



# George Orwell

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## Citizen Power Stops Coup

What should be left as an old vaudeville joke became reality on 15 July and I had a rare opportunity to watch history being made in Turkey.

My plans for that Saturday morning were rained out, so I watched a coup on television, beamed direct from Istanbul and Ankara.

This revolution was abetted by seventy-five million citizens wielding mobile phones with cameras.

BBC, El Jazeera and CNN television channels carried live pictures of the army revolt, filmed by ordinary Turks in the streets.

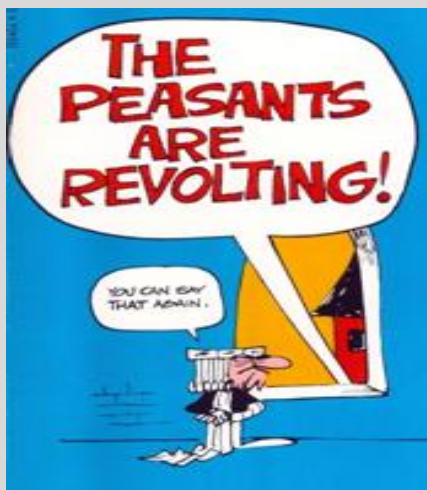
For the next six hours the sokaks of Istanbul and caddes of Ankara became the nation's chess board as generals and tanks replaced knights and rooks.

At first tanks and APC vehicles blocked critical bridges and highways. At first the army revolvers held the advantage.

But then President Erdogan played his trump card.

He used live streaming Facetime social media to talk directly to his people. He urged them to re-take the streets. This was a risky move. Tens of thousands could have been killed.

But the might of being right carried the night. Turks followed the instructions of their elected leader – not the revolutionaries.



Within a few hours army rebels deserted their vehicles.

Gradually, order was restored, but at a huge price. More than 260 Turkish people died that night.

Since then more than 1800 military plotters have been detained; 66,000 public sector workers have been dismissed; 50,000 citizens' passports have been cancelled; 6000 judges and court officials de-benched, and 142 media sites have been shut.

Next day flights in and out of Turkey were cancelled.

The damage to Turkey's international reputation is incalculable.

All this when Turkey has been pleading to join the European Union. They can veda opucugu vermek to that idea.

### Some observations.

Where the President was that night didn't really matter. (He was holidaying at the beach.) But with Facetime, he became a 'virtual reality president', still seen, still giving instructions.

His people saw him on their mobile phones - and they responded.

Some of the renegade soldiers thought they were on night training manoeuvres, not taking part in a revolt. They were not committed to the cause, so surrender was an easy option.

The revolt was sufficiently serious that few questioned Mr Erdogan's purges of errant generals and judges afterward.

There was no international support behind the revolt.



Thus, the revolutionaries had nowhere to go. This was a badly planned failure right from the start.

And I saw all of it unfolding from the safety of New Zealand. □

**Brian Morris** | Principal

## NZIBS website

Learn new skills and create a new career for yourself.

### Freelance Travel Writing and Photography:

[http://nzibs.co.nz/?page\\_id=40](http://nzibs.co.nz/?page_id=40)

### Journalism and Non-Fiction Writing

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### Sports Journalism

[http://nzibs.co.nz/?page\\_id=60](http://nzibs.co.nz/?page_id=60)

### Internet Entrepreneur

[http://nzibs.co.nz/?page\\_id=1726](http://nzibs.co.nz/?page_id=1726)

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### Romance Writing

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### Mystery and Thriller Writing

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Call **Carol Morris** | Registrar

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You already have one foot on the first rung of the ladder. Carry on . . .



# Companies Outsource Work To Freelancers Worldwide

Graduates Club Report #1069

From a blog by **Elena Kvochko**,  
information specialist.

Reproduced for educational purposes

**Disappointing employment reports** mean an increasing number of companies are outsourcing jobs to online freelancers. This is their way to cut costs and gain greater work flexibility.

This trend is likely to accelerate and transform the way we work, requiring employees to improve their skills and adapt to the changing job market.

Online marketplaces connect job seekers and employers, companies ranging from start-ups to the giants are outsourcing everything from IT and website specialists to personal assistants who live in the cloud.

The global online work industry is estimated to be between \$1Billion and \$2Billion. It is expected to be \$5Billion by 2018.

Jobs are found on marketplaces like: TradeMe, Elance, Guru, Freelancer and oDesk. They each listed around 1million jobs last year, performed by 3million contractors.

Gary Swart, CEO of oDesk, sees demand for just about any job that can be done in front of a computer. This includes lawyers, accountants, proofreaders, editors, artists and all kinds of consultants.

**Swart estimates that by 2020, one in every three workers will be hired to work online.**

In 2005, when the first platforms were launched, most jobs required only basic skills such as data entry and coding. Outsource companies such as Samasource, Amazon Mechanical Turk, CloudFactory, CloudFlower, 99Designs, Microtask and MobileWorks deliberately focus on routine tasks performed by low-skill workers who are ready to take on assignments for minimal dollars per task.

But that's all changed.

Some of the hot categories in steady demand are: marketing, social media, data analysis, academic writing, all kinds of research, website design,

infographics, translations, virtual assistants, and IT.

On Elance the average hourly rate is us\$28 – about three times more than the US minimum wage.

Online workers relieve companies from providing desk space, fixed wage rates, maximum working hours, health insurance, holiday pay and other commitments.

US companies are the biggest users of Elance, reflecting \$166 million in revenue commissions for that company.

Work opportunities placed by non-US employers are the fastest growing segment.

