

January 2013
TypeRider

Arizona Press Women

APW celebrates 'Lama of Death'

Arizona Press Women members and friends are invited to welcome the latest addition to Betty Webb's Zoo Mystery Series, *The Lama of Death*, at a Champagne and Chocolate party from 1 to 4 p.m., Sunday, Jan. 20, at the home of Barbara Lacy, 5425 E. Mockingbird Lane in Paradise Valley.

Reservations can be made at apw.reservations@gmail.com.

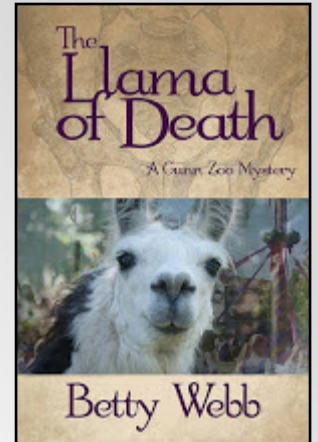
In *The Lama of Death*, which is officially released on Jan. 6, zookeeper Teddy Bentley takes Alejandro the Gunn Zoo llama to a Renaissance Faire, but before the night is over, the actor playing Henry VIII is dead, and Alejandro is accused of murdering him. Soon, the llama is found innocent – mainly

because there's a crossbow bolt in Henry VIII's neck. Due to an unforeseen series of events, Teddy is forced to investigate the killing herself. Along the way, she nearly gets killed.

The critics are embracing *The Lama of Death*.

Publishers Weekly wrote, "Animal lore and human foibles spiced with a hint of evil test Teddy's patience and crime-solving in this appealing cozy."

Library Journal says, "Webb's third Zoo Series entry (after *The Koala of Death*) winningly melds a strong animal story with an engaging amateur sleuth tale. Set at a relaxed



pace with abundant zoo filler, the title never strays into too-cute territory, instead presenting the real deal."

For more information on the gathering, call Lacy at 480-620-1358. Information on Webb can be found at bettywebb-mystery.com and bettywebb-mystery.com

Publisher downloads 27 years of award-winning experience



Linda F. Radke

Twenty-seven years of accumulated publishing and marketing knowledge – including industry secrets as well as all the necessary nuts and bolts – is divulged by Linda F. Radke, award-winning author, publisher and president of Five Star Publications, Inc., when she presents Five Star Publishing & Marketing Secrets.

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PRESIDENT'S MESSAGE

If you haven't already renewed your membership for 2013 with NFPW/APW, this is a reminder that it is that time of year again. You can renew on the NFPW website, nfpw.org, with a credit card or print out the form and mail a check. You can also upload a NFPW membership card at the site.

I have already renewed, but I have been thinking about the benefits I receive from my membership. I'll tell you about a few of the things that are important to me, and then I hope

See President's Message, Page 3

2013 NFPW Communications Contest Early Deadline

Members of APW will participate in the NFPW at-large communications contest in 2013 because we have no local affiliate contest at this time. All entrants must be a professional, student or retired member of NFPW during the contest year. The work involved must have been published between Jan. 1, 2012, and December 31, 2012. First-place winners in the at-large contest go on to the national competition. Winners in the national contest are honored at the annual NFPW convention in Salt Lake City, which is Aug. 22 through 24. More information is available at nfpw.org under Communications Contest. Submission instructions are as follows:

- Use the national entry form posted on the NFPW website and check the "At-Large" box.
- The fee is \$20 per entry.
- The deadline for mailing is Feb. 1, 2013 for all entries including books. *Note: There was an error on the national website, showing the deadline as "Feb. 18, 2012." If it has not been corrected, do not be confused. The deadline is Feb. 1, 2013, not Feb. 18.*

Categories have changed since last year, but if there was a category for a publication last year, there should still be one this year. Complete categories are listed on the website, but here is a summary:

- Writing (Categories 1-12)
- Editing and Page Design (Print Publications) (Categories 13-16)
- Photography and Graphics (Categories 17-20)
- Radio and Television (Categories 21-26)
- Web and Social Media (Categories 27-32)
- Advertising (Categories 33-36)
- Public Relations/Promotion/Publicity
- Communications programs and campaigns (Categories 37-40)
- PR materials (Categories 41-47)
- Information for the media (Categories 48-50)
- Speeches (Category 51)
- Collegiate (Categories 52-55)
- Books/Fiction/Verse (Categories 56-64)

Direct questions to Catherine Petrini at petrin1@aol.com or 703-739-8186. Local contact for the contest is Brenda Warneka at warneka@cox.net.

