

December  
2016

TypeRider

# Arizona Professional Writers

*Formerly Arizona Press Women*

## APW chapters celebrate the season

The Colorado River chapter celebrates the holidays at its regular monthly meeting at noon, Tuesday, Dec. 13, at Lisa's Bistro, 1595 Mohave Dr., Bullhead City.

The program will be readings of their work by members (10 minutes each), on a holiday theme suggested, but not required. Bring copies of the work you are reading to pass out to the group if you wish members to critique it.

To participate in the gift exchange, bring a wrapped book about writing (gently used is fine). Lunch is from the menu with separate checks. RSVP to Brenda Warneka at [warneka@cox.net](mailto:warneka@cox.net) or mobile 602-740-9579.



At noon on Dec. 21, the Rim Country Chapter of APW rings in the holidays in a private room in the Pinon Café on Highway 87 at the south end of town across from Pet Club.

After a short business meeting, where chapter officers give a brief state of the chapter address, attendees purchase their own lunch and enjoy social time. Instead of a \$10 or less gift exchange, as has been done in the past, please bring a gift of personal care (shampoo, face cream, etc.) to donate to the Time Out Shelter.

Seating is limited to chapter members only. Twenty seats are available, so please RSVP to Program Director Connie Cockrell at [connie.cockrell@gmail.com](mailto:connie.cockrell@gmail.com).



## Member-owned pub takes literary world by storm

In just over two years since its launch, *Story Monsters Ink* has become a beacon for parents and teachers searching for quality reading material for children to instill the joys of reading.

Published by APW member Linda F. Radke of Five Star Publications, the periodical features interviews with today's top authors and artists including Jamie Lee Curtis, Kenny Loggins, Kate DiCamillo, James Patterson, Dav Pilkey and Jeff Kinney.

*See Storymonsters, Page 2*

# Good covers are great branding tools

by Marie Fasano

J.A. Marlow presented "Cover Design and Branding" at APW's Rim Country Chapter meeting on Nov. 16 at the Majestic Rim, Payson.

Marlow discussed the elements of good cover design with an aim toward increasing and expanding the writer brand. Highlights of her talk included cover branding, font choices, genre expectations, basic designs and contracting for cover creation.

"Covers are a form of passive marketing and promotion," says Marlow, who adds that they are done once, yet they keep on working for you.

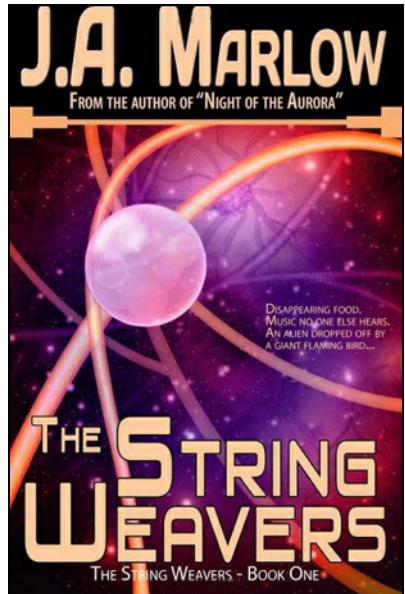
Covers are not just about good design, but branding. For an author, branding represents building an image, or identity, surrounding your work. She encouraged attendees to, "Keep consistency in wording and visuals for all your advertising. You want your cover to elicit readers who want to like it."

With fonts, Marlow gave the group several examples of various fonts to use for different genres, such as romance, fantasy, sci-fi, westerns and more. Consider whether you want the font large and bold or soft and light. It's important to attract the right kind of readers. If you are doing a series make sure your font works for all titles. Keep it simple with title, author name



and a text element that gives the reader an idea of what's inside.

She gave listeners some insight into the "book ranking system and book ordering system" used by publishers. Her last word of advice was when contracting for a book design, give the designer most of the information up front. Be sure you know what rights you are buying. You usually contract for an original drawing to use it, not to buy it. The rights are the artist's. Be sure to have an "exit clause." If you do not agree with the design you have a way out to satisfy both of you. Marlow also distributed several handouts to help authors in this important process.



