

October  
2014

TypeRider

# Arizona Professional Writers

*Formerly Arizona Press Women*



Top: Candelight memorial service. Bottom: APW members at the NFPW Conference included from left: Vickie Jennett, Pam Stevenson and Brenda Warneka.

## PRESIDENT'S MESSAGE

September was a busy month for me. It began with a week in South Carolina attending the NFPW Convention in Greenville. Arizona was recognized in many ways at this year's event. The convention began with a memorial service honoring members who passed during the year. APW lost two remarkable women in 2014: Elizabeth Bruening Lewis and Arlene Uslander.

Members celebrating NFPW membership milestones were also recognized at the membership meeting. For Arizona they included Lois McFarland, who has been a member for 25 years; Jane Eppinga, a member for 35 years; and Glennis McNeal, a longtime dual member, who celebrated 40 years.

On Friday evening, all of the 2014 Communicator of Achievement nominees were recognized. Arizona COA Brenda Warneka was there to accept her certificate. Meeting the nominees and hearing about all of their accomplishments made it a very inspiring evening.

*See President's Message, Page 2*

## Start saving clips for 2015 Communications Contest

by Cheryl Kohout

Arizona Professional Writers 2015 communications Contest is just around the corner. Open to all members, first-place winners become eligible for National Federation of Press Women's 2015 Communications Contest if they are members or become members of the national organization.

For the past few years, Arizona members competed in the NFPW At-Large division of the contest. This

year, however, APW will once again have its own statewide contest.

Eligible entries must be published or run in 2014, so there is still time to put together those winning entries or to start compiling articles, blogs, press releases and more to enter.

Most entries will be submitted online, though a few categories, such as books, allow sending in hard

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# Date set for Payson Book Festival

by Carol Osman Brown

APW's Rim Country District is partnering with Gila Community College to present the Payson Book Festival from 9 a.m. to 5 p.m. July 25, 2015. The event, which is still in the early planning stages, is Payson's first book festival.

"Our committee would like input from APW members who can provide tips for success regarding how to make it fun for both the authors and the public," says Gail Hearne.

Send ideas to Carol Osman Brown at [carolosmanbb@gmail.com](mailto:carolosmanbb@gmail.com).



Some of the event's committee members will take a research trip to the Sedona Book Festival on Oct. 4. If you will be an author participating in that event, email Brown.

## Up next:

The Rim Country District meets on Oct. 14 at the Pizza Factory, 238 E. Highway 260 in the Bashas' shopping center, Payson.

Open to the public, the program focuses on writing seasonal articles for magazines, newspapers and newsletters. Those planning to order their own lunch should arrive at noon. The meeting and free program begin at 12:30 p.m.

"We always welcome visiting APW members," adds Hearne.

## President's Message from Page 1

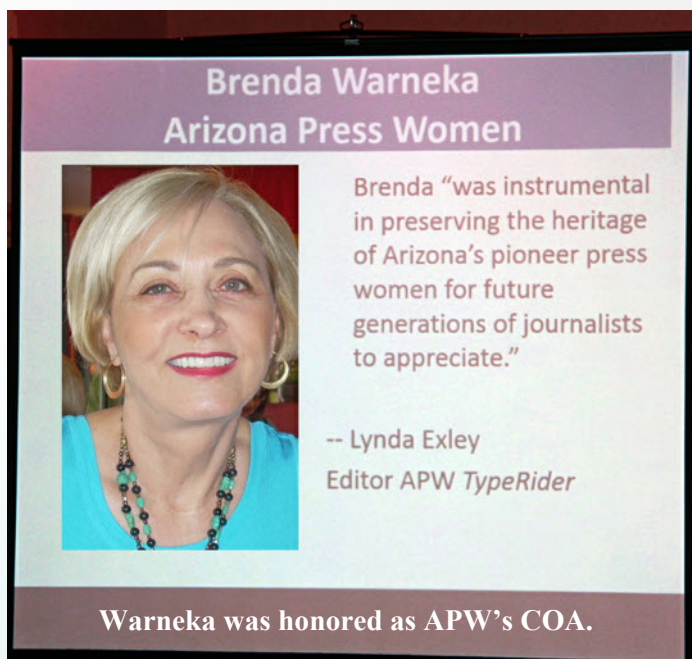
The Communications Awards Banquet on Saturday evening honored the NFPW national contest winners. Arizona had two first-place winners attending to receive their awards, Brenda and Vickie Jennett.

Be sure to look for the upcoming NFPW *Agenda*, which will have more details about the South Carolina Convention including articles about the many informative workshops presented.

Next year's NFPW convention is in Anchorage, Alaska Sept. 10 through 12, 2015. It begins with a four-day Pre-Tour of the state. Now is the time to make plans to attend. Put it on your calendar and start saving your money for a memorable trip.

Only three APW members were able to attend the convention this year. I was joined by Brenda and Vickie. Marie Fasano planned to attend, even receiving the NFPW scholarship, but unfortunately because of her partner, Mac McCabe's, health she had to cancel. I hope next year we'll have a larger group to celebrate Arizona members' accomplishments. (See Page 3 for additional NFPW Convention photos.)

