



Which Flag?

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A New Career?

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Santa Claus Lives!

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Work Until You Drop

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A flag to unite us all?



It's time to choose one.
Well, it's time to choose a design to position itself against the current flag in the run-off.
If you appreciate American political terms it's 'primary season'.



Keely Kroening wrote...
"I voted today and my 8 year old daughter helped me with the process."

We talked about the right to vote and how we are lucky in NZ that women get the right to vote. That's not the case everywhere.

Ban the Burqa?

No item of clothing is more political than the Muslim veil, burqa or hijab.



In some countries, notably France and Belgium, face covering is banned; whereas in Iran and Saudi Arabia covering up is required by local religious law.

Around the world, clothing which obscures facial recognition is nearly always a hot-button-issue, spurring arguments about safety, security and personal religious freedom.

Australia is considering a total ban on the burqa as being 'not the Australian way'.



"We looked at the flags and talked about how it is OK not to all like the same one."



"Then we filled in the form. She said she will be living with the new flag longer than the rest of us so she should be part of the process!"



Reminder: We all get to vote again in March to change or retain.

In New Zealand wearing anything that covers your face: veil, burqa, balaclava, surgical mask, full face motorcycle helmet, etc are banned in most banks and significant public buildings.

Other countries are considering restrictions which make facial recognition difficult or impossible.

Some local authorities in Switzerland and Russia have introduced their own restrictions on face coverings.

This is a debate New Zealand cannot dodge. ❑



Brian Morris
Principal

Cover Art: **Nativity** by **Paula Holland**

NZIBS website -

Learn new skills and create a new career for yourself.

Freelance Travel Writing and Photography:

http://nzibs.co.nz/?page_id=40

Journalism and Non-Fiction Writing

http://nzibs.co.nz/?page_id=38

Sports Journalism

http://nzibs.co.nz/?page_id=60

Internet Entrepreneur

http://nzibs.co.nz/?page_id=1726

Creative Writing

http://nzibs.co.nz/?page_id=28

Romance Writing

http://nzibs.co.nz/?page_id=58

Mystery and Thriller Writing

http://nzibs.co.nz/?page_id=50

How to Write Poetry

http://nzibs.co.nz/?page_id=44

Writing Stories for Children

http://nzibs.co.nz/?page_id=83

Writing Short Stories

http://nzibs.co.nz/?page_id=79

Writing Your First Novel

http://nzibs.co.nz/?page_id=85

Life Coaching

http://nzibs.co.nz/?page_id=46

Digital Photography for Beginners

http://nzibs.co.nz/?page_id=30

Professional Freelance Photography

http://nzibs.co.nz/?page_id=130

Proofreading and Book Editing

http://nzibs.co.nz/?page_id=56

Information on any course we provide is available by telephone: **0800 801994.**

You already have one foot on the first rung of a ladder. Your climb could take you to the stars.

Call **Carol Morris** Registrar

The Importance of Being You

by **Phil Linklater**,
Life Coach tutor
Easter, Labour weekend,
and Christmas ...

There are a bunch of holidays sprinkled throughout the year. Chances to get away; to break from the humdrum of daily living.

Religious holidays in particular give many people time to think about their own good fortune. So many in the world have so little.

No matter whether you follow a particular faith or none, we can all do the same thing: be thankful.

For most of us it seems we do have a lot to be grateful for – especially when we compare ourselves to those less fortunate.

I'd rather be struggling to make ends meet each month than live in a place dominated by the noise, stress and madness of war.

One of the reasons I became a life coach was, I had a long-held dilemma that burned within me.

That dilemma was in the form of a question:

'Is this as good as it gets?'

I had a great job, a house – albeit with a small mortgage. Sure I was divorced but I had the privilege of having my daughter live with me [plenty of challenges there!], but I was not totally content.

I was going through the motions on a daily basis without any real direction. You know how it is; get up, go to work, do your work, come home, cook a meal, maybe watch TV ['blob out'], go to bed.

Trouble is, I had no idea what kind of career or calling I wanted. So I stayed in my rut until one day I asked a life coach I knew.

That's when I got my 'aha moment' and I went about creating a different calling for myself - one I now get great satisfaction from. There's no doubt I have not earned as much as I would have in my previous corporate world but I am much more content. **AHA!** I get great satisfaction from helping others make their own breakthroughs for the better.

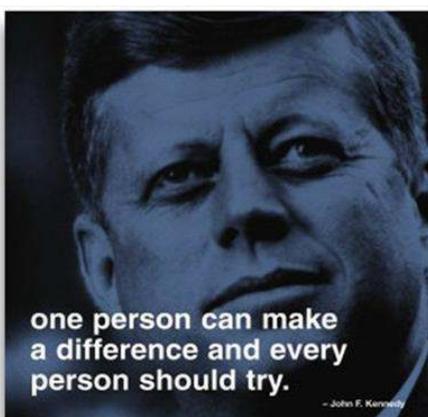
What's happening in your life? Same old cycle five days a week?

Are your weekends largely structured around household chores and tidying up the yard prior to repeating another five day cycle?

I don't get any satisfaction from seeing the miserable conditions so many people have to endure.

However, the best I can do for me, and the best you can do for yourself, is to ensure we look after ourselves first. When fed, watered, and reasonably safe, you'll be able to help others.

One at a time.



Making a positive difference is what life is about. It's largely what we are designed to do.

People just like you are looking for answers. Some are nurtured by their faith in a religion.