**New Zealanders have obvious advantages, such as knowledge of the English language, Western culture, and a wide range of advanced skills.**

But freelancers face competition from other nations including India, Pakistan, Bangladesh, Philippines, UK, and Canada.

In 2010, according to the



University of California, 57% of workers registered on Amazon Mechanical Turk came from the United States.

"Only 17% of oDesk's clients say they would hire locally if online freelancers were not available," Swart says.

In emerging economies job creation via the Internet is a catalyst for growth and is part of government-supported efforts.

Governments in developing countries and large development institutions such as the World Bank are adopting the online work approach as a catalyst for job creation for disadvantaged populations.

Nokia partnered with the World Bank to offer cash prizes for the best new mobile microwork solutions.

"New work opportunities are coming online all the time," said Brian Morris of NZIBS.

"Online workers have to be careful about getting paid for their work," said Morris. "So we help them find work with reputable employers worldwide."

Thanks to technology, companies are able to "tap into brainpower all over the world," says Samasource CEO, Leila Janah. "We go to places that are full of bright individuals and give them access to Samasource jobs, and we train them how to do those jobs. These people don't normally have access to that sort of training and those opportunities."

For many unemployed young BA and LLB professionals, outsourcing is their best way to find a job and start building their portfolio of work experience.

"In the future the world of work will comprise blended teams of workers on our premises, local temporary workers, partners and temporary workers who do our work via the Internet," Swart says.

As the Internet matures, equalising the job opportunities marketplace, employers will select workers from a global pool of candidates without opening branches in other regions.

"There will also be fewer full-time jobs," says Morris. "People between 18 and 30 are more likely to end up with several part-time jobs, regardless of their education credentials. Employers will invest more in their workers' skills to remain competitive."

"It will be important for employees to maximise job opportunities by improving their online signals of excellence," says Michael Fertik, CEO of Reputation.com.

An individual's online profiles, client/customer ratings and recommendations all help a worker create a more advantaged fee leverage.

The continued growth of online job marketplaces will create pressure on both employees and businesses to become more flexible and efficient.

While online workers cannot perform all jobs (hairdressers and baristas come to mind), these platforms have demonstrated that companies can leverage the talents of millions of literate and skilled individuals located throughout the world.

Already, this trend is changing the perception of employees and the composition of work teams. ■

# Investigating Eggcorns

You might wonder what an **eggcorn** is, if you haven't heard of this label yet; it means a misuse of 'hitherto' correct English by those who think they have it right, but they don't.

Examples are 'holland day' sauce being substituted for hollandaise - who knows, perhaps it tastes nicer. There is also 'holiday sauce' ...

You might also have come across 'a new leash on life' and thought it should have been 'a new lease on life.'

But what about the mangling of 'first of all' into 'firstable'!

## The Home of Eggcorns:

There's a very readable database at this URL:  
<http://eggcorns.lascribe.net/>

## The scribes have written:

"The aim of this site is to collect eggcorns and texts that analyse them. I have found a handful of them myself and am adding speculations and observations where they occur to me, but I do not pretend to be the ultimate source of linguistic wisdom.

Whoever wishes to criticise or to add to what is noted here is very welcome to do so.

Every entry has a comment area for this purpose.

(Turning a blogging tool into a lexical database has certain advantages.)"

It's an old site. There are no new entries for a decade at that page; the author says there was spam trouble.

However, there is a new forum and it is well used. Plenty of warped words to be chortled over.

## Here's the forum address:

<http://eggcorns.lascribe.net/forum/viewforum.php?id=3>

You'll have some laughs, for sure, as you read through hundreds of these expressions that are taking over our sentences like trifids.

I'm certain you'll soon get to the crunch of the matter ...

# Whitcoulls

## 'Best 100 Books for 2016'

Want a good read? Here's a bunch of books to get your nose into.

**Jojo Moyes** novel *Me Before You* tops the list for 2016.

Her work features a young British woman who becomes caregiver to a previously active 30-year-old quadriplegic.

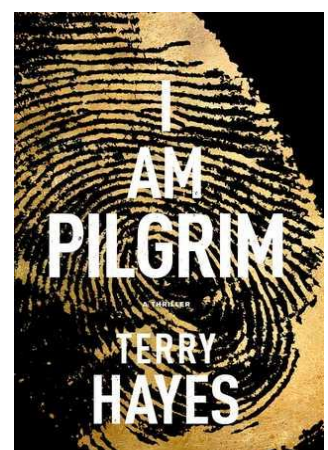
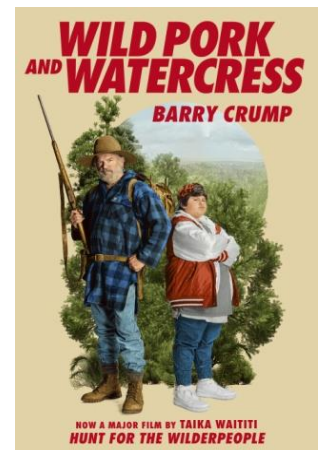
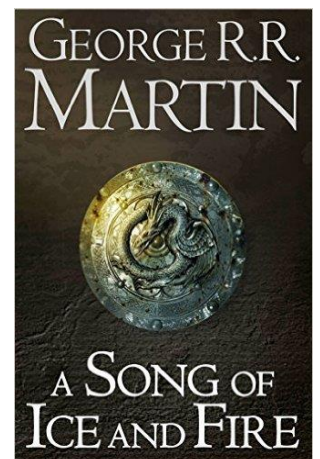
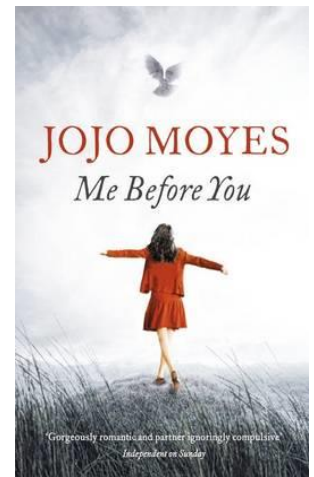
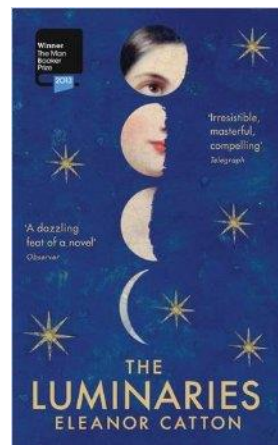
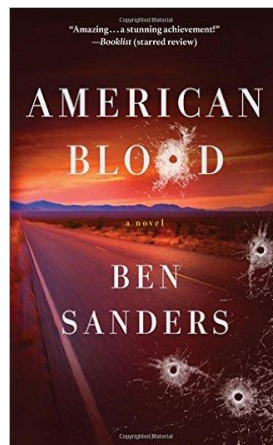
The story raised debate over the right to die with dignity and quality of life for a person with a serious disability. It's a good read and an interesting film.