October is traditionally the month we hold the Arizona Press Women Fall Board Meeting. This year, it will be on Sunday, Oct. 26. All members are invited to attend. It is held at the Scottsdale Waterfront at Camelback and Scottsdale roads. We



plan to begin with lunch together at noon, followed by a formal meeting at 1:30 p.m. More details and an agenda will be sent out before the meeting.

If there is anything you'd like to have included, let me know by emailing me at [PStevensonComm@cox.net](mailto:PStevensonComm@cox.net) or calling 602-301-9595. Please mark your calendar for Oct. 26 and plan to attend the APW Board meeting!

—Pam Knight Stevenson

# 2014 NFPW Convention photo gallery



**Clockwise from top right: Pam Stevenson (left) and Brenda Warneka (center) at the opening reception with NFPW President Teri Ehresman; NFPW Communicators of Achievement are all smiles; APW first-place national award winners Warneka and Vicki Jennett (right); Glennis McNeal (left), long time dual member of APW, receives her 40-year NFPW membership certificate from Ehresman.**

## *Contest from Page 1*

copies. The deadline for the APW contest is online submissions completed or hard copies postmarked by Jan. 30, 2015. Visit [nfpw.org](http://nfpw.org) for more details on entry categories.

Coordinating this year's contest are Cheryl Kohout

and Joan Westlake. Kohout will work on administrative tasks, while Westlake helps secure judges.

Keep watching the *TypeRider* as APW firms up entry fees, eligibility requirements and other details.

Questions? Email Kohout at [cheryl.kohout@tmcaz.com](mailto:cheryl.kohout@tmcaz.com).

# Writing and the Law:

## Searching for substantial similarity under copyright law

by Brenda Warneka, JD

Would it occur to you in marketing your newly self-published book to send a copy off to a celebrity, hoping for a bit of publicity? What if you knew she had a particular interest in the subject matter? It wouldn't hurt to try, would it?

In March 2008, after years of compiling information and ideas about celiac disease (gluten intolerance), Susan Hassett self-published *Living with Celiac Disease*. She credited her research and knowledge of the disease with saving her life. She republished the book in April 2009 to number the pages and correct spelling errors.



On April 4, 2008, Hassett sent a copy of the book with a personal note by certified mail to TV personality and talk show host Elisabeth Hasselbeck. Hasselbeck, who suffers from celiac disease, did not respond.

In May 2009, Hasselbeck published her own book about celiac disease, *The G Free Diet: A Gluten-Free Survival Guide*. Hassett quickly identified similarities in *G Free* with her book, although *G Free* did not contain the substantial recipe section that *Living* did. Instead it added what Hassett called “approximately 100 pages of fluff designed to make [it] a popular commercial diet book.”

Hassett's attorney fired off a letter to Hasselbeck about similarities in the books, copying Hasselbeck's publisher, Barbara Walters, Oprah and Dr. Oz. After the letter was ignored. Hassett filed a copyright infringement suit in federal district court in Boston, asking for injunctive relief and damages against Hasselbeck, her publisher and an unnamed ghostwriter.



Elisabeth Hasselbeck

The complaint pointed out alleged similarities in content, format and organization of the two books. The legal issue was whether copying resulted in *G Free* being “substantially similar” to *Living* under copyright law. Examples of alleged similarities in content included:

### Plaintiff Hassett's *Living*:

- “Do not ever ‘double dip.’ This means use one knife for our butter, one for our condiments. If your knife is dirty get another one. For celiacs with severe cases, that one crumb in your jelly could be your last.”
- “A person with celiac disease should only shop in the outer isles (sic) of the supermarket. The reason being the only thing down the other isles (sic) is things you can't have.”

### Defendant Hasselbeck's *G Free*:

- “It's important to label your spreads, too, so that family members know not to stick their crumb-encrusted knives in there. ...I will have your head if I see any breadcrumbs in my peanut butter or jelly.”
- “The foods on the outer aisles of the supermarket should be the foundation of your diet—of any diet, really, with or without gluten.”



For purposes of ruling on a motion for summary judgment in December 2010, Judge Mark L. Wolf assumed copying took place. In his substantial similarity analysis of the books, he removed from consideration those elements not protected by copyright – “ideas, acts, individual words or short phrases and aspects of the work customary to the genre.” He found what was left – the expression of ideas, which is what copyright law protects – was not substantially similar; that the two books varied in style, tone, and emphasis; and he dismissed the case. The dismissal was upheld on appeal, and the U.S. Supreme Court denied review.

This is a reminder of what copyright law protects. It is not intended to express an opinion about how to market your book.

*Disclaimer: My articles are intended for educational purposes and are not to be construed as legal advice or relied on for that purpose. There are many issues I cannot address in a short article. You must consult your own attorney about legal matters involving your work.*

# MEET APW MEMBER: BARBARA MARRIOTT

Interviewed by Brenda Warneka

Born in Trenton, N.J., Barbara Marriott grew up in the small, nearby town of Nutley. Nutley was frequently the subject of hilarity on *The Sid Caesar Show* because the show's writers thought the name was funny. Barbara, who has a wicked sense of humor herself, says, "I was raised in a town that was a joke."