Many more find other ways; or they are seeking other ways.

I have also learned to be more tolerant as I get older.

My partner in particular has taught me that 'my way' is not necessarily the right way or the best way to approach issues.

And I have discovered that it's OK for this to be. Learning to let go is one of the greatest lessons we can learn.

So as the next holiday season approaches, whenever it is, try a little thankfulness and try a little 'letting go' in your life.

Being grateful and giving in to another person's opinion here and there is not a sign of weakness, but a sign of great strength. Build your relationships and enjoy your daily life with this in mind!

Job Opportunities

[Features Reporter](#), Travel Weekly, London. Write destination features for a smart London travel agency clients audience. 12-month maternity cover. Closes 16 Dec.

[Trainee Journalists](#), Daily Mail General Trust, London. Several positions open for print reporters and sub-editors for the Daily Mail and Mail On Sunday plus journalists for MailOnline. Full time. Closes 18 Dec.

[Group Digital Journalist](#), Fairfax Media, Newcastle, NSW. Write for the Newcastle Herald. Permanent full time. Closes 15 Dec.

[Communications Manager](#), New Zealand Trade & Enterprise, Wellington. Become a trusted advisor to managers about their business communications. Permanent. Closes 6 Dec.

[Editor](#), Fairfax Media, Sydney NSW. Contribute to building a modern, stronger rural and regional media network. Full time. Closes 15 Dec.

All these jobs were listed on the Student Discussion Board SDB when first found.

That may have been several days ago! But there may have been no suitable applicants.

Has the date expired? Put yourself forward anyway!

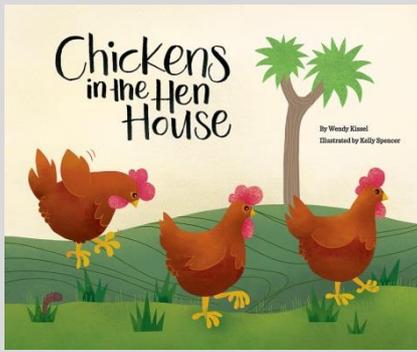
[Reporter](#), Fairfax Media, Brisbane. Cover breaking news for the Brisbane Times. Permanent full time. Closes 17 Dec.

[Business Writer](#), PwC, Auckland. Interview business leader experts, write articles and opinion pieces. Full time. Apply now.

[Communications Advisor](#), Academic Colleges Group, Auckland. Control written publicity material to sustain the high profile of ACG in campus communities. Part time. Apply now.

[Technical Report Writer](#), Potentia, Auckland. Customise standard technical reports for lead users in a health support services organisation. Fixed term contract. Apply now.

Wendy Kissel's new book



We love giving a free plug when a student or graduate launches a new book. Many students know **Wendy Kissel** as our Student Advisory Officer who welcomes new students and ensures their first month goes smoothly. Wendy studied **Writing Stories for Children** under the guidance of Janice Marriott. This is Wendy's first book for children.

Through rhythm, rhyme and bold, striking illustrations, this book engages children to enjoy basic counting and it encourages a shared reading experience.

Chickens in the Hen House combines a fun and catchy chant with colourful New Zealand-based illustrations.

\$15 + p&p \$3.30 = **\$18.30**
You can buy her book here >
<http://www.projectfreerange.com/shop/>
Pay by ebanking, PayPal or Visa.

ISBN 978-0-473-34436-8

The illustrator is **Kelly Spencer** who lives mostly in Wellington, but she travels a lot. Kelly enjoys book designs, lettering and typography.

In the past five years **Freerange Cooperative** has published ten books, six journals and an assortment of other projects.

Your comments about the book production are welcomed.
Barnaaby@projectfreerange.com

**FAILURE IS NOT
THE OPPOSITE OF
SUCCESS, IT'S
PART OF SUCCESS.**

PictureQuotes.com

In the Rain

(For Butch) - 6/15/12

The little death that sneaks upon us
a minute at a time
a cancer of the mind that rots
our thoughts
left with words dangling in the air
the sight of friends we cannot name
the paths we walk- once so well
known we find now lost... lost
footprints in the dust of time
now washed away by rain.

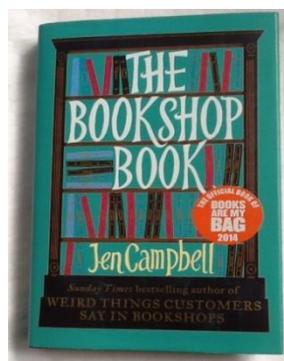
There I find you, hold you, kiss you
call you by a name you can't recall
tell you who I am, again, again,
Then hit the wall when you are gone
Grieving for someone who is not dead
but only lost from me across a room.

The little death that wanes away
your mind, a trickle at a time,
a drop that fallen from your dreams
pools in some forgotten place
where darkness overshadows all
and ripples fade to nothingness.

I trail my fingers on the deadened pond
Trying to stir up a thought that
never comes.

While in your reflecting eyes I see
my own imagined hope
that I might find you once again
smiling in the rain.

Susan Agatha Davis, Newport, Vermont



Every independent bookshop has a backstory.

I bypass chain stores as I think they are more interested in making a profit than bringing you books which will fascinate and excite you.

This book fills its 270 pages with stories about book people, unusual bookshop premises, bits of publishing history and anecdotes galore which made me go "Wow."