Fantasy made its appearance: *'A Song of Ice and Fire'*, which later became *'Game of Thrones'*. Author George R R Martin.

Several Kiwi books made the Top 100. **Barry Crump's** *'Wild Pork & Watercress'* appears thirty years after its original publication.

Did *'Hunt for the Wilderpeople'* have an influence? Yes.

Six other Kiwi authors make a showing: *'American Blood'* by **Ben Sanders**, and *'The Luminaries'* by **Eleanor Catton**.



## Here's the Top Five:

Me Before You - Jojo Moyes  
 Harry Potter series - J.K Rowling  
 I am Pilgrim - Terry Hayes  
 All the Light We Cannot See - Anthony Doerr  
 A Song Of Ice And Fire - George R R Martin

**Whitcoulls website has the full 100 list.**

[www.whitcoulls.co.nz](http://www.whitcoulls.co.nz) and follow directions, or go straight there:  
<http://tinyurl.com/hyk387r>



# How long does it take to write an eBook?

From Graduates Club Report #1012  
**Cheat sheet** for writing an ebook:  
[www.ebookofknowledge.com](http://www.ebookofknowledge.com)

For most authors, writing a book is a fairly extensive project. But it doesn't have to take years! In fact it is quite reasonable to complete a traditional book over a period of several months. Many ebooks can be written in a shorter time especially as they tend to have fewer pages.

Here are some examples of best-selling authors who wrote their successful books very quickly. It is reported that ...

**-'Don't Sweat the Small Stuff',** the self-help book by Dr Richard Carlson, was written during a transatlantic flight. It went on to become one of the fastest-selling books of all time.

-Ray Bradbury wrote the first draft of **Fahrenheit 451** in less than two weeks.

-Charles Dickens wrote his literary classic **'A Christmas Carol'** in only two weeks.

-Dianna Booher wrote **'Communicate with Confidence'** in just 22 days and it is a whopping 402 pages.

Those are just a few examples but if you do some searching you will easily find more.

It's clear: If you want to finish your ebook quickly, you must make a timetable/plan and stick to it.

At first glance you might not like some of those courses that offer to help you 'write a book in a month' or 'write an ebook in a week' but there is something critical that many of these programmes have in common.

They all teach you to break down your writing project into smaller manageable chunks, to draw up a schedule of writing each section, and they motivate you to keep to your plan.

Here are a few tips to help you write your first non-fiction ebook quickly.

1. Be prepared. The more you prepare in advance the quicker your writing is going to be. Research any prior information you might need. Collect any references or quotations that might come in handy while you are writing.

Don't get so stuck in research that you forget to write. Set a time limit for research and keep to it.

2. Break up your project into chunks. One of the best ways to do this for a non-fiction ebook is to write down the topics of your chapters. Now organise them into an appropriate order. This will later become your Table of Contents.

At this stage it is a good idea to go through each chapter and write down your sub-headings. Then when you start to write all you need to do is add the paragraph content under each sub-heading.

Because you have already mapped out your headings this should help you to keep the words flowing since your direction is mapped out ahead of you.

3. Schedule time to write, and keep to your schedule. It sounds simplistic but if you give yourself the target of writing one chapter every day you should achieve it. Often it's the simplest plans that achieve the best results.

4. Don't try to get everything perfect on the first draft. Just write it. You can always go back and edit it later.

Imagine if you wrote a chapter a day for the next 3 weeks. Within a month you would be well on your way to finishing your next ebook.

It's your task as the writer to come up with something that makes your ebook unique — a description that intrigues the reader and makes them want to buy it and read it.

Tip: If your HOW TO non-fiction ebook **solves a problem** you're on the right track. For example:  
[http://www.ebookofknowledge.com/Potty\\_train\\_your\\_puppy.php](http://www.ebookofknowledge.com/Potty_train_your_puppy.php) □

## Job Opportunities

### Support Workers, Pathways

**Health, Wanganui** Provide medication and personal support for injured patients on their path to recovery. Two positions available. Full time. Closes 7 Aug.

### Life Coach, Manawanui

**Incharge, Palmerston North** Support people and their families/whanau to manage their government funding according to individual and unique needs. Permanent part time. Closes 12 Aug.

### Support Worker, Pathways

**Health, Christchurch** Support people experiencing mental illness — advocate for them, help them manage appointments and budgets. Permanent part time. Closes 7 Aug.

