



Publishing contest finalists and winner announced

Mandy Langston Manley is the Grand Prize winner of our Get Ready/Get Published Contest for her story, *Foundations*. The grand prize, valued at \$8,900, includes editing, proofing, design and other production services, ten copies of the printed book, and promotional resources to help the author launch her book in the marketplace.

Mandy is a native of Paducah, Kentucky, who moved to St. Louis in 2005 after earning a BA in Journalism from the University of Kentucky. Currently a magazine editor for BMW Motorcycle Owners of America, she is also a newlywed, knitter and avid writer of personal journals. Our other finalists—David Gurian, author of *The Ianoda Project* and YuMin Ye, author of *Oil in the Wok* — won Honorable Mentions and one-year memberships in SLPA. Congratulations to everyone!

The winner was chosen through a two-tier judging process that included a preliminary round to determine Finalists, followed by a full-manuscript finalist round, judged by three industry professionals, representing a cross-section of the book-loving world.

We give special thanks to our judges, who contributed their time and expertise to read and evaluate the three Finalist manuscripts:

- Vicki Erwin – Owner of Main Street Books, a successful Independent bookstore located at 307 S. Main Street in St. Charles, Missouri (www.mainstreetbooks.net).
- Jill Campbell, MLIS – Assistant Professor, Faculty Librarian at Lincolnland Community College in Springfield, Illinois.
- Johannes Wich-Schwarz, Ph.D., Assistant Professor of English and Humanities at Maryville University, St. Louis.

We thank all the authors who submitted an entry in the contest. Each will receive a compiled scoring sheet which includes helpful comments from the judges. We will provide progress reports as the winning author moves her manuscript through the editing and production process, targeting an October 2010 publication date. Keep watching for updates and education! 📖



Get Ready/Get Published Contest: (L-R) YuMin Ye, SLPA President Ligaya Figueras, Mandy Langston Manley, David Gurian

What's ahead?

May 12 – Publishing Predators: Who are those nice companies that promise to “publish your book” for you? What do you really get and what don’t you get? This meeting untangles the mystery of subsidy publishers and print-on-demand, so you can decide what’s best for you. **Mark your calendar!** 📅

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APRIL 12 MEMBERSHIP MEETING:**How to use video to promote your book online**

Your book may be comprised of text, but when it comes to promoting it on the Internet, the most successful authors engage the senses — making effective use of sound and visuals. At this month's meeting we focus on using video to reach readers online. You've probably heard the term "book trailer" in recent years and how some publishers are using them to stir up interest in their books. Our great lineup of speakers will discuss book trailers, as well as author interviews and other ways to communicate who you are, what your book is about, and why readers need to know about it.

This month's speakers include:

Linda Louis-VanReed has worked in various aspects of film and television production for over 20 years, both on location and in the executive offices of such companies as CBS, HBO, Scripps-Howard, Walt Disney Studios in Los Angeles, and Universal Studios in Florida. Currently, she and her husband Bruce reside in St. Louis and are producing a documentary about Dred and Harriet Scott. Linda understands what it takes to create a great video interview, and how effective such a tool can be for the author.

Maria Rodgers O'Rourke is the author of *Prepare Your Heart for a Great Christmas* and *Prepare Your Heart and Be a Great Mom*. Her work also appears in the *Chicken Soup for the Soul* series of books and the *St. Louis Globe-Democrat* online. Maria is a popular writer, facilitator and speaker who has used video to promote her books online.

Trent Anderson of NT Solutions will also be on hand to discuss Book Trailers and show good and bad examples of promotional author videos.

If you've ever wondered about using video to promote your book online, attend this April meeting and pick up some great pointers.

Our monthly meeting returns to our regular location, the **Richmond Heights Community Center at 1000 Dale Avenue**. **Doors open at 6:30 p.m. for networking. The meeting begins at 7:00 with announcements, followed immediately by the evening's program. The evening concludes about 8:30 with networking continuing until 9:00. Our regular meetings are free to Members. Guests – \$10.00 at the door.**

Something Called B-O-O-K

Announcing the new Built-in Orderly Organized Knowledge device (BOOK). It's a revolutionary breakthrough in technology: no wires, no electric circuits, no batteries, nothing to be connected or switched on. It's so easy to use even a child can operate it. Just lift its cover. Compact and portable, it can be used anywhere — even sitting in an armchair by the fire— yet it is powerful enough to hold as much information as a CD-ROM disk.

Here's how it works: Each BOOK is constructed of sequentially numbered sheets of paper (recyclable), each capable of holding thousands of bits of information. These pages are locked together with a custom-fit device called a binder which keeps the sheets in their correct sequence. By using both sides of each sheet, manufacturers are able to cut costs in half. Each sheet is scanned optically, registering information directly into your brain. A flick of the finger takes you to the next sheet. The BOOK may be taken up at any time and used by merely opening it. The "browse" feature allows you to move instantly to any sheet, and move forward or backward as you wish. Most come with an "index" feature, which pinpoints the exact location of any elected information for instant retrieval.

