

January  
2014

TypeRider

## Arizona Press Women

### 2014 NFPW Communications Contest deadline Jan. 27

#### *Contest entries go electronic*

by Brenda Warneka

**G**et ready, get set, GO! Members of Arizona Press Women have until 11:59 p.m., Arizona time, Jan. 27, to enter the 2014 NFPW Electronic Communications Contest for work published, issued, broadcast, or e-published during the 2013 calendar year. The contest deadline for books, earlier in past years than for other entries, is the same this year. The contest is open to new members who join APW by the deadline.

Arizona members enter the first tier of the competition by way of the 2014 At-Large Contest, which is for members in states without a state

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NFPW President Lori Potter presents the 2013 NFPW book editing award to Brenda Warneka and Pam Stevenson at NFPW convention in Salt Lake City on behalf of editors of *Skirting Traditions*.

## Good food, good company



**A**PW's Southern District held a holiday party at the Metropolitan Grill on Dec. 16, 2013. From left clockwise: Jan Cleere, Cheryl Kohout, Jaimie Bruzenak, Dick Warneka, Brenda Warneka, Jane Eppinga, Barbara Clarihew. Photo by George Bruzenak.

*See Pages 3 and 4 for Rim Country and Central District holiday*

## ***2014 Contest From Page 1***

contest. Judges, who are leaders in the communications field not associated with NFPW or its state affiliates, rank entries to determine awards for first, second, and third places and honorable mentions. Winners from Arizona will be recognized at the APW annual meeting in May, where they will receive their award certificates if in attendance, or otherwise by mail.

First-place winners from Arizona in the first tier will be entered automatically in the second tier to compete nationally against first-place winners from other states in a second and final round of judging. National contest winners are typically notified by mid-June. They receive their certificates at the awards banquet on Sept. 4 at the 2014 NFPW conference in Greenville, S.C., or by mail if not in attendance. Names of national winners are posted on the NFPW website.

The national contest has 10 divisions and a total of 64 categories within the divisions. The at-large contest uses the same guidelines, rules and categories as the national contest, all as set forth at the NFPW website, [www.nfpw.org](http://www.nfpw.org). Go there for a detailed description of work covered by each category. Some entries require a one-page description along with a copy of the work. The fee is \$20 per contest entry.



### **Electronic platform**

This year for the first time, the national contest, at-large contest and many affiliates' contests are being conducted using an electronic platform. Arizona members must fill out entry forms, make payment and

submit entries through the at-large e-contest site. Do not be confused by references to hard-copy entry forms at the NFPW web site; some affiliates are still conducting a non-electronic local contest, but this has nothing to do with Arizona.

The e-contest is intuitive, and entrants should not have a problem following the instructions at the contest site. The Delaware affiliate ran its contest electronically as a beta test in 2013, and various states, including Arizona, have participated in training sessions using a dummy e-contest site to identify any issues. The software product is from omniCONTESTS, a leader in online contest software.

As we go to press, NFPW has not announced whether the link to enter the at-large contest will be available at its website or will be provided to you in an email. However, the at-large link will be set up and the contest will go live no later than Jan. 1, and perhaps earlier.



Once you go onto the at-large e-contest site, click on the Register link in the upper left corner of the screen and enter the email address you will use for the contest. Then, fill out the Entrant form, which includes a username and password, and follow the steps on the Home page to enter the contest. We are not repeating detailed instructions here on how to enter your work as they will be available from NFPW and also on the [arizonapresswomen.com](http://arizonapresswomen.com) website. Your work can be uploaded in every format: WORD, JPG, PDF, URL, DVD, etc. Whole books can be uploaded. If your work exceeds the generous limit for electronic uploading, it may be split into multiple uploads. Multiple uploads may require handling on an individual basis with the at-large contest director, Catherine Petrini. Until you click Submit, you can make changes to your entries. Once you click submit, you can no longer do so.