For instance, there's one about a bookshop on a 60 foot narrowboat in an English canal, complete with

a pet rabbit. The barge moves around canal towns in the Lichfield area in the English Midlands.

Beautiful stories all bibliophiles will love. Decent index. Photos. About \$25. <http://www.timeout.co.nz/>

Bonus: www.theLondonBookshopMap.org

What authors say . . .

"The greatest thing anyone can do in this world is to make the most that's possible out of the stuff that's given to them. This is success. There is no other."
Orison Swett Marden

Tit for Tat

The cargo ship *Frigorifique* was cruising through heavy fog in the Bay of Biscay when the British steamer *Rumney* loomed out of nowhere and struck it amidships. The French crew scrambled aboard the *Rumney*, and their own ship disappeared into the fog.

Some time later, while the injured *Rumney* was still lowering its boats, another ship hove out of the fog and struck it amidships.

This proved to be the empty *Frigorifique* — her jammed rudder had led her in a great circle through the fog to return for a second collision.



Both ships sank this time, but both crews escaped safely in the *Rumney's* lifeboats.

> YOU could write the sequel to this curious event. www.FutilityClosset.com

Yes, Virginia, there is a Santa Claus

Grad's Club Report #275

By Francis Church. Reproduced for educational purposes.

This item first appeared in a New York newspaper over a century ago.

Since then it has been reprinted many times, all over the world.

Pass it on as your Christmas gift.

In 1897, Virginia O'Hanlon penned a letter to the editor of the New York Sun. She was determined to find the answer to an eternal question. This is her letter.

I am 8 years old. Some of my little friends say there is no Santa Claus.

Papa says, "If you see it in the Sun, then it is so." Please tell me the truth, is there a Santa Claus?

Virginia O'Hanlon

Mr Church wrote this reply:

Virginia, your little friends are wrong. They have been affected by the scepticism of a sceptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds.

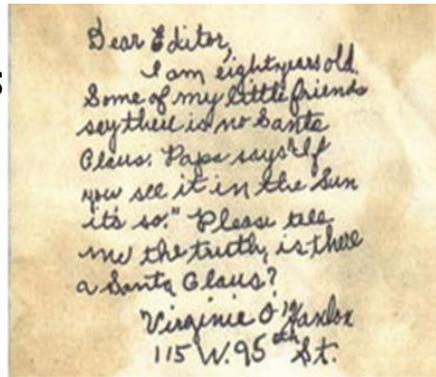
All minds, Virginia, whether they be men's or children's, are little.

In this great universe of ours man is a mere insect, an ant, in his intellect as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know they abound and give to your life its highest beauty and joy.

Alas! How dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias.

There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The external light with which childhood fills the world would be extinguished.



This is a copy of Virginia's handwritten letter. It survived, and is now a collector's treasure.

Not believe in Santa Claus!

You might as well not believe in fairies. You might get your papa to hire men to watch all the chimneys on Christmas Eve to catch Santa Claus, but even if you did not see Santa Claus coming down, what would that prove?

Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof they are not there.

Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You can tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men who ever lived could tear apart.

Only faith, love, poetry, and romance can push aside that curtain and view the picture of supernatural beauty and glory beyond.

Is it all real? Ah, Virginia, in all this world there is nothing else that's real and abiding.

No Santa Claus? Thank God he lives and lives on forever.

A thousand years from now Virginia, nay ten times 10,000 years from now, he will continue to make glad the hearts of all children everywhere. ■

The quality of his writing and the ideas expressed by Mr Francis Church enhances the image of journalists everywhere.

The spirit of humanity is still alive and well.

Job Opportunities

[Graduate Editorial Writer](#),

Castleford Media, Auckland.
Develop your skills in digital marketing, SEO, media law and more. Full time. Apply now.

[Photographer](#),

Classic Photo Booths, Christchurch.
Set up portable photo booths and pop-up studios at popular events. Permanent full time. Apply now.

[Assistant Coach/Swim Instructor](#),

Talent Propeller, Rolleston.
Coach people into active lifestyles. Part time. Closes 11 Dec.

If the closing date has passed, ask whether the position was filled. You could still be considered for it.

[Photographer](#),

Plant & Food Research, Auckland.
Work on technically challenging science projects. Flexible part time. Closes 11 Dec.

[Social Media Guru](#),

OCG Consulting, Auckland.
Create and monitor content for social media platforms. Flexible part time contract. Pre-Christmas start. Apply now.

[Digital Marketing Advisor](#),

Madison Recruitment, Auckland.
Develop online content. Must be available for immediate start. Part time contract. Apply now.

[Technical Writer](#),

Streamliners NZ, Christchurch.
Focus your writing skills on health sector projects. Full time. Apply now.

[Instructional Designer](#),

Computer Power Plus, Auckland.
Write and edit material for IT learners. Contract role. Closes 12 Dec.

[Curriculum Developer](#),

Computer Power Plus, Wellington.
Deliver plain English learning packages to IT students. Contract role. Closes 12 Dec.

[Publishing Advisor](#),

Ministry of Justice, Wellington.
Oversee content of print production material, manage publications inventory, edit and proofread documents. Full time. Closes 13 Dec.

Organisations

Society of Authors

The NZ Society of Authors works in the interests of authors in New Zealand. The Society is guided by values of fairness, accountability and responsiveness.

The mission of the Society is to support the interests of all writers in New Zealand, and the communities they serve.