### Rehabilitation Coach, Life Plus,

**Auckland** Assist traumatic brain injury client with personal care and motivate her to follow a rehabilitation plan. Contract/temp (part time). Apply now.

### Marketing Specialist,

**GrownUps, Auckland** Write website and newsletter marketing material for a social magazine. Full time. Closes 7 Aug.

### Political Journalist, Australian Associated Press,

**Wellington** Create political stories from the Parliamentary Gallery. Full time. Closes 12 Aug.

### Photographer's Assistant,

**Seddon Portrait House, Hamilton** Book clients, edit photos, promote business on social media channels. Part time. Closes 12 Aug.

### Online Travel Editor, Destinations Publishing,

**Auckland** Craft stories, videography, travel information and photography material for online publications. Full time. Apply now.

### Journalist, Australian Associated Press,

**Auckland** Write breaking stories about local politics and crime. Full time. Closes 12 Aug.

**These jobs were put on the Student Forum when they were first listed.**

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

**Has the date expired? Check. Put yourself forward anyway!**

**How to get a job** is an ebook you'll find at Amazon.com This short \$1 book gives you all the steps for getting a job - age 16 to 65. Click here for the book.

<http://tinyurl.com/pgvgiky>  
Call 0800-801994 for a chat about your other career options.

## CONTACTING NZIBS

Our toll free telephone number is **0800-801 994**.

But we've been stretching it lately so we invested in extra telephone services.

If you called the office recently and didn't get through, our apologies.

The office is usually ready for action 8am until 5pm, Monday to Friday.

There is an ANSWERPHONE service to take messages after hours.

The website is open 24/7. The forum is always open and available, day and night, 7 days.

Or you can email ...  
[registrar@nzibs.co.nz](mailto:registrar@nzibs.co.nz)  
[principal@nzibs.co.nz](mailto:principal@nzibs.co.nz)  
[tutor@nzibs.co.nz](mailto:tutor@nzibs.co.nz)

**If you have some good news** to share with everyone, use the Student Forum.

We ALL love reading about students' new books, competition wins, even small achievements.

Remember, you can look in all sections and post other than the subject you're studying.

That means proofreaders and story writers can see what the photographers are getting excited about. And so on.

There are monthly competitions anyone can enter.

Participate in the full student life!

## 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.



## George Orwell gives six writing tips

from Graduates Club Report #1063  
*Reproduced for educational purposes.*  
by Krissy Brady.

Many people ask me what it takes to become a good writer.

I think what they're really wanting to know is: what does it take to be an effective writer?

Effective writing is concise and effortless. It says what needs to be said and nothing more, though for most writers this is a lot easier said than done.

Good writers say, **"Easy reading is damned hard writing."**

George Orwell, most famous for his novels ***Animal Farm*** and ***1984***, was also famous for his journalism and essays - particularly the timelessness of his six rules for writers.

Who better to learn from? His writing is friendly and welcoming. He always focused on simplicity and he didn't drown his readers with unnecessary words or jargon.

His tips have always been the key ingredient of my writing career: whenever I find myself over-thinking my creative process, I turn to these tips to regain my focus.

1. Never use a metaphor, simile or other figure of speech which you have seen in print. If you've seen it before, too late, it's already a cliché.

This first tip is so much harder to live by than I thought it would be! Clichés are deeply embedded in our everyday conversations due to their casual nature. They are difficult to avoid. How mindlessly we repeat them. During casual chats with friends and family it's not such a big deal, but when you use them in your writing, one of two things usually happens:

- Your reader will wonder why you didn't take the time to find a more interesting way to tell your story, and might peg you as a novice.

- Your reader will shrug it off, but will have no emotional response to your writing.

As you're writing ask: "How can I say this in a fresh way?"

2. Never use a long word where a short one will do just as well.

In high school, essays with stiff prose and multi-syllabled words score high marks, but those turgid

essays don't translate into clear writing in the real world.

As an avid reader, there's nothing that distracts me more than having to stop, figure out how to pronounce a word, then go to my dictionary to find out what it means. Most people won't do this - they'll assume you're pretentious and move on.

Utilise means use. Short is better.

Always use words that can be understood by a wide audience.

3. If it is possible to cut a word out, always cut it out.

"Less is more," said Mies van der Rohe. Make every single word help develop your big picture. Use your delete key. Any word that doesn't belong dilutes your overall message, making weak prose.

4. Never use passive voice where you can use the active.

This means the subject is performing the verb. For example:

Active: Doug hit the ball.

Passive: The ball was hit by Doug.

Using an active voice makes your writing more real, direct, and confident.

5. Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent. (See p2 !)

This is one of my biggest challenges, especially when I'm working on health articles where disorders and terminology pop up. It's crucial to find equivalent wording ordinary people can relate to and understand.

6. Break any of these rules sooner than write anything barbarous.

Make sure each piece you write is completed to its highest standard. This is often our biggest challenge, since how do we know if it's the best it can be when we're so close to the act of creation? Plus, we're always growing and changing and so are our writing skills - what we think is fabulous today could be rabbit cage lining tomorrow.

I let my instincts be my guide. If I've done my absolute best, that's all anyone can ask. At some point you have to let it go and move on to your next writing project.

Whether you're writing fiction, non-fiction, or an email to a friend, make these rules apply to everywhere you use the English language. Remember: efficient equals effective. ■

# How Crime Writers Do It

From Graduates Club Report #511  
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by **Judith Spelman**, in *Writers News*.

Crime and thriller writing has long engaged the imagination of the reading public.