NFPW Seeks Officers for 2014

Ever had a yen to get involved with press women on a national level?

Your chance is now. NFPW is seeking candidates for election to national office at the annual meeting in August 2013 in Salt Lake City. The positions are president, first vice president, second vice president, treasurer and secretary.



There is no stipend or reimbursement to officers for their expenses, except that the president's suite is provided at the annual conference (it is free to the organization as it is negotiated in the hotel contract).

Nominees require endorsement by their affiliate, and the deadline to submit such nominations is Feb. 1. Anyone in APW who is interested in serving in one of these positions should contact Brenda Warneka at warneka@cox.net.

Holiday party gets washed up

APW's holiday party was canceled when Brenda and Dick Warneka had a flood the Saturday before it was scheduled to take place in their 11th-floor unit at Scottsdale Waterfront.

Water problems in the unit above them sent water flowing all the way to the sixth-floor in the middle of the night. The party was also intended to serve as a celebration of Barbara Lacy's 70th birthday.

"We hope you had a Happy Birthday anyway, Barbara," says Brenda. The Warnekas are now in the middle of reconstruction and clean-up.



Dick Warneka inspects the damage to the Scottsdale Waterfront property

'Skirting Traditions' news

A token of appreciation was presented by co-editors Lois McFarland and Brenda Warneka to the Nina Mason Pulliam Charitable Trust for its support of the *Skirting Traditions* project. The presentation took place Dec. 18 at the trust's Arizona headquarters in Phoenix. Thanks to co-editor Sheila Roe for her work in designing and having the token of appreciation made.

Pam Stevenson and Brenda Warneka will present a program about *Skirting Traditions* at The Phoenix Writers Club at its luncheon meeting on Jan. 19 at the Blue Water Grill, 1720 E. Camelback Rd., Phoenix. Other contributors to the anthology are welcome to join in the session with advance notice. The cost is \$15 for members and \$20 for nonmembers. For more information, contact prstevensn@aol.com.



From left, co-editor Lois McFarland; Robert Berger, Program Officer/Web Site Administrator-Arizona for Nina Mason Pulliam Charitable Trust; co-editor Brenda Warneka; and Edmund Portnoy, Director of Grants Program-Arizona for the trust.

Sharlot Hall Museum, Prescott, offers APW the opportunity to showcase the individual women featured in *Skirting Traditions* throughout the 2013 calendar year. Contributors to the anthology are invited to present a program about the woman or women they wrote about in the book. The first program will be in March. Thanks to Elizabeth Bruening-Lewis for coordinating this wonderful series with the museum. For more information, contact sheilaroe@msn.com

The Arizona Braille and Talking Book Library edition of *Skirting Traditions* is now expected to be completed in April. Unplanned absences on the part of the recording team (volunteers) and holiday closures have delayed the project. However, we are looking forward to a quality product from this very professional group.

President's Message from Page 1

you will tell me what is important to you.

Some of the benefits I enjoy are intangible, such as the pleasure I get from being a member of the same organization that has included so many women writers and journalists who are important in Arizona history. I don't need to give you examples if you have read the APW anthology *Skirting Traditions*.



Brenda Warneka

It is important to me too that APW is a group of professionals with important networking relationships in various communication areas. Recently when a screenwriter in another writing group I belong to in northern Arizona asked me for help with a question I couldn't answer, I contacted screenwriting expert Kay Herbert, who gave an immediate response to my inquiry – on a weekend. When I wanted to see a sample book proposal for a particular publisher some time back, I called history writer Jane Eppinga, who provided me with one of hers for that publisher.

The opportunity that APW afforded me to work on the *Skirting Tradition* project with five other editors and 17 other writers was an experience of a lifetime. The friends I have made, the things I have learned and the awards I have won as a result of being a member of this group are all things I think about when I write the check to join for yet another year.

However, in the new world of social media, what groups like ours have offered in the past may not be enough. We may need to change if we are to remain relevant. Toward that end, the APW board of directors is sending out a membership survey, the results of which will be important in planning our future activities. In the meantime, I would love to hear from you at warneka@cox.net about your APW membership. What's important to you and what's not? What should we keep and what should we change?