Join here: (Student rate applies)

<http://www.authors.org.nz/>

How To Get A Job is an ebook you'll find at Amazon.com This short \$5 book gives you all the steps for getting a job - age 16 to 65. Click here for the book.

<http://tinyurl.com/pgvgjky>

Call 0800-801994 for a chat about your other career options.

The Poets Society

Membership of the New Zealand Poetry Society entitles you to their bimonthly magazine and reduced entry fees in their competitions.

Several other benefits include a members-only website page.

<http://www.poetrysociety.org.nz/join>

New Zealand Freelance Writers' Association

Have you found their site? If you haven't found a suitable writer's group locally, look online. Here's where you can go to connect with other writers - wherever you live.

<http://www.nzfreelancewriters.org.nz/>

Romance Writers of NZ

This non-profit organisation was founded in 1990 by Jean Drew (NZIBS tutor). RWNZ has over 260 members (published and unpublished writers) from NZ, Australia, USA, UK and SA.

<http://www.romancewriters.co.nz/>

MEDIA caps for NZIBS graduates

- ❖ Journalist,
- ❖ Sports Journalist
- ❖ Photographer
- ❖ Travel Writer.

If you'd like one, please send \$10 and a letter detailing your name, postal address and former student number. One size fits all.



First Day On The Job

by **FA Bennion**

Reproduced for educational purposes

She was a blonde woman, big, with corn coloured hair sweeping up in a roll from her baby-sweet face.

Just now a frown furrowed the ivory of her brow and her vivid blue eyes seemed to have tremendous worry behind them.

She was waiting for something; possibly something unpleasant, for she paced restlessly up and down the room, her high-heeled shoes making no noise on the thick pile of the carpet.

The room was very small and there was little space for perambulation.

She sat down suddenly in one of the severely-shaped chairs and glanced at her watch for the fiftieth time since leaving her home in Wimbledon some two hours before.

God, how the time dragged.

She hadn't thought it would be as bad as this.

Nervousness, yes, but not this all-pervading fear which seemed to start from somewhere in her stomach and travel all over her body till her knees felt weak and her fingertips shook with fright.

She thought of all the months they had spent coaching her at the Announcers' School.



She couldn't let them down now, she just couldn't.

Ten more minutes.

How could she stand it? She rose unsteadily from the chair and stepped outside.

There were some messenger boys in the hall. She beckoned to one of them.

'Fetch me a glass of water, please', she asked.

The boy looked surprised.

'There's a faucet in the studio you've just left, Miss.' he said.

'Oh' she murmured faintly, and she followed him back into the small room with its uncomfortable chair.

'There you are, Miss'.

She fumbled for a coin, but he was gone before she even had her bag open.

The water made her feel better. She was ready for the ordeal now, even if her knees were a bit shaky still.

She looked at her watch again.

Five minutes.

A panel slid back and a man's head poked through.

'OK', he mouthed cheerfully.

She nodded.

Three minutes.

She took another turn up the room, then pushed the chair over to the table and sat down.

She coughed and looked at her watch again.

Almost time. She thought of them at home. They'd be having tea now and wondering.

A warning buzzer went with shattering effect.

She clutched the table top and waited, her heart pounding.

The round disc in the panel before her glowed red.



She spoke into the microphone.

'That was a B.B.C. recording.' she said. □

What is happening to dress sizes?

Would **Marilyn Monroe** be impressed?

Seems the size on the label isn't a fixed standard but is determined by a British Standards Institute committee who meet every five years to decide just how big is a 'Size 10' dress, for instance.

Back in the 1950s, Marilyn Monroe (36D bust, 22" waist, 36" hips, height 5'5") fitted snugly into a dress labelled 'size 14'. That's what the label said. Today that same dress dimension would be labelled 'Size 10'.

That's two sizes different!

The BSI label size determiners say "Dress labels are only a guide so manufacturers and shops can adapt, ie rename sizes to suit their customer base. So there can be no true 'standard' size."

Nutritionist Charlotte Stirling-Reed said: "This (tinkering with sizes) is a cause for concern as it contributes to the 'normalisation' of obesity. The public may be less encouraged to change (eating habits) if they don't think there is a need for them to do so." Thus, fatties can fit into a size 10 and feel reassured that all is well.

Clare Rayner, a retail sales consultant, said: "People are getting larger, so clothes will have to grow with us. The average dress size for a British woman is now a 16, which would have been a size 20 in 1974."

Lesson 1. Dress size labels are not fixed. Spin doctors will adjust the dimensions to make women customers feel good.

Lesson 2. Life is short. If the dress fits your body shape and makes you feel beautiful - BUY IT. Don't look at the label as it's meaningless.

Lesson 3. If you enjoy reading about fashion, nutrition, retailing, fitness and health, consider writing about these things as your new career. If you have the knowledge, share it. Editors, webmasters and clothing manufacturers will pay you for your words and your photos. Details here:

www.nzibs.co.nz/freelance-journalism-non-fiction-writing/

Get Journalists To Write About You

1. Determine the topic or story you want to get media coverage for. ('Newsjacking' something which is already popular can be a good idea.) At first, newsjacking was essentially a public relations concept but digital media development has created many new forms of newsjacking.

Write your pitch.

Eg: My company, *Name of your company*, is developing *define your offering* to help *a clearly defined audience* *solve a problem* with *something you've got which solves their problem*.

2. Gather a list of journalists who have already covered that topic in the recent past.

Google > Search Tools > Topic > PastMonth.