After graduation from high school, Marriott attended Sullins Jr. College in Bristol, Va., before going on to Farleigh Dickinson College (now University). There she earned a B.A. in English and met Mike Marriott, her future husband.

Barbara's first job, doing advertising make-up for *Vogue* and *Glamour* in New York City, was offered to her by *Conde Nasté* after she was a finalist in the *Vogue* Prix de Paris contest, a competition previously won by Jackie Kennedy and Joan Didion. She then went to work at Hahne & Co., a prestigious department store in Newark, where she became the head copywriter.

Her next stop, in 1956, was Pensacola, Fla., where as his recent bride, she joined Mike, who was a newly commissioned naval officer and aviator. A 30-year jaunt around the United States and Europe as a navy wife followed. The Marriotts lived in Florida, Rhode Island, Virginia and New Jersey, but also on the French Riviera and in the village of Dorney, England, where her 14th century farmhouse looked across the river at Windsor Castle.

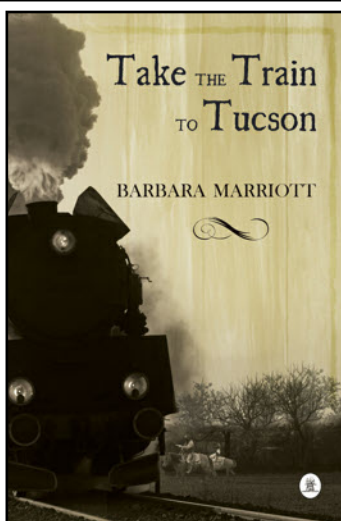
During those years, the Marriotts had a son and daughter, whom Barbara often raised on her own for months at a time while Mike was deployed at sea. When she could, she pursued her career in advertising. She worked part time when the kids were growing up, as a fashion copywriter, then an advertising creative director. When they were living in Satellite Beach, Fla., she earned an M.A. in human emotions from the University of Oklahoma.

After Mike retired from the Navy, the Marriotts lived in Ponte Vedra Beach, Fla. They started and ran an

international management consulting business for a few years. Then Barbara went back to school, earning a Ph.D. in cultural anthropology in 1991. Afterward, she taught upper-level business management courses at the University of North Florida. In 1996, their daughter convinced the Marriotts to move to Tucson to live closer to her and her family.



In Tucson, Marriott reinvented herself as a book author and now has 12 books to her credit. It started when she heard about the famous people who lived in and visited Oracle, including Buffalo Bill Cody. Delving into the Oracle Historical Society archival files, she produced her first book, *Annie's Guests*, in 2007, a nonfiction piece about five visitors to the historic Annie's Hotel.



Following *Annie's Guests*, she wrote *Banana River*, about a little-known WWII naval base. She then discovered the Steam Pump Ranch, a part of Tucson history, which led to the non-fiction Canyon of Gold. She originally self-published her first three books, but *Banana River* was picked up by Loose Leaves Publishing. She next wrote two books for Globe Pequot about New Mexico at their request. Her most recent fiction book, *Take the Train to Tucson*, published by Fireship Press, comes out in June. She is returning to Globe Pequot, now Rowman and Littlefield, for her next nonfiction book, *Two Six Shooters Beat Four Aces*. It will be out next year.

In addition to two children, the Marriotts have three grandchildren.

Marriott joined APW at the recommendation of Jan Cleere to network, learn more about Arizona, and meet other women who share her interest in writing and the state.

# Monster digest offers authors publicity

by **Cristy Bertini**

**S**toryMonsters Ink, a free, subscription-based e-digest was recently launched by Five Star Publications, Inc., a publishing company owned by APW member Linda F. Radke.

The periodical gives parents and educators the latest news about award-winning and debut books, profiles on both renowned and newly published authors, upcoming literary events, author presentations, lesson plans and activities they can photocopy, book reviews written by children and adults, and more.

"I've wanted to publish a magazine for a very long time, and I am so excited to see my idea become a reality," Radke says. "We want to help parents, teachers and librarians instill a love of reading and writing in their students, and what better way to do that than to give children an opportunity to participate in the publication of a magazine?"

Young readers learn about the world around them in a monthly column called "Conrad's Classroom" written by the award-winning author and editor of more than 50 science and nature-based books, Conrad J. Storad, also an APW member. He is nationally renowned for

his ability to captivate young audiences with well-researched facts about the scientific world.