Marlow writes across many genres including science fiction, young adult, romance and others. She is also an artist and graphic designer. A private pilot with several years of flying experience in Alaska, Marlow enjoys adding to her stories a touch of the mystery and exotic nature of the land sometimes called "the last frontier." Her popular series includes *The String Weavers*, *Salmon Run* and *Redpoint One*. Learn more at [jamarlow.com](http://jamarlow.com).

## Storymonsters from Page 1

The subscription-based magazine recently re-



ceived several notable literary accolades. In August, it won the Mom's Choice Gold Award and was named "among the best in family-friendly media, products and services." In October, *School Library Journal* named it "among the great magazines for kids and teens" for its varied content, including articles about science and nature, reading guides and book reviews

written by children for children. In November, Radke won the 2016 Irwin Award for "Best Publisher of a Literary Magazine," and Cristy Bertini, the magazine's editor-in-chief, also won the Irwin Award for "Best Editorial Director."

Having been in the up-and-down world of publishing for over 30 years, Radke says supporting children's literacy is her

team's ultimate goal in everything they do.

To subscribe to *Story Monsters Ink*, visit [StoryMonsters.com](http://StoryMonsters.com). Digital subscriptions are free and 12-month print subscriptions are \$39. New print subscribers receive a free Story Monster plush reading buddy. For more information, email [info@storymonsters.com](mailto:info@storymonsters.com) or call 480-940-8182.

# Colorado River Chapter plays with prose

by Brenda Warneka

Poet and APW member Liz Mastin, speaking on the topic "Making Your Prose More Poetic," encouraged writers at the Nov. 9 meeting of the Colorado River chapter to consider using alliteration, assonance and consonance in their prose.

Mastin pointed out, "The function of alliteration, like rhyme, might be to accentuate the beauty of language in a given context or to unite words or concepts through a kind of repetition. Alliteration can call our attention

to a word or line that might not have the same emphasis otherwise."



Stuart Clarkson, shown with his wife, Pam, reads one of his comedic short stories at the November Colorado River Chapter meeting. Brenda Warneka photo

At the same time Mastin encourages writers to use these poetic techniques, she cautioned against their overuse in prose.

While awaiting lunch, member Stuart Clarkson took the opportunity to read and have one of his short stories, "Walking Stick," critiqued by the attendees. Clarkson is writing a book of short stories based on events that have taken place during his marriage to his wife, Pam.

## Alliteration, assonance, consonance make prose more poetic



by Liz Mastin

Thinking of words that alliterate, you can expand and beautify your thought, letting alliteration, assonance and consonance do the work. After one does this for a while, it begins to come naturally and the

mind will want to think in paired sounds as one writes.

Say, for instance, you may have written:

"While hiking in the mountains, we came to a beautiful waterfall."

Using the w as a beginning incentive (thinking of words beginning with w), you could expand the thought to read:

"While hhigh mountains, we cwaterfall that csteep rock drop. It sent up wafts of fine, white spray as it fell, and it formed eddies of whirling water at the bottom.