Locate their Twitter or Email or Facebook address. (Usually this is listed in their article.)

3. Add their contact info to your "Media List" of journalists interested in writing about your topic or industry.

4. Write a short Email or Twitter message that:
> Compliments them on their last story.

>Offers a tip for a followup story.
>Politely mentions you're available for comment or interview.

Keep the whole pitch light and conversational, 5 lines or fewer, and include just one link to your website for context.

If they like the angle, they'll reach out to you for more details.

Here is a list of marketplaces for guest posts:

www.Famebit.com
www.Theshelf.com
www.Instabrand.com
www.Tomoson.com

Job Opportunities

[Editor](#), FairfaxMedia, Esperance WA
Build a large audience for the Esperance Express. Permanent full time. Closes 11 Dec.

[Reporter](#), Fairfax Media, Brisbane.
Cover breaking news for the Brisbane Times. Permanent full time. Closes 27 Dec.

[Digital Publishing Opportunities](#), Ministry for Culture and Heritage, Wellington.
Edit and research online and print content. Three positions available. Full time. Closing in December.

[Marketing Coordinator](#), Hilton Hotel, Auckland. Coordinate online and notice board marketing materials for their established brand. Part time. Apply now.

All these jobs were listed on the Student Discussion Board SDB when first found. We post fresh jobs every three days.

That may have been several days ago! But there may have been no suitable applicants.

Has the date expired? Put yourself forward anyway!

[Editor](#), Metros Publishing Group, Christchurch. Metropolis magazine. Manage writers, liaise with photographers and oversee content. Permanent full time. Apply online. Closes 23 Dec.

[Social Media Coordinator](#), QJumpers, Palmerston North. Create, edit and proof social media content for Toyota Motors NZ. Fixed term contract. Apply now.

[Editorial Assistants](#), Beyond Recruitment, Wellington. Manage corporate diaries and emails, proof and edit documents. Multiple positions available.

[Photographer](#), Duo Photography, Auckland. Become your own boss with potential to earn \$80,000+ per year. Franchise opportunity.

[Community Support Worker](#), Connect Recruitment, Matamata. Provide care and assistance to clients in their own homes. Life Coach skills will be useful. Several full and part time positions available. Apply now.

Online Openings

for editors and proofreaders.

When searching online, search for **variations** of what you want:

- **Proofreading**
- **Proof reading**
- **Book editing**
- **Boook editting**
- **Editing / Editor**
- **Manuscript correcting**
- **School counsellor**

Tip: look for **misspelt words** and job description **variations**.

Craigslist.org

Check this international billboard for opportunities, jobs etc.

<http://auckland.craigslist.org/>

Online Writing Jobs

<http://www.online-writing-jobs.com/jobs/freelance-proofreading-jobs.php>

Try the non-digital human approach

Isn't it amazing how much the digital world has impacted on our relationships.

For example, have you ever had an email discussion with somebody nearby - or even someone in the same room?

Have you tossed a 'happy birthday' message to a close friend via Facebook?

These are a few examples where an impersonal digital message was sent instead of....

- * **Telephoning your friend.**
- * **Meeting your colleague.**
- * **Maybe walk a few steps and talk face-to-face!**

It seems we get so cocooned in our digital world we forget that outside there are real people to whom we could actually talk.

Let's agree to ask the question: **"Can we talk?"** before we rush to engage digitally.

I reckon you'll be pleasantly surprised by the positive results when you get up close and personal!

This item came from Winston Marsh in Melbourne.
www.winstonmarsh.com.au

Blogging . . .

Ever thought of blogging more seriously than just messing about in public on Facebook?

Popular blogs get most of the traffic, comments and **most of the income**. Your blog could too.

Do it correctly right from your first post. Think first. Blog second.

To attract visitors you need well written posts that offer fresh angles. It doesn't matter if the subjects you choose are 'old hat'. For example no-one tires of reading new ideas about how to lose weight or train a new dog.

This is probably one of the key reasons a blog becomes popular. You can tweet all you like about something you posted. But if people have already seen it, spending money on publicity won't make them come and read it again.

Plagiarism is not only against copyright law, but it is plain dumb. Be original. You may not be able to develop new theories but you can certainly bring your own unique angle to an old story.

Notice how Winston Peters MP brought a new angle to the old chestnut of hospital waiting lists.

Search engines make it so simple. You can very easily dredge up a large mass of mankind's experiences on any topic. Past generations have not been able to do this.

Take a cross-section of all this research and summarise it - then add your own story.

Don't copy the text, but use themes and ideas that reflect your own feelings and interests. Add your own thoughts and experiences to this and you've compiled a new article. Voila! An original piece.

It's original because no one sees the world the same way as you.

Therefore, when you report on the same things as others (but from a different viewpoint) at least **part of your blog will be new.**

Take care when you start blogging because a blog without a lot of viewer traffic (in its infancy) takes a while to attract comments. Older posts vanish from sight before they have a chance to be seen and mulled over.

Yes, there are some blogs where posting happens several times a day. It's almost a conversation. But once you start that game be prepared to continue it - you have to post a lot (daily) before you get a regular following large enough that people will want to keep up with you.

Don't post rubbish. No one cares that you had dinner and a haircut.

Less frequent and higher quality posting is the technique that works best.

Remember to **check your spelling**. Make sure your grammar is appropriate and consistent. In general, ensure your 'blog-house' has a "swept floor and fresh flowers" feel so your blog's appearance is correct, sharp, interesting and contemporary.