Best wishes for the New Year,

Brenda

AZ writing, book events

Jan. 5, 9:30 a.m. to 1:30 p.m., Winter Writers' Circle at Cholla Library, 10050 Metro Parkway East, Phoenix – The event begins with an annual membership meeting. At 10:30 a.m., Donis Casey, author of the *Alafair Tucker Mysteries* from Poisoned Pen Press, presents "The Plot Thickens: Workshop on Plotting and Suspense." Casey shares her insights on how to put all the ingredients of your novel together and order events to create a tale full of suspense and interest. This event is sponsored by Arizona Authors Association and hosted by Cholla Library. Info: azauthors.com.

Jan. 8, 1 p.m., "Writing & the Law: Writing About Real People" presented by Brenda Warneka, member of APW and the State Bar of Arizona, at the River Writers Group at Mohave Community College 3400 Highway 95, Bullhead City. Ever wondered why celebrities threaten to sue biographers over books they say are untrue, but seldom do? Have you thought about writing a tell-all book about the girl you knew in high school or using your neighbor as the villain in the novel you're writing? What about a memoir embellishing or adding interesting stories to your own life? Get educated about the things you need to know when writing about real people in both nonfiction and fiction. The meeting is open to the public. This is one of a series of "Writing & the Law" presentations. To learn when Warneka appears in other locations around the state, contact her at warneka@cox.net.



Jan. 18, 5 to 9 p.m. APW member Betty Webb joins Sisters In Crime/ Desert Sleuths, such as Donis Casey, Merle McCann, Lori Hines and a host of other great talents, at a signing at the Arizona Historical Society, 1300 College Ave., Tempe.

Jan. 19: 1 p.m. APW member Betty Webb discusses getting story ideas from real life at Barnes & Noble, 90th St. and Shea, Scottsdale. Afterwards, she signs *The Llama Of Death*.



Feb. 7 through 28, 7:10 to 9 p.m. Thursdays, Fiction Writing Workshop – short stories, novels, children's books, young adult at Mesa Community College Downtown Center, 145 N. Centennial Way, Mesa. Cost: \$50. Register: 480-461-7493. Info: janwrite.com.

Feb. 9, 7 a.m. to 4 p.m. "Boost Your Sales by Harnessing the Power of Your Mind" is presented by APW member Christina Whitehawk with Kay Schnizlein during the Women Entrepreneurs Small Business Boot Camp at Chaparral Suites Resort in



Scottsdale. Learn how to rock your sales with the revolutionary Brain Gym approach to rewiring neural pathways. "Old limitations evaporate, and a new path toward success becomes immediately available to catapult you to superstar status." Learn how to take the chill out of cold calling and communicate with ease and power, too: Info: <http://womensbusinessbootcamp.com>.

Feb. 9 through March 2, 10 a.m. to noon Saturdays, Fiction Writing Workshop – short stories, novels, children's books, young adult at Southeast Regional Library, 775 N. Guadalupe Rd., Gilbert. Cost: \$60. Register: 480-503-6200. Info: janwrite.com.

February 9 through March 2, 12:30 to 2:30 p.m. Saturdays, Introduction To Screenwriting at Southeast Regional Library, 775 N. Guadalupe Rd., Gilbert. Cost: \$60. Register: 480-503-6200. Info: janwrite.com.

Feb. 13 through March 6, 6 to 8 p.m. Wednesdays, Introduction To Screenwriting at Chandler Downtown Community Center, 125 E. Commonwealth, Ave., Chandler. Cost: \$38 residents, \$48 nonresidents. Register: 480-782-2720. Info: janwrite.com.

March 9 and 10, approximately 9 a.m. to 5:30 p.m., Tucson Festival of Books at the University of Arizona Campus, along East University Boulevard from the Old Main area to east of Cherry Avenue. Enjoy writing workshops, author presentations, book signings and sales. Parking and admission are free. Info: tucsonfestivalofbooks.org.

April 2, 1 p.m., "Writing & the Law: A Lesson in Copyright" presented by Brenda Warneka, member of APW and the State Bar of Arizona, at the River Writers Group at Mohave Community College in Bullhead City. The meeting is open to the public. This is one of a series of "Writing & the Law" presentations by Warneka. Info: slybiz@aol.com.

