

**February
2016**

TypeRider

Arizona Professional Writers

Formerly Arizona Press Women



Linda Smock demonstrates CreateSpace at APW's Central District January meeting. See Story, Page 4. From left: Joan Valenzuela, Linda Smock, Kixx Goldman. Brenda Warneka photo

Attend Feb. 21

APW board meeting

by Pam Stevenson

All members are encouraged to attend APW's Feb. 21 board meeting at the Scottsdale Waterfront at Camelback and Scottsdale Roads. Contact APW Past President Brenda Warneka at warneka@cox.net for directions.

There will be an optional lunch at noon at Sauce Pizza & Wine, south of Camelback Road on Marshall Way. Attendees pay for their own lunches. Then the formal meeting begins about 1 p.m.

Attending the meeting is a good way to learn about what's happening with APW and to get to know other members. When there's a large number of members at the meetings, it almost feels like a party atmosphere catching up with everyone.

**Please plan to attend the
APW Board meeting!**

RSVP to APW President Pam Stevenson at PStevensonAZ@aol.com or 602-301-9595. The agenda will be sent out soon, so let her know if there's anything you would like to include.

Get into character with Rim District

by Connie Cockrell

Join Payson-area author Marsha Ward, who will speak on "Creating Memorable Characters," at the APW Rim Country District meeting at noon on Feb. 17 in the Payson Library meeting room, 328 N. McClane Road, Payson. No RSVP is required. All writers, authors and the public are welcome to attend. A short business meeting precedes the featured presenter.

An award-winning author and poet, Ward has been a journalist, editor and publisher, and lost count of the number of her published works several years ago when it hit 900. These days, she is best known for her acclaimed historical novel series, the *Owen Family*



See Character, Page 2

Are you leadership material?

by APW Board members: Bev Konik, Barbara Lacy and Carol Osman Brown

APW is looking for innovative, creative new leaders who can help the organization move forward in serving our growing membership and embracing the changing communications industry. We continue to gain members throughout the state who participate in activities provided by our four districts: Central, Southern, Rim Country and Colorado River. But, APW cannot operate efficiently and effectively without new state leaders.

New APW state officers are needed in 2016 as current office terms are ending. It is time to pass the baton to new leadership. The State offices of President, Vice-President and Secretary will be vacant in May, and APW is encouraging members to start thinking now about filling these positions for the 2016-17 term.

For more than 61 years, APW has encouraged authors, journalists, editors, photographers, public relations, marketing, broadcast and others in the communication field to greater success through professional development educational programs, networking and mentoring opportunities. Many friendships have formed through our conferences and social activities. We offer members an informative newsletter, writing



Clockwise from left: Carol Osman Brown, Brenda Warneka, Pam Stevenson, Barbara Lacy, Bev Konik, Linda Wescott shown at the July 2015 board meeting.

contests, retreats and provide scholarships to youths.

Many members have benefited by boosting their careers through peer and employer recognition due to contest awards and networking with editors and publishers. The outgoing leaders now ask other APW members to share the work of administrative tasks involved with these state offices.

By accepting a leadership role, you can help guide this organization, learn new skills and strengthen your professional resume.

While each office has different responsibilities, state officers attend only

three board meetings a year (some are conducted by conference calls) to discuss and vote on issues. They also have a meeting connected with the general membership meeting. Officers are nominated in April and elected at May's general meeting.

We welcome your interest and your questions about running for a State office. Feel free to contact us for more information and sharing of ideas: Barbara Lacy, blacy1@cox.net or 480-620-1358; or Bev Konik, writevisions@hotmail.com or 623-931-6560. Don't miss this opportunity to serve APW, grow in professional skills, and make a real difference.

Character from Page 1

Saga, which is set in the American West in post-Civil War times. Her latest novel, *Gone for a Soldier*, is a prequel and details the horrors the Owen family endured during "The Unpleasantness" that took place in Virginia from 1861-65, both on the battleground and the home front.

Ward is the founder of American Night Writers Association and a member of Western Writers of America and Women Writing the West. A popular workshop presenter and writing teacher, she makes her home near Payson. When she is not writing, she loves to travel, give talks, meet readers and sign books. Learn more at MarshaWard.com.

Social media helps build author platform



D'Elen McClain, standing at table, discusses social media at APW's Rim Country District's meeting in January. Connie Cockrell photo

by Marie Fasano

D'Elen McClain, AKA Holly Roberts, was the featured speaker at the Rim Country District's January meeting. McClain writes wicked romance novels and has been on the USA bestseller list under both names. She sold thousands of books, many via social media. A former book store owner and detective, her steamy romance novels sizzle with "wicked intentions."

