journal of Information Science* 17 (2) July 1992, 41-48. The Canadian Literacy Thesaurus Coalition/Coalition du thésaurus canadien d'alphabétisation, has published under the direction of Michèle Hudon the *Canadian literacy thesaurus/Thésaurus canadien d'alphabétisation*, a bilingual standardized vocabulary in the field of adult literacy.

In autumn 1992, IASC/SCAD published the bilingual *Register of indexers available/Répertoire des indexeurs, 1992-1993*. This second edition of our register includes almost fifty individuals, mainly freelancers, available for work on a part-time or contractual basis. A third edition is already under way. Jean Wheeler, long-time IASC/SCAD member and former treasurer, has undertaken the formidable task of continuing the current-awareness bibliography compiled by Hans Wellisch. Part I of 'Indexing: a current-awareness bibliography' appeared in the April 1993 issue of *The Indexer* 18 (3) 173-86). Jean extracted key Canadian items and published them as 'Indexing and abstracting: a Canadian current awareness bibliography, Part I' in *IASC/SCAD Bulletin* 15 (3) June 1993, 9-11.

—Report by ANNE TAYLOR-VAISEY, IASC/SCAD PRESIDENT

## Society of Indexers



SI's 36th annual report, covering 1 April 1992-31 March 1993, shows a membership of 885 including 67 overseas. A committee had been appointed to revise the Society's constitution; another continued to promote training and accreditation. The regular publication of *Indexers Available* had not caused a decrease in the number of enquiries from publishers for indexers received by the registrar (116, with the usual summer peak). The Publications committee planned to continue the series of occasional papers on indexing with *Indexing legal materials*. Publications sales were high.

A week-end conference was held in Chester in July. The Scottish group (73 members) held a meeting on 'Current issues in indexing' with a training workshop, and a visit to the Scottish poetry library. The group published the fourth edition of its own *Indexers Available in Scotland*. Liaison was established with the Society of Freelance Editors and Proofreaders.

The Northwest group held two discussion meetings. New regional groups were formed in Yorkshire and the North East. A special interest group was formed for archaeological indexers, with its own newsletter, *Trial Trench*.

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## Chinese Society of Indexers

The Chinese Society of Indexers (CSI)\* announced its formal founding on 24 December, 1992. CSI is a non-profit professional association and the only professional organization in China solely devoted to research on the theory of indexing, the advancement of indexing, and the development and publishing of indexes. The mission of the CSI is summarized as 'Seeking truth and nature, exploring, and contributing', with the purpose of improving research of indexing theory, encouraging and supporting the development and the publishing of indexes, and increasing academic exchanges at home and abroad.

The first meeting of CSI was held in Shanghai, 8-10 December, 1992. About 200 representatives of libraries, information centres, news agencies and publishers attended the meeting; over 40 research papers were presented at the conference. Among the keynote speakers, Professor Qi-yu Zhang reported on the study of issues and trends in indexing and index constructing; Professor Han-qing Hou gave an introduction to the development and current status of the indexing profession through the world; Professor Guang-zuo Chen reported on the technology of computer-assisted index-

ing and index construction. Two proposals to compile 'An index series for Chinese academic works published in the 20th century' (presented by Mr. Ming-gen Wang) and an index of the *Chinese Comprehensive Encyclopaedia* (presented by Mr. Zhong-xiang Lin) were discussed. The proceedings of the conference will be published in 1993.

The Society has 450 regular members and 30 institutional members currently. Mr Yun-kai Yuan serves as the president of the Society. Others on the Board of Directors include Yong-qin Ge, Qi-yu Zhang, Fu-zhi Leng, Ming-gen Wang, You-song Luo, Tian-jun Zhu, Guang-zuo Chen, Qi-qin Chen, Zhong-xiang Lin, Hai Luo, Bing-liang Sun, and Tong-ce Wang. The standing committees of the Society include the Executive Committee, the Publications Committee, the Research Committee, and the Education Committee. In addition, the CSI has a Research Department of History of Indexes of Harvard-Yenching School.

The address of the Society is: Chinese Society of Indexers, University Library, Hua-dong Normal University, Shanghai 200062, China.

\* The Chinese name of the Society is 'Zhong-guo suo yin xue hui' which can also be translated literally as 'China Society for Index Science'—note from the translator.

Reported by Qi-yu Zhang, The Chinese Society of Indexers, Shanghai, China; translated by Lei Zeng, SLIS, Kent State University, Ohio, USA

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## South Africa

A correspondent from South Africa, Sharon Ruskin, who has recently presented a workshop there on back-of-book indexing, reports that they are attempting to establish a Society of Bibliographers and Indexers

there. The publishing industry in South Africa is small, and faces extra difficulties because of the division of languages: there are two main ones, English and Afrikaans, as well as nine main Black languages, so the market is very diverse. Details from Sharon Ruskin, PO Box 64051, Highlands North, 2037, South Africa.