

SouthWest Sage

October 2012 www.southwestwriters.com

Congratulations to the 2012 Annual Writing Competition Winners

Winners of the SWW Annual Writing Contest were announced at the awards banquet on September 15. Below is a listing of the winners by category and place standing. Rachel Wierick won the \$1500 grand prize Storyteller Award, as well as first place in the Juvenile/Young Adult Novel category for her entry *Things We'll Ask God*.

Cat. 1 MAINSTREAM/LITERARY NOVEL

- 1 Susan Salom Gay, Albuquerque, NM.....*Madame Thunderbolt*
- 2 Karima Alavi, Abiquiu, NM.....*In the Shadow of the Tombs*
- 3 James Brooks, Abilene, TX*Discovering Maggie*

JUDGE: Chelsea M. Gilmore, Literary Agent, Maria Carvainis Agency

Cat. 2 MYSTERY/SUSPENSE/THRILLER/ADVENTURE NOVEL

- 1 David L. Brown, Rio Rancho, NM*Retirement Man*
- 2 Sue Anne Hodge, Pocatello, ID*Never Touch a Dead Body*
- 3 George Snyder, Seal Beach, CA.....*The Farewell Heist*

JUDGE: Thomas Colgan, Executive Editor, Penguin Books

Cat. 3 JUVENILE/YOUNG ADULT NOVEL

- 1 Rachel Wierick, S. Pasadena, CA.....*Things We'll Ask God*
- 2 Kathleen Cherry, Kitimat, BC*The Funny Money Mystery*
- 3 Marylin N. Warner, Manitou Spgs, CO*The Sister System*

JUDGE: Katherine R. Harrison, Ass't Editor, Alfred A. Knopf Books for Young Readers

Cat. 4 HISTORICAL/WESTERN NOVEL

- 1 Elizabeth Rose, Galisteo, NM.....*Poet Under A Soldier's Hat*
- 2 David Connell, Severna Park, MO*Last Leaf To Fall*
- 3 Donna M. Vesely, Anthony, NM.....*Destinies Entwined Like Eagles Falling Out of the Sky*

JUDGE: Mike Harris, Publisher, La Frontera Publishing

Cat. 5 SCIENCE FICTION/FANTASY/HORROR SHORT STORY

- 1 K. Eisert, Placitas, NM*"To Err is Human"*
- 2 Edward D. Anderson, Gainesville, FL*"The Switchback"*
- 3 K. Eisert, Placitas, NM*"Parades"*

JUDGE: Michelle Vega, Berkley Editorial, Berkley Publishing Group

Cat. 6 MAINSTREAM/LITERARY SHORT STORY

- 1 Karima Alavi, Abiquiu, NM.....*"Bangkok Ghosts"*
- 2 Martha Dudley, Staunton, VA*"Johnny Liem"*
- 3 Jan Smith, Taos, NM*"Breasts"*

JUDGE: Sarah Marshall, Editor-in-Chief, *The Portland Review*

Cat. 7 NONFICTION BOOK PROPOSAL

- 1 Todd Griffin, Cedar Crest, NM*The Model You*
- 2 Jonathan Miller, Albuquerque, NM*Law, Lust and Love*
- 3 David L. Brown, Rio Rancho, NM*How to be Safe in a Dangerous World*

JUDGE: Sheree Bykofsky, Sheree Bykofsky Assoc. Literary Agency

Cat. 8 MEMOIR

- 1 Christine Dodd, Akron, OH*Smoke Drink F**k*
- 2 Gina Troisi, Dover, NH.....*Shadows on the Sidewalk*
- 3 R. C. Schenck, Jr, Albuquerque, NM*Roaring Fork: A Memoir*

JUDGE: Paul Rhett, LPD Press, Rio Grande Books

Cat. 9 NONFICTION ESSAY

- 1 Ramona Gault, Seattle, WA.....*"The Arroyo"*
- 2 R.C. Schenck, Jr, Albuquerque, NM*"Billy Graham and the Ice Cream Man"*
- 3 Elizabeth Rose, Galisteo, NM.....*"Lisa's Road Lesson"*

JUDGE: Leigh Ann Henion, Editor, *Cold Mountain Review*

Cat. 10 CHILDREN'S FICTION OR NONFICTION PICTURE BOOK

- 1 Amanda Huneke, New Bern, NC*How to Play on a Windy Day*
- 2 Jacqueline Robison, Albuquerque, NM*Teensy Tiny and the Magnificent Spinning All-Seeing Hat*
- 3 Rebecca Colby, Harrogate, UK.....*Broomstick Rodeo*

JUDGE: Sara Sargent, Ass't Editor, Balzer + Bray/Harper Collins Children's Books

Cat. 11 SCREENPLAY

- 1 Amy Lanasa, Las Cruces, NM.....*When You Marry the Man...*
- 2 Chip Casner, Flagstaff, AZ*Easter Island*
- 3 Briley Webb, Scottsdale, AZ.....*A Picture is Worth*

JUDGE: Greg Gertmenian, General Manager, Abbot Entertainment

Cat. 12 POETRY

- 1 Phyllis Hoge, Albuquerque, NM*"Peacetime"*
- 2 Darrell L. Gasaway, Alto, NM.....*"Stew for Two"*
- 3 Phyllis Hoge, Albuquerque, NM*"Surfaces"*

JUDGE: Lisa Lewis, *Cimarron Review*

**Title changed at the editor's discretion.

SWW Annual Meeting

Saturday, October 6, 2012
10:00 am - Noon

President's Letter *by Kathy Kitts*



Dear SouthWest Writer,

The technology of the writing and publishing world has changed dramatically and in order for SWW to help you keep up, we are having to invest in new office computers, updated software and upgraded internet services including wifi and an improved website.

We have been fortunate to have a member purchase and donate \$1500 of hardware including a desktop computer and a separate server. It will take an additional \$3000 to pay for the updated software, peripherals (i.e., networked printer and scanner), and increased bandwidth for an improved website and wifi availability in the office for members and faculty.

What will these improvements do for you? You will be able to:

- Have wireless Internet access during on-site workshops and classes.
- Feature and sell your books worldwide through our new website store.
- Have the choice to enter all SWW contests on-line, saving time, paper and postage.
- Feature your book trailer links through our website.

Our goal is twofold:

- Make it easier than ever for readers to find you and support your work.
- Promote convenient Internet access to membership services.

Please donate today. SouthWest Writers is a Section 501(c)3 nonprofit, and your donation should qualify as a charitable deduction for income tax purposes. With your help we can reach the \$3000 goal to offset these project costs. *Any donation amount is most welcome!*

How to donate:

- Make your check out to SouthWest Writers with memo note "technology donation" and mail to our office address.
- Want to use your credit card? Simply call the office and we can run it through.

Want to donate in person? We welcome donations at our Tuesday or Saturday meetings or stop by the office. Business hours are M-F from 9 am-12 noon.

Your donation will help ensure SouthWest Writers technology continues to meet your needs.

Thank you for supporting your organization.

Sincerely,

Kathy

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SouthWest Sage Advertising Rates Worldwide Internet Circulation

The SWW website receives thousands of page requests every month.

