

Indexers Ink

The Newsletter of the Pacific Northwest Chapter of the American Society for Indexing

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**Happy
15th Anniversary
to the PNW/ASI
Newsletter!**



**Pacific
Northwest
Chapter**

American Society for Indexing
www.pnwasi.org

Reports on the Spring PNW-ASI meeting at Bastyr University



From the desk of the PNW-ASI Vice President

The meeting at Bastyr University, although more lightly attended than expected, was a major success in the eyes of those present. The day was a good balance between sessions, networking, and some savory eats!

Evaluation forms let attendees grade each aspect of the conference on a scale of 1 to 5, with 5 being the top rating. Of the 16 evaluation forms submitted, 13 attendees gave the Bastyr facilities a rating of 5. A number of the evaluations included comments on the delicious food and wonderful setting.

Attendees gave Charlee's presentation grades of 4 and 5, which are very high grades from indexers with high expectations. The chapter greatly appreciates Charlee's willingness to come from Pennsylvania to give presentations of this quality.

Our next chapter meeting is slated for this October at the Water Resources Center (WRC) in Vancouver, Washington; the same location as the August 2010 meeting. The PNW-ASI Program Committee is working on the events and details for that meeting, so be sure to stay tuned as the program emerges this summer.

We hope to see you at the fall meeting in Vancouver! 📖

—by Judi Gibbs, PNW-ASI Vice President

A Perspective of Bastyr from a New PNW-ASI Member

When I drove out to Bastyr University for the PNW/ASI Spring 2011 meeting, I did not know what to expect. New to the Pacific Northwest and even newer to indexing, the thought of being in a room full of experienced indexers was intimidating. But when I entered the meeting room, I immediately felt at ease.

Bastyr University is hidden within the beautiful St. Edwards State Park, less than a thirty minute drive from my neighborhood in Seattle. I was greeted by a small, welcoming group of indexers. They came from diverse professional backgrounds,



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PNW-ASI Info:

Board Meeting Minutes

Available online at

<http://www.pnwasi.org/mtgs-collected.htm>

Marketing Tips for New Indexers

The Marketing Tips Booklet has personal stories of how some of our members got started in the indexing business. The booklet is available at <http://www.pnwasi.org/marketing.htm>

Publisher Honor Roll

The PNW Chapter has developed a process through which we can recognize publishers who value well-crafted indexes and respect the indexers who produce them. More information online at <http://www.pnwasi.org/honor-roll.htm>

PNW/ASI serves indexers in the states of Alaska, Idaho, Montana, Oregon and Washington, as well as in the Canadian provinces of British Columbia and Alberta. We also provide general indexing information to publishing professionals and organizations, especially in the Pacific Northwest. We are a regional chapter of the American Society for Indexing (ASI).

Reports on Spring Meeting continued

ranging from artists to city planners to athletes. Members traveled from all over the Pacific Northwest, including from all over Washington, Oregon, Idaho, and British Columbia. While many of them were experienced indexers, there were a few others like myself new to ASI, and others who returned after being away from a meeting for some time.

After a delicious gluten-free breakfast, the meeting started off with introductions and announcements from the Board. I learned of volunteer opportunities that use my non-indexing skills, such as copy editing, social media and search engine optimization. The committee members welcomed my involvement, even as a newbie, and I immediately felt like I was part of the community.

Charlee Trantino, who traveled all the way from Pennsylvania, led a workshop on rekeying an index to reflect repaginations in revised editions. The workshop was followed by a delicious (also gluten-free) lunch in the cafeteria, where I chatted with some more indexers.

After lunch, Charlee led a dynamic discussion on e-books and the future of indexing. A few of us brought our e-readers to compare e-book indexes. After the session, we held a raffle drawing for prizes that included local wine, chocolate, and one-of-a-kind gifts like vintage jewelry, artwork, quilts and books written by our very own indexers. Proceeds from the raffle will help fund the chapter's Honor Roll of Publishers.

The meeting was fun and informative, especially for a newbie indexer like me. Not only did I get to hear career insights from the pros, but I learned some new techniques and challenges that I did not learn in my indexing courses. Most importantly, I realized that freelance indexing is anything but solitary. Members at the meeting chatted with old friends and welcomed new ones. I left the meeting with new connections and new insight. 📖

—by Joni Savage

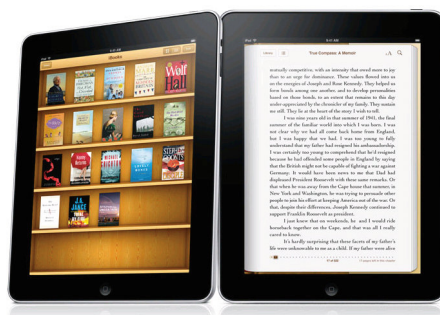


Gardens at Bastyr University

E-books and the Future of Indexing

A Session by Charlee Trantino at the 2011 PNW-ASI Spring Meeting at Bastyr University

Reviewed by Joni Savage



A selection of various e-readers

Mass market paperbacks and hardcover book sales have dropped as e-book sales continue to soar. Amazon e-book sales have now surpassed print sales. What does this mean for indexers? This was the topic of discussion dynamic discussion called “Do or Die—The e-book’s impact on indexing” at the Spring 2011 meeting at Bastyr University.

The first dedicated e-reader was created in 1998. The years 2006 through 2010 saw an astronomical increase in e-book sales, as e-readers became affordable. E-books are also becoming easier and less expensive—even free—to publish. Websites like unrulyguides.com offer e-book kits for authors interested in self-publishing. Students can download some textbooks for free from Bookboon.com. Library patrons can download e-books from their public libraries.

While e-books are becoming more available, they are also become less usable. It is difficult for readers to quickly find topics in their e-books. Often times, the index reflects the print pagination which is different from the file page numbers, rendering the index useless. Some publishers even choose not to include an index at all, arguing that the search function is sufficient. But how will readers know what terms to search for, when there’s no way to cross-reference topics? Are readers really expected to go through the cumbersome steps of entering each synonym and acronym in the search field? So far, unfortunately, industry patterns suggest they are.

