



Photograph by Nancy Godbout Jurka

**WOMEN**  
**Writing the West**

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**WWW 2011 Conference**  
Coming Full Circle

By Mary Trimble

This year's WWW conference will again be in the greater Seattle area. In 1998, when we last met in Seattle, I became a brand new member. This will be my 14th consecutive conference and we're back into my part of the country, the beautiful Northwest.

As chairperson for the 17th Annual Conference, I'm thrilled to bring an exciting program to you. Our committee has worked hard to bring a program worthy of our group's diverse interests. Committee members Heidi Thomas, Randall Platt, Lani Schonberg, Julie Weston, Joyce Lohse, Marcia Melton, and Beverly Lionberger have already contributed valuable suggestions and have helped to secure our venue, presenters and program layout. Many oth-

ers have offered their help and as we get closer to the time, we'll gladly put their talents to good use to create the special event that you will experience.

We're excited about our typically Northwest Friday morning pre-conference tour. Leaving our hotel, the Embassy Suites in Lynnwood, we'll be taken by bus to Edmonds, board a Washington State ferry, cross Puget Sound to Kingston, then enjoy another short bus ride to Port Gamble where a tour guide will regale us with fascinating stories of this historic sea-faring town. We'll have our choice of three places to eat lunch, returning to the hotel in time for the first conference event.

This year we have three panel discussions for attendees: an Agents Panel, a

continued on page 2

Table of Contents

Articles

- 3 President's Message
- 6 On the Road with Thelma and Louise Act III
- 8 Marketing Your Self-Published Book
- 14 WWW Local Get-Togethers
- 15 Your Book Manuscript  
Set the Stage for Success
- 17 The Joy of Writers
- 18 WWW Raffle Information

Business

- 2 Board and Committees
- 2 Advertising Policy and Rates
- 4 2011 WWW Conference Info
- 7 New Members
- 17 Sustaining Members
- 18 WWW Member Application



## WWW Board and Committees

### Executive Board

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Suzanne Lyon  
e-mail: slyon.www@gmail.com

#### President Elect

Pam Tartaglio  
e-mail: pamtartaglio@gmail.com

#### Past President

Alice D. Trego  
e-mail: alicetrego@mac.com

#### VP Conference

Mary Trimble, e-mail: trimble@camano.net

#### VP Marketing

Mara Purl, e-mail: marapurl@aol.com

#### Secretary

Laurel Anne Hill  
e-mail: laurelannahill@yahoo.com

#### Treasurer

Heidi Thomas  
e-mail: heidi@heidimthomas.com

### WWW Business

Suzanne Lyon, (303) 829-7606  
e-mail: sylon.www@gmail.com

#### WILLA Literary Awards

Alice D. Trego, (801) 573-5309  
e-mail: alicetrego@mac.com

### Newsletter Committee

#### Editor

Doris Gardner-McCraw  
e-mail: renawomyn@gmail.com

#### Assistant Editor

Velda Brotherton  
e-mail: vebrotherton@gmail.com

#### Graphic Design

Jenny Hancey (303) 816-0396  
e-mail: jenny@hanceydesign.com

### Marketing Committee

#### Director

Mara Purl, e-mail: marapurl@aol.com

### Catalog Committee

#### Editor

LaDene Morton  
e-mail: ladmorton@aol.com

#### Web Coordinator

WomenWritingtheWest.org  
Doris Eraldi  
e-mail: webwitch@eraldi.net

### Listserve Manager

Priscilla Maine  
e-mail: maine@hughes.net or  
maine@priscillamaine.com

### Administrator & Inquiries

Joyce Lohse (303) 773-8349  
e-mail: wwwl@lohseworks.com

### Membership

Lori Orser  
e-mail: laurell@bis.midco.net

continued from page 1

Publishers Panel, and a new offering, an Alternative Publishing Panel featuring self-, espresso book machine, audio- and e-publishing.

Presentations include marketing strategies, screenwriting, a workshop emphasizing the power of audio, writing non-fiction, a session discussing how to prepare a manuscript for submission, and another on writing the high concept novel. You'll want to refer to our schedule of events to learn details of these information-packed offerings. Some of the presentations are for everyone to attend; others are break-away sessions where you choose which ones fit your particular needs.

We have something else new this year, the *Submission Game, Pick Me! Pick Me!* Attendees are encouraged to submit one double-spaced typed page (250 words) of the first page of their novel/short story/narrative non-fiction. The game is open to all genres, not necessarily with a female protagonist. A volunteer will "cold" read the submission to a panel of agents and publishers and to the audience. Detailed instructions have been mailed to members, plus details are posted on our website, WomenWritingtheWest.org. Don't miss this session—it promises to be not only fun, but informative.

The winners of the LAURA Award Short Story Contest will be celebrated Friday night, together with a few WILLA readings. Our Saturday luncheon will honor WILLA Finalists with guest speaker and NPR personality Nancy Pearl. Saturday's buffet dinner for the WILLA Winners promises to be a special evening with the presentation of the awards, plus special keynote

speaker, award-winning author Ellen Waterston.

As usual, we'll feature Private Appointments where every attendee will have at least one opportunity to speak to agents, publishers, and our marketing specialist, Mara Purl. Signups for one appointment will be offered beforehand with plenty of opportunities to sign up for further appointments during the conference.

Our bookstore, where members may have their books displayed and sold, will be managed by the University of Washington Bookstore, a premier book outlet in the Seattle area. We're going to make a special effort to invite the public to browse our impressive offerings, too. Watch the list-serve for particulars on bookstore participation.

Northwest WWW member Randall Platt has offered to provide tour suggestions to attendees who plan to either come early or stay after the conference to explore the area. Mind you, Randall can't plan your vacation but she'll point you in the right direction to follow your interests. To contact Randi, e-mail randall@plattbooks.com

We have an exciting agenda for this year's conference. Of course, our program is subject to change, but we've even accounted for that. Come one, come all—we'll have a great Northwestern gathering of talent, sights, good food, and fun!

