

Liberty States Fiction Writers

New York ~ New Jersey ~ Pennsylvania



Volume 1 Issue 7

Let Freedom Ring!

September 2009

Anne Walradt, Newsletter Editor

Whitney McKnight, Layout Editor

If anyone would like to volunteer to assist with the newsletter, please contact Anne at awalradt@aol.com

If you cannot read this newsletter, please try these alternatives:

LINK TO WEB VERSION:

<http://www.libertystatesfictionwriters.com/articles-workshops/newsletters/>

(requires login to Members Only area of Liberty States Fiction Writers Website)

LINK TO PDF VERSION in Files Section:

<http://groups.yahoo.com/group/LSFWritersAnnouncements/files/>

(requires login to Liberty Announcements Yahoogroups)

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President's Column:

Gail Freeman, President

With the kids heading back to school and Fall fast approaching, it's time to work on projects that have been put on the back burner for the summer. It's also hard to believe that we're only six months away from our first ever Mini Conference. Registration will open on October 1. It's sort of scary holding an event of this type without any track record. Will we have 100 attendees? 200? What if no one wants to come? However many attend, it will be an awesome event. Rayna and her committee are hard at work lining up speakers, editors, and agents. They tell me that the hotel has undergone major renovations and is absolutely fabulous.

Read more . . .

Next Month's Meeting:

September Meeting: The next meeting of the Liberty States Fiction Writers is on September 12th at the Edison Public Library on Plainfield Avenue.

***The September workshop will be
“Marketing and Publicizing Your Book”
by Judy Spagnola and Kiersten Krumm***

In this workshop, Judy will speak about what an independent PR company can do for an author at different stages of his or her career and Kiersten will speak about the importance of back cover copy in helping promote an author and sell books.

About Judy Spagnola—Book Trends: Judy Spagnola’s career in the book industry began as a bookseller for an independent bookstore. She soon became a store manager, an area manager, and finally the national buyer for Literature, Poetry, and Romance at Waldenbooks, where she was responsible for purchasing for over 1400 stores. When Waldenbooks moved to Ann Arbor, Judy formed her PR company, Book Trends, on the advice of author Andrea Kane, who became Judy’s first client. Judy uses her many contacts among booksellers, buyers, distributors, merchandisers, and reviewers, along with her in-depth knowledge of the book industry, to help promote and sell her clients’ books. On her website, www.book-trends.com, you’ll find a list of authors she has worked with.

About Kiersten Krumm: Kiersten Krumm has been writing back cover copy for ten years. She currently writes for Hachette, both for the Forever line and for Grand Central. She has also written for Avon/HarperCollins, St. Martin’s Press, and Pocket Books. She’s been writing exclusively for Hachette since 2003 and has written for Julia Harper, Sherilyn Bodine, Jane Porter, Megan Crane, and Sandra Hill, among others.

Roundtable Sessions

This month’s Roundtable sessions will be on writing synopses and critique. For the critique sessions, please bring 10 copies of 5 pages from the work you would like to discuss. If you are a published author and would like to assist with the roundtable sessions in the future, please contact Lois Winston, our Program Chair.

Networking and Snacks

After the Roundtable Sessions, members may network and either brown bag lunch or share snacks with fellow members.

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Articles in this Issue:

Why Your Book Isn’t Selling

by Penny Sansevieri

[Read more . . .](#)

Did Someone Say Research Was Monotonous?

by Pearl Wolf

[Read more . . .](#)

But I thought you were supposed to . . .

by Zita Christian

[Read more . . .](#)

What the Google Book Settlement Means to You

by Caridad Piñeiro

[Read more. . .](#)

Author Spotlight:

September's Author Spotlight is on Tina Gabrielle

Tina Gabrielle is a former engineer and attorney whose love of romance novels helped her get through years of academia. She often picked up a romance and let her fantasies of knights in shining armor and lords and ladies carry her away. After multi-publishing for the prestigious Rutgers Law Journal, she has finally fulfilled her dream of writing fiction. Her first book, LADY OF SCANDAL, is a Regency-set historical scheduled for release by Kensington Books in September 2009. She is hard at work on the second book in the series, A PERFECT SCANDAL. Tina lives in New Jersey. She loves to hear from readers. Visit her website at www.tinagabrielle.com.



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Meeting Review:

**July's meeting featured:
Law Enforcement Basics
by Detective Peter McMahon**

In this workshop, Detective McMahon explained basic police procedures, including how police handle crime scenes, investigate cases, interrogate witnesses, cooperate with other law enforcement agencies as well as answer any questions you may have about law enforcement operates. He also regaled us about some of his more interesting cases!

About Detective McMahon: New York City Police Department Detective Peter McMahon is a 28 year veteran of the NYPD. Detective McMahon is a First Grade Detective currently assigned to the Brooklyn South Homicide Squad. He is the most senior Homicide Investigator in the department with over 20 years investigating murders in all five boroughs. Detective McMahon has participated in hundreds of investigations, including a number of high profile investigations. Detective McMahon has trained with the FBI in various advanced investigative tactics, has engaged in hundreds of investigations and conducted thousands of related interviews and interrogations. Detective McMahon has appeared on behalf of the New York City Police Department on various news shows as well as America's Most Wanted.

Meeting Recap

To listen to the recording of the July Workshop Podcast, you will need to login at our Motionbox account with the following information:

User Name: podcasts@lsfwriters.com
Password: liberty

To access Motionbox, please click on this link:
<http://www.motionbox.com/user/login>

Please note that Motionbox will only display the most recent podcasts on the first page. To see more podcasts, click on FAVORITES.

****Please note: There is about a 2 minute section of low volume introduction at the beginning of this recording. DO NOT turn it up as when Detective McMahon comes on it will be quite loud.****

If you wish to volunteer to do the Meeting Review section, please contact Anne Walrad.

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Member News:

Congratulations!

Congratulations to our Mayke It Happen Finalists!
We are pleased to announce the seven finalists who completed 60,000 words during the Mayke-it-Happen Challenge:

Deborah Blake	Jamie Banta
Monica Liming-Hu	Deanna Cassidy
Carolyn Coles	Diane Gerber
Stacey Wilk	

The following finalists won critiques of their partial manuscripts from either an agent or editor:

Deborah Blake—Kevan Lyon, Marsal Lyon Literary Agency
Deanna Cassidy—Stephany Evans, FinePrint Literary Management
Carolyn Coles—Patience Smith, Harlequin

Congratulations to all for their incredible accomplishments.

LSF Writers held its first off-site get together at the 2009 RWA Conference in Washington, D.C. Here are some photos from the first, but not last, LSF Writers dinner.

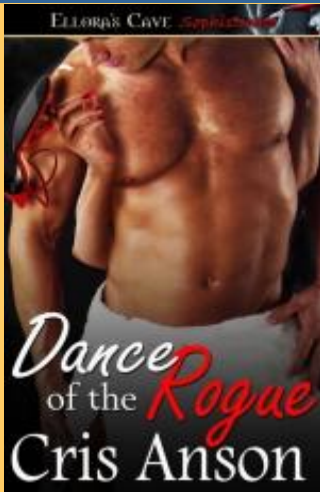




Mitzi Flyte has won two awards from the Greater Lehigh Valley Writers Group:
Essay: "Love Pats" in *The Ultimate Cat Lover Book*
Short Story: "Deadly Inked" in the *Deadly Ink Anthology 2008*



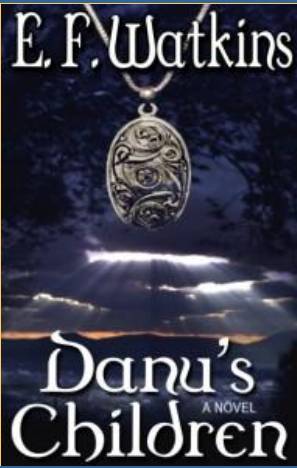
Mary Kennedy is pleased to report that she will start writing reviews for *Book Page* this Fall. *Book Page* is available free in libraries all over the US and has over half a million paid subscribers. She continues to write crime fiction reviews for the *Examiner* at <http://bit.ly/3Nldpd>.



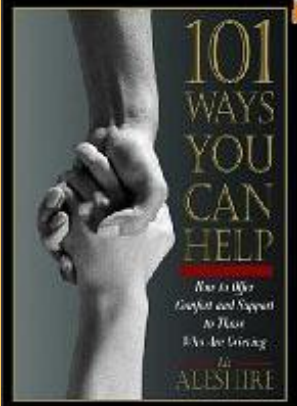
Cris Anson is thrilled to report that *DANCE OF THE ROGUE*, the fourth book in her *DANCE* series, was released by Ellora's Cave on September 2. This is particularly gratifying to her because after her husband's death, she had been unable for several years to concentrate on writing. In *ROGUE*, Bad-Boy Rolf finally finds his own (older, plus-sized) heroine. Read an excerpt at www.crisanson.com.

Melinda Leigh is pleased to have made the final round in the *From The Heart Romance Writers Golden Gateway* contest as well as the *Heart of the West* contest.

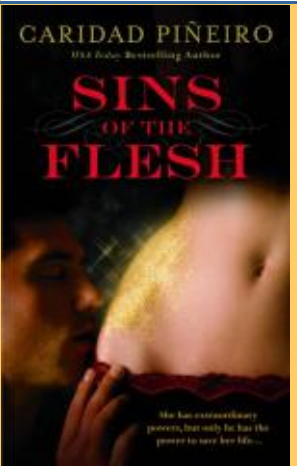
Jamie Banta's DEEPER THAN BONE placed with an Honorable Mention in the paranormal category of the *Put Your Heart in a Book* contest.



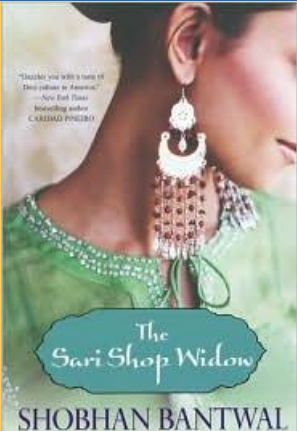
Elaine Watkins gave talks on fiction this summer at the Pequannock Public Library and at Barnes & Noble in Ramsey. In September, she will be taking part in the Red Bank and Jamesburg street fairs with LSFW and SinC/CJ, respectively. On October 17, Elaine will be doing a panel at the Barnes & Noble in Wilkes-Barre, PA, and will have a signing on October 25 for **DANU'S CHILDREN**, at Practical Magick in Pompton Lakes, NJ.