In this interactive session, Charlee urged indexers to have a proactive role in the future of digital publishing, not just to preserve our careers as indexers,

but to improve the reading experience of frustrated users everywhere. She revealed the startling fact that the American Society of Indexing (ASI) has had no input in the new e-book publishing formats that are being developed. Members brought up the need for ASI to collaborate with other organizations, such as the Society for Scholarly Publishing and the American Library Association—pushing for ways to include usable indexes for e-books and digital communications (including developing proprietary software)—and adapting indexes to smaller displays on e-readers.

The session benefited from everyone’s ideas. Members were focused on adapting to the reality of the industry, rather than resisting change. We brainstormed some ways to emphasize the value of indexes to readers; including offering them separately, and adapting them for smaller displays. Despite the turmoil in the publishing industry, I could not help but feel optimistic about the indexing industry’s motivation to address this critical matter—and the profession I am entering. 📖

Rekeying Indexes

A session by Charlee Trantino at the 2011 PNW-ASI Spring Meeting at Bastyr University Had Everyone “Ticked Off”

Reviewed by Paul Sweum and Judi Gibbs

Historically, hardcopy books reprinted as paperbacks often go through text reflow resulting in major changes in page breaks. The outcome is that indexes need to be changed, and in some cases the revisions must be performed from hardcopy books. Charlee Trantino, who led the morning session at Bastyr University, ensured that everyone in the room was “ticked off.” This term describes part of the rekeying process for indexes, as you will see.

Charlee led the room through a manual demonstration for rekeying, which describes the process of finding locator changes to quickly revise an index. While current methods suggest rekeying may be performed electronically (through programs such as MS Word’s Track Changes), we rolled up our sleeves using hard copies as samples to illustrate the nuts and bolts of the manual method. Think of it like a math problem you may have worked through in school with a pencil and paper, despite the accessibility and convenience of your handy calculator nearby...only that for professional indexers rekeying is a method important to grasp, it’s more fun than math, and it will help to result in happy clients...and happy clients mean more paydays!

The method Charlee showed us is easier to convey by demonstrating than through a written article, but we’ll give it a try. It’s essentially a three-part process of:

1. “Ticking off” pages...meaning identifying the page breaks from the old manuscript in the new version
2. Changing locators...essentially calling out the necessary locator corrections in the index
3. Proofreading

It’s important to note that all marked changes may be performed utilizing components of copyediting markup language.

Equipment to have on-hand for this exercise includes:

- #2 pencil
- fine line pen, blue or black ink
- white out tape
- ruler, to assist with reading and tracking locators
- printer/copier (sometimes)

In the first step, “ticking off” involves drawing lines through the text of the new manuscript (to call out the breaks), accompanied by identifying the page numbers from the old manuscript in the new manuscript’s margins. Again, it is important that the page breaks are marked so they may be legible and easy to see; thus the drawing of a line across the text at the point of page break. While this diligence in clear and legible markup benefits the indexer, the idea is also carried over into the markup of the index (the second step) to also benefit the editor on the publishing end.



Charlee Trantino

Once the first step is performed, it's now the indexer's job to go through the index and call out the corrections for page locators. It is important to accurately retool locators for matters such as continuous discussion. After some practice, however, you should fall into a rhythm and begin to identify certain tendencies through the process. Also in this step, it is important that the indexer try to refrain from editing the index—a common tendency that can befall us all—and instead maintain focus on the process of rekeying. Once the second step of retooling locators takes place, remember to proofread your modifications; this is a step that can be overlooked, especially when an indexer is in a hurry or feeling rushed.

All in all, this was a helpful exercise to work through. Even if this manual method of rekeying is never exercised by some indexers, the activity showcased the rekeying concept. With practice, indexers can become more familiar with the rhythm, flow, and tendencies of rekeying when an index calls for it. Charlee indicated that this skill is needed less frequently as publishers find ways to avoid text reflow—although it is a useful skill to have for those occasional situations when books are reprinted with changes in text flow and page breaks.

Reaching for this handy skill in the toolbox illustrates a bona-fide process to follow and will hopefully eliminate the “deer in the headlights” syndrome that can emerge for indexers when it comes to scenarios like this. That being said, indexers should feel less ticked off (pun intended) when rekeying is encountered in a job! 📖

Regular Expressions (Regex) at Providence

A Session by John Bealle at the 2011 ASI National Conference in Providence, R.I.

by Teri Jurgens Lefever

ASI conferences always inspire and amaze me. I get to meet some of the “stars” of our profession, and everyone so generously shares their knowledge and vision; I leave with the sense that there are many, many possibilities available to us if we are willing to expend the energy to learn new techniques and stretch our comfort levels.

As usual, several of the sessions in which I had an interest were scheduled at the same time. This seems to happen at every conference, and I don't know how to get around that. There was one that I wanted to be sure to attend, however, no matter what else I had to miss.

John Bealle presented a session on Regular Expressions, or *Regex*. For someone who does not completely understand what a wildcard is, it was a more than a bit over my head but at the same time totally intriguing. I will do my best to explain it in very broad terms.

Regular expressions use search and replace patterns in text strings. John's “naked indexing” example was a list of several thousand musical works including composers, dates of publication, and publishers. His goal was isolate only the musical work titles, composers, and page numbers and enter them into his program, SKY Index.

His first step was to convert the PDF file into a txt file. He then used a programmer's text editor called Jedit and complicated combinations of pattern matching operators (symbols) to rearrange the elements in his list, isolate the terms and locators, and enter them into SKY Index—all in less than an hour, with no actual typing of names. In *Regex*, characters have a special meaning as operators, such as: ^ matches at the beginning of a line; \d matches any decimal digit; *[abc]* matches any character in the set *a*, *b* or *c*; *a | b* matches whatever the expression *a* would match or whatever the expression *b* would match, and so forth. The trick is not only figuring out which expressions to use, but how to arrange them in both the search and replace fields to accomplish what you want.