Two contest divisions, Publications Regularly Edited by Entrant (categories 15A-15B) and Books (categories 56-64), will allow entrants to submit hard copies of their work by U.S. Mail. The entrant must

***See 2014 Contest, Page 4***



# Rim Country holiday



**Left:**

**Pete Aleshire, editor of the Payson Roundup visited with Rim Country District. Photo by Carol Osman Brown.**

**Below:**

**Carol Osman Brown(standing) presents Jamie Bruzenak with an APW award for her help with the state website and other projects.**

**D**imi's, a Payson cafe, was the setting for the APW's Rim Country District holiday gathering on Nov. 25.

In addition to APW members and friends, Pete Aleshire, editor of the Payson Roundup, dropped by for a visit.

APW member Jaimie Bruzenak was surprised with an APW award for her assistance with the APW website and other projects.



## ‘Behind the Scenes’ with Kate Herbert

*Central District Program January 14*

**E**ver wonder what it's really like making movies? No, this isn't a documentary of *The Making of the Making of* that's now spoofed on comedy shows, but APW member, Kate Herbert, telling all about the movies at the January Central District meeting when she presents "Behind the Scenes."

Herbert's sabbatical film – she promises she won't show you her ancient student films from ASU and USC – entitled *To Each Her Art*, is an eight-minute masterpiece, and she'll let you in on all the problems, situations, illegalities, junk food, romances and creative battles that occurred during the time when the camera wasn't running.

After analyzing hundreds of movie and television scripts, after teaching screenwriting for 12 years and after authoring three books on screenwriting, Kate will also answer any questions attendees might have about writing screenplays and/or selling them to companies in the Big Orange.

Be sure to join us on Tuesday, Jan. 14, at the Bluewater Grill, 1720 E. Camelback, Phoenix. Meet and greet starts at 5:30 p.m., meeting promptly at 6 p.m.



**Kate Herbert**



# Central District holiday party



Betty Webb and her husband, Paul Howell.



Pam and Bill Stevenson.



Emily Cary



Kate Herbert



L-R: Barbara Lacy, Beverly Konik, Harriett Williams.



Barbara Lacy

## 2014 Contest From Page 2

first register, upload any required one-page statement, upload a Word file with information about the entry, and make payment arrangements online. A copy of the completed online entry form must accompany the mailed work, which must be postmarked no later than Jan. 27.

### Helpful tips

**Tip from NFPW:** Prior to submitting your entries, create a 2014 CONTEST folder on your hard drive. Find all the files you will need for each category you plan to enter, rename them by putting the category number/letter and name at the beginning of the filename (e.g. **01A NEWS Near-record year for rainfall.docx**) and save each to the new contest folder. If your entry requires a one-page statement, create that and add it to the contest folder. After you upload your first file from the contest folder, you will be taken directly to that folder each time you click the Browse button.

**Information:** Questions about the at-large contest should be directed to Catherine Petrini at petrini1@aol.com or call 703-739-8186. At-large entry address: Catherine Petrini, NFPW At-large Contest Director, 10 W. Alexandria Ave., Alexandria, VA 22301-2015. APW contact: Brenda Warneka at warneka@cox.net or 602-740-9579/602-740-6440.

### 2014 NFPW Communications Contest Divisions

- Writing
- Editing and Page Design
- Photography and Graphics
- Radio/Television
- WEB and Social Media
- Advertising
- Public Relations/Promotion/Publicity
- Speeches
- Collegiate/Education
- Books and Creative Writing

# Writing and the Law: A Lesson in Copyright

by Brenda Warneka, JD

How would you react if you sent your newly published first book, in this case *Keller's Den* (Publish America, 2002), to bestselling author Stephen King's publisher, hoping King would provide a blurb for your cover, and instead he published his own novel, *Duma Key* (Scribner/Simon & Schuster, 2008), with what you identify as 286 similarities to your book<sup>(1)</sup>?

Writer Rod Marquardt (nom-de-plume Rod Morgan) did what many of us would at least think of doing: he sued King, the author of more than 40 books, and his publisher for copyright infringement.