Marsha Browne, Zita Christian, Paula Scardamalia, and Anne Frazier Walrad taped a pair of *Page 1* TV shows recently, which will be seen on Connecticut and Massachusetts public television. The shows are interviews telling how a group of six women (including the four above) completed the book of a dying friend. The book, **101 WAYS YOU CAN HELP: HOW TO OFFER COMFORT AND SUPPORT TO THOSE WHO ARE GRIEVING** by Liz Aleshire, was published in May 2009 by Sourcebooks.



Caridad Piñero will be appearing at the DragonCon Convention in Atlanta, Georgia, from September 4 to September 7. Look for her at booth 707.



Shobhan Bantwal will be appearing at the Edison Public Library on September 11 at 6 P.M. to discuss her latest release, **THE SARI SHOP WIDOW**.

We've tried to streamline the process of members adding events to the Liberty Calendar of Events (<http://www.libertystatesfictionwriters.com/calendar/>) (Just click on an event to expand it for additional details).

To do this streamlining, we've created a public Google Calendar!

If you have an upcoming event that you wish to publicize, please cut and paste this link into your browser:
http://www.google.com/calendar/embed?src=contact%40lsfwriters.com&ctz=America/New_York

You will be taken to the Google Calendar program where you can enter your information. Click on the small "Google Calendar" icon in the bottom right corner of the calendar. The user name and password are as follows:

User Name: contact@lsfwriters.com

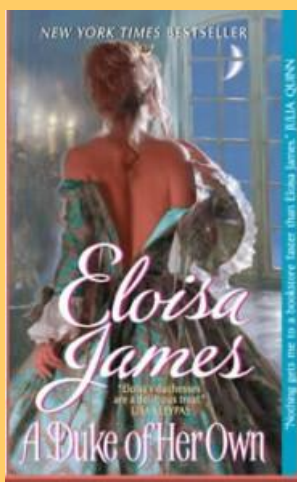
Password: lsfwmember

Please edit only your own events. Please list only those events in which you are personally participating. All members, whether SPA or not, may enter their writing-related events in the Liberty States Fiction Writers' Calendar of Events.

In case you forget this information, you may find the links and passwords in the Members Only section as well.

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Upcoming & Recent Member Releases:



***A Duke of Her Own* by Eloisa James**

Avon

July 28, 2009

ISBN-10: 006162683X

ISBN-13: 978-0061626838

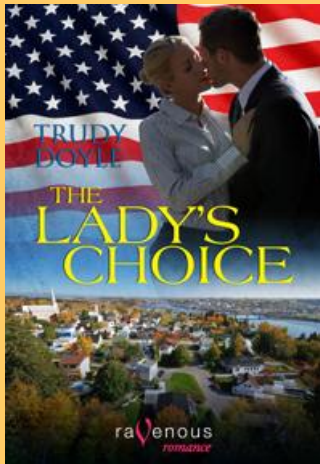
Leopold Dautry, the notorious Duke of Villiers, must wed quickly and nobly—and his choices, alas, are few. The Duke of Montague's daughter, Eleanor, is exquisitely beautiful and fiercely intelligent. Villiers betroths himself to her without further ado.

After all, no other woman really qualifies.

Lisette, the outspoken daughter of the Duke of Gilner, cares nothing for clothing or decorum. She's engaged to another man, and doesn't give a fig for status or title. Half the ton believes Lisette mad—and Villiers is inclined to agree.

Torn between logic and passion, between intelligence and the imagination, Villiers finds himself drawn to the very edge of impropriety. But it is not until he's in a duel to the death, fighting for the reputation of the woman he loves, that Villiers finally realizes that the greatest risk may not be in the dueling field...

But in the bedroom. And the heart.



***The Lady's Choice* by Trudy Doyle**

Ravenous Romance

July 2009

ISBN: 978-1-60777-141-8

Congressman Jack Falco is nearly everyone's idea of the Perfect Politician. That even people more likely to pick up the sports page than the front page know who he is. Because how many politicians could claim Calvin Klein model looks as well as model statesman standings? Who has dated more than a couple Hollywood hotties, who is regularly chased by TMZ and the tabloid press, who's made *People Magazine's* "Sexiest Man Alive." Who is rumored to be "The Ladies' Choice" not only in the voting booth, but between the sheets as well.

So when he's putting together a campaign staff for his run for Governor, there's one constituent he most definitely wants on his team. But down-on-her-luck speechwriter Leslie Parks has a past and present too shady for public disclosure, not that that'll stop the sexy Congressman from privately winning her vote in any way he can.



***Hot Tin Roof* by J. Hali Steele**

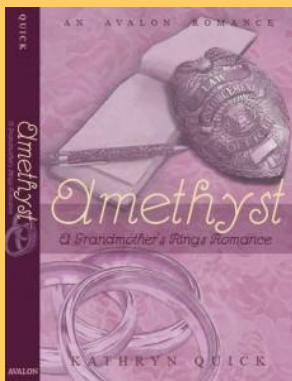
Changeling Press

August 2009

ISBN 978-1-60521-280-7

Leron Wilder is a jaguar of the Kind species, big cat shifters infected with vampyre blood. Nothing has gone right for Leron since his best friend Jag mated with the owner of the local coffee shop. Stuck training a new cat shifter who's a badass wannabe, Leron stops by the coffee shop to seek his ex-partner's advice. Corinne Nelson loves her new home and her new job as a waitress at the Coffee Swirl, and she's really hoping she won't have to move on this time. Life's finally looking up—until the hottest man she's ever met walks into the shop—and licks her hand?

Mating is not something Leron is looking forward to. Yet the minute he tastes the new waitress, he knows he's in serious trouble. She's a flavor he could find addictive. But she's not who she says she is, and everything's falling apart around them. He's starting to feel like a cat on a hot tin roof...



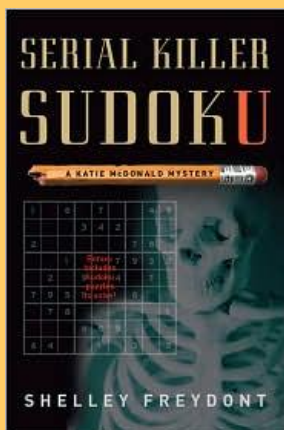
***Grandmother's Rings: Amethyst* by Kathyrn Quick**

Avalon

September 2009

ISBN Not available

AMETHYST begins the adventure as each of the Archer siblings is given one of their Grandmother's Rings to help them find their soulmates. First to fall—Somer Archer, the oldest and a newspaper reporter who discovers that she can't get her story without the help of NYC policeman, Nick Daultry, on loan to rural PD as part of a Homeland Security Cross-Training Initiative. When big city meets small town, sparks fly—both professionally and personally. The remaining two books—SAPPHIRE (12/09) and CITRINE (8/10) follow the other two Archer siblings in their adventures.



***Serial Killer Sudoku* by Shelley Freydot**

Running Press

August 2009

ISBN 9780762437115

A Katie McDonald Mystery

In this new installment of the popular, puzzle-based series, Kate has settled into her new life running the Avondale Puzzle Museum in Granville, New Hampshire. The locals have begun to accept her presence—until a serial killer from Boston starts making his way north up I-93. At the same time a former partner of Police Chief Brandon's shows up with information about the killer who has just struck Granville and put the Police Chief out of commission. The same killer who leaves a puzzle at each crime scene, and is now focused on Kate....



***Dark Legacy* by Anna DeStefano**

September 2009

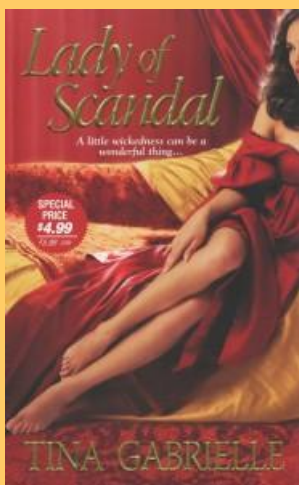
Dorchester Publishing

ISBN 10: 0-505-52819-3

ISBN 13: 978-0-505-52819-3

"Die!" scream her nightmares. The voice is her sister's, the compulsion stronger than any ordinary dream. Maddie Temple can't go through this again. Her twin has been in a coma for the last ten years. Their psychic link was severed. At least, that's what she thought.

But there's a lot Maddie doesn't know—about the 200-year-old curse on her family, about the shadowy group that wants to exploit the Temple twins' powers for themselves, about the sexy psychiatrist offering to help her. The only way to find the answers and avoid being pulled into the abyss of madness is to trust her heart and confront her...DARK LEGACY



***Lady of Scandal* by Tina Gabrielle**

Kensington / Zebra

September 2009 Release

ISBN-10: 1420108484

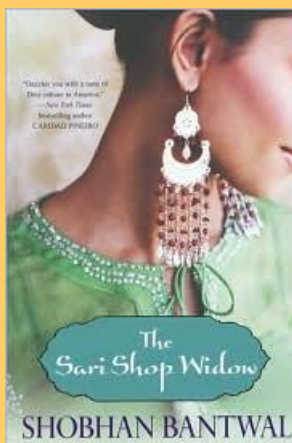
ISBN-13: 978-1420108484

A WOMAN WITH A SECRET

Victoria Ashton has intelligence and ambition—qualities of little value to most marriage-minded gentlemen of the ton. Her own father has no idea of Victoria's hidden life as an anonymous trader in London's stock market. But her hopes of independence are shattered when her father's enemy, Blake Mallory, assumes Charles Ashton's debts and presents Victoria with a stark choice: live with him as his mistress for one year, or condemn her family to bankruptcy.

