



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 19 Issue 11

November, 2012

## Panel of Agents & Writers of Fiction and Nonfiction with Zita Christian as Panel Facilitator

Join CAPA on Saturday, Nov. 17 at the Avon Senior Center for a lively moderated discussion. Our knowledgeable panel is prepared to answer all your questions about the craft of writing. Moderated by Zita Christian — a multi-published author both of book-length fiction and magazine articles — the panel will discuss topics of interest to new and veteran authors alike. Christian is also the host and producer of two national award-winning television shows that air weekly on public-access channels.

Her historical-romance novels, *Band of Gold*, *First and Forever* and *Just a Miracle*, were originally



published by HarperCollins and will be reissued as e-books by Samhain Publishing. Visit her website at [www.ZitaChristian.com](http://www.ZitaChristian.com)

Panelists slated to be on hand for the November 17 CAPA meeting

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## Meet A Member: Fern Michonski

By Fern Michonski & Carol Healy

Fern Michonski has led her company, Fern's Music/Fern Forest Enterprises, since its launch in August 1989. During this time she has written and published six musical albums, published a book and created four community-access television shows, as well as organized numerous live concerts throughout New England.

Fern has a B.S. in Early Childhood Education and certification in both Music Education and Elementary Education from Massachusetts College of Liberal Arts (formerly North Adams State College). She is the music teacher for 10 preschools in Hartford County and instructs 34 private piano students.



Fern's creative work has been recognized both across the country and around the world. *USA Today* named her Christmas CD one of the best in the nation in its Holiday Kids'

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## Contributors

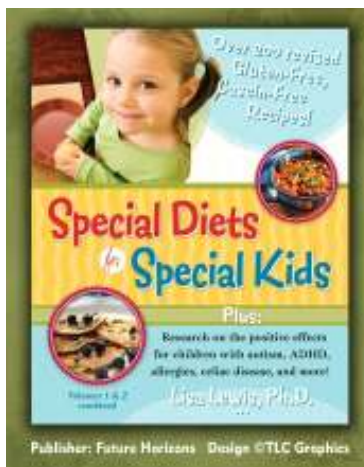
Adele Annesi  
Dick Barbieri  
Jim Bohannon  
RC Bonitz  
Roberta Buland  
Tamara Dever  
Cathy Gibson  
Tonya Evans  
Carol Healy  
Brad Hurtado  
Brian Jud  
Fern Michonski  
Rita Reali  
Joe Vojt  
Shirley Whiddon

## Cover Design Strategies — Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit [www.TLCGraphics.com](http://www.TLCGraphics.com))

In the case of *Special Diets for Special Kids*, the publisher and author wanted to emphasize healthful foods, staying away from less-nutritious kids' staples like cupcakes, pizza and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance they may still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food their already-picky kids won't want to eat.

By using photos that show a nice compromise between healthy



and familiarity, this book cover is attractive to kids and parents alike and invokes a “can-do” attitude.

## Tips to Help You Sell More Books on TV and Radio Shows

*One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, "You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring."*

— Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*

*I like people to respond to each other. Mine is an interview program and I try to see to it that a balanced presentation is offered.*

— Jim Bohannon, host of the nationally broadcast *Jim Bohannon Show*

### CAPA Board of Directors

#### CAPA Officers & Board Members' Contact Information

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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](mailto:brianjud@comcast.net).

Send submissions for the **Meet A Member** column to Carol Healy at [carolhealy@comcast.net](mailto:carolhealy@comcast.net)

**ARTICLES DUE BY THE 28TH OF THE MONTH**

Editor—Brian Jud, Meet-a-Member Column—Carol Healy

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

**Panel — Continued from Page 1**

include a variety of well-known writers and agency representatives.

