

## Google Settles

Google has reached an out-of-court-settlement with the Authors Guild and the Association of American Publishers involving two separate lawsuits brought by the organizations against Google's Library Search program that made scans of books from libraries, including books under copyright.

Under the settlement agreement, Google will make payments totaling \$125 million. The money will be used to establish the Book Rights Registry, a new licensing system, to resolve existing claims by authors and publishers, and to cover legal fees.

Holders worldwide of U.S. copyrights can register their works with the Book Rights Registry and receive compensation from institutional subscriptions, book sales, ad revenues and other possible revenue models, as well as a cash payment if their works have already been digitized.

Information in detail is available at <http://books.google.com/booksrightsholders/>.

Source: "Google Settles with AAP, Authors Guild" – *Publishers Weekly*, October 28, 2008; [www.publishersweekly.com/article/CA6609089.html](http://www.publishersweekly.com/article/CA6609089.html).

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## Web Editing Jobs

In a recent *Folio*: job report, 53 percent of respondents to a survey on hiring said their company is most focused on filling online positions (compared to 24 percent for print). While most of those hires would be staff positions, what they seek would apply to consultant and freelance contracts as well. Here's what publishers say they look for when hiring online editors:

- Hearst Magazine Digital Media looks for journalistic experience first and foremost, but also an understanding of the Web. "They need to know how to move traffic around a site, the ins and outs of SEO, how to inspire dialogue among users. You ask them how they made a story come alive using the medium's strengths: timeliness, interactivity, video and sound, and conversation. A good Web editor should have a dozen examples of projects done right, and projects that went klunk. A great Web editor can tell you why each succeeded or failed. A perfect editor will tell you what they learned and how they applied it to the next project."

- Storm Mountain Publishing editorial director Patrick Crawford says anyone hired specifically for Web content should have a personal site exhibiting their Web writing and editing expertise. "I spend a lot of time looking at potential hires' sites. How do they do when they've got no (company) back-up? Do they care about this medium outside of their job (or regular work)?"

Source: "Don't Get Burned by E-Media Hires," *Folio*:, November 2008, [www.foliomag.com](http://www.foliomag.com).

## Energy Boosters

Next time your eyes begin drooping mid-afternoon, or you catch yourself from falling forward onto your keyboard, take 10 minutes for a quick energy booster. According to naturopathic physician Dr. Britta Zimmer, Chief Health Officer at GoodElements.com, caffeine and sugar fixes are too temporary and heighten the likelihood of your keyboard becoming a pillow. Instead, she suggests trying any one of the following:

1. **Drink** a cup of green tea – nature's most perfect energy-producing health-restoring beverage.
2. **Walk** – A quick walk gets the blood pumping to your heart and brain. Natural endorphins are produced during exercise and, if walking outdoors, the sun's rays activate Vitamin D in your body giving you a mood and energy boost.
3. **Eat** a protein rich snack – Look for one balanced with protein and complex carbohydrates. *Examples:* One slice of whole-wheat toast with almond butter, a handful of nuts with a piece of fresh fruit, yogurt with granola, or hummus and olives.
4. **Drink** water – Remember, the solution to your pollution is dilution!
5. **Breathe** deeply – When we are stressed and fatigued, we tend to take short, shallow breaths. Just a few deep breaths will make a big difference in your energy level.
6. **Stretch** – Standing up for a few minutes to stretch is one of the most overlooked workplace essentials. Focus your stretching on the muscles of the shoulders, neck and upper back.

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#### Abbreviations Used

B/W ..... black & white  
POA ..... pays on acceptance  
POP ..... pays on publication  
Q ..... query  
MS ..... manuscript  
MSS ..... manuscripts  
SASE ..... self-addressed stamped envelope

#### Copy & Ad Deadlines

Copy for any issue must be received by the 1<sup>st</sup> of the preceding month (e.g., Nov. 1 for December issue). Unclassified ad rate is 50 cents per word per insertion. Discounts for multiple insertions. Contact *FWR*, PO Box A, North Stratford NH 03590, for current advertising rate sheet including unclassified, display and inserts.

## Ideas and Sales from Odd Places

In these difficult times and with the changing nature of the writing business on all levels, it may take even more creativity to keep your head above water. The trick is to look at everything as an opportunity or a possible idea to pitch.

For instance, if something breaks in your home and requires a repair, after cleaning up the mess, look at it as an opportunity to learn something new and pitch it as an article. During a recent hailstorm, our twenty-year-old skylight, which had withstood storms in the past, cracked. We received a few estimates for replacing the cracked skylight, but we opted to improve our home by spending a little more and getting one that had triple pane, specially treated glass – which was more energy efficient. From there, I was able to pitch the idea of upgrades, costs, and benefits to several of my regular markets.

I also negotiated a lower price on the project by volunteering my writing services for the skylight company. The creative writer can translate that into non-taxable income.

Written by *Felice Prager*, Scottsdale, Ariz., [www.writefunny.com](http://www.writefunny.com).

## Write for Collector Magazines

Chances are you know someone, somewhere who collects something. One of my co-workers has collected coins for over 20 years. One of my dearest friends collects snowmen, and another model trains. You shouldn't be surprised to know that there are publications out there for almost anything you can think of that people collect. My friends have made me aware of magazines like *Coin World* and *Model Railroader*. These and a host of other collector and hobbyist magazines frequently take freelance material.

You needn't be a collector of the items that you write about, but there are a few things you should do. First, seek an informative session with that dedicated fanatic of yours and be prepared to take lots of notes.