• **Mary E. Trimble** is the 2011 Conference Chair and WWA SPUR Award Finalist: **Tenderfoot** (Treble Heart Books). She is also the author of

**Rosemount and McClellan's Bluff**  
www.marytrimblebooks.com



## Advertising Policy and Rates

pdf or jpg email files preferred \*  
Minimum of 300 dpi

Ad Sizes:	W	x	H
Full pg	7.5"	x	9.75"
Half pg	7.5"	x	4.75"
Quarter	3.625"	x	4.75"
Small size	3.625"	x	2"

\*Catalog ads are b/w and newsletter ads are color.

### Catalog:

Full page	\$400
Half page	\$275
Quarter page	\$175
Small size	\$75

Contact LaDene Morton,  
e-mail: ladmorton@aol.com

### Newsletter:

Full page	\$250
Quarter page	\$90
Half page	\$160
Small size	\$75

Contact Doris Gardner-McCraw,  
e-mail:  
renawomyn@gmail.com  
or dorismccraw@yahoo.com

# President's Message

A list of reasons to attend the WWW Annual Conference practically writes itself:

1. Networking opportunities
2. Fascinating, informative presentations
3. Agent/editor appointments
4. Catching up with old friends and making new ones
5. Promotion opportunities
6. Book sales
7. Chance to reflect, retool, become re-inspired

This year, for me and perhaps for many of you, an additional reason is the chance to visit a region of the West I've never been to before.

Hard to believe, but true. I've been to almost every state in the High Plains. I know the Inter-Mountain West like the back of my hand. I've done coastal Texas and Hill Country Texas, you can hardly keep me out of the Arizona desert, and I've traveled the length of California (not including, as I know one should, the State of Jefferson!)

But I've never been to the Northwest. So, I plan to take full advantage of my trip to Seattle this October and spend a few days post-conference exploring the area. I have a feeling some of you may be in the same boat, which is why I asked Randi Platt, resident of Gig Harbor, WA, and a member of the conference planning committee, to recommend some not-to-be-missed sights with particular emphasis on areas of literary and historical interest.

If an extra day or two isn't in the cards for you, you won't want to miss the Friday morning tour to Port Gamble. We'll be ferried across Puget Sound to Kitsap Peninsula, home of this historic old mill town. Founded in 1853, the mill operated until 1995, and has been restored to its original Victorian-era charm. It is one of the only surviving examples of a 19th century company town.

For my first visit to Seattle, I plan to hit the historic highlights, starting with Pike Place Market. Now over 100 years old, the Market occupies nine acres in the heart of downtown Seattle. Individual vendors sell their wares seven days a week. You can hear stories of immigration, internment, renovation, and urban renewal on a one-hour walking tour ([http://www.pikeplacemarket.org/explore\\_the\\_market/tours](http://www.pikeplacemarket.org/explore_the_market/tours)).

Then I'll wander over to Pioneer Square, where Seattle's founders settled in 1852. Most of the original wooden structures burned in the Great Fire of 1889, to be replaced by brick and stone buildings that exist today. If I'm in the mood for something different, I'll try the Underground Tour ([undergroundtour.com](http://undergroundtour.com)), a walking tour of the subterranean passages that were once the main roadways and first-floor storefronts of old downtown Seattle.

The Space Needle is the iconic image of Seattle's skyline, and one is afforded a fabulous view of the city, mountains, and waterfront from its observation deck. Sources tell me, however, that an equally panoramic view, at a more affordable price, is available at Smith Tower. For history buffs like

WWWers, this is probably the more interesting destination. When it was built almost 100 years ago, it was the tallest office building in the world outside New York City.

After all this walking and viewing, I'll be ready to refuel, and where better to grab a snack than the Elliot Bay Cafe, a brick-walled coffee shop that was the inspiration for the cafe in the TV sitcom "Frasier?" The famous independent bookstore, Elliot Bay Book Company, that used to house the cafe has relocated to the Capitol Hill neighborhood, and is definitely worth a stop. With 150,000 books on its shelves, it might even have a copy of one of my titles!

If you're looking for a great bookstore outside the downtown Seattle area, try Third Place Books in Lake Forest Park. Randi gives this place a big thumbs-up.

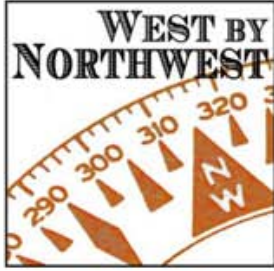
Wines of the Northwest have really hit it big in recent years, so to keep my husband happy (wink, wink) I'll take him to visit the Chateau Ste. Michelle winery, only 15 miles southeast of Seattle. Built on the 1912 estate owned by Seattle lumber baron Frederick Stimson, Chateau Ste. Michelle is Washington state's Founding Winery.

I've only scratched the surface of all the wonderful things to do in the Seattle area. There are waterfront tours, dinner cruises, you can even take a fast ferry over to Victoria, BC if you want to add a stamp to your passport. Feel free to contact Randi ([randall@plattbooks.com](mailto:randall@plattbooks.com)) for more information.

And if you can only spare the weekend, come soak up the WWW experience in one of the most beautiful settings in the West!

• **Suzanne Lyon** is a long-time member of WWW and the author of several Five Star Historical Westerns. Her short story "*In The Flesh*" was the 2008 LAURA Short Fiction Contest second-place winner, and may be read in the WWW LAURA Online Journal at [WomenWritingtheWest.org](http://WomenWritingtheWest.org).





**17<sup>TH</sup> Annual Women Writing the West Conference**  
**“West by Northwest”**  
**Embassy Suites, Lynnwood, WA**  
**October 14–16, 2011**

Washington State motto “Alki” is Native American (Chinook) meaning “Hope for the Future.”

**Venue:** Just north of Seattle, Embassy Suites in Lynnwood offers spacious rooms with high speed Internet, wireless, fitness center, business center, pool, hot tub, sauna, and onsite dining. Amenities include complimentary cooked-to-order breakfasts and evening receptions with refreshments and light snacks. A spacious atrium offers a lovely place to relax and catch up with old and new friends.

**Program:** Women Writing the West draws writers from across the United States and Canada whose work includes all genres with a western theme. This year’s conference is intended to provide writers with inspiration, insights and valuable information on writing. Most of all, we celebrate gathering with our fellow writers. The Conference begins on Friday afternoon.