Screenwriting instructor **Peter Fox** has helped dozens of his former students secure high-level pitch meetings at Universal and Paramount Pictures, as well as at Paradigm Agency. Peter is also the Editor of Film and Entertainment for *Venu Magazine*. Learn more at [www.PeterFoxWorkshops.com](http://www.PeterFoxWorkshops.com)

Horror writer **Daniel G. Keohane's** first novel, *Solomon's Grave* (2009), was a finalist for the international Bram Stoker Award. Since then he has released *Margaret's Ark* (2011) to critical acclaim and, most recently, he has published *Destroyer of Worlds* (2012). You may visit his website at [www.DanKeohane.com](http://www.DanKeohane.com)

Literary suspense writer **Pam Lewis** lives in deep in the woods of rural eastern Connecticut. Author of *Speak Softly, She Can Hear*, *Perfect Family* and *A Young Wife*, Pam is at work on her fourth novel. This book involves a predatory grizzly bear in the wilds of Yellowstone National Park. Learn more by visiting Pam's website at [www.PamLewisOnline.com](http://www.PamLewisOnline.com)

**Paula Chaffee Scardamalia** is a dream consultant for *People Country Magazine*, a writing and creativity coach and a dream and tarot intuitive. Paula is also the award-winning author of *Weaving a Woman's Life: Spiritual Lessons from the Loom*. As a former freelance writer, Paula wrote feature articles for publications as diverse as *Faery Magazine*, *Beliefnet.com*, *First30Days.com* and *Crafts Business Magazine*. Learn more about Paula by visiting her at [www.DiviningTheMuse.com](http://www.DiviningTheMuse.com) ●

## Legal Matters That Matter to Writers

### Professor Tonya M. Evans

**How is copyright created?**

If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

**What rights do I have if I own a copyright?**

Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease or lending
4. Publicly display
5. Publicly perform

*Contact Prof. Tonya M. Evans at [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.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

In honor of Thanksgiving, here are the publications and organizations for which we're thankful this month. If you have a trusted site to share, feel free to send it to Adele Annesi at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).

National Writers Union (NWU) <http://www.nwu.org>: This is the only labor union that represents freelance writers in all genres and media. Freelance journalists, authors and writers will find the NWU beneficial, especially in contract disputes. It also offers insurance.

The Association of Writers & Writing Programs (AWP) <http://www.awpwriter.org>: This organization offers comprehensive professional and practical services, including job-search information and databases for writers and teachers. AWP especially seeks to advance the art of writing as essential in education.

*The Writer* <http://www.writermag.com>: This magazine offers helpful advice and instruction on the craft and art of writing, authors, getting published and freelance writing, plus markets.

*The Writer's Chronicle* <http://www.writermag.com>: Now in its forty-third year, this publication includes essays, articles, news and information for writers, editors, students and teachers.

*Writer's Digest* <http://www.writersdigest.com>: This vast resource for writers celebrates the writing life, and addresses the many challenges of being a writer in today's publishing environment.

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

## Are We Done Yet? Knowing When a Draft is Final

By Shirley Whiddon

For me, the hardest part of writing is knowing when I'm done. That is not to say that the rest of the process is easy. Getting started on a writing project – or any kind of project – can be a challenge in itself, especially for those of us who tend to procrastinate.

However, finishing a project can be an even bigger hurdle. I find it especially challenging to know when I've rewritten, reworded, reworked, revamped and revised *enough* to call it the final version. Over time, several steps have emerged which help me recognize when a document is truly finished.

I've learned to check the content thoroughly first, since the rest of the review process must be repeated after any changes. Certain questions can be helpful, such as, "What is the main point and does it come across clearly?" and "Is anything missing?"

Next, it's time to focus on sentence structure and overall flow. Short, choppy sentences are as unattractive as gangly ones that go on indefinitely. Sometimes revisions involve careful, delicate pruning, while in other cases, a weed-whacker (or perhaps "word-whacker") is needed.

Every word must justify its existence and be vetted to ensure correct usage. If a word may be



removed without changing the meaning or diminishing the point, out it goes! As someone fond of details, I find this especially difficult, almost painful.

