

**September
2013**

TypeRider

Arizona Press Women

APW Writers' Retreat big success



The APW Writers' Retreat gave members a chance to network and bounce ideas off one another. Photo by Carol Osman Brown

by Carol Osman Brown

Writers eager to escape the Valley heat traveled to the secluded Merritt Lodge to mingle with Payson area writers in the cool pines during Rim Country District's APW Writers' Retreat in July. Sixteen people stayed overnight, and three others joined the group for daytime events. Five writers, who are not APW members, expressed an interest in joining the organization after experiencing the relaxing weekend in the beautiful mountain setting.

Thanks go to lodge owners Betty Merritt and



Betty Webb journals at the APW retreat

See Retreat, Page 4

PRESIDENT'S MESSAGE



Pam Stevenson with her husband, Bill, at the NFPW Conference.

My past month was filled with meaningful Arizona Press Women connections.

I enjoyed the APW Rim Country Writers' Retreat in Payson on July 27 and 28, and I attended the NFPW Conference in Salt Lake City, Utah, on Aug. 22 through 24.

The Payson Writers' Retreat was not only a great opportunity to escape the Phoenix heat but also to connect with APW members. The writing exercises motivated me to do more creative writing and to focus on some major writing projects that I've been pondering and postponing for many

See President's Message, Page 6

Writing and the Law: The curious condition called cryptomnesia

by Brenda Warneka, JD

A few years ago, I decided to pursue having my mother recognized as the author of a poem she had published anonymously many years before. The poem, *Be Consoled*, was one our family loved and asked her to recite on appropriate occasions. My mother began writing poetry as a child, but she was shy and mostly published her poems under Anonymous, although she labored over them, and they seemed recognizable as coming from the same person.

In 1998, when my father died, friends sent me a condolences card with this particular poem, attributed to Anonymous. I showed it to my mother, who gave me some minor corrections to the wording, and I set it aside.

When I later did research related to having my mother recognized as author of the poem, I discovered a deceased schoolteacher is generally credited with authorship of *Be Consoled* under a different title. It is said this was her first poem, and it just came to her.

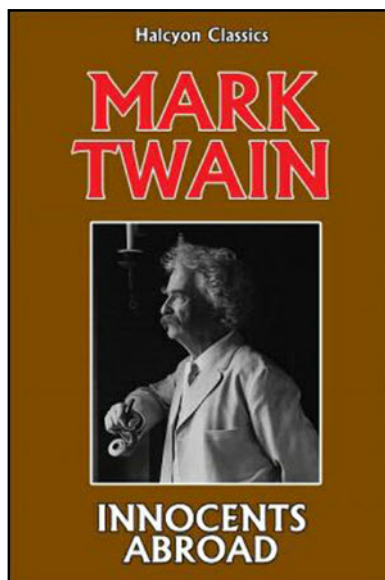
There is more to the story, but by this time, my mother was in her 80s and ill, and could not answer my questions about the poem, so I abandoned my quest.

One possibility is that my mother suffered from cryptomnesia when she wrote *Be Consoled*. Cryptomnesia is a condition where the writer believes her work is new and original, when it is really something she has read in the past and forgotten. If so, my mother was in good company with the likes of Helen Keller, Mark Twain and George Harrison of the Beatles.

Deaf-blind Helen Keller received acclaim at age 11 for her fairy tale, *The Frost King*, until it turned out to be a retelling of a popular children's story, *The Frost Fairies*, from *Birdie and His Fairy Friends*, by Margaret T. Canby. A neighbor is said to have read the story to Keller a few years before.



Above: Brenda Warneka's Mother. Below: Helen Keller.



Mark Twain's dedication in *Innocents Abroad* (1869) was admired before it was revealed as coming from *Songs in Many Keys* by Oliver Wendell Holmes, Sr. (1862). When confronted, Twain did not recall the Holmes book. He eventually remembered reading it at a hotel while on vacation.