Books and articles by experts abound. Both of these avenues will help to inform the slant you want to give to your article. Many publications take historic or nostalgic articles, an excellent place to start if you've never done a story about collecting. I've recently come across the following markets in need of freelance material:

- *Classic Toy Trains* – General interest, historical/nostalgic, how-to (restoration, design and layout, accessories and repair), interview/profile, personal experience, photo feature, technical. Needs 90 mss a year. Pays on acceptance. Query. 500–5,000 words. Pays \$75–500. Web site: [www.classictoytrains.com](http://www.classictoytrains.com)

- *Dolls* – Historical/nostalgic, how-to, interview/profile, photo features and new products. Needs 55 mss a year. Pays \$75–300 for 750–1,200 words on publication. Query with clips or send entire ms. Web site: [www.dollccmag.com/contact.asp](http://www.dollccmag.com/contact.asp)

- *Finescale Modeler* – How-to (build scale models), technical (research information for building models). Eager to work with new/unpublished writers. Seeks articles 750–3,000 words about “how to do it modeling information for scale model builders of non-operating aircraft, tanks, boats, automobiles, figures, dioramas, and science fiction and fantasy models.” Pays \$55 per published page on acceptance. Web site: [www.finescale.com](http://www.finescale.com)

- *Postcard Collector* – Buys 120 mss a year. Essays, historical/nostalgic, interview/profile, personal experience, photo feature. Also takes book reviews. Pays \$75–200 for 800–1,500 words on publication. Query with ideas for a “well-researched article with unusual topic.” Web site: [www.postcardcollector.com](http://www.postcardcollector.com)

- *Toy Farmer* – General interest, historical/nostalgic, humor, interview/profile, new product, personal experience, technical, book introductions. Buys 100 mss a year. Query with clips. Pays 10 cents per word for 800–1,500 words. Strongly encourages youth involvement. Web site: [www.toyfarmer.com](http://www.toyfarmer.com)

Don't underestimate the value of the information you've gathered in helping with other types of articles either. While seeking out information on Greek coins, I discovered Augustus Saint-Gaudens, the American sculptor who created the design for the 1907 double eagle \$20 gold piece. Wow, lots of good stuff there. My research detour to his life is fueling a piece for a children's magazine. So the next time you're with someone off on a rant about his or her favorite collectable, tune your writing radar in and listen up – there's a story unfolding.

Written by *Susan Sundwall*, Valatie, New York.

## Book Author Cautions

Are you in the publishing *business* or the publishing *hobby*? Because you act and treat a hobby differently than a business. Hobbies don't have to make you money. In most cases they end up costing you a bundle. Ask anyone who owns horses.

The single biggest mistake authors make is thinking that they can make any real money from a book alone. The answer to that would be a big NO!

To be honest there are a *few* exceptions, but that number is very small. The author who wants to make real money needs to develop a line of products related to their topic. This is the only way to make book writing profitable.

Source: Fred Gleeck's Insights, [www.fredgleeck.com/ezine/ezine.php](http://www.fredgleeck.com/ezine/ezine.php)

## Market Updates

Nancy Perry Graham has been promoted to editor of **AARP The Magazine** (*FWR*, 08/08).

**Access Control and Securities Systems** magazine has closed down.

Climbing magazine **Alpinist** has ceased publication.

**Back Stage East** and **Back Stage West** — the weekly New York and Los Angeles entertainment industry magazines for aspiring actors — have been combined into one national edition, **Back Stage**.

(Ms.) Max Weiss has been promoted to editor of **Baltimore Magazine**.

**Bead Trends** went monthly with its November 2008 issue. Submission needs are posted (along with other Northridge Media titles) at <http://scrapbooktrends.com/submissions.html>.

Kelly Harris has been named editor of **Canadian Lawyer InHouse**.

Claire Newman has been named editor of **Canadian Technician**.

**The Chicago Dog** and **The Colorado Dog** have merged into a national magazine: **The American Dog Magazine**, 700 Colorado Blvd #199, Denver CO 80206; (303) 840-6111; [editor@theamericandogmag.com](mailto:editor@theamericandogmag.com); [www.theamericandogmag.com](http://www.theamericandogmag.com).

As of April 2009, **The Christian Science Monitor** will fold its daily print edition and relaunch as a glossy, oversized newsweekly format, while beefing up its Web site with more original reporting and frequent updates; [www.csmonitor.com](http://www.csmonitor.com).

**CosmoGirl!** will close with the December issue.

Lindsay Bierman has been promoted to editor-in-chief of **Cottage Living**.

**Culture & Travel** recently ceased publishing the print version of its magazine and has switched to an online-only format. It is written for affluent travelers and covers travel from an arts perspective with an emphasis on cultural destinations, festivals, architecture and performing arts. Kolby Yarnell is editor; (212) 447-9555; [kolby.yarnell@artinfo.com](mailto:kolby.yarnell@artinfo.com); [www.cultureandtravel.com](http://www.cultureandtravel.com).

Nicole Caldwell has been named editor-in-chief of **Diamond District News**, DDN Publishing Inc., 20 West 47th Street, New York NY 10036; (212) 556-6960.

**DogSport Magazine** has been sold to NTI Global, PO Box 189, Amsterdam NY 12010; (800) 947-7767, fax (518) 843-0828; [info@ntiglobal.com](mailto:info@ntiglobal.com); [www.ntiglobal.com](http://www.ntiglobal.com), which manufactures dog agility products. NTI Global plans to continue publishing the magazine for dog sport competitors.

