

2010–2011

Editors' Association of Canada Media Kit

EDITORS'

ASSOCIATION OF CANADA

ASSOCIATION CANADIENNE DES

RÉVISEURS

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A Letter from the President...



Photo © Earl Misanchuk

As president of the Editors' Association of Canada/Association canadienne des réviseurs, I'm pleased to send you this media kit, which includes a range of information about our association and its members.

I'd also like to take this opportunity to introduce you to the rewards of editing. For those of you who regularly work with editors, this may be a reminder of their invaluable services.

When done well, editing is an invisible profession. Editors take a document—a report, strategic business plan, novel, web page, article, letter or application form—and help the author communicate the intended message.

But editors do more than help authors. They're the reader's best friend. They ensure that a document is accessible to the audience and that it will have the desired effect. Editors strive for the following:

- a message that's easy to understand, focused, coherent and free of contradictory statements
- a tone that's right for the occasion and for the intended reader
- a message that's respectful of others
- a document that has the power to affect its audience and engage them

Effective communication is fundamental to our society. It keeps the wheels turning in business, in government, in arts and culture, in communities and in personal and professional relationships. However, we also know it's not always easy to achieve. That's where an editor can help!

Sincerely,

Michelle Boulton, President
Editors' Association of Canada/ Association canadienne des réviseurs

An Invitation to the Media

Looking for a story?

Here are some editing topics that would interest the general reader:

- ✓ a profile of a local editor
- ✓ how an editor helped a writer who has recently won a major award
- ✓ Freedom to Read Week and the role of editors in censorship
- ✓ ongoing language debates (how word meanings and grammar rules change)
- ✓ editing (or lack thereof) in new media

Planning your editorial content?

When planning your editorial calendar for the year, think of us as your first-stop resource for exploring ideas, perspectives or issues.

January - **Family Literacy Day** (27)

February - **Freedom to Read Week** (20–26)

April - **National Poetry Month; World Book and Copyright Day** (23)

May - **World Press Freedom Day** (3)

September - **International Literacy Day** (8)

November - **Media Literacy Week** (1–5)

Need a local expert?

To connect with people you can interview for a range of editing-related topics or to get information about local events, contact the EAC branch in your area (see the Contact EAC section on the last page of this kit).

Fact Sheet

About the Editors' Association of Canada

The Editors' Association of Canada/Association canadienne des réviseurs is a not-for-profit organization that promotes professional editing as a key part of producing documents that communicate effectively. EAC sets standards for the editing profession, organizes conferences and seminars, establishes guidelines to help editors secure fair pay and good working conditions and offers networking opportunities.

EAC is a member of the Book and Periodical Council, the Canadian Conference of the Arts and the Cultural Human Resources Council.

History

Founded in Toronto in 1979 as the Freelance Editors' Association of Canada, the organization began with 50 editors. Today, EAC has over 1,600 members represented by six regional branches (British Columbia, Prairie Provinces, Saskatchewan, Toronto, National Capital Region and Quebec/Atlantic Canada).

Areas of Expertise

EAC editors work in-house and freelance. They specialize in a range of services, from proofreading, copy editing and substantive editing, to indexing, translation, research, project management and more. Areas of expertise include medicine, health, education, law, finance, non-profit and government policy, cookbooks, technical writing, travel, fiction and poetry.

Clients

Members have worked for book publishers, various federal, provincial, and municipal government bodies, educational institutions, private sector businesses and not-for-profit organizations.