Business card size: \$20 1/4 page, vertical: \$40 1/3 page, horizontal: \$50
15% discount for 3 mos. 20% discount for 6 mos.

Deadline: 1st of each month for the following month.
Payment due with camera-ready ad copy in .jpg format.

Annual Membership in SouthWest Writers

Individual: \$60 (\$55 renewal if paid two months in advance)

Student: 18 and over, \$40; under 18, \$25

Requires proof of student status

Outside U. S.: \$65, Lifetime Membership: \$750

Download the *Sage* from www.southwestwriters.com

Join us first Saturday, 10 am-Noon and third Tuesday, 7-9 pm
New Life Presbyterian Church, 5540 Eubank NE,
Albuquerque, New Mexico



SouthWest Sage

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Members Seeking Critique Groups

Fantasy/Sci-Fi

Linton Bowers, lbowers27@gmail.com
prefers: online/email group

Mainstream Fiction Only

Stephen Gregg, sgregg5@cableone.net
Albuq./Bernalillo/Rio Rancho
Flexible: day/time

Mainstream Fiction/Other

—Genre
Mike Zimmerman
mikeyzman@gmail.com
Albuq./Rio Rancho
Mon-Thu evenings

—Memoir

Kate Leistikow, 867-9586
Albuq./Corrales/Placitas/Rio Rancho
No evenings, flexible time

Memoir

Terry Wright, Terry_w38@yahoo.com
anywhere near Montgomery Blvd
11:00 am, Mon-Fri

Mystery/Suspense

Pete David, cp_david@msn.com
Albuq. NE Heights
flexible: day/frequency

Young Adult Fiction

Damita Butler
deneemarieb@yahoo.com
any day, after 4:00 pm

Critique Groups Seeking Members

Mainstream Fiction

Online Critique Group
Contact Christie Keele
ckeele10@hotmail.com

Nonfiction

Contact John Egbert or Wally Gordon
egbertenator@gmail.com
wallygordon@q.com

Sci-Fi

Send name/writing experience to:
Cosmic_Connections_SF_Critique_
Group@yahoo.com
Visit [http://groups.yahoo.com/group/
Cosmic_Connection_SF_Critique_Group/](http://groups.yahoo.com/group/Cosmic_Connection_SF_Critique_Group/)

Screenwriting

Duke City Screenwriters
Every other Thursday, 6-8 pm
UPublic Station on 3rd St
Contact Marc Calderwood
SkatingKokopelli@hotmail.com

Welcome New SouthWest Writers Members

Sandra Burke

Pat Green

Robin Kalinick

Randy Owesnby

Harvey Stone

Glorianna Yee

2013 SOUTHWEST WRITERS OFFICER NOMINEES

President

Dr. Kathy Kitts, current SWW president, is a recently retired geology professor who served as a science team member on the NASA Genesis Discovery Mission. Before that, she directed a planetarium for nine years. Having been born and raised in the Southwest, she always planned on moving to Albuquerque and joined SWW before leaving Northern Illinois University. She has dozens of non-fiction publications encompassing everything from professional papers to general interest articles to textbooks. However, she no longer wishes to talk about “what is” but rather “what if.” To that end, she has moved to writing both short literary fiction and novel-length science fiction.



Vice-President

Dr. Larry W. Greenly, current SWW vice-president and office manager, has been a member since 1992 and has held every position on the board except treasurer. Greenly is a recipient of the SWW Parris Award and several Service Awards. He has published hundreds of articles, has won awards as a writer and editor, and has a YA biography book coming out soon. In an outreach program for SWW, Greenly taught writing classes as a volunteer at Bear Canyon Senior Center for eight years. Greenly, a three-time SWW president, is aiming to improve SWW's financial status and to maintain the highest standards of ethics in the organization.



Secretary

Susan Alexis, current SWW secretary and historian, was born and raised in Minnesota, the heart of Swede country. She came to Albuquerque to earn a Master's degree in Spanish, taught in Colorado, lived seventeen years in Mexico, and since returning to Albuquerque in 1995 has traveled as interpreter with thirteen medical missions to Latin America. She has authored various articles for *Guideposts*, *The World & I*, and *Grit* as well as two books on short-term volunteer missions: *Healing the World One by One* and *Caring Hands*. Her introduction to SouthWest Writers came in 1999 when she took a class on book proposals, and she has been an active member ever since. Susan became a Board member in 2011, serving first as historian, then as membership chair. She hopes to continue to serve SWW as secretary in 2013.



Treasurer

Terry Hicks, current SWW treasurer, was appointed to the SouthWest Writers board of directors in 2012 as the fundraising chair, and took over the responsibilities of treasurer in April. She looks forward to this opportunity to continue serving the membership. Terry has a great love of adventure and a long-standing passion for bringing people, places, and concepts together. Her life as a Spiritual Ecologist began as a child in the Himalayan foothills and has expanded through her exploration and study of plant-soil-water relationships in remote western US ecosystems. She has moved from writing numerous technical and scientific papers to storytelling focused specifically on screenplays, essays and short fiction pieces, bridging her two loves of science and the Divine.



ELECTION SWW 2013 OFFICERS

The election will be held at the annual meeting on October 6, the first Saturday meeting of the month. Nominations of candidates were received from the general membership through May 31, 2012. Nominations can also be made from the floor at the October 6 meeting. You must have the consent of the candidate whom you are nominating and they must meet the qualifications as stated in the SWW by-laws.

To be eligible for either of the offices of president or vice-president, a person shall have been a member of SouthWest Writers Board in the past five years. The secretary and treasurer shall have been a member of SouthWest Writers in good standing for no less than one year immediately preceding the date of nomination, unless waived by the Board, and have the necessary qualifications for the job.

If you or someone you know is interested in one of the four officer positions, please contact Dodi Azpadu, Nominating Committee Chair, at SWWclasses@gmail.com.

On a few occasions, I have joked in this column that I suffer from creative constipation. I now admit that I jinxed myself. Writing this month's article has been like pulling teeth from a sloth—sure, they don't move very fast, but have you seen those claws? I had intended to write about flash fiction this month and what I came up with was actually shorter than your average flash fiction story. So, the day before October's article was due, I changed course.

It took some introspection, but what I realized was that the unfortunate, craptastic flash fiction article was a symptom of that mysterious and often incurable affliction: writer's block. My determination to write something decent in spite of said block just led to more and more tsk-worthy writing. I kid you not, the article actually contained the following sentences: Clearly my cat had invited some burglars around for sandwiches and let the dog finish off the peanut butter. While terribly humorous and worth saving for another occasion, I was grasping at straws. Five hundred sixty-seven words and every last one of them crap.

At that point, I did what any self-respecting writer would do—I knit some gloves, hot-washed some towels, and took a nap. When I woke up, I reread what I had written, re-researched flash fiction on the Internet and then decided that I was inept, uncreative, and unworthy of love. Because, let's face it, we all feel less than loveable when we put pen to paper and it goes nowhere. After wallowing in a bit of self-pity and throwing the hot-washed towels in the drier, I went back to the Internet and read some articles about the "myth" of writer's block.