The complaint in *Marquardt v. King*, filed in federal court in Atlanta in 2010, describes main characters in both books who acquire “a mysterious and rapid ability to paint beyond their natural ability” due to an evil spirit. *Keller's Den* says the hypnotic state controlling the main character is “like the talons of an eagle wrapped around a harmless garter snake;” *Duma Key* offers, “I was like a bird hypnotized by a snake.” The complaint lists sixteen pages of alleged similarities. The final sentence in Marquardt's book has the main character feeling “gentle wisps of air;” King's next-to-last sentence refers to a “first hesitant puff of air.”

However, Marquardt's “lengthy list of analogous details,” as Judge Julie E. Carnes called it, did not convince her of the merits of his claim. In August 2011, after reading the books, she dismissed the complaint without a trial. She compared creative elements of the two books – plot, characterization, mood, pace and setting – and concluded the

way the two authors express themselves is sufficiently different that the books fail the legal test of

“substantial similarity,” whereby the average lay observer (reader) would recognize King's book as having been appropriated from Marquardt's book.

More specifically, Judge Carnes found the plots “while sharing the idea of a mysterious painting skill, express that idea quite differently.” She characterized *Keller's Den* as “a religious allegory of fall and redemption,” but *Duma Key* as a psychological thriller, and said the two books have “dissimilar structures and feelings” and “very different moods and pacing.” She pointed to minimal character development in Marquardt's book as compared to King's and the fact that

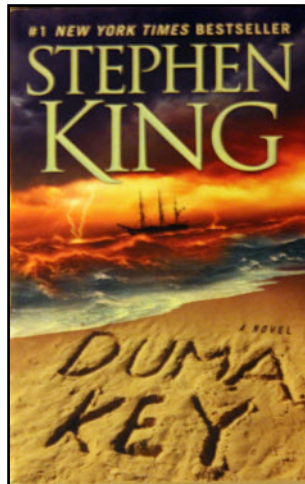
Marquardt's book is written in third person and King's in first person. She said Marquardt's book is “driven more by action than suspense, whereas *Duma Key*...creates suspense, fear and mystery.”

King was off the hook for copyright infringement because what the copyright law protects is the complex arrangement of words and structure by which authors express themselves<sup>(2)</sup>. He was

free to take elements not subject to copyright – ideas, facts, and short phrases – from Marquardt's work as long as he did not copy the way Marquardt expressed himself. *Marquardt v. King* is a reminder of what copyright law protects and what it does not.



Stephen King  
Photo by Shane Leonard



Rod Marquardt  
Courtesy of Rod Marquardt

(1) See list at [rodmarquardt.com](http://rodmarquardt.com).

(2) The Copyright Act § 102 provides copyright protection for “original works of authorship fixed in any tangible medium of expression....”



# Meet APW member Christina Burns

Interviewed by Brenda Warneka

A new APW member in 2013, Christina Burns, was born in Baltimore, Md., but lived in Phoenix during elementary school while her father worked for the telephone company. She has fond memories of Phoenix television favorites Wallace & Ladmo – and Gerald. Her family then returned to southern Maryland, where she remained through college, graduating with a bachelor's degree in English from Towson University.

After completing college in 1988, Burns joined the Army and was assigned to study Arabic and radio interception. She served as a linguist in the first Gulf War, where she intercepted and translated enemy radio communications. She was stationed in Saudi Arabia during Desert Shield, and Iraq during Desert Storm. She completed her enlistment at Ft. Stewart, Ga., and was honorably discharged in 1992.

Burns then stayed home with her new daughter for three years, after which she held temporary jobs and taught high school English for a year before her husband was medically retired from the Army.

In 2000, she began a job in Atlanta as a copy editor with Associated Construction Publications (ACP), a group of 14 regional construction publications that was part of Reed Elsevier. After nine months, she was promoted to editor of one magazine, *Construction*, which covered the highway/heavy construction industry in four states, and moved her family to Charlotte, N.C. She served on the Board of Directors of the Construction Writers Association for two years. After layoffs at ACP, she also became editor of *Constructioneer*, which covered four other states. When the economy crashed in 2009, ACP went out of business.