Although I knew *exactly* what I meant when I wrote each word, I check for ambiguities from the perspective of the reader. Are all antecedents clear? Does each word or phrase convey the right nuance and tone?

In addition, you must be sure to check grammar and punctuation for accuracy. The hunt is on for grammatical errors such as subject/verb agreement or "its" vs. "it's." A short word (for example, as, is, it, in, an, on) may easily be mistaken for the correct word, even if it is not. At quick glance, "you" can be misread for "your" where the latter is meant (as in "cast you vote").

Overworked words that have been used too many times in the document, especially in close proximity, are another culprit, as are missing words. (The "find" option can help to identify repetitions.) Now for Spell Check and a thorough review of the results.

Throughout this process, I find myself reading the entire document many times: initially

at a normal pace for content and comprehension – silently at first and another time aloud, and then slowly, checking every word for grammar, spelling and correct terminology. If possible, I put the document aside for a while and read it later from a fresh perspective.

Special care is needed with last-minute changes, which often result in fixing one thing while inadvertently "breaking" another. This often trips me up. Although I have already checked my writing thoroughly, I sometimes forget to repeat the steps above after a quick change to a supposedly finished document.

At this point, a critique group can be invaluable. Other eyes can take a fresh look at your work from a different vantage point; and feedback from multiple people provides a broader range.

Finally, if a document passes all these criteria, it should be a go! No more procrastinating.

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### Save the Date: December 15 *Annual CAPA Holiday Party*

Celebrate the holidays the  
WRITE way — with CAPA.

We'll provide sandwiches and soft drinks. You bring an appetizer, side dish or dessert and, of course, your family members and friends. And be sure to wear your most festive (casual) holiday attire!

## The ABCs of the Editing Process: 7 Questions an Editor Might Ask a Writer, Part One

By Roberta Buland



“I now have my very own editor. I feel so important,” a recent client said to me after I agreed to edit his manuscript. Perhaps he felt that having an editor is a status symbol, or perhaps he felt it would be advantageous to him to inform potential publishers and/or agents that his manuscript had been professionally edited. First-time authors often are confused about as to why they want to hire an editor.

The professional relationship between an editor and author should be collaborative and based on mutual respect. Neither is “better” than the other. Each brings expertise, knowledge, etc., to perfecting a manuscript.

An editor wants to know how an author thinks and works so he/she may best help you to put your manuscript into the best publishing shape. A professional editor might ask you some questions before agreeing to edit your work.

There is no one correct answer to the following questions and they can be applied to fiction and nonfiction books, articles, short stories, essays, poetry, etc. Your answers will help the editor determine how best to collaborate with you.

### 1. What is your writing background?

Your background and experience inform an editor what you know and also what you may need to learn. Too often, writers don’t understand what an editor does, or they think an editor rewrites the whole book. The gamut is huge! Editors do not usually rewrite the entire manuscript. Ghost writers may do that.

### 2. Why are you hiring an editor?

The answer to this question helps you focus on what you think needs to be done to improve the writing toward the goal of publication. An editor will probably do more than he/she is hired for because errors, questions and concerns often multiply once the editing process is underway—and the editor should address all of the above.

### 3. What kind of an edit is needed?

Is it mostly copyediting, stylistic issues, plot or character review, a minimal cleanup of grammar and spelling, organization? If it is a revised or second edition, how are you changing it? The answers to these questions help an editor to hone in on and carefully address what you feel are your inconsistencies.

### 4. What are the strengths and/or weaknesses of your work?

By addressing them, the editor gains insight into what needs to improve the work to make it the very best it can be.

### 5. Do you feel your document/book is ready for editing, or are you still working on it?

If your manuscript isn’t finished,

perhaps the editor may help you solve the problems and/or blockage you’re facing. Perhaps you want to have an editor lined up and need to know his/her availability when your work is ready to be professionally edited. Or, perhaps you have done all you can to prepare it for the editing stage toward publication.

