



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 20 Issue 1

January, 2013

Professor David K. Ewen to Discuss *Digital Media Tomorrow* at the January 19 CAPA Meeting

As author of "Publicity Made Simple: Success With Media Relations" Professor David K. Ewen has become an expert in marketing and publicity in traditional, social and digital media outlets. His work has been featured locally and nationally on all the major television networks (ABC, CBS, NBC and Fox) and in newspapers.

At the CAPA meeting January 19, Professor Ewen will discuss the future of digital media.

David launched his successful book-publishing career in 1994 and, four years later, ventured into radio



and TV. He has been writing and teaching about media in its various forms ever since.

In 1998, David founded the New

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Meet A Member: Jennifer Powers

By Carol Healy

Jennifer Powers began writing when she was 14 years old. She started by keeping a journal and has maintained the practice for the past 20 years.

Recently she began writing longer pieces of contemporary and literary fiction, including flash fiction, short stories, novellas and novels.

Born and raised in Connecticut, Jennifer attended the University of Connecticut and received her B.A. in English. She is now pursuing her MFA in Creative & Professional Writing at Western Connecticut State University (WCSU) and we're glad she manages to squeeze in time for our monthly CAPA meetings.

While she reworks her completed novel and several other projects, her mentor at WCSU is encouraging her



to try her hand at writing reviews and nonfiction essays.

She particularly enjoys just sitting down and writing stories. While she likes researching and learning about

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Contributors

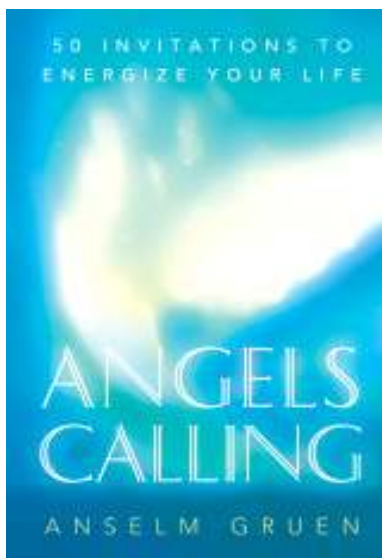
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James Buchanan
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Noreen Grice
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Ann Jamieson
Brian Jud
Debbie Kilday
Lois Mathieu
Dodie Milardo
Jennifer Powers
Rita Reali
Karen Rider
Bill Rockwell
Tom Santos
Joe Vojt

Cover Design Strategies — George Foster

(George Foster has designed the covers for more than a thousand books and is a contributing author to *1001 Ways to Market Your Books*. Contact at www.fostercovers.com or george@fostercovers.com)

Angels Calling

A small-size book calls for a large image. This is a photo of the northern lights manipulated in Photoshop to create a stunning image for such a context. Simple, bright and blurry, as if it were a crude photo of an actual angel. The type is classic but feels modern. Yellow is used only for the author's name because white would have been too flat.



Tip to Help You Sell More Books on TV and Radio Shows

If your topic has something to do with a late-breaking local or national news event, you may be asked to appear on a news show. This interview could take place live in the studio, live at a remote location or taped as part of a story to be aired at a later time. These segments are generally shorter in duration than on talk shows, lasting from two to four minutes and, in most cases, the questions will be related to the current news event.

CAPA Board of Directors

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Article Submission

The Authority welcomes articles written by members. Here are some guidelines that we would encourage.

Topics may cover any aspect of writing, publishing and marketing. Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues. All articles will be edited. Submit single spaced with no built-in formatting. Submit all articles to Brian Jud at brianjud@comcast.net.

Send submissions for the **Meet-A-Member** column to Melissa Flynn at schedulemelissa@melissaflyn.org

ARTICLES DUE BY THE 28TH OF THE MONTH

Editor—Brian Jud, Meet-a-Member Column—Melissa Flynn

Copy Editor—Rita Reali Staff Photographer—Deborah Kilday, Staff Writer—Chris Blake

Legal Matters That Matter to Writers

Professor Tonya M. Evans

What's copyright registration and do I need to register my work?

Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, you should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work.

Advantages:

- File an infringement lawsuit
- If registered before or within five years of publication, registration will establish **sufficient (a.k.a prima facie) evidence** in court of the validity of the copyright and of the facts stated in the registration certificate.
- If you register within three months after publication of the work or prior to an infringement, the burden of proof shifts to the defendant, who is then required to prove that infringement did not occur.
- If registration is made within three months after publication of the work or prior to an infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.

Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

Contact Prof. Tonya M. Evans at info@legalwritepublications.com; Information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, please consult a lawyer, as each case is fact specific.

Internet Connections

Adele Annesi

As we gear up for the New Year and focus on marketing our work, here is a list of the Web's best literary agent resources. If you have a trusted site to share, send it to Adele Annesi at a.annesi@sbcglobal.net.

AgentQuery

www.agentquery.com: This long-standing, one-stop resource helps writers find agents and learn about getting published.

Association of Authors' Representatives (AAR)

www.aaronline.org/DirLit: While primarily for agents, the AAR is a site writers may use to confirm their agent of interest has a solid reputation.

Find a Literary Agent

www.findaliteraryagent.net: This tool helps writers and agents cut through the red tape of making a match.

GalleyCat

www.mediabistro.com/galleycat/best-literary-agents-on-twitter_b17189: Part of Media Bis-

tro, this site helps writers, agents and publishers connect, and is in the process of building a directory of best agents on Twitter.

Literary Agent's Directory literary-agents.regionaldirectory.us/:

This comprehensive listing of U.S.-based agents includes locations, phone numbers and websites.

Poets & Writers (P&W)

www.pw.org/literary_agents: The searchable P&W database includes agents for poets, fiction writers and creative nonfiction writers. It provides details on the books agents represent, client lists and contact information.

QueryTracker.net

www.querytracker.net: This listing includes top agents and publishers, tools to organize queries, and insights and statistics on agents and their latest deals.

Scriptologist

www.scriptologist.com/Directory/Agent/Literary/Literary3/literary3.html: This site combines the three most powerful elements of online marketing — content, commerce and community — for those in screenwriting.

WritersNet

www.writers.net/agents: This site helps writers showcase their work and get found by agents, editors and publishers.

Happy writing!

Adele Annesi is an award-winning writer, editor and instructor. Check out her editing blog for writers, [Word for Words \(http://wordforwords.blogspot.com\)](http://wordforwords.blogspot.com). Visit Adele M. Annesi online at (<http://www.adeleannes.com>).

You never know what a “free” presentation might lead to...

By Millie Grenough

I make it a practice to offer presentations of my OASIS in the Overwhelm strategies, whenever and wherever I can. Sometimes I get paid, sometimes I don't.

Unpaid gigs? Why would I ever do an unpaid presentation? I decide to do them either because:

- 1) It's the right thing to do (most recently after the Newtown tragedy);
- 2) It is a service to my colleagues (last year at CAPA, many times for my ICF Coach Conferences and EMDRIA Conferences; or
- 3) It may give good PR and lead to something else.

Surprises happen.

Out of the blue last year, I received a phone call from a U.S. Army Commander at Fort Sam Houston in San Antonio, TX:

Commander: “We'd like you to conduct two days of training for us.”

Me: “I'm very interested.” I did not say that I had been wanting to do this for years. I took a breath and asked: “On what topic?”

Commander: “Trauma and mindfulness.” I almost fell off my chair: my areas of expertise, and the US Army was asking me to do it...

Me: “I'd love to. How did you find me?”

Commander: “Somebody in Hawaii told us to get you.”

I don't even know anyone in Hawaii, but I gladly accepted the invitation.

When I arrived at Fort Sam Houston, I was greeted by Howard Reyes, from Hawaii. Howard had heard me present OASIS in the



Overwhelm at the EMDRIA Conference in Phoenix three years earlier.

He said, “I told them we needed you. It took two years for the paperwork to go through, but here you are.”

In my twenty years of presenting training sessions, I have never been with a group as receptive as this. Thirty-five men and women, many of whom had just come in from Iraq or Afghanistan, drank in the OASIS Strategies. For each of the participants, the U.S. Army purchased my *OASIS in the Overwhelm: 60-second Strategies for Balance in a Busy World* (both the book & CD), and the accompanying “workbook”: *OASIS in the Overwhelm 28 Day Guide: Rewire Your Brain from Chaos to Calm*. We used these materials for live practice during our two days.

We sang, laughed and cried together as we practiced the various strategies. At the end of the second day, the group surprised me with a medal and a gift. Their commander said that they had never before done that for any one.

They said, “Thanks for giving us a true oasis in our overwhelm.”

I flew back to Connecticut with an overflowing heart.