Oh yes, my friends, there are indeed those who believe that writer's block does not exist. "What?!" I hear you chorus with a well-placed interrobang. Yep. These writerly myth busters insist that writer's block is all in your head. To which I reply with a belly laugh and a hearty, "Well, duh!" According to these myth busters: 1) my emotions are getting the better of me, 2) I'm afraid of what I want to write, 3) I'm afraid of success, 4) I'm second-guessing myself, and 5) I've exhausted all the good and original ideas.

Apparently, these are the real culprits of my clogged creative juices, not writer's block. Myself, I'm more partial to: I know a whole bunch of words and punctuation marks, but I'm just not real sure how to arrange them all. There. See? I'm not blocked, I'm just overwhelmed.

It seems there are as many cures for writer's block as there are reasons. Some of my favorites suggest that I should:



Bentley McGrath watched "Gosford Park" four times while writing the failed article and this one. Feel free to opine about watching movies while writing at www.BentleyMcGrath.com.

- Eat snacks very slowly so that I can contemplate my writing. However, I'm on Weight Watchers, so there is no such thing as "snacks" in my house. At least not writing-worthy ones—Red Vines, Piroulines or chocolate Hob Nobs.
- Retool a fairy tale to get the creative juices flowing. All I came up with was, "Once upon a time, there was a writer who worked for hours and produced crap."
- Spend 30 minutes cleaning house to get my mind off of goal-directed think. (I think my husband may have written this one.) Sorry, husband, this "hint" simply isn't going to work on me, I'd rather write crap than clean crap.
- Write about someone I hate and send it to a confession magazine. First of all, what is a confession magazine? Second of all, with my luck, I'd accidentally send the piece to my mom who would lecture me about how it isn't

nice to hate people. You can dislike them all you want, but don't hate them.

The most commonly espoused cure for writer's block seems to be: write. Great. Except, I already spent hours writing my article. Then, I spent hours attempting to edit my article. Seems to me that sometimes "just write" isn't the answer to the question, "Why can't I write anything worth editing?" So, I decided instead to go with the cure used most often by computer scientists and dads the world over—reboot the thing. I came to terms with the fact that the flash fiction article was crap and cannibalized the experience to write this one. I guess that means my answer to writer's block is this: cannibalism. Do with that what you will.

Anyway, since I managed to write an article for the column this month, I suppose my writer's block on the flash fiction article is a moot point—sorry to spend 800 words on a moot point. However, in preparation for next month's article, I intend to eat some carrots slowly while vacuuming and re-working "Twelve Dancing Princesses" to include people I hate. Shoot, next month's article will write itself!

*"You must write every single day of your life...
You must lurk in libraries and climb
the stacks like ladders to sniff books like
perfumes and wear books like hats
upon your crazy heads...may you be in love
every day for the next 20,000 days.
And out of that love, remake a world."*

— Ray Bradbury

Meetings

Members are free, Guests \$5

Saturday, October 6
10:00 am to noon

Engaging Readers: Seven Ways to Hold Attention

Harvey Stone

People have shorter attention spans. There is a proliferation of books, e-books, blogs and more. Those of us who write are more challenged than ever to gain and hold our readers' attention. Based on several years of research to determine "what works to hold attention," there are seven content areas that effectively pull readers in and keep them turning pages.

Harvey Stone, Ph.D. has spent more than 30 years specializing in communication. He has written speeches for executives at Apple, Visa and other companies. He's written business articles, hosted a weekly radio show, and conducted large-group workshops. Most recently, he authored *Melting Down*—a "Jason Bourne meets climate change" thriller novel. Currently, he is co-writing "Fed Up with Congress" with a former five-term Congresswoman.



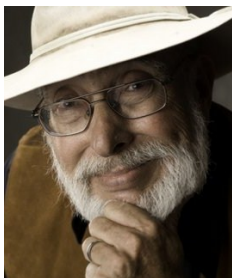
Saturday, November 3
10:00 am to noon

Peeling Back the Layers: The Art of Interviewing

Slim Randles

Award-winning author and columnist Slim Randles claims his first interview was with Christopher Columbus, so he's pretty experienced with the genre. Randles will discuss techniques of interviewing, advice on what to do and not do, and he will no doubt throw in a yarn or two.

For 17 years, **Slim Randles** wrote a column called "Bosque Beat" for *The Albuquerque Journal*, consisting of feature stories on interesting people. Six years ago, he began writing "Home Country," a syndicated newspaper humor column. Today it appears in 261 newspapers in 44 states and has a readership of more than 2.1 million. He's also the author of nine books, including three novels and the biography of *The Rounders* author, Max Evans. One of Slim's most recent books, *A Cowboy's Guide to Growing Up Right*, won two state awards and one national award.



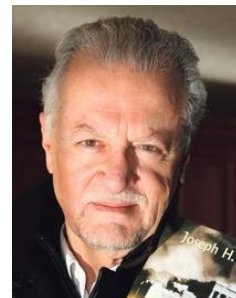
Tuesday, October 16
7:00 pm to 9:00 pm

Joe Badal's Writing Tips and the Real History Behind His Fiction

Joe Badal

Joe Badal, the author of five thrillers, will offer some tips on writing and promoting your work. He will also share the real-life stories and historical events behind his novels.

Joseph Badal has had five suspense novels published. His next thriller, *The Lone Wolf Agenda*—the fourth in the Bob Danforth series—will be released in early 2013. Joe is also completing a non-fiction book about Relationship Selling. His short story "Fire & Ice" will be published this fall in the anthology *Uncommon Assassins*. Joe has had a long career in the banking and financial services industries. Prior to his finance career, he served as a commissioned officer in the U.S. Army in critical, highly classified positions in the U.S. and overseas, including tours of duty in Greece and Vietnam. He earned numerous military decorations. Joe has also written dozens of articles that have been published in a variety of business magazines and trade journals, and is a frequent speaker and instructor at business and writers' events.



Tuesday, November 20
7:00 pm to 9:00 pm

Collaboration: Half the Work, Twice the Fun!

Kathy Barco and Valerie Nye

Kathy and Val discuss their three co-authored books, how they became authors, and their experiences sharing the spotlight. They'll highlight considerations in undertaking a joint writing project, and provide their answers to: who holds copyright, how are profits divided, how are project roles split up, and who gets the best speaking engagements. They will also share their Top Ten List of reasons why collaborating is fun.

Kathy Barco is the Literacy Coordinator with Albuquerque/Bernalillo County Library System. **Valerie Nye** is the Library Director at the Institute of American Indian Arts. They have co-authored three books: *Breakfast Santa Fe Style*, *Breakfast New Mexico Style* (2009 NM Book Award: best travel book), and *True Stories of Censorship Battles in America's Libraries*.



New Workshop and Class Refund Policy

Full refund if cancellation is received more than 7 days before class. From one week out to 24 hours before class, participant is entitled to select another class. Inside of 24 hours, participant receives no refund or class. For multi-session classes, if you miss a class, you receive no refund. We pay our instructors based on how many students enroll, so you are part of that roll count if you don't cancel as detailed above.