April 5-6 KABAM! (Kingman Area Books are Magic) at Metcalfe Park, Kingman. A poetry slam on Friday and book festival on Saturday. Info: Amaxson@mohave.org.

Apr. 18-20, Arizona History Convention, a joint conference in 2013 with the New Mexico Historical Society in Las Cruces, NM, with Booksellers Exhibit Hall open throughout the event. Registration information is mailed in February to those on the AHC mailing list. Info: arizonahistory.org or contact Bruce Dinges at 520-628-5774 or bdinges@azhs.gov.

IN TOUCH WITH APW

Betty Webb's *The Llama Of Death* is released at Poisoned Pen Bookstore, 4014 N. Goldwater Blvd., Scottsdale, at 2 p.m. on Jan. 6. Party with Webb and her toy llama. Refreshments are served. Webb also discusses and signs ***The Llama Of Death*** and her other books at 7 p.m. on Jan. 16 at Changing Hands Books, 6428 S. McClintock Dr., Tempe.



Jaimie Hall Bruzenak is invited by Good Sam Media and Events to speak at five RV shows this winter as a featured speaker. She presents *The RV Adventure: Living the RV Lifestyle*. multiple times during each show: Albuquerque, Denver (twice), Minneapolis and Kansas City. Bruzenak authored *Support Your RV Lifestyle! An Insider's Guide to Working on the Road* and co-authored *Retire to an RV: The Roadmap to Affordable Retirement* and several other books and eBooks. She blogs at RV Home Yet?, <http://blog.rvlifestyleexperts.com>.



Barbara Lacy's *Nanise': a Navajo Herbal*, co-written with Vernon Mayes and published by **Linda Radke's Five Star Publications, Inc.**, appears in *Research Book News in Reference* (December 2012). In this compilation of information from the Navajo Ethnobotany Project, Mayes, a range-conservation instructor, and Lacy, formerly with the Navajo Health Authority, present an overview of Navajo history, land, and plant use.



Publishing Seminar from Page 1

Topics in the all-day workshop include: setting up a publishing business; securing a copyright, ISBN, barcode and Library of Congress listing; book layout, design and typesetting; editing and proofreading; printing; how to get book reviews and media coverage; eBook conversion; distribution for both eBooks and printed editions; marketing plans; book trailers; promotional materials; tradeshow and networking; social media; and website design. The seminar can be taken privately or as a group and in full- or half-day increments.

"Self-publishing is easier than it ever was," says Radke, author of *The Economical Guide to Self-Publishing* and *Promote Like a Pro*. "However, succeeding at it is difficult, and I want to give those who are considering becoming their own publisher a fighting chance in the marketplace."



In addition to the unprecedented amount of insider's information and trade secrets, attendees receive copies of Radke's books, two hours of follow-up consultation with Radke, a 15 percent discount on any Five Star services, take-home materials, a free listing at either AuthorsAndExperts.com or SchoolBookings.com and qualified publicity and marketing leads. Lunch is also provided. Plus, if they attend with a friend, each receives a \$50 discount on a full-day or \$25 discount on a half-day session.

Private sessions are by appointment. The next two group workshops take place from 9:30 a.m. to 4:30 p.m. on March 17 and May 16, 2013 at the Residence Inn in Chandler. The price varies depending on whether taken in private or a group setting and whether registering for a half- or full-day session.

To register, call 480-940-8182 or 866-471-0777. For more information, visit FiveStarPublishingSecrets.com or FiveStarPublications.com.

Writing description without boring readers

by Irene Watson

Readers care the least for reading description, yet some is always necessary to introduce characters or describe the setting. Here are some effective ways to make description enrich the story and be engaging rather than just plain boring for the reader.

Too much description is one of the biggest faults a book can have. Too many details that distract from the story's plot or its characters will cause readers to become bored, to skip over sections of description and perhaps even to give up on reading the book. As author Elmore Leonard has famously said in *Ten Rules of Writing*: "Leave out the boring parts."

But how do you leave out the boring parts while still providing the details necessary to describe the characters or the setting? Here are a few tips for creating effective description.