I continue to receive e-notes from all over the world. Just last week, this note from Howard:

“Hi Millie: Thank you for your

Ewen (Continued from Page 1)

England Publishers Association. He sold the organization two years later. Today it operates successfully under the name Independent Publishers of New England (IPNE).

David launched the “Professor Lecture Series” in 2004. The speaking tour that runs throughout New England and New York is slated to continue through 2013 and beyond. This series focuses on multimedia platforms and distribution.

In June 2007, David became one of the first talk-show hosts on Blog Talk Radio. The following April, he worked closely with book-trailer giant Circle of Seven Productions to launch five radio shows. Today, his television programs, “Your World Discovered,” “Resurrection Center” and “Laugh Medicine” air regularly on community-access channels.

Not long after the June 1, 2011 tornado that devastated Springfield, Massachusetts, David established the Springfield Community Festival, an annual film-screening event that has become a venue for the display of short-film productions.

Just after Thanksgiving 2012, he released two successful Christmas films; meanwhile, his two previous movies, “Parenting & Growing Up” and “Laugh Medicine 1” have also enjoyed success on screen, DVD, streaming video and television.

David is the director of EPN News (Ewen Prime Company, Inc.), a media outlet for books, films and albums.

Planning for 2013 forces you to focus on the important issues and answer tough questions you might otherwise have avoided. It is simply setting a general direction for your business and then developing the actions to get there.

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The ABCs of the Editing Process: Popular New Words of 2102 By Roberta Buland



Make your writing more interesting and perpetuate word history. Use new words, phrases and terms that have become a part of our collective vocabulary. Here are some to consider using:

1) Gangnam Style. Although Gangnam is actually an affluent region in South Korea similar to Beverly Hills, the music video, “Gangnam Style” rapidly became the most popular YouTube video of all-time, gaining nearly one billion views in less than six months.

2) Binders full of women. During the 2012 presidential debates, candidate Mitt Romney spoke about his efforts to hire women for his cabinet and mentioned the phrase “binders full of women.” The phrase instantly started trending on Twitter. Not long after the debates, many people were spotted dressed as a “binder full of women” for Halloween.

3) Redneckognize originated with “Honey Boo Boo,” the TLC show that centers on the chubby third-grade girl, Alana “Honey Boo Boo” Thompson. “You better red-

neckognize!” results from the combination of “redneck” and “recognize.”

4) Fiscal cliff is one term most of us wish had not been on our minds in 2012. In 2011 Congress and President Obama agreed to a program that would reduce the federal deficit (the “fiscal cliff”). If an agreement isn’t reached by press time, tax rates will have automatically risen for most Americans and major spending cuts will automatically kick in for most government spending programs.

5) “Call Me Maybe” was a pop smash hit by Carly Rae Jepsen. It spawned many parody and tribute cover versions. One cover of the song, performed by the Miami Dolphins Cheerleaders, was then covered by U.S. soldiers in Afghanistan.

6) Legitimate rape is an oxymoron and should be used carefully, if at all, in one’s writing. Missouri Senate candidate Todd Akin drew fire for his controversial comments about rape during an interview when he said a woman’s body is capable of preventing pregnancy in cases of “legitimate rape.” Really?

7) Frankenstorm, a variation on Frankenstein, relates to Hurricane Sandy that headed for the Northeast just before Halloween. Meteorologists predicted if it merged with the strong cold front that was present, it would sit over New England for days and become a monster storm. Unfortunately, their prediction was correct. It caused massive destruction

and misery for millions of people, perhaps even some you know.

8) Pink Slime was a term coined by a former meat inspector with the USDA when he wrote an email about the meat filler to a co-worker a decade ago. This one actually did some good because the beef filler that had been used for decades without a catchy name was discussed by celebrity chef Jamie Oliver on ABC’s “Food Revolution.” Soon afterward, fast-food chains like McDonald’s vowed to discontinue using the filler in their food.

9) Stratosphere jump came into use when Austrian daredevil Felix Baumgartner broke world records to become the first person to break the sound barrier without the aid of a machine after he jumped from the edge of space. His jump also broke the record for the biggest event in live web video. More than eight million people watched the live stream on YouTube.

Using these terms will not only make your writing more interesting, but you will also be perpetuating word history. Good luck.

Comments? Questions or topics you might like me to address in future columns? Please email me at: rjbuland@comcast.net

Roberta J. Buland is the owner-editor of RIGHT WORDS UNLIMITED, a full-service editorial and publishing firm in West Hartford. Roberta is a past president of CAPA and may be reached at 860-308-2550. She welcomes questions about any aspect of editing, writing and publishing.