In legal proceedings filed in 1971, finally concluded in 1998, a federal court found that George Harrison, in his bestselling song *My Sweet Lord*, had subconsciously plagiarized (infringed the copyright of) Ronald Mack's hit song *He's So Fine*.

Cryptomnesia is not a defense to copyright infringement, but other issues reduced the judgment against Harrison, which was \$587,000.

I don't think any of the foregoing three writers purposely copied well-known works, knowing they were sure to be unmasked as a plagiarist.

But what about my mother? Perhaps it was the schoolteacher who suffered from cryptomnesia. I will probably never know. The lesson here is two-fold: never publish your work anonymously, and as a writer, be wary of the curious condition called cryptomnesia.

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. The deadline for the October issue is Sept. 21.

Myers sizzles in 'Paris-dise', Part Deux

by Patricia Myers

As the song lyrics note, “Paris sizzles in the summer.” However, the city's sunny days become cool jazzy nights, the reason I’ve been visiting for 21 years. Just as in the Scottsdale-Phoenix area, I’m out almost every evening to hear live jazz, see a film, view an art exhibition or attend a classical concert in a historic cathedral with amazing acoustics and dazzling stained-glass windows.

Daytimes, I enjoy going to the huge twice-weekly street market next to the Bastille monument to purchase fresh produce, seafood and baked delicacies. The market also offers bargain jewelry and fashions.

I revisit my favorite sites, such as the art colony on the Montmartre hill next to the brilliantly white Sacre Coeur



The street market next to the Bastille monument.

Basilica, which gets whiter with each rain because of its special stone construction. I also love quieter weekend afternoons at the elegant Place des Vosges and these scenes:

The welcoming shade of chestnut trees; four fountains gushing, children splashing in the basins, teen boys taking turns to wrestle one another into the water; the sand pile with a wriggling mass of kids working shovels and pails; toddlers toddling and small boys deftly kicking large rubber balls soccer-style along the border pathways; grandfathers pushing strollers; grandmothers perched on benches fanning themselves; young couples eating ice cream while kissing and cuddling; young parents letting children freely run and play while they relax on benches or lawns; teen girls graceful in short summer skirts and soft dresses, strolling to be seen, then sunning on towels spread on the grass, exposing their faces, arms and legs to the sun.

Although many Parisians go *en vacances* in August, European and Asian tourists arrive. That’s when walking in Paris turns me into a human pinball to dodge approaching groups or distracted individuals headed straight for me without noticing (smart phones are ubiquitous). Some call this walkabout Paris style “pedestrian ping-pong.” I don’t



This park originated as the Place Royale, the grounds of 17th century monarch Henri IV. Nobility was housed in 36 symmetrical houses of red brick, white stone and gray slate. Now, the houses are apartments, while art galleries, shops and cafes border the public park that can be enjoyed by all classes of society.

mind. I simply love strolling through Paris, plus the freedom from driving a car for more than two months, thanks to the subway and bus systems.

As always, during my “working vacation,” I continued to serve my two contract clients on a daily electronic basis, but that still left plenty of time to explore and enjoy Paris for nine weeks, the result of saving frugally during the other 10 months. Also, every couple of weeks, I email a Paris Journal “chapter” to family and friends, with segments of those in my novel-in-progress that have Paris and jazz as “main characters.” I recount my outings along with bits of historical information and photos, including mouth-watering displays by bakeries.



Paris is well known for its tantalizing desserts.

This summer suffered from an unusual three-week-long *canicule*, a heat wave of daily temperatures of 90 to 95 degrees F. That doesn’t sound like much, compared to Arizona summers, but the humidity was in the 60- to 70-percent range without rain. My curly hair and complexion love that, but *certainement* it is not “a dry heat.”

Ah, but it is “Paris, in the summer, when it sizzles.” It is, indeed, my Paris-dise!