What interests me is the different types of crime novel available. Elmore Leonard, Raymond Chandler, PD James, Patricia Cornwell, Patricia Highsmith, and Simon Brett - all write totally different crime stories.

They may concentrate on the minutiae, the actual detection piece by piece in greatest detail, or take a broader view that brings in conflicting circumstances and outside influences.

Some take a psychological approach like Ruth Rendell writing as Barbara Vine, or a violent approach like Frank Delaney in his Nicholas Newman series.

Like Minette Walters, they can write 'one-off' crime novels or, as Janet Laurence, Colin Dexter, Ruth Rendell and many others have done, write a series of crime novels with one character connecting them all.

Do crime writers approach their tasks in a similar manner even though they home in with their own unique style?

Gerald Seymour sets his books in foreign places. These settings are believable because, after all, he was ITN's foreign correspondent for many years. He had to verify information in that role and as an author he continues to do his research competently. He takes ideas from a variety of sources.

"The trigger for a book comes from a simple original story," he says. "Triggers are often small but once you have the core of a story idea other ideas materialise."

He takes six months to research. He writes an outline for the whole book and a page of notes for each

chapter detailing the characters and their actions.

What is Gerald Seymour's secret of success as a crime writer?

"**You must reflect,**" Seymour says. "You need to know the flowers, the weather, the animals. These are very precious little things. We live in a world contemptuous of error and laziness. You must be 100% right."

Colin Dexter likes to suggest he has a more casual approach - or does he? I don't really believe him.

"I muddle along," he told me. "I remember I had a letter from someone who asked me what happened to Morse's eyes. In the first book they were grey and now they are blue."

She said, 'if you look in your filing cabinet you'll see they were grey.'

"I have never had a filing cabinet. I think characterisation is not half as hard as some people think."

Peter Robinson believes it is great fun writing scenes of dialogue and confrontation. He likes to "explore inside people". He believes crime writing accounts for some of the best writing today.

"It says as much, if not more, about the world we live in than a lot of literary fiction does. At best," says Robinson, "it can illuminate character and society. Readers are demanding more of that."

Crime writing has changed in recent decades.

"Having an upright, easily understood protagonist is not essential to good writing."

"In the crime tradition and particularly in the golden age of detective fiction (1930-1950) it was almost *de rigeur* that your detective character had to be a fine, knowledgeable person," says Minette Walters. But Patricia Highsmith started writing in a way that undermined the lead character. "That style is much more common now."

Nevertheless, as Colin Dexter says, "you must keep your eye on the real purpose of the book."

"Characterisation and plot are subsumed by the story. The story has to come first. Characterisation and plot don't make people turn pages. Their interest depends on whether they are hooked on what's happening." □

If writing crime stories, detective stories, police procedural stories etc interests you, click here >>>:

<http://nzibs.co.nz/mystery-thriller-writing/>

## Job Opportunities

**Policy Facilitator**, Alpha Recruitment, Auckland Write, edit and control health policy documents. Immediate start. Contract/temp.

**Production Assistant**, Glacier Investments, Auckland Proactively manage maternity apparel orders. Excellent communication skills required. Contract/temp (maternity cover). Apply now.

**Studio Manager**, SMP Solutions, Auckland Manage the workflow for print, digital, logistics and communications company. Full time. Apply now.

**Photographer**, Picture People (Lahadhat Photographic Co), Dubai, UAE Take and edit portrait photos, and provide impeccable customer service. Full time. Air travel to/from NZ paid for every 2 years.

**Photographer/Media Assistant**, University of Auckland, Auckland Take, edit and upload photos. Full time. Closes 15 Aug.

**Baby/Family Photographer**, Jo Frances Photography, Auckland Specialise in portraits of newborn, toddlers, kids and whole families. Part time (28 hrs/wk). Apply now.

**Marketing Coordinator & Junior Photographer**, Red Photography, Auckland If you love children, pets and photography then why not turn your passion into a full time career? Full time. Apply now.

**Fashion Photographer**, Project Bloom, Wellington Provide aspiring fashion models an exciting fashion photo-shoot experience to help them kick-start their careers. Contract/temp. Closes 26 Aug.

**Creative Copywriter**, Xero, Wellington Take the Xero message global. Full time.

**Editor/Journalist**, 4 Media Ltd, Auckland Write in-depth pieces that require you to ask the right questions; research, write and proofread. Full time. Closes 7 Aug.

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## Proofreaders of the world, unite!



## Questions

Short fiction by **J D Rice**  
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I break the surface of the water, gasping for air, spitting dirty seawater from my mouth. I glance around. She's watching me from a distance. And she's been asking the same question for five minutes now. "What's so important down there?"

She watches from the paddleboat, slowly drifting farther away from me. And yet, here I am, out in the greenish water, diving again and again, looking for that lost piece of our perfect day.

How can I tell her what I'm looking for now?

"I think I lost my cell phone," I lie, before crashing beneath the surface once again.

She waits. So patient.

Why couldn't today have gone as I planned? I wonder, sinking deeper into the murky water. Why do things always turn out like this? Why can't one thing ever go right?

My fingers reach the muddy floor of the bay, searching. My lungs burn. Can't I hold the air in a little longer?

No, my body answers.

I surface again. She's looking more agitated now. The perfect day is ruined.

"Please, would you just let it go?" she insists, struggling to turn the drifting boat around.

I don't bother to answer and dive again.

When I surface, I find she's even farther away from me.

Current? The tide? Must be.

But I can't wait. I don't give her a chance to question my actions again before diving.

The water is so dim, I can't see anything when I open my eyes. I can only feel with my hands, grasping, searching.