These are just a few examples of the many businesses and agencies that have hired EAC members:

Art Gallery of Ontario	HarperCollins Canada	Prentice Hall
Bank of Canada	Health Canada	<i>Quill & Quire</i>
Book and Periodical Council	Heritage House	Raincoast Books
CAMagazine	Immigration and Refugee Board of Canada	Random House
<i>Canadian Family</i>	John Wiley & Sons Canada	<i>Reader's Digest</i>
Canadian Food Inspection Agency	Key Porter Books	Redwood Custom Communications
<i>Canadian Living</i>	Loblaw Companies Limited	Rocky Mountain Books
Canadian Red Cross	Maple Leaf Foods	Rogers Publishing
<i>Chatelaine</i>	McClelland & Stewart	Routledge Education
CBC	McGraw-Hill Ryerson	Scholastic Canada
CIBC	Microsoft Canada	Scotia Capital
CUPE	Nelson Education	Statistics Canada
Doubleday Canada	Ontario College of Teachers	Stott Pilates
Douglas & McIntyre	Ontario Securities Commission	<i>Style at Home</i>
<i>Edmonton Sun</i>	<i>Ottawa Citizen</i>	TD Canada Trust
<i>enRoute</i>	Oxford University Press	Toronto Board of Trade
<i>Financial Post Magazine</i>	Pacific Educational Press	United Church of Canada
George Brown College	Pearson Education Canada	Universal Music Canada
Global Television	Penguin Group (Canada)	<i>The Walrus</i>
<i>The Globe and Mail</i>	Post City Magazines	Whitecap Books
Harlequin		World Vision Canada

Professional Development

EAC hosts numerous seminars and an annual conference. Seminars cover everything from the basics of proofreading and copy editing to more specialized topics such as indexing, business writing, web editing and photo editing.

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editing matters

What Do Editors Do?

In this age of IM and UR, LOL, BTW, OMG and texting, does editing even matter anymore? Yes, it does—now more than ever.

The world is changing. Technology is advancing. Language is evolving.

Today, anyone with access to a computer can publish. That has advantages.

But it also has disadvantages. Facts passed from one source to another can quickly become fiction. Words chosen hastily can be misinterpreted. Under-researched, abbreviated content can cause massive confusion.

That's where editors come in. They can ensure your message is read and understood, which makes you look great!

- ✓ Editors work in business, the legal profession, medicine, government, social media and more.
- ✓ Editors write and edit copy with SEO (search engine optimization) in mind.
- ✓ Editors manage projects and people.
- ✓ Editors identify gaps in research and work with authors to fill them.
- ✓ Editors clarify meaning and eliminate jargon.
- ✓ Editors ensure that the reading level of material is appropriate for the target audiences.
- ✓ Editors locate artwork, obtain releases and write captions.
- ✓ Editors check facts, validate quotes and update sources.
- ✓ Editors translate texts.
- ✓ Editors prepare indexes and ensure the accuracy of internal referencing.

Want to know more about what editors do? Looking for the right editor for your next project?

Visit www.editors.ca—the website of the Editors' Association of Canada. EAC has over 1,600 members who work in French and English in the public, private and not-for-profit sectors. EAC promotes professional development and networking, responds to questions about the industry and much more.

EAC is the voice of Canadian editors.

If you're an editor or if you have what it takes to become one, EAC can put you in touch with more than 1,600 other editors across the country, offer you discounts on training opportunities and resources, help you connect with clients and employers, and give you opportunities to develop your skills.

Corporate Publicity

Looking for more publicity for your organization or agency?

The Editors' Association of Canada offers opportunities to promote or support the profession of editing and at the same time get your message out.

- **Advertise in *Active Voice/Voix active*, the association's national newsletter.**

Our newsletter is posted on the EAC website, and print copies are distributed to approximately 2,000 addresses. In addition, copies are available at EAC workshops, programs and events, and circulated to interested groups and industry representatives.

For information about the advertising policy, specifications and costs, go to *Active Voice Online* (www.editors.ca/resources/eac_publications/newsletters/index.html).

- **Sponsor our national conference.**

Held annually in various cities across Canada, the national conference is usually attended by approximately 200–300 editors and publications and communications professionals.

For information about how you can become a conference sponsor, contact EAC's executive director today.