Celebrating Success

CAPA members **Dodie Milardo** and **Teresa Norris** will be participating in the Big Book Club Getaway being held on February 1 & 2, 2013 at Mohegan Sun. Dodie, author of the romance novel, *Penelope's Cruise*, will be a moderator for a panel of Harlequin Romance Novelist. Teresa will be discussing her book, *Almost Home – How I Lost My Mother Without Losing My Mind: A Faith Journey*. Her book is about her dealing with her mother's dementia.

CAPA author **Joe Vojt** has written the novel *Freedom Trail*. It was published with Amazon eBook Kindle. Since the Holocaust remains a part of reality, readers will enjoy this novel because it is considered fiction, but with a twist of Mystery/Suspense.

According to **Bill Rockwell**, two new bookstores have opened in Connecticut: Books and Boos in Colchester, and Monte Cristo Bookshop in New London. Both have Local Author sections and consignment agreements favorable to authors. Both now carry Bill's fantasy novel, *Generation Z, Birth of the Zompire*.

CAPA was well represented in the 2012 New England Book Festival with several members receiving awards:

General Fiction, Honorable Mention: *Most Likely to Murder*, by **Carole B. Shmurak**

Biography/Autobiography, Honorable Mentions: *No Limits: How I Beat The Slots*, **Debbie Tosun Kilday**; *Above All Else: Success in Life and Business*, **Nancy D. Butler**; *American to the Backbone*, by **Christopher L. Webber**

Children's Books, Winner: *Rockrhydin*, by **Cheryl Elizabeth Waddell**, illustrated by **Janice Prey Wolfe**

Honorable Mention: *Duck Tape 2*, by **Mollie Wilson**

Noreen Grice gave a talk entitled, "Opening Doors to the Universe," at the Glastonbury Public Library. A book signing followed the talk.

Tom Santos hosts a weekly television show, "Books & Things with Tom." It airs on Comcast Public Access Television Channel 12 in Groton, every Thursday at 9 p.m. He interviews anyone who has anything to do with books: authors, publishers, editors, book designers and other people of interest.

On December 6, 2012, **Tom Santos** was awarded a "Frankie" award from Comcast Public Access Television as "Outstanding Host and Producer 2012" for "Books & Things with Tom." It is an honor to have an award-winning TV show.

From **Frances Gilbert** - *Today the Teacher Changed Our Seats* is here - this is a poignant tale of an unhappy little girl who doesn't like her teacher's plan for teaching grouping. I experimented here with minimum text for maximum emotional impact.

One of **Karen Rider's** articles was published in the January issue of *The Writer*. Her short story, "Rachel's Garden," has been short listed for a prize-winning placement in Stone Thread Publishing's contest. She also learned that her story has earned a place in the anthology, even if it does not place.

Jason Alster appeared on Tom Santos' show, "Books and Things with Tom," on October 25th and talked about his memoir, *Leaving Home, Going Home, Returning Home: A Hebrew American's Sojourn in the Land of Israel*.

Ann Jamieson went to Alaska last month for a book signing with *Ice Road Trucker* Lisa Kelly, who is the cover story of her latest book. She reports, "It was very successful and loads of fun! I also got to spend time with her and her horses."

Barbara Felgate is hoping to gather our history writers together on the last Saturday of January, January 26, in Portland, Connecticut. Members of three groups are invited to attend. She hopes the group members will be able to do some networking and share some of our resources. For more information, please send an e-mail to bfelgate@yahoo.com.

James Buchanan published his third book with the help of generous CAPA members.

Lois Mathieu's novel, *The Next to Last Drink*, has been named to Kirkus Reviews' Best of 2012.

Effective January 1, 2013 **Brian Jud** became Executive Director of The Small Publishers Association of North America (SPAN). Brian is also the founder and treasurer of CAPA.

Jennifer Powers (Continued from Page 1)

new things, it is not her favorite part of the creative process. Writing is her outlet.

Jennifer shares that she has “a lot of emotion and passion for life and because of that I have all these ideas swirling around inside my head that could be stories — the good and the bad. I write because I love it. I write because I want people to hear what I have to say. If I can touch people with my words then I’ve done my job.”

Last year was a successful one for Jennifer. She just started writing short stories in 2012 and has already had a taste of success. Her short stories are published or forthcoming in the following literary magazines: *The MacGuffin*, *Folio*, *Foliage Oak*, *Wild Violet*, *Linden Avenue*, *Prairie Wolf*

Press Review and *Hawai’i Pacific Review*.