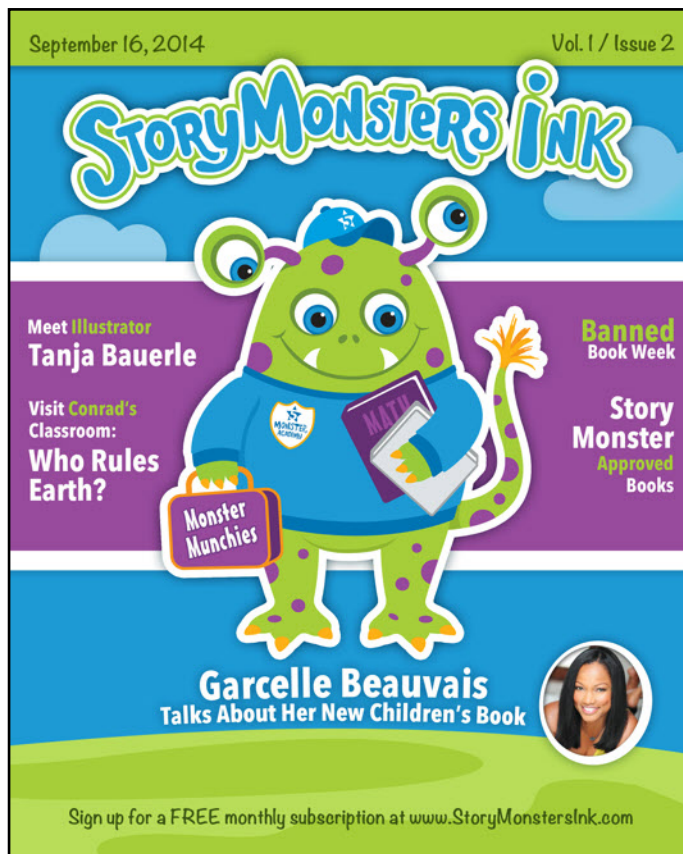
"We have gotten a wonderful response from readers and have already secured some wonderful interviews of very well-known authors for our upcoming issues," adds Radke. And, of course, we have more surprises on the way."

APW members who would like to see their newly published or award-winning children's books listed in *StoryMonsters Ink* should contact Editor-in-Chief Lynda Exley, an APW member, at [Lynda@FiveStarPublications.com](mailto:Lynda@FiveStarPublications.com) and request guidelines.

While the magazine is new, its trademark character, the lovable, green Story Monster, has been around Five Star Publications, Inc., for a little while. The character made a first appearance in 2013 in an awards program developed by Five Star

called Story Monster Approved! to recognize and honor both seasoned and newly published children's literature authors.

New issues of *StoryMonsters Ink* are available on the 16th of each month. For more information or to sign up for a free subscription, visit [StoryMonstersInk.com](http://StoryMonstersInk.com).



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## APW authors at Arizona Author Festival

**M**eeet local authors who write about Arizona from 10 a.m. to 1 p.m. on Oct. 11, at Maricopa County Library District's Arizona Author Festival held at the Southeast Regional Library, 775 N. Greenfield Rd., Gilbert. Authors will sign books sold during the event.

Attend one or all of the presentations, appropriate for all ages. The event begins with a book signing from 10 to 10:30 a.m. Along with all the listed presenters, APW member Lynda Exley will sign copies of *Arizona Way*

*Out West & Wacky*, *Arizona Color Me Wacky* and *Arizona Way Out West & Witty*; and Dianne Ebertt Beeaff will sign *Power's Garden* and *Spirit Stones*.

### Presentation schedule:

10:30 to 11 a.m. – Charlie LeSueur discusses *Arizona's Official Western Film Historian*.

11 to 11:30 a.m. – APW member Barbara Bayless Lacy talks about *Nanise, A Navajo Herbal*.

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# SW Valley Writer's Conference: Nov. 15

Nov. 1 is the deadline to register for the Southwest Valley Writers Conference held Nov. 15 at the Avondale Civic Center, 11465 W. Civic Center Drive, Avondale. Register at [avondalewritersconference.org](http://avondalewritersconference.org).

The event helps attendees connect with industry professionals and other writers who gather to share their knowledge and love of writing. The theme of this year's conference is "Write Outside the Lines." Whether looking for an editor or hoping to learn more about plot and character, attendees will find useful workshops designed to inspire and educate.

## Schedule

8 a.m. – Registration

8:45 a.m. – Welcome

9 a.m. – Keynote Session: Jana Bommersbach, Uncovering the Truth about Cattle Kate—125 years later

10:10 a.m. – First breakout sessions

- Laura Ellen: Writing from Personal Experience: Letting it Ignite Your



**Jana Bommersbach**

Writing without Getting Burned

- Landon J. Napoleon: The 7 Golden Rules of Book Structure
- Susan Pohlman: Scene Study—Strengthen Your Writing with Compelling Scenes

11:20 a.m. – Second breakout session

- Reese Monroe – Mind Mapping Your Way to Strong Characters

- Jessica McCann – Self-Editing for Fiction Writers
- Judith Starkston – Writing Successful Historical Fiction

12:20 p.m. – Complimentary lunch

1:20 p.m. – Third breakout sessions

- Jana Bommersbach – Stretching and Bending the Lines with Creative Nonfiction
- Karen Grove – How to Capture an Editor's Attention When She Has 10 Other Manuscripts on Her Desk?
- Greg Norton – Choosing a Publishing Service

2:30 p.m. – Keynote Session: Bill Konigsberg, The Seven Deadly Sins of Dialogue

3:30 p.m. – Book signing and networking with the authors

The fee is \$85 through Oct. 10 and \$95 Oct. 11 through Nov. 14 when registration closes. Conference proceeds benefit The Friends of the Avondale Libraries, a 501(c)(3) nonprofit organization.