**Program highlights (subject to change) include:**

- Pre-conference tour *A Friday morning ferry ride across Puget Sound and short bus ride to the historic seafaring town of Port Gamble on the Kitsap Peninsula. We’ll have a guided tour of the town and browse the Port Gamble Store and Museum. Lunch on your own with three choices of nearby restaurants.*
- Prepare with Flare (Lee Emory) *Learn what impresses publishers by knowing your software tools, how to use them and what to absolutely avoid.*
- Writing the High Concept Novel (Sheila Roberts) *Learn to recognize a high concept idea when you see one and turn it into a novel that will gain attention.*
- Screen Writing Workshop (Colleen Patrick) *Writer, director, and producer will discuss elements of screenwriting, the seven steps of a full length story, characters, dialogue and premise.*
- Marketing Workshop (Diane Goeres-Gardner) *Learn how to sell yourself and your books inexpensively, professionally and efficiently. (Kate Williams) Social media, social networking and Internet marketing for writers.*
- The Craft of Pre-Publication Marketing (Alice Acheson) *Agents and publishers demand a pre-pub platform. What is it, why is it important, and how do you create one?*
- Submission Game: Pick Me! Pick Me! (Randall Platt) *A fun and enlightening game. A panel of agents and editors will assess anonymously entered two-page submissions.*
- Private Appointments with Agents and Publishers *Come prepared to pitch your work, or to just chat --your choice.*
- Panel discussions *Three different panel discussions with Agents, Publishers, and Alternative Publishing Specialists.*
- Bookstore *Members and WILLA winners showcase their work in the bookstore on Friday and Saturday.*
- WILLA Finalists Luncheon (Keynote Speaker Nancy Pearl) *NPR Radio Book Commentator. The Pleasures and Perils of a Life of Reading.*
- WILLA Winner Banquet (Keynote Speaker Ellen Waterston) *Writer, Poet, Speaker. Finding Home: Explore practical considerations of finding a genre home and how each genre inflects the subject. Learn the role of the writer as she leads the reader home.*



**17<sup>th</sup> Annual Women Writing the West Conference**  
**“West by Northwest”**  
**Embassy Suites, Lynnwood, WA Oct. 14-16, 2011**

**Registration**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

- If available, I wish to schedule a publisher/agent appointment: Yes ( ) No ( )
- Please contact me about selling my books in the conference bookstore: Yes ( ) No ( )
- This will be my first time attending a WWW Conference: Yes ( ) No ( )
- I would like to request vegetarian / vegan meals: Yes ( ) No ( )

Make room reservations directly with Embassy Suites at 1-800-628-0611(mention WWW) or on-line <http://goo.gl/KTPM5>. The WWW room rate is \$114/King Suite, or \$124/Two-Double-Bed Suite (\$15/each additional person). Room rates guaranteed until 9/28/11. Transportation: Shuttle Express 425-981-7000, \$26 one way; Town Car Service 206-604-6256, \$70 one way, ride could be shared and cost divided.

**CONFERENCE FEES: (Hotel registration includes breakfast. Conference registration includes Friday dinner and Saturday luncheon and banquet dinner.)**

- **Early Registration**  
 \$210 -- WWW member (postmarked by June 30, 2011)  
 \$235 -- Non-member (postmarked by June 30, 2011)
- **Registration After June 30, 2011**  
 \$235 -- WWW member  
 \$270 -- Non-member  
 \$175 -- Registration at the door (Saturday only; no meals included)
- **Guest Meals**  
 \$ 40 – per guest Friday LAURA dinner # guests \_\_\_\_  
 \$ 40 – per guest Saturday WILLA luncheon # guests \_\_\_\_  
 \$ 50 – per guest Saturday evening WILLA banquet # guests \_\_\_\_
- **Friday Morning tour to Port Gamble (NOT included in registr. fee)**  
 \$ 30 – per person; guests welcome, lunch not incl. # persons \_\_\_\_

**TOTAL REGISTRATION**  
 \$ \_\_\_\_\_

**TOTAL GUEST MEALS**  
 \$ \_\_\_\_\_

**TOTAL TOUR TICKETS**  
 \$ \_\_\_\_\_

Make checks/money orders payable to Women Writing the West.  
 To make payment via PayPal [www.womenwritingthewest.org/conference.html](http://www.womenwritingthewest.org/conference.html)

Copy and send this form to: **Heidi Thomas**  
**1314 Harrison St**  
**Mt. Vernon, WA 98273**

**TOTAL ENCLOSED**  
 \$ \_\_\_\_\_

⇒ **REGISTRATION REFUND DEADLINE: October 1, 2011 (No refunds after this date for any reason.) You may still register after this date, but you will not receive a refund in the event of cancellation. No meal changes after October 1.**

Conference questions: Mary Trimble, VP Conference, [trimble@camano.net](mailto:trimble@camano.net) 360-387-0757

# Marketing on the Move

## ON THE ROAD with Thelma and Louise Act III

By Gwyn Ramsey and  
Virginia Czaka (Crane)

On June 15, 2011 we said good-bye to Dana and Doug and made our way up the old Lewis and Clark trail along the mighty Mississippi. Mississippi is an *Ojibwe* word that means “Great River” and that it is. It was with us for many miles. Thank goodness we had better roads than Lewis and Clark or we would still be on the road.

Piasa Bird...the old Indian painting of this bird on the river cliffs is still visible and is a reminder of the ways of times gone by. The creature was given its name by the Illini Indians. “The Piasa” means a bird that devours men. It is a local legend in the Alton, Illinois area. The story goes back to 1673 when Father Jacques Marquette, in recording his famous journey down the Mississippi River with Louis Joliet, described the “Piasa” as a birdlike monster painted high on the bluffs along the Mississippi River, where the city of Alton, Illinois now stands.

According to the diary, the Piasa “was as large as a calf with horns like a deer, red eyes, a beard like a tiger’s, a face like a man, the body covered with green, red and black scales and a tail so long it passed around the body, over the head and between the legs.”

Through the efforts of local citizens, government and business advocates, the painting on the bluff has been restored for travelers by river or river road to see this marvel.

On our way north we stopped for a few hours in Hannibal, Missouri and visited the town made famous by Mark Twain. Saw the famous Tom Sawyer whitewashed fence as well as the local ice cream parlor. The only draw back to this visit was the rain. It was following us.

