



# News & Views

▶ Empowering authors and publishers to create and market books

SEPTEMBER 2009

## SEPTEMBER 9 MEMBERSHIP MEETING:

### Press releases and public relations in the Internet age



One of the least expensive, most effective ways to promote your business is through public relations. With the advent of the Internet and social media, and the downsizing of traditional media publications, PR practices are changing. Blogs, Twitter, and Facebook provide anyone a platform to share their message directly with the public. Is the press release also history?

At our September meeting, editor-writer Ligaya Figueras will discuss the latest trends in PR, including:

- ▶ What makes a topic newsworthy
- ▶ When, where and how to send your message
- ▶ Elements of a killer headline
- ▶ How to become the spotlight for a feature story
- ▶ Building and maintaining relations with the press and other influencers

Come and learn how to play the media game. This is a hands-on workshop so bring your releases, headlines, and hooks—and your red pen!

**Join us Wednesday evening, September 9 at the Lodge at Des Peres. Doors open for networking at 6:30 p.m.; meeting begins at 7:00 p.m. The formal meeting concludes around 8:30 p.m. with networking continuing until 9:00 p.m.**

#### Featured Speaker

SLPA communications manager Ligaya Figueras has been an independent publishing professional since 2001. Besides providing editorial services to self-publishing authors, Ligaya serves as a remote communications department for many small businesses and nonprofit organizations, tackling everything from writing and editing to managing PR/marketing campaigns. Ligaya is also a contributing editor for *Sauce*, St. Louis' fine dining and food magazine, and for *Art Calendar*, a business magazine for visual artists. She has also wriggled her name into *Business Week*, *Children's Digest*, *Family Circle*, *Missouri Life*, *St. Louis Magazine*, *St. Louis Post-Dispatch*, *Silent Sports*, *The Writer*, *Vegetarian Times*, and *Written By*, among others.

## What's ahead?

### Has the economic crisis affected your marketing budget?

At our October meeting Dr. Stan Fine will explain how to market yourself and your business in recessionary times. As a national business speaker, Dr. Fine has presented to thousands of people around the U.S. He has also taught management seminars for *Inc. Magazine*, and hosted the daily "Dr. Stan: The Business Doctor" show on Channel 10 STLTV and the radio show "The Business Doctor Rapid E-Business Tips of The Day," that aired on 91.5 FM and 1320 AM. The meeting will open with a ten-minute learning module on book proposals.

**Mark your calendar for Wednesday, October 14!**



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## President's Corner by Lynette Schuepbach


### Camouflage your press releases



We're stalking our prey...Internet, social networking, newspapers, magazines, radio, and television. The camouflage we use must be subtle and convincing. It must hide the real message we'd like to scream to the world: Hey, I just published a book! However, just as rabbits would not stand silently still when hearing, "Hey, all of you rabbits! I'm a hunter and I want to shoot you," neither will the media respond to "New book published by XYZ Publishers." It's imperative to give the media a hook, a twist, a story—something that will interest readers and still get your message out there.

One of my favorite charities is the local food pantry. I decided to give part of the sale of my children's books to the food pantry. Hearing about my generous donation to the local food pantry was much more interesting to the general public (and the editor of the local newspaper) than hearing about the publication of my new book. To connect the sale of children's book to the mission of a food pantry, the article quoted psychologists who agreed that basic physical needs must be met before education can be effective. It also suggested buying books to be donated to the pantry for patrons of the pantry to receive them. It was an effective article and the event was a success.

Camouflaging the presentation of books by including them in an interesting article makes it more likely to be published. Many companies are downsizing the number of employees which increases the job requirements for each of them. Time is a premium for most reporters, editors, producers, web designers and social networkers, making pre-written articles more likely to be printed.

Just as camouflage differs from desert to rain forest to suburbia, press releases need to be tweaked to fit your book, the media, its focus and its readers. This month's meeting features Ligaya Figueras, independent publishing professional and SLPA board member and communications manager. She will talk about press releases in this new age of the Internet and suggest hooks and twists to make your information viable for all media. Bring your press release for us to consider. See you there! 

—Lynette Schuepbach, President  
President@stlouispublishers.org

## 2009 DIY Book Festival


### issues call for entries

The 2009 DIY Book Festival has issued a call for entries for its eighth annual program celebrating the success of independent authors and publishers.