An optional "BOOKmark" accessory allows you to open the BOOK to the exact place you left it in a previous session—even if the BOOK has been closed. BOOKmarks fit universal design standards; thus a single BOOKmark can be used in BOOKs by various manufacturers.

Portable, durable and affordable, the BOOK is the entertainment wave of the future, and many new titles are expected soon, due to the surge in popularity of its programming tool, the Portable Erasable-Nib Cryptic Intercommunication Language Stylus... (PENCILS).

Author Unknown, courtesy of www.lifestorywriting.com

SLPA now on Facebook and LinkedIn

Visit www.facebook.com and www.linkedin.com to set up your accounts and/or "friend" and "connect" with SLPA!

PUB LEGAL

Copyright: Exclusive Rights and Exceptions



By Jessica Hille for the St. Louis Volunteer Lawyers and Accountants for the Arts

Artists' rights have always been recognized and protected in the United States. American copyright law has its origins in no lesser a legal authority than the United States Constitution.

Article I, Section 8 gives Congress the power "To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries." Today, the Copyright Act of 1976 (Title 17 of the US Code) continues to uphold the rights of artists to control and benefit from their work. Balanced against these rights, however, is the public interest in sharing knowledge and mutual inspiration Congress and the courts attempt to protect artists' rights without creating too much of a restraint on others' creativity.

This article will discuss the exclusive rights granted to artists and two major exceptions to these rights: fair use and the public domain.

Exclusive Rights

The creator of a work (the "author" in copyright law) obtains copyright at the moment the work is created and fixed in a tangible form. It is no longer necessary to provide any sort of copyright notice or to register the work with the United States Copyright Office. However, you may wish to include a copyright notice on your work, to make sure others know that it is copyrighted. Copyright notice includes three parts: 1) the © symbol, 2) the date, and 3) your name. For example: © 2010 by Jane Artist.

Not everything that one creates can be copyrighted. As stated above, a work must be fixed in a tangible medium of expression. For example, a speech cannot be copyrighted unless it is written down or recorded. The work must also be original to the author (i.e. not copied from another), and contain a minimal amount of creativity. The requirement for creativity is low; for example, an alphabetical listing of names and numbers in a telephone book does not contain the minimal amount of creativity, but an otherwise more creative collection of information might.

Copyright has nothing to do with the quality of the work. It is an old maxim of copyright law that judges are not and should not attempt to be critics when deciding copyright cases. The question is not whether the work has artistic merit but whether it is an original work of authorship protected by law.

The law gives authors of a work the exclusive right:

- (1) to reproduce the copyrighted work in copies or phono records;
- (2) to prepare derivative works based upon the copyrighted work;
- (3) to distribute copies or phono records of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease, or lending;
- (4) in the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works, to perform the copyrighted work publicly;
- (5) in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work, to display the copyrighted work publicly; and
- (6) in the case of sound recordings, to perform the copyrighted work publicly by means of a digital audio transmission. (17 U.S.C. §106)

You can transfer any of your exclusive rights, but such transfers must be made in writing.

Exceptions

There are two major exceptions to exclusive rights. The first is fair use. If you do not have permission to use a copyrighted work, you may still be able to use it if your use constitutes "fair use." The fair use exception to exclusive rights allows artists to draw inspiration from each other "for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research" (17 U.S.C. §107) without being liable for infringement. The courts balance four factors when determining whether a use is fair:

- (1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;
- (2) the nature of the copyrighted work;
- (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
- (4) the effect of the use upon the potential market for or value of the copyrighted work. (17 U.S.C. §107)


The other exception to exclusive rights exists when the works enter the public domain. After a certain period of time, copyrights expire and enter the public domain. They can then be used freely by anyone, without permission or compensation. When copyright in a work will expire depends on when the work was created. See this chart for specific dates: www.copyright.cornell.edu/resources/publicdomain.cfm. Generally, works created before 1923 are now in the public domain. A

Continued next page

Copyright ... Continued

work created today will enter the public domain 70 years after the death of the author.

If you have questions about your rights or whether/how you may use someone else's work, it is best to consult a lawyer.

Note: for more information, visit the U.S. Copyright Office: www.copyright.gov/ 

Jessica is a legal intern for St. Louis Volunteer Lawyers and Accountants for the Arts. ©VLAA. All rights reserved. This article was written for educational and informational purposes only and is not legal advice or a legal opinion. Only your attorney can advise you about which laws are applicable to your specific situation. We urge you to seek professional services to address your specific needs. For more information, visit www.vlaa.org.

We welcome our newest members

Linda Louis-VanReed

Miracle Canyon, LLC • louie@miraclecanyon.com

Louie is a filmmaker who is creating a documentary about Dred and Harriet Scott. Miracle Canyon, LLC produces videos for authors' and artists' websites to help them promote their work.