We arrived in Davenport, Iowa in the late afternoon. Had dinner at the local Texas Road House then went back to the hotel. Ginny had a relaxing time in the whirlpool while Gwyn did laps in the pool.

The following day dawned bright and sunny for a change. We met with Duncan at the Bettendorf Library where we were introduced to the Library director. We spent time chatting and observing their computerized sorting system. It was awesome. While in the quad city area we visited the Davenport library, and the Moline library. The only one we missed was Rock Island. After all, there are only so many hours in a day and some time has to be available for rest and relaxation.

The next day we were back on the road, traveling through northern Iowa where you see hundreds of windmills. It’s a good place for them because we can attest to the fact that there is a lot of wind there. Did you know there really is a “Little Brown Church in the Vale?” There certainly is and it is in Nashua, Iowa. It is a Congregational Church that is still being used, especially for weddings. From there we walked across the driveway to a small heritage park. We were met by the local tour guide, Kramer, a miniature Schnauzer who led us to the ticket booth. Great job, Kramer!

While in Nashua we started hearing about heavy storm warnings to the north, just where we were headed. As we traveled north the sky was getting



dark and the traffic was horrendous. Thought we were never going to get to Minneapolis. We were just ahead of the storm but it caught up with us in St. Cloud. As we pulled into our hotel parking lot the tornado sirens started. We had to share the hallway with two busloads of college baseball players. What a way to ride out a storm. Luckily none of the 60 tornados touched down in our area.

We were back on the road by 9:15 the next morning and made it a point to do some fun things in between visiting every library we came across. In Sauk Center we visited the boyhood home of Sinclair Lewis where we learned that he had a short attention span. Wonder how he managed to write all those great books. Did he do it in 15 minute increments?

From Sauk Center we stopped at Alexandria, Minnesota to see the famous Rune stone at the...what else...the Rune Museum. That was most interesting. Those Norsemen sure did get around when they went a-Viking.

We were back on the road and the winds were still blowing. We were on our way to visit family in Grand Forks, North Dakota. Will fill you in on that part of the trip next time.

Or as they use to say,  
“Stay tuned, same time,  
same station. Until then,  
see ya later, partner.”

continued on page 7

• **Gwyn Ramsey** grew up in Jennings, Missouri. She attended Florissant Valley Community College in Missouri, pursuing a Computer Applications Associates Degree. Her outside interests include tap dancing, bowling, and researching genealogy.

Gwyn is a member of a writer's critique group, Tampa Area Romance Authors in Florida (TARA), Romance Writers of America, and Women Writing the West. She has participated in workshops, seminars, and classroom presentations. She writes full time and resides in Florida with her husband.

Her first three novels, **Journey to Tracer's Point**, **Winds of Change**, and **Bound for Texas** were published by Treble Heart

Books. She is currently working on her fourth historical fiction of the Anderson Chronicles and a contemporary mystery, **Dusty Rose**.

• **Virginia Czaja** grew up in the Washington, D.C. metropolitan area. She and her husband moved to the Southwest Coast of Florida to experience a slower-paced lifestyle and pursue her love of reading which evolved into writing.

Virginia is a member of Romance Writers of America, T.A.R.A. (Tampa Area Romance Authors) and Women Writing the West. Her two books, **Emeralds on Wednesday** and **Gently Generous** were published by Treble Heart Books. She has participated in writer's workshops, seminars and classes. She has served as a

judge in the First Impressions Contest for several years.

Because of the difficulty in pronouncing her eastern European name, Czaja (chi-ya), she has opted to use the pseudonym, Virginia Crane.



## New Members • Spring 2011

### March 2011

Linda Neale • Portland, OR • lindaneale@comcast.net  
Doris Eraldi • Potter Valley, CA • dyan@eraldi.net (rejoin)  
Diane Phelps • Sedona, AZ • phelps.diane@gmail.com  
Gretchen Craig • Denton, TX • glcraig@verizon.net (rejoin)  
Carolee Laughton • Denver, CO • claughton@earthlink.net

### April 2011

Janet Dawson • Alameda, CA • catbird555@yahoo.com  
Anne Vinnola • Florence, CO • avinn888@gmail.com (rejoin)  
Julie Alford • Orange, TX • jual@yahoo.com  
Susan Page Davis • Dexter, KY • susan@susanpagedavis.com  
Nancy Cole Silverman • Studio City, CA • nancy@theequistriannews.com

### May 2011

Mary Kurtz • Steamboat Springs, CO • mbk@kurtzranch.com (rejoin)  
Su Wright • Idalia, CO • suwriter@aol.com  
Cynthia Ostrom • Kearney, NE • ostromcl@unk.edu  
Marcia Meier • Santa Barbara, CA • Marcia@marciameier.com  
Deb Murzyn • Bloomington, IN • debmurzyn@comcast.net



Photograph by Nancy Godbout Jurra

For your born writer,  
nothing is so healing  
as the realization  
that he has come upon  
the right word.  
— Catherine Drinker Bowen

A photograph of a signpost in a field of tall grass under a clear sky. The signpost has two wooden posts and a white rectangular sign. The word "Marketing" is written on the sign in a large, bold, grey sans-serif font.

# Marketing

# Your Self-Published Book

By Diane Phelps

This is an interesting time to be an author. Choices for publishing a book have increased substantially, even as, or perhaps because, sales of print books have slowed significantly. Traditional publishers have become resistant to taking on new authors and storylines, preferring to stick with authors they currently publish or those represented by agents. The end result is an industry in considerable turmoil. But turmoil also brings opportunities.

## **Consider Marketing Your Own Book**

If it's not enough to be a good writer with a great story in today's publishing world, where does that leave you, an author who wants to "be published?" Many first-time authors have decided to self-publish their books and do their own marketing. With some marketing knowledge in hand, it is possible to do just that. If you want to be a successful author, whether you measure that in number of copies sold or dollars earned, you need a good marketing plan and the determination to implement it. You need to spend as much time marketing your self-published book as you did writing it.

## **A Marketing Plan? It's Critical**

Why is a written marketing plan important and how can it help you sell books?

continued on page 9



continued from page 8

Doing the research for your plan will uncover answers to these important questions:

1. Who is the best customer or audience for my book?
2. Why should they buy my book?
3. How will I communicate with them about my book?
4. What opportunities/problems will I face in selling my book?