HALF-DAY WORKSHOP PRICES:

**\$40 SWW MEMBERS • \$50 OSHER MEMBERS w/CARD
\$70 NON-MEMBERS • \$75 AT THE DOOR**

October/November Classes & Workshops

Classes are held at the SWW Office, 3721 Morris NE, Albuquerque 87111. Workshops are held at Bear Canyon Senior Center.

SPECULATIVE FICTION: ADVANCED COURSE By Betsy James

8 Sessions:
Oct 3, 10, 17, 24, Nov 7, 14, 28, Dec 5
Wednesdays: 6 - 8:00 pm
\$320 members, \$360 non-members
Limited to 10 students



Applications must be received no later than September 25, 2012. Payment to SWW by check or credit card due immediately following acceptance.

This class is an advanced version of Betsy James's speculative fiction course. It features rigorous, entertaining sessions pulling weekly assignments up to 1000 words into discussion, mini-lessons, and professional-level editorial feedback.

Prerequisite for the class is successful completion of any of Betsy's classes through SWW, or the first ten pages of a speculative fiction WIP sent to betsy@betsyjames.com. Please register early; class is limited to 10 students.

Betsy James is the award-winning author of sixteen books for young adults and children. Her most recent fantasy, *Listening at the Gate*, is a Tiptree Award Honor Book and a New York Public Library Best Book for Teens. Visit her on the web at www.listeningatthegate.com.

BE A (PUBLISHED) PRO! A Workshop By Sarah Storme Saturday, Oct 27 • 9:00 am - 1:00 pm *See Workshop Prices on Previous Page*

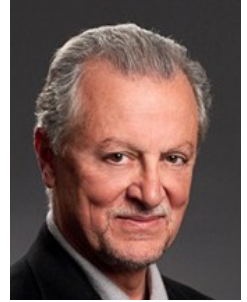


Want to avoid "beginner" mistakes, even if you are new to writing fiction? Wonder if your romance, mystery, or erotica manuscript is ready to submit? Curious about those first steps toward publication? This class helps move you along the road to becoming a published fiction author: looking at mistakes common to beginners; discussing elements a genre fiction manuscript needs to catch an editor's eye; and talking about the steps needed to get published by a major publishing house. The workshop is interactive, so bring your questions. Included is a review of the first three pages of your manuscript—the most you have to get an editor's attention.

Sarah H. Baker (aka Sarah Storme) is published in romance, mystery, and erotica with publishers that include Harlequin and Kensington, and has worked as an acquiring editor for a small press. She has more than 14 novels in print, and appears in a number of anthologies. Sarah, who enjoys working with writers and sharing the lessons she's learned, teaches classes for Osher Institute, speaks at writing conferences across the country, and has served as president of the Land of Enchantment Romance Authors. Go to www.SHBaker.com, www.SarahStorme.com, and www.LydiaParks.com.

MAKING YOUR MANUSCRIPT SUBMISSION-READY! Master Classes with Joe Badal

4 Sessions: Oct 13, 27, Nov 13, 17
Saturdays: 1:30 - 4:30 pm
Tuesday: 6:00 - 9:00 pm
\$240 members, \$300 non-members
Limited to 8 students



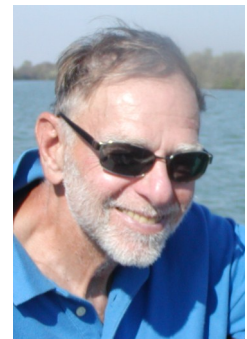
Students will submit to the SWW office by noon October 5, ten (10) ms pages that the instructor will read, edit, and comment on for the first class. The course involves sequences of rewriting, revision, and feedback from the instructor and other participants. Students learn to sharpen their manuscripts to improve the chances of finding an agent, a publisher, and more readers. This is a hands-on course for serious writers who want to hone their craft and who are willing to accept constructive criticism. You must have a thick skin and want to learn how to be a better writer.

This class will meet at Sacred Wind Communications, 7801 Academy NE, Building #2, Suite 106, one block west of Wyoming Blvd on the north side of Academy.

Joseph Badal has five published suspense novels: *Shell Game*, *Evil Deeds*, *Terror Cell*, *The Nostradamus Secret*, and *The Pythagorean Solution*. *The Lone Wolf Agenda* will be released in 2013. He also writes a monthly blog titled *Everyday Heroes*. Visit www.josephbadalbooks.com.

WRITE ABOUT YOUR DAILY LIFE AND GET PAID FOR IT By Wally Gordon

4 Sessions: Nov 5, 12, 19, 26
Mondays: 6:00 - 8:00 pm
\$160 members, \$200 non-members
Limited to 14 students



Discover, research, write and publish magazine, newspaper and web articles based on three broad categories: your life; the lives of people you know; and larger events in the world. Everything from the traumatic to the trifling can be material for an article, no matter how unexciting a person you may think you are. The trick is to see these subjects as an outsider would.

Wally Gordon has turned his immediate world into thousands of published articles for the past 50 years, and has supported himself as a full-time nonfiction writer. He has worked on the staff of major publications, including 10 years for the *Baltimore Sun* and shorter periods for *Newsweek* and the *New York Times*; owned and edited his own newspaper for 12 years; and freelanced for more than a hundred newspapers and magazines. He has just edited a collection of his articles and essays that is scheduled to be published in March as both a print book and an ebook.

During my half-century as a writer and editor, the lessons that were most valuable to me came from the mistakes I made. Since mistakes are inevitable, we might as well learn from them. Many of my mistakes were of the I-wish-I-had-known-then-what-I-know-now variety; but had I known then what I now know, I would have flunked out of the school of hard knocks. My greatest hope is that I will have the courage to continue making mistakes and my greatest fear is that at the ripe (some would say more than ripe) age of 72 I am too set in my ways to dare to make them. For what it's worth, here are five mistakes I made and the lessons I learned.

1. My first stab at professional newspaper work was a summer job as a copy boy for the sports department of the *New York Times*. I had grown up in awe of the *Times* and was terribly impressed with myself for landing a job there. Actually, that success had little to do with my qualifications for the job; my father was an executive of a company that did a lot of advertising with the *Times*. Lesson: Connections count.

2. After college I managed to land a gig at the international edition of *Newsweek*. I think the reason they hired me was I insisted I would do anything if they would give me a chance. One of my principal functions was to fill in the blanks for lazy columnists who wrote sentences like, “This episode is strongly reminiscent of the battle of _____ in which _____ defeated _____ in the year _____ by employing a clever stratagem consisting of _____.” My second job at *Newsweek* was to write a column of short items titled “New Products and Processes.” My editor told me not to research the information but get it from press releases put out by the companies involved. My third task was forging letters to the editor. My boss explained that the magazine did not like publishing letters on only one side of a controversy (especially if that side happened to be critical of the magazine) and I was to write a second letter balancing the scales. Lesson: Never say you are willing to do anything.