Toni McMurphy

InfiniteImpact.net • toni@infiniteimpact.net

Toni is a coach, speaker, trainer and facilitator who helps individuals and organizations navigate the human side of business.

Alison Hockett

www.stlweddingbook.com • hockett77@charter.net

Alison owns Wright Publications with her sister, Emily Ayala. *The St. Louis Wedding Book*, which they just published, is a wedding guide/planner.

Stephanie Malench • ssmmsw01@aol.com

Stephanie is interested in editing and proofreading, writing newsletters and articles for magazines and newsletters. She is the author of *ABCs of Living at Home When You Are Elderly or Frail*.

Paul Bock • bockpt@centurytel.net

Paul is the author of *Hi-Speed Electric Vehicle Elevated Roadway*.



Book Learning

Every month, the SLPA invites independent publishing professionals to share their tricks of the trade with members and guests. In March, the topic was "What Can a Book Coach do for You?" Here are a few gems our members learned that evening:



"Now more than ever before, self-publishers are making it in the publishing world. Companies like Amazon are driving publishing prices down through their services, like Create Space."

— Rob Sherwood, Publisher, Frontenac Press




"If you're looking for a Book Coach, there are a lot of different types, so make sure you interview them to find the expertise that fits your needs."

— Katherine Hinkebein, Copyeditor/Proofreader, P.O.P.



"We are learning so much about online marketing through Facebook and blogging. It's also great to learn about all the printing options now available."

— Allison Hockett & Emily Ayala, co-authors and sisters, *The St. Louis Wedding Book: Two Sisters' Guide to Your Ultimate Wedding* 



SLPA "How to Publish Your Book" Workshops at Borders:

Barbara Davis shares her expertise on "Promoting and Selling Your Book" at the Edwardsville, Illinois Borders store March 13. Seated to her right is Ed Sylvia, who spoke on "Self-Publishing vs. Traditional Publishing." In honor of Small Press Month, SLPA board members presented these and other topics at Borders stores on Saturday evenings in March.

Seven ways to promote your book with video

By Dana Lynn Smith

Video is one of the hottest online promotional tools these days, and with good reason. People watch hundreds of millions of videos a day on YouTube and other video sites, and folks who enjoy videos often forward the link to someone else, creating viral marketing opportunities.

Search engines like Google includes videos in search results, and people also use search engines and video sites to search for videos on a particular topic. So, how can authors take advantage of the power of video to promote themselves and their books? Here are some ideas:

1. Add a video greeting to your website, to get up close and personal with your audience.
2. Record a brief video promoting yourself as an author, expert, speaker, and/or consultant.
3. Create a video book promo (similar to a movie trailer, combining graphics, words, and music).
4. Offer free video tutorials.
5. Make video posts to your blog (known as vlogging).
6. Post video testimonials from customers on your website.
7. Create a video bio for your online media room or post clips of live speaking events or television interviews.


Short videos get watched more often, so keep your video under three minutes. About 30 to 90 seconds is usually ideal. Be sure to include your website address and a call to action in promotional videos.

You can create brief promotional videos with a webcam, the video capture feature of your digital camera, or a digital video camera such as the Flip Video Ultra. You don't necessarily need to use editing software to enhance your video—part of the charm is having it look homemade.

For book promos, you'll probably want a more polished look. You can get some basic video production tools and learn to produce videos, or hire someone to do it for you. Prices range from \$150 to thousands of dollars, depending on the skill level of the producer and the complexity and length of the video. For tips on making your own videos, see these articles by MaAnna Stephenson (<http://bit.ly/5RykhW>) and Joanna Penn (<http://bit.ly/driLFj>).

I recommend first uploading your video to YouTube (www.youtube.com), then embedding a link on your website or blog. Just copy and paste the “embed” code from the video's page on YouTube. When you upload the video to YouTube, include important keywords in the title, description, and tags. Keywords are very important—that's how people will find your video through online searches.

Here are some other ideas:

- Promote your videos in your ezine and through social media sites such as Twitter, Delicious, and StumbleUpon, and embed them in your profile on social networking sites like Facebook.
- Upload your video to other major video sites such as Yahoo Video (<http://video.yahoo.com>). You can save time by using the free service at Tube Mogul (www.tubemogul.com) to upload your video to several different video sites at once, but I recommend uploading directly to YouTube.
- Submit your videos to video search engines such as Blinkx (www.blinkx.com/rssupload) and Truveo (<http://developer.truveo.com/DirectorAccountsOverview.php>). 

Excerpted from *The Savvy Book Marketer's Guide to Successful Social Marketing*, www.SavvyBookMarketer.com. For more book marketing tips, follow @BookMarketer on Twitter and get your free Book Marketing Tips ebook at www.TheSavvyBookMarketer.com.

You are invited to submit items and articles to *SLPA News and Views*.

Next deadline: April 20

Don't be late – no kidding!

Get your news and articles in EARLY! Send your information, articles and announcements to **Editor@stlouispublishers.org**.

Questions about SLPA?

Contact membership chairperson:
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