What will she think? I ask myself, that I care more about a stupid cellphone than her?

I stay under longer this time, letting the fire in my lungs linger.

Wherever my hands go, I find only mud, sea shells, and the occasional nipping claws of a crab.

Finally I rise again for air.

Gasping, I look around me, searching for the drifting paddleboat, and for her.

The distance between us is widening.

I take a moment to breathe and watch her.

Her brown hair gleams in the sun. She is beautiful.

Then she asks, "Do you want me to help you?"

Unexpected, and I don't want her swimming about in the slime getting filthy but isn't this exactly why I'm in love with her?

Why don't things go the way I plan? I realise. Why can't today be perfect just as it is?

Smiling, I make my way over to the boat.

"Forget about it," I say, giving up on my search, "Let's get the boat back."

She smiles.

"But first, I have to ask you a question." ■





# A Photographic Challenge

from **Robert van de Voort**

Perhaps the word 'challenge' is too much of a challenge. Should I call it an invitation to participate?

**You participate by submitting a simple photograph based on the principle of Haiku.**

To explain Haiku: it is a Japanese form of poetry which is based on a very simple principle: a haiku poem consists of 3 lines.

The first and last lines of haiku have 5 syllables and the middle line has 7 syllables. And it is not necessary to make the words rhyme.

Haiku poems date from 9th century Japan to the present day.

Haiku is more than a type of poem; it is a way of looking at the physical world and seeing something deeper, like the very nature of existence.

As you can see, the principle of a haiku poem is very simple, and my idea was for you to create or visualise or conjecture an image in your mind out of those 3 lines.

For instance, here is one I found on the Internet.

**Autumn moonlight  
a worm digs silently  
into the chestnut**

That is something we can all visualise into a very simple effective image.

Here's another:

**Falling to the ground,  
I watch a leaf settle down  
in a bed of brown.**



Undoubtedly we can all visualise the situation in our mind.

MY IDEA: that we take this principle of haiku into something very simple to photograph.

You need not be a photographer, you just have to be "aware and alive" and have a gadget at your fingertips that captures an image.

You could use a camera, or a mobile phone with a built-in camera. (There are no cameras yet that have a built-in telephone.)

Use anything that captures the reality around you photographically.

If you see something that is very simple, photograph it and submit it in our thread of haiku.



You don't need to write a haiku poem, but if you want you can. If you don't write your own haiku perhaps another student will write one, inspired by your photograph. What I would like to see is a caption under your photograph explaining what motivated you to make that image. Why did you make it?

**If you'd like to participate ...** then once you have made your image, put it up on your computer screen and look at it closely.

## Analyse your image

Is there anything in your image that is not helpful to the story?

You may have inadvertently included a rubbish bin, a lamppost, part of a car or somebody's finger.

If it is possible to crop the image, eliminating the superfluous item, then do so. The result will be a better, simpler image.

Of course, it's even better when you look through the viewfinder and can shift your viewpoint or focus slightly to exclude those things you do not want in your image.

I am not looking for perfect images. I am trying to inspire people to look around with their eyes and experience their surroundings with a haiku in mind.

Even when you have something that is not stunning nor brilliant, just average, post it on the Student Forum!

## What is important in this task?

It is the idea, it is the concept, it is the visualisation. **It is your translation of reality.**

You may inspire someone else. You may give someone else an idea. You may also enrich someone with your vision, so do not hesitate. Even if your image making is well below your expectations, set it free and let it FLY. Post it on the Forum.

<http://nzibs.co.nz/forums/forum/p/hotography/>

If you have a problem cropping your image (recall the 'Rule of Thirds'), or because you don't know how to do it, I am happy to crop the image as per your instructions and return the image back to you so you can submit it.



**This invitation is open for the remainder of 2016** so each student or NZIBS Grads Club member can submit one image per month.

I hope you accept my invitation and I hope to see what you've made.

This is the thread:

**Haiku - your ultimate challenge for 2016:**

<http://www.nzibs.org/forums/showthread.php?t=6693>

**Robert VDV** - Photography tutor

## Graduates Club

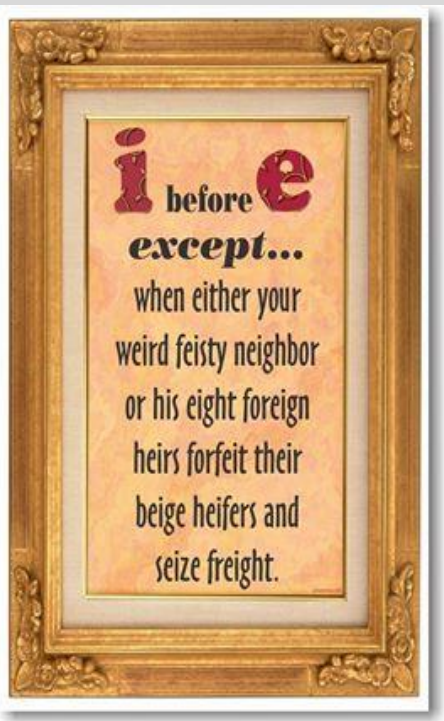
Why join NZIBS Graduates Club?

**Students who graduate are invited to join the Graduates Club and enjoy these services:**

- # Access to your former tutor for Q&A. Ask as many questions as you wish. Either through email exchanges, telephone, Skype etc.
- # Access to the Principal, ditto.
- # Monthly newsletters.
- # Access to Student Discussion Forum, 24/7/365.
- # Free entry to all NZIBS competitions.
- # Information about worldwide competitions.
- # Annual renewal of PRESS PASS where applicable.
- # Annual renewal of STUDENT ID CARD. (Use your discounts!)
- # Access to graduates and students who will proofread your manuscripts, without a \$ fee.
- # Access to a tutor for manuscript appraisal, for a fee.
- # Assistance with finding placements for articles, photos, book manuscripts.
- # Help with finding paid work.