Let's examine the first question more closely.

### Who is the audience for my book?

This is the most important question you can ask before writing a book. If you identify the audience for your book before you write it, you might know where to find initial sales. Unfortunately, not only do most writers not give considerable thought to this question, many don't consider it at all. Big mistake! It can mean the difference between successful sales of your book or storing unsold copies in the back bedroom. Somewhere in the marketplace of book buyers, there is a group or groups of customers most likely to buy your book. These are your target customers, and you need to know a great deal about them, for example:

- Where are they located, geographically?
- How many of them are there—enough to be a critical mass of buyers?
- What about their age, gender, income, education, interests?
- Can you reach them with your marketing message?
- What will be the book's special appeal (benefit) for your book buyers?

### Most Important Job in Marketing

What do you know about the potential audiences for your book? Brainstorm, and jot down information relating to the topic of your book to begin the process of identifying a few discrete audiences. These potential "niche" buyers may be your best bet because they are manageable segments for a "one-man" marketing machine. They could be located in

your hometown, state or region. Marketing "local first" can be the most effective way to jumpstart sales of your book. Start by developing three **best** markets or buyers for your book. You can set up an Excel spreadsheet and display the information in column format if you wish. See the example below for my children's book, *Shade; a Story About a Very Smart Raven*, written for niche audiences in my home state and the Southwest.

### Target Customer Groups for *Shade*

1. Tourists that visit Southwest parks, museums, gift stores
2. Residents of the Southwest, especially bird lovers
3. Parents and grandparents who gift books

Once you have identified your target customers, you need to describe them, keeping the content of your book in mind and your potential customers. Here's a brief example for one of my audiences.

- Tourists who visit Southwest parks, museums, gift stores
- Tourists buy gifts for themselves and those at home
- National Parks are well attended and sell gift items to visitors
- Bookstores, museums, gift shops in local tourist towns are easy to locate

Hopefully, you are beginning to understand how this process works. For each target customer you identify, describe who they are. Be as detailed as you can. If you decide to target your region or state first, you can research your hometown to dig out precise demographics. Visit [www.factfinder.census.gov](http://www.factfinder.census.gov) and put in the name of your city. You will find demographic information that you can use in describing your target customer. Use what you know about the appeal of the content of your book to craft these profiles. Your knowledge and understanding of your best buying customers enables you to pick the most effective marketing materials and methods to reach them with messages about your book to build sales.

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• Author and self-publisher, **Diane Phelps Budden**, [phelps.diane@gmail.com](mailto:phelps.diane@gmail.com), spent over 23 years in corporate marketing. She founded Blue Sky Marketing Consulting LLC, to help small businesses succeed, and Red Rock Mountain Press LLC to self-publish **Shade; a Story About a Very Smart Raven**. The book was recently featured on NPR's "All Things Considered." Diane resides in Sedona, AZ.

With the experience gained in self-publishing and marketing her first book, Diane published **The Author's Concise Guide to Marketing: How to Jumpstart Sales of Your Self-published Book** for first-time authors needing skills in marketing their book.



# A Showcase for WWW, an Adventure for Me

By Pam Tartaglio

On March 12 and 13, an estimated one hundred thousand people gathered under the warm Arizona sun for a celebration of all kinds of literature. Women Writing the West promoted our organization and our members' publications as one of the festival's approximately 255 exhibitors. The third annual Tucson Festival of Books took place on the campus of the University of Arizona.

The WWW booth, decorated with posters from the Old West, was popular and often crowded. Members signed their books, promoted other members' books and handed out catalogs, WWW bookmarks, and conference brochures. They chatted up festival attendees and encouraged the writers among them to join our ranks. The volunteers included Jan Cleere, Beth Hodder, Carol Eastes, Martha Egan, Jane Morton, Susan Tornga, Virginia Cornell, Pam Tartaglio, Carolyn Niethammer and her husband Ford Burkhart. Carolyn Niethammer spent months preparing for WWW's presence at the festival. She also set up and took home the tables, posters and members' books, assisted by Ford and myself. All our volunteers had time to walk around, browse the other booths, and attend author seminars.

I had never met any of these volunteers, including my hosts Carolyn and Ford, and it was a pleasure. This was my first trip to the city of Tucson. As a veteran of the Los Angeles Times Festival of Books, I enjoy the energy of these events. I ask the people who visit our booth if they are writers, and many shyly admit that they like to write or that they pine to do so. After encouraging them to put pen to paper, or to keep at it, I tell them about the support

and camaraderie in WWW.

I arrived a day early for sightseeing and toured Tombstone and Bisbee, a wonderful day trip to the Old West for this Southern California suburbanite. After dropping off my camera and souvenirs at the charming guest house behind Carolyn and Ford's home, I joined them for dinner. Carolyn, a nonfiction author, has also written cookbooks, and for her it was nothing to "whip something up" a few times on our busy weekend. Later, I would enjoy her Southwest pancakes and breakfast burritos. Friday night, after sightseeing, I enjoyed lasagna, a salad from Carolyn's garden, wine and interesting stories from journalist Ford ... fol-

lowed by my last late night sewing my historical costume. Like a home improvement project that seems reasonable but quickly takes over one's life, by the time I began sewing the 1890s suit I had invested too much time, money, and emotion to give up.

I thought it would be fun to have a dressmaker make me a suit from the 1890s for our book festivals and some events at my local historical museum, where I had just signed up to volunteer. The costume required pounds of fabric, so I had to drive to three JoAnn's stores to get enough of the ones I had selected.

Then the real problems began. The project was too large and rushed for a



Member **Jane Morton** answers a question from a visitor to the WWW booth.

continued on page 11

continued from page 10

tailor to make, so I, who could not even insert a zipper, would have to sew the whole suit. Some of my fabrics wouldn't work, the tailor said, so I had to spend more money on duck cloth, a lightweight canvas, which, incredibly, was what ladies of the 1890s wore for summer jackets, despite the heat. I discovered I could not wear it to the museum after all, as the associated mansion dates from the following decade. The only place I knew I could wear it was in Tucson, and for that I had to sew it in five weeks.