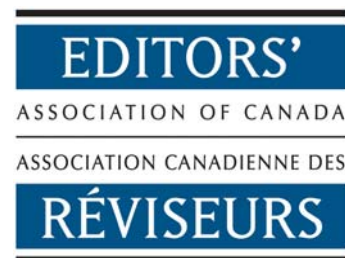
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FOR IMMEDIATE RELEASE

Editors' Association of Canada Releases New Edition of *Professional Editorial Standards*

Toronto, January 20, 2010 —

The Editors' Association of Canada/Association canadienne des réviseurs (EAC/ACR), the voice of Canadian editors, is pleased to announce the release of a new edition of its pivotal publication on editing in the English language, *Professional Editorial Standards*.

Last revised in 1999, the new *Professional Editorial Standards* has been updated thoroughly to reflect changes in technology and the skills and knowledge required by editors today.

“*Professional Editorial Standards* reflects the real-world practices and skills of editors, regardless of the type of material they work on,” says Jan Walter, chair of EAC’s Professional Standards Committee. “This revision was a major undertaking, spanning nearly three years of research, drafting and review.”

Members of the previous Professional Standards Committee—Frances Peck (chair), Nancy Flight, Laurel Hyatt, Jennifer Latham, Lynne Massey, Naomi Pauls and Cy Strom—organized and guided the revision from beginning to end.

Professional Editorial Standards is an essential publication for the editing profession. It sets out what editors should do when performing different stages of editing. It tells employers what to expect from the editors they hire. It shows new editors the range of skills and knowledge they should aspire to. It helps post-secondary institutions and other training providers design courses and material on editing. And it’s the foundation on which EAC’s landmark professional certification program is built.

Visit www.editors.ca to download a free copy of *Professional Editorial Standards*.

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Background

The Editors' Association of Canada/Association canadienne des réviseurs began in 1979 as the Freelance Editors' Association of Canada to promote and maintain high standards of editing. EAC is the voice of editors in Canada, with more than 1,600 members, both salaried and freelance, who work in the corporate, technical, government, not-for-profit and publishing sectors. EAC’s professional development programs and services include certification, an annual conference, seminars, guidelines for fair pay and working conditions, and networking with other associations. EAC has six regional branches: British Columbia, Prairie Provinces, Saskatchewan, Toronto, National Capital Region and Quebec/Atlantic Canada. www.editors.ca

EAC Professional Certification for Editors

EAC Certification, the only program of its kind in North America, establishes high standards for editing.

Certification offers employers objective levels of competency to use in measuring the work of editors they hire. It provides editors with a valuable tool for marketing their skills and knowledge. It also enhances the status of editing as a profession in Canada.

“EAC’s certification credentials are not easily earned, so they are always well deserved,” says EAC president Michelle Boulton.

EAC publishes *Professional Editorial Standards*. This pivotal document for the editing profession provides the foundation on which EAC’s professional certification program is built. This document has multiple purposes:

- tells employers what they should expect from the editors they hire
- informs new editors about the range of skills and knowledge they should strive to achieve
- helps EAC and other training providers design material, seminars and courses on editing

PES was updated in 2009, and a revised certification process came into effect on January 1, 2010. Since EAC launched its certification program in 2006, a total of 14 editors have passed all four certification tests and more than 100 certification credentials have been awarded.

EAC’s professional certification process

Four examinations test for competency at four levels of editing, as defined in *Professional Editorial Standards*. A candidate can become certified as a proofreader, copy editor, stylistic editor and structural editor. A candidate who passes all four tests within 10 years becomes a Certified Professional Editor (CPE).

Who can take the tests

Anyone is eligible to take the tests, but we recommend they have at least 5 years editing experience. EAC membership is not required either, although non-members pay a higher registration fee. Certification isn’t a requirement for EAC membership.