Canadian magazine **Dream House** recently published its last issue.

Recently hired Thomas Skernivitz is already gone as editor-in-chief at **Drug Topics** (*FWR*, 10/08). Until a new EIC is hired, the new managing editor, Mark Lowery, [mlowery@advanstar.com](mailto:mlowery@advanstar.com), is in charge.

**Elle Accessories** has gone on hiatus, with plans for a possible return in fall 2009; (212) 767-5800; [www.elleaccessories.com](http://www.elleaccessories.com).

Canada's satirical magazine, **Frank**, [www.efrank.ca](http://www.efrank.ca), has ceased publication.

Kelli Abe Trifonovitch is leaving as editor of **Hawaii Business**, [www.hawaii.business.com](http://www.hawaii.business.com). Publisher David Tumilowicz will be acting editor until a replacement is hired.

Arienne Nardo has been named editor-in-chief at **Interiors Magazine**, 854 W. Waveland, Suite 2, Chicago IL 60613; [arianne@interiorsmagazine.us](mailto:arianne@interiorsmagazine.us); [www.interiorsmagazine.us/](http://www.interiorsmagazine.us/).

Molly MacDermot is the new editor of teen title **J-14**.

**Mary Engelbreit's Home Companion** has ceased publishing.

**Masthead** magazine has ceased publication. Its Web site, MastheadOnline.com will also close.

**Men's Vogue** will be absorbed by *Vogue* and be published twice a year, in the spring and fall. It will continue to be edited by Jay Fielden.

Chris Lockwood is now editor-in-chief of **Muscle & Fitness**.

Harvard alumni magazine **02138** (*FWR*, 09/08) has ceased publication.

**Out Traveler** has ceased publication.

Matt Weiland has resigned as an editor at **The Paris Review** to become an editor at **Ecco Press**, the boutique house at HarperCollins, where he will be acquiring mostly history, memoir, and biography.

Nicole Caldwell has left **Playgirl** magazine (*FWR*, 10/08) as editor-in-chief. No replacement has been named; (212) 661-7878; [www.playgirl.com](http://www.playgirl.com).

**Ploughshares** magazine at Emerson College has hired Ladette Randolph as director/editor-in-chief.

**Portfolio** will reduce frequency to 10 issues in 2009.

**Radar** has folded again. Its Web site has been acquired by celebrity magazine publisher American Media Inc. David Perel will become managing editor of RadarOnline.com.

USC's literary magazine **Southern California Anthology** has changed its name to **Southern California Review (SCR)**.

Eleanor Griffin has been named editor-in-chief of **Southern Living**. She had been editor-in-chief at **Cottage Living**.

**Sports Out Loud** has changed its name to **Compete, The Gay Sports Magazine**, [www.competemag.com](http://www.competemag.com).

**Today's Christian** magazine has been acquired by Significant Living and, following the November/December 2008 issue, will become **Significant Living's Today's Christian**. The new publication will launch in January 2009 and will focus on those in midlife and beyond. It will feature Christian celebrities, sports figures, well-known public personalities and those prominent in Christian ministries. In addition, the new magazine will feature "everyday heroes" — outstanding examples of ordinary people living significant, extraordinary lives. Jerry Rose is president of Significant Living, 1559 East Howard Street, Pasadena CA 91104-2635; (800) 443-0227, fax (626) 398-2386; [www.SL50.org](http://www.SL50.org).

**Ukula Magazine** has ceased publication.

**US News & World Report** (*FWR*, 08/08), which had announced in June that it would shift from weekly to bi-weekly in 2009, will now become a monthly.

## New Markets I

(New magazine info is published as it comes in, almost daily, on the *Writers-Editors.com* "Latest Markets" page in the *Members section*. Check it out regularly for a head start in contacting editors. A few non-paying markets may be listed below (a) as an alert not to waste your time, (b) as an alert should the target audience be useful in promoting your books, or (c) where a valid literary journal may be a worthy showcase to editors for your fiction and poetry.)

**The Absent Willow Review**, Absent Willow Publishing LLC, PO Box 66, Rochester NH 03866; submission form on Web site; [www.absentwillowreview.com](http://www.absentwillowreview.com). Editors: Rick Decost and Bob Griffin. Online magazine of horror, fantasy, and science fiction. Does not currently pay for online short stories and poems, but plans to in the future. Will be publishing print anthologies and will pay for material included in those.

**American Fine Wine**, Fine Magazines, New Port - Keilasatama 3, 02150 Espoo Finland; [pekka.nuikki@fine-magazines.com](mailto:pekka.nuikki@fine-magazines.com), +358(0)925107224; [juha.lihtonen@fine-magazines.com](mailto:juha.lihtonen@fine-magazines.com), +358(0)503136263; [www.fine-magazines.com](http://www.fine-magazines.com). Editor-in-Chief: Pekka Nuikki. Editor: Juha Lihtonen. Quarterly magazine, first issue March 2008, circ. 15,000. Target audience: Affluent. Focus is on American wine markets. *Nonfiction*: Intriguing stories about the finest wine estates and the distinctive people behind them.

**Beautiful One**, a new bimonthly targeting Christian women, does not pay for articles, although they have submission guidelines posted on their site at [www.beautifulonemagazine.com](http://www.beautifulonemagazine.com). Editor is Lucie Costa.