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11:30 a.m. to Noon – Susan L. Krueger, ED.D. & Reba Well Grandrud, Ph.D., present *Addie Slaughter: The Girl Who Met Geronimo*.

Noon to 12:30 p.m. – Elizabeth W. Davidson, Ph.D.

discusses *Cheery: The True Adventures of a Chiricahua Leopard Frog*.

12:30 to 1 p.m. – APW member Conrad Storad talks about *Rattlesnake Rules*.

For more information on the event, call 602-652-3000 or visit [mcladaz.org](http://mcladaz.org).

## Submissions wanted!

Share industry related news with fellow APW members including committee reports, event news, writing contests, industry articles, industry-related

personal accomplishments ... anything you think would be of value to members! Send submissions, photos and art to Lynda Exley at [exlent@aol.com](mailto:exlent@aol.com). The deadline for the November issue is Oct. 21.

# IN TOUCH WITH APW

**Betty Webb's** mystery, *Desert Rage*, the eighth Lena Jones mystery will be nationally released on Oct. 7.



**Kathleen Kelly's** stained glass Celtic Crystal Collection is on display throughout October in the Great Hall in the Irish Cultural Center, 1106 N. Central Ave., Phoenix; and 9 to 4 p.m. Oct. 10 through 12 at the Art Fair at 200 E. Rancho Rd, Payson.

**Patricia Myers** was named editor-writer of a website to launch in October under the auspices of the Arizona Musicians Union, Local 586 AFM. The website, [musicsceneaz.com](http://musicsceneaz.com), publishes news about all genres of Arizona music, with a special focus on jazz, including her monthly AZ Jazz Update. Patricia was terminated in May by Jazz in Arizona as its paid listings editor

after contributing 30 years as a volunteer and five years as a contract employee. Her Jazz Update Immediately acquired a new sponsor, [LakeshoreMusic.org](http://LakeshoreMusic.org), presenter of a top-name jazz series at the Tempe Center for the Arts. To be added to Patricia's emailed AZ Jazz Update, contact her at [psmyers1@cox.net](mailto:psmyers1@cox.net). The Update also will be posted at [musicsceneaz.com](http://musicsceneaz.com).



**Patricia Myers**

**Connie Cockrell** recently joined NFPW and APW. An author, she is the Rim District's newest member. Learn more about her at [ConniesRandomThoughts.com](http://ConniesRandomThoughts.com).

**Joanne Taylor Moore**, a book author joined APW, becoming the Southern District's newest member. Visit [smashwords.com/profile/view/joannetaylormoore](http://smashwords.com/profile/view/joannetaylormoore) for more details on her.

## 'Arizona Highways' photo workshop

Do you have hundreds of digital images collecting dust on your hard drive? Ever wonder if you could sell your photos to make a little extra money? If so, dust off those images and attend "Selling Your Work without Selling Your Soul," an Arizona Highways photography workshop held 8 a.m. to 5 p.m. Nov. 1 at Nina Mason Pulliam Conference Center at the Disability Empowerment Center, 5025 E. Washington St., Phoenix. The deadline to register is Oct. 15.

Join professional photographer Colleen Miniuk-Sperry for this one-day workshop, which provides proven and actionable techniques for selling photographs or increasing sales.

During this newly developed course, tap into Miniuk-Sperry's unique expertise as a profitable full-



time freelance outdoor photographer, a former business analyst and project manager during her 10 years at Intel Corporation, and her knowledge gained while attending the University of Michigan-Ann Arbor, where she graduated with a bachelor's of business administration with honors.

Topics include:

- What business licenses, tax licenses, business insurance and

copyrights are needed to sell and protect your photography

- The top 10 ways to create marketable images that stand out with buyers
- How to carve out a profitable way to offer something different than your competitors by tapping into your individual passions
- Various outlets in need of photography, the typical buyer demographics and tips for making sales in each area
- The four steps required to make a sale and how it applies to the photography industry
- How to define achievable personal goals

The fee is \$105. Register at [ahpw.org/workshops/2014/Phoenix-Arizona-Sell-Your-Photography-Work-2014-11-01](http://ahpw.org/workshops/2014/Phoenix-Arizona-Sell-Your-Photography-Work-2014-11-01).

## 2014 Cronkite Award Luncheon

Join the Walter Cronkite School of Journalism and Mass Communication and the Cronkite Endowment Board of Trustees in honoring the 2014 recipient of the Walter Cronkite Award for Excellence in Journalism, award-winning anchor of ABC's *Good Morning America*, Robin Roberts, at the 31st annual Cronkite Award Luncheon.



**Robin Roberts**

The luncheon takes place 11:30 a.m. Monday, Oct. 6, at the Sheraton Phoenix Downtown Hotel, 340 N. Third St., Phoenix. Individual tickets are \$200. The event is the Cronkite School's signature fundraising event, providing support for the school's professional programs, which train the next generation of journalism and media leaders.

The annual celebration concludes with the presentation of the award to a leading journalist. Past recipients include Bob Costas, Christiane Amanpour, Diane Sawyer, Brian Williams, Robert MacNeil and Jim Lehrer, Tom Brokaw, Jane Pauley, Katharine Graham, Bob Woodward, Helen Thomas, Ben Bradlee and George Will. The 2013 honoree was Bob Schieffer.