A GENTLEMAN WITH RESOLVE

For years Blake has dreamed of justice, and his scheme becomes all the sweeter when he sees the beauty that Victoria has become. Scoundrel he may be, but Blake will not force anyone into his bed. He intends to entice Victoria, one wicked kiss at a time. But with a woman as spirited and sensual as Victoria, seduction works both ways—and a plan rooted in revenge can blossom into a scandalous passion...



***The Sari Shop Widow* by Shobhan Bantwal**

September 2009

Kensington Publishing Corp

Set on the streets of Edison, New Jersey's Little India, a young businesswoman rediscovers the magic of love and family while she fights to save her failing sari boutique

To see additional upcoming Member Releases, [please click here!](#)

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Spotlight on:

SPOTLIGHT: LOIS WINSTON, PROGRAM CHAIR

Lois Winston juggles three careers. She's both an award-winning designer and an award-winning author, as well as an agent with the Ashley Grayson Literary Agency. Somehow, she also manages to find time to sit on the board of Liberty States Fiction Writers as the organization's Program Chair.

Lois has been published in non-fiction for twenty-five years. She sold her first novel in 2005. TALK GERTIE TO ME, a humorous, cross-genre, contemporary story about a mother, a daughter, apron strings and menopause, was released the following year. TALK GERTIE TO ME was the recipient of the Readers and Book Buyers Best Award, took second place in both the Beacon Awards and Laurel Wreath Awards, and was nominated for a Reviewers' Choice Award and a Golden Leaf Award.

Her second novel, the romantic suspense LOVE, LIES AND A DOUBLE SHOT OF DECEPTION, was the winner of the Winter Rose Award for Excellence in Romantic Fiction, the More Than Magic Award, and the Laurie Award. The book also took second place in the Beacon Awards and garnered Golden Leaf and Golden Quill nominations.

Lois enjoys writing in multiple genres, including mysteries, women's fiction, romance, and middle grade books. Several of her manuscripts are currently being considered for publication by various publishing houses. She often draws upon her extensive experience as an artist and crafts designer for her source material. In addition, she has contributed to several anthologies: DREAMS & DESIRES, VOL. 1, 2, and 3 and HOUSE UNAUTHORIZED.

When not writing or designing, Lois can be found trudging through stacks of manuscripts as she hunts for diamonds in the slush for the Ashley Grayson Literary Agency. She began her association with the agency as a client. Several years ago she was invited to join the agency as an associate, opening what she refers to as the California agency's East Coast division. Lois currently represents authors who write romance, romantic suspense, paranormal romance, women's fiction, mystery, erotica, and horror.

Read more about Lois at <http://www.loiswinston.com>.



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Road Story:

My Journey, the Mayke It Happen Challenge by Carolyn J Coles (Wright)

I'm really glad I participated in the challenge. There was a time when I didn't think I would finish with 60,000 words. I didn't really plan to participate in the challenge until April, and the only real reason I did was to join in the camaraderie of my fellow writers at LSFW, many of whom I count as friends. The story I finished, DYING FOR LOVE, originally was a short story. It had the best chance of being more than just dribble. My first story displayed all the mistakes beginning writers make—every last one of them. It was 27,000 words of dribble with no plot, crappy dialogue, head hopping, and telling not showing. I'll have to start over on that one, but at least the research is done.

I was procrastinating or in a depressed state due to my real life situations, and I had to make a decision. Either I was going to try to complete the challenge, or I was going to just give up and let my problems overcome me. That's when I actually made the decision to really work at it. After all, I had the time since being laid off.

I began taking on-line courses in March. Some months I took one class and others it climbed to three or four. These classes were helping me understand the craft. I had homework assignments which were critiqued by my instructor and I was getting feedback. I used my graded homework assignments in my work in progress. The plotting course gave me the outline of what should be in my novel. It was much easier writing after laying down the plot points, especially since LSFW had a similar discussion which drove the point home.

At the Mayke It Happen party, the discussion with other writers helped me zero in on the details, the reasons behind the actions of my characters, and how I could plug the "holes" in my developing story. The encouragement I received made me want to put my troubles behind me and start writing away.

Armed with the knowledge from my classes, the encouragement from my friends, and my desire to actually finish a book, pushed me to complete it by deadline. I estimated how many words a day it would take to finish by May 31st. Then I created a spreadsheet with the number of days left and number of words needed each day ... those became my goals.

Still that wouldn't have been enough if the desire was missing. If you don't have the desire to write your story, nothing on earth will do it for you. It feels good just to make that accomplishment of finishing my book.

Then to top everything else off—my name was drawn as one of the three winners. What amazing luck! That was the icing on the cake. I've never written a query letter or a synopsis before and had to have Melinda send me a link to some instructions on how to write one. Sadly, I never took advantage of those discussion groups because I never felt I was ready. That kind of thinking might have been a mistake. Word of advice—even if you don't think you'll need the synopsis or query letter yet, join the discussion or take a class. You never know when it might come in handy.

I submitted my 40 pages to my critiquing editor on July 1st. Sometimes I looked forward to her critique, and other times I dreaded it. Will it show that I'm still learning and will it come back with all red markings showing what's wrong? How many mistakes will there be? Or will she just have a paragraph at the bottom listing everything wrong? Will she like the story or hate it? Will I be devastated? Will I be happy with what she has to say? I think this is what every writer worries about. I know I'm not alone. I decided even if it was the worst I could imagine and I can imagine some terrifying things at least those are things I can work on and learn, so the next revision will make a stronger book.

By the way, I received my critique and she liked my story. I could fully understand the changes she suggested. She also told me when I finished with those changes she wanted to see my full manuscript!

I can truly say entering the Mayke It Happen Challenge has been exciting and totally worthwhile even with just the critique as a prize. I'd do it again in a heartbeat. I'd also like to thank everyone connected with the Mayke It Happen challenge for inspiring writers like me. Thank you.

About Carolyn: **Carolyn J. Coles** has been writing for a few years now and is still learning the craft. At this moment in time she is unpublished. She's a member of RWA, LSFw, and KOD writing groups and has attended conferences, workshops, and online-classes. She was one of the winners in the "Mayke It Happen Challenge" and came in second place for the 'Hook 'Em for the Holidays" contest. She's been living in New Jersey going on five years and loves the proximity to New York City and the beaches. Her hometown is Centerville, Ohio where she earned a BA in Computer Science with a minor in Finance. Carolyn has been in the Information Technologies field for 18 years and now wants to write the stories that have plagued her for all these years.

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Contests and Online Courses:

Contests:

Writer's Digest is now accepting entries for its 10th Annual Short Short Story Contest. Enter your story of no more than 1500 words, any fiction genre. First place wins \$3000, Second place \$1500, with more cash prizes for other entries. The entry fee is \$15. Deadline to enter is December 1, 2009. For more information and to enter online, go to <http://writersdigest.com/short> . *Courtesy Cynthia Sterling.*

Writer's Digest Your Story Contest

Deadline Sep 10

Every other month, *Writer's Digest* presents a creative challenge for fun and prizes. We'll provide a short, open-ended prompt. In turn, you'll submit a short story of 750 words or fewer based on that prompt. You can be funny, poignant, witty, etc.; it is, after all, your story. The winner will receive publication in an upcoming issue of *Writer's Digest*. For official rules, please review: [Your Story Official Rules](#)

Your Story #20: Your Job - Write about the first day of your last job or the last day of your first job.

DEADLY INK SHORT STORY CONTEST 2010

All stories must be no more than 5,000 words, take place in New Jersey and include a "Deadly Incident." Winners will be announced at the Deadly Ink Mystery Conference luncheon. **NO ENTRY FEE.** You may submit more than one story, but please send each one separately.

Prizes:

First Place: \$100.00

Second Place: \$50.00

Third Place: \$25.00

In addition, winning entries and selected non-winning entries will be published in the 2010 Deadly Ink Anthology, which will be available for sale at the 2010 conference. Profits from the sale of the anthology will be donated to Literacy Volunteers and The Christopher Reed Foundation. Contest Rules: Not open to employees or family members of Deadly Ink. Entries may not be more than 5,000 words in length, must take place in New Jersey, and include a "Deadly Incident" (murder, mayhem) that needs to be solved. Entries must be original work of the entrant and may not have been previously published. You do not need to attend the conference to enter the contest. Entries must be postmarked between June 1, 2009, and February 15, 2010. For more information, please visit <http://www.deadlyink.com/short.html> .

Writer's Digest Pop Fiction Awards

Deadline: 11/2/2009

Writer's Digest is now accepting entries in the Pop Fiction Awards. Submit your entry (or entries!) now for your chance to win \$2,500 cash, \$100 worth of *Writer's Digest* Books and the 2010 *Novel & Short Story Writer's Market*.

Compete and Win in 5 Categories!

- Romance
- Mystery/Crime Fiction
- Science Fiction/Fantasy
- Thriller/Suspense
- Horror

[Click here for additional information or to enter online!](#)

WOW! Women On Writing Flash Fiction Contest

Deadline: MONTHLY

Entry Fee: \$5.00

Prize: Cash: \$200, \$150, \$100, Plus over \$2,000 in Prizes + publication + \$50 gift certificates

WOW! Women On Writing hosts a quarterly flash fiction contest open to English-speaking contestants across the globe. For more information, please visit www.wow-womenonwriting.com .

Suspense Magazines SECOND Annual Writing Contest / Sweepstakes

Winners will receive the following:

1. **Grand Prize** - 12 books (some autographed) from each of the 12 authors of the month for 2009. To keep updated on the authors of the month, click on the author link above. Right now we have John Saul, John Lesocrat, John Sandford, Charlotte Hughes and Steve Berry. The images on the left might not be necessarily the exact book from that author that you will receive. All books are in brand new condition, many coming from the author directly.
2. **Second Place** - \$50.00 gift card to Amazon.com
3. **Third Place** - \$25.00 gift card to Amazon.com

For more information, please visit <http://www.suspensemagazine.com/contest.html>

Please note that we do not endorse any of these contests and/or publications ask that you check the fine print regarding the contest rules, publication terms and also confirm the deadlines in question. Thank you.