3. *The Brooklyn Eagle*, a once respected paper that had gone bankrupt, was restarted by some Brooklyn patriots. I was hired as one of their reporters. “This paper used to be famous for its lively letters page,” my editor told me, “but we don’t have any letters. Write some.” A few weeks later, apparently satisfied with my progress as a forger, he added a second job: “I don’t know where my daughter is. Find her.” He gave me no information and I failed to find her. A few hours later she called in from a neighborhood swimming pool. “You’re incompetent, you couldn’t even find a 12-year-old girl in Brooklyn,” he shouted at me. “You’re fired.” Lesson: Please the boss and learn how to find little girls.

4. I decided to pay my way traveling around the world by working for publications wherever I landed. So when I got off the plane one morning in Pago Pago, I hightailed it to the office of the *Samoa News*. As luck would have it, the publisher had just fired the editor and was looking for a new one. I started work that afternoon. I immediately got wind of a scandal involving the chief justice and the governor, and splashed it all over the front page for the next month. Three things happened. An anonymous caller threatened my life. Kids started stoning me on my way home (the editor explained they must have mistaken me for one of the Koreans working at the tuna cannery), and I was fired. Lesson: Doing the dirty work in your own backyard can be dangerous to your professional health.

5. I had two personal encounters with Senator Ted Kennedy. The first was after I wrote several articles in the *Baltimore Sun* linking President Nixon’s settlement of the largest antitrust suit in American history with financing of the Republican National Convention. Jim Eastland, the Mississippi baron of the Senate Judiciary Committee and a Nixon supporter, ordered me to testify before his committee about my sources. I knew I would decline and risk a jail term for contempt of Congress. I pleaded my case to Kennedy, who was only No. 2 on the committee but a formidable national power. On the day of the hearing, I sat tensely in the front row but was never called to testify. A few years later, *Rolling Stone* magazine assigned me to interview Kennedy about his investigation of the Food and Drug Administration. “Get him to say the FDA isn’t protecting the American consumer,” I was ordered. Kennedy talked around the subject for several hours but insisted he hadn’t been able to prove anything against the FDA. I so wrote in my article. Furious, *Rolling Stone* demanded that I get the quote. I went back to Kennedy, who didn’t budge, and neither did I. The magazine didn’t run the article and didn’t want to pay me for it, but an influential speech writer for Kennedy (who was also a *Rolling Stone* columnist) intervened and I got my check for \$1,000 anyway. Lesson: Who you know is as important as what you know.

Wally Gordon has been a writer and editor for newspapers and magazines for more than 50 years, beginning with a summer job at The New York Times when he was 16 years old. Since then, his career has carried him to all 50 states and more than 60 foreign countries. He wrote a novel in Spain, edited a newspaper in American Samoa, taught at a university in West Africa and served in the US Army in Iran. Wally is teaching how to Write About Your Daily Life and Get Paid For It on Monday nights in November. See page 7 of this newsletter for more information.



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Warning—my friends who blog or take material off the web to use—you could be sued for copyright infringement.

The following information is courtesy of Roni Loren, a romance writer and blogger. I contacted her and received her permission to use some of her materials in this post. Visit her website (www.roniloren.com) or for more details, visit her blog page at www.roniloren.com/blog/2012/7/20/bloggers-beware-you-can-get-sued-for-using-pics-on-your-blog.html#disqus_thread.

As you read this, keep in mind Robert Heinlein's sage advice: TANSTAAFL (There Ain't No Such Thing As A Free Lunch).

Roni stated that when she began to blog, she watched how others did it—searching the Internet on sites like Goggle Images, Pinterest, Tumblr and others for images to use. The common, although mistaken, reasoning at the time agreed that using pictures that way was okay under the Fair Use standards of the Copyright law.

On one random post, she grabbed a picture off Goggle and a few weeks later was contacted by the photographer, who owned that photo, with both a takedown notice (DMCA) and a demand for compensation for the picture's use. After a lot of stress involving lawyers and paying money, which she didn't have for use of a photo she didn't need, she got out of the mess, having acquired valuable knowledge that she wishes to pass on to fellow writers and bloggers for free:

It doesn't matter ...

- If you link back to the source and list the photographer's name.
- If the picture is not full-size.
- If you did it innocently.
- If your site is non-commercial and you made no money from the use of the photo.
- If you didn't claim the photo was yours.
- If you added commentary in addition to having the picture in the post.
- If the picture is embedded and not saved on your server.
- If you have a disclaimer on your site.
- If you immediately take down a picture when someone sends you a DMCA notice (you have to take it down, but it doesn't absolve you).

None of these things release you from liability. You are violating the copyright law if you have not gotten express permission from the copyright holder unless you use pictures that are public domain.

What can you do?

- If you've been using images from the Internet in your blogs or manuscripts without approval, know that you are probably violating copyright and could be sued for it.
- Search for photographs that are approved for use.
- Take your own photos and share the love.
- Use sites like Pinterest and Tumblr with caution. Most other social sites say that if you load something into their site, you are claiming that you have a legal right to that picture; and if the owner of that photo comes after the company, you will be the responsible party.
- Assume that something is copyrighted until proven otherwise.
- Spread the word to your fellow bloggers and writers.

Since Roni's posting, LERA has learned of one other writer who has likewise been sued. Undoubtedly, there will be others falling into this snare.

Go to <http://en.wikipedia.org/wiki/>

Wikipedia:Public_domain_image_resources and search the lists for public domain photos and resources.

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Member Successes

Leandro Thomas Gonzales's newly created website, www.FollowTheSpinningSun.com, had 500 hits during its first two weeks, reaching viewers from the United States, Israel, Great Britain, and India. His novel *Follow the Spinning Sun* is available at Amazon, Barnes & Noble, and independent bookstores.

Hello House, **Phyllis Hoge's** book of poems and rhymes about domestic jobs, was published in May (illustrated by Maxine Hong Kingston, who was her landlady in Honolulu). On August 7, Garrison Keillor on The Writer's Almanac read one short rhyme "Cleaning the Bathroom" which appears in the book.

Gayle Lauradunn's poem "Sierra Nevadas" was published in the September issue of *The Rag*. Another poem "What the Ancient Ones Knew" will be included in the collection *200 New Mexico Poems*.

Mary McKnight's memoir *Windswept Life*—her journey through life, working as a refined waitress during World War II and traveling with servicemen from coast to coast— is available at www.rosedogbookstore.com.

RJ Mirabal has launched his debut novel *The Tower of Il Serrohe*, a contemporary fantasy set in the Middle Rio

Grande Valley. The book is available online through Amazon, Barnes & Noble, and Smashwords in print and eBook formats. He will also have books to sell at upcoming SWW meetings. RJ will appear on KUNM-FM, October 15, 7:00-7:30 pm, on "Espejos de Aztlan," to discuss his debut novel *The Tower of Il Serrohe*.

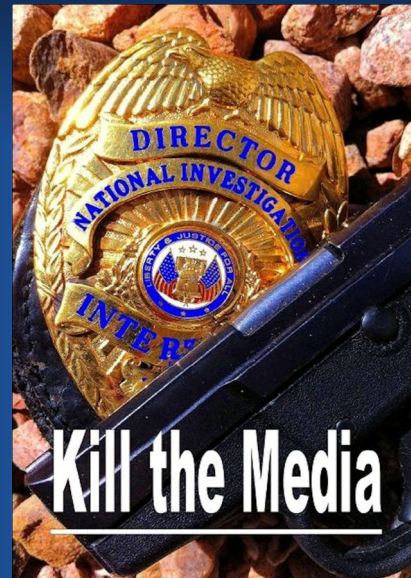
Annmarie Pearson had two books published in 2011: *The Fetish Ruby*, a novel of mystery and romance, and a coffee table book of poetry and nature images titled *Nature Rhymes with Natural Impressions*.