For more information about the Cronkite Award Luncheon, contact Cronkite Director of Development Liz Bernreuter at 602-496-9444 or [liz.bernreuter@asu.edu](mailto:liz.bernreuter@asu.edu).

## Reserve table for multi-author event

Oct. 17 is the deadline to reserve a spot to sell books at the Dec. 6 Holiday Author Event held 10 a.m. to 4 p.m. at The Pressroom, 441 W. Madison St., Phoenix. Admission is free for attendees, and the first 200 to register receive goodie bags.

There are three levels of participation available for authors, each with subsequently increasing perks and marketing opportunities. Prices start at \$90 for a whole table and \$50 each for a shared table, and work their way up to \$125 for a whole table and \$200 each for a shared table. Visit [writemarketdesign.com/hae/author\\_signup.htm](http://writemarketdesign.com/hae/author_signup.htm) for specific details and to register.



### Author requirements

All genres are welcome, however authors must have a physical product to sell. Vendors must agree to donate one book for the signing event and complete their own registration and payment; third-party registrations are not accepted.

Authors have the option to add items to 200 goody bags for attendees for \$35. Some levels of participation require authors to provide two additional free copies for the TweetChat and RaffleCopter giveaways.

Event organizers recommend vendors obtain a PayPal reader or Square to process debit and credit card payments. Authors are responsible for processing their own sales with appropriate sales tax.

## UPCOMING EVENTS WORTH ATTENDING

**Oct. 1 through Dec. 15: Applications accepted for 2015 Hubbell Trading Post National Historic Site Artist in Residence Program.** Residence for up to two weeks in 2015 scheduled at the convenience of the park. The Hubbell Trading Post and Navajo Nation landscapes will inspire you to paint, draw, photograph or write while living in a historic, fully furnished stone hogan. Program is for artists with professional credentials and legitimate standing within the art

community. Application form at [nps.gov/hutr/planyourvisit/artist-in-residence.htm](http://nps.gov/hutr/planyourvisit/artist-in-residence.htm). Info: 928-755-3475.

**Oct. 4: 9 a.m. to 5 p.m. The 2014 Sedona Book Festival at the Sedona Elks Lodge, 110 Airport Road.** Features local and regional authors, publishers, organizations and others affiliated with books and

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reading. Free parking. Details and registration: [wellredcoyote.com/sedonabookfestival-reg.html](http://wellredcoyote.com/sedonabookfestival-reg.html). Info: Joe Neri books@wellredcoyote.com or 928-282-282-2284.

**Oct. 8: 1:30 p.m. Betty Webb**, author of the nationally best-selling *Lena Jones* mystery series and the humorous *Gunn Zoo* mysteries, visits the North Valley Regional Library, 40410 N. Gavilan Peak Parkway, Anthem. Learn about writing a mystery or thriller from a journalist who's interviewed everyone from U.S. presidents, astronauts, Nobel Prize winners and polygamy runaways. She's been a nationally syndicated literary critic for more than 20 years and is currently reviewing for *Mystery Scene Magazine*. Info: 602-652-3000. [mclldaz.org](http://mclldaz.org).



**Oct. 10: Ticket deadline for 5:30 p.m. Oct. 18 37th Annual Rocky Mountain Emmy Awards** at Fairmont Scottsdale Princess, 7575 E. Princess Drive, Scottsdale. Includes a multi-course plated dinner. The attire is black tie optional. There will be a cocktail hour with silent auction to benefit the Jan Jacobson Memorial Scholarship Program. The awards program includes the 2014 Rocky Mountain Emmy presentations and induction of 2014 Gold and Silver Circle members. Cost: \$100 to \$125 depending on membership status and registration date. Registration/info: [emmyexpress.com/membership\\_events.php?c=2&e=11](http://emmyexpress.com/membership_events.php?c=2&e=11).

**Oct. 11: 9:30 a.m. to 12:30 p.m. Arizona Authors Writer's Circle** meets at Saguaro Library, 2808 N. 46th St., Phoenix. Attendees learn how to effectively incorporate social media into book marketing efforts and build an audience from Laura Orsini and Carrie Morgan. Orsini, a self-publishing consultant with a B.A. in nonfiction writing from the University of Arizona, presents Social Media For Authors:



Carrie Morgan

Life Beyond Facebook. She shares how to: use social media to enhance other marketing efforts, schedule and time posts, engage followers and determine which social media platforms to use. Growing Your Platform Using Blogging and Content Marketing is presented by Morgan, a marketing veteran with more than 20 years' experience. She identifies the differences between maintaining one's own blog and guest blogging, and tells how to land guest blog posts and find article opportunities. In addition, she discusses writing blog posts that resonate with the reader and build loyalty, and how to build an overall blog- and content-marketing strategy. Attendance is free, and door prizes are given at the end the meeting. Info: [kebba@kebba.com](mailto:kebba@kebba.com).