ACP was eventually purchased and re-launched, but Burns, who was going through a divorce, had by then taken a job as a public relations specialist at a small public relations firm, Ellenbecker Communications,

Inc., in Round Lake, Minn., and was living with her daughter in nearby Milford, Iowa. Ellenbecker had only one client for its PR, advertising and internal publications services: the U.S. Sales Division of Atlas Copco Group, a large international company headquartered in Stockholm, Sweden, that manufactures, sells and services mining, drilling and construction equipment through company stores and a dealer network.



About 10 months after Burns started at Ellenbecker, the job of U.S. marketing director for Atlas Copco opened. With encouragement from Atlas Copco, she applied and was hired, necessitating a move to Denver, Colo., in June 2010.

In 2013, after three years as the Atlas Copco marketing director, she was exhausted from long hours and extensive travel. Remarried the end of 2012 to her second husband, Danny, she wanted to return to writing and editing. She initially submitted a proposal

to Atlas Copco to develop a writing department, but ended up starting a business with Atlas Copco as a client. The company uses only American English in its business, but as a global company most of its more than 30,000 employees do not speak English as their native language. The goal of Burns' job is to help her international colleagues convey their messages in their own way, but using proper American English. She says it is not always easy, especially with technical material.

After they married, her husband, who worked for a major dealer of Atlas Copco, applied for a job with the company store in Phoenix because he always wanted to live in Arizona, and Burns is able to work remotely. Her daughter, Olivia, who is 21, now lives in Raleigh, N.C.

Burns joined APW when she started her business, because she wanted to meet and network with people with similar interests, and she remembered a dear friend's mother, Marion Peddle, had been an active member of APW.

## IN TOUGH WITH APW

**Susan F. Shultz** of Paradise Valley is welcomed as APW's newest member. She can be reached at [sshultz@theboardinstitute.com](mailto:sshultz@theboardinstitute.com).

**Pam Stevenson** is given condolences from APW members for the loss of her mother, Wilma Knight, who passed away on Dec. 5, 2013, with Pam at her side. Wilma was 91. She was preceded in death by her husband of 50 years, Oscar C. Knight. Services were held in California and burial was at Oakdale Memorial Park in Glendora, Calif.



**Wilma Knight**

**Dick Warneka** thanks APW members for the many good wishes they sent upon learning of his recent operation at the University of Arizona Medical Center to have an Esteem hearing implant in his left ear. The implant has now been turned on and all is well.



**Jane Eppinga** had an "awesome book signing" at Tucson's newest Costco on Dec. 14. She was signing copies of her book, *Tucson Arizona*. Info: [desert-silhouettes.com](http://desert-silhouettes.com), [jeppinga@q.com](mailto:jeppinga@q.com), [eppinga8.wordpress.com](http://eppinga8.wordpress.com).

## Discount available on media classes

**A**PW members interested in developing digital media skills are invited to participate in a series of hands-on workshops taught by multimedia experts at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University at a reduced price.

To receive a \$50 discount on each session APW members must mention the code **INDUSTRY** when registering. This discount is available on the following classes:

**Securing Sensitive Communications and Information in the Internet Age, Jan. 10:** Discover how to safeguard sensitive information on laptops and other devices from government and third-party interception. The session is taught by digital media expert Dan Gillmor and Pulitzer Prize-winning journalist Steve Doig.

**Social Media 101, Feb. 7:** Sharpen important social media fundamentals and skills by learning how to use some of the most popular platforms, including Facebook and Twitter. Social media expert Dawn Gilpin works one-on-one with participants as she shares her expertise in this hands-on session.

**Advanced Social Media, Feb. 8:** Learn how organizations and individuals can maximize use of social media such as Facebook and Twitter, and what other handles they should consider integrating into their social media

strategy. Robin Phillips, digital director of the Donald W. Reynolds National Center for Business Journalism, works with participants on social media strategies and ways to measure success.

