

Materials Writers SIG

End of Year Newsletter

A Publication of the JALT Materials Writers SIG

Message from the Co-ordinator

Nate French

Welcome to the 2013 end of year newsletter. First and foremost, I'd like to update everyone on the status of the MW SIG. Jim Smiley, a previous Co-ordinator, Publications and Programs Chair of the MW SIG, has upgraded his presence in the MW SIG from Member at Large to Assistant Programs Chair. It's great to see you back in the action Jim! As well, I'd also like to introduce a new member to the officer team of the MW SIG. Victoria Solis will now be our first Assistant Publication Chair. Welcome to the team Victoria!

Looking forward to the next big conference for the MW SIG, we have the Pan-SIG conference on May 10-11th at Miyazaki Municipal University. This year's Pan-SIG will be a bit different, as all the presentations given will be "interactive presentations" (read: poster presentations). This may not be the most traditional approach at a conference, but will aid in joining together of all the SIGs, and will also allow people to walk around and see multiple presentations at once. The deadline for

submitting a proposal for an interactive presentation for the Pan-SIG conference is January 15th. As well, the MW SIG will also have something of its own set up so please look to the mailing list and the website for updates in the future.

In addition, I'd like to mention that the proposal deadline for JALT 2014 is considerably earlier this year. The proposal deadline is February 11th, so start preparing your submissions now.

Finally, I'd like to issue a call to all of our MW SIG members out there. We are currently looking to increase our Publication Officer staff, and currently have two assistant Publications officers positions available. Interested parties should send an email to: coordinator@materialswriters.org

That's it for announcements at the moment, so please enjoy the rest of the newsletter.

MW-SIG Web Site

<http://www.materialswriters.org>

The site contains articles on topics ranging from copyright to desktop publishing techniques, an extensive list of publishers - including contact information, tutorials and software recommendations, and information on submission requirements for *Between the Keys*.

MW-SIG Mailing List

mw-sig@materialwriters.org

Materials Writers SIG Annual General Meeting Minutes

Sunday, October 27th, 2013 at 12:30 PM
JALT2013, Kobe Convention Center, Room 403

The meeting was called to order at 12:30

Present were Nate French, Azusa Sato, Scott Peterson, Jim Smiley, Todd Leonard, Victoria Solis.

First order of business – SIG Status updates and discussion

Membership is currently at 93 members.

Treasury is currently at 655,291 yen.

SIG sources of income and usual expenses were discussed along with ways to promote the SIG to increase membership. PANSIG will not be a source of income for any of the SIGs next year as they are planning to lower the price to just cover the costs. Ideas discussed to promote the SIG and increase the membership included production of a SIG book, SIG sponsored donations, and SIG sponsorship of conventions. All agreed that more research and discussion was needed so further discussion was put off until more research could be done.

Second order of business – Publications

The second issue of BtKs has been delayed and discussion took place on how to speed up production. Many good ideas were suggested and are being incorporated in future BtKs plans.

Third order of business – Web Site

The issue of site ownership was addressed as well as current activity and updating. Plans are in place to increase site activity.

Fourth order of business – Elections

Elections were held for all of the Officer positions. The results are as follows:

Membership Chair – Travis Holtzclaw
Programs Chair – Azusa Sato
Publications Chair – Eric Lerstrom
Treasurer - Scott Peterson
SIG Coordinator – Nate French

Jim Smiley was appointed Web Coordinator. Jim Smiley then suggested that Assistant Chairs should be created to help the chairs with their work and so that they could learn the position before possibly moving into

the position. This idea was approved and the following position were filled
 Assistant Publications Chair – Victoria Solis
 Assistant Programs Chair – Jim Smiley

We are currently looking for people to fill the other assistant positions.

Fifth order of business - additional issues

Money and receipt issues were brought up by Scott Peterson.

PANSIG issues and plans were brought up by Jim Smiley.

MWSIG yearly plans were discussed and improvements were suggested. Next year's plans were dis-

cussed briefly with plans to continue the discussions by email.

Potential issues with current mailing list policies were discussed and will be researched.

Plans were discussed about next year's JALT conference and how to get more members' participation. Booth decorations were also discussed including making posters and banners to improve the SIG's appearance.

The Japan Writer's Conference was discussed as being of interest to our SIG members.

The meeting Concluded at 1:10

Membership Report

Travis Holtzclaw

The MW-SIG has a consistent membership in the high nineties (97 as of 12/2013). Although roughly 35% of our membership resides in the Kanto region, with Tokyo and Kanagawa being the top two areas, we also have other pockets of members in Kansai and Kyushu and also represent almost all prefectures with at

least one member. In 2014, we hope to meet with the membership at JALT events and get a better idea of how the SIG can serve the materials writers community.

MWSIG Programme for JALT2014

Jim Smiley

JALT2014: Conversations Across Borders

40th Annual International Conference on Language

Teaching and Learning & Educational Materials Exhibition

Friday, 21 November 2014 - Monday, 24 November 2014

Tsukuba International Congress Center (Epochal Tsukuba)

Tsukuba, Ibaraki, Japan

<http://jalt.org/conference/jalt2014>

The JALT National Conference in Tsukuba will be an exciting time for the MW-SIG. At the time of preparing this, we are considering our proposal to the JALT National conference committee for an MW-SIG featured speaker in collaboration with Macmillian and IPI. Miles Craven, a writer of worldwide renown, will conduct a workshop and give a presentation for us. Our forum space is given over to an inspiring panel session on the role of digital technology in materials writing.

1.