Retreat From Page 1



Clockwise from top-left: APW Retreat group shot; Betty Merritt leads a hike on a cool Payson trail; Saturday night's entertainment; Gail Hearne discusses the historical plane crash involving the MGM lion; healthful and delicious food fortified writers. Photos by Jaimie Bruzenak, Gail Hearne and Carol Brown.

her husband, Al, who prepared and served delicious meals and hosted the group. On behalf of APW, President Pam Stevenson presented Betty with a copy of *Skirting Traditions* to add to the Lodge library. Betty welcomed the writers warmly and shared her dream of creating a place where people can experience renewal and empowerment. She started an ongoing program that includes weekend workshops for veterans coping with Post Traumatic Stress Disorder.

Attendees took time to relax, explore the nearby forest trails, walk the stone labyrinth and talk about writing projects. Many participated in creative writing exercises led by Carol Osman Brown, a photo workshop provided by professional photographer Bing Brown, journaling experiences and conversations about projects. Spouses had fun, too. One took time to paint, while others

explored the area, read and shoot photos. Participants also enjoyed entertainment on Saturday night.

Special thanks go to Gail Hearne for her historical presentation about Leo, the MGM Lion, who was involved in a plane crash adventure in Rim Country. In addition, Payson musicians Kathleen Kelly and Jim West tuned up their guitars and provided a surprise treat as they entertained the group with Celtic and country tunes under the stars on the patio.

Early risers on Sunday morning followed Betty Merritt on a short hike up a nearby hill to a sacred Native American site, where she invited people to participate in a special ritual. After breakfast, Jaimie Bruzenak led another writing exercise, and there was time for a group photo before the retreat ended after lunch. Everyone said they enjoyed the weekend retreat. Some felt relaxed, refreshed and motivated to work on projects. Many asked to have another retreat next summer.

NFPW/APW Milestones

The following Arizona members were recognized at the 2013 NFPW annual conference in Salt Lake City in August.

Celebrating 50 years

Cheri Cross-Bushnell grew up in Waterloo, Iowa, where she began her newspaper career by working for the *Society Department of Waterloo Courier* while a senior in high school. She first joined Press Women in 1963 in Shreveport, La., later joining in Iowa and becoming founding president of Nevada Press Women and president of Arizona Press Women. In Tucson, Cross-Bushnell has been a reporter for a large daily, editor of a small daily business newspaper and its weekly business tabloid, and editor and publisher of her own weekly community newspaper. Currently, she is semi-retired and doing freelance editing and writing.



Celebrating 45 years

Helen Cornell, APR (Accredited in Public Relations), served in 1980 as president of Arizona Press Women and was its 1994 Communicator of Achievement. Her career in the Phoenix-metro area began as reporter, news editor and managing editor for the weekly *Maryvale Star*, followed by positions with a public relations firm and the Maricopa County YWCA. While her daughters were busy teens, Cornell worked as a home-based correspondent for *The Phoenix Gazette*. She later was public information officer for the City of Glendale.

Celebrating 30 years

June Caldwell Martin began a career in the 1950s with *Surprise Package*, a weekly feature column in the *Arizona Daily Star*. In 1959, the column won a National Headliners Award. From 1959 to 1970, Martin edited University of Arizona's *The Arizona Alumnus* magazine. She signed on full-time in 1970 with the *Star* as a general assignment reporter, retiring in 1994. Today she has a monthly column in the *Star* called *Southern Arizona Authors*. She is listed in *Who's Who*.



Celebrating 25 years

After **Kathryn "Kay" Runbeck** began her career in retail advertising in Minneapolis and Phoenix in the early 1950s, circumstances led her into freelance journalism. Her stories appeared in publications for the home building and heavy construction industries in the Southwest and national magazines for lovers of fine art. Runbeck also was editor of three publications. She says, "Finding Arizona Press Women enhanced my journey, not only by teaching me more of my field, but by putting me in touch with those who spoke my language."



Spread the news!