**The Blue Book Magazine**, Metropolitan Dog Club Inc., PO Box 231105, New York NY 10023; [president@metropolitandogclub.com](mailto:president@metropolitandogclub.com), [gregg@oehlermedia.com](mailto:gregg@oehlermedia.com); [www.metropolitandogclub.com](http://www.metropolitandogclub.com). Publisher: Gregg Oehler. Editor-in-Chief: Charlotte Reed. Annual magazine, first issue February 2009, circ. 40,000. Target audience: Affluent dog owners. *Nonfiction*: Popular dog breeds, dog art, dog selection, canine research.

**Contrast Magazine**, 1011 Prospect Street #1004, Honolulu HI 96822; [info@contrastmagazine.com](mailto:info@contrastmagazine.com); [www.contrastmagazine.com](http://www.contrastmagazine.com). Editor-In-Chief: Daniel Ikaika Ito. Quarterly avant garde lifestyle magazine, first issue 2008, circ. 20,000. Target audience: Young professionals

living in and visiting Hawaii. Focus is on trends started in this multi-cultural state. *Nonfiction*: Fashion, music, art, sports, and technology.

**Dujour Magazine**, a new fashion, art and beauty magazine, has submission guidelines posted at [www.dujourmag.com](http://www.dujourmag.com), but does not pay.

**Flavor Magazine**, PO Box 100, Sperryville VA 22740; (540) 987-9299; [info@flavormags.com](mailto:info@flavormags.com); [www.flavormags.com](http://www.flavormags.com). Quarterly magazine, bimonthly in 2009, first issue Summer 2008. Focus is on the epicurean lifestyle in Virginia's Piedmont region. *Nonfiction*: Cooking, dining, wine tasting, travel, entertaining, shopping, design, gardening, profiles.

**Goldiva**, an Internet magazine targeting women over 50, has launched. Editorial Director is Rita Prangle, who says they will not be paying writers now. "This may change in the future." Submission guidelines are posted: [www.goldivas.com](http://www.goldivas.com).

**Hometown Hot Rod Magazine**, PO Box 11456, Fort Wayne IN 46858; [john@hometownhotrod.com](mailto:john@hometownhotrod.com); [www.hometownhotrod.com](http://www.hometownhotrod.com). Editor: John Nolan. Bimonthly magazine, circ. 6,000. Target audience: Car enthusiasts. Focus is on traditional hot rods, customs, events, and people/places of interest in the Midwest.

**Manchester Magazine**, 735 Chestnut Street, Manchester NH 03104; (603) 935-9833, fax (603) 935-9834; [info@manchmag.com](mailto:info@manchmag.com); [www.manchmag.com](http://www.manchmag.com). Publisher: Robert T. Olivier. Editor: Steven R. Olivier. Quarterly lifestyle magazine, first issue Fall 2008, circ. 15,000. Target audience: Affluent visitors to and residents of Greater Manchester area. *Nonfiction*: Profiles, arts, entertainment, history, travel, health, homes.

**Mis Quince**, The Hearst Tower, 300 W. 57th Street, New York NY 10019; [www.misquincemag.com](http://www.misquincemag.com). Editor: Tammy Tibbetts. Annual magazine distributed in the October/November issues of *Teen* and *Seventeen* magazines. Target audience: Latino girls getting ready to celebrate their 15th birthdays (quinceañera). *Nonfiction*: Decorating, planning, fashion, beauty, music and dance.

**Onslow County Business Journal**, NCCOAST Communications, 201 N. 17th St., Morehead City NC 28557;

(252) 240-1811, fax (877) 247-1856; [editor@nccoast.com](mailto:editor@nccoast.com). Managing Editor: Craig Ramey. Bimonthly magazine. Seeks freelance writers, preferably living in Onslow County. *Nonfiction*: Profiles of business owners, local business developments, business issues.

**Optometry Times**, Advanstar Eye Health Group, 7500 Old Oak Blvd., Cleveland OH 44130; (440) 243-8100, fax (440) 891-2683. Group Editor: Mark Dlugoss. Tabloid trade journal, nine issues per year, first issue March 2009, circ. 33,000. Target audience: Optometric community. *Nonfiction*: Clinical, dispensing, practice management, subspecialties.

**PainPathways**, 145 Kimel Park Drive Suite 350, Winston-Salem NC 27103; (336) 714-8389; [painpathways@gmail.com](mailto:painpathways@gmail.com); [www.painpathways.org](http://www.painpathways.org). Editor-in-Chief: Richard Rauck, MD. Quarterly magazine, first issue fall 2008, circ. 100,000. Target audience: Pain patients and their caregivers. Focus is on needs and interests of chronic, acute and cancer pain patients. *Nonfiction*: Inspirational stories, history of pain, pet therapy, depression, drug interaction problems, patient trials.

**Sacramento Book Review**, 1215 K Street, 17th Floor, Sacramento CA 95814; (916) 503-1776; [reviews@1776productions.com](mailto:reviews@1776productions.com); [www.1776productions.com/sac\\_book\\_review.html](http://www.1776productions.com/sac_book_review.html). Editors: Heidi Komlofske and Ross Rojek. Monthly tabloid, first issue September 2008, 32 pages. Each issue contains about 200 book reviews plus author interviews and an article on a book-related subject. Seeks book reviewers. Does not pay except for a copy of the book you review. May be of interest to writers seeking free books or authors wanting their own books reviewed.