"People get to know you from your author platform," says McClain. "You

establish this through social media."

McClain's writing schedule is 12 hours, six days a week. She devotes one hour a day to social media, seven days a week. She told the group Facebook is her #1 tool for marketing what she has to sell, with Twitter being #2, followed by Instagram and Pinterest.

For Facebook, she uses a personal account, business account and paid advertising. As an example she suggested, "Try the \$5 ad, and then go see how your sales are doing."

Her Facebook ads are linked directly to Amazon.

For Twitter, her many tag lines include, #its hot between the covers, #wicked intentions and #it's hotter than hell, about her latest Holly Roberts book *Heat*.

"Don't be an egghead! It's important to use your picture or one of something you enjoy doing," she adds. "I don't look at tweets unless there is a picture on it."

She also encouraged the audience not to be afraid to let people know who you are. If they can relate to you, they are more likely to follow you and buy your books.

"Use funny stuff. Be real," says McClain. "Stay away from political and religious topics unless that is the subject of your books."

McClain also does a 10-day countdown on each new book two weeks before the book comes out.

The audience asked many questions, but with just an hour we had to stop. Someone suggested she give an all-day workshop to cover all the information she has to offer. Look for that possibility in future articles about the Rim Country District.

Thank you, D'Elen, for a lively, informative and fun presentation.

Industry expert shares freelance tips with Colo. River District

by Brenda Warneka

Free Lancing for Newspapers was presented by APW member Shirin McGraham at the January meeting of APW's Colorado River District.

McGraham, a writer, editor and co-owner with her husband of the weekly *Bullhead City Bee* newspaper and the *Economic Develop-*



ment Journal of Mohave County, explained the use of freelancers (stringers in newspaper lingo) by the local press, and how a writer goes about asking for an assignment and inquiring about the rate of pay. She provided attendees with copies of an outline with basic rules for writing articles for newspapers. Her outline can also be found on the last two pages of this newsletter.

Following McGraham's presentation, Brenda Warneka spoke briefly about the use of well-known writing style manuals and some of the differences between AP and Chicago styles.

Central District explores self-publishing trends

by Barbara Lacy

Should you self-publish your carefully and lovingly written novel, how-to-do-book, children's picture book, family history or photo album?

Twenty-six attendees learned the answer is "yes!" at Central District's Jan. 21 meeting, a two-hour "What's New in Self-Publishing" workshop. The presenting panel included moderator Brenda Warneka, keynote speaker Linda Radke and speakers Connie Cockrell and Linda Smock. The caveat is you must do your homework.

That's the advice of publishing maven Radke, who started Five Star Publishing over 30 years ago. She's offered different publishing alternatives for authors over the years and recently moved from the traditional publisher model to one of support services for authors wanting to self-publish and market their books. Her

advice is to hire experts to help you with editing, book design, illustration and pre-publication marketing. Authors also need to understand the difference in using a self-publishing company's ISBN number and buying their own, and they need a good book distributor.

Cockrell, who published 13 books since late 2011, with three more in the works, started by investigating self-publishing options. She and Smock use an online publishing company, CreateSpace, an easy-to-use website with no up-front fees. After the book is completed, the author purchases copies of the book for resale. Books are also available on amazon.com. Connie's advice: Don't send your contract editor your first draft! Even though you hired a talented editor, and you are a



**Clockwise from top left:
Linda Smock, Brenda
Warneka, Linda Radke,
Connie Cockrell.
Photos by Dick and
Brenda Warneka.**



good proofreader, don't be surprised if misspellings occur. Connie is so pleased if a reader brings an error to her attention that she sends them a free book. Then she immediately changes her master copy so the next book printed is corrected.

Smock, a retired teacher, who writes children's books featuring her pets, learned that the size of the book, her relationship with her illustrator and the quality of the illustrations are important. She found her readers liked bigger books and brighter illustrations. And, she needed an illustrator who designed the books she wanted – not the ones the illustrator wanted. She found her current illustrator, who lives in Columbia, on Craigslist. They work well together in coming up with illustrations that convey the pets' real-life personalities for her books.

Many sources for accessing or hiring assistance for self-publishers were given out at the workshop from both panel and audience members. Smock worked individually on her computer with two attendees during the last half hour of the workshop to demonstrate how she inputs information on CreateSpace.

The message from the workshop: Self-publishing is great . . . but do your homework!

After the workshop, many of the attendees enjoyed lunch together at nearby Kitchen 56. Two attendees, Patricia Bezunarte and Margaret Spence, joined as new APW members. The four panel members at the workshop are all APW members.