Puzzle solving is one of my hobbies, and this system seemed to combine the thought processes of creativity and logic useful in working crossword puzzles and sudoku. Developing facility in using the operators would be a bit like learning a foreign language. I could instantly see its usefulness for large name indexes and similar situations, but I can also see that it would take lots of practice and patience to become “fluent” in using regular expressions. I felt a lot of admiration for John; that he was able to do this while thinking out loud and sitting in front of a room full of people watching his every move and keystroke! 📖

Chapter Volunteer Focus: Logo Committee

Creating the PNW-ASI Logo

by Stephen Hopkins, with assistance from the Logo Committee

As with all promising ideas, this began over cups of coffee.

On a fine spring day in 2006, Martha Osgood and I were discussing the PNW website at Eugene's Fifth Street Market when it occurred to us that an organizational logo of some sort could be used to tie the website to chapter letterhead, posters, program covers, and other items.

Neither of us had the graphic arts skills needed to produce a professional product, so we fell back on the safest course of action: we formed a committee. We contacted Cher Paul of Portland, then brought in Colleen Dunham of Seattle (our chapter president at the time). Later, Jane Henderson and Maria Sosnowski contributed their expertise.

Our initial discussions focused on how a logo should function, including factors such as scalability, level of detail, necessary text, and file formats. We then turned to the hard work of devising an appropriate image.

One early problem suggested a solution: we four committee members lived in three different cities, and thus we could not easily sit down together in one place. This forced us to present our ideas to each other graphically, via e-mail. To do this we enlisted a Eugene artist named Kathy Sturtevant (who happens to be my niece), and asked her to produce sketches of our ideas as PDF files for circulation.

We discussed a number of image themes, including Pacific Northwest Indian designs, conifer forests, fish, stacks of books, even Mount Index (a hulking eminence east of Seattle that stoutly



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resisted our attempts to shrink it into logo size). We soon learned that each of us had strong feelings about what we liked and disliked, but that we also had no agreement about which particular theme would be the most appropriate.

To break this impasse, we decided to put five of the most distinctive themes to a vote by the members. We conducted the vote at the chapter meeting in Olympia in October 2006, and we were pleased (and relieved) that one theme—a coastal sunset—emerged as the clear favorite.

Our next step was to secure the services of a graphic designer to assist with scaling, type fonts, reproduction methods, and other technical details. We learned of a graphic artist in Eugene named Barbara Gleason, who not only had the necessary graphic skills but who had actually worked as an indexer. After negotiating a contract, we turned Barbara loose on the coastal sunset theme. She produced a set of master designs that now serves as our official logo.

All in all, the process took longer than expected, but the result was worth it and certainly reflects a collaborative effort.



History Indexing: Bringing the Past into the Future

A seminar panel of Connie Binder, Ina Gravitz, Margie Towery, and Carolyn Weaver from the 2011 ASI Annual Conference in Providence, RI

By Jennifer Rogers

Following the exciting H.W. Wilson award presentation lunch, we had a full house in attendance for the History Indexing seminar. The highly-anticipated seminar featured four panelists, all members of the History/Archaeology SIG: Connie Binder, Ina Gravitz, Margie Towery, and Carolyn Weaver. Carolyn served as moderator, while each of the other three panelists discussed various history-related indexing topics. This informative session concluded with an in-depth question and answer session.

As an established indexer of history trade books, Connie shared her thoughts on both the challenges and joys of history indexing. Index size limitations, identical name problems, and the occasional emotionally draining subject matter were some of the challenging issues identified by Connie. Despite those challenges, Connie finds great joy in the vast array of knowledge she has gained from the variety of historical subject matter she has indexed over the years. Connie closed her presentation segment by offering tips and tricks for those interested in finding work in history indexing.

Next up, Ina discussed how to successfully index books for children and young adults. Conversation began with Ina discussing the importance of correct audience analysis for the various age groups of this literary category. Related to young audiences, she mentioned the potential challenges of vocabulary control, age-appropriate term selection, searching capabilities, and short locator strings as critical items to consider when indexing for children and young



adults. Ina also stressed the significance of proper term selection when dealing with indexing controversial issues. This segment concluded with discussion on some of the predetermined Standards of Learning relative to indexing textbooks.

Last but not least in the History Indexing seminar, Margie shared many effective strategies for the identification and indexing of primary source documents. Margie began by defining a primary source as being “material linked directly to a person, period, or event.” She went on to identify maps, testimony, transcripts, letters, journals, wills, and receipts as several examples of what can be referred to as primary source documents. Margie suggested key things to look for when indexing primary source documents including, people, places, concepts, and works of people. She also discussed the importance of effective sorting decisions and parallel structure relative to indexing primary source work. Margie graciously provided the attendees with a detailed handout featuring many examples of ways to properly index primary sources. 📖



The Librarian Interviews

Questions for KCLS Staff

Interview by Paul R. Sweum

At the end of last year, Indexers Ink staff collaborated through a brainstorming session to try to come up with more ideas for articles. Many ideas bubbled to the surface. In that process, Deborah Alexander came up with the idea of interviewing librarians.

These questions were relayed to various staff at the King County Library System out of the Seattle area. With the assistance of our point person Denise Seirs, the Director of Public Services in Virtual Library Services, we were able to get some well-conceived, thorough answers from all the resident experts on the KCLS staff.

We need to hear your thoughts on what you would like to see in this newsletter. Please see the article at the end of this issue regarding possible topics, and let us know your desired topics for content. ✍



An exterior view of the KCLS Bellevue Library

Q: When I was in school in the 1970s and 80s, I recall taking the “library tour” at the beginning of every school year — however that was the extent of the formal introduction to libraries for my peers and myself, as I recall. Following elementary school, understanding how to use a school library was assumed, and I had to figure out the local city/county library system on my own. By contrast, these days libraries appear to be much more connected and friendlier with the school system. How have school-affiliated educational programs at KCLS evolved over the years, and what ushered in the different approach?