**PR for Nonprofits, Small Businesses and Organizations, April 4:** Develop digital public relations and marketing communications skills to promote your cause, business or organization. Fran Matera, founding director of the Cronkite School's Public Relations Lab, covers key communication strategies that make a difference.

**Video: Capturing Compelling Stories, April 4:** Practice shooting high-quality video, composing strong shots and locating compelling subject material in this workshop. Cronkite Production Manager Jim Jacoby, an Emmy award-winning editor and director, shows participants how to create compelling video for a variety of uses.

**Video Editing: Learn Adobe Premiere, April 5:** Get training in the video editing software application Adobe Premiere. This hands-on session, taught by Jim Jacoby, covers basic to intermediate software functions for creating and editing video packages.

More information and registration is at [cronkite.asu.edu/newmedia](http://cronkite.asu.edu/newmedia), or email Liz Smith, [elizabeth.grace.smith@asu.edu](mailto:elizabeth.grace.smith@asu.edu).





## Thank you note...

*A heartfelt thank you to APW members who sent sympathy cards to comfort me for the death of my son, Phil, on Nov. 10, and to those who attended the celebration of life on Nov. 24, whose supportive presence helped me on that day -- Pam Stevenson, Joan Westlake, Beverly Konik, Carol and Bing Brown. Our family appreciates APW's \$100 contribution to the continuing education fund of Phil's daughter/my granddaughter, Erin McElfresh.*

*Sincerely,*

*Patricia Myers*

## Upcoming AZ writing events

**Jan. 18: 10 a.m. to 4 p.m. Writers of the West Side** at Northwest Regional Library, 16089 N. Bullard, Surprise. Hobnob with writers, meet authors and discuss books they've written. Books available for purchase. Cosponsored by the City of Surprise Community & Recreation Services. Info: 602-652-3000, [www.mcladaz.org](http://www.mcladaz.org).

**Jan. 8: 1 to 3 p.m. Creative Writing** at Perry Branch Library, 1965 E. Queen Creek Rd., Gilbert. Local author Gerri Brooks leads a monthly creative writing workshop for beginners to advanced level writers. Bring a notebook. Info: 602-652-3000, [www.mcladaz.org](http://www.mcladaz.org).

**Jan. 14: 5:30 p.m., APW Central District meeting with Katherine Herbert, "Behind the Scenes."** Get your questions about screenwriting answered by the expert. Bluewater Grill, 1720 E. Camelback Rd., Phoenix. RSVP: [apw.reservations@gmail.com](mailto:apw.reservations@gmail.com).

**Jan. 15-Feb. 5: 6 to 8 p.m. Wednesdays, Betty Webb teaches "Writing Mysteries and Thrillers,"**



a master class, at ASU's Piper Writers Studio at the Tempe Campus, at the Piper Writers House, northeast of Old Main. The class covers: creating the story arc, deepening characters beyond the stereotypes, elements of suspense, writing a series and inserting human rights problems into plots in order to make them more contemporary and meaningful.

By the end of the class, everyone will have completed a mystery/thriller short story or the first

two chapters of a novel. Some writing experience is required, but publication isn't necessary. Fee: \$225. Registration:

<http://piper.asu.edu/workshops/register/register-masterclass-writing-mysteries-thrillers-betty-webb>. Info: 480-965-6018.

**Jan. 16, 23 and 30: 10 to 11 a.m. Life Stories Writing Class** at Sun City Branch Library, 16828 N. 99th Ave., Sun City. Nancy Tsuchiya helps attendees put their stories into words. Space is limited; registration required. Info: 602-652-3000, [www.mcladaz.org](http://www.mcladaz.org).

**Jan. 24: 2014 NM-AZ Book Award** contest to be announced. Sponsored by NM Book Coop, featuring NM and AZ books, publishers, and authors. Lots of categories. Info: <http://nmbookcoop.com> starting around Jan. 30, or sign up now via the website to receive notice.