Payson Book Festival call for authors

by **Connie Cockrell**

APW member Conrad Storad, noted children's book author; historian Marshall Trimble, Western poet/musician; "Buckshot Dot" (Dee Strickland Johnson); and outdoor travel writer and author Roger Naylor are among the headline authors featured at the 2016 Payson Book Festival. The event runs from 9 a.m. to 4 p.m. on July 23 at Gila Community College.

APW's Rim Country District is partnering with Gila Community College (Payson Campus) for the event, which attracted around 500 attendees last year including Arizona authors, educators, tourists and families, to Payson to celebrate the joy of reading. In addition to authors and books from a broad spectrum of genres, there will be music and food from local vendors, author presentations and book signings, as well as a children's element. Other activities include workshops and a storytime for children. Storad has already committed to conducting one of the storytime sessions, as well as a Young People's Writing Workshop. In addition, Five Star Publications



Conrad J. Storad, D.J. Craig photo



Buckshot Dot, Linda Radke Photo

will bring Story Monster to visit with children.

The event's goal is to promote literacy and showcase Arizona and

local authors. This family-oriented community event is free for attendees and will attract readers of all ages from throughout the state.

Attention AZ authors

This will be Payson's second major book festival, and a call for Arizona authors to attend the event is now open.

Fees:

- \$80 full table (inside)
- \$60 full table (outside)
- \$40 half table (inside)
- \$30 half table (outside)

The GCC campus has limited space to accommodate 60 authors and publishers. Exhibitor registration is open through April 30 on a first-come, first-served basis. Each author gets a table and two chairs to exhibit books and materials.

For additional information, including the registration form, visit paysonbookfestival.org. Authors are asked to review the author criteria sheet closely. If you have questions, email [Connie Cockrell](mailto:ConnieCockrell@paysonbookfestival.org) at info@paysonbookfestival.org or call 928-478-6793.

Anthology opportunity

Mark Chimsky, editor of *65 Things To Do When You Retire* and other books, is compiling a new anthology that focuses on achievers in their 80s who are living meaningful lives. The book is scheduled for publication in Spring 2017.

Chimsky seeks people ages 80 and older who are willing to write a short essay about how they are making the most of their later years. In addition, he would like to include essays by experts in the field of aging.

Selected contributors receive a complimentary copy of the published book, and all royalties from the sale of the book are donated to cancer research and prevention.

If you know someone who would be interested in contributing an essay of 600 to 800 words, contact Chimsky with recommendations at markchimsky@yahoo.com.

That pesky first chapter

by Betty Webb

Writing Chapter One can be hell. When beginning the first draft of a novel, Chapter One is almost always clumsy, confusing, vague and written with all the expertise of a college freshman whose brain is fried on a combination of ganja and energy drinks. In fact, these first chapters are such miserable messes that most newbie writers feel compelled to fix them before they move on to Chapter Two.

And before they then move on to Chapter Three, then Chapter Four, then...

"Oh, the hell with the thing!" the newbies wind up screaming before storming away from their manuscript, possibly forever. "This book just doesn't work."

To which I say, "Of course your book doesn't work, because you didn't write it. Instead, you wrote and rewrote and re-rewrote your first chapter until it died in your own hands. You were so obsessed with getting Chapter One 'just right' that you ignored your novel."

And that's a shame, because in the end, that first chapter will probably be cut anyway. It's worth rephrasing. *First chapters are usually cut from finished manuscripts.*

Why? Because by the time the newbie writer has finished his entire manuscript, his book has taken on a shape and maturity he didn't have when he was first slaving away on Chapter One. The final chapters of his book are more universal in scope, deeper in tone and more assured in craft than anything he could possibly have accomplished when he began his manuscript. Somewhere along the way, between page 50 and page 410, the writer grew up.

Am I speaking from experience? I sure am. My critique group has been operating for more than two decades now, and during all those years I've watched attacks of "Chapter One-itis" kill many a newbie writer's dreams. I've seen the same thing while teaching creative writing at various workshops across the country. Too many newbie novelists with truly great ideas just can't move past Chapter One.

It's not only the newbies who fall victim to "Chapter One-itis." It can happen to seasoned pros, too. It almost happened to me. In fact, *all* of my first chapters were

eventually cut from my final manuscripts, including *The Puffin of Death*, my 14th (and most recent) mystery novel. In my first chapters, I'm always flailing around, trying to find the novel's "voice," trying to clarify my ideas while at the same time introducing various characters.