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Online Courses:

BEGINNING WRITER WORKSHOPS

Beginning Writer Workshops offers online writing workshops for writers of all fiction genres, as well as non-fiction and memoir writing. These monthly online workshops, taught by experts with a proven track record, are designed to help all writers build successful careers in their chosen area. Courses begin in September and are \$25 per course. Check out this year's selection at <http://www.BeginningWriterWorkshops.com> .

September 2009 - The Submission Process- It's Not Just About the Query Letter

Presented by Lois Winston

Dates: September 4-25 - Registration Deadline: September 2 - Fee: \$16

FMI: <http://lowcountryrwa.com/online-workshops/#SEP>

Course Description: Everyone knows you have to write a great query letter to catch an editor's or agent's attention. But there's more to the submission process than just the query letter. In this hands-on workshop, award-winning author and agency associate Lois Winston will help you refine and hone the entire package needed to insure that coveted request from the editor or agent of your dreams.

Instructor Bio: Award-winning author and literary agent Lois Winston writes humorous, cross-genre, contemporary novels; romantic suspense; and mystery. Her first book, TALK GERTIE TO ME, was the recipient of the Readers and Book Buyers Best Award, took second place in both the Beacon Awards and Laurel Wreath Awards, and was nominated for a Reviewers' Choice Award and a Golden Leaf Award. Her second novel, LOVE, LIES AND A DOUBLE SHOT OF DECEPTION, was the winner of the Winter Rose Award for Excellence in Romantic Fiction, the More Than Magic Award, and the Laurie Award. The book also garnered Golden Leaf, Golden Quill, and Beacon nominations. Lois also contributed to several anthologies: DREAMS & DESIRES, VOL. 1, 2, and 3; HOUSE UNAUTHORIZED, and a forthcoming mystery anthology. When not writing, you can find Lois trudging through stacks of manuscripts as she hunts for diamonds in the slush piles for the Ashley Grayson Literary Agency. Visit Lois at www.loiswinston.com.

Creativity Journal:

INSTRUCTOR: Mary O'Gara, Ph.D.

4-week class: \$30 September 1-30, 2009

Registration ends August 31, 2009

The Creative Journal workshop is a hands-on, working workshop with exercises and homework for a full month. We'll have quick, easy ways to maintain the balance, increase both the quantity and the quality of your work, and

juggle life and marketing and writing more effectively. At the end of the workshop you'll have tools you can use for years and years, flexible tools that can adapt as your life and your work change.

Instructor Bio: Mary O'Gara, Ph.D. is a Certified Journal Instructor who has been a serious (but not always daily) journal writer since 1976. She has studied the Progoff journal method, teaches Kathleen Adams's Journal to the Self workshops, and has studied journal techniques for writers with New Mexico writers and poets Natalie Goldberg, Miriam Sagan and Judyth Hill. Ten years ago Mary initiated the Kiss of Death RWA chapter's Invisible Words email loop (for all the words that don't see print). Mary was already certified in related fields (neurolinguistic programming, hypnosis) and now works as a creativity coach.

For more information or to register, go to www.WritersOnlineClasses.com OR email info@WritersOnlineClasses.com

Los Angeles Romance Authors

Topic: Riveting Revisions Workshop

September 14-27, 2009

Instructor: Lynne Marshall

Often it's not the book, but the revisions that make the final sale. The revision portion of your manuscript request can make or break the publishing deal. Multi-published category author, Lynne Marshall, will share her

experiences with the revision process, give practical tips on how to handle the often extensive requests, and share personal anecdotes from other published authors to help make your revision request a success.

Instructor bio: Lynne Marshall published a short story for Woman's World magazine in March 2006. She has also sold seven Medical Romance® novels to Harlequin Mills & Boon since November of 2005. She presented a workshop titled, Breaking the Contest Code in October of 2006 for the Los Angeles Romance Authors, where her personal experience and insight was enthusiastically received. She also participated in a panel discussion on women's fiction for the Independent Writers of Southern California in June 2006, and in February 2007 was part of another panel for her LARA chapter. Lynne also co-presented a workshop at 2007

RWA National conference in Dallas with two other authors and two Mills and Boon editors: Exposing the Truth About Writing Short Contemporary Romance. She recently presented her newest workshop, Riveting Revisions: The Key to Getting Published to her home chapter as well as at the East Valley Authors chapter of RWA and at the 2008 Moonlight and Magnolias conference in Georgia, October 2008. This workshop is based on the Romance Writers Report article she wrote for the January 2008 issue. If you have any questions about the online workshop please contact LARA's Director of Programming Tammi Flora at programming@lararwa.com. Visit the website to register: <http://www.lararwa.com/eclassshedule.html>

Please note that we do not endorse any of these online courses and ask that you check the fine print regarding the online course rules and also confirm the deadlines in question. Thank you.

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Conferences:

Writers Digest Conference

Sept 18 – 20 – New York, NY

Registration is now open for the 2009 Writer's Digest Conference: The Business of Getting Published. See below for important rate information and then click the register button to get started! The registration rate includes conference sessions, Poetry Slam and a one-on-one critique of your work. For more information, please visit <http://www.writersdigestconference.com/homepage/>

Writer's CPR: Jumpstart the Heart of Your Manuscript Workshop

Sept 26th - Huntsville, AL

Heart of Dixie is proud to announce Harlequin Editor-at-Large and Book Doctor Leslie Wainger, author of Writing a Romance Novel for Dummies, as the headliner for its 2009 Writer's CPR: Jumpstart the Heart of Your Manuscript Workshop. Additionally, local authors Kira Sinclair (Harlequin Blaze) and Lynn Raye Harris (Harlequin Presents) will uncover the mysteries of creating sexual tension. Attendees will receive a primer on the submissions process from local author Kimberly Lang (Mills & Boon Modern Heat). The workshop will wrap up with a Q&A session featuring a published author panel, including NYT bestsellers Linda Howard, Beverly Barton, and Linda Winstead Jones. For more information, please visit <http://www.heartofdixie.org/> or call 256-828-7543.

Novelists Inc. Conference

Sept 30 – Oct 4 - St. Louis, MO

Speakers include award-winning authors, industry experts and more, but this conference is for Novelists Inc. members only. For more information, please visit <http://www.ninc.com/conferences/2009/index.asp>

Moonlight and Magnolias

Georgia Romance Writers

Oct 2 – 4 – Atlanta, GA

Keynote Speaker is Sherrilyn Kenyon. Also look for panels by LSF Writer members Caridad Piñeiro and Rayna Vause. General registration attendees must register by September 1, 2009. Late registration fees apply 9/1/09 - 9/15/09. No registration after 9/15/09. For more information, please visit <http://www.georgiaromancewriters.org/mm-conference/>

The 2009 Heart of the West Conference

RWA Utah Chapter—Writing: A Magical Journey

October 9 & 10, 2009

at The Lodges at Deer Valley in Park City, Utah

Featured author and Key Note Speaker

NYT Bestselling Author, RITA Award Winner Rachel Gibson; Award Luncheon Key Note Speaker; 2009

RITA Finalist, Author of more than 30 books, RaeAnne Thayne; Featured Editor—Acquiring for Avon, Amanda Bergeron; Featured Agents –Kelly Mortimer of Mortimer Literary Agency, Christine Witthohn of Book Cents Literary Agency. Also PRO/PAN Workshops and book signing.
Conference fee URWA members \$149.00—Non-URWA members \$165.00
Special Group rates on rooms – Hotel rooms \$99 – One bedroom suites \$129 per night. Limited number, make your reservations soon to assure rate. If you would like to donate promotional items, books, bookmarks, magnets, etc. please email mary@marymartinez.com. For registration forms and more information check our website: www.utahrwa.com <http://www.utahrwa.com/>.

Bouchercon

Oct 15 – Oct 18 - Indianapolis, IN

Mystery convention featuring guest of honor Michael Connelly, toastmistress S.J. Rozan, honored youth author Wendelin Van Draanen, and more. For more information, please visit <http://www.bouchercon2009.com/>

International Women's Writing Guild Big Apple Conference

Oct 17 – Oct 18 - New York, NY

Featuring Lynn Barrett on "Plot: The Structure of Story in Fiction, Memoir, and Narrative Nonfiction" as well as Meet the Authors and Meet the Agents open houses. For more information, please visit <http://iwwg.org>

South Carolina Writers Workshop

Oct. 23-25, Myrtle Beach, SC

Attending literary agents: Janet Reid (FinePrint Literary); Elaine Spencer (The Knight Agency); Holly Root (Waxman Agency); Jenny Bent (The Bent Agency), Jeff Kleinman (Folio Literary Management); and several more. To see the full conference schedule, visit www.myscww.org.

2009 Backspace Agent-Author Seminar

November 5 & 6 – New York City

Two days of workshops, panel discussions, and small-group meetings in the heart of the publishing world with ONLY literary agents on the program. Agents include Janet Reid, Colleen Lindsay, Holly Root, Stephany Evans, Emmanuelle Alspaugh, Paige Wheeler, Miriam Kriss, Jennifer DeChiara, and many more. Early registration discount through September 15. For more information, please visit www.backspacewritersconference.com.

New England Crime Bake

11/13 - 11/15/09 - Dedham, MA

Featuring bestselling author Sue Grafton, a variety of workshops, and the chance to pitch to editors and agents. For more information, please visit <http://crimebake.org/index.htm>

Liberty States Fiction Writers

Create Something Magical Conference

March 13, 2010

Featuring F. Paul Wilson * Virginia Kantra * Sarah Langan * Caridad Piñeiro * Mary Kennedy * and more...
Plus: Editor/Agent Appointments and a Networking Reception
Registration Opens October 1, 2009

Registration Fees:

Members: \$95 - Non-Members: \$115

Where: Renaissance Woodbridge Hotel, Iselin, New Jersey

For more information, please visit <http://www.lsfwriters.com>.

Please note that we do not endorse any of these conferences and ask that you check the fine print regarding the conference and also confirm the deadlines in question. Thank you.

If you wish to volunteer to do the Contests, Conferences and Online Courses section, please contact Anne Walradt.