While/we/waterfall/wafts/white/whirling/water: **head rhyme alliteration**

Fine/fell/formed: **head thyme alliteration**

Came/cascaded/spray: **assonance**

Rock/drop: **consonance**

Fine/white: **assonance**

Hiking/high: **alliteration and assonance**

# Writing books: More work than shoveling horse poop

by Betty Webb

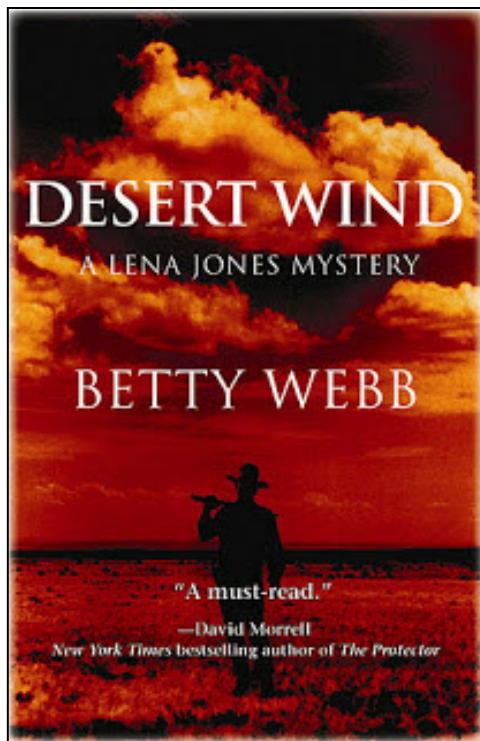
Shortly before speaking about my Lena Jones mystery, *Desert Wind*, at Poisoned Pen Bookstore in Scottsdale, I found myself thinking, “It’s much more fun to talk than it is to write, so I’m sure I’ll enjoy myself.”

Oops. Did I just give away the fact that writing isn’t easy? I guess I did. Thanks to good health and good luck, I’ve led a long and busy life, often working two jobs at a time. No, I’m not counting my role as a parent, because that would be the third job, the unpaid job that never ends.

Here are some of the you-get-paid-for-doing-it jobs I’ve held down over the years: go-go dancer, bartender, chicken farmer, commercial artist, car hop, job counselor, teacher, advertising copywriter, cotton picker, waitress, music critic, horse breeder, customer service representative, sales clerk, book reviewer, zoo worker, etc. But of all my various jobs, the most grueling by far is the job I’ve held for well over a decade: mystery novelist.

Non-writers are always surprised when I tell them writing is harder than many jobs, including shoveling horse poop, which I’ll use as my example. In most jobs, you know what’s expected of you. Horse stall overflowing with poop? Turn Seabiscuit loose in the corral, get a shovel, shovel until all the poop’s gone. Put in fresh hay, lead Seabiscuit back into his stall, walk away. You’re done, and the horse is happy.

Writing isn’t like that. You get up at 4 a.m. every day for a year, write until it’s time to go to your paycheck-generating job, then 10 hours later return home and write some more. Tired? Too bad. Oh, and another thing: while you’re still working on book one, you



need to start doing research for book two. Research takes time, too, and sometimes you even have to hop a plane to do it. Afraid of flying? Too bad.

But finally, a year after you began book one, it’s finished. That night you send it to your publisher and at 4 a.m. the next day, you begin writing book two.

Remember my saying that when the poop-shoveling is done, the horse is happy? Well, editors aren’t that easy to please. Around the time you’re grunting through Chapter Ten of book two, you get an email from your editor saying that book one needs some fixin’. So you file book two away, return to book one, and make the requested changes. When you send the revised manuscript back and return to book two, guess what? You’ve forgotten who the heck all those characters are. This means you spend the next couple of weeks reading through the manuscript, making notes, making changes. And, chances are you’ll begin all over again – from the first word of Chapter One.

You’ll notice that I haven’t even begun to describe the complexities of the writing craft itself. For the sake of brevity, I’ll list only a few that plagued me during the writing of *Desert Wind*:

- Keeping characters’ names straight, so that the wrangler known as Gabe on page one doesn’t become Jake on page 235.
- Remembering that John Wayne died in 1979, rather than 1974, which I’d originally thought.
- Discovering that uranium mining continues at the Grand Canyon, although most people think it was shut down years ago.

*See Webb, Page 5*

# IN TOUCH WITH APW MEMBERS

Keep up to date with APW between newsletters by checking out [arizonaprofessionalwriters.org](http://arizonaprofessionalwriters.org) and the APW Facebook page, which is public so colleagues can be Friends even if they are not APW members. Feel free to post news and other information of interest to members on the Facebook page.