The DIY Book Festival will consider self-published or independent publisher non-fiction, fiction, biography/autobiography, children's books, teenage, how-to, cookbooks, science fiction, audio/spoken word, photography, art, comics, 'zines, fan fiction, poetry and e-books published on or after Jan. 1, 2006. All entries must be in English and have been self-published or issued by an independent publishing house.

The grand prize for the 2009 DIYBF Book of the Year is \$1,500 cash and a flight to the awards ceremony, held in February, 2009 as part of the annual DIY Convention in Los Angeles.

Submissions must be postmarked by the close of business on November 25, 2009. For more information and downloadable entry form, visit [www.diyconvention.com](http://www.diyconvention.com) or call **323-665-8080**.

The 2009 DIY Book Festival is part of the DIY Convention: Do It Yourself in Film, Music & Books, which also produces the DIY Film Festival and the DIY Music Festival. The 2009 DIY Book Festival is sponsored by the Larimar St. Croix Writer's Retreat, eDivvy, Shopanista, Westside Web sites and The DIY Reporter.com. 


## SLPA publishing contest

### deadline is nearing

How close are you to getting published? The SLPA "Get Ready/Get Published" contest is open to all SLPA members (18 years or older), whether published or unpublished. Manuscripts, however, cannot be previously published.



The winning author will see his manuscript transformed from raw words into saleable product. The grand prize, valued at \$8,900, includes editing, proofing, design and other production services, ten copies printed by Lightening

Sources, a reading by industry professionals, layout of sales and marketing promotional materials, a one-year SLPA membership and much more! Complete details and downloadable entry form are available at [www.stlpublishers.org](http://www.stlpublishers.org). **Deadline for submission is January 20, 2010.** 

## The Big Read is big opportunity for publishers

Bring your family, friends, and fans to The Big Read in Clayton, MO on October 10, 2009. This is the fourth year for this family-friendly event that celebrates the joys of reading. Mark your calendars, and set your PDAs, iPods and computer calendars to remind you to take this day as a working holiday!

Here's how to get the most out of The Big Read if you attend:

- Carry your title so everyone can see the front cover.
- Bring your spouse, kids, friends, and fans! Ask them to wear a t-shirt that has your book cover on the front and back. Don't forget to cover their sleeves with large button-pins with your book cover on it; these make for great conversation pieces and giveaways. Remember to have your contact information on everything.
- Proudly browse and chit-chat your way through the booths of fellow authors and writers. Exchange business cards with them as passersby overhear conversations about your book!
- Do you have trading cards, magnets, postcards, bookmarks, flyers, and pens to distribute? If you act now, there's time to prepare your handouts, freebies and at-home reminders of your book.
- Be sure to bring a few extra copies of your title(s) as local celebrities and news reporters are often seen strolling through the booths. Perhaps they would enjoy reading a complimentary autographed copy.
- You should plan to take a break at the author tent and storytelling tents. Of course, your book will be sitting proudly in your lap for all to see. What an interesting conversation piece while you are waiting for the next speaker! Perhaps you can even make a quick sale!



*The SLPA booth at last year's The Big Read was well attended.*

- Don't forget to visit the food court. Remember, the people behind the counter are readers, too.
- Attend some of the seminars and readings. The person you are sitting next to may not have heard what was said or arrived late and needs to be brought up-to-speed. And lucky you will be there to help them. Introduce yourself as a successful publisher-author and a member of SLPA—an expert!
- This year, The Big Read Festival is only the beginning; activities will continue in February 2010! So come to the festival, get the program, and find out what future events are planned. More opportunities await you!
- Remember: multiple and personal exposures will sell the most.
- Consider participating in the SLPA co-op bookselling booth. For one small fee your book will be displayed face out and available for purchase!



*Visitors browse the SLPA co-op booth at the 2008 festival.*

The deadline for participating in the SLPA co-op booth is Wednesday, October 7, 2009. To join the festivities and have your book showcased in the SLPA co-op booth, or for more information, rules and entry form, visit the St. Louis Publishers Association Web site. For questions and drop-off arrangements, contact Barbara Davis at **636-448-9821** or e-mail at **DisplayCoordinator@**

**stlouispublishers.org**. Put "2009 Co-Op Booth" in the subject line. 📖

## We welcome our newest members

### **Michael Plezbert, Plezbert Ministries**

michael@plezbertministries.com

Writing and educational ministry.