Employers paying for certification

In a 2002 EAC-sponsored national poll of 100 companies that employ editors, 65 per cent of employers said they would reimburse all or part of their employees’ costs related to programs like certification. Employers noted that certification offered them advantages such as clearly defined objective work standards, quality assurance and easier decision-making regarding hiring and promoting editors.

When and where the tests are offered

Tests are offered each November in major cities across Canada, as demand and resources allow.

For more information about EAC Certification, test dates and locations, visit www.editors.ca.

EAC Online Directory of Editors

Hiring a qualified editor can be a challenge. Perhaps you've never worked with one and don't know anyone who has. Maybe your current project requires a pro with specialized skills and knowledge. For example, you may be looking for an editor with a background in music or law, or one that has experience with bibliographies. You may need someone who can work with an author to cut a manuscript from 600 pages to 200. Or, you may just want to find someone who lives and works in your region.

Use the Online Directory of Editors (www.editors.ca/ode/search/index.html) to assist you in your search. It includes a detailed listing of more than 400 members from across the country who have experience in a variety of fields, including government, business, book and magazine publishing, new media, and colleges and universities. Some also work with independent authors. You can search by name, location or editorial specialty.

Be sure to check out Hire an Editor (www.editors.ca/hire/index.html) as well. It's full of useful tips to help you find the right person for the job.

Annual EAC Conference

Every spring, the Editors' Association of Canada holds a national conference that features speakers, workshops, the presentation of the Tom Fairley Award for Editorial Excellence and other special events.

At the conference, which is open to members and non-members, participants enjoy professional development seminars, take advantage of networking opportunities, renew old acquaintances and make new ones. It's always a full weekend, with something for everyone.

The 31st annual national conference was held at the beautiful Grande Bibliothèque in downtown Montreal, from May 28 to 30, 2010.

The 2010 conference, which drew over 200 attendees from across Canada, was themed *Reflections: Editing Content and Culture*, and featured a variety of seminars to address that theme. Sessions such as Aboriginal Authors and Texts (presented by Donald Ward), *L'Art de cultiver la langue française* (presented by Dolores Tam) and An Editor's Perspective on the 2010 Winter Games (presented by Andrew Tzembelicos) explored editing within uniquely Canadian contexts.

On the business side, Marion Soublière and Denis Lévesque gave informative sessions on Getting Work with the Federal Government, Avivah Wargon showed how to write Resumés that Reach In-House Editors, and Carolyn L Burke gave a pragmatic address on the topic that lurks within the hearts of all editors: So, You Want to Be an Editor Who Makes Money.

Keynote speaker and award-winning poet, playwright, novelist and short-story writer Michael Redhill kicked off the conference with an entertaining speech about the delicate relationship that exists between writer and editor.

At the Saturday evening awards banquet, EAC president Michelle Boulton honoured the association's many volunteers, whom she referred to as the "backbone" of the organization.

One of those volunteers was Cy Strom, who was presented with the inaugural Lee d'Anjou Volunteer of the Year Award. Helen Clay received the inaugural Claudette Upton Scholarship. Also honoured was Mary Lou Roy, who won the 2009 Tom Fairley Award for her editorial work on *People of the Lakes: Stories of Our Van Tat Gwich'in Elders/Googwandak Nakhwach'ànjòo Van Tat Gwich'in*. Recognition of Roy's work was a perfect fit for the conference theme of content and culture.

Conference 2011—Editing in the Age of e-Everything will take place in Vancouver.

For current information, go to www.editors.ca/conference.

Meet an Editor

Rosemary Shipton

“I find editing a rewarding career—you never repeat yourself, you exercise your creativity and skills, work with interesting people and, together with authors, produce great books.”

Winner of the 1996 Tom Fairley Award for Editorial Excellence as well as major prizes in Canada and the United States, Rosemary worked with author John English on *Just Watch Me: The Life of Pierre Elliott Trudeau*. She received an honorary doctorate from Trinity College at the University of Toronto and started the publishing program at Ryerson University, the largest program of its kind in Canada.