Ask your professional contacts to join Arizona Press Women now by telling them about the organization:

1. As an affiliate of National Federation of Press Women, APW, a group of professional communicators – women and men – is open to those actively engaged in any aspect
2. APW provides opportunities at all levels – district, state and national – for members to develop professional skills. This includes both a state and national annual conference.
3. APW members can receive recognition for their work through the

of communications for remuneration.

4. APW participants can network with peers statewide and nationally, protect the First Amendment, and nurture the next generation of communicators with scholarships

annual state (at-large) and national communications contests. The 2014 contest is for work published by Dec. 31, 2013.

provided to Arizona students at Arizona institutions of higher learning.

Those who join Sept. 1 or later receive membership through Dec. 31, 2014 for the price of one year, which is only \$92! The membership application is at arizonapresswomen.com or www.nfpw.org for those paying by credit card.

President's Message from Page 1

years. I hope this might become an annual event.

The 2013 NFPW Conference in Utah was the sixth NFPW conference I've attended during my 21 years as an APW member. After chairing the 2012 NFPW conference in Scottsdale, it was fun to attend as a guest with no responsibilities.

Each time I go to a conference, I come away informed by the professional presentations and workshops. This year the conference began with an inspiring presentation by Justin Osmond, a son of the singing Osmond brothers. Justin was born deaf, and he told us many inside stories about the Osmond family, including the fact that the two oldest Osmond brothers, who were not part of the group, were also born deaf. Justin is author of *Hearing with My Heart* and founder of the Olive Osmond Hearing Fund. Named for his grandmother, the foundation works to provide hearing to people around the world. His presentation included a moving video of children in Asia, Africa and South America hearing for the first time in their lives.



Justin Osmond

Another important workshop at the conference introduced us to the NFPW's new ONLINE Communication Contest. It will be a major change but should make it easier for members to enter the contest, and it will simplify things for state contest chairs with no more shipping of entries. NFPW will release more details soon in the Agenda. You can have some fun testing the entry process at https://omnicontests4.com/?comp_id=1164.

The test site experiment should be open through midnight on Sunday, Sept. 8.

Brenda Warneka and I were the only APW members who attended this year's NFPW Conference. I'm sorry more of you weren't able to attend. At each conference, I'm inspired by the accomplishments of NFPW members, who are highlighted at the Communicator of Achievement Award Dinner, and by the dedication of the NFPW officers and board members to the organization. Another important reward of attending is the friendship of members from all corners of the country. Some members have attended conferences for decades and a few say they have visited all 50 states by coming to NFPW conferences.

In addition to the professional benefits of the conference, you also have the opportunity to get an inside view of the city and community where it is held. This year, a presentation by the former publisher and editor of the *Deseret News*, now president of *Deseret Digital Media*, gave us interesting insights into their daily newspaper's change from print to digital format. You can learn even more about the area where the conference is held by going on the Pre or Post Tours led by NFPW members.

Next year the NFPW conference will be in Greenville, S.C., Sept. 4 through 6, 2014. This is a part of the country I've never visited, so I hope to be able to go. The following year the conference will be in Anchorage, Alaska, Sept. 10 through 12, 2015. Now is the time to start saving and make plans to attend both of these conferences.

Arizona Press Women has traditionally been able to help pay a part of the registration fee for members who attend the NFPW Conference as delegates for APW. There are also scholarships available to pay the registration for first-time attendees. This year, there were 16 first-time attendees in Utah. Scholarships are available through the NFPW Education Fund at www.NFPW.org.

Pam

What are those First Amendment rights?

Glad you asked! Just to refresh your memory, they are:

- Freedom of the press
- Freedom of speech
- Freedom of religion
- Freedom to assemble
- Freedom to petition the government

Get involved ... and sign up!

All APW members are encouraged to join FAN – at no cost – and receive FAN alerts. Then they can make the decision if they choose to take action. The more voices championing First Amendment issues the stronger the barrier against those forces seeking to weaken these precious freedoms.