Keith Pyeatt's paranormal short story "Final Vision" will be included in Janet K. Brennan's collection of short stories *Tango Sunday* scheduled for a late 2012 release by Casa de Snapdragon Publishing. Keith's paranormal thriller *Dark Knowledge*, released as an e-book by Etopia Press last year, will be available in paperback October 15th. www.keithpyeatt.com.

2012 Fifth Bi-Monthly Writing Contest Your Most Memorable Character

Write a story about the most memorable character in your life. It can be about someone in your family, a friend, or even a stranger who made a significant impression upon you. Perhaps that person changed your life, or you think about that person frequently, or perhaps you remember that person's advice to this day. You get the idea. Double-spaced, 750 words maximum. **Postmark deadline: October 31, 2012.**

Please include your address, phone, and email plus permission to publish or not on a separate sheet. Do not include identifying information on the manuscript itself. All entries \$10. Prizes: \$150/1st prize; \$50/2nd prize; \$25/3rd prize. Mail to SWW Bi-Monthly Contest, 3721 Morris NE, Ste A, Albuquerque, NM 87111.



Kill the Media

A Political Thriller Book

By Former Private Eye Jeffrey A. Friedberg

www.newthrillerbooks.com

If you're a SouthWest Writers member with a success or announcement that you want to share with newsletter readers, send it to Kathy Wagoner, SWW Sage Editor, at JustWriteSWW@gmail.com.

Announcements

Story Quest Short Story Contest is open for submissions **August 1-October 31**. Stories must be written with an emphasis on speculative fiction genres (horror, science fiction, and fantasy). Submissions must be 1000–3000 words in length. No children's stories. This year's theme is "disaster." The judges will be looking for fresh, character-centric stories with depth of skill in theme and plot construction. Zombies, vampires, elves, hobbits, and orcs are unlikely to get past round one. No entry fee. See contest rules regarding content. www.ifwgpublishing.com



The 18th WWW (Women Writing the West) Annual Conference 2012, October 19-21, will meet in Albuquerque's historic Old Town, honoring New Mexico's one hundred years of statehood. Because New Mexico has such a large

number of nonmember writers, please register early.

www.womenwritingthewest.org/currentWWWConference.html

Children's Writer is holding a contest for YA short stories for teen audiences, 13-14, in any subgenre, including speculative fiction, issue-based, contemporary, historical, adventure, humor, etc. Up to 1,500 words. First place: \$500 and publication in *Children's Writer*; second place: \$250; third through fifth places: \$100. Deadline: **October 31**. For details and guidelines, go to www.thechildrenswriter.com/BG243/

National Novel Writing Month (NaNoWriMo) begins at midnight on **November 1**. If you're ready for thirty days and nights of literary abandon, taking on a 50,000 word challenge that will silence your inner critic and get your creativity flowing, sign up at www.nanowrimo.org.

SCBWI-NM announces a working **Children's Writers Retreat, November 9 - 11**, at Hummingbird Music Camp near Jemez Springs. Experienced authors will lead small groups in a weekend of intensive critiquing, revising, and writing. Setting is rustic and space is limited. www.scbwi-nm.org/home/2012-fall-retreat.

Open to Interpretation brings together photographers and writers—photos become the literary inspiration for writers' submissions. Your poems and stories may include the literal description of the work, personal memories, metaphorical associations, or your mood inspired by the image. All genres are acceptable. Theme: Fading Light. Deadline: **November 13, 2012**. Go to www.open2interpretation.com/submit_writing_fading_light.html

The **Narrative Fall 2012 Story Contest** is open to all fiction and nonfiction writers—short shorts, short stories, essays, memoirs, photo essays, graphic stories, all forms of literary

nonfiction, and excerpts from longer works of both fiction and nonfiction. Previously unpublished, up to 15,000 words, and not chosen as a winner, finalist, or honorable mention in another contest. First prize: \$2,500; second prize: \$1,000; third prize: \$500, ten finalists receive \$100 each. \$22 entry fee. Deadline: **November 30**. www.narrativemagazine.com/node/182044

Darker Times Fiction hosts a monthly short story contest open to UK and international writers. Focus is on horror stories up to 3000 words but they also accept entries linked to the theme of "darker times." Deadline: **the last day of each month**. Entry fee £5 via paypal. Monthly winners receive a percentage of money raised by entry fees plus publication in a *Darker Times Horror Anthology* ebook. For more details, go to www.darkertimes.co.uk.

Albuquerque Area Writing Groups

The **Albuquerque Croak & Dagger** chapter of Sisters in Crime welcomes mystery fans who enjoy felonious fun, absolutely criminal companionship and sensational speakers. Fourth Tuesdays of the month, 7:00 pm, police briefing room, James Joseph Dwyer Memorial Substation, (one block east of Tramway on Montgomery). www.croak-and-dagger.com/

Bear Canyon writing group: Don Morgan & Dennis Kastendiek moderate, all genres welcome, Mondays 2:30-3:45 pm, Bear Canyon Senior Center, 4645 Pitt St NE, 291-6211. Must be 50+ and a member of a senior center.

Duke City Screenwriters meets at UPublic Station on 3rd St, every other Thursday (email for next date) from 6:00-8:00 pm for valuable critique, education and lots of fun. Contact Marc Calderwood at skatingkokopelli@hotmail.com for more information.

SCBWI: Society of Children's Book Writers and Illustrators has monthly schmoozes in Albuquerque on the second Tuesday of each month, from 7:00-8:30 pm at Alamosa Books, 8810 Holly Ave NE, Albuquerque, NM 87122, phone (505) 797-7101. Schmoozes feature short workshops /discussions, followed by social time. Pre-schmooze dinner at the Dion's on Wyoming and Paseo from 5:30-6:45 pm. Contact schmooze@scbwi-nm.org for more information.

Writers2Writers meeting, the second Monday of every month, 6:30 pm at the west side Hastings at Coors and Montaño. Monthly speakers. All genres welcome.

As a product of the sixties, I've never been one to look positively on labels or meaningless regulations. But in my determination to be involved in the arena of writing, I've had to temporarily hold in check my aversion to coloring only inside the lines. At least I do if I want to be taken seriously in the business of writing and not be labeled a nutcase. Or (she said offhandedly) if I want to, say, find an agent. Every aspiring writer knows that in order for her query letter to catch and hold the eye of the rare species known as *agentus literariorius*, she must first determine which genre describes her work. On the face of it, not a difficult thing to do. But for me, it's been a chore.



It used to be fairly easy to characterize a piece of literature, as there were only a few main categories from which to choose. Not so nowadays. The question that was metaphorically keeping me up at night was: What if my writing doesn't really fit in any specific genre?