Hook the reader now. Describe later. The Victorians did not mind a lot of description. But they had a lot more time to read than us because they had limited entertainment – no movies, no computers, no virtual reality or video games to play, not so much media competing for their attention. Their novels tended to run to three volumes, and they didn't care how long it took them to read a book because often they didn't have many books to read. Today's readers are different. They want manageable stories – ones they can read in a few hours, in a sitting and ones that keep the pace moving forward.

The trick of good storytelling now is to hook the reader right away. Victorian authors might have spent the entire first chapter describing the house where the characters live or the peculiarities of the main character, all in third-person narration. Today's reader would rebel. Instead, begin in the middle of the action. Write an attention grabbing sentence to begin the book, such as, "Nobody knew just how Joanie had died, but when her body was found with a green skin color and exuding the smell of rotting fish, it was very clear she was dead." This kind of sentence immediately makes the reader curious what happened so he will read on. Beginning with a line of dialogue, a question or statement that raises questions, is also a good idea, for example: "What makes you think I would do a crazy thing like agree to a green card marriage with you?" Judy demanded. The question grabs the reader's attention, making

him or her want to find out just what this situation is all about.

Neither of these examples has anything really to do with description, but that's my point. Avoid the description until you have the reader's interest.

Keep that first chapter a page turner and save the description for later. Begin in the middle of the action, a pivotal moment for the main character, and then in the second chapter after you've hooked the reader, you can go on to describe the character and the setting.

Describe only what is significant. Want to bore the reader? Describe everything. Nineteenth century authors were good at that. Victor Hugo would throw in an entire chapter in the middle of the action to describe what Notre Dame Cathedral looked like, while all the while the reader is saying, "Let's get back to the Hunchback and Esmeralda." Often these old authors would have a scene where two characters meet. The first character enters the room where the second character is seated, and before a word is out of their mouths, we are given a description of the room – perhaps the office of the second character – that goes on for paragraphs. It's possible that knowing about the dusty bookshelves in the room, the peeling wallpaper, the cracked windowpane, etc., all bring up atmosphere and help us to get to know the second character is an unsuccessful lawyer. But a paragraph of that at most is sufficient. We don't need to know about the broken clock, the Victorian light fixtures, the mahogany desk, the swivel chair, etc. Unless this room is to be the setting for several more scenes, there's no point in bringing all this information before the reader's eyes.

Rule of thumb. If an item or character is significant to the plot, describe it. If not, ignore it. For example,



Irene Watson

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Southwest Press & Publishing News

APW thanks the NM Book Co-op for adding Arizona books and authors to what was its sixth annual book award program in 2012 after dissolution of the Arizona Book Publishing Association and its annual book awards. Each year, the Co-op calls for support in the area of judges and sponsors to help make the awards program successful.

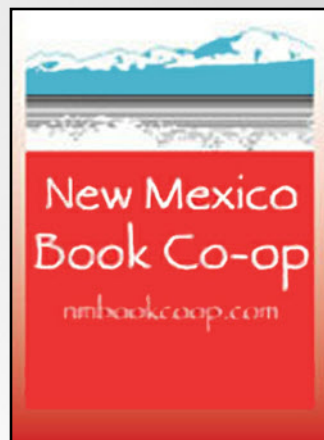
Judges: Approximately 70 to 80 judges are needed to review books in almost 45 categories. Judges may be teachers, librarians, bookstore staff, authors, publishers and avid readers. Some judges review 3 to 4 books and others help evaluate dozens. The judging process takes place between February and the end of August. Anyone interested in serving as a judge or for more information, email LPDPRESS@q.com.

Sponsors: Each year individuals and companies related to the book trade help underwrite the awards

program. Every category can have up to two sponsors and the cost is \$25 per category. The funds generated help with the expenses of the awards program, especially the trophies and mailing expenses to the judges to review entries.

All sponsors are listed on the co-op's website and in all publicity for the awards including the awards program. Those interested in becoming a sponsor or for more information, email LPDPRESS@q.com.

The complete list of categories for 2013 are listed on the website.



Letters to the editor

"I want to tell you how much I enjoy the newsletters, which give us all a sense of immediacy and meaningfulness for APW membership. Well done, well edited, wonderful layout and very much appreciated! Thank you for all you do." — *Helen Cornell (emeritus)*

"You set the highest of standards and it shows on each and every page. Just when I thought you couldn't get any better...you outdid yourself with the November 2012 issue of the APW newsletter. So, so proud of you." — *Linda Radke, Five Star Publications*

Submissions wanted!