For more information, contact FAN Director Marsha Shuler at mshuler@theadvocate.com.

New NFPW officers

A new slate of National Federation of Press Women officers were elected to two-year positions (2013-2015) during the NFPW general membership meeting on Aug. 22:

President: Teri Ehresman of Idaho Falls, nominated by Media Network Idaho.

First Vice President: Marsha Hoffman of Council Bluffs, Iowa, nominated by Iowa Press Women.

Second Vice President: Marianne Wolf-Astrauskas of Chicago,

nominated by Illinois Women's Press Association.

Treasurer: Ellen Crawford of Fargo, N.D., nominated by North Dakota Professional Communicators to serve a second term in the office of treasurer. (This is the only elected position eligible for more than one term.)

Secretary: Gay Porter DeNileon of Wheat Ridge, Colo., nominated by Colorado Press Women.



NFPW Past President Laurie Potter (top) introduces the new board (L-R): Gay Porter DeNileon, Ellen Crawford, Marianne Wolf-Astrauskas, Marsha Hoffman, Teri Ehresman.

NFPW leadership 1937-2013



APW President Pam Stevenson, right, with Rebecca Sarwate at the NFPW Conference.

by Pam Stevenson

At the NFPW Conference one truly gains an appreciation for the hard work done by the association's national presidents. Many NFPW past presidents attend the conference each year and these women – some in their 80s – are recognized throughout the conference for their dedication to the organization. Some past presidents continue in leadership roles long after their term in office.

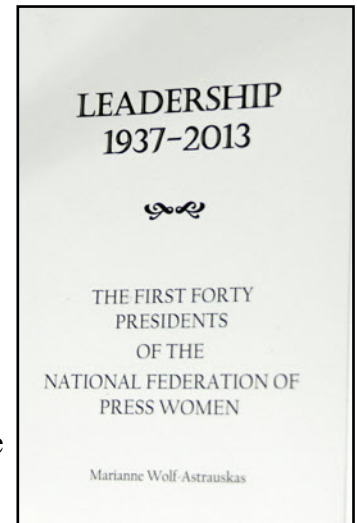
NFPW was founded 76 years ago by Helen Miller Malloch of Illinois. The legacy of these early leaders is under-appreciated by more recent members. This year NFPW Secretary, Marianne Wolf-Astrauskas, also of Illinois, became intrigued by the lack of

information about many of the early NFPW Presidents. She began doing research in NFPW records and beyond. The result is a book about these women news media pioneers. This publication is important to preserve the legacy of NFPW. Attendees at the Utah conference each received a copy, and it will soon be available for purchase at www.NFPW.org

By coincidence, Marianne was also named the 2013 NFPW Communicator of Achievement.

For more conference photos, turn to Page 8.

**2013 NFPW
Communicator of
Achievement Marianne
Wolf-Astrauskas**



2013 NFPW Conference photo scrapbook

Salt Lake Temple



Brenda and Dick Warneka



NFPW Conference
Aug. 22-24 2013

Unique. Unbelievable
UTAH

Brenda Warneka and Pam Stevenson accept the editing award from Lori Potter on behalf of the editors of *Skirting Traditions*.



NFPW's New President, Teri Ehresman.



Brenda Warneka



R: Keynote speaker Justin Osmond fiddled around.
L: Attendees received tater tots from Idaho.



L: Immediate Past President Cynthia Price gives the first-place NFPW High School Communications Contest award to Alexis Vinton of Omaha. R: Panel on First Amendment rights.