So, I Googled "list of literary genres." The results were interesting, and presented the sixties-me with a veritable smorgasbord of possibilities.

It seems the old standard genres have metamorphosed into a tangle of seemingly unlimited bifurcated bifurcations. Wikipedia presents an exhaustive list of genres, sub-genres, and sub-sub-genres, most of which I never even knew existed.

For example, the genre identified as "Punk" is followed by three sub-genres, which are in turn followed by several sub-sub-genres. But "Splatter-punk" is not listed under "Punk" at all. It is a sub-genre of Horror. Yikes.

The take-away from that enlightening effort was clear: If I don't find a genre that seems to fit my writing, I'm allowed to not only make one up, but to add it to the Wikipedia site.

No joke. Wikipedia has requested its users to expand its list by adding heretofore undiscovered genres. FYI: Several online writers' journals indicate in their submission guidelines that they are looking for pieces in "as yet unknown" genres.

In that vein, I've decided my second novel should most certainly have a genre of its own. I'll name the genre "Machete," sub-genre "Murder by Machete," sub-sub-genre "Dull Machete" (as opposed to "Sharp Machete" and "Broken Machete"). That will do until I think of something catchier. Apparently, the sky's the limit. Finally, a rule that works for me. Cool.

A retired educator, **Olive Balla** is a professional musician who lives in Los Lunas with her husband Victor and their puppy HalfNote. Ms. Balla has authored one suspense novel entitled *An Arm And A Leg*, and is nearing completion on a second. The first chapter of *An Arm And A Leg* is posted on her website: www.omballa.com.

Discovered on the Web...

The following is from *The Artist's Survival Kit* (survival 4) at Keri Smith's website: <http://www.kerismith.com/popular-posts/the-artists-survival-kit/>:

HOW TO FEEL MISERABLE AS AN ARTIST

(OR, WHAT NOT TO DO, UNDERLINE ANY THAT CURRENTLY APPLY)

1. CONSTANTLY COMPARE YOURSELF TO OTHER ARTISTS.
2. TALK TO YOUR FAMILY ABOUT WHAT YOU DO AND EXPECT THEM TO CHEER YOU ON.
3. BASE THE SUCCESS OF YOUR ENTIRE CAREER ON ONE PROJECT.
4. STICK WITH WHAT YOU KNOW.
5. UNDERVALUE YOUR EXPERTISE.
6. LET MONEY DICTATE WHAT YOU DO.
7. BOW TO SOCIETAL PRESSURES.
8. ONLY DO WORK THAT YOUR FAMILY WOULD LOVE.
9. DO WHATEVER THE CLIENT/CUSTOMER/GALLERY OWNER/PATRON/INVESTOR ASKS.
10. SET UNACHIEVABLE/OVERWHELMING GOALS. TO BE ACCOMPLISHED BY TOMORROW.

SOUTHWEST WRITERS MONTHLY MEETINGS

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For more information,
call the SWW office at 265-9485.
To register for classes and workshops,
sign up at SWW meetings or register online at
www.southwestwriters.com.

It's true: social media is here—and there goes your life! Well, maybe not entirely but it sure seems that way sometimes, doesn't it? If you've held off joining the social media party because you were worried about what a time suck it would be, take heart! There are a lot of authors who feel the same way. I speak at conferences all the time, and at almost every event I get at least a half dozen people who insist they don't have time to devote to social media. Well, the fact remains you don't have time not to! But if you are still worried about the time commitment, let's take a look at how you can do this without dumping too much of your time into this effort. I mean an author's still gotta write, right?

When it comes to social media, understand this: sometimes more is not better, it's just more. You don't want to push yourself to too many sites because that can lead to fragmenting yourself too much online and, when you get fragmenting, you often get site abandonment. Meaning that you populate content on a (social media) site, only to forget it even exists.

1. **Skim:** the first phase of online promotion is often reading. This can be anything from Twitter posts to Facebook updates, blog posts and online articles. Here's a tip: skim. You'll want to be very selective with anything that you feel is worthy of an in-depth read. Save your time for the real important stuff and skim the rest.
2. **Subscribe to RSS feeds,** but only those you actually read: it's tempting to subscribe to a whole bunch of RSS blog feeds (just like it's tempting to get an email box full of newsletters, but save yourself the hassle and only subscribe to content you can actually read). The same goes for people you follow on Twitter. If they don't add value, let them go. You don't need the noise.
3. **Keep a timer nearby:** if you are allocating time each day to your online activities, it's safe to assume you'll go over time unless you really police yourself. Get a kitchen timer and keep it near your desk. When the buzzer goes off, stop!
4. **Automate whenever you can:** automating can be the key to your online happiness. When you have autoresponders or auto content generators in place they can save you scads of time. An easy and quick way to implement an example of this might be your newsletter sign ups. There are a variety of systems, one of them via Constant Contact that will allow you to easily automate sign ups. Even if you have a giveaway for signing up, the system can handle this too!
5. **Consolidate your online presence:** when you use sites like Facebook, Twitter, and Squidoo, you can really consolidate what you're doing online. Why? Because these three

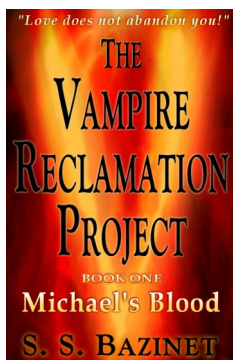
sites "talk" to one another. What that means is that if you update one, they all update. Makes it easy, doesn't it? While you still should visit each of these to populate them with content, you can also plug your information into one source and have it update all your properties. The source can actually be your blog, too. Using a site called Twitterfeed can update your Twitter account each time you update your blog, and there are widgets in Facebook and Squidoo that will do the same.

6. **Get a routine:** get yourself into a social media routine. You'll want to identify the best times of the day for you to blog, get active on Facebook, Twitter, etc., and then don't diverge from that. Stick to a schedule and a routine.
7. **Cross-pollinate your stuff:** much like my section on consolidating, you'll want to also cross-pollinate your content. Syndicated online articles are a good example of that. You can link to these articles from a variety of places. Your Twitter account for one will really benefit from this content, and you can also upload it to Facebook and Squidoo.
8. **Do only essential things:** you can waste a lot of your time online. By now you know that a million things can distract you; it's important to keep to the essentials. This means that you define what pushes your campaign forward and what doesn't. By doing this you will gain a better sense of where it's best to spend your time. For example, if blogging seems to get you a lot of new newsletter sign ups, continue doing it.
9. **Don't follow the leader:** while there are a lot of folks out there telling you what to do (including moi), you want to do what's right for you and your campaign, not what's popular. Twitter, for example, might make no sense for you at all. So don't just follow advice because you trust the source. Listen, learn, then do what will have the biggest impact on your campaign.
10. **Create a plan:** without a direction, any path will do. Make sure you have a plan for going online, don't just do it because it's "hip" or everyone else is. Make sure you spend some time creating a focused outline of what you'll do, what your goals are and what you need to attain to accomplish these goals. A plan will not only keep you focused, but also stay better on track with your marketing. A plan should include goals and a to-do list so you make sure and sift through all the action items you need to create a rockin' online campaign.