With this success under her belt, she is currently seeking literary agent representation.

The opportunity to network with other authors and publishers is a true benefit of CAPA membership and Jennifer has had many success stories to share. Meeting like-minded individuals through CAPA has been a good way to market her personal brand in a supportive environment.

In addition to writing, Jennifer enjoys photography and has had her photos published in *Foliage Oak*. Her work is also available in e-format via Amazon and Barnes & Noble.

For additional information about Jennifer and her work, check out her website: www.jennpowers.com

Millie (Continued from Page 4)

continuing messages of hope, love, and inspiration. Here in Hawaii, we continue to bring copies of your book to the staff trainings that we do, and we continue to introduce hundreds of our medical providers & staff to exercises in qigong/tai chi, yoga, mindfulness meditation, breathing & body awareness...”

Yep, you never know where a free presentation may lead.

Planning is perhaps the most difficult, most necessary — and most overlooked — part of marketing.

Schedule of Upcoming Meetings**CAPA CENTRAL**

Location: Sycamore Hills Park Community Center, Avon, CT 10:30 a.m. (www.aboutcapa.com)

- Jan. 19 David Ewen — Digital Media Tomorrow (Making Your Book Into a Movie)
 Feb. 16 David Barnes — Life Into Art; Incorporating Your Experiences Into Your Writing
 Mar. 16 Anniversary Dinner and presentation of Annual Writing Contest awards (6-9 p.m.)
 Apr. 20 Adele Annesi — Creative Fiction and Nonfiction

**CAPA SOUTHEAST**

Location: Groton Inn & Suites 6:30 p.m. (Tom Santos, santostom@comcast.net)

- Jan. 21: Dick Margulis, Groton Inn & Suites, Groton CT
 Feb 18: Eileen Albrizio, Groton Inn & Suites, Groton, CT
 Mar 18: Chris Amorosino, Groton Inn & Suites, Groton, CT

**CAPA SOUTHWEST**

Location: Plumb Memorial Library, Shelton. 6:30 p.m. (Steve Reilly, sriles40@aol.com)

- Feb. Date and presenter TBA
 Mar. Date and presenter TBA

**CAPA BOOK-NETWORKING MEETINGS**

Location: Wethersfield Public Library, 6:00–8:00 p.m (Jason Alster, jasonalster@gmail.com)

- Jan. 28 Critique of cover designs and book trailers
 Feb. Date and presenter TBA



CAPA's Co-op Connection

Save money as you market your books by sharing the cost of events with other CAPA members. Want to participate in one of these sales opportunities with other CAPA members? Log on to the CAPA social network (<http://authorsandpublishersct.ning.com/>).

January is...

Business and Reference Books Month, Crime Stoppers Month, Diet Month, National Eye Care Month and National Hobby Month (Contact the media now if your book is on one of these topics. For a list of nationally registered celebrations, go to www.holidayinsights.com)

12 Book signing at St Ann's Church in Avon (16 CAPA members participating)

February is...

Valentine's Day, Black History Month, American Heart Month, National Weddings Month, Boost Your Self Esteem Month, Pet Owners Month

4	Waterford	Craft & Vendor Fair
5	Milford	Valentine's Craft show (4th)
17 - 19	Hartford	16th annual NE Fishing & Hunting Expo
23 - 26	Hartford	32 nd Flower & Garden Show

March

16-18	Hartford	Home & Remodeling Show
17 - 18	Fairfield	The Garden Expo (13 th)
18	Southington	Arts and Crafts Fair (18 th)

Free Book-Marketing Webinars

Brian Jud is conducting a series of webinars that can help you sell more books, more profitably. These informative webinars, sponsored by CAPA, start at 6 p.m. EST. If you can't attend, a link will be posted at www.aboutcapa.com, where you'll also find details about each webinar.

Upcoming Webinar Dates and Topics

Jan. 17: **How to Create a Great Book Cover & Page Layout**
(Guest speaker is cover designer Michele DeFilippo) Sign up at: <http://tinyurl.com/au2tnc9>

Jan. 31: **How to Distribute and Price Your Book Profitably**
By Brian Jud; Sign up at: <http://tinyurl.com/8p4hqwt>

Feb 14: **How to Get More Reviews and Awards**
By Brian Jud; Sign up at <http://tinyurl.com/csdbl86>



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