Trade Secrets: Freelancing for Low-Profile Magazines

Resources

Websites for magazine writing

FreelanceWriting.com (lots of articles)
WritersDigest.com
WritersMarket.com (good articles; \$5.99/month subscription for market listings)

Reasons to write for trade publications and small magazines

Plenty of opportunity
Face less competition
Build a portfolio
Become a regular
Reduce queries
Spin off articles for noncompeting mags

Places to find niche-market and trade magazines

AllYouCanRead.com
All-FreeMagazines.FreeTradeMagazines.com
FreeTradeMagazines.com
MagazineLaunch.com/launches (announces new magazines, free e-newsletter)
MrMagazine.com (announces new magazines, editor interviews, blog)
JustMediaKits.com
Trade show exhibitors
 Attend trade shows and talk to publication exhibitors
 Find relevant trade shows & examine their exhibitor lists
 search on "your topic" "trade show"
 tsnn.com
 biztradeshows.com/usa

Look at major publishers of trade magazines (many also produce trade shows)

Advanstar (advanstar.com)
BNP Media (bnpmedia.com)
Cygnus (cygnus.com/affinity-group)
Hanley Wood Business Media (hanleywood.com/products/magazines-digital-editions)
Imagination (imaginepub.com)
Penton Media (penton.com, select Our Markets)
PennWell Publishing (pennwell.com)
Sosland Publishing (sosland.com)
Vance Publishing (vancepublishing.com)
Virgo Publishing (vpico.com)
Watt Publishing (wattnet.com/Magazines.html)
Association magazines (search for <association magazine>)
Alumni magazines

Part 1 of 2

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Example writers groups (search on <writers association> or <“your topic” writers association>)

Cat Writers Association, www.catwriters.org/index.html

Dog Writers Association of America, www.dwaa.org

Garden Writers Association, www.gardenwriters.org

American Auto Racing Writers & Broadcasters Association, aawba.org

Construction Writers Association, constructionwriters.org

American Medical Writers Association, amwa.org

National Association of Real Estate Editors, naree.org

International Food, Wine and Travel Writers Association, ifwtwa.org

Outdoor Writers Association of America, owaa.org

National Education Writers Association

National Association of Science Writers

Professional Writers Association

Reasons to join a topic-specific writers association

Networking

Learning about the topic

Credibility

Visibility

Contests

Job postings

Speakers bureau

Find freelance job lists

Appropriate writers association website

Morning Coffee (free weekly e-newsletter):

freelancewriting.com/newsletters/morning-coffee-freelance-writing-jobs.php

WritersWeekly.com/markets_and_jobs.php (free e-newsletter)

FundsForWriters.com/markets (free e-newsletter)

JournalismJobs.com

MediaBistro.com

For a good description of Letters of Introduction, including a sample letter, see
www.TheRenegadeWriter.com/2012/06/13

This resource list was compiled by Loretta Hall.
Contact Loretta through her website, AuthorHall.com.

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Part 2 of 2

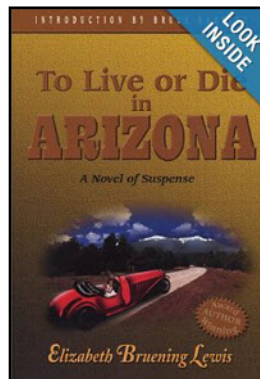
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IN TOUCH WITH APW

Christina Burns of Goodyear is APW's newest member. She is an independent writer specializing in content management for The Content Mechanic. According to her website, she "specializes in working with clients to improve or create content while respecting their style and maintaining their unique voice. Whether your content needs a tune up, repair or overhaul, The Content Mechanic is here to help." To learn more, visit www.thecontentmechanic.com.

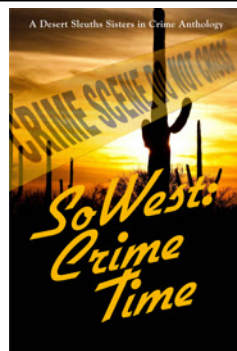


Elizabeth Bruening Lewis' book, *To Live or Die in Arizona*, was the selected title for the Boyce Thompson Book Club, which meets from 1 to 2:30 p.m. on Saturday, Sept. 7. Light refreshments are usually served at the meetings. Preorder and reserve a copy by calling 520-689-2723. Book Club attendance is included with Arboretum admission: \$10. Contact Vicki Johnson for information and to RSVP: BTABookClub@msn.com, 480-688-3342.