**Oct. 11, 25: 10 a.m. to noon. Writer's Critique Group** at Maricopa County Library District's Sun City Branch Library, 16828 N. 99th, Sun City. Receive enthusiastic support and honest feedback on anything from poetry to prose. Newbies receive New Member Packets. Info: 602-652-3000, [mclldaz.org](http://mclldaz.org).

**Oct. 12: 2 p.m. Meet Jan Cleere, author of *Levis & Lace: Arizona Women Who Made History***. Her talk and book signing take place at Prescott Public Library, 215 E. Goodwin St., Prescott. Info: 928-777-1526, [ask.librarian@prescott-az.gov](mailto:ask.librarian@prescott-az.gov).



**Oct. 14: 6 p.m. 2nd Draft Writing Workshop: Hero To Novel In 30 Days Or Less** is presented at Maricopa County Library District's Queen Creek Branch Library, 21802 S. Ellsworth Road, Queen Creek. Learn strategies and techniques used by pros. This is a hands-on workshop. Bring something to write with. Info: 602-652-3000. [mclldaz.org](http://mclldaz.org).

**Oct. 14: 6:45 to 8 p.m. Queen Creek Writer's Group** at Maricopa County Library District's Queen Creek Branch Library, 21802 S. Ellsworth Rd., Queen Creek. This critique and networking association is open to writers of all genres and experience levels. To participate in the critique portion, bring a one- to two-page selection on which you have a specific desire for feedback. Be prepared to accept praise and criticism. Group meets monthly. Info: 602-652-3000, [mclldaz.org](http://mclldaz.org).

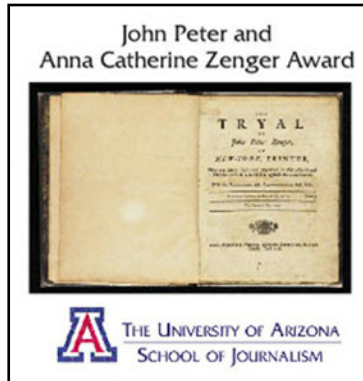
**Oct. 16: 5:30 to 8:30 p.m. Meet And Greet Series: Book Signing with Jerry Foster** at the House of

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## Events from Page 10

Broadcasting Museum 7374 E. Second St, Scottsdale. Foster, a pioneer in the field of news helicopter pilots who's flown for channels 3, 10 and 12, presents Earth-bound Misfit. Michael Dixon emcees the program. Registration/info: 602-944-1997, [houseofbroadcasting.com](http://houseofbroadcasting.com).

**Oct. 17: 6 p.m. The Zenger Award Dinner**, which honors people who have made extraordinary contributions to freedom of the press and the people's right to know, is held in Westward Look Resort's Sonoran Ballroom, 245 E. Ina Road, Tucson. Paul Steiger, the founding editor-in-chief and CEO of ProPublica, an independent, nonprofit newsroom that produces investigative journalism in the public interest, is the 2014 winner of the John Peter and Anna Catherine Zenger Award. Cost: \$85 each, \$1,000 for table of 10. For individual tickets, \$35 of payment per person qualifies as a tax deductible donation. Tickets purchased for students are fully tax deductible. Registration: [uafoundation.org/NetCommunity/2014zengerdinner](http://uafoundation.org/NetCommunity/2014zengerdinner). Info: 520-626-3079, [kateh@email.arizona.edu](mailto:kateh@email.arizona.edu).



**Oct. 17: 8:30 a.m. to 10:30 a.m. Mobile Devices in Courtrooms – New Rules, New Challenges** is presented at the First Amendment Forum at ASU's Walter Cronkite School of Journalism and Mass Communication, 555 N. Central Ave., Phoenix. Learn what's permissible use of smart phones, tablets or laptops in Arizona state courtrooms and what is not, as well as the latest regarding use of cameras and recorders in court. **Admission is free and the public is invited.** RSVP required: [phoenixspj@cox.net](mailto:phoenixspj@cox.net). Info: [arizonafoi.com/join-the-coalition-for-mobile-devices-in-courtrooms-new-rules-new-newsgathering-challenges-oct-17](http://arizonafoi.com/join-the-coalition-for-mobile-devices-in-courtrooms-new-rules-new-newsgathering-challenges-oct-17).

**Oct. 21: 1 p.m. Macabre, Arizona–Arizona Humanities Program** is presented at the Maricopa County Library District's Fairway Branch Library, 10600 W. Peoria Ave., Sun City. Hear true crime and spine-chilling Arizona lore. Stories include Winnie Ruth Judd, Arizona's most infamous murderer, and the Red



Winnie Ruth Judd

Ghost tale among others. The presenter uses storytelling magic, old photographs, ephemera and artifacts to bring our state's heritage to life in this entertaining and educational presentation. Leave with a unique perspective of Arizona. Info: 602-652-3000, [mcladaz.org](http://mcladaz.org).

**Oct. 22: 2 to 4 p.m. Which Is Stranger: Truth or Fiction?** APW member Betty Webb, Barbara Peters of the Poisoned Pen Bookstore and authors Jeff Siger and Jana Bommersbach participate in this titled panel discussion at Desert Foothills Library, 38443 N. Schoolhouse Road, Cave Creek.