**Simply Handmade**, Northridge Media, 563 East 770, North Orem UT 84097; [editors@northridgemediacom.net](mailto:editors@northridgemediacom.net); <http://scrapbooktrendsmag.com/handmade.html>. Editor: Tammy Morrill. Bimonthly magazine, first issue December 2008, 164 pages. Target audience: Those to love to make things by hand. *Nonfiction*: Simple, stylish, do-able projects; hand-crafted items to beautify the home, give as gifts to friends and loved ones, to create just for fun.

## New Markets II

**Success for Women**, 200 Swisher Road, Lake Dallas TX 75065; [ecasey@sfwmag.com](mailto:ecasey@sfwmag.com); [www.sfwmag.com](http://www.sfwmag.com). Editor-in-Chief: Deborah Heisz. Editor: Erin Casey. Spin-off from *Success Magazine*, first issue October 2008, bimonthly in second quarter of 2009. Focus is on inspiration and instruction for women in their personal and professional lives. *Nonfiction*: Career, health, family, finance, relationships, success stories.

**Tar**, Tar Art Media, 304 Hudson St., 6th Floor, New York NY 10013; (212) 989-7900, fax (212) 989-7911; [www.tar-art.com](http://www.tar-art.com). Publisher: Susan Capps. Editor: Evanly Schindler. Semi-annual magazine, 300 pages, first issue October 2008. Target audience: "the modern cultured class" (high taste, high wealth, creative). *Nonfiction*: Fashion, art.

**Thorn Magazine**, PO Box 410, Matawan NJ 07747; [editor@thornmagazine.com](mailto:editor@thornmagazine.com); [www.thornmagazine.com](http://www.thornmagazine.com). Editor: Chip O'Brien. Quarterly magazine, first issue December 2008. Target audience: Young women, ages 25-40. Covers pagan religion. Submission guidelines on Web site; payment minimal. *Nonfiction*: Ancient and contemporary paganism, personal experiences, research, historical analysis, divination, eco-friendly and sustainable lifestyles, alternative spirituality.

**Today in OT**, Gannett Healthcare Group, 803 W. Broad St., Suite 500, Falls Church VA 22046; (703) 536-6850, fax (703) 536-6840; [akaufmann@gannethg.com](mailto:akaufmann@gannethg.com); [www.todayinot.com](http://www.todayinot.com). Editorial Director: Amanda Kaufman. Editor: Marianne Outzen. Bimonthly trade journal. Target audience: Occupational therapists. Covers both clinical and management issues in geriatrics and home health, neurology, orthopedics, pediatrics and psychosocial rehabilitation, all from the occupational therapist's perspective.

**Xtra Pair of Hands**, 1230 Peachtree Street, Atlanta GA 30309; (404) 579-4155; [lmack@xtrapairofhands.com](mailto:lmack@xtrapairofhands.com); [www.xtrapairofhands.com](http://www.xtrapairofhands.com). Publisher: Kym Smith. Editor-in-Chief: Lelia Mack-Balenciada. Monthly magazine, first issue September 2008, circ. 50,000. Target audience: Concierge industry, personal assistants, and users of these services. *Nonfiction*: Interviews with celebrity personal assistants and celebrities who use personal assistants.

**YogaMom Magazine**, PO Box 872, Brewton AL 36427; (251) 867-3500, fax (251) 867-6600; [emiller@yogamommagazine.com](mailto:emiller@yogamommagazine.com); [kroberts@yogamommagazine.com](mailto:kroberts@yogamommagazine.com); [www.yogamommagazine.com](http://www.yogamommagazine.com). Publisher/Editor-in-Chief: Celina Miller. Managing Editor: Kathy Roberts. Quarterly magazine, first issue September 2008. Target audience: Moms (and moms-to-be) looking for creative and peaceful ways to relieve stress and promote health for themselves and their families. *Nonfiction*: Health, yoga, beauty, relationships, eco-living, pregnancy, finances, retreats and travel destinations; issues related to children including school, health, fun, family, and friends; recipes geared toward the family, celebrity YogaMom interviews, book reviews.

## Feedback

Re our October article on virtual assistants, Babz Bitela cautions writers to be alert to potential scams – whether hiring a VA or signing up with a listing service to be one.

"On most honorable sites, you will see a link – "virtual scams," or words to that effect. I am sure many VAs are good, but I would want to find a chat room first to find out who is talking, what they say about each one, and which ones are preferred."

As with any business or purchase decision, it is always prudent to do some Googling before getting serious. In this case, you might try searching for "virtual assistant scams" or "virtual assistant associations" or similar terms. And prior to hiring a VA who was not recommended by someone you know, it would be wise to Google the person's name. But that would hold true for most any potential business partnership or client.

## Member News Reminder

**Reminder:** Send along your news – new books published, upcoming author appearances or speaking engagements, articles appearing in major magazines, and so on. Send the info to [MemberNews@writers-editors.com](mailto:MemberNews@writers-editors.com) and I will post to the Member news Web page, located in the section targeting editors and clients. See more details at [www.writers-editors.com/Need\\_a\\_writer/Member\\_News/member\\_news.htm](http://www.writers-editors.com/Need_a_writer/Member_News/member_news.htm)

## Contest Info

■ Write2Help.Org Fall 2008 Short Fiction Contest. Proceeds benefit World Relief, a humanitarian effort based out of Baltimore. Write a short story (1500 words or less) about an exciting or awakening experience in childhood. Awards: \$1,000, \$250, \$100. Entry Fee: \$10. **Deadline:** December 20, 2008. Info: [www.write2help.org](http://www.write2help.org).