Jackie Cobbledick, a long-time APW member, mourns the death of her husband, William Cobbledick, who died on Aug. 12. "Bill always came with Jackie to APW meetings," says Jane Eppinga. APW members send their condolences.

Katherine Atwell Herbert's short fiction story, *Guy Walks Into A Bar* was chosen for inclusion in the anthology published by The Desert Sleuths, the local chapter of the national Sisters in Crime organization for mystery writers. The book and authors will be presented at the yearly "Write Now" meeting and workshop held on Aug. 17. The title of the volume is *SoWest: Crime Time*, and it's now available through Amazon. Herbert also wrote an article about her trip up West Coast Highway 1, which was featured in the *Arizona Republic's* Sunday travel section in early July. Entitled *Cruising the California Coast to Oregon*, it features a photograph Herbert took of the beach as it was lashed by Pacific waves.



The article can be accessed at azcentral.com. Go to Travel and then "Your Travels." In other news, Herbert's home was featured in the *Arizona Republic's* *Cool Homes* Sunday feature a couple of months ago. Access the article and photos at azcentral.com. Go to "Food & Home" and then to "Cool Homes."

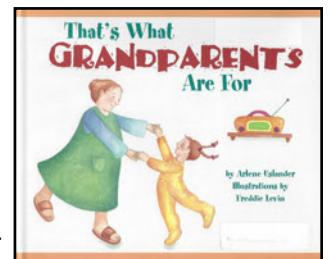
Jane Eppinga was mentioned in the Wilcox Range News in connection with her presentation at Bisbee Corral of Westerners International meeting on Aug. 1. To read the article visit www.willcoxrangenews.com/news/article_97c01bd6-f54a-11e2-b678-001a4bcf887a.html.



Patricia Myers, back in Paris for the summer, had an assignment to review a series of performances at the posh Duc des Lombards jazz supper-club for AllAboutJazz.com. The link is www.allaboutjazz.com/php/article.php?id=45130&page=1. She was again a guest speaker for Paris Soirees, a Sunday arts group where she previously discussed jazz. This time her theme was food-related: "The Allure of Aphrodisiacs: Can It Be Love at First Bite?" After an evening of free-flowing wine and a delicious Indian meal, she said, "I left with phone numbers of three men who wanted to continue the conversation." During her summer away, Myers was interviewed via email for a feature about the metro-Phoenix jazz scene for the September issue of *Phoenix Magazine*. Writer Niki D'Andrea graciously included her on the Contributors' Page and also gave her a co-credit.



Arlene Uslander, a long distance member from San Diego, wears a new hat. Besides author and editor, she is publisher of her book, *That's What Grandparents Are For*, which celebrates the special bond between two generations. Visit www.thatwhatgrandparentsarefor.com for details on the book, originally self-published in 2000 as two paperbacks. Much to Uslander's surprise, the books sold so well a traditional publisher, Peel Productions, offered to publish the two books as one hardcover book called *That's What Grandparents Are For*. When the company relocated to a different country, they gave Uslander a large number of her books to sell, asking nothing in return. As the number of copies began to dwindle, she decided to reprint the books herself. With Grandparents Day on Sept. 8, Uslander's book makes a timely gift.



Upcoming AZ writing events

Sept. 14, 8 a.m. to 5 p.m., Getting Started with Self-Publishing at Cronkite School's New Media Academy, 555 N. Central Ave., Suite 302, Phoenix. In this Saturday camp, learn how to self-publish an eBook using free and low-cost platforms and get it distributed to the major eBookstores such as Amazon's Kindle store, Barnes & Noble's Nook store, Apple's iBooks and others.