Panel Discussion: How Digital Technologies Impact on Materials Writers

Panellists: Dave Dolan (DECP), Hugh Graham-Marr (ABAX), Darren Halliday (Macmillian), Paul Lewis (Perceptia), and TBA.

The trend of publishers is towards offering more of their product base in digital formats. Digital access to educational materials is viewed as a win-win for users; educationalists and their students have access to resources that offer increased learner control, heightened engagement through multimedia, better and easier classroom management and so much more. The narrative from the publisher's side is clear: this is the future, and it's good for all. Yet this drive car-

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ries implications of change in relationships between publisher and their materials writers. With these changes comes questions, questions that hit at the very heart of the traditional materials writer's practice.

A case in point is the issue of ownership of material. In print publishing, it is clear that a book is a self-contained product and changes to detail are printed in subsequent reprints and editions. Simultaneously, authorship of content is unambiguous. With digital, there is a perception that content can be updated easily and revised freely. Marking authorship for each individual adjustment may not always be feasible or desirable when screen space is at a premium. An erstwhile original text may become completely different after many edits. If various writers were involved in that process, who can claim credit for the 'final' product? Equally pertinently, who will be paid for it--directly for the writing or for the end user download? Inherent in this case are the issues of contract, authorship, copyright and protection. Do materials writers need to reconceptualise their role in the process of digital materials production?

At the writing level, currently it is clear that particular types of popular classroom activities do not work well using digital formats. Pair activities that require learners to walk around the learning space are difficult to manage with fixed computer workstations and dangerous with tablets. Will the move to digital entail the emergence of newly preferred learning activities and related learning outcomes? What kinds of writing remain viable in the digital age? What needs to be altered or abandoned? How are publishers supporting writers during this transition? Is the digital future really a win-win for all? Will there be a scary doomsday scenario where materials writers are the losers?

These questions and many, many more will be discussed on our panel. The panel comprises publishers who have embraced the digital revolution in textbooks and who are specialists who understand the technical and pedagogic demands on the classroom product. The session will be at once interesting, educational and will provide a valuable glimpse into the future of materials writing as it impacts on Japan.

2.

Featured Speaker Workshop: Writing EFL Materials

Miles Craven

(Please note that the exact title and workshop contents have not yet been fixed and are subject to change. So this is a very brief outline.)

In the past, we've had the usual how to make proposals, the realities of publishing in various markets, peoples' experiences. This time, we'll have a 90-min workshop on the actual nuts and bolts of writing. How does good writing look? What are the tools, techniques, methods and so on of taking a rough idea and polishing it into a high-class piece of workable classroom materials. How do we make our writing concise, clear and

while staying within level guidelines is fluent and readable?

3.

Featured Speaker Presentation: Title and Content TBD

Miles Craven

This has not been decided at the time of preparing this issue of BtKs. Please rest assured of two things: the presentation will be of direct and high value to materials writers in Japan, and you will be informed of the content as soon as it's decided. If you have any pressing topic you'd like considered, please send an email to us as soon as you get this issue.

Between the Keys is published by the JALT Materials Writers Special Interest Group (MW– SIG). The editors welcome contributions in the following areas: publishing issues, classroom activities, page layout or desktop publishing, experiences in publishing or materials design, announcements of materials-related meetings or newly published materials, or any other articles focusing on aspects of materials writing or publishing. For information about reprinting articles, please contact the editor. All articles contained in *Between the Keys* ©2013 by their respective authors. This newsletter ©2013 by Materials Writers SIG.

Treasurer Report

Scott Petersen

Just a brief note from the treasury. We now have 663,808 yen in our bank account. We sponsored a speaker at JALT National in Kobe, but we did not even spend 100,000. As a comparison, this time last year we had 559,325 yen. Before April, the committee and I will be drawing up a budget for the next fiscal year, so if

anybody has ideas about putting this money to good use, please contact us. This money serves no one just sitting in the bank

MW SIG Officers 2013/2014

Elected Officers

Coordinator: Nate French

Membership Chair: Travis Holtzclaw

Publications Chair: Eric Lerstrom

Treasurer: Scott Petersen

Programs Chair: Azusa Sato

Unelected Appointed Officers

Web Coordinator: Jim Smiley

Assistant Publications Chair: Victoria Solis

Assistant Programs Chair; Jim Smiley

The MATSDA/University of Liverpool 2014 Conference

SLA and Materials Development

June 28th-29th, 2014 at the University of Liverpool

Plenary Speakers

Rod Bolitho Rod Ellis Pauline Foster Alison Mackey

Alan Maley Hitomi Masuhara Brian Tomlinson

Venue

University of Liverpool. Rooms to be announced.

Times

Registration: 08.30 on June 28th and 29th

Conference: 09.00-17.30 on June 28th; 09.00-16.30 on June 29th

Fees (to include lunch and coffee)

Students: £90 (£50 for one day)

MATSDA members: £120 (£70 for one day)

Non-members: £145 (£85 for one day)

MATSDA Membership

Contact Susie Pearson at <matsdamembershipsec@nile-elt.com>

Booking, Accommodation Enquiries and Payment

Contact Filomena Saltao <Filomena.Saltao@liverpool.ac.uk>; Tel - (44) 0151
7953129

Offers of Papers

To offer a paper for a forty five minute presentation contact:

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The Materials Writers SIG is dedicated to continually raising the standards in the creation of language teaching materials, in all languages and in all media, whether for general consumption or for individual classroom use. The editors encourage participation from colleagues using new media or teaching languages other than English.

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