**Betty Webb** scored a three-page, full-color article in *Mystery Scene Magazine* with her interview of New York *Times* bestselling writer David Morrell, author of the famed *Rambo* series, numerous other books, and his newest critically-acclaimed Thomas De Quincy trilogy. He opened up to Webb, telling her that at the age of 4, his mother told him she was taking him to play with some other children, then abandoned him



on the playground of an orphanage. "The fear of abandonment, of being left alone," Morrell told Webb, "has always played into my writing." Read the entire interview in *Mystery Scene Magazine*'s issue No. 147.

**Jan Cleere**'s latest book, *Never Don't Pay Attention: The Life of Rodeo Photographer*

*Louise L. Serpa*, won the 2016 New Mexico/Arizona Book Award for best Arizona biography. In addition to being inducted into the Arizona Women's Hall of Fame next March, Louise is still a presence in Arizona.

**Robert Hershberger and Sandra Carver** are welcomed as APWs newest members. Hershberger of Payson specializes in painting and Carver of Pine in drama.

## Submissions wanted!

Share industry related news with your fellow APW members including committee reports, event news, writing contests, industry articles, industry-related personal accomplishments ... anything you think would be of value to our membership!

Send submissions, photos and art to Lynda Exley at [lynexlent@gmail.com](mailto:lynexlent@gmail.com). The deadline for the January 2017 issue is Dec. 21.



### *Webb from Page 4*

- Keeping the arc of action rising ever upwards, a common problem with novelists (although we mystery writers have an easy solution; we just kill someone else whenever the action threatens to slow).
- Stop using the same words so often (my favorites are apparently "probably," "seemed," "just" – and "apparently"). And getting rid of a dozen other writer's hoodoos.

However, in the end it's all worth it. Two years after

you began writing the first page, book one – your perfect creation, the reflection of your very soul – hits the streets. And there you are, wearing new clothes, scented with the finest French perfume, sitting proudly in the bookstore as your fans line up to get their first edition copies of book one autographed.

Then the first fan arrives at your table, gives you a big smile and says, "Did you know there's a typo on page two?"

**Betty Webb** is the author of *Desert Rage*, [www.bettywebb-mystery.com](http://www.bettywebb-mystery.com), and *The Puffin Of Death*, [www.bettywebb-zoomystery.com](http://www.bettywebb-zoomystery.com).

# Jazz is apolitical, except . . .

by Patricia Myers

Amid the conflicts and accusations and outright insults of the presidential election year campaigning, my position is that jazz is essentially non-political, regarding party affiliation and support.

"The art form itself takes no sides on matters of political philosophy or social policy," wrote Douglas Groothius, professor of philosophy at Denver Seminary, a year ago when the activity already was well underway.

However, historical perspective does show that some musicians have expressed concerns and woes via their compositions and recordings, such as singer Billie Holiday's "Strange Fruit" about 1930s lynching of blacks in the South, and drummer-band leader Max Roach's "Freedom Now Suite" related to the 1960s civil rights movement.

Now a new issue has been added to those legendary recordings, an EP issued in February by pianist Marcus Roberts titled "Race for the White House." On it, he musically explored the personas of four of the candidates of this year's election cycle. The tracks include "Making America Great Again (All By Myself)" [Donald Trump], "It's My Turn" [Hillary Clinton], "I Did Chop Down That Cherry Tree" [Ben Carson] and "Feel the Bern" [Bernie Sanders].

The song for Trump features a whistle, which Roberts said in an interview with NPR radio, "That symbolizes Donald just looking over his vast estate and just chilling and just having a great time. And then the trumpet interrupts him just to make a bold statement of 'I'm going to make America great again, all by myself.'"

Roberts says he was inspired by the unique personalities of the presidential hopefuls, and the challenges they face in communicating with potential voters. "It's almost like you have to get into other people's experiences so that they can see their experience in you, and vice-versa," he says. "And I think that's a very important component of what's going on right now in America. I think everybody wants to feel like they're being understood and related to, as opposed to preached to or told what they should think."