What was your most memorable assignment?

Lead editor on *Fired by Passion: Vienna Baroque Porcelain of Claudius Innocentius Du Paquier*—a three-volume, 1,500-page set, with more than 2,000 illustrations. Publication coincided with an exhibition at the Metropolitan Museum of Art in New York, and the set has been entered into the Most Beautiful Book in the World competition.

What are you reading?

Diana Athill’s *Life Class*, Orhan Pamuk’s *The Museum of Innocence*

How did you get interested in editing?

I’ve always wanted to know as much as I could about as many different things as possible.

What is your favourite editing tool or resource?

Practice. I read new guides and books about editing, but I don’t believe you can learn to edit by reading.

Julia Cochrane

“The editing bug bit in grade 12 in an introductory philosophy course. The expensive textbook was full of typos. I wrote to the publisher, and to my surprise they answered, asking me to list the mistakes and offering to send an atlas as compensation. I did, and they did (after several reminder letters).”

Julia worked with textbook publishers such as Addison-Wesley, Houghton Mifflin, Harcourt Brace and McGraw-Hill Ryerson before launching her freelance career.

Who inspired you to go into editing?

My father—a journalist, speechwriter, columnist (“Word Play” in *The Globe and Mail*) and published author, and my mother, a consultant in the mental health field with several publications.

What are you reading?

Harper's, *The Atlantic* and *The Walrus*

What grammar mistake drives you crazy?

The missing comma after a clause that requires two. For example, "Obama, the 44th president of the United States was elected in 2008."

Donald Ward

Based in Saskatoon, Don is a co-founder and co-publisher of Hagios Press, as well as the in-house editor and designer for Purich Publishing. With chief federal negotiator Tom Molloy he co-authored the multiple-award-winning *The World is Our Witness: The Historic Journey of the Nisga'a into Canada* (Fifth House, 2000). Don's first collection of short fiction, *Nobody Goes to Earth Any More* (Coteau Books, 2003), won Book of the Year at the 2003 Saskatchewan Book Awards. He also won first prize in the 2009 CBC Literary Awards for his short story, "Badger."

What was your most memorable assignment?

Going into an inner-city neighbourhood to meet a former pimp, thief and drug dealer to discuss his memoirs, which he wrote while in a federal penitentiary.

What is your favourite editing tool or resource?

The *Oxford English Dictionary* ("The Internet is my most frequently used resource.")

What are you reading?

Malcolm Gladwell's *What the Dog Saw*; *The Complaints* by Ian Rankin

What word would you like banished from the English language?

"Impact" would top the list because it's no longer possible to stop people from using it as a verb, as in "the economy can be impacted by your actions."

Karen Virag

"I am lucky to work with words for a living—writing and literature are my passion."

Karen is the supervising editor and a staff writer at the Alberta Teachers' Association. She is a past chair of the Editors' Association of Canada, Prairie Provinces branch. An accomplished writer, she has published essays in *The Globe and Mail* and in *Spaces of Identity*, an Internet journal. She teaches grammar at Grant MacEwan University in Edmonton and is one-half of the Grammar Gals, who answer grammar and usage questions about English. They appear almost monthly on CBC Radio's Alberta at Noon program.

What was your most memorable assignment?

When I was manning the EAC booth at Calgary's Word on the Street years ago, a little boy came up and asked if we worked on hockey cards. It was a nice Canadian moment.

What are you reading?

The White King by Romanian-based Hungarian writer György Dragomán

How did you get interested in editing?

I fell into it, thanks to a searing and insightful piece on sump pumps that I completed as part of a writing test for a job as a technical writer.

What is your favourite editing tool or resource?

The EAC email forum. If you are looking for a bit of arcane information and have no clue where to start, you can be sure someone on the forum will know.