■ The 2008 Northern Woods Literary Awards for Short Stories and Poetry. Awards: "Prizes are determined by total number of entrants, but right now it looks like first place in each category will be around \$250." Top three entries will receive cash awards. Entry fee: \$10. **Deadline:** December 31, 2008. Info: [www.northernwoodsliteraryawards.blogspot.com/](http://www.northernwoodsliteraryawards.blogspot.com/).

■ 2009 Longleaf Press Chapbook Contest. Open to residents of Virginia, West Virginia, North Carolina, South Carolina, Tennessee, Georgia, and Florida. Submit 20 to 24 pages including table of contents and acknowledgments. No name on the manuscript. Include a separate cover page with name, address, e-mail, and contact information. Award: Publication, 50 copies and \$100 prize. Authors retain all rights. Entry fee: \$15. **Postmark deadline:** January 30, 2009. Send to: Longleaf Press c/o English Dept., Methodist University, 4500 Ramsey Street, Fayetteville NC 28311.

■ Annual Writers-Editors International Writing Competition. *Nonfiction* (Previously Published and Unpublished); *Fiction* (Short Story and Novel Chapter); *Children's Literature*; *Poetry*. Awards: \$100, \$75, \$50. Entry fee: \$3-\$20. **Deadline:** March 15, 2009. Info: [www.Writers-Editors.com](http://www.Writers-Editors.com) or send SASE to CNW Contest, PO Box A, North Stratford NH 03590.

**Note:** Contests are posted regularly on [www.writers-editors.com](http://www.writers-editors.com) – usually the day I receive the information. Those with deadlines way into the next year are posted on the Web site, then reprinted here two months prior to their deadlines. Go to [www.writers-editors.com/Writers/Contests/contests.htm](http://www.writers-editors.com/Writers/Contests/contests.htm). Frequently, contest information arrives too late to be included in this print newsletter, but with time left to enter. These are posted only on [www.Writers-Editors.com](http://www.Writers-Editors.com), so if you like to enter contests, it's a good idea to check out the "Contests" Web page at least once a week.

## Schedule a Photo Shoot

Snapshots taken by friends or family are fine for most purposes, but when you need a professional portrait to use on your Web site, in your promotional materials, or for the back cover of your book, you need to hire a professional.

But that doesn't necessarily mean going to an expensive photo studio. I recently scheduled a photo shoot in my own home, which produced dozens of good shots of me in different poses, wearing different jewelry, with my books, and with my cat.

The cat is an important element in my case. I named my company after the first Simon Teakettle, and a local writer had written a profile of me for a magazine. She wanted a photo of me with Simon Teakettle III, as well as photos of the first two Simon Teakettles. So I decided to hire a friend who is a freelance writer/photographer. The advantages were considerable. First of all, Shannon has been to my home before, so I knew Terzo wouldn't be afraid of her. Also, she's a cat person, so knows how to catch the best feline poses.

But there was another advantage. I drew up a contract that paid her for the two-hour photo shoot itself, which would give me unlimited use of the photos I liked for any promotional purpose.

At the same time, I allowed her to retain ownership of these pictures. The contract specifies that not only will she receive a credit any time I use her photos, but she can also use them in her portfolio, on her Web site, or even use them to promote her services. If she wants to enter one of these in a contest, she's free to do so, providing she identifies the subject as Simon Teakettle Ink. This is a win/win situation for both of us.

In order to arrange something like this yourself, you need to prepare carefully. Select a photographer whose work you admire, who will shoot with two cameras (one of Shannon's digital cameras is auto-focus and the other allows for focusing), and will bring additional equipment if he/she feels it's necessary. That might mean an auxiliary light and a reflective umbrella.

Prepare a "shot list," the poses you think would work the best, depending on how you plan to use the photos. Which poses will be formal enough for submission to a national magazine? Which will

work well as a tiny mug shot? Do you want a photo of you with your book(s) or at the computer?

Make sure you look carefully at possible backgrounds. Is there a solid-colored piece of furniture against a light-colored plain wall? Can the picture hanging on that wall be removed? Clear out the pillows and any other decorative items that might be distracting. The less cropping the photographer has to do, the better.

I don't want my photos doctored, so Shannon and I agreed from the beginning on no "PhotoShopping." But you need to allow the photographer to make key decisions. He is the best judge of what type of background is best, and may even suggest certain colors or types of clothing that will look best through the lens.

But you have to prepare carefully. Select your clothing, jewelry, make-up and hairstyle to give the best impression. In general, wear a solid dark color to look slimmer (or to have your body "disappear" and your face be most prominent), and apply the kind of makeup you'd wear for an evening special event, because the camera can wash out skin tones and make you appear too pale.

Take time to apply make-up well before the photographer arrives, and check it in the harshest light available. If it looks too heavy, take a damp sponge and tone it down.

It's a wise idea to have pressed powder, a brow brush and comb handy, for last-minute adjustments. A shiny forehead or unruly brows are better fixed before the shot. And the photographer may want a few poses with your hair brushed back on one side.

Try sitting at different angles, angling your head in the opposite direction of your body, looking up into the camera. Take some photos with a full smile and others with just a slight smile.

Avoid a "serious" look, as that tends to make you frown and look tense. If you don't want to grin, just smile and then let your face relax. Think "smile" without opening your lips. That will give you a pleasant expression without a full grin.

Will the camera show your hands? Keep rings, watch and bracelets simple

and classic, but let them reflect your personality.