### 6. Do you have a deadline?

Has an agent/publisher expressed interest in your book? If so, time becomes a critical factor. An editor should indicate if he/she can work within your deadline. If not, and you want only the editor you have chosen to work for you, you may decide to ask the agent/publisher for an extension of the deadline.

### 7. What is your budget for an editor?

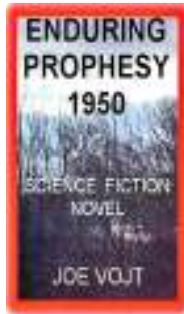
This question might make you uncomfortable. However, it is important upfront for the editor to know if he/she can afford to work within your budget and tell you so. Your might counter with questions such as: Is it your policy to be paid upfront? Do you offer a payment plan?

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

*Roberta J. Buland is the Owner-Editor of RIGHT WORDS UNLIMITED, a full service editorial and publishing firm in West Hartford. She 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 author Joe Vojt has written an amazing, thoughtful and thrilling sci-fi novel, *The Enduring Prophecy 1950*. This was his second of four *Enduring Prophecy* novels with Amazon eBook Kindle. Anyone with a dream can envision that science and technology of the future will someday be able to duplicate visual lenses. More important, understanding what this vision attained. Work had to continue this work to find the source behind that glow. This indicated that life was always there. But now for the first time, man was able to categorize and uncover its true meaning. By using a lens and digging side by side through the mountains of the past, it will be possible to discover our future. In the coming years, Joe will add the year 1990, and the final year (2030) will end the *Enduring Prophecy* series.



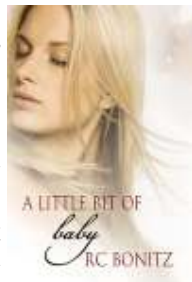
reader absolutely wanting more... What will happen next? Hope another book is in the works.” Review by Bonnie Coke

Book signing December 6th center Lord & Taylor, Noon - 4:00 pm, WestFarms Mall - sign language with Santa and book signing with Cathy Gibson



Nancy Butler prepares to sign books at the New England Book Sellers Assoc meeting last month. Ten CAPA authors displayed their books for New England's bookstore buyers.

RC Bonitz is happy to announce his new book, *A Little Bit of Baby*, will be released soon. A heart-warming love story with a twist, it's his third book, the second to be released by Silver Publishing. Look for it on Amazon or B&N November 8. Enjoy!



Mike Kilday, Tom Santos, Brian Jud and John Pogson (as Mark Twain) at the Big E

“A great read and big applause for author, Dick Barbieri. This book not only kept my interest, I couldn't put it down! I love the way the author expresses his ideas, the characters and the story line. The title, *The Edge* appears throughout the book, thus following through and letting the reader understand and see the circumstances that lead to the title. I always like that when you can find the title hidden in a book. The ending leaves the



Susan Jones, Cynthia Bercowetz, Cathy Gibson, Deb Kilday, Brian Jud, Monique Allaire at the Big-E

**Fern Michonski** (Continued from Page 1)

Picks. She is also one of the most-requested artists on “The Playground,” a children’s radio program at WERS in Boston and her music is played around the world on internet radio. Her song “Merry Christmas Ho, Ho, Ho” was featured in a Christmas-card commercial in England and wireless *Flash News* has featured her Easter CD from coast to coast. In 2004 she was the face of the Virgin Mobile ad campaign. Fern has also been in *Rolling Stone* magazine. Like a true rolling stone, Fern has definitely not been collecting any moss over the years.

A musician, songwriter and lyricist, Fern is known through her brand as a Pre-School Music Education Expert and “The Children’s Advocate for Love and Kindness, Inspiring Creativity and Joy.” Fern

writes a weekly blog on her website on topics that relate to children, funny things kids say, music, books and education. She loves to write lyrics for her songs and blogs, as well as her monthly newsletters that are emailed to her fans.