**Jan. 27: 11:59 p.m. Deadline for entries to 2014**



**NFPW At-Large Contest** for work by members of APW during calendar year 2013. First-place winners go on to compete in national contest. Info: See article beginning at Page 1.

**February: APW Central District meeting with Jana Bommersbach, "Squirrels."** Time and place TBA.

**Feb. 8: 10 to 11:30 a.m. A Seminar on Book Publishing** presented by Arizona Authors Association at Oro Valley Library, 1305 W. Naranja Dr., Oro Valley. Learn the best and worst of



traditional publishing, self-publishing and e-publishing from

*See Events, Page 9*

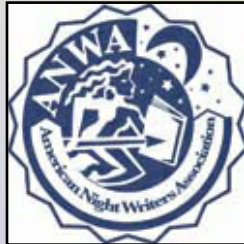


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panelists who have books published in each of these fields: APW member Jane Eppinga, Mike Sedgwick and Susan Dawson-Cook. Moderator Barbara Marriott or Jan Cleere. Info@azauthors.com.

**Feb. 20-22: ANWA Time Out for Writers 22nd Annual Writers Conference** at Hilton Phoenix/East Mesa, 1011 W. Holmes Ave., Mesa.

Participate in a query/pitch workshop, attend two full days of classes with industry professionals, enter the "BOB" (Beginning of Book) contest to win prizes and pitch work to both national and local agents and editors. Conference registration includes lunch. Those who book a room at the Hilton receive complimentary breakfasts. Registration Fees: \$190 for the two-day conference; \$125 for Friday only, which includes the evening panel and Meet & Greet; and \$100 for our Super Saturday. ANWA members receive a \$20 discount applied at checkout. Registrations before Feb. 1 receive a \$10 Early Bird discount. Visit: [anwa-lds.com/conference](http://anwa-lds.com/conference)



**Feb. 20-22: Desert Nights, Rising Stars Writers Conference 2014** at ASU's Virginia G. Piper Center for Creative Writing on Arizona State University's Tempe campus. The conference workshops, readings, and book signings largely take place in the buildings near College Street and University Drive

on the north end of the main campus. Registration Deadline is Feb. 17. Fee: \$375. Info: [piper.asu.edu/conference/2014-conference/](http://piper.asu.edu/conference/2014-conference/).

**Feb. 22: 10 a.m. to noon, APW Board meets** in the conference room at #7181 Scottsdale Waterfront Condominiums, Scottsdale. Attendees who are available lunch together afterwards. All members are invited. Info: Pam Stevenson, 602-301-9595.

**March 17: Deadline for entries to NFPW 2014 Communications Contest.**



First Place entries in the at-large competition are automatically submitted to national contest. Info: [www.nfpw.org](http://www.nfpw.org).

**April 1: 1 p.m. "Writing and the Law: Memoirs" presented by Brenda Warneka**, member of APW and State Bar of Arizona at River Writers Group at Mohave Community College Library in Bullhead City. Open to the public. Info: [sylbiz@aol.com](mailto:sylbiz@aol.com).



**April 10-12: Annual Arizona History Conference**, Prescott Resort and Conference Center. Info: [www.arizonahistory.org](http://www.arizonahistory.org).

**May 17: Tentative date for APW annual conference.**

**Sept. 4-6: NFPW Annual Communications Conference**, Greenville, NC Info: [www.nfpw.org](http://www.nfpw.org).

## Letters to the editor

"Beautiful issue, Lynda. These just keep getting better and better. They are so important to keep Arizona Press Women informed and in touch with each others' lives. Thank you." —*Joan Westlake*

"I very much enjoy the newsletters to stay connected to all of you, and enjoy your posts on Facebook." —*Helen Cornell*

"Thanks again for your work on creating some awesome issues of the *TypeRider*." —*Carol and Bing Brown*

## 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 you think would be of value to our membership!

Send submissions, photos and art to Lynda Exley at [exlent@aol.com](mailto:exlent@aol.com). The deadline for the February issue is Jan. 21.