Because Roberts lost his sight at age 5, he's never seen these candidates. But, he said, "You can learn a lot about



politicians by listening to them, things you might miss just looking at them. If a person is nervous, they might talk a little faster, or if they're really in command, they may project more of a louder voice," he says. "If they're really happy, they might use a higher pitch. There's a lot of information there when you hear people talk.

"You can't turn on the television without some daily update on these various candidates, and there just seems to be such a difference in every character," he told *New Yorker* magazine. "They all have different personalities, temperaments, voice, rate of speed. It dawned on me that it would be interesting to try to capture a little bit of that in music.



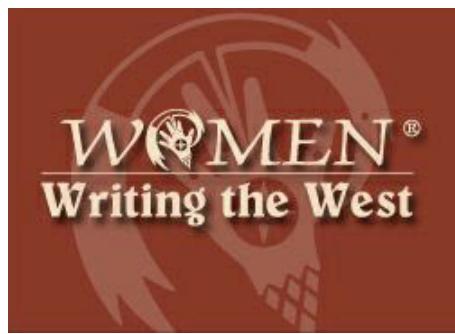
"Jazz musicians, you know, we improvise, we make stuff up. We're kind of a lot like these candidates when they're at these town halls. When they're being interviewed, people ask all kinds of crazy stuff and you've got to think quick on your feet. So I thought it would be kind of cool to try to write some music that would in some way describe these personalities."

Very cool, indeed!

# Help needed for writing conference

Women Writing the West holds its annual conference, "Set in the West: Cultures Old and New," Oct. 26 through 29, 2017, at Tucson's Loew's Ventana Canyon Resort. Carolyn Niethammer and APW member Jan Cleere are the conference co-chairs with Susan Cummins Miller serving as book chair. They are now in the planning stages of the conference and invite you to participate as a volunteer. You do not need to be a member of Women Writing the West to volunteer, nor do you have to live in Tucson.

The group is holding a planning meeting from 1:30 to 3 p.m. Dec. 10 at the Wheeler-Taft Abbott



Library, 7800 N. Schisler Drive, Tucson. The library is located just off I-10, which makes it easier for those coming from points north and south of the city.

Individuals are needed to head and/or assist in many areas such as publicity, tours, signage and graphics, plus help confirm a

wealth of editors/agents/publishers to speak as well as for the pitch sessions.

If you cannot attend the meeting, contact Cleere at [Jan@JanCleere.com](mailto:Jan@JanCleere.com) or 520-909-2299, and let her know how you would like to participate. If you know someone who might be willing to volunteer, please invite them to the meeting, or send Cleere their email address and she will provide the information to them.

This is not a call for program proposals, although everyone will be invited to submit a proposal once volunteers are in place.

## MARK YOUR CALENDAR FOR THESE EVENTS!

**B**e certain to confirm meeting details before leaving home, as locations, dates or times may change after the newsletter has gone to print.

**Dec. 8: 7-8 p.m. Book Discussion with Beth Ames Swartz** at the Cutler-Plotkin Jewish Heritage Center, 122 E Culver St., Phoenix. Features *Tikkun Olam (Repairing the World)*, an exhibition of acclaimed artist Beth Ames Swartz. Info: 602-241-7870, [azjhs.org/Exhibits.html](http://azjhs.org/Exhibits.html).



**Dec. 10: 1:30 to 3 p.m. Planning meeting for "Set in the West: Cultures Old and New," Women Writing the West annual conference** at the Wheeler-Taft Abbott Library, 7800 N. Schisler Drive, Tucson. Volunteers needed to head and/or assist in many areas such as publicity, tours, signage and graphics, plus help confirm a wealth of editors/agents/publishers to speak as well as for the pitch sessions. The conference is held Oct. 26-29 at Tucson's Loew's Ventana Canyon Resort. Info: [Jan@JanCleere.com](mailto:Jan@JanCleere.com), 520-909-2299.