### **Denise Pellow, KidsBeSafeOnline LLC**

denise.pellow@gmail.com

Denise Pellow created KidsBeSafeOnline LLC in June 2006.

She is passionate about educating parents regarding technologies and its interaction with youth. Denise is an entrepreneur, Internet safety speaker, advocate, and educator. Most recently, Denise is also the author of *The Five Dangerous Trends Concerning Kids, Technology and the Internet*. 📖



## PUB LEGAL

## Mother may I? Using copyrighted material

**VOLUNTEER  
LAWYERS AND  
ACCOUNTANTS  
FOR THE  
ARTS  
ST. LOUIS**

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

If you wish to use copyrighted material in your work, you must obtain permission from the copyright holder(s). Permission letters allow you to present yourself to the copyright holder, explain your project, and detail the material you wish to use.

To begin, determine to whom you must address the letter. Often, a single work has multiple copyright holders. For example, an author may transfer copyrights to a publisher to reproduce and distribute her work. Checking the copyright notice (e.g. "Copyright © 2009 by Jane Author") is a good place to start, but be aware that some or all of the copyrights may have been transferred to another party or parties. If you are not sure who holds the copyright, you can start by addressing the original author/creator and asking if he or she is authorized to grant the permission you are requesting.

You must get permission from all the copyright holders, if there is more than one. When you wish to use a photograph, you must generally ask permission from the copyright holder and any private person (non-public figure) who appears in the photograph.

Copyright holders may be more likely to allow requests for specific portions of their work, rather than granting free use of the whole. It is important to be as precise as possible about what you want to use. In addition to a description of the material you wish to use, be sure to define how you wish to use it. Is it for a single print/edition or will your work be reprinted? How many copies will be made? These issues should all be spelled out clearly in your letter. Again, a copyright holder is more likely to grant a precise request rather than a vague one. And be aware that even if the copyright holder grants permission, they in no way give up or limit their rights to their work.

Some copyright holders may allow you to republish their material for free, but others may charge a fee. You can try to negotiate a lower fee, but permission may be contingent on payment. If it is, be sure to spell out exactly how much you will pay and when.

### Get it in writing

In many cases, copyright holders or their representatives will furnish their own permission form (a contract). Never sign a

document that you do not understand. If you are generating your own agreement, consulting an attorney is highly recommended.

### Exceptions

There are two main instances when you do not need to write a permission letter: when material is in the public domain, and when material being used falls under the Fair Use doctrine.

Works in the public domain are no longer protected by copyright; no one owns the copyright to these works, so you don't have to seek permission to use them. Anyone reproduce or use part of these works, or the whole. Generally, works produced before 1923 are considered to be in the public domain. Today, copyright generally remains in effect from the moment of creation until seventy years after the creator's death.

Works in the public domain can be used freely without permission. Examples include works created by federal government employees as part of their jobs and works in which copyright protection has expired. Determining the copyright term for a work created before 1978 can be tricky, but if the

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## Recommended reading

Need more info? Check out these resources recommended specifically for SLPA members by the St. Louis Volunteer Lawyers and Accountants for the Arts!

Butler, Joy R. *The Permission Seeker's Guide through the Legal Jungle*. Arlington, VA: Sashay Communications, 2007.




Donaldson, Michael. *Copyright & Clearance*. 3rd ed. Beverly Hills, CA: Silman-James Press, 2008.

"The Permission Process." St. Louis Volunteer Lawyers and Accountants for the Arts  
[http://www.vlaa.org/filminfo\\_thepermissionprocess.asp](http://www.vlaa.org/filminfo_thepermissionprocess.asp).

Seglin, Jeffrey L. *AMA Handbook of business letters*. New York: AMACOM, 2002.


Stim, Richard. *Getting Permission: How to License & Clear Copyrighted Material Online and Off*. 2nd ed. Berkeley, CA: NOLO Press, 2004.

Wilson, Lee. *The Copyright Guide: A Friendly Handbook to Protecting and Profiting from Copyrights*. 3rd ed. New York: Allworth Press, 2003. 

## Mother may I ... *Continued*

work was published or registered before 1923, it is probably in the public domain. The best plan of action is to consult an attorney.