Internet patterns assume expert sewing skills, and the instructions are very brief. I had to fill in the blanks so I could take shortcuts. I called a maker of historical patterns, and she seemed shocked that I wouldn't sew and wear a petticoat under my lined skirt because

I called a maker of historical patterns, and she seemed shocked that I wouldn't sew and wear a petticoat under my lined skirt because of the Arizona heat. She hung up on me.

of the Arizona heat. She hung up on me.

Then came moments of achievement. The five-piece mock-up of the jacket finally fit after a long day of alterations. After that, I didn't want to spend hours altering the sailor collar pattern piece. Instead, I cut the bodice with huge 1890s lapels of my own design. The only pattern I found with a perfect Victorian collar was cut to make a dress, but I transformed it into a blouse.

I sewed until one o'clock the night before my flight to Tucson. After mid-



Coordinator **Carolyn Niethammer**, left, and President Elect **Pam Tartaglio** in period costume.

night, my tired eyes felt rough every time I blinked. For the first time, I wondered whether I would have the courage to wear the costume. Why did clothes of the 1890s have to be so colorful? Why had I chosen the largest leg o' mutton sleeves I could find? I decided against a bow tie because all I had to make one was ribbon of a brilliant kelly green. Even without a tie, I thought, I might look silly. I might not wear the costume at all.

I stuffed my enormous suit into a carry-on bag because if I put it in my checked baggage the airline might lose it. I treated my straw boater hat as if it were a dozen eggs.

This is workout wear from the 1890s, I told the festival-goers who asked. Women might wear it to hike or play tennis. Without lace or ruffles, with a simple boater like men wore and per-

haps a mannish tie, I believe the ladies of the past viewed these outfits as sporty and fun.

Fun. It was, really. The book festival, Tombstone, and meeting members. Yes, even that suit.

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• **Pam Tartaglio**, 2011 President Elect of WWW, is writing a novel set in the 1890s. She has published contemporary flash fiction at [EveryDayFiction.com](http://EveryDayFiction.com). A former geologist, Pam and her husband have three grown children. She lives near Los Angeles.



The annual Women in Aviation conference, February 2011 in Reno. **Sarah Rickman** (right) who serves as an oral historian for the WASP (Women Airforce Service Pilots) as well as editor of the official WASP newsletter was among those “womaning” the WASP Archives booth at the conference. The WASP Archives are held in the library at Texas Woman’s University in Denton. Others in the photo, from left: library director Sherilyn Bird, WASP Dot Lewis and Jean McCreery, and Woman’s Collections manager Kimberly Johnson. Sarah has written four books about the WASP and has done much of her research in the WASP Archives at TWU.

Photo by Nancy Walters



**Susan Tweit** with the Colorado Authors League Award for the CD, *WILDLIVES: Celebrating the World Around Us*. The CD, which one judge called “magic!” is a compilation of 28 favorites from her long-running weekly radio show of the same name, a look at the other lives with whom we share this unique planet. The CAL award is particularly poignant because she received it the week after Mother’s Day, and began the project as a gift to her mother, who was then in hospice care and wanted Susan’s voice for company. (She died February 3rd, at home, holding Susan’s dad’s hand, a fitting coda to their 58 years together...) *WILDLIVES* is available from iTunes, Audible, and at CD Bab.



**Lori Oser** at the Bismarck, North Dakota Barnes & Noble for the signing of her book “Spooky North Dakota”.



**Mary Trimble** at a Poppyseeds for a recent event.



**Gabrielle Burton** holding her Western Heritage Award.

# WOMEN Writing the West

On the Move



**Nancy Cole** seated center at the signing for her book "The Centaur's Promise". Also in the photo are Dale Gibson- stuntman, on horseback and Royanne Herman in the white cowboy hat.



**Alice Trego** hosted a luncheon/booksigning at her home as part of **Jane Kirkpatrick's** book tour for "The Daughter's Walk" in Salt Lake City, UT, on June 3 & 4, 2011.



Descendants of Marie Dorion living in Utah presented **Jane Kirkpatrick** with a special dreamcatcher at the LifeWay Christian Store booksigning on June 4, 2011. In addition to picking up their copy of "The Daughter's Walk," the gals brought along their Tender Ties Historical Series books about Marie Dorion for Jane to sign.



**Cynthia Massey** at the Twig Bookshop in San Antonio, Texas for the signing of her book "Images of America: Helotes".



From left to right: **Florence Weinberg, Karen Casey Fitzjerrell, Cynthia Leal Massey, Irma Ned Bailey, Ralph Freedman, and Linda Shuler.**



// The creativity  
in the room  
was so  
inspiring! //

— Christie Wright

Colorado WWW members getting to know one another.

## WWW Local Get-Togethers Colorado's Group Inspirations

By Linda Wommack

Colorado members of WWW met for our second planned meeting in June, at the local library in Castle Rock, Colorado. Immediately the private conference room was alive with warm greetings, reconnecting with friends and great conversation. There were fourteen in attendance including Doris Baker, Carolee Laughton, Gayle Gresham, Charlotte Hinger, Sherry Johns, Nancy Jurka, Celinda Kaelin, Joyce Lohse, Doris McCraw, Tish Minear, Mary Montanye, Nancy Oswald, Christie Wright, and myself.

The focus of our meeting was marketing techniques and ideas. Joyce Lohse gave an excellent presentation on unique marketing ideas that correlated with her latest book publication, offering us a sample of lemon cookies made from Baby Doe Tabor's own recipe, which were very tasty! Sherry Johns gave tips on marketing to local venues, Doris McCraw suggested several ways to connect with local radio and television stations, and Nancy Jurka gave great tips on bookmarks, book plates and business cards, as well as some "dos and don'ts" for book signings. Doris Baker contributed great insight and ideas from a publishers perspective, including tips for successful book signings. Charlotte Hinger had us all in fits of laughter with her colorful stories of personal appearances and book signings, while giving us some really good ideas.

We also touched on internet connections including Facebook, guest blogging, and writers groups on the internet.