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Market News:

Editor News:

Angela James has joined Quartet Press as editorial director. Previously she was with Samhain Publishing. *Courtesy Publishers Marketplace.*

Vanessa Mobley and **Lorraine Glennon** are joining Broadway reporting to recently-hired publisher Diane Salvatore, starting August 3. *Courtesy Publishers Marketplace.*

Jennifer Smith is return to the Ballantine team as editor, reporting to publisher Libby McGuire. *Courtesy Publishers Marketplace.*

At Sourcebooks, **Rebecca Frazer** has joined the company's New York office an acquisitions editor for Jabberwocky. *Courtesy Publishers Marketplace.*

Lindsay Guzzardo (formerly Lindsay Nousis, at NAL) has joined Guideposts Books as an associate editor of inspirational fiction. *Courtesy Publishers Marketplace.*

At S&S Children's, **Katherine Devendorf** has been promoted to associate managing editor. *Courtesy Publishers Marketplace.*

Maria Gagliano has been promoted to editor for Perigee and Prentice Hall Press. *Courtesy Publishers Marketplace.*

At Grand Central, **Celia Johnson** has been promoted to associate editor. *Courtesy Publishers Marketplace.*

At HarperCollins, **Margot Schupf** has been named to the new position of SVP, editorial director, digital publishing for the Morrow/Avon/Eos group. *Courtesy Publishers Marketplace.*

Simon & Schuster Children's has hired **Fiona Simpson** as editorial director of Aladdin. *Courtesy Publishers Marketplace.*

Jill Santopolo will join Penguin Children's Philomel as executive editor in mid-August, reporting to Philomel president and publisher Michael Green. *Courtesy Publishers Marketplace.*

At Bloomsbury, **Ben Adams** has been promoted to editor. *Courtesy Publishers Marketplace.*

Julie Bennett is rejoining Ten Speed Press as editorial director, reporting to publisher Aaron Wehner. *Courtesy Publishers Marketplace.*

At Holt, **Helen Atsma** has been promoted to senior editor after two years at the publisher. *Courtesy Publishers Marketplace.*

Adriana Dominguez has joined Full Circle Literary as an agent, based in New York and serving as the agency's East coast representative. Most recently she was executive editor at Harper Children's. *Courtesy Publishers Marketplace.*

Kensington Editor **Kate Duffy** is on a leave of absence, expected to return to work this fall. *Courtesy Cynthia*

Sterling.

Katherine Devendorf has been promoted to associate managing editor at Simon and Schuster Children's. *Courtesy Cynthia Sterling.*

Agent News:

Firebrand Literary Agency is closing.

FinePrint Literary Management has hired **Laura Wood** and **Ward Calhoun** as agents. *Courtesy Publishers Marketplace.*

Trena Keating, who was an agent at Endeavor since last September (and editor-in-chief at Dutton prior to that) has established her own agency, Keating Literary. *Courtesy Publishers Marketplace.*

Nancy Yost is leaving Lowenstein-Yost Associates Inc. to start up her own literary agency. She may be reached at nancy@nyliterary.com. *Courtesy Publishers Marketplace.*

Michael Stearns has left Firebrand Literary to start a new venture, Upstart Crow Literary. He will be joined at the company by **Chris Richman** and **Danielle Chiotti**, both of whom were most recently with Firebrand Literary, and all three agents will be bringing all their clients to the new venture. The company's new Web site is www.upstartcrowliterary.com. *Courtesy Publishers Marketplace.*

Stephanie MacLean has been promoted to literary agent at Trident Media Group, where she started in 2007 as Dan Strone's assistant. She is specializing in romance, women's fiction, and YA. *Courtesy Publishers Marketplace.*

Publisher News:

Anne Sowards, Senior Editor at **Roc and Ace**, sent a Tweet that she is looking for Steampunk science fiction and fantasy. Romantic elements are okay, but this shouldn't be a romance.

<http://twitter.com/AnneSowards> (<http://twitter.com/AnneSowards>) (Steampunk is a sub-genre of fantasy/speculative fiction that combines historical elements of a time when steam power was prevalent—often Victorian England—with other technological elements.) *Courtesy Cynthia Sterling.*

Dorchester Publishing is now accepting submissions via email. Find all the guidelines at <http://www.dorchesterpub.com/Dorch/SubmissionGuidelines.cfm>. *Courtesy Cynthia Sterling.*

Author, freelance editor and former high school teacher of geography and information technology **Geoff Nelder** will take over as publisher of BeWrite Books.

Don Linn joins Kassia Krozser, Kirk Biglione, and Kat Meyer as a partner in Quartet, which expects to launch romance imprint Quench Romance! in fall 2009, followed by "additional categories and service offerings in the near future." *Courtesy Publishers Marketplace.*

Quartet Press is currently accepting queries for all genres of romance fiction, including erotic romance. We will also consider other genre fiction, provided the story contains a strong romantic plot thread. At this time, we are particularly interested in queries for erotic romance and romantic suspense. We are looking for strong, engrossing stories featuring great characters and solid plots. Trends come and go, but good novels live forever. Focus on storytelling, character development, and solid plotting. We're interested in books that keep our readers up past their bedtime and leave them satisfied when they reach the final page. (Satisfied, yet wanting another great book to read!) Please only query with new, previously unpublished material or

previously published works for which the author has had all rights reverted (see information below regarding reprints). Full-length novels should range between 50,000—100,000 words. Short stories and novellas ranging from 10,000—30,000 words will be considered as well. For more information, please visit <http://quartetpress.com/about/submission-guidelines/>

MAGAZINE SEEKS TEEN WRITERS/ARTISTS

RIP (Revitalize, Inspire, Perform) magazine, a quarterly publication for urban youth ages 13-19, is seeking youth correspondents, artists, and photographers to submit their art, poems, and pictures and articles. For more information, visit <http://www.revitalizeinspireperform.com/>
Courtesy Latinidad®. For more information please visit <http://www.marcelalandres.com/>

Mainly Murder Press is an independent, Connecticut-based publisher whose niche is New England-based mystery novels. (Adult and juvenile mystery novels written by New England authors, even if set outside the region, will also be considered.) Publisher Judith K. Ivie plans to publish in both trade paperback and hardcover formats, with authors retaining e-publishing rights. "We offer strong discounts and other attractive terms to retailers and libraries," Ms. Ivie writes. "Authors will receive generous royalties—and of course, we charge no fees of any kind to authors." Complete information and a sample contract are available at <http://www.mainlymurderpress.com>. *Courtesy Cynthia Sterling.*

Sapphire Blue Publishing (<http://www.sapphirebluepublishing.com>) is buying a number of new authors. This e-book publisher is particularly interested in erotica or erotic romance 10,000—25,000 words. The books must have "an engaging story line that happens in the now." They are also interested in all sub-genres of romance, including multi-cultural stories, and all types of paranormal romance, of all lengths. The editors are also interested in young adult books, mystery and suspense, fantasy, and even non-fiction. Royalty rates begin at 45%. All submission information is available at <http://www.sapphirebluepublishing.com/info/index.php?id=5> *Courtesy Cynthia Sterling.*

Over My Dead Body (<http://www.overmydeadbody.com>) is a mystery ezine that publishes mystery short stories "from cozies to hard-boiled and everything in between." Stories should be 750-4000 words. Payment is one cent a word for first North American Serial Rights. Find their writer's guidelines at <http://www.overmydeadbody.com/wguide09.htm>. *Courtesy Cynthia Sterling.*

Great Mystery and Suspense Magazine, Quarterly magazine covering mystery and suspense. greatmysteryandsuspense.com, P.O. Box 8008, St. Joseph MO 64508-8008, E-mail: editor@greatmysteryandsuspense.com. **Contact:** Vicki Lipira, editor/co-publisher. **Terms:** Pays \$25 for first, second serial (reprint) and electronic rights. Doesn't pay the expenses of writers on assignment. Byline given. Editorial lead time 6 months. Submit seasonal material 6 months in advance. Accepts previously published submissions. Query with published clips. Accepts queries by mail or e-mail. Responds in 2-4 weeks to queries and manuscripts. Publishes manuscript 3-6 months after acceptance. Sample copy available for 9-by-12 SASE. Guidelines available online. **Needs:** Interview/profile. *Courtesy Writers Digest.*

Pill Hill Press is open to submissions for several anthologies, including A WHODUNIT HALLOWEEN. Editor Jessy Marie Roberts is looking for Halloween mysteries. 1500 to 6000 words. "We want interesting submissions where the mystery is solved through the course of the story. The protagonist does not have to be a detective (though detective stories are certainly welcome) as long as there is a mystery, an investigation, and the solution is revealed. The setting must take place at or around Halloween. "Stories should be realistic (meaning that the events could actually occur without the aid of magic or some other fantastical element). They should take place on Earth. They can take place at any time—past, present, future. We are looking for a good variety of bizarre and intricate stories that celebrate the 'whodunit' genre and Halloween. Submissions will be accepted until Thursday, April 15, 2010. We will not make final selections until the end of the submission period. Responses will be sent by May 15, 2010. Please do not query about the status of your

submission until May 16, 2010. We will send notification that we received your story within one week of submission. If you do not receive acknowledgement of your submission, please resend to pillhillpress@gmail.com. This book is scheduled to be released September, 2010. Please put SUBMISSION: WHODUNIT in the subject line of your e-mail, followed by the title of the story. To check out other anthologies Pill Hill Press is putting together, visit them at <http://www.pillhillpress.com/>. *Courtesy Cynthia Sterling.*

If you wish to volunteer to do the Market News section, please contact Anne Walrad.