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

Send submissions, photos and art to Lynda Exley at exlent@aol.com. Deadline for the February issue is Jan. 21.

Arizona Press Women Officers and Board of Directors

President	Brenda Warneka
Immediate Past President	Barbara Clarihew
First Vice President (President Elect)	Pam Stevenson
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2012 NFPW Conference Chair	Pam Stevenson
Anthology Committee Chair	Brenda Warneka

FYI: Arizona Historical Society Tucson Library and Archives reading room is closed for renovations Dec. 24 through Feb. 1, 2013.

For information on reference assistance during this time, contact ahsref@azhs.gov or 520-617-1157.

Writing Description from Page 6

a family heirloom wedding ring that is lost but must be found and will have the plot center around it, is worth describing. The wallpaper in a room is not, unless its pattern is actually the disguise for a treasure map. Same with people. The girl at Kinko's who makes copies for the main character does not need to be described unless she'll be in multiple scenes and a recurring character for whom the main character has feelings, or she's someone with feelings for the main character who is going to act upon those feelings, which will make her significant to the plot.

Again, "Leave out the boring parts."

Give the character, not the narrator, descriptive power. Which of these two passages is most effective?

1. Mark was a tall young man of 23. He was a bit on the skinny side which made him less attractive than his beefier male friends, but in another few years as his friends put on weight, this thin exterior would serve Mark well. He wore a button down shirt and glasses, and had the appearance of a nerd, but his pleasant manner, good looks and piercing blue eyes still often made the ladies pay attention.
2. When Mark and Trevor walked into the room, Sheila's eyes were instantly drawn to Trevor for his muscular build, dark hair and eyes, and his sexy saunter. It wasn't until he left the dance floor that his friend, Mark, came under her radar. As Sheila saw Mark smiling while laughing with another girl, she instantly felt a surge of jealousy because she could tell from his honest look that he was the real thing – and he had better genes. He was tall and thin, while Trevor's muscles would soon enough turn to fat. Sheila badly wanted a baby. She was tired of playboys, and Mark had that responsible look – a dressy button-down shirt as opposed to Trevor's black skin-tight T-shirt – that made Sheila think she might have just found the father of her child.

Which description is better? I hope you think it's the second one. What makes this second description better? It's more engaging because we learn about more than one character – actually three characters are described here. The description is more effective because the two characters Mark and Trevor are compared to one another and a judgment is made about them. We don't have an omniscient or

indifferent point of view; we have the viewpoint of the main female character, and in learning how she describes to herself the men she sees, we learn something about her character as well. Best of all, the description furthers the plot. We have character motivation for the events about to happen in the novel. We know where the plot is headed. Sheila is going to try to win over Mark, and we even have the possibility of a love triangle since Trevor is Mark's friend but also a player who might end up being interested in Sheila. A lot of possibilities exist with this passage and the reader becomes curious just what will happen.

Putting the description in the eyes of another character is also effective through dialogue. Sheila could next ask her friend Veronica whether she knows Mark, and then they can have a discussion about him that adds to the character details and description. It's far more interesting than straight-forward description.

Description challenge: Pay attention to the novels and stories you read. Do you find yourself skimming passages? Stop and ask yourself why. Is it because you want to find out what is going to happen and the description gets in the way? Are you bored? If you were writing the book, how would you do it differently?

Look at the descriptive passages in the story or novel you are writing. How can you tweak them so places and people are described through a character's eyes rather than your own as the narrator?

Good writing means having control over the descriptive passages. Failure to make the description effective will bog down the story and turn off your readers. Transform your description into part of the plot and character development, and watch your story metamorphose into something remarkable.

This article was published with permission from Irene Watson, who recently passed away. She was the founder and managing editor of ReaderViews, where readers find reviews of recently published books as well as interviews with authors. Watson's passing is a huge loss to the publishing industry. Her granddaughter, Kaitlyn Kashman, keeps the ReaderViews' torch burning. ReaderViews' team provides author publicity and a variety of other services specific to writing and publishing books. Info: admin@readerviews.com or readerviews.com.