KCLS Staff: *KCLS created a special position, Education and Teen Coordinator, to work with our librarians and 18 school districts. KCLS collaborates and partners with schools on grants that involve library staff providing enhanced and tailored service to students in the schools. While programs for youth are still offered in community libraries, staff now takes more programs to be performed within the schools. KCLS now involves teens in the development and implementation of programs for youth.*

Within newly constructed and remodeled libraries, KCLS has placed a priority on creating specific physical zones in our libraries for youth. To assist youth with homework, a Study Zone coordinator recruits and supports volunteers who focus on the special tutoring needs of students. Study Zones are located after school within most KCLS libraries.

In recent years, more training in the area of general customer service principles when working with youth has been emphasized. KCLS also conducts research to better understand the needs of youth in terms of their educational and recreational needs. Partnering with local agencies to directly serve youth outside the library increases the awareness of library services while fulfilling youth needs outside the library’s mission.

KCLS has (also) increased our level of online service via databases, tutoring, chat reference, 24x7 reference, and e-collections.

Q: I recall the old Bellevue library off Main Street east of I-405, and how it had more of a “dungeon feel” to it, if you can pardon the lack of a better term. How have physical design aspects of libraries changed in the last two decades to improve the user experience?

KCLS Staff: *Flexible and multi-use spaces have replaced single use areas and many rows of high book stacks. This shift mirrors the use of the library from being a book warehouse to a community gathering spot. For example, KCLS meeting rooms are now located in the center of the library enclosed by glass. Depending on the time of day, the library uses the space as a quiet seating area, open public space, a meeting room, after school study area, or programming stage. Comfortable soft seating*

and smaller movable tables has increased based on feedback from patrons. Way finding elements assist patrons in navigating the services through signage, colors, and displays. Fixed computer stations still exist, but lending patrons laptops for use in the library and wireless access for their own devices predicts the future of more mobile technology. As a commitment to sustainable building, KCLS incorporates as many “green” elements as possible. Library sites take advantage of natural light by increasing glazing and transparency. The increased amounts of glazing help energize patrons, advertise what is going on in the library, and decrease energy consumption.—DS

Q: How are the training and scholastic programs for librarians, such as LIS degrees, different today than they were 10 or 20 years ago?

KCLS Staff: *Computer-based coursework is now integrated into the general program – such as:*

- *building websites, blogs, and wikis*
- *helping people use the internet as part of information sources being print and electronic*
- *learning how to evaluate information sources on the internet*

Past courses included working with existing systems, such as integrated library systems, but there was not emphasis on creating tools as much as using them. Students experience more teamwork using a collaborative process and working with teams on projects instead of the focus on individual performance in the past.

Additionally, students prepare for and have many more options beyond libraries than even 5 years ago. —CR & DS

Q: How has the bar changed in the last two decades in terms of qualifying for a librarian position? Let's pick on the help desk (at a local branch) and upper management positions (like those out of the Issaquah mother ship) as examples.

KCLS Staff: *KCLS has traditionally had separate desks and functions for circulation and reference. We are moving to consolidated Help Desks which will be staffed by a new position, Public Service Assistants as part of our Future Services Staffing Model.*

These positions will be:

- *Serving as an interpreter and guide in using the vast and changing array of information*
- *Teachers of patrons, such as helping the user formulate and clarify their own questions to produce improved search responses, and learning how to use new technologies*
- *Evaluators of information sources – guiding patrons*
- *Technology applications leaders for users – ebook downloads, information on eReaders*
- *Ability to work with print and electronic media to provide best mix of information*
- *Ability to learn and apply changing methodologies including new technologies*



An interior view of the KCLS Bellevue Regional Library in Bellevue, Washington

Librarians, currently and in the future be expected to be:

- *Reaching out to underserved communities, with public speaking capability*
- *Providing training in use of technologies online and in the library*
- *Taking a proactive approach to service versus behind the desk expert waiting for a patron to approach*
- *Serving as backups for reference and in depth patron questions*
- *Serving a broad and varied community of patrons*
- *Identifying community needs to develop and implement relevant programs and services*



Additionally, librarians are expected to have organizational skills to manage time allocation across direct services in the library, online, and in the community; along with program and service development. With rapidly-changing technology, librarians must have the ability to learn and apply changing methodologies including new technologies.

System Managers (librarians and non-librarians) have responsibilities to show:

- *Leadership in managing change*
- *Collaboration across functions to ensure best systems to meet patron needs*
- *Support and innovation in the design and evaluation of systems that enhance information access*
- *View to the future – access to information*
- *Mentors for succession*

These show the key elements, but do not exclude other qualities. KCLS uses a competency-based interviewing system, a switch from many traditional types of qualifications. Also, to clarify, not all system management positions are located at our Service Center in Issaquah (no “mothership” either). Our 15 Cluster Managers oversee the overall management and staff of several libraries grouped geographically into “clusters.” –CR

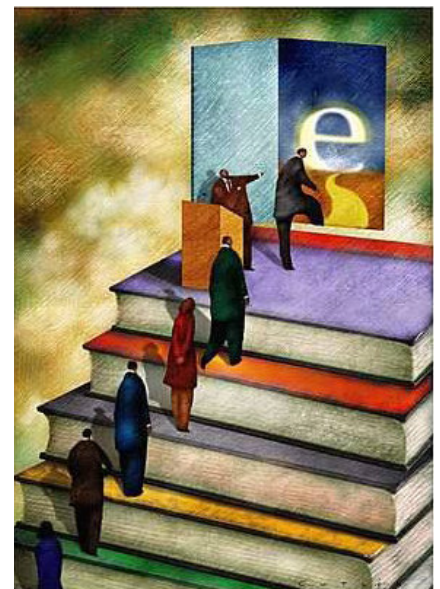
Q: How much time, through an estimated percentage, do you spend throughout the day with technology versus actual books?