Fern is currently very excited about her newest adventure into the world of book publishing. When her friend Cheryl Waddell wrote *Rockrhydin*, a children’s Christmas picture book about a boy and his rocking horse that get separated and discover Christmas wishes haven’t any “nevers,” Fern’s heart melted. She decided to write a theme song for the book. Having had a favorite rocking horse as a child, it was easy for her to write the song. Writing both the music and words brought her childhood rocking horse back to life. It’s the perfect Christmas gift

for children!

Thrilled to be a member of CAPA, Fern appreciates any and all marketing advice. Based on all her success, she could probably give us all some advice on branding! Fern’s enthusiasm is contagious and her fun personal brand carries through to her website.

For more information about Fern, her CDs and book, go to: <http://www.fernsmusicforkids.com>

### Tip to Help You Sell More Books in Large Quantities

There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.

## Schedule of Upcoming Meetings

### CAPA CENTRAL

**Location:** Sycamore Hills Park Community Center, Avon, CT 10:30 am ([www.aboutcapa.com](http://www.aboutcapa.com))

Nov. 17 Zita Christian, Facilitator for Panel of Agents & Writers of Fiction and Nonfiction  
Dec. 15 Annual Holiday Party



### CAPA SOUTHEAST

**Location:** Groton Public Library 6:30 pm (Tom Santos, [santostom@comcast.net](mailto:santostom@comcast.net))

Nov. 19 Dan Uitti, topic TBA  
Dec. Annual Holiday Party, Mystic (Date and location TBA)  
Jan. 21 Topic TBA



### CAPA SOUTHWEST

**Location:** Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, [sriles40@aol.com](mailto:sriles40@aol.com))

Nov. 12 Speaker: To be announced  
Dec. 10 Annual Holiday Party



### CAPA BOOK-NETWORKING MEETINGS

**Location:** Wethersfield Public Library, 6:00–8:00 pm (Jason Alster, [jasonalster@gmail.com](mailto:jasonalster@gmail.com))

Nov. 15 Watch and discuss Brian Jud’s webinar about creative marketing  
Dec. 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

### November

- 11 30<sup>th</sup> Annual Cookie Express Holiday Fair, Shelton
- 12 38<sup>th</sup> Annual Cromwell Holiday Craft Fair
- 23 Middletown 57<sup>th</sup> Annual Exhibit & Sale
- 24 Bethel Holiday Craft Festival
- 25 Southington Arts And Crafts Fair
- 30-Dec. 2 Castleberry Christmas Craft Festival, Worcester, MA

### December

- 1 21<sup>st</sup> Annual Holiday Craft Fair, Manchester
- 1 Bolton Winter Faire
- 1 36<sup>th</sup> Annual Coventry Craft Show
- 1 3<sup>rd</sup> Annual Holiday Craft Fair, Canton
- 1 Middletown Annual Holly Fair 15th
- 7 32<sup>nd</sup> Annual Bethlehem Christmas Town Festival
- 8 Colchester Sleigh Bells Arts & Craft Fair
- 7-9 13<sup>th</sup> Annual New England Holiday Craft Spectacular Salem, NH
- 9 10<sup>th</sup> Waterbury Arts and Crafts Fair

### February

- 21-24 32<sup>nd</sup> Hartford Flower & Garden Show

## Free Book-Marketing Webinars

Brian Jud will conduct webinars that can help you sell more books, more profitably. These are sponsored by CAPA and start at 6:00 pm Eastern time. If you cannot be there, register anyway and Brian will send you a link to the recording.

1) Nov 15: What's the Big Idea? How to use creative marketing to stand out from the crowd;

<http://tinyurl.com/93wv2og>

2) Nov 29: How to Sell More Fiction;

<http://tinyurl.com/9rp9g9e>

3) Dec 6: How to Sell More Books to Libraries and Associations. <http://tinyurl.com/aq2587j>

4) Dec 17 (Monday) : How to Create a Functional Marketing Plan for 2013;

<http://tinyurl.com/92lcpks>



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