First impressions may be the only impressions your visitors ever get - because they can click away in an instant if your place looks sloppy.

Aim to have an interesting and professional appearance.

Write for humans. Search Engine Optimisation (SEO) is a subject you will see a lot when you surf around the internet. Posts written for 'good SEO' are full of the right keywords. It is keywords that score SEO brownie points. But you need to retain your integrity.

Search engines change their algorithms frequently, so it's futile to attempt to trick them. Far better to offer fresh, original and interesting content.

Generally, posts written to attract and inspire humans will attract the search engines too.

So write for humans - and SEO will look after itself.

What should you blog about this year? Tip 1. Keep your business life and your family life in separate blogs. Completely separate with different titles.

Google search: Blog + topic.
Best tip: Choose a subject you're passionate about.

Blog about writing:
<http://goinswriter.com/blog/>

Blog about anything
<http://althouse.blogspot.co.nz/>

Blog for food photographers
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Work until you drop; there's a good case for it

by **Mirko Bagaric** Abridged.
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Work-until-you-drop! It's an ethos being adopted by many. It sounds like cruel and unusual punishment, but it may not be.

A study by the Australian Psychological Society shows that about one-fifth of baby boomers plan to never retire. This is an idea the other four-fifths could consider.

The nature of our human condition suggests you should seriously consider working much longer - and in fact never retiring - if you want to maintain your psychic and physical wellbeing.

The reason why work is normally good for you has very little to do with fattening your wallet. Once people are on or above the average income, more money has almost no impact on their wellbeing.

Projects, especially focused pursuits which give satisfaction, are the key to human happiness.

Happiness is far more likely to be derived from intellectual and physical challenges - as opposed to mindless passivity, such as watching television.

The key thing is to stay active. Apply your energy to something that shapes the world.

To this end, the nature of the project doesn't seem to be that important. Medical researchers and prime ministers don't obtain greater fulfilment or satisfaction than car mechanics, office cleaners or bee keepers.

The sense of purpose and fulfilment derived from work need not come from a paid activity. It can just as readily come from a hobby, such as gardening, teaching kids to swim or playing your guitar. But outside the structure of a regular work environment, many lack the discipline to constantly participate in such activities.

That's why the near-daily ritual of work pays dividends.

Results from a wide-ranging survey in 16 industrialised nations showed lower levels of wellbeing among the unemployed. On average, the unemployed were 20% less satisfied with life than white-collar workers; 15% less satisfied than manual workers.

Accordingly, there is no reason to hang up the work boots simply because the calendar flips over to your retirement date.

The odds are if you leave a job just because society thinks it's about time you moved on, **you will come to regret it.**

The Citibank Retirement Index for 2007 showed almost one million retired people have now restarted working.

The notion of going from 100% to 0% work, on the day you reach 65, should itself be retired.

To the extent that the notion of retirement remains part of our terminology, it should be seen as something we slide into gradually and gracefully.

As a guide, working hours could be reduced from 40 to 30 p/w at 60 years old, then to about 20 hours p/w at 65, then to 4-10 hours p/w thereafter.

In essence, people should be encouraged to keep performing - commensurate with their physical and mental capacity, and the satisfaction they get from it.

Too many of us are overstretched by work in our middle-years, partly because we want to accumulate enough assets and money for our retirement.

If we abandon the notion of complete retirement, we can reduce or remove this pressure.

An effective way to maximise the economic and psychic benefits of work is to spread out our working years, thus achieving a **work-life balance** during our entire adult life.

It's a strong reason to start working four-day weeks NOW.

Mirko Bagaric is a law professor, a working lawyer, and author of: [**How to Live: Being Happy and Dealing with Moral Dilemmas.**](#) ISBN: 978-0761835325

Job Opportunities

[Fundraising Manager,](#) World Vision, Auckland. Achieve fundraising targets by motivating, coaching and mentoring a sales team. Permanent full time. Closes 7 Dec.

[Journalist,](#) Fairfax Media, Tanunda SA. Cover community events for digital and print versions of the regional Barossa & Light Herald. Permanent part time. Closes 8 Dec.

[Web Writer,](#) TalentShop, Wellington. Write content for websites and online tools. Full time. Closes 9 Dec.

[Writer/Editor,](#) Auckland Museum, Auckland. Write and edit exhibition text and develop a style guide for the museum. Full time.

[Managing Editor,](#) Te Papa Museum, Wellington. Commission and manage production of book titles to international standards. Full time. Closes 8 Jan.

[Photographer,](#) Open2view, Invercargill. Establish a profitable real estate photography business. Franchise opportunity. Enquire now. Franchises also available in other areas.

All these jobs were listed on the Student Discussion Board SDB when first found. The closing date may have passed.

But there may have been no suitable applicants. Why not ask anyway?

[Deputy Editor,](#) UKFast, Manchester UK. Provide content for the Business Cloud News magazine. Full time. Closes 14 Dec.

[Customer Service Person,](#) Ngai Tahu Tourism, Queenstown/Wanaka. Make Shotover Jet an unforgettable retail and photography experience. Full time. Apply now.

[Marketing Coordinator,](#) CBRE, Auckland. Draft marketing campaign material, prepare correspondence and reports. Full time. Apply now.

[Instructional Writer,](#) Carter Holt Harvey Woodproducts, Rotorua. Gather information and write documentation about manufacturing processes. Full time. Apply now.