I know everyone came away from the meeting with a few new ideas that they will incorporate into their own marketing plan. For those who were not in attendance, here are just a few take-aways you may want to consider:

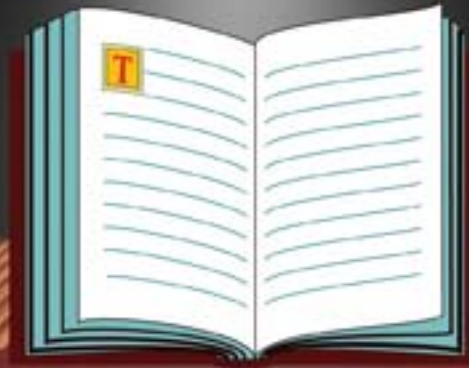
- Send post cards to those on your mailing list that were not able to attend your book signing, notifying them that autographed copies of your book are available at the book store.
- Local radio and television stations are always looking for local stories. Contact them when your book is out. Let them know you are available for an interview.
- In a simple Word document, create your own bookmarks with a photo of your book and description, and then hand out at appearances and book signings.

As Christie Wright said, "The creativity in the room was so inspiring!" I couldn't agree more. That is exactly what these meetings are all about. If you haven't already started your own local WWW meeting, I encourage you to do so. It is so worthwhile.



Joyce Lohse on how she marketed her latest book: "Baby Doe Tabor, Matchless Silver Queen"

# Your Book Manuscript Set the Stage for Success



By Shirley Raye Redmond

If you've recently sold or purchased a home, you may be familiar with one of the hottest trends in moving real estate. It's called *staging* and involves demonstrating creative combinations to attract potential buyers. Many real estate agents even hire professional "stagers" to make properties-for-sale more attractive to potential buyers. They rearrange furniture to create flow and energy. They de-clutter dens and bathrooms. They might brighten a black coffee table with a vase of white roses to make the living room "pop."

Why go to all this trouble? To make a sale, of course and to help clients see the potential in a particular property. Staging works! By modifying the techniques, I've sold multiple children's book manuscripts on topics that have already been covered pretty thoroughly—including one about fairies (yes, *another* book on fairies!) to Random House, which will be released next year.

Here's how it works: after you've written the best possible manuscript

you can produce, it's time to do your business homework. If you've been reading *Publisher's Weekly*, you'll know that the cut-backs in book publishing have been pretty scary. Editorial retirees are not being replaced. Some houses are laying off employees. Both schools and libraries—top markets for children's books in particular—are pinching pennies. Publishing houses solely dependent upon these "institutional markets" have called for hiring freezes and budget cuts.

What does this mean to writers? It means times are tough. Editors are not buying as many manuscripts as they have in the past. And when they do buy, they will trim down the size of both your advance and the publicity budget, if any, for your book. Here's where staging techniques come in handy. Show the editor that you're market savvy. When I pitched my picture book manuscript about a blind horse that helped build the transcontinental railroad, I pointed out that there were no other kids books about Blind

Tom on the market. I mentioned that the title would appeal to horse lovers and "trainiacs." I provided contact info for approximately 300 railroad museums in the U.S. with bookstores or gift shops.

I also consulted a calendar for other "staging ideas." Calendars can be a writer's most valuable marketing tool. From editorial calendars to Hallmark calendars to specialized calendars that provide information, such as movie production dates—all of these can be used by savvy writers to sell their book manuscripts. I knew that the 140th celebration of the Golden Spike Ceremony would be observed in 2009, the same year as the Lincoln Bicentennial. The transcontinental railroad was one of Lincoln's dream projects, but he never lived to see it. Knowing that the nationwide bicentennial celebration would provide many opportunities to promote the book through a variety of venues, I used this information to set the stage for success with my manuscript.

continued on page 16

Anne Hillerman used similar techniques when pitching her eating guide, *Santa Fe Flavors* (Gibbs Smith Publishers). She mentioned that she'd been eating her way "through Santa Fe, Taos, and the Espanola Valley for half a dozen years." The downturn in the economy means that people will be cooking at home more and will be more cautious with their dollars when they eat out, so her book meets a need.

She also suggested the affordable \$10 price and the small format, making the book easy to stash in a purse, backpack or diaper bag. Anne's husband Don even offered to provide a photo of each restaurant's sign/logo. The book is now sold as a counter top item at the restaurants that are mentioned in the guide, as well as gift stores, specialty food stores, farmer's markets, as well as traditional bookstores.

Staging doesn't have to be complicated. My children's book, *Lewis and Clark: A Prairie Dog for the President*, sold to Random House some years ago because I suggested it could be released to coincide with the 200th anniversary of the Corps of Discovery's expedition and could be sold at Lewis & Clark historic sites across the country. The title has sold nearly 200,000 copies. When I pitched my nonfiction reader, *Pigeon Hero!*, to Simon & Schuster, I pointed out that there was very little WWII material for first and second graders and yet, elementary students all across the country had been helping to raise funds for the new memorial in Washington, D.C. The book sold and went on to win an Oppenheim Toy Portfolio Gold Book Award.

So, before mailing off that next query letter or completed book manuscript, take the time to do a little savvy marketing, and set the stage for YOUR success.

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• **Shirley Raye Redmond** has sold 26 book manuscripts and over 450 magazine and newspaper articles. A frequent writing conference speaker, her romance novel *Rosemary's Glove* won the 2009 New Mexico Book Award and was a finalist in the Phoenix Desert Rose Quill Contest. Visit her website at [www.readshirleyraye.com](http://www.readshirleyraye.com)



## The Strange Case of the Pesky Pleonasm

By Heidi Thomas

I recently learned a new term: Pleonasm. Is it a murder suspect? A graffiti artist? A practical joker?

Turns out, it's nothing quite so mysterious. A pleonasm is a word or phrase, which can be removed from a sentence without changing its meaning. For example, John walked to the chair and sat down. "Down" is a pleonasm and can be removed without changing the meaning of the sentence.

Although I was not familiar with the term, I did know them when I saw them. In fact, part of my editing advice revolves around deleting extraneous words. Words such as "that," "very," "both," and "there was." Others might include "began," "started," or "continued."

Here's another phrase that nearly everyone is guilty of: "The sky held a myriad of stars." Myriad means "countless." So the correct use is "The sky held myriad stars." (Simply substitute the word countless for myriad.) That eliminates two extraneous words.