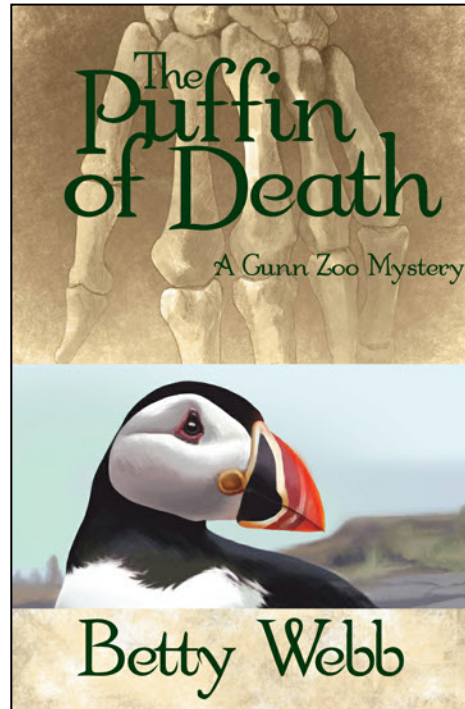
And my poor protagonist? In my first draft of Chapter One I find myself explaining over and over how my protagonist got to where she is, what her life was like before the book started and why she felt compelled to solve crimes. And, just how the heck did she wind up in Iceland, anyway?

This clumsy flailing around is par for the course at

the beginning of a first draft. At that point, I'm so insecure about my story that I tend to explain things to death. Therefore, Chapter One comes out overcrowded, over-described, stagnant and dull. Nothing much happens in those pages – instead, it's all cerebral in-the-head stuff, muddled and fatally passive. In short, Chapter One reeks.

No problem. I never try to "fix" Chapter One while writing the first draft of a novel. I leave the ugly thing to stew in its own juice while I move on to the first draft of Chapter Two. Then I write the first draft of Chapter Three. Then... You get the idea. I never look back. I don't "fix" the mess I left behind in Chapter One until I type THE END on the very last page of my manuscript's first draft.

Once the first draft is completed, then, and only then, do I go back and address the problems in Chapter One. And what a surprise I find waiting for me! As it turns out, Chapter One no longer fits into my book. You see, once my story caught fire, it headed off in a different direction than I'd originally intended – a better, more creative direction. Chapter One now looks like a donkey's head stuck on a Thoroughbred.

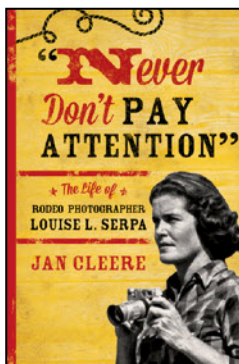


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Wrangling with Jan Cleere

Stop by APW member Jan Cleere's booth at the Tucson Rodeo February 20 through 28, where she will promote her latest book, *Never Don't Pay Attention: The Life of Rodeo Photographer Louise L. Serpa*.

Serpa photographed the Tucson Rodeo, along with almost every other rodeo in Arizona, for almost 50 years before her death in 2012. As the first woman allowed to photograph inside the rodeo arena and take some of the most exciting and incredible photographs of rodeo action, Serpa's biography details the life of a woman



who made her own way in a man's world and whose dynamic rodeo photographs received accolades and recognition around the country.

Cleere also speaks about Louise at the Tucson Festival of the Books at 2:30 p.m. on Saturday, March 12, in the Special Collections Library on the University of Arizona campus.

For additional information on Cleere, visit jancleere.com. For Tucson Rodeo location, program and tickets, go to tucsonrodeo.com. For more on the Tucson Festival of Books, check out tucsonfestivalofbooks.org.

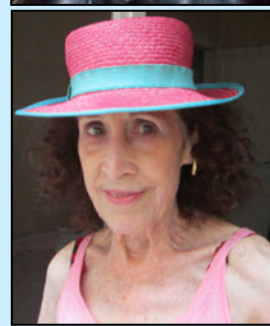
Parallel lives of two APW members

Kate Herbert knew she had a lot in common with Patricia Myers from when they met at the *Scottsdale Progress* ages ago. Myers was a full-time staffer, Herbert the recently added film critic-entertainment stringer. Myers urged her to join APW, and she did.

Awards were won by both in the National Press Women's annual contest. Kate also discovered she had met a fellow jazz lover. Myers wrote about jazz at the newspaper and helped start Jazz in AZ. When Herbert returned to Phoenix after 10 years in Los Angeles, she immediately joined. But there's more. The stringer also discovered they both like to wear hats. Okay, maybe with Myers it's a regular thing, with Herbert it's hit and miss.

Now, their lives parallel in another aspect. Myer's recent item in the APW newsletter noted her move out of her Scottsdale condo and into a closer-in townhouse. Herbert moved out of her high-rise condo in downtown Phoenix about the same time, and into a townhouse north of downtown. Both up-sized rather than downsized even though both have reached a time in their lives when people expect them to move into smaller digs. Now, Herbert wishes she could parallel Pat's svelte figure.