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New and Noteworthy Publishing News:

Please click on the text to access the link:

[Beware Library Gift Letter Requests!](#)

[National Writers Union Opposes Google Settlement](#)

[Harlequin Ventures into YA Market](#)

[Espresso Machine Comes to New York](#)

[Department of Justice Opens Anti-Trust Investigation into Google Settlement](#)

[Erotica on hold at Virgin](#)

[Houghton Mifflin Cuts 65](#)

[No Sign of Wireless in New Sony E-Readers](#)

[The Latest Craze – Free B-book Offerings](#)

[A Book-vending Machine?](#)

[Ethics and Choices of Memoir](#)

[Awful Library Books Blog](#)

[Sourcebooks to Delay Release of eBook Version of Hot New YA Novel](#)

[2000 Gather at RWA in Washington, D.C.](#)

[Ghostwriting Article](#)

[RWA Call for 2010 Workshops](#)

[Great Blog with Agent Info](#)

[Interesting Discussion on Book Trailers](#)

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Current Bestsellers:

Please click on the text to access the link:

[Booksense Indie Bestsellers](#)

[NY Times Bestsellers](#)

[Publishers Weekly](#)

[USA Today Bestsellers](#)

[Washington Post Bestsellers](#)

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www.libertystateswriters.com

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www.lsfwriters.com

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President's Column by Gail Freeman

With the kids heading back to school and Fall fast approaching, it's time to work on projects that have been put on the back burner for the summer. It's also hard to believe that we're only six months away from our first ever Mini Conference. Registration will open on October 1. It's sort of scary holding an event of this type

without any track record. Will we have 100 attendees? 200? What if no one wants to come? However many attend, it will be an awesome event. Rayna and her committee are hard at work lining up speakers, editors, and agents. They tell me that the hotel has undergone major renovations and is absolutely fabulous.

But before the mini con takes place, there are a couple of other events on the schedule for our members. On September 13th, Liberty States Fiction Writers will have a booth at the Red Bank Street Fair. Every member is invited to stop by and visit for a spell. If you have a book you would like to sell and sign, please let us know. Or if you just want to hang around and tell people about LFS Writers we'd be happy for the company. Can't make the Red Bank date? September 20th is that date of the first ever Jamesburg Street Fair. And that is followed by the October 4th Street Fair in Somerville. All events are open to our members. If you can't attend but have some promotional material that you'd like to have set out, contact any Board member to arrange for it to be displayed at our booth.

It's been our goal to be open to suggestions and ideas from all our members. Program Chair Lois Winston has already started our line-up for 2010. Now is a great time to let her know what type of programs you'd like to see for next year. We'd also like ideas on what you'd like in the way of round tables. Did our unofficial "Movie Day" appeal to you? Should that be a program or another extra program for next summer at a member's house?

And speaking of next year, we have a number of small jobs on the newsletter that could use a volunteer. Nothing too strenuous, the jobs shouldn't take more than an hour or so of your time each month. They consist of either gathering information from the Internet or contacting fellow members to see if they would write one of our spotlights. If you can spare a few minutes to help out, please contact either Caridad or Anne and they will ease you into the position over the next few months so that you're ready to go in January.

Up until now, the amazing Charity has been doing much of the newsletter (Anne's been dealing with family issues), but the woman has some heavy writing deadlines coming up and just can't do it all herself. This is a great way to help out the organization and to meet some of your fellow members.

The Fall is also the time many groups begin to canvas for members to run for elected positions. I don't know how many of you have actually read the By-Laws (and who would if they didn't have to!), but ours were written with two year terms so there will only be an election every other year. So the current Board will be at the helm again next year, and we are open to ideas from all our members. A group cannot grow without the input from its members. Logically, we know that we cannot enact all of the suggestions that come our way, but some of the best programs come from suggestions from our members. If you ever thought "wouldn't it be nice if..." drop any Board member a note and tell us about it. We'll give it serious consideration and let you know if it's doable.

And thank you, everyone, for all your support. It's turning out to be a wild first year and I couldn't be happier.

Gail Freeman, President

Gail has been writing for twelve years and is a yet to be a published author. Ms. Freeman served as President of another writing organization for two years and has also served as Vice President, Treasurer, Special Events Chair, and Hospitality and Critique Chair in that organization. On a national level, Gail was one of the founding staff members of the Romance Writers of America's electronic newsletter, eNotes and served as editor of that publication for a number of years. In 2005, she was awarded the RWA's prestigious Service Award for her commitment and volunteer efforts. She also chaired the RWA's 2007 Chapter Newsletter Contest and the 2008 ad hoc committee for reform recommendations and changes to that contest. For the past eight years she has been a member of the RWA Communication Committee. After being out of high school for twenty years, Gail went back to college and obtained her associate degree in accounting. A lifelong resident of the Jersey Shore, Ms. Freeman believes in happy endings and working towards your goals, no matter how long it takes.



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Why Your Book Isn't Selling By Penny Sanseveiri

Over the past several days, I've fielded a number of calls from authors frustrated with their progress. "Nothing is happening," "Am I doing this right?" and "My book isn't selling" are some of the biggest complaints I hear when authors are marketing on their own. Especially now, when we feel the pressure to make every marketing effort count, marketing effectively is becoming more of a concern. Authors like to blame it on the downturn in the economy, but the truth is that books are a low dollar item and likely to sell better over the holidays than the spiffy new iPhone. So here's a little reality check, mixed with some inspiration and a few ideas to hopefully kick start your momentum!

1) Goals: it's good to have them but make sure they are realistic. If you're not sure, ask someone who can be objective. (We're here to help, email us at info@amarketingexpert.com if you have nowhere else to turn for an honest answer). Yesterday I was speaking to an author who was really discouraged she hadn't met her sales goal for the year. She had set herself a goal of selling 20,000 books. Now that's a great number to aspire to, but not a realistic figure. Why? Because it was her first book, because she self-published it and because she didn't have a distributor in place and didn't have a platform. All of these things are factors to consider when setting these types of goals. What's more realistic? Well, it depends on your market, but 2,000 to 5,000, especially if you're starting out, is a much better target. Keep in mind though, that if your book has limited distribution, this number could drop drastically.

2) What's your plan? While setting goals is important, it's equally important to have mini-goals or milestones that you can reach and check off your list. I outline my big goal, let's say it's finding a traditional publisher for my book, and then I outline the hundreds of mini-goals I need to reach before I can even be considered by a mainstream house. When you work your goal setting this way, it will feel like you are accomplishing things because you are. So often the larger scope of what we do is comprised of micro-efforts, things that might go unnoticed and unseen if you don't write them down or somehow keep a log of them.

In all the years I've worked in marketing and publicity, the single most discouraging thing is when you do a million pieces of invisible work and don't keep track of it. Make a roadmap: you would never drive from San Diego to New York and not have a map. Much like a trip from West to East you'll need a map to keep you on track. It doesn't have to be formal, just a list of things you want to accomplish today, this week, this month and the next six months. Keeping yourself on track will keep you on the right road, if not you could end up being someplace you never planned on. Like Peoria.

3) Am I doing the right thing? No one markets well in a vacuum, so if you have questions, get answers from someone you trust. You might be doing all the right things, but it might just be a matter of timing, patience, effort, and oh, did I mention patience? The important thing is to ask someone in the industry and someone who will give you honest feedback without trying to sell you their stuff.

4) Brainstorm and get creative: again, no one works well in isolation, so get out there and brainstorm with people who are in a similar situation. If that's not possible, then start attending classes whether in person or teleclasses—we offer these, they're totally free: authors@amarketingexpert.com. The point is, get out there

and start those creative juices flowing or just sit with a speaker you like and get inspired. Re-ignite your campaign.

5) Reevaluate: if you keep hitting a brick wall, it's time to reevaluate your marketing. Are you hitting the right targets? Are you going after your niche market, or are you shooting too wide? Are you spending time and money on things that aren't leveraging results? If so ask yourself *why*? Are you doing it because everyone else in your writing group is? Ask yourself some critical questions.

6) Stuff only works if you do a lot of it: whatever you focus on, you should plan to do it consistently. If you blog, blog consistently. Radio? Same thing. Get yourself in a social networking site, then be social. Don't "dabble"—someone once told me they've dabbled in this and that. Trust me, dabbling doesn't work. Diving headlong into marketing does.

7) Put a lot of lines in the water: I don't fish, so I'm not sure where that analogy came from, but you get the idea. Put a lot of stuff out there. Don't just blog and expect that to be your singular source of marketing. Blog, social network, do radio if it's appropriate to your book, do talks, book events, network, and go to conferences.

8) If you do nothing, expect nothing: your book is not the field of dreams, if you write it people won't just beat a path to your door. Get yourself out there, do whatever you need to market the book. Sending postcards to your mailing list might get you a few "Hey, great to hear from you" emails, but it won't sell books. Surprisingly enough, most authors don't sell but a few books to their immediate social circle. Break out of that circle. Mom can only buy so many of your books. I queried this on my Facebook page earlier, and someone responded by saying that she's frustrated that her clients don't market the books they publish. Hmmm.

9) Realism will keep you sane: the truth is that unless you get a ticket to her show, you'll probably never meet Oprah. That's ok. There are a million other things you can do instead of sitting by the phone waiting for her to call. Realism will not only keep you sane, it'll keep you on target. Having dreams is a great thing, everyone should have a dream, but realism will keep you from being discouraged and keep your marketing momentum on track.

10) Don't throw money at something just to feel like you're doing something: throwing money at a problem isn't always a good thing; in fact, sometimes it's the worst thing. If you're going to invest in your marketing (and you should), make sure you're investing your money wisely. There are great deals out there, but some of them are a waste of your time and, certainly, your money.

Make investments wisely. I've known authors to blow through a \$5,000 marketing budget \$99 at a time and still have nothing to show for their efforts. Also, while it's tempting and easy to do, don't place ads. Ads (especially online) don't work. Media blasts aren't recommended either. It's tempting, I know. Blasting thousands of media at one time with your message should result in something, right? Not always. Be smart with your marketing dollars. If you're blasting the media, ask to see the media targets first. You don't want to be pitching your romance novel to Car and Driver.

So what's the solution to all of this? Here are some guidelines to help you navigate this marketing and PR path:

1) Become part of the conversation, wherever that conversation exists. If your book is a New Age topic, go to web sites, blogs, and even consider attending some conferences. If you're following blogs, comment on those blogs, get to know the big bloggers out there. If you have a social networking site work it, make friends, comment, be helpful.