And then there is the word "unique." We are inundated with varying degrees of "uniqueness" every day: "That was a rather unique movie." "Your story is very unique." What's next—uniquely unique? Unique means "the only one of its kind." Unique is unique. It doesn't need any modifiers.

I also caution to watch use of "ly" words. These words are often used to prop up weak verbs. For example: "She walked quickly" can be stronger if written "She strode" (or bounded or rushed). Likewise with the "to be" verbs (was, were, had been, etc.) especially when used with an "ing" verb. "She was walking" is better as "She walked."

Some authors like to use taglines (he said, she said) plus an action: "...she said, taking a sip of coffee." The simple action is sufficient: "She took a sip of coffee."

You also don't need to describe two actions at once: She nodded and smiled. He puffed himself up and took a swig...

A writer friend of mine is looking at every sentence in her manuscript and challenging herself to remove at least one word from each. She has cut 14,000 words from a 400-page manuscript.

I challenge you to go one step farther: see if you can delete an entire phrase from a sentence, an entire sentence from a paragraph, a paragraph from a scene.

Hunt down and exterminate those "Pesky Pleonasm."

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• **Heidi M. Thomas** grew up on a working ranch in eastern Montana. Describing herself as "born with ink in her veins," Heidi followed her dream of writing with a journalism degree from the University of Montana. She later turned to her first love, fiction, to write her grandmother's story, *Cowgirl Dreams* which won won an EPIC Award and the USA Book News Best Book Finalist award. Heidi is also a manuscript editor, and teaches memoir and fiction writing classes in the Pacific Northwest.



# The Joy of Writers

## Lessons of Camaraderie

By Doris McCraw

The following are some of my favorite quotes about writers and writing:

Thoughts fly and words go on foot. Therein lies all the drama of a writer.

– Julien Green, *Diary*, May 4, 1943

Sit down and put down everything that comes into your head and then you're a writer. But an author is one who can judge [her] own stuff's worth, without pity, and destroy most of it.

– Colette, *Casual Chance*, 1964

The one thing a writer has to have is not balls. Nor is it even... a room of her own, though that is an amazing help... The one thing a writer has to have is a pencil and some paper.

That's enough, so long as she knows that she and she alone is in charge of that pencil, and responsible, she and she alone, for what it writes on that paper. In other words, that she's free.

Never wholly free. Maybe very partially... But in this,

responsible; in this, autonomous, in this, free.

– Ursula K. Le Guin, "The Hand That Rocks the Cradles Writes the Book," *New York Times Book Review*, January 22, 1989.

Writing is a solitary business. The writer sits with the blank screen or paper and a mind full of facts or characters. Her story is their own to tell as best they can.

Still we all need support and acknowledgment of our worth. We need to know that someone, anyone, likes or at least will read what we write. Reading what other writers have said about themselves and their craft does help mitigate the loneliness. Still, we want and need human contact. Whether it is face to face or email to email, we want that connection.

For some writers it's the critique group, for others it's family. I, personally, had a family who supported my creativity. To that I added small writing groups and friends who were writers. Finally, I joined the larger groups and began attending workshops and conferences.

Were all the people I met over the years destined to become my friends? No. However, those who did become better than acquaintances have done more to move my writing forward than all the teachers in the world. They, much like my late mother, became my cheerleaders, mentors, critics and sounding boards. For that reason I will always have a warm place for them as I move through my journey as a writer. The camaraderie we share as we each make our own journey is made lighter by each "keep writing" or "nice wording" that were hear from our co-journeymen. To each writer past, present and future, thank you for the support. May we all do the same for each other.

• **Doris McCraw** is the current WWW Newsletter editor. When not working she spends her time recreating Helen Hunt Jackson and Katharine Lee Bates. In her spare time, she writes both fiction and nonfiction.



## Sustaining Members

Baker, Doris  
Bartimus, Sonja  
Bommersbach, Jana  
Boyd, Jacque  
Dallas, Sandra  
Duckworth, Liz  
Emory, Lee  
Empie, Sunnie  
Farmer, W. Michael  
Fitzjerrell, Karen Casey  
Goeres-Gardner, Diane L.  
Harris, B.J.  
Hayes, Mary Eshbaugh  
Hill, Laurel Anne  
Johns, Sherry  
Kirkpatrick, Jane  
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Lyon, Suzanne  
Maine, Priscilla A.  
Massey, Cynthia Leal  
Mead, Jean Henry  
Melton, Marcia  
Morton, LaDene  
Olsen, Jan Falke  
Purl, Mara  
Rickman, Sarah Byrn  
Robbins, Eastern Cowgirl Fern  
Rochlin, Harriet  
Roll, Kaye  
Sandell, Cindy (Irene)  
Schonberg, Lani  
Stewart, Jodi Lea  
Tartaglio, Pam  
Trego, Alice D.  
Trimble, Mary E.  
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Weston, Julie



## WWW Conference Raffle: Support WWW and the WILLA Awards

Put your creativity to work and plan your donations for the WWW Conference Raffle. Writerly gifts like flash drives, books on writing, and gift cards are always welcome. Then, there are histories, gifts and mementos of the Seattle area (or yours) to consider. Perhaps a bottle of wine from WA or your home-base. Please do not compete with our conference bookstore by providing copies of your own books. Also, no personal care items...your pink may be another's orange! Suggested value of gifts is \$25 but smaller values are welcome and may be combined with others. Please keep in mind that many will be flying and need to have something they can easily pack. If you are not able to attend and want to donate, you may send gifts directly to me: Arletta Dawdy, 987 San Clemente Drive, Santa Rosa, CA 95404 by September 20. Please do not send to me if you are attending...my Honda isn't Santa's sleigh!

### WILLA Fund Donors 2011

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## Women Writing the West® – Membership Form

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**Membership dues extend through December 31 of the current year. New members who apply mid-year receive a packet of materials to bring them up to date with current activities. New membership applications processed after September 1 extend through the following year.**

- Annual Dues \$60     Publisher Annual Dues \$60     International Dues \$70
- Sustaining Member \$100 These members who support WWW above the active membership level receive an elegant enamel "WWW hand" logo Sustaining Member pin, and are recognized by name in our catalog and newsletter publications throughout the year.
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