KCLS Staff: *For Reference: 80% technology, 20% books –JK*

Q: How have libraries such as KCLS embraced advances in media technology such as e-books or other types of electronic media?

KCLS Staff: *KCLS has an active program of promoting eBooks and all digital downloads to our patrons from our website and our catalog <http://www.kcls.org/downloads/>. Our increase is usage, and particularly since the last holiday season has been in triple digits. We have developed training for both the staff and public. Our mobile Tech Lab, our Digital Design Zone, our staff and our volunteer Netmasters connect directly with patrons to introduce them to new technology. Digital media allows us to stay relevant to our users and embrace a new generation of users. Digital media provides a mechanism for providing content to patrons at home and the advantage of not processing, storing, and weeding physical items.*

Our OPAC (online public access catalog) incorporates not just item descriptions, but links to electronic publications, databases, and outside providers of information like Overdrive and Books 24/7. Format icons in the catalog alert patrons as to the form of publication. KCLS also circulates media players with preloaded titles for patrons who aren't using their own audio devices.



Our strategic vision, the Future Services Strategy, defines the delivery of fundamental library services in 3 ways:

1. *in the library,*
2. *beyond the library (outreach),*
3. *and online.*

For more information, go to http://www.kcls.org/about/future_services_strategy/. –DS

Q: In the future, what types of significant technological systems or advances do you see coming down the pipeline for libraries?

KCLS Staff: *The types are too difficult to predict, though they certainly include increasing personalization, social networking, mobile devices, context aware computing, ePublications in all media forms, multi-media, and telepresence. Libraries must adapt and serve the digital generation on their terms or become irrelevant. KCLS recently had a “technology summit” to brainstorm new technologies and their potential applications.*

KCLS’s Future Services Strategy and Staffing Model projects focus not on specific technologies but providing staff the structure to change to serve patron needs. Again, see http://www.kcls.org/about/future_services_strategy/ –DS

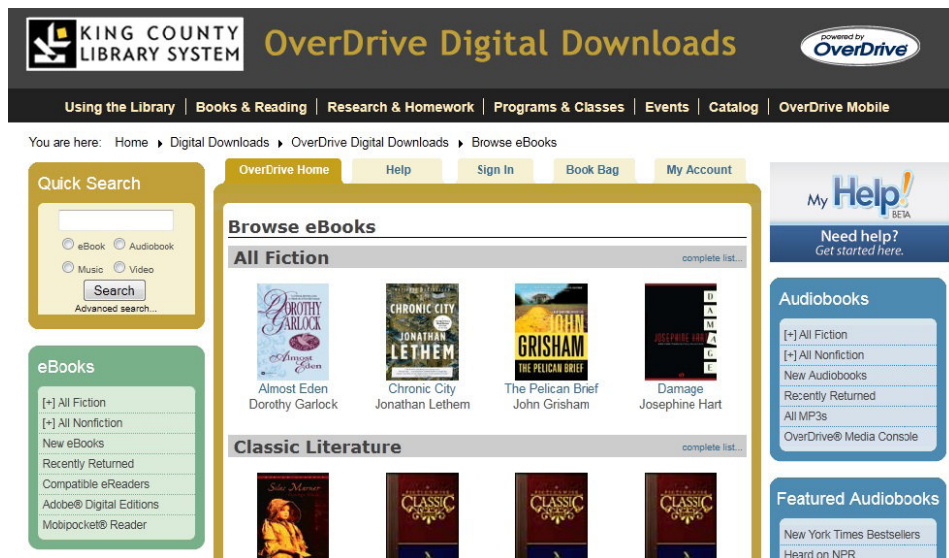
Q: What happened to those old card catalogs before everything involving library search fell by way of computer? Does KCLS still use them, were they repurposed, or are they collecting dust somewhere?

KCLS Staff: *The King County Rural Library District was established in 1942 in order to provide library services to people in “rural” areas with no easy access to city libraries. Despite its early inception, KCLS has never had a card catalog. From 1942 until 1982, KCLS employed book catalogs as its finding devices. In 1982, the punched card generated book catalog was replaced by the ULISYS automated circulation system. From the early 1990’s on, the OPAC (online public access catalog) went through generations of upgrades to the Dynix system which added authority control and subject heading searching, to Innovative Interfaces’ Millennium system to our current foray into Open Source software with Evergreen.*

One of the newest additions to the King County Library System, the Renton Library downtown, has a card catalog on display in the children’s area for those who fondly remember it and for those who have never seen one. –DS

Q: How many times per day do you find yourself accessing an index (in a book or online) either for yourself or a library patron?

KCLS Staff: *20 times a day. –JK*



A view of a page from the KCLS website

Q: When you do access an index, do you typically find what you need on the first try, or do you find yourself flipping between pages and the index several times before finding what you're looking for?

KCLS Staff: *For an index in a book, I would have to say the latter. Often, indexes don't use the same term I would, or the name index is incomplete, or something will show up under a subheading instead of a main entry. –JK*

Q: Do you have any suggestions in how indexers can improve indexes?

KCLS Staff: *Thoroughness is important. Sometimes indexes in a book seem tacked on as an afterthought and can be uneven in coverage. –JK*

Q: Describing what we do as indexers to the everyday person typically requires a degree of explanation; if we simply say "I'm an indexer" then we typically get a blank stare. That said, I wish to pose this question to librarians, as it may serve as a litmus test to gauge how indexing as a profession is marketing itself and bringing about awareness of indexing. Prior to being contacted with these questions, were you aware of indexers or that indexing is its own profession? I'm curious to hear responses from all the library staff being interviewed for this Q&A session...thank you!