- 2) Don't get into the Internet with the idea you'll make a lot of money. Get online and be helpful, the money will follow. If you do it in reverse you'll have a very short-lived time online. Offer tips, link to other blogs or web sites you find helpful. Offer guidance, insight, wisdom, inspiration, whatever works for your market.
- 3) Want to sell books? Then go for exposure. Repeat after me: marketing and PR don't sell books—they get you exposure. Exposure gets you an audience, and an audience gets you book sales. Whatever effort you're going to put into your book, understand it's for the exposure, not for sales. Much like point #2, if you attack your marketing with the idea of selling books, you'll be disappointed. If you tackle it with the idea of gaining exposure, you'll be pleasantly surprised, and it's likely that book sales will follow.
- 4) When you make up your list of things to do to market your book, ask yourself what can give you the best exposure. That's one of the reasons I love the Internet, because the exposure is limitless. Don't go for flash in the pan marketing ideas, go for substance.
- 5) Having 35 social networking accounts is only a good thing when you use them all. People ask me how many social networking pages should they have, I say: how many can you manage? If you can't keep up 35 pages, then start with one and go from there. Better to have one very active page than a bunch of pages that are blank.
- 6) Do one to five things a day to market yourself and your book. Keep on track with your marketing efforts and stay in the marketing "zone" by crafting a list that lets you chip away at your goals, one goal at a time.
- 7) Please, please, please get a web site. It's your 24/7 sales tool and should be one of the first things on your list of must-do marketing tasks.
- 8) Get help from a professional you trust. I know you're loving this "going alone" thing, but let's face it, at some point it might make sense to bring in a professional who can help you, someone you trust who will give you a straight answer and good, solid advice. Stay away from anyone offering guarantees in sales. This is a huge red flag; no one can predict this, nor can anyone predict a bestseller.

The more you can approach your marketing plan with goals, a dash of realistic expectations and a lot of hard work, the more successful you'll be. The truth is there are hundreds of thousands of books that get published each year that end up dying a quiet death due to lack of focus, goals, and exposure. Get yourself on a path and then find a manageable plan that will work with you, not against you!

About the Author: *Penny C. Sansevieri is the CEO of Author Marketing Experts, Inc. Her assistant Nancy likes to say that managing Penny's schedule is like playing a game of Tetris blindfolded. To say she's busy is an understatement, but Penny wouldn't have it any other way. People just roll their eyes when Penny tells them how much she loves her work. As CEO of AME, Penny's vision was to create a company that would help authors and foster their growth, and her best-selling authors would tell you she's accomplished that and much more. When Penny's not flying around the country, talking to authors about their books, teaching or kvetching with Paula, you'll often find her in her local bookstore or waiting for a call from her secret boyfriend, George Clooney. Yes, Penny's single. When people ask her if she has a husband her standard reply is: I don't have a husband, just goldfish. (And between you and me, she can barely keep them alive...) Penny just got a dog, the AME Mascot Cosmo—we're all hoping for the best." For more information, please visit <http://www.authormarketingexperts.com>.*



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Did Someone Say Research Was Monotonous? by Pearl Wolf

Did I hear someone say research is monotonous? Not when you travel to the source. My journey to England in April (with author Shelley Freydon) was both exhilarating and instructive. Our first stop was London where we stayed in historic Mayfair for a week, once the height of fashion for living quarters for the *haut ton* during the Regency period. We were at a hotel on Half Moon Street near Green Park, at the other end of which can be found Buckingham Palace. It was a perfect location to explore places that are familiar to Georgette Heyer fans. Bond Street, now a major shopping thoroughfare, housed once fashionable men's clubs. Mansions surrounded Grosvenor Square at the time. Belgravia is now the hot place to live, while Mayfair, though still fashionable for living, now tends to serve business interests.

One of the highlights of our week in London was seeing Dame Judi Dench performing in *Madame De Sade* at the Wyndham Theatre. She was electrifying and received a standing ovation. What a thrill! We also took day trips to York, Canterbury and Brighton. For me, the Brighton Pavilion, built by the Regent, who became King George the Fourth, when his mad (people thought, but he suffered from porphyria, an illness not understood at the time) father died. The pavilion is a mind-boggling tribute to excess. Built for Prinny's mistress, the fun-loving Regent entertained lavishly and grew enormously fat through the years. Definitely worth a visit if you go.

Our next stop was Bath, which is Jane Austen country. We visited the Jane Austen museum, which is not exactly where she lived in her short stay in Bath, but the shop was crowded with tourists (including us) buying souvenirs. My favorite, though I didn't buy it, was a tee shirt that said, I (heart) Darcy. Too bad she's no longer around to enjoy royalties from all the attention. Upstairs is the Regency Tea Room, a nice place to stop and rest.

Our next stop was the famous Number One Royal Crescent, once available for rent and now a museum where it was our good fortune to be entertained by Regency dance performers and men at a card table playing Loo, a popular card game at the time, all in authentic Regency costumes. There was a charming footman at the door who I would have liked to take home with me.

Shelley, who has a background in dance and in theater, was entranced by the Minot Theater, still in use as an outdoor venue for Shakespeare's plays, built on a rugged cliff overlooking the ocean. Shelley had that glazed look in her eyes, and you could almost see the plot of a romantic suspense jelling in her mind. We could have stayed in Cornwall much longer, if we could have afforded to keep Paul as our driver and our personal guide every day.

Our next stop was Dublin, an hour's flight from Newquay. We stayed in the trendy Temple Bar area, near the courts. We visited the James Joyce museum and the Irish Writers' museum, both of which were a treat. We also visited the Abbey Theatre where we saw an ensemble group perform Shakespeare's *The Comedy of Errors*. I would have preferred seeing an Irish play, but I wasn't disappointed. The performance was terrific. We took a day trip to a breathtaking Irish estate, where I met a charming young man in a suit of armor. I was

tempted to invite him to New York, but the extra weight on the airline was far too costly.

We flew back to London and stayed one final night at a hotel in Trafalgar Square and got caught up in the enthusiasm of a crowd of marathon runners exiting Pall Mall, which leads to Buckingham Palace. I was limping badly by then (too much of a good thing) and when people asked me why, I answered, "I ran the marathon. That's my story and I'm sticking to it!"

About the Author: *Pearl Wolf* is the author of *TOO HOT FOR A SPY*, the first historical romance in a series about *The Fairchilds*. Her second in the series, *TOO HOT FOR A RAKE*, will be published in 2010.



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But I thought you were supposed to . . .
By Zita Christian

Several weeks ago I spoke to a small but enthusiastic group of aspiring writers at an adult education class held in my town's high school. The teacher had told me in advance the questions the class wanted answered—How did I get published? How did I get my agent? What kind of writing schedule do I keep? And, of course, where do I get my ideas? I told them my story.

The questions-and-answer period focused more on my book, *BAND OF GOLD*. I was thrilled to find that every student there had bought a copy, every student had already read or was reading it, and those who commented on the story commented favorably. As gratifying as all that was, there was one particular moment when I felt that not only had it been worth my while to speak in this group, but that all the revising—all the #\$\$%^&*!! revising I had gone through to get that book published—had been worthwhile. All because of

one question . . .

The student, a woman who was probably more familiar with textbooks than with fiction, said, “I always thought good writing required a certain kind of order. Every paragraph has a unified thought. Every scene has a particular purpose. Every chapter has a beginning, middle, and end.”

I nodded my agreement.

“So I don’t understand,” she said as though she felt compelled to point out a flagrant error of my book, “why you ended so many of your chapters the way you did.”

Suddenly, I didn’t feel quite so sure of myself. “What do you mean?”

The criticism flowed. “Well, the chapters just weren’t finished properly. Sometimes you’d end the chapter with action occurring right in the middle of the scene. Sometimes you’d end with dialogue at a critical point in the story. And then sometimes, just when I thought everything about the scene and the chapter was going to be wrapped up all neat and tidy, you threw in a glitch.”

“And what,” I asked, “did you do when you reached the ends of those chapters?”

“Well, I didn’t have much of a choice,” she said with a shrug of her shoulders and a look of exasperation. “I had to read the next chapter.”

About the Author: *Descended from a lineage of storytellers, healers, spiritual leaders, and what some might call wizards, Zita Christian draws on her heritage to spin tales of magick in the lives of ordinary people. Under her own name, she is the author of three historical romances published by Harper and the lead article in the national magazine Hooked on the Outdoors. As Zelena Winters, she is the author of a novella in the WORDS OF THE WITCHES anthology published by Berkley. She is working on a paranormal novel she defines as “Witch-Lit”—women’s fiction with a magickal twist.*

Every summer since 1996, Zita has taught a week-long course on writing genre fiction at the conference of the International Women’s Writing Guild. She has taught the same course at the Hartford College for Women. In addition to writing and teaching, Zita hosts and produces two weekly television shows that air on various public access channels in Connecticut and Massachusetts. Full Bloom and Page 1 have each received numerous national Pegasus awards for amateur video production.

Zita works full-time as assistant manager of the programs department at the Bushnell Center for the Performing Arts in Hartford where she buys theater for young audiences and creates literature-based programs for the community.

This article first appeared in Connecticut’s CONNECTIONS, November 1993.



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What the Google Book Settlement Means to You by Caridad Piñero

***Disclaimer: This article is not intended to provide a legal opinion. It is only to provide the background and basic terms of the agreement as well as a sampling of opinions on the Google Settlement Agreement. Please note that the Google Settlement Agreement pertains to printed materials other than books, but this discussion will focus on the impact of books and their authors. At the end of the article, you will find a number of different resources which you might find helpful. ***

Background: In 2004, Google announced the Google Library Project. Google had entered into agreements with several libraries to scan and digitally offer books in those libraries' collections via the Internet. The Authors Guild and the Association of American Publishers filed a law suit alleging that Google's actions constitute copyright infringement. Google argued that its actions were permitted under the U.S. copyright law's doctrine of "fair use." Instead of continuing with the litigation, the parties entered into negotiations to settle the dispute.

Who is covered by the Settlement Agreement?: The Settlement Agreement (hereinafter Agreement) covers authors and entities possessing a U.S. copyright interest in a "book" published before January 5, 2009. Books published after January 5, 2009 are not covered by the Agreement. In addition, to qualify under the terms of the Agreement a "book" must meet the following conditions according to the Google Book Settlement FAQ page:

- a. The book was published/ distributed publicly by permission of the U.S. copyright owner(s) "on sheets of paper bound together in hard copy form"; and
- b. "The book was registered with the U.S. Copyright Office, unless the work is not a "United States work" under the U.S. Copyright Act, in which case such registration is not required; and
- c. The book is subject to a U.S. copyright interest (either through ownership, joint ownership, or an exclusive license) implicated by a use authorized by the Settlement."