Learn the basics of promoting a brand and book, and how to build and grow an audience using blogging tools and social media. The session addresses the pros and cons of self-publishing versus traditional publishing and how self-publishing can be a gateway to the latter. The class is taught by Elizabeth Smith, Cronkite School's director of outreach and a publishing veteran, and Nic Lindh, the Cronkite School's webmaster and instructional technology analyst, who created eBooks for multiple Cronkite School projects. Fee: \$200, with a \$50 discount for ASU faculty, staff, students, alumni and APW members. Use discount code "ASU." Registration: www.regonline.com/cnma2013; Info: 602-496-5555, <http://cronkite.asu.edu/newmedia/>.



Sept. 19, 5:30-7 p.m. "HOBİ's Meet and Greet"

presented by House of Broadcasting (HOBİ), 7150 E. Fifth Ave., Floor 2, Scottsdale. Featured are media personalities and others who made significant contributions within the industry. The first speaking engagement in the series is with Norman J. Medoff, professor and director of the School of Communications, NAU; and John Craft, professor at Walter Cronkite School of Journalism and Mass Communications at Arizona State University. Both highly respected educators of communications discuss industry standards, trends and insights into education today. A Q&A forum follows. Free. Reservations: 602-944-1997, Info: www.houseofbroadcasting.com, www.facebook.com/houseofbroadcasting.



Sept. 21, 2013, 8 a.m. to 5 p.m., Getting Started with Social Media, at Cronkite School's New Media Academy, 555 N. Central Ave., Suite 302, Phoenix. Learn how to get started with social media in a professional setting and how to create a brand and identity using different social networks and tools. The workshop is taught by Robin Phillips, digital director at the Reynolds Center for Business Journalism, who has taught sessions on using social media as a tool for promotion, research or personal branding for businesses and organizations around the country. Fee: \$200, with a \$50 discount for ASU faculty, staff, students, alumni and APW members. Use discount code "ASU." Registration: www.regonline.com/cnma2013; Info: 602-496-5555, <http://cronkite.asu.edu/newmedia/>.

Sept. 26, 5:30-7:30 p.m. "Assembling an Anthology" program at Scottsdale Society for Women Writers at Chaparral Suites, 5001 N. Scottsdale Rd., Scottsdale, by Brenda Warneka.

APW member talks about publishing three anthologies, her most recent being *Skirting Traditions*. \$22 members; \$25 guests. Info and RSVP: Founder/president Patricia L. Brooks at patricia@plbrooks.com.



Oct. 12, 8:30 a.m.-6 p.m., 2013

SCBWI AZ "Welcome to Our House" Annual Industry Conference, Chaparral Suites, Resort and Conference Center, Scottsdale. Celebrate the Society of Children's Book Writers and Illustrators-AZ's 25th anniversary as a region. Details soon to be posted at www.scbwi-az.org and www.scbwi.org.

Nov. 6, 10:30-noon, Laughlin (Nev.) Library presents Olgivanna Lloyd Wright by Brenda Warneka, writer of the Olgivanna Lloyd Wright chapter in *Skirting Traditions*. She will discuss the woman who was the third wife of Frank Lloyd Wright from 1928 until his death in 1959. Warneka's research included interviews at Taliesin West with people who knew Mrs. Wright. Free; no RSVP requested. Info: Karen Deshazer, deshazer@lvckl.org or 702-507-4060.

Letters to the editor

"I love what you are doing with the Arizona newsletter. Keep up the great work and please stay active and involved in NFPW. We need great people like you." — Teri Ehresman, NFPW President and 2013 conference chair

"Thanks for a clear article about the case of Apple price-fixing (*Writing and the Law: Apple conspiracy to fix eBook prices* by Brenda Warneka, JD). — Jaimie Hall Bruzenak

"Hot AZ summer or not, you continue to energize APW with your marvelous issues of the *TypeRider*. ... No past editors (including me) have been as creative, inventive and artistic as you have been in this volunteer position. Your exceptional work represents APW in the best way possible, and is much appreciated by all. I knew all my predecessors and successors, so I know what I wrote is true. You have the Creative Magic Touch... and you can quote that, too, if you wish." — Patricia Myers