All that for **\$100 subscription** per year seems a modest charge.

PS: As a consultant any of these people could charge \$75 per hour.



## Job Seeker Tips

Denise Miller is a professional career coach. She advises: "Most of the time, when you're perfect on paper for the advertised job that still doesn't mean you get a call back for an interview.

**You need to discover what is the 'missing factor'.**

She recommends:

- It's best to work through recruiters. When you get on their books with the recruiters you've chosen, they will work hard at placing you. That's what they do.

This is especially important if you are in the 'mature age' range, or if you have special restrictions as to work situations, eg: wheelchair or you're slightly deaf.

Once the recruiter has met you and they understand you have lots of useful skills to offer they will select the jobs which will be a good match for you.

- Remember, 48% of jobs are never advertised. So you'd never know to apply. But the recruiters know about them.
- When you have the name of the interviewer at the recruitment agency - keep in touch. There's a fine balance between a quick weekly contact call and being a nuisance. **Have something interesting to say** when you make each contact.

- When she calls you to come in - this is your big opportunity to **SELL YOURSELF** and show what you can offer an employer.

**Enthusiasm is pure gold!**

- Tip: Register yourself with five large recruitment agencies. Then present yourself in person with a strong 'presence'.

- Be sure you've done your homework:

- > Be neat and clean and smell fresh. Teeth. Nails. Clothes. Shoes.
- > Have your own business cards.

[Vistaprint makes it easy.]

[www.vistaprint.co.nz](http://www.vistaprint.co.nz)

- > Have a proper diary you can show the interviewer.

- > Have a LinkedIn profile. Carry printed copies with you.

- > Is your resume up-to-date? Have a different version for each different industry you're chasing.

- > Show you keep learning new things: work-related or hobby.

- > Have your 6-second elevator speech ready.

[Email [principal@nzibs.co.nz](mailto:principal@nzibs.co.nz) and ask for Report #1032]

**These are things the average job-seeker wouldn't think to do, but you can show you're an above average person by knowing and doing them.**

You just have to know which skills employers want and learn those skills. In essence, you're following 'the work system'. □

## The World's First Airmail Service

The world's first airmail stamps were issued for the Great Barrier Pigeon-Gram Service, which carried messages from New Zealand's Great Barrier Island to the mainland between 1898 and 1908.



The fastest pigeon, aptly named Velocity, made the trip to Auckland in only 50 minutes, averaging an astounding 125 kph.

That's only 40 per cent slower than the modern aircraft used today.



## Don't believe everything you've seen or read in movies and books

In GONE WITH THE WIND, Melanie gets pregnant. But when proofreaders and fact-checkers calculate using the dates of various Civil War battles, her pregnancy seems to last 21 months.

In 2007, a Texas TV channel carried



pictures of Martin Luther King Jr supporters carrying placards "I have a deram". Seems no one in the newsroom noticed the spelling error before the piece aired.

In one of her recent addresses, US Presidential candidate Hillary Clinton spoke to Silicon Valley technology executives.



But the sign behind her said: "New Jobs For Tommorrow" ...

Seems no one in the technology camp checked the spelling.

Every organisation should appoint someone suitably qualified, to check the accuracy of all signage and documents.

**Does this kind of work sound appealing to you?**

Professional proofreaders provide this service, while staying at home. It's an interesting and varied role. Working part-time for several organisations can provide a steady income.

**Take the NZIBS Spelling Test.**

One A4 page has 90 spelling errors for you to find. [principal@nzibs.co.nz](mailto:principal@nzibs.co.nz)  
See how you go. ☐

## Competitions



For details of all competitions, click the links below and join in. Entry is free!

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

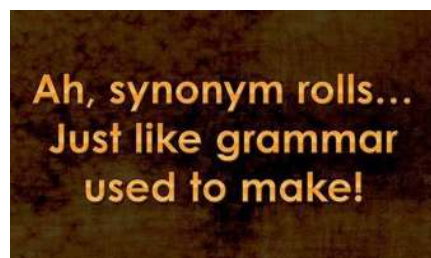
**See the competitions here:**

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

**Photography competitions:**

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

## Listen to TED



**TED.COM** is where you'll find hundreds of **15 minute lectures** by world class presenters.

Think of a living celebrity you're interested in. Eg: Put JK Rowling or Elizabeth Gilbert or Richard Branson into the search box. See what you find. Enjoy.

**When you find** someone worthwhile post the URL link on the Student Forum for others to enjoy.

## Is Less More?

2016 Communication – Wireless;  
Cars – Keyless; Food – Fatless;  
Tyres – Tubeless; Youth – Jobless;  
Leaders – Shameless;  
Babies – Fatherless;  
Children – Mannerless ... and to all this we're as Speechless as our Government is Clueless ... Are the Politicians Worthless?

**Less is not always more.** ☐

## Job Opportunities

**Comment Editor, Fairfax Media, Auckland/Wellington/Christchurch** Build an essential conversation destination with insightful commentary and vigorous audience debates. Full time. Closes 5 Aug.

**Freelance Layout Sub-Editors, The i, London, UK** If you love writing snappy headlines and have good design sense, this job is for you. Several positions available. Contract. Closes 19 Aug.

**Trainee Reporter, North Devon Journal, Barnstaple, UK** Source stories, take photos, make new contacts and write local news stories. Full time. Closes 4 Aug.