The Fair Use doctrine allows for the limited use of copyrighted material without permission. If you are using copyrighted work for educational, critical, research, scholarly, or news reporting purposes, your work is covered by the Fair Use doctrine, and you do not need to seek permission from the copyright holder. But mistakenly assuming that the Fair Use doctrine applies could leave you facing a lawsuit for copyright infringement, so seek legal counsel.

If the material you wish to use is not in public domain, or your work does not clearly fall within parameters of the Fair Use doctrine, the safest course of action is to write a permission letter. 


Erin McGowan contributed to this article. Jessica Hille and Erin McGowan are summer associates at 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. For more information, visit [www.vlaa.org](http://www.vlaa.org).

## SLPA to participate in 2009 Mystery Writer's Conference

SLPA will be presenting a publishing workshop at the 2009 **Midwest Mystery Fest**. SLPA board members Linda Austin, Barbara Davis and Natasha Moore will discuss "How to be the author that publishers want: marketing and promoting your book." The workshop will take place on **Saturday, September 26 from 12:50 p.m. to 2:15 p.m. at St. Charles Community College**.



The session is one of many events scheduled for the two-day conference, which begins on Friday, September 25 and is presented by Sisters in Crime Greater St. Louis Chapter. Come to the SLPA

workshop and support our organization! For more information about the conference and a schedule of events, visit <http://www.sincstl.org/mysteryfest2009.html> 


## SLPA seeks 2010 board nominations

Every October, we present a slate of volunteer nominees for election to our board. At the November meeting, all board positions are up for election by the membership. The all-volunteer board works behind the scenes to keep our organization operating and to fulfill the SLPA's mission of helping members to produce quality products and to market them effectively.

If you've found the SLPA to be helpful to your publishing endeavors, why not give back? Consider nominating yourself to the 2010 board of directors. The board meets once a month (usually Saturday mornings) year-round to plan our programs, develop marketing opportunities for the group, and handle administrative tasks. Our board members also function as the public face of the SLPA.

### Board positions are:

- President
- Vice-president
- Secretary
- Treasurer
- Membership chairman
- Communications manager
- Publicity manager
- Webmaster
- Display coordinator

To nominate yourself or someone else, send an e-mail to communications manager Ligaya Figueras at **Editor@StLouisPublishers.org**. Questions? Any of our current board members will be happy to speak with you about the board and the responsibilities of their position. You can find their name and contact information online at <http://www.stlouispublishers.org/boardMem.php>. 

## Member letter

Just a brief note to mention you are doing a great job! I know there is a dedicated team; however, from my previous experiences as president of different companies and president of a local chamber of commerce and church involvement, it may look easy and run as smooth as pouring milk, but well-placed strategic planning made it all possible. Again, I'm enjoying the group and your leadership is making a difference and my future goal is to get like-minded people to join this incredible group.

— Paul Brown 

## Take advantage of free marketing benefits through SLPA

Are you taking advantage of marketing opportunities on the SLPA Web site? As a member of SLPA, you can submit one book or service listing free as a member benefit. You can list additional books and services for a small fee. If you are a speaker, you can also list for free in our online speakers bureau. Editors, designers and printers, send your information for the resource page so that our publishers and writers can find you! You must be a member in good standing to take advantage of these listing services.

**One book or resource listing and one speakers bureau listing are free; additional listings are available for \$20 each, payable to SLPA.** Mail checks to SLPA P.O. Box 410182 Creve Coeur, MO 63141. **(Please do NOT send us to a Web site to download your art!!!)**

### SLPA online marketing requirements

**Along with your paid membership, we will need the following items from you: (Please note format specifications.)**

#### Catalog:

**BOOK COVER ART** as attachments:  
JPG format, 2" wide, 150 dpi

#### Book information:

- Title
- Author:
- Publisher:
- ISBN-13:
- Price:
- Page count/Binding:
- Special information: (photos/index/recipes, etc.)
- Available through:
- URL for link:

#### Short paragraphs needed:

Book description: 40 to 50 words Author bio: 25 words

#### Online Speakers Bureau

**Along with your paid membership, we will need the following items from you: (Please note format specifications.)**

**IMAGES as attachments:** JPG format, 2" wide, 150 dpi

- Photo of speaker
- 2 to 3 book covers

#### INFORMATION:

- Speaker's name
- 50 word bio
- City and state where you live

**Contact information:** Phone number, e-mail address

**SPEAKING TOPICS:** You can list up to 6 titles/topics

- Topic 1
- Topic 2
- Topic 3
- Topic 4

**Speaking fee:** (list a dollar figure or say "negotiable")

**Expense reimbursement:** (list a dollar figure or say "negotiable")

**Your Web site URL**

### SLPA online resource listing requirements

**Along with your paid membership, we will need the following items from you: (Please note format specifications.)**

#### Company logo art as attachment

JPG format, Size: 2" to 4" wide, 150 dpi

#### Company information needed:

- Company name
- Company tagline or descriptor

#### Contact information:

- Name/Address/Phone/Fax/E-mail
- URL for link to your site


#### Short paragraphs needed:

- Company description: 40 to 50 words
- Bulleted list of services you provide

#### E-mail listing information to Sue Sylvia:

slpa@staircasepress.com 

## Don't miss SLPA learning modules

The SLPA continues to offer publishing ten-minute learning modules at the start of each monthly meeting. Don't miss these upcoming presentations: book proposals (October), editing and illustrations (November), and how to use feedback, reviews and testimonials (December). It could be the most beneficial ten minutes of your day! 

### Publishing fact of the month

1%

Did you know that only **one percent** of books sell more than 5,000 copies? If you want to beat the odds, you've got to market your titles.

Source: Henwood, Belinda. *Publishing: Book Yourself a Brilliant Career*. Sydney Australia: Career FAQs PTY, 2007.




## Amazon.com's remote deletion of Kindle titles invokes imagery of big brother

By Brad Flora

According to Slate.com, Amazon.com has recently shown its hand in terms of the control corporately it has over individual's Kindle e-book reader when it reached into individual Kindles electronically and removed specific titles.

Amazon claimed that these and other deleted e-books were self-published through the Kindle store illegally, which effectively circumvented the original copyright holder. Although a promise has already been issued from the company claiming to not delete any more books, the Orwellian irony of the situation begs us to examine it closely.

Amazon.com has demonstrated technologically the potential for perfect censorship, the removal of all digital copies of a digital-only work of art. While this has not happened yet, the recent removal of illegal or pirated e-book titles has demonstrated that they have the technology, now it's just a matter to see if they have a conscience. Read the Slate.com article at <http://www.slate.com/id/2223214/> 

## Are you LinkedIn?


How effectively are you using online social networks? LinkedIn has several groups for authors. Go to "Groups Directory" and use keywords such as "authors, publishers" to find the group that matches your interests. You'll make connections, share insights and gain a broader understanding of the industry.

For more tips on using LinkedIn and other Internet networking ideas, check out these titles:

*How to Succeed in Business using LinkedIn: Making Connections and Capturing Opportunities on the Web's #1 Business Networking Site* by Eric Butow and Kathleen Taylor (AMACOM, 2009).

*The Facebook Era: Tapping Online Social Networks to Build Better Products, Reach New Audiences, and Sell More Stuff* by Clara Chung-wai Shih (Prentice Hall PTR, 2009).

*Smart Networking: Attract a Following in Person and Online* by Liz Lynch (McGraw-Hill, 2008).


*What Would Google Do?* By Jeff Jarvis (HarperBusiness, 2009). 

## Final call for entries in "Best Books 2009" awards

*The National  
Best Books  
2009 Awards*



The National "Best Books 2009" Awards, sponsored by USA Book News, honors excellence in independent and mainstream publishing. Enter your 2009 or 2008 title(s) before August 31 and you will receive an immediate full-color, three-month listing for each entry on USABookNews.com in your category.

For more information, visit <http://www.usabooknews.com/2009bestbooksawards.html>. 

### Looking for an editor, a designer or a printer?

Check out the vendors on the SLPA Web site.

Go to: <http://www.stlouispublishers.org/vendors.php>.

Help is just a click away!

## Questions about SLPA?

Contact membership chairperson:  
Christine Frank at (314) 205-2679 or  
e-mail [MemberChair@stlouispublishers.org](mailto:MemberChair@stlouispublishers.org)

## Next deadline September 21

### Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to [Editor@stlouispublishers.org](mailto:Editor@stlouispublishers.org).

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