KCLS Staff: *Speaking for the respondents, we were aware of indexing as a profession.*

I would be curious as to your take on the future of your profession as books become digitized and Google search engines become the norm. As a library, KCLS has embraced and promoted eBooks seeing exponential growth in their use. With the Kindle announcement today, we anticipate continued rapid growth in digital media. –DS

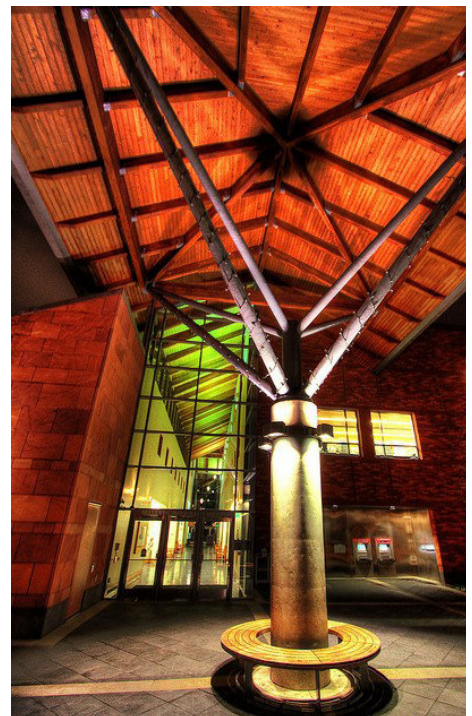
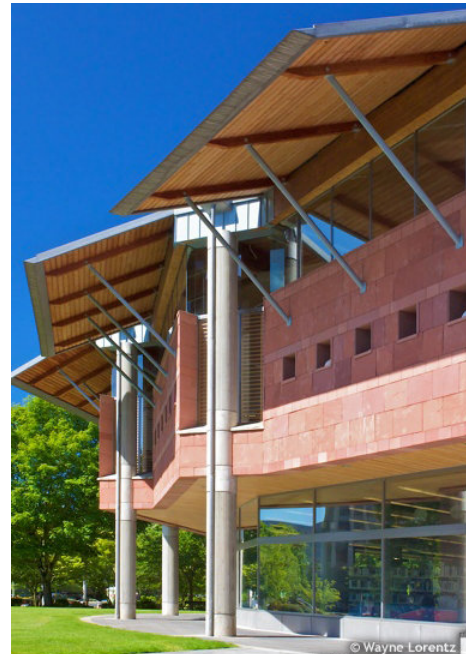
KCLS Contributors:

Denise Siers, Director, Public Services – Virtual Library Services (point person)

Bruce Schauer, Director, Public Services – In Library Services

Charlene Richards, Director, Human Resources


Jeffrey Kempe, Adult Services Coordinator



Exterior views of the KCLS Bellevue Regional Library

by Cynthia Landeen, and originally published in the PNW-ASI Newsletter in 2001.

About “Decade: The *Indexers Ink* Time Capsule”

A few months back, Indexers Ink staff brainstormed ways to bring content to readership and offer a variety of articles, and one idea thrown into the mix involved resurrecting articles from the past. Research into past issues of Indexers Ink will reveal a multitude of interesting content, and as one reads on it becomes apparent that much of it is as relevant today as it was at the time it was first published. As part of an ongoing series, and as a way for Indexers Ink to celebrate its longevity, we introduce the “Decade” series, as part of an ongoing effort to recycle articles from 10 years ago that still shine with relevance in the context of today. 

The second thing to learn about public speaking is to let the audience in on your secret. While I'll write more about this in the next newsletter, it can be applied in this situation. Tell the audience that you're nervous, and they will empathize with you and it can be the first way you engage them by breaking the ice. I've never known an audience to get up and leave if a speaker admitted to being nervous, have you? So don't call it terror, call it energy. 📖

By Cher Paul, see page 17 for hints

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Marketing Strategies for Indexers:

The Perpetual Loop of Blogging, Pt. I

Weighing the merits of blogging versus a newsletter, and one way to get started

By Paul Sweum

Some time back, I entered a world of tools for the design of graphics and creation of websites, with the intention of marketing my indexing and technical writing services. With specific branding in mind, I felt the best way to bring the website and marketing materials to life was by designing them myself. I'm too particular, and I had very specific details in mind...sound familiar?

So as an unashamed do-it-yourselfer, I keep searching for new ways to expand my marketing palate, learning much of it as I go. Unfortunately, there's a down side to this approach—as most solopreneurs know—it's time-consuming, can take you away from other things, and doesn't all happen at once. Marketing occurs in phases (in between jobs typically) when you're a solo act...a bit like that water balloon flogging game we'd take turns at on hot summer days while riding the playground carousel...hoping for a "hit" every time you get around to it!

When a new marketing idea comes to mind, I usually take my time to think it through. How will this be useful, and does it fill a need I currently have? Where is its place with the rest of the marketing equation, and does it fit into the marketing plan?

I liked the idea of archiving my business activities through an informal writing medium, as I wanted to contextualize my thoughts at the time so I could revisit them later. To this effect, I first started out with a company newsletter. However, after trying that for some time, I decided I wanted a fresher and more fluid approach...so a couple years

ago the idea of a business blog started to enter the crosshairs, and I took some time to find out the best way of approaching it through a little research in my spare time.

I must emphasize the importance of this advanced research on finding the right blogging platform...because if I went into a new effort ill-informed and it didn't work out due to a glitch or design flaw representing a deal-breaker, it would be a waste of time and I'd have to start over. That approach is accountable to a combination of self-imposed diligence, experience with such technology, and understanding my own limitations and patience if things went wrong.

Following some research and a close evaluation of blogging platforms online, I decided to work from WordPress.com for my business blog. First of all, it's free. Second of all, with a little tinkering a novice can set up a blog to their liking with its usable WYSIWYG (what you see is what you get) interface. I'm impressed with WordPress' menu of themes, widgets, and features from which to choose—it beats the other free online blog sites by a significant margin. I found a theme that nearly replicates the design of my website and adds to my branding...so, with minimal effort, my blog *The Penny Farthing Commuter* launched at the beginning of 2010.