A Punctuation Parable

Dear John,

I want a man who knows what love is all about. You are generous, kind, thoughtful. People who are not like you admit to being useless and inferior.

You have ruined me for other men. I yearn for you. I have no feelings whatsoever when we're apart. I can be forever happy - will you let me be yours?

Gloria

Dear John,

I want a man who knows what love is. All about you are generous, kind, thoughtful people, who are not like you. Admit to being useless and inferior.

You have ruined me. For other men, I yearn. For you, I have no feelings whatsoever. When we're apart, I can be forever happy. Will you let me be?

Yours,

Gloria

A visitor to a certain college paused to admire the new Hemingway Hall that had been built on campus.

"It's a pleasure to see a building named for Ernest Hemingway," he said.

"Actually," said his guide, "it's named for Joshua Hemingway. No relation."

The visitor was astonished.

"Was Joshua Hemingway a writer, also?"

"Yes, indeed," said his guide.

"He wrote a check." (aka cheque)

Asking a working writer what he thinks about critics is like asking a lamp post how it feels about dogs.

- Christopher Hampton

What is your desk telling you?

by David Bohi

Reprinted for students and graduates: to inspire a clean-up – or a celebration.

What is your desk telling you?

Did you know that major office supply stores now carry supplies to help you 'pile'?

They now provide you with items that allow you to gather items for one project and 'pile' them all together in an envelope or folder for easier access.

I know a lot about being too busy. I also know a lot about busy work, and the latter, for many people, often includes trying to keep a tidy, spotless desk.

I personally think it all comes down to our priorities and what they are.

I was amused recently to see one of the major office supply stores now carries not only filing supplies but also, believe it or not, 'piling supplies'.

These consist mainly of plastic envelopes and folders.

You can put everything for one project altogether, and 'pile' it. On the surface, this is a recognition that some people like to stack things on their desks where they can see and find them more easily.

Some people are more visual and don't work well with file drawers because they can't see inside and don't really know what they have.

But what's really going on here is that maybe we're getting away from the notion that, in order to have a "healthy, balanced life", we must have a spotless desk, because if we're too busy to clear our desks, we're too busy.

I know a lot about being too busy. I also know a lot about busy work and the latter, for many people, often includes trying to keep a spotless, tidy desk.

Realising what I want (in all areas of my life), is a major part of having my life balanced and fulfilled.



Albert Einstein was renowned for having an untidy desk.

If I spend a lot of time chasing someone else's goals, like having a clean desk, then **I'm not actively pursuing my own goals and living my own life.**

You often hear that 'a messy desk is a sign of a disorganised mind', or something like that. And people do spend too much time worrying, don't they?

In a time management book I read recently it simply said "a messy desk is simply a sign of a messy desk," and I found that so reassuring.

I found that statement the 'zen' of desk organisation, as it were.

I finally realised that a messy desk is not a sign of anything.

So how can you let go?

- ❖ Decide how you want your desk to look. Tell everyone.
- ❖ Spend a little time now arranging your desk.
- ❖ Do a ten-second tidy of your desk a couple of times a day, just a quick put-it-away deal.

Now enjoy the rest of your day with your 'not-so-tidy' desk. □

Photography Competition.

Closes 22 January 2016.

Capture your best tea moment.
"Dilmah tea inspired me."

That's a pretty open brief.

Possibilities . . .

- > Tea with the Queen (Actually it's your aunt who likes to dress in her finery.)
- > Tea with the concreting gang.
- > Tea in the shearing shed.
- > Tea by yourself in glorious solitude, wherever you imagine.
- > A teabag poultice to the rescue.

Have you got the idea?

If you have any questions, ask on the SDB, and someone will offer an answer.

Note: NZIBS has no connection with Dilmah Tea (except as a happy customer).

Multiple entries are welcomed. Colour or B&W.

You can live anywhere in the world.

Tips: If there's a sighting of a Dilmah label or tea packet somewhere in your photo that might count as a small plus.

If the tea is being drunk from a cup, avoid the chip side. Or not!

Entries close 22 January 2016. Selected finalists will be displayed at the Creative Arts Napier Gallery, 17-21 February 2016.

During Napier's Art Deco Festival the judges will select the overall winner.

Go [HERE](http://www.dilmahteainspiredme.co.nz) to place your entries:

PRIZES: Winner wins a ten day trip* for two to Sri Lanka, PLUS \$4000 worth of Canon photographic gear.

* There are sure to be some conditions about when you travel etc. Look for them here: www.dilmahteainspiredme.co.nz

Good luck. If you put in an entry, please make add a note [HERE](http://nzibs.org/forums/showthread.php?t=6562): <http://nzibs.org/forums/showthread.php?t=6562>

The Institute will send a book prize to an entrant chosen at random. This is not part of the Dilmah competition. It's our way of encouraging you to enter.

Competitions



Have a go!

For details of all competitions, click the links and join in!

Winners' names are posted on the Student Discussion Board after the competitions are judged at month's end.