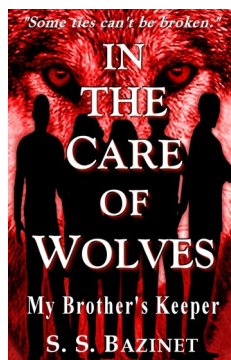
These days, social media is a must for anyone promoting anything. But it doesn't have to mean that it's a time suck,

(Continued on page 15)

Member Books

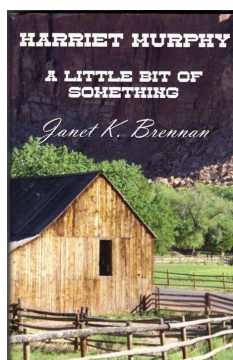


How can a loving angel create a disaster? Michael, an incarnate angel, shares his blood in an effort to purge vampire Arel of his dark curse. Facing death instead of redemption, Arel is left wondering if he's been cursed a second time. Published by Renata Press. Available at Amazon and Barnes & Noble. Visit Sandy Bazinet: www.ssbazinet.com

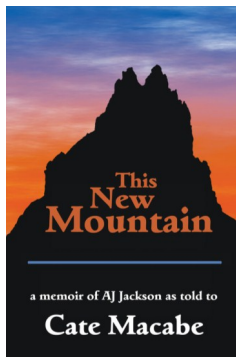
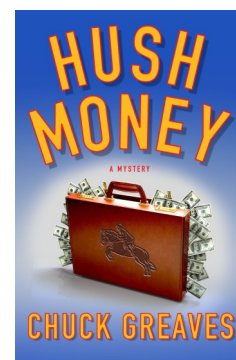


Is sixteen-year-old Theodore a secret weapon, programmed to destroy his lost family? Reunited with them and learning that they're werewolves, he helps them escape from those who are hunting them to extinction. He learns about loyalty and devotion. But in the end, will he unwittingly betray them? Published by Renata Press. Available at Amazon and Barnes & Noble. Visit Sandy Bazinet at www.ssbazinet.com

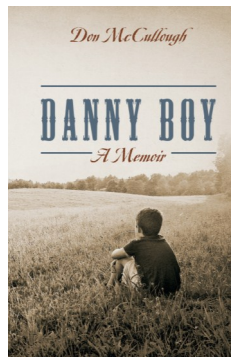
Come in, enjoy a cup of coffee, and sit a spell with Harriet Murphy as she regales you with her tales of family, life, and love in the early 1900's in the former gold mining town of Old Pine near Lake Tahoe in Northern California. Her tales revolve around a woman living alone in the hills of the Sierra Nevada with her horse, Pager, and a myriad of other wonderful and colorful characters. www.casadesnapdragon.com



Praise for SWW's 2010 StoryTeller Award winner: "Take John D. MacDonald's Travis McGee, Jonathan Kellerman's Alex Delaware, and the best of John Grisham's protagonists, shake and serve, and you'll have the hero of *HUSH MONEY*. Chuck Greaves has written a confident, cool, and totally engrossing legal thriller with the pop and sizzle of some of the greats of the genre. It's a hell of a debut." CHELSEA CAIN



Like most private investigators, AJ Jackson has more than one foot in the fire to make ends meet, but not every PI is a grandmother, an ex-gun dealer, a former mental patient, or a descendant of a Choctaw chief. These are the real-life adventures of a country girl with a go-to-hell attitude who faces her fears to make a future for herself. Casa de Snapdragon Publishing. Paperback/ebooks. www.ThisNewMountain.com



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Radio Interviews.

Sharon Vander Meer, host of Writer's Block, a weekly live radio program on KFUN/KLVF out of Las Vegas, NM, is seeking interviews with published authors and unpublished writers who are developing their craft. The hour-long program streams live Tuesdays beginning at 9 am at www.kfunonline.com. Contact Sharon at fsvandermeer@gmail.com or go to www.vandermeerbooks.com.

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Would you like to add a *Sage* byline to your portfolio? We welcome submissions focusing on all aspects of researching, writing, and publishing any genre. See past issues of *SouthWest Sage* for the type of article we publish. Payment is made in bylines and clips. Deadline is the 15th of the month prior to the next issue. Article lengths from 300 to 1000 words. Submissions may be edited for accuracy, readability, and length. Send questions or submissions to Kathy Wagoner, *Sage* Editor, at JustWriteSWW@gmail.com.

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- Children's/middle-grade/YA
- Nonfiction books
- Screenplays/stageplays
- Book proposals
- Poetry

COST

\$15 - Poetry of no more than 3 pages

\$15 - Query letter of no more than 3 pages

\$25 - Synopsis of up to 3 pages
- additional pages are \$3.50/page

\$35 - Minimum charge for up to 10 double-spaced manuscript pages
- additional pages are \$3.50/page

SWW critiquers follow genre-specific guidelines, but feel free to include specific questions you want answered and any points you want the critique to focus on (such as point of view, plot structure, etc.).

Go to SouthWestWriters.com for guidelines and information on how to submit your manuscript to our critique service.

too. Keeping a social media presence also means managing it carefully. Know where to spend your time, what needs to be limited, and where your efforts need to be expanded. Sometimes the quickest way to grow traction online is to isolate your efforts, while everyone is throwing it all "out there," you can create a focused plan that will not only gain you momentum, but readers as well.

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert and an Adjunct Instructor with NYU. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. She is the author of five books, including *Book to Bestseller* which has been called the "road map to publishing success." AME is the first marketing and publicity firm to use Internet promotion to its full impact through *The Virtual Author Tour*, which strategically works with social networking sites, blogs, micro-blogs, ezines, video sites, and relevant sites to push an author's message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market. To learn more about Penny's books or her promotional services, you can visit her website at <http://www.amarketingexpert.com>. To subscribe to her free ezine, send a blank email to: subscribe@amarketingexpert.com Copyright © 2010 Penny C. Sansevieri

STUDENT SCHOLARSHIPS

SouthWest Writers is seeking deserving high school or college students for one-year scholarship memberships in our organization. Four scholarships remain to be awarded.

To be eligible, an applicant must be enrolled in high school or college.

If you know someone with the interest and desire to pursue a writing career or if you wish to apply yourself, please print the application form on the next page and mail it to:

SouthWest Writers
3721 Morris NE Suite A
Albuquerque, NM 87111-3611

Looking for a Critique Group?

If you're a current member of SWW and are searching for a critique group, or are looking for another member to join your already existing circle, email your request to Kathy Wagoner, *Sage* Editor, JustWriteSWW@gmail.com and we'll get it posted. Please include in your email:

- 1) Your name;
- 2) Email address and/or phone number (this will be posted publicly in the *Sage* and on our website);
- 3) Whether you prefer fiction/nonfiction or a mix of both;
- 4) Which genres you are looking for;
- 5) Geographic location (Belen, NW Heights, near UNM, etc.); and,
- 6) Anticipated frequency and day/time of meetings, if known (e.g., second and fourth Tuesday, evenings)



Address: _____

Current School: _____

Area(s) of Interest: _____

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Contact (phone/e-mail): _____

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