I maintain the newsletter, but see it as a very different animal from that of the blog; as the former covers more global business matters than the day-to-day thoughts, musings, and goings on with



The logos of various blogging platforms as of Spring 2011 at the top moving clockwise: Squarespace, Google Blogger, LiveJournal, Moveable Type, Posterous, and Tumblr. WordPress is front and center. Logos change regularly, and new platforms are always emerging.


the latter. While it satisfies certain aspects of the business, I see more “bang for the blog” out of the, well, blog.

In my experience, a newsletter has its advantages as a “push” marketing tool with useful purposes (more on that another time)... but if not well-executed can be stagnant, involves a complex delivery system of rules and etiquette, carries potential expense, and can be a clock-eater. While newsletters may serve as a legitimate spoke in your marketing wheel, you (or someone you hire) must take time to deliver it to your client base if it's to be perceived as relevant and in compliance with “opt in/out” features. One can argue that it's simply more fuss and cost than it's worth. Some clients may perceive it as spam, even when it's not intended that way. I don't know about you, but I do not see “upsetting clients” in my

marketing plan. These are all important elements to consider when weighing decisions on any marketing effort.

In the case of a blog, however, your audience comes to you. Unlike a newsletter, it's a "pull" marketing tool. In the same amount of time (or less) that it takes to write a newsletter article; you not only complete the writing, but you also have a ready-to-go "pull" delivery system at your fingertips that allows your post to be accessible (and delivered) to your subscribers, and detectable by internet search engines. In a baseball metaphor (yes, how predictable), I like to think of it as a filled ballpark waiting for the next pitch to happen...and will it be a hit? If so, what will the audience reaction be?

I have thoughts about eventually porting the blog over to WordPress.org so I can place it on my website domain, but it's not happening anytime soon. I'm happy with my blog at this point and don't feel like fussing with it. Keep in mind that on WordPress.com (the free one, versus WordPress.org which involves paying for specific themes and such), you don't own your content while it's there, so consider holding onto copies of your drafts in case something unexpected happens; such as losing content if there's a goof while transferring it to another blog platform in the future, if you so choose.

You may not know how technology platforms such as online blogs will develop in the future, but you always want to have as much control as possible over your creative and content. 

To be continued...

In the Words of the Author

Indexers are advised to use the words of the author. But should they? It depends.

by Judi Gibbs, PNW-ASI Vice President

An index is a site map for a publication, with entries as pointers directing readers to specific parts of the publication. Those pointers must be concise and clear. So when isn't it appropriate to use the author's words for these pointers?


When the author is too wordy or unclear for index entries. Authors may use any number of words to convey meaning in text, and they may use additional words to clarify as necessary. When that literary freedom results in verbosity, indexers may need to trim and change wording to create concise, clear entries appropriate for an index.

When the meaning is implied rather than stated. Early in my indexing career, I found myself unable to figure out what the first section of a book was about. Only when I reached page 70 did I realize that the subject was lifestyle. The author had never used that term, but for those 70 pages, lifestyle had to be the main entry—with an appropriate number of subentries.

When the concepts may be worded differently than the author has chosen to word them. This is a principle behind double posting. An example is a book about mining history. Striking union miners were sometimes replaced by non-union miners. Using the author's words would suggest an entry under labor>non-union. I added an entry for scabs. No place does the author ever use that term, but it is one that users might well use to look for information about strike breakers.

When subentries are structurally dissimilar. Subentries should flow naturally from the main entry, and subentries under the same main entry should have as much structural similarity as possible. Subentries that lack structural similarity should be reworded to create similarity to the extent possible while still retaining their functionality as concise, clear pointers.

When the author's words are unsuitable for any reason. During a chapter presentation at Vancouver WA (August 2010), Enid Zafran showed an index created by one of her subcontractors. One subentry wasn't working. Enid indicated that when she critiqued the entry, the indexer responded that she had used the author's words. That subentry sorely needed to be revised with professional wording that provided a useful pointer to the text.

In summary, the author's words should be used for index entries when they work. When they don't work, the indexer should find words that provide clear, concise pointers to the text. Carefully crafted entries are the key to usable indexes that help readers find what they need. 

My Ultimate Indexing Job, Part II

Contributions by Cher Paul, Erica Caridio, and Paul Sweum

We began this series last year, and it continues into 2011. An inquiry is periodically sent to the PNW-ASI listerv asking the membership to write a short blurb about their “ultimate indexing job.” These are responses that have been received. We’d like to run more responses in the future, and the newsletter staff would like you to weigh in!

*Please send any responses to
Paul@TopHatWordandIndex.com.
Thank you! ✍*

My favorite indexing job...varies. At times, it's been the dense, scholarly analysis of some complex political process or social situation. At times, it's been the simplest sort of trade book intended to explain the basics of some life situation to an audience of modest education and perhaps non-native speakers. And, when I've been up to my eyeballs in content editing of, say, Deconstruction(ism) or Austrian tort law, all I really want is to type proper nouns and watch the work roll off my fingers.

Lately, I been enjoying biographies, travel books, and cookbooks. I've been fortunate to have a few books that combine two or three of those topics. But ask me again in a year or two. Who knows what might make me smile then?

Cher Paul

My favorite thing about indexing is the variety of material I have the opportunity to read. I love getting immersed in one topic and then moving to a completely new and different topic with each project.

I think my ideal indexing job would be a series of trade books on widely varying topics with each job conveniently scheduled ahead of time at two-week intervals. And I certainly wouldn't mind working on these projects from a variety of relaxing and strikingly beautiful locations around the world while enjoying vast quantities of dark chocolate!

Erica Caridio

My ideal index would involve a blend of ideal subject matter with the honor of indexing for an artist whose work I admire.

World-renowned rock drummer Neil Peart is the first person who comes to mind. While he's a master of the skins, he's also a songwriter and has authored several travel books such as *Ghost Rider*, *Traveling Music*, and *Roadshow*; material he has collected while motorcycling around North America and Europe since the 1990s. It would be a dream job to index one of his works...or the work of any number of musicians and their stories, for that matter.