If a pet will be in the shot with you, try to schedule the photo session when the pet will be most calm and relaxed. Shannon arrived in the middle of Terzo's afternoon nap, which was ideal. She took the photos of me alone first, then I picked Terzo up and, still sleepy, he was content to sit quietly in my arms for several minutes. Before I woke Terzo I changed from my classic pearls to cat-shaped earrings, and made sure I had his treats and toys near by.

Some pets may require a third person to help. If you think you'll need someone else to hold the dog's leash, dangle toys overhead or to get the cat to look up, make sure you arrange that beforehand.

If you're saying, "I'm a professional writer; I don't want a photo with my dog," please think again. Many magazines want a variety of shots, and you may miss out on having a full profile or cover story written about you because the only photo you have to offer is an old formal portrait taken years ago, and the one current shot taken by the writer. Magazine editors like to see subjects in their home surroundings, not a photo studio.

I persuaded this particular writer to do a story on me based on the cat angle. Now, thanks to a two-hour photo shoot with Shannon, I have a selection of other photos to offer to the next writer who decides my company deserves a cover story!

I'm happy to share with *FWR* readers a copy of the contract I drew up. E-mail me at: [BFG@SimonTeakettle.com](mailto:BFG@SimonTeakettle.com), with "photo contract" in the subject line.

Photos from the shoot are already on my Web site, in my profile and in Terzo's blog.

Written by Barbara Florio Graham, Gatineau, Quebec, [www.SimonTeakettle.com](http://www.SimonTeakettle.com).

## Planning for 2009

On a big, laminated 12-month calendar, use different colored dots to show your anticipated income — green for definite assignments and contracts, blue for expected assignments from regular editors and clients, yellow for holidays or events or meetings from which you expect to generate ideas and assignments. Which color needs your attention most?

## Writers Wanted

*Note: 40 requests for freelance writers or editors or material were posted on our Network Bulletin Board during October. Best strategy is to check that page on [www.writers-editors.com](http://www.writers-editors.com) several times a week. If you don't recall your password, contact [password@writers-editors.com](mailto:password@writers-editors.com). A few of those postings are listed here; be forewarned — they may already be filled.*

Looking for a travel writer with experience writing about high-end travel worldwide for a publication. Please send your information to: [info@celeblifemag.com](mailto:info@celeblifemag.com)

Blue Mountain Arts is interested in reviewing writings for publication on greeting cards. We are looking for highly original and creative submissions on friendship, family, special occasions, positive living, and other topics one person might want to share with another person. Submissions may also be considered for inclusion in book anthologies. We pay \$300 per poem for all rights to publish it on a greeting card and \$50 if your poem is used only in an anthology. To request a copy of our writer's guidelines (which include contact/submission information), please send a blank e-mail to [writings@sps.com](mailto:writings@sps.com) with "Send Me Guidelines" in the subject line, or write us at: Blue Mountain Arts Inc. Editorial Department, PO Box 1007, Boulder CO 80306. You can also visit our Web site at [www.sps.com](http://www.sps.com)

I am looking for outstanding copywriters to create product descriptions for our many Web sites. If you have experience writing compelling, descriptive sales copy, please contact me with samples, resume, and general rates (per word). Looking for writers who can turn around assignments very quickly. Leslie Prisbell, Managing Editor, NetShops Inc., Omaha, NE, [www.netshops.com](http://www.netshops.com); [lprisbell@netshops.com](mailto:lprisbell@netshops.com)

We are hiring feature story writers to submit articles directly to magazines. We prefer writers who are published. Contact Stephanie Harris, Onesock Productions, [onesockproductions@gmail.com](mailto:onesockproductions@gmail.com)

Needed: Sci-fi action adventure screenplay editing. Primarily, character development and formatting is needed. Deadline open. Payment negotiable. Contact Dan (Bradenton, FL) at [consultdan@sack@gmail.com](mailto:consultdan@sack@gmail.com)

I am currently writing a Christian, self-help book. I have finished the work, I am a first time writer, and need a lot of help. My goal is to reach out to others

who have been abused, by writing about what I have been through, and how I recovered from it. I am not sure how much is legal that I can say or not say in the details of that account. I do not want to overwhelm the reader, but I do want them to identify with me, and bond as I am trying to help them; by relating my experiences. (Sounds like she needs a manuscript editor who can do revisions.) If you are available and interested, send her your background, typical rates, and how you work. Makayla Ryan, Sebring, Florida, [twomoons@strato.net](mailto:twomoons@strato.net)

I am looking for someone to do numerous writings. From letters, newsletters, advertisements, press releases, and some website articles. Not sure what going rate is per page or article. Send your fee ranges for various types of work and your background to Carol Stead, Bright Minds for Kids, Riverview, FL; [carolstead@aol.com](mailto:carolstead@aol.com)

Looking to fill Freelance Writer positions covering New England — good pay, steady news and feature assignments for construction trade newspaper. Only candidates who live in New England will be considered. Send resume and two clips to: Construction Equipment Guide, 470 Maryland Dr., Ft. Washington, PA 19034. Attn: Craig Mongeau, or send to [cmongeau@cegltd.com](mailto:cmongeau@cegltd.com)

Freelance writers needed for 500-2000 word cover and special feature stories in Builder/Architect Magazine, Greater St. Louis Edition. Builder/Architect Magazine is distributed in over 70 major markets throughout the United States and Canada and produced exclusively for industry leaders including builders, architects and remodelers. Builder/Architect readers are prominent and influential industry professionals in their local markets. Contact Bob Batterson, [bbatterson@builderarchitect.com](mailto:bbatterson@builderarchitect.com).