Options under the Agreement: There are three options provided for under the Agreement:

- (1) **Opt Out:** If you opt out, you will not be bound by the terms of the Agreement and will receive none of the benefits of the Agreement nor will you be bound by the terms of the Agreement. Therefore, if you opt out, you will be able to bring legal action against Google if you believe your copyright interest is being infringed. If you opt out, you can request that Google not digitize your books and although Google has said that it will voluntarily honor such requests, there is nothing in the Agreement which prohibits Google from digitizing your books in the future. You must send Google notice in order to opt out of the Agreement. The deadline to opt out was extended until **September 4, 2009**. To opt out, you can visit this link: http://www.googlebooksettlement.com/r/enter_opt_out
- (2) **Opt In:** If opt in to the Agreement, you will be bound by the terms of the Agreement or any judgment rendered in the court action. If you opt in, you must claim your books to receive payment and be able to designate how Google may use your works. The deadline to claim books under the Agreement is **January 5, 2010**. To opt in, you can visit this link: https://www.google.com/a/qbss.google.com/ServiceLogin?service=qbss&continue=http://www.googlebooksettlement.com/r/login%3Fcontinue%3Dhttp://www.googlebooksettlement.com/r/view_claims&hl=en
- (3) **Do Nothing:** You can do nothing with respect to the Agreement. If you do nothing, you will be bound by the terms of the Agreement or any judgment rendered in the court action. To receive payment for any books which might fall within the terms of the Agreement, however, you will need to fill out a claim form for your books by the **January 5, 2010 deadline**.

(4) **Object:** You can file an objection to the terms of the Agreement, but only if you opt in. The Court will consider the objections filed at a Final Fairness Hearing before deciding whether to approve or disapprove the Agreement. The Final Fairness Hearing will be held on **October 7, 2009** at 10:00 am in Courtroom 11A of the United States District Court for the Southern District of New York, United States Courthouse, located at 500 Pearl Street, New York, New York 10007. You may file an objection or notice of intent to appear at the Fairness Hearing and such objection/notice to intent appear must be postmarked on or before **September 4, 2009**.

What's in it for Google in the Agreement?

Under the Agreement Google will be authorized to:

- a. Continue to scan books into a digital format (hereinafter “digital books”);
- b. Sell subscriptions to institutions for these digital books in the Google database;
- c. Sell online access to individual digital books;
- d. Sell advertising on books/pages of digital books displayed via their database;
- e. Provide previews and “snippets” of digital books;
- f. Display bibliographic information from digital books; and
- g. Establish the Books Rights Registry, namely, a database that has information on the digital books’ copyright holders/licensees, to pay revenues Google earned from the display of the digital books and distribute those revenues to copyright holders/licensees, and to provide a way to provide notice and settlement administration costs.

Please note that there is a distinction in the Agreement between Commercially Available books (in-print) and out-of-print books. Under the Agreement, Google may make available out-of-print books unless the author/rightsholder directs Google that it may not do so by **April 5, 2011. In the case of Commercially Available books, Google may not include these books in their database without the express authorization of the author/rightsholder.

Finally, as part of the Agreement, authors/rightsholders will grant a full release to Google and its participating libraries for all actions covered under the Agreement.

What's in it for Authors who decided to “Opt In” to the Agreement?

Authors who “Opt In” to the Agreement and claim their books will be able to:

- a. Choose whether or not to remove their books from Google’s database. To have a book removed, a request must be made to Google on or before **April 5, 2011**. According to the Google FAQ page, “Google will honor “do not digitize” requests if Google has, as of the date of that request, not already digitized the Book.”
- b. Exclude their books from the database . “Exclusion” in the Agreement does not refer to the ability to remove the book from the database, but rather to how the author may regulate the way in which their book will be displayed by Google.
- c. Earn revenues for digital books that are displayed. Google will pay the copyright owner/rightsholder 63% of all revenues received for any commercial use made by Google.
- d. Receive compensation for the digital books which qualify. Copyright owners/rightsholders whose books have been scanned without permission as of May 5, 2009 are eligible to be paid \$60 per “Principal Work.

General Comments on the Agreement:

Assuming that Google's actions could be found to constitute copyright infringement, the payment of \$60 seems out-of-line with Section 504(c) of the U.S. Copyright law which provides for statutory damages of a sum not less than \$750 up to \$150,000 in cases where the Court finds that the copyright infringement was willful.

Furthermore, as noted by the National Writers Union, "(f)or what, then, is loose change to Google, the goliath gets to have its way for past infringements from its illegal scanning of millions of copyrighted books."

William Morris advised its clients to opt out of the settlement and noted "(t)he terms of the Settlement are interminable. The duration, in the absence of a subsequent court order, is for the term of copyright for each subject book. While an author may change his or her election to allow in- and out-of-print books to be sold under the terms of the Settlement, the overall terms and limitations of the Settlement cannot be modified by either party."

In response to William Morris, the Authors Guild noted that "to straighten things out . . . here's the deal in one sentence: unless you want to sue Google, there's no good reason to opt out of the settlement."

Sadly, the bottom line for authors with respect to the Agreement is just that – unless you can afford to sue Google on your own, there is no good reason to opt out of the settlement, because if you do not opt in, you will not be able to control how your books will displayed (or not). Further, if Google should not honor its voluntary commitment to not scan books from authors who opt out, your only remedy will be to commence legal action against Google.

Truly a case of David fighting Googliath!

In addition, there is the possibility that Google's actions in offering snippets, etc. will be considered to fall within the fair use provisions of U.S. copyright law, although in general, uses which generate profit do not fall within the fair use provisions.

At this time, William Morris and the National Writers Union are not the only entities opposed to the Agreement. The U.S. Justice Department has launched an investigation into possible Anti-Trust problems with the Agreement. Civil liberties organizations have come out to express their concerns about possible Internet privacy issues not addressed by the Agreement and a prominent Washington law firm is apparently mobilizing in order to bring legal action against the Agreement.

Google is also facing opposition from its fellow technology companies. Amazon, Microsoft, Yahoo are joining with a number of library organizations and non-profit groups to form what has been tentatively titled the "Open Book Alliance" to challenge the Agreement. For more on this visit <http://blogs.zdnet.com/BTL/?p=23358>.

Bottom line: It is likely that the September 4 deadline may be extended yet again as these various groups and individuals file actions and the Justice Department continues its Anti-Trust investigations. However, be vigilant of the deadline in the event you decide you wish to opt out.

If you do opt out, consider what you will gain from that. As the Agreement presently stands, what you will gain is the right to sue Google for any actions which infringe your rights.

If you opt in, you will receive some kind of monetary compensation for the allegedly infringing actions. You will be able to have some control over how your book is displayed. You may be able to receive monies in the future from any revenues Google earns from displaying your digital book.

As a final note, what is of concern is the precedent this sets for the future of authors' rights to control their works. Will this Agreement say to others "Copy first and pay later"? Does this Agreement turn U.S. copyright law on its head by stripping copyright holders not only of the right to control their works, but by permitting those found to be infringers to offer compensation far below that provided by the statutes?

I will continue to watch the developments in this case with interest and hope that the Courts will find a way to uphold the rights of authors and adequately compensate them should it be found that an infringement has occurred.

Resources:

Following is a list of resources which may be of assistance in reaching a determination as to what to do regarding the Agreement and also, provide further details and opinions on the various implications of the Agreement.

William Morris's complete memo:

http://www.mediabistro.com/baynewser/google_book_settlement/breaking_william_morris_stands_by_its_opposition_to_google_books_settlement_124450.asp

Authors Guild response to William Morris:

<http://www.authorsguild.org/advocacy/articles/william-morriss-google-memo-off.html>

More Authors Guild on the Agreement: <http://authorsguild.org/advocacy/articles/should-i-opt-out.html>

AAP Facts and Explanations: <http://www.publishers.org/main/Copyright/Google/Faq.htm>

Google Book Settlement Home page: <http://www.googlebooksettlement.com/>

Court Notice on Settlement:

<http://www.googlebooksettlement.com/intl/en/Final-Notice-of-Class-Action-Settlement.pdf>

Settlement Agreement (without attachments):

<http://www.googlebooksettlement.com/intl/en/Settlement-Agreement.pdf>

Settlement Agreement (with attachments):

<http://www.googlebooksettlement.com/intl/en/Settlement-Agreement.zip>

University of Michigan Library Take on Settlement: http://www.vpcomm.umich.edu/pa/key/google_settle.html

National Writers Union Report: http://www.nwu.org/nwu/index.php?cmd=showPage&page_id=1.18

Electronic Privacy Information Center concerns on privacy issues of the Agreement:

<http://epic.org/privacy/googlebooks/default.html>

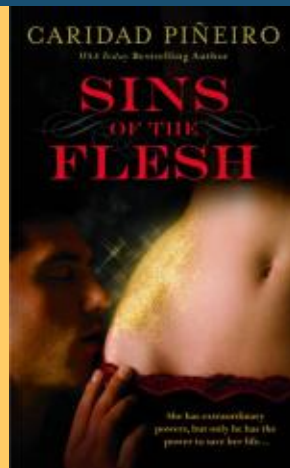
ACLU on Agreement and Privacy Issues:

<http://blog.aclu.org/2009/07/23/google-dont-close-the-book-on-reader-privacy/>

Internet Archive on the Agreement:

http://www.theregister.co.uk/2009/08/28/google_book_research_corpus/

About the Author: *Caridad Piñeiro* is a NY Times and USA Today bestselling author of over 20 novels. When not writing, Caridad is a wife, mom, and partner in a Manhattan law firm. Look for **SINS OF THE FLESH** on Oct 27, 2009 (Grand Central Publishing), and **FURY CALLS** available March 2009 from Silhouette Nocturne. For more info on Caridad, please visit www.caridad.com or www.thecallingvampirenovels.com.



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