See the competitions here:

<http://nzibs.org/forums/forumdisplay.php?f=11>

Photography competitions:

<http://nzibs.org/forums/forumdisplay.php?f=4>

A screenwriter came home to a burned down house. His sobbing and slightly-singed wife was standing outside. "What happened, honey?" the man asked. "Oh, John, it was terrible," she wept. "I was cooking. The phone rang. It was your agent. Because I was on the phone, I didn't notice the stove was on fire. The house went up in seconds. Everything is gone. I nearly didn't make it out of the house. Poor Fluffy is..." "Wait, wait. Back up a minute," the man said. "My agent called?"

by Jacques E. Bouchard

Look here for writing contests:

<http://thewritelife.com/27-free-writing-contests/>

27 Free
Writing Contests

\$ Legitimate Competitions \$

With CASH Prizes

thewritelife.com

Job Opportunities

[Journalist](#), Key Media, Auckland. Write news articles for HC Online, conduct telephone interviews. Full time. Apply now.

[Marketing & Communications Manager](#), Michael Page Marketing, Auckland. Bring a leading law firm's marketing strategy to life by developing thought leadership content. Permanent full time. Apply now.

[Editor](#), Microsoft New Zealand, Auckland. Edit daily news text and images online. Full time contract. Apply now.

[Strategic Communications Lead](#), IBM New Zealand, Auckland. Build brand-aligned communications and marketing material. Full time. Apply now.

[Rehabilitation Life Coach](#), Laura Fergusson Trust, Hamilton. Coach people who have had brain injuries towards independence. Full time. Apply now.

[Web Writer](#), TalentShop Ltd, Wellington. Write content for web pages, online tools, newsletters and case studies. Full time. Apply now.

[Technical Writer/Document Analyst, people&co, Wellington.](#) Review health and safety documentation to ensure consistency in presentation and style. Fixed term contract. [Apply today.](#)

[Knowledge and Content Specialist](#), Chorus, Auckland. Design and develop processes, standards and knowledge base content. Full time. Apply now.

[Marketing Executive](#), Madison Recruitment, Auckland. Create content designed for an international audience including social media. Full time. Apply now.

[Editor](#), Blue Sky Recruitment, Wellington. Edit instructional designers' online courseware. Fixed term contract. Apply now.

Santa Gets Into Trouble

by Gary Dickinson

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Detective Sergeant Dibble barked: "Right, take a seat and don't touch anything on the desk." The handcuffed man just nodded, then bowed his head as he sat down. Dibble stepped away from his desk to speak with his superior.

"We got a good one here, boss. We're gonna throw the book at 'im. Me and the Spaghetti found him on a roof over in Lavington." He was referring to his partner, Constable Spanetti.

"He had the stuff on 'im. A great bag of it. You just have to take a look at 'im to know he's crooked. Look at him. The long shaggy hair and beard. The big bikie boots. Dead giveaway. And look at that floppy hat, some sort of Rastafarian thing, I don't s'pose."

"Bit old and fat for your average cat burglar though, I'd have thought," his superior commented, eyeing the perpetrator.

"Average? Average? He's not average, boss. He's a real mongrel, this one."

Spanetti had butted in before Dibble could silence him with a glare. This was his bust and Dibble wasn't going to share the moment of glory with anyone.

"As Constable Spanetti said, this bloke is a real mongrel, a real low-down mongrel," Dibble said, still glaring at Spanetti.

"He had all the usual stuff, of course - power tools, kitchen appliances, and jewellery, paintings, books, lingerie."

He ticked off the items on his fingers. "But this mongrel had a whole heap of kids' toys in his swag as well. Can you just imagine that? Kids' toys!"

"And there's the cruelty to animals thing," Constable Spanetti quickly threw in, determined not to be denied his share of the limelight.

"Yeah, and that, too," Dibble spat. "He had all these animals harnessed up to some sort of wagon. The blokes from animal

welfare are rounding them up now."

"So what have you got him for?" the Chief of Detectives queried.

"Break and enter," piped up Spanetti. "And God knows on how many counts. We're canvassing the area now with all the nightshift boys."

"Trespassing, stealing, prowling, resisting arrest, possession of stolen goods and the cruelty thing," Dibble completed the list. "But we've got to talk to the RSVP people before we can proceed there."

"He means the RSPCA," Spanetti said, spotting the Chief's perplexed look.

"Yeah, them," Dibble mumbled, blowing his nose into a handkerchief to cover his embarrassment.

"Does he have a record?" the Chief asked.

"Right you are," the Chief decided. "You start the paperwork on him," he told Dibble, "and Spanetti, you get down to Central Records and see what you can dig up on him."

"Right boss," Spanetti called over his shoulder as he scurried away.

Detective Sergeant Dibble returned to his desk and eased himself into his chair.

"Right, Grandad," he said to the hapless offender, "you're goin' down."

He wound a fresh charge sheet into the ancient typewriter that squatted on his desk and began typing in some preliminary details with his two index fingers.

"Name," he barked.

"Last name first, first name last, address and occupation?"

The old man raised his head and looked across the desk,



"Haven't find anything yet," Spanetti answered, trying to be heard over Dibble honking in the background.

"But he's no novice. I've never seen anything so slick." Dibble returned to the conversation, stuffing his hanky into a pocket. "We shadowed him down one street and he went into every house, in and out just like that." Dibble snapped his fingers. "Slickest job I've ever seen."

"Gave us some wild story about delivering the stuff," Spanetti piped up again. "At this time of night. I ask you, what does he take us for?"

his eyes glistening with tears.

A droplet dangled at the end of his nose like a diamond ornament.

Dibble passed him a box of tissues.

The old man wiped his nose and eyes and placed his manacled hands on his lap.

He sat in the chair, collecting his thoughts before answering.

"Claus. Santa. Address is care of the North Pole."

Then he thought a moment longer before continuing, "Deliveryman, I suppose."