Kate Herbet (top) and Patricia Myers



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So I just dump the nasty thing.

Then I write a brand new Chapter One. But while doing so, I often receive another surprise. I discover that what had originally been Chapter Two works even better as Chapter One, because Chapter Two has more action and less in-the-head stuff. I also learn my later chapters handled most of the necessary explanations, so they weren't necessary in Chapter One anyway. Therefore, my old Chapter Two – now evolved into Chapter One – sizzles. All it needs is a light rewrite to start the book off with a bang, instead of the dull thud delivered in my clunky old, explanation-heavy, first attempt at Chapter One.

My point here is you never know where your story will go, so why bother torturing yourself trying to perfect a chapter that will wind up in the trash anyway? Don't let yourself succumb to "Chapter One-itis." Write the darned thing fast and dirty, then move on to the rest of your book, because that's where the magic will happen.

To reiterate: don't try to fix that subpar Chapter One until you've finished the entire first draft of your manuscript. Then go back and write the wonderful Chapter One your book deserves.

APW member Betty Webb is author of *Desert Rage* (bettywebb-mystery.com) and *The Puffin Of Death* (bettywebb-zoomystery.com). She is also a Writer-In-Residence for the Arizona State Library.

Letters to the editor

“Brenda: Thank you and your crew, including Barbara Lacy, for putting on “What’s New in Self-Publishing.” I came away (from the workshop) so “up” with the possibility of talking with Five Star, and the other presentations were intriguing – though as I said, exhausting.” —
Meredith Whiteley

“Don’t know how you do it! Month after month you put together and publish such an interesting and informative newsletter, beautifully typeset. So appreciate your commitment and perseverance to all of us in APW.”
— *Beverly Konik, APW State Treasurer*

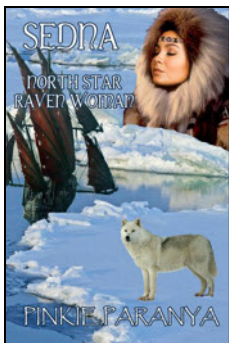


“Hi Lynda, I enjoy your news letter so much. You do a great job.” —*Pinkie Paranya*

“Thanks for all the great work you do as editor of the APW *TypeRider*. Our members can learn more about each other and our stories connect us. I also enjoy seeing all the activities listed in the calendar that encourage writers throughout the state. —*Carol Osman Brown, Rim Country District Director.*

IN TOUCH WITH APW MEMBERS

Kee up to date with APW between newsletters by checking out 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.



Pinkie Paranya has a new book coming out with Black Opal Books, *Sedna: North Star Raven Woman*, the third in a trilogy of *Women Of The Northland*. “The first two books won a lot of accolades and recognition, and many of my readers have been waiting for this last one for years,” says Paranya.

Betty Webb was asked by Arizona State Library to be a Writer-In-Residence this summer at Avondale Public Library in downtown Avondale. For the months of June, July and August, she holds office hours at the library, plus gives two writing workshops each month and contributes four hours of individual writing instruction per week. The



rest of the time, she’ll be at her own work station in the Avondale Library, researching and writing her novels. “Needless to say, I’m thrilled to have this opportunity! It’s a great honor, and proves how much the State of Arizona values the creative efforts of its citizens. God bless libraries!” says Webb.



Kate Herbert recently had her short story, *The Short Happy Life of Francine M.* included as part of the anthology, *SoWest: So Deadly*, published by the Desert Sleuths, the Phoenix chapter of the national mystery writers organization, Sisters in Crime. The anthology is available on Amazon.com.

Patricia Bezunartea of Scottsdale and **Margaret Spence** of Tempe, both writers, are welcomed as APW’s newest members, with Bezunartea authoring memoir and fiction. Spence writes fiction, essays and nonfiction on the subject of gardening.

Send your news and photographs to Editor Lynda Exley at lynexlent@gmail.com.

MARK YOUR CALENDAR FOR THESE EVENTS!

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

Feb. 1: midnight AZ Time. Deadline for NFPW At-Large Communications Contest Entry. \$25 for first entry; \$15 for subsequent entries. After Jan. 18, a one-time-only late fee of \$25 is imposed whether you have one entry or many. See NFPW website nfpw.org for more information. First-place at-large winners go on to National competition without additional fees.

Feb. 3: 10:30 a.m.-noon. The Food of Arizona: Many Cultures, Many Flavors is presented by Gregory McNamee, a writer, editor, photographer and publisher, at Ed Robson Branch Library, 9330 E. Riggs Rd., Sun Lakes. The foods of Arizona speak to the many cultures, native and newcomer, that make up our state. Explore these many traditions at this free Arizona Humanities presentation. Info: 602-652-3000, mclidaz.org.



Feb. 3: 3 p.m. Writing Workshop Series: Paint with Words is presented at Prescott Public Library, 215 E. Goodwin St., Prescott. Learn to use a combination of action and dialogue to make your characters memorable. Free. Registration required: 928-777-1526. Info: prescottlibrary.info.

Feb. 5 and 19: 9 a.m.-noon. Journaling with Ann Metlay. Explore ways to get into a journaling frame-of-mind on a daily basis during a two-part workshop at Camp Verde Community Library. Come prepared to try several different modalities, both as meditation leading into journaling or the process of journaling itself. Group size dictates where library events are held. Contact Amber Polo, ampoloverde@hotmail.com, for location, directions and RSVP or call 928-554-8380.



Feb. 6: 1-2:30 p.m. A Man Would Be a Fool to Take a Chance on Me: Violet M. Irving of Skull Valley Arizona, Iconic Arizona Woman is presented by Liz Warren, author of *The Oral Tradition Today: An Introduction to the Art of Storytelling*. This free Arizona Humanities program is held at Phippen Museum, 4701 Highway 89N, Prescott. Info: 928-778-1385, phippenartmuseum.org.



Feb. 9: noon. APW Colorado River District Monthly Meeting. APW member Elsie Needles, President of the Colorado River Historical Society, presents Historical Research for Writers in the Colorado River Area. Lisa's Bistro, 1595 Mohave Drive, Bullhead City. Open to the public. No fee to attend. Order from menu with separate checks. RSVP: apw.reservations@gmail.com. Info: Brenda Warneka, warneka@cox.net.

Feb. 10: 1-2:30 p.m. Two Six Shooters Beat Four Aces: The Lives of Men on the Arizona Frontier is presented by APW member and award-winning author Barbara Marriott at Parker Public Library, 1001 S. Navajo Ave., Parker. Hear true stories about incredible gun battles, deadly weather, Indian attacks, outlaws and evasive fortunes. Arizona characters include outlaw John Ringo, lawman Commodore Perry Owens, tough Pete Kitchen and miner Henry Wickenburg, who found a rich mine and died a pauper. This Arizona Humanities program is free. Info: 928-669-2622, parkerpubliclibrary.com.



Feb. 17: noon. "Creating Memorable Characters," is presented by author Marsha Ward at the APW Rim Country District meeting in Payson Library's meeting room, 328 N. McClane Road, Payson. Ward is the founder of American Night Writers Association and a member of Western Writers of America and Women Writing the West, as well as a popular workshop presenter and writing teacher. No RSVP is required.

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The event is free and open to the public. A short business meeting precedes the featured presenter.

Feb 18: 10 a.m.-noon. APW Central District Monthly Meeting on topic: A Lesson in Copyright

presented by attorney Brenda Warneka and a panel of writing experts in the Main Activity Room (building at the end on the west side of the church parking lot) at the Shepherd of the Hills Congregational Church of Christ, 5524 E. Lafayette, Phoenix. This is your chance to learn about copyright law, some of the important copyright cases involving writers, what you can do to protect yourself from copyright violations, and...dare we say, what you can get away with. Bring your questions. Free to members; \$10 nonmembers. Lunch follows at Kitchen 56. Order from menu with separate checks. RSVP: apw.reservations@gmail.com with your telephone number, and we will call you for credit card information, or mail check to Barbara Lacy, 5425 E. Mockingbird Lane, Paradise Valley, AZ 85253. Info: 480-620-1358.



Feb. 21: 1 p.m. APW Board Meeting at Scottsdale Waterfront, Camelback and Scottsdale Roads; contact APW Past President Brenda Warneka at warneka@cox.net for directions. All members are welcome. There is an optional lunch at noon at SAUCE Pizza, south of Camelback Road on Marshall Way. RSVP to APW President Pam Stevenson: PStevensonAZ@aol.com or 602-301-9595.

Feb. 27: 2-3:30 p.m. Adventurous Spirits: Arizona's Women Artists, 1900-1950 is presented by author and Arizona State University Art Professor Betsy Fahlman at Tohono Chul Park, 7366 N. Paseo del Norte, Tucson. Learn about Kate Cory, Marjorie Thomas, Lillian Wilhelm Smith, Mary Jane Colter, Mary-Russell Ferrell Colton and how Jessie Benton Evans' Scottsdale villa became a social center for local artists at this free Arizona Humanities program. Info: 520-742-6455, azhumanities.org.



March 1: 1-2:30 p.m. Tombstone, Arizona: The Town Too Tough to die

is presented by APW member and award-winning author Jane Eppinga at Buckeye Public Library-Downtown, 310 N. Sixth St., Buckeye. Learn about the West's wildest mining towns, which owes its beginning to prospector Ed Schieffelin, who found a vein of rich silver ore and registered two claims, and see vintage photographs. This Arizona Humanities program is free. Info: 623-349-6300, buckeyeaz.gov/library.



March 2: 1 p.m. Poetry Discussion Group at Prescott Public Library, 215 E. Goodwin St., Prescott. Join other poetry lovers to discuss poetry in an informal setting. The facilitator distributes copies of poems at the gathering. Free. Info: 928-777-1509, prescottlibrary.info.

March 3: 5-6:30 p.m. Written in Thread: Arizona Women's History preserved in their Quilts is presented by APW member Pam Stevenson at Prescott Public Library, 215 E. Goodwin St., Prescott. Beginning with Mexican women of the 1860s through Hopi women of the 1990s, she traces the history of Arizona through women who recorded pieces of their lives in their needlework. Featured women include: Atanacia Santa Cruz Hughes of Tucson, Viola Slaughter of Southeastern Arizona, Alice Gillette Haught of Payson, Sedona Schnebly of Sedona and Emma Andres of Prescott. This Arizona Humanities presentation is free. Info: 928-777-1509, prescottlibrary.info.



Mar. 8: noon. APW Colorado River District Monthly Meeting. Presenter Sheryn Smith; program TBA. Lisa's Bistro, 1595 Mohave Dr., Bullhead City. Open to the public. No fee to attend. Order from menu with separate checks. RSVP: apw.reservations@gmail.com. Info: Brenda Warneka, warneka@cox.net.



March 12-13: Tucson Festival of Books on the University of Arizona campus along East University Boulevard, stretching from Old Main to east of Cherry

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Avenue and in several nearby buildings. The event attracts more than 130,000 book-lovers each year. Exhibitors from literary and educational organizations are welcome to participate. Registration for booth space is accepted on a first-come, first-served basis. Booth fees vary. Admission and parking are free for attendees. Net proceeds from the festival go to fund critical literacy programs in Southern Arizona. Info: tucsonfestivalofbooks.org.

March 14: 9 a.m.-3 p.m. 26th Annual Brandeis Book and Author Luncheon at JW Marriott Desert Ridge Resort, 5350 E. Marriott Drive, Phoenix.

Attendees meet and listen to authors, purchase and get books signed. Doors open at 9 a.m. for shopping at Boutiques. Authors presenting are: Robert Coolrick, fiction; Linda Hirshman, non-fiction; Paula McLain, historical fiction; Steve Martini, mystery/suspense; and B.A. Shapiro, art mystery. Fee: \$125; proceeds provide scholarships to local students at Brandeis. Lunch options: chicken, vegetarian or fruit plate; option to have fruit for dessert instead of a sweet dessert. To sit with APW members who are attending, contact Brenda Warneka at warneka@cox.net. Info: 480-442-9623, BncPhnBA@gmail.com.



Mar. 19: 2-3:30 p.m. Written in Thread: Arizona Women's History Preserved in Their Quilts is presented by APW member Pam Stevenson at Mohave Museum of History and Arts, 400 W. Beale St., Kingman. Beginning with Mexican women of the 1860s through Hopi women of the 1990s, she traces the history of Arizona through women who recorded pieces of their lives in their needlework. Featured women include: Atanacia Santa Cruz Hughes of Tucson, Viola Slaughter of Southeastern Arizona, Alice Gillette Haught of Payson, Sedona Schnebly of Sedona and Emma Andres of Prescott. This Arizona Humanities presentation is free. Info: 928-282-7714.

Mar. 21: noon. Thirty Years in Broadcast Journalism in Arizona is presented by APW President Pam Stevenson in a special appearance before members of the APW Colorado River District. Lisa's Bistro, 1595 Mohave Dr., Bullhead City. Open to the public. No fee to attend. Order from the menu with separate checks.

RSVP: apw.reservations@gmail.com. Info: Brenda Warneka, warneka@cox.net.

April 1: noon. Member Jan Cleere presents at APW Central District (Phoenix Metro) meeting. Place to be announced.

Apr. 12: noon. APW Colorado River District Monthly Meeting. Program TBA. Lisa's Bistro, 1595 Mohave Dr., Bullhead City. Open to the public. No fee to attend. Order from menu with separate checks. RSVP: apw.reservations@gmail.com. Info: Brenda Warneka, warneka@cox.net.

April 14-17: 2016 Arizona History Convention. Hilton Garden Inn & Pivot Point Conference Center, Yuma. Info: arizonahistory.gov.

April 16: 10 a.m.-3 p.m. First Tempe Book Festival at Tempe Public Library, 3500 S. Rural Road, Tempe. Co-sponsored by the Tempe Library and Arizona State University, this event offers visits with local authors, booksellers, panel discussions, book signings and fun activities for all ages. Info: Jill_Brenner@tempe.gov, 480-350-5569, tempe.gov/library.

May 10: noon. APW Colorado River District Monthly Meeting. Program TBA. Lisa's Bistro, 1595 Mohave Dr., Bullhead City. Open to the public. No fee to attend. Order from menu with separate checks. RSVP: apw.reservations@gmail.com. Info: Brenda Warneka, warneka@cox.net.

July 23: 9 a.m. to 4 p.m. Payson Book Festival at Gila Community College, 201 N. Mud Springs Road, Payson. Sponsored by APW Rim Country District and the college. Last summer's event featured 60 Arizona authors and attracted more than 500 visitors. Get a glimpse of the 2015 book festival at paysonbookfestival.org. Scroll down to "Watch the video from last summer's event" and click on the link to view the YouTube video. Info: 928-468-9269.

Sept. 9-10: NFPW conference, Wichita, Kansas.

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. The deadline for the March issue is Feb. 21.

Presentation APW Colorado River Group Jan. 12, 2016

Writing for newspapers/Associated Press style

By Shirin McGraham

1. You need a lead sentence that will get the reader's attention. To do this, you need a "lede" (in journalism lingo) of probably 26 - 30 words summarizing the story. Your lede needs to grab the reader's attention. Most headlines are written off the first sentence.

2. Five Ws – Who, What, Why, When and Where and sometimes, How, should be included in the first paragraph.

One thing you should Not Do – do not list the Five Ws. For example:

Who: The Garden Club

What: Yearly Luncheon

Why: Benefit to raise money for needy children

When: Saturday, March 5, 2016 at 11:30 a.m.

Where: Chaparral Country Club

3. Inverted Pyramid puts all of the important information at the top of the story, becoming specific and more detailed further on in the article. Also, less important information can be edited out without ripping apart the integrity of the story.

"Paint a big picture and then explain it."

4. Paragraphs should be limited to one to three sentences. Short paragraphs are easier to cut when editors are working on a tight deadline, and they look less imposing on the page.

5. Sentences should be kept relatively short, whenever possible use the subject-verb-object formula. This simply means putting the subject at the start of the sentence whenever possible. Look at these two sentences:

She robbed the bank. The bank was robbed by her.

The first sentence is in S-V-O format, the second isn't. What's the difference?

The first sentence is an active construction, the second is passive.

The first sentence has a direct connection between the subject and the action she is taking, making the sentence direct and vivid.

Along these same lines, always cut unnecessary words in your stories.

6. Cut the fat. When it comes to content, less is more.

Write first draft then edit, cutting word count in half.

Stephen King's famous line is "write drunk, edit sober."

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Writing for Newspapers, from Page 11

7. Don't use long, complicated or obscure words to sound more authoritative. News stories aren't about showing off how smart you are, it's about conveying important information to the reader. And the reader is the general public.
8. Know your sources. Back up your story with reliable resources.
9. Write about what you know – but not about yourself. Do not use the first-person. There is no "I" in the news.
10. In Associated Press style, punctuation goes inside quotation marks. Example: "We found the missing child," Detective Sam Johnson said.
11. Accuracy counts above everything else. Back up broad factual statements with statistical data or evidence. Don't generalize.
12. News stories are generally written in the past tense, because they are reporting something that has already happened. An exception is feature stories. Captions are written in the present tense and tend to use few, if any, articles.
13. Avoid the use of too many adjectives. There's no need to write "the red-hot blaze" or "the brutal murder." We know fire is hot and that killing someone is generally brutal. The adjectives are unnecessary.
14. Don't use phrases like "thankfully, everyone escaped the fire unhurt." Obviously, it's a good thing that people weren't hurt. Your readers can figure that out for themselves. Remain objective.
15. Never inject your opinions into a hard-news story. Save your thoughts for a movie review or editorial.
16. When you first refer to someone who is quoted in a story, use their full name and job title if applicable. On the second and all subsequent references, use just their last name. So it would be "Lt. Jane Smith" when you first mention her in your story, but after that it would simply be "Smith." The only exception is if you have two people with the same last name in your story, in which case you could use their full names. We generally don't use honorifics like "Mr." or "Mrs." in AP style.
17. Don't repeat information. Say something once then move on. There's no room for repetition in a news story.
18. You don't need to summarize the story at the end by repeating what's already been said. That's an English-class habit you need to eliminate. Once you've conveyed all the information you have, stop writing. You're done.