## PDF Version

If you're reading the print edition of *FWR*, and your CNW membership is current, you can download the PDF edition at [www.writers-editors.com/Members/FWR/fwr.htm](http://www.writers-editors.com/Members/FWR/fwr.htm) (use the same Login/Password as you do for the Bulletin Board). Save the PDF files and use them to click on links and for easier searching of past issues.

## Olde Lessons

*Four years ago, Freelance Writer's Report gave readers information that's as useful now as it was then. It's worth repeating.*

■ **More than half** (52 percent) of advertising and marketing executives polled said a quality portfolio is their top consideration when hiring freelance talent. Another 24 percent of respondents ranked reliability as their chief concern. A mere 2 percent were most influenced by cost of services.

■ **Do you ever work** on projects with others? Project Desk at [www.projectdesk.net](http://www.projectdesk.net) is an online project and task management tool that provides a virtual work-space to facilitate communication between team members. It's free for up to four people working on up to two projects.

■ **Market Wire's Personal Beat** is a customizable, free newsletter service that allows you to define what types of press releases are relevant to topics you cover. You create profiles that filter releases to your e-mail or RSS feed by geography, industry, keywords, company name and/or ticker symbol. Check it out at [www.marketwire.com/mw/newslettermain](http://www.marketwire.com/mw/newslettermain)

## FYI

► Kelly James-Enger reports that the automated telephone system Ingram Books offered that allowed authors to get information regarding the number of books in stock, orders, and number of books sold to date (*FWR*, 11/03), is being discontinued as of December 31, 2008.

► Lois Blackburn reports that the U.S. Copyright Office continues to run behind in processing copyright applications. "A real live person called in response to my recent letter of query regarding my application filed last November. He explained they are now 12 months behind because of the new computer system they installed. 'Bugs' in it have slowed the process instead of the intended speedup."

► The "Promoting Your Book Online" blog offers a long list of tips and strategies by book authors. Check it out at [www.chrisbrogan.com/promoting-your-book-online/](http://www.chrisbrogan.com/promoting-your-book-online/).

## Magazine News

The following is from “Mr. Magazine” Samir Husni’s blog on October 31:

“It never ceases to amaze me that when I report bad news when it comes to new magazine launches, the prophets of doom and gloom directly post my blog on theirs and spread the news. When I reported last month about what a great September it was for new magazines, only one newsletter reported the story. In a few days I am going to report on October launches, and guess what, the numbers are up again and they will surprise you in the midst of these dreadful economic times. Don’t count on the prophets of doom and gloom to report those numbers, either. There is still a lot of good news to read and enjoy in our magazine world. Take a look at the third quarter of the new magazine launches. Relax and take a deep breath. The light at the end of the tunnel is *not* the train coming.”

Source: <http://mrmagazine.wordpress.com/category/new-launches/>.

## Syndication Outlet

The Syndicated News is a relatively new syndication marketplace for reporters, columnists, photojournalists, and bloggers to sell and resell material – particularly evergreen articles and columns. Representation terms are similar to standard terms of literary agents, with a commission of 15%.

In addition, after a 30 days free trial, sellers pay a nominal monthly membership fee of \$4.95 and can cancel the account at any time. Sellers can upload up to ten articles per month at no extra charge. There’s a fee of \$1.00 per article above this number.

Publishers browse the site, view the showcased work, find what they want, and buy the right to use it through a professional licensing agreement. Authors retain copyright. Be sure to read the FAQ and Terms of Services pages at [www.TheSyndicatedNews.com](http://www.TheSyndicatedNews.com).

## Moved?

When notifying CNW about an address change, be sure to include your new phone and fax numbers, and any new e-mail addresses. I need them to keep your Writer Data Bank, Meet Our Writers Web page, and *Guide to CNW/FFWA Writers* listings current.

## Press Release Caution

If you’ve been writing in a given field any length of time, you likely receive press releases on products, companies, and research within that field. In addition, press releases today are routinely posted on the Web, where they often show up near the top of searches.

Pulling chunks of copy from them to plug into an article can be enticing – especially when on a tight deadline. However, “given the editorial risks of free copy, the old maxim would seem to apply: you get what you pay for,” writes editorial consultant John Brady in the October 2008 issue of *Folio*: magazine.

“Magazine news writing is based upon interviewing, asking questions – often impertinent – and reporting back to an audience that assumes you are accurate and fair in your assessments. You don’t get that in a press release. Instead, you get pseudo journalism. PR employees are often extensions of an ad agency using journalism-like tools and formats to sell a product or a message.”

## Book Promotion: Business Cards

Every time you meet someone, you have an opportunity to promote your book via your business card.

Yes, you can make business cards on your computer – and usually they look like you made them on your computer. Professionally printed business cards are relatively inexpensive and give you a more professional appearance than homemade cards. Like any other sort of printing, once you pass a minimum quantity, additional copies get much cheaper on a per card basis.

Don’t scrimp on quantity. You’ll be handing them to bookstore employees, Rotarians after you speak, people on the bus, coffee shop waitresses, writer conference attendees – almost anyone you meet.

Two-sided printing (as in putting your book cover on one side and contact information on the reverse) boosts costs considerably. It’s also not necessarily effective because few people turn cards over. While multi-color printing increases costs, colored stock rarely runs (much) more than standard white. If your book jacket isn’t too busy or detailed, you might be able to split the card between the book jacket and your contact information. But only relatively plain covers reproduce well in such a tiny space.

Promote your book