Peart, however, creatively blends his passion for music, travel, geography, and life experiences in his writing—subjects I find endlessly fascinating.

Paul Sweum

Cryptogram from page 13: I might repeat to myself slowly and soothingly a list of quotations beautiful from minds profound - if I can remember any of the damn things.
Dorothy Parker

It's Your Newsletter...So Please Give Input!

In the last few months, *Indexers Ink* staff went through a brainstorming process to expand the list of topics for articles in the newsletter.

Thus far, staff came up with the following as possible topics:

- Adobe Acrobat tips
- Advertising space (for your business or on this newsletter)
- Board member focus
- Book reviews
- Business planning
- Business-related concerns
- Cookbook indexing
- Cryptograms, crossword puzzles, & the like
- E-book challenges
- Edward Tufte's presentation of information
- Email management systems & tips
- Embedded indexing (benefits, reemergence with e-books, tools & add-ons, etc.)
- Electronic/website indexing
- Financial planning and management for your business
- Foreign languages
- History of indexing (important people & events)
- Indexing in outer space (indexer humor; caught your attention, did it?)
- Indexer profiles
- Industry events
- Information architecture
- Information explosion trends
- Information retrieval process in the brain
- Information theory
- Internet: browser comparisons, info resources, search techniques, etc.
- Language semantics
- Legal indexing
- Library-related
- Maya Lin's information organization on the Vietnam memorial
- Marketing (plans, strategies, & tips)
- Networking: general how-to's or success stories
- Newbie-related: introductions, retrospectives & related concerns
- Non-indexing articles and writers
- Non-indexing events
- Online document indexes
- Organizing your space
- Pricing strategies
- Professional Training: ASI, Berkeley School, The Graduate School/USDA, Indexing Boot Camp, etc.
- Reprinting articles: originally printed inside or outside of *Indexers Ink*?
- Resumes & portfolios
- SBA resources
- Social media
- Software reviews/tips
- Speaking skills
- Taxonomies
- Thesauri: history & types
- Volunteer position focus
- Websites for your business
- Workday habits & exercises
- FTP sites - how to send big files

We need your input! Perhaps you see something here that did not previously occur to you, or you may have an idea that has not occurred to us. If you have any thoughts, we would like to hear from you.

Please send your thoughts and comments to Paul@TopHatWordandIndex.com. Your input is most appreciated!



PNW/ASI Brochures Available

Our chapter brochure was designed by graphic artist, Simon Black, and includes information about what makes a good index and how to find an indexer. It has been professionally printed in color and in black & white (grayscale).

As a benefit of membership, each chapter member is entitled to up to five brochures free of charge. Additional copies are available to members for the below-cost rate of \$0.50 each for color or \$0.20 each for black & white. Any person who has a speaking engagement about indexing through the Speakers Bureau can request brochures at no cost for each audience member or participant.

More information available online at <http://www.pnwasi.org/brochure.htm>



Cryptogram Hints

- Note any single-letter words. We have only two in English.
- Look for apostrophes. Only a very few letters can follow an apostrophe.
- A letter never stands for itself. All letters are encrypted.

Page 13 Cryptogram Clue: Clue: S = Y
Answer appears on page 16

PNW/ASI

Newsletter Volunteers



Deborah Alexander is formerly an architectural designer, Air Force radar technician, and electrical engineer. She is an avid reader, enjoys building architectural models, and participating in hiking, bicycling and weightlifting. Deborah lives in Portland, Oregon with her husband Nathan, and Pomeranian-Chihuahua Kasmir.

Erica Caridio has worked in the printing and publishing field for over 20 years and is the owner of The Last Word Indexing & Design. She enjoys graphic arts and does the page layout for *Indexers Ink*. Her website is www.lastwordindexing.com.



Judi Gibbs, the current PNW-ASI Vice President, has been indexing since 1999. In previous lives, she was a university librarian, medical and technical writer, and studio potter. She lives and works in Seattle.



Stephen Hopkins holds degrees in history, humanities, library science and law. Since 1986 he has worked as a freelance legal editor. He lives in Eugene.



Teri Jurgens Lefever grew up in Oregon and belongs to PNW for mostly sentimental reasons. In her pre-indexing life she has been a chemist, teacher, faux-finisher and most importantly a stay-at-home mom. She lives on a small acreage in the Rocky Mountain foothills with her two horses.

Martha Osgood is the Website Administrator for the PNW-ASI website.

Cher Paul has been in publishing for more than 25 years, and in addition to indexing, she provides editorial services from copy to developmental to managing. Her work spans the range from humanities and social sciences to physical sciences and technology to cooking and travel books, and she works with academics, researchers, and trade authors.



Jennifer Rogers, owner of Punctual Pages, offers indexing, editing, and writing services. Her specialties are in the fields of finance and computer network services. In her spare time, Jennifer enjoys the variety of outdoor activities that accompany the beautifully diverse seasons of Minnesota. Her website is www.punctualpages.com.



Joni Savage, the newest member of the *Indexers Ink* staff, is a freelance copy editor and content strategist. She enjoys making web content more usable, visible and relevant, and wants to carry these skills over to print content. Her favorite topics include sociology, travel, animals and lifestyle.



Paul Sweum is a native of Seattle and former town planner. In addition to indexing, he also provides nearly two decades of editing and technical writing experience. As a baseball traditionalist, he favors the NL style and a pitcher's duel over home runs. He coordinates the *Indexers Ink* newsletter and may be reached at Paul@TopHatWordandIndex.com.

PNW/ASI

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Thank you to the volunteers who worked on this issue: Deborah Alexander, Judi Gibbs, Stephen Hopkins, Teri Jurgens Lefever, Cher Paul, Jennifer Rogers, Joni Savage, and Paul Sweum, along with Erica Caridio, our layout person, and Sherry Smith, our advisor. We would like to welcome Joni Savage to the *Indexers Ink* team.

Additional information about the PNW/ASI Chapter is always available online at <http://www.pnwasi.org/>



**Pacific
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