Denise Barnard

Denise is a freelance communications specialist. As a magazine journalist, she's worked on titles such as *Style at Home*, *Canadian Living's Food* magazine, *Images* and *Healthwatch*. Freelance clients have included Swarovski, Metro Toronto, Spafax Canada, Transcontinental Media Promotions, Stott Pilates and Loblaw Brands. She has also published short stories, and her play, *This Life*, was mounted at Toronto's SummerWorks Theatre Festival.

What was your most memorable assignment?

Travelling to Ireland to attend the annual matchmaking festival in Lisdoonvarna and writing about it for *The Globe and Mail*. I was writer, editor, copy editor and fact-checker for the resulting article, "Love Is in the Aire."

What word would you like banished from the English language?

Drool-worthy

What are you reading?

Ahead of the Curve: Two Years at Harvard Business School by Philip Delves Broughton, and the blog about the Canadian magazine industry by D.B. Scott, canadianmags.blogspot.com

What is your favourite editing tool or resource?

My colleagues at *Style at Home*

Carolyn Roy

After graduating with a degree in translation from the University of Montreal, Carolyn launched her translation company. She has since extended it to offer editing, proofreading and writing services in French, English and Spanish. She has handled everything from flyers to 400-page books. She is a frequent presenter at the University of Montreal and is currently writing a collection of children's books.

What was your most memorable assignment?

I had to proofread a 300-page manual on economics as my first assignment for a renowned publishing house. This experience was extremely helpful and truly instructive.

How did you get interested in editing?

As a child, I used to win all the spelling bees at school while, as a teenager, I regularly proofed restaurant menus when I was dining out. Then I edited a friend's book. I loved the assignment and I've been offering French editing services ever since.

What is your favourite editing tool or resource?

The website www.oqlf.gouv.qc.ca and its numerous useful tools.

What are you reading?

Nickel and Dimed - On (Not) Getting By in America by Barbara Ehrenreich and *Pour en finir avec la féminisation des textes*, to keep up with modern French.

What words would you like to see banished?

I would like to see all anglicisms removed from the French language, especially when there is a perfectly good French word to begin with.

Greg Ioannou

Greg is the founder of Colborne Communications in Toronto. With a staff of seven, this writing and editing company has worked on everything from board games and government reports to the annual Lemon-Aid car guides.

What was your most memorable assignment?

Editing the Ontario Independent Learning Centre's distance education materials. The 25,000-page manuscript was written by a group of unemployed teachers, and covered every subject of every grade offered from kindergarten to grade 8.

What are you reading?

Elizabeth George's *Careless in Red*. I'm about to hunt down and kill the proofreader—the paperback edition is full of typos.

What grammar mistake drives you crazy?

None. I love them all. They're money in my pocket.

What words would you like banished from the English language?

The handful that I can't spell (and have to look up every time). I'd list them, but I'm feeling too lazy to look them all up.

Maureen Nicholson

Maureen has edited both in-house and through her company, Keyline Consulting Associates, for magazines, trade-book publishers, educational institutions, non-profit organizations and

government. Program head for Print Futures: Professional Writing at Douglas College in British Columbia, Maureen is a former president of the Editors' Association of Canada. She has also taught at Royal Roads University in Victoria, BC.

What was your most memorable assignment?

As a writer and editor for Media and Publications at the then-new Simon Fraser University at Harbour Centre in the early '90s. The job involved developing a campus catalogue from scratch, and working with a good marketing budget and a great team.

How did you get interested in editing?

I was born to it. I corrected typos in picture books.

What is your favourite editing tool or resource?

CP Caps & Spelling

What are you reading?

Patricia T. O'Conner and Stewart Kellerman's *Origins of the Specious*, Brian Brett's *Trauma Farm*

Media Kit prepared by Denise Barnard (coordination) and Amanda Grondahl (formatting), with Ramona Brown, Tammy Burns, Anita Jenkins and Lynne Melcombe. Proofreading by Anja Pujic, Rob Tilley and Eva van Emden.

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