**Trainee Reporter, Johnston Press, Northampton, UK** Learn the skills you need at The Northampton Chronicle & Echo to develop your career as a journalist. Full time. Closes 5 Aug.

**Content Writer, Metro Recruitment, Auckland** Write email and B2B communications for a big corporate in telecommunications sector. Full time.

**Service Writer, Cycle World, Dunedin** Contact cycle riders for routine maintenance, control inventory, write quotes and deal with customer complaint/enquiries. Full time. Closes 10 Aug.

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

**Training Developer, Place Recruitment, Wellington** Write and refine online training resources. Contract/temp.

**Curriculum Advisor, New Zealand Tertiary College, Auckland** Review, develop and write early childhood curricula. Full time. Apply now.

**Sales Assistant, Julinda Enterprises, Auckland** Manage the fine art photography stand at the Auckland Home Show this September. Contract/temp.

**Copywriter, Madison Recruitment, Auckland** Rewrite formal technical documentation in a plain English style. Contract/temp. Apply now.

**Website Marketing Manager, RWA Recruitment, Auckland** Do you thrive on e-commerce? Apply your knowledge to creating websites that sell. Full time. Apply now. ☐

## The Cavern

A short story by **K Esta**

Reproduced for educational purposes.

The sun peeked out over the south-east horizon and cast its golden hue across the frozen expanse.

Maria stopped to pull the insulated canteen from the side pouch of her backpack. She took three generous swallows, chasing the granola bar that had served as her breakfast.

She continued her brisk pace. With each step, the snow complained, emitting a deep squeak as it compressed under her boots. She had been walking for over an hour and had another three hours to go, at least, but it would be worth it. She hoped.

*If you gaze into the cavern, as the sun reaches its apex, what you've lost will be returned to you — or so the myth said.*

It was also said that it had to be done today, when the noon sun was closest to the horizon.

The legend had been built on tales passed down through the mining families whose descendants still lived in the area.

Maria had never put much stock in myth or legend, and locals dismissed the stories as simply ravings of men who had spent too long in isolation.

But something had sparked her interest. She had to see for herself if it were true; if he could really be returned to her.

She and her guide had left the city hours before sunrise to make their way through the mountains' foothills. There were few people still familiar with the old access roads as the mine had closed almost a century earlier, but she had managed to find someone willing to take her as far as the edge of the flats and wait for her to return.

### Lost love

She scorned herself for the cliché, but when he died the loss had hit her so hard she couldn't breathe. Two years later, she still couldn't breathe.

By the time Maria reached the place, sweat was pouring down her back and the blisters forming under the arches of her feet were becoming difficult to ignore.

Breathing heavily, she looked at her watch. She'd made it with only twenty minutes to spare.

It didn't look like much. A hole in the cliff, hollowed out by water that had long ceased to flow.

As the sun reached its zenith in the southern sky, its light turned the murky cavern into a lustrous portal. Maria stood on the threshold, mesmerised by the glittering stalagmites within.

Noon came and went. Shadow crept across the cave entrance once more — a door closing — and Maria continued to stand there, waiting. She began to shiver. Then, she began to cry.

Nothing had happened. The cavern was beautiful, but that's all it was, a cavern. No magic awaited her here. Finally, tears frozen to her eyelashes, she began the long walk back.

She didn't say a word to her guide during the drive back into the city. She felt such a fool.

That night, Maria stood under her hotel shower until her skin was bright pink. But the hot water failed to remove her chill. The soles of her feet — tender from a full day of walking — stung as she stepped out onto the bathmat.

She dressed in jeans and her most comfortable sweater and, despite her heavy eyelids and aching muscles, she made her way to the hotel restaurant where a rowdy party was going on.

Some company's Christmas party most likely. The place was plastered with gaudy lights and decorations.

Maria had no interest in the party, only in escaping the emptiness of her hotel room.

She sat quietly at the bar sipping her drink.

"Happy Winter Solstice!"

Maria couldn't help but look up when the jovial man plunked himself on the stool next to her. He was slightly dishevelled, but attractive just the same.

He had light-brown hair and eyes that looked electric blue in the artificial light.

"Don't you mean Merry Christmas?" she asked.

"That's not politically correct."

"How about Happy Holidays?"

"Too generic."

Maria smiled a little in spite of herself. "Ok, you win," she said, shaking her head. He was clearly enjoying the party, maybe too much so.

"You don't look like you're having fun." He waved the bartender over and ordered another drink.

Maria shrugged and studied her glass.

"You know, they say there's magic in the air on the solstice. New doors can open," he said.

Maria's chest tightened. She said nothing.

He didn't relent. "Do you believe that?" he pressed.

"No, I don't," she said sharply — and cringed inwardly at her tone when she saw the abashed look on his face.

He recovered quickly. "Well, that's a shame," he said with a good-natured smile. He gave her a little wave, took his drink, and headed off towards his group of friends.

After a moment's deliberation, Maria picked up her own drink and followed him into the crowd. She owed him an apology.

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Maria opened her eyes when the sunbeam hit her face. She got out of bed and crossed the tiny hotel room in two strides. Before pulling the curtain closed she looked back at the tousled bed, and the man sleeping soundly there.

His previously dishevelled hair was now a tangled mess. He was adorable. Maria restored darkness to the room and climbed back under the covers.

Snuggling into the warmth of his naked body, she took a deep, easy breath and smiled. For the first time in two years her skin tingled in anticipation of the possibilities that lay ahead. □ Website to visit:

<https://writingbykesta.com/category/short-stories-2/>