**Dec. 10: 2-3:30 p.m. Native in a Strange Land: The Life of Mike Burns, Indian Scout** is presented by Gregory McNamee, a writer, editor, photographer and publisher, at The Museum of Casa Grande, 110 W. Florence Blvd., Casa Grande. Born in about 1862 into the Kwevkepaya (Yavapai) people, Burns was taken



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# CALENDAR FROM PAGE 7

prisoner by U.S. soldiers after his family was massacred at a place called Skeleton Cave. He lived for years as something between a captive and a servant until joining the Indian Scouts, riding against Sitting Bull after the Battle of Little Bighorn and Geronimo in the Apache Wars. This is a free Arizona Humanities presentation. Info: 520-836-2223, AZHumanities.org.

**Dec. 13: Noon. APW Colorado River Chapter Holiday Luncheon.** Lisa's Bistro, 1595 Mohave Drive, Bullhead City. Open to the public. Free to attend. Info and RSVP: Brenda Warneka at warneka@cox.net, 602-740-9579.



**Dec. 14: 5:30-7:30 p.m. Scottsdale Society of Women Writers** welcomes award-winning author and nature lover Nancy Rivest Green to their monthly dinner meeting at Franciscan Renewal Center, 5802 E. Lincoln Drive, Scottsdale. Green, author of the award-winning novel *On the Brink of Shards*, presents “Marketing Dos and Don’ts I have Learned on my Journey.” Her new nonfiction book, *Stalking the Wild Dragonfly*:



*Stories of Experiences in Nature*, is the creative storytelling of animal encounters in the wilderness, partnered with scientific research about each animal. Cost is \$25 members, \$30 nonmembers, and includes buffet food and beverage. RSVP: Patricia Brooks at 480-250-5556, patricia@plbrooks.com.

**Dec 14: 6-7 p.m. Women of the Arizona State Prison** presented by H. Christine Reid, a writer and researcher at the Pinal County Historical Society and Community Scholar for the ASU Osher Lifelong Learning Institute. Winnie Ruth Judd, Eva Dugan, Dr. Rose Bido and Eva Wilbur Cruz were all incarcerated at the Arizona State Prison in Florence. Through photos, prison records and newspaper articles, their stories are told against the background of women in the Arizona prison system in general, covering the transition from the Yuma Territorial prison to Florence to the women on death row

currently. This free Arizona Humanities program takes place at Pima County Public Library—Woods Memorial Library, 3455 N. 1st Ave., Tucson. Info: 520-594-5445, azhumanities.org.

**Dec. 19: 2 p.m. Writing Workshop Series: Words from Within** at Prescott Public Library, 215 E. Goodwin St., Prescott. Acquire knowledge on writing from reflection on inner experience and outer surroundings with Carol Levin. Registration required: 928-777-1509, prescottlibrary.info.

**Dec. 21: Noon. Rim Country Chapter holiday gathering** at Pinon Café on Highway 87 (south end of town across from Pet Club). Attendees purchase their own lunch. Bring a gift of personal care (shampoo, face cream, etc.) to donate to the Time Out Shelter. Seating limited to 20 members only. RSVP to Connie Cockrell, connie.cockrell@gmail.com.



**Dec. 31. Publishing deadline for work for 2017 APW/NFPW Communications Contest.** See upcoming issues of the *TypeRider* newsletter for more information on entering.

## 2017

**Jan. 11: 2 p.m. Writing Workshop Series: Learn from the Pros** at Prescott Public Library, 215 E. Goodwin St., Prescott. Join Carol Levin and explore the writing strategies of renowned authors. Registration required: 928-777-1509, prescottlibrary.info.

**March 4: 7:45 a.m. to 6:30 p.m. Self-Publishing Expo** sponsored by the Society of Southwestern Authors and held at the Tucson Expo Center, 3750 E. Irvington Road, Tucson. There will only be three speakers to allow plenty of time for attendees to browse the 30 exhibiting vendors. Speakers include Smashwords Founder Mark Coker, who will kick it off and do three follow-up workshops. In the afternoon, start off with Robin Cutler, the Director of IngramSpark, followed by Chris Syme, an expert in social media marketing. Fee: \$20 in advance on-line at tucsonselfpublishingexpo.com, \$25 at the door.