**Oct. 25: 3:00 to 4:30 p.m. Betty Webb discusses writing and the writer's life** at the Prescott Public Library, 215 E. Goodwin St., Prescott. Webb is the award-winning author of 13 novels including bestselling *Lena Jones* series, the humorous *Gunn Zoo* mysteries, *Desert Wives* and *Desert Rage*; nationally published literary critic; and author of several thousand syndicated newspaper articles during her long career as a journalist. She also signs books. Info: 928-777-1526 or email [ask.librarian@prescott-az.gov](mailto:ask.librarian@prescott-az.gov).

**Oct. 26: 1:30 to 3:30 p.m. APW Board of Directors Meeting** at the boardroom, Scottsdale Waterfront Condominiums, 7181 E. Camelback Road, Scottsdale. All members welcome. Optional lunch together, Dutch treat, at noon at nearby Sauce. Info: Pam Stevenson 602-301-9595.

**Oct. 28: 7 p.m. Mystery writers Donis Casey and Betty Webb discuss the differences between their two detective characters** and sign books at Changing Hands Bookstore, 6428 S. McClintock Drive, Tempe.

**Nov. 1 through 30: National Novel Writing Month (NaNoWriMo).** Join writers from around the world with the goal of writing a rough draft of a 50,000-word novel in one month. In 2013, 548,031 people signed up to track their daily progress, get pep talks and support, and meet fellow writers online and in person. Municipal liaisons host writing events in their local regions for participants. The event is free though the 501(c) (3) nonprofit organization welcomes donations. Sign up to participate this November at [nanowrimo.org](http://nanowrimo.org).



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**Nov. 1: 2 p.m. Betty discusses and signs *Desert Rage*** at Clues Unlimited, 3146 E. Fort Lowell Road, Tucson. Info: 520-326-8533

**Nov. 13: 5:30 p.m. to 8:30 p.m. Meet And Greet Series: Evening With Wallace & Ladmo is hosted by Pat McMahon** at the House of Broadcasting Museum, 7374 E. 2nd St., Scottsdale. Dan Harkins of Harkin's Theatre also speaks, and attendees have a chance at securing *Thanks For Tuning In* by Richard Ruelas. The event is sponsored by AZTVSeven-Cox Cable 13. Reservations: 602-944-1997. Info: houseofbroadcasting.com.

**Nov. 13-16: Bouchercon 2014: Murder at the Beach**, held in Long Beach, CA. Bouchercon is the Annual World Mystery Convention, where readers, writers, publishers, editors, agents, booksellers and other lovers of crime fiction gather for a long weekend of education, entertainment and fun. There are events for adults and children. Registration fee: \$195. Info: bouchercon2014.com or Ingrid Willis, Chair, at Ingrid@bouchercon2014.com.

**Nov 15-16: TechPhx**, held at the UAT campus, 2625 W. Baseline Road, Tempe, targets podcasters, bloggers, writers, musicians, social media fans and content creators. Local content creators share tips on spreading ideas online, mainly through the use of social media, video, blogs and podcasts. Learn and share ideas with your peers in one or more of these tracks: Audio (podcasting, radio, editing, etc.); Visual (video, photography, editing, digital design, etc.); Writing/Blogging; Marketing and Business; Coding/Development and other geekery; Social (social media, any engagement on a more casual level). **Tickets are \$12, and the first 30 to register get a free T-shirt.** Registration/Info: techphx.com.

**Nov. 23: 9 a.m. to 3 p.m. Gecko Gals' 2nd annual All 'Zona Book Fest** at St. Frances Cabrini Church, 3201 E. Presidio, Tucson. Featuring cartoonist Dave Fitzsimmons of *The Arizona Daily Star*, a Silent Auction benefiting St. Vincent DePaul charity, gift items from Mostly Book Bookstore and the opportunity to have books signed by authors from all over Arizona. Bring snacks or lunch. There will be a bake sale. Info: GeckoGalsInk.blogspot.com, ashleen@comcast.com.

**Dec. 12: Time TBD. Meet And Greet Series: Book Signing with Mike Chamberlin** at the House of Broadcasting Museum 7374 E. Second St., Scottsdale. Chamberlin, a Channel 3 news anchor and sportscaster, discusses his latest book, *God Has a Sense of Humor*. He retired from broadcasting to concentrate on spiritual singing and performing. Reservations: 602-944-1997. Info: houseofbroadcasting.com.



**Dec. 31: Deadline for publishing work to be submitted to 2015 APW-NFPW communications contest.** First-place winners at the local level can become national winners in this well-established national competition for members of NFPW affiliates across the country.

**May 2, 2015:** Save the date for the APW annual conference. Program, place and times TBA.

**March 14, 15, 2015: Tucson Festival of Books** on the University of Arizona campus, Tucson. Admission and parking are free to this colossal vent on the U of A Mall along East University Boulevard, stretching from Old Main to east of Cherry Avenue, and in several nearby buildings. In addition to a plethora of authors and booksellers, participants can enjoy workshops, two full food courts and snack vendors. Net proceeds from the Festival go to funding literacy programs in southern Arizona. Info: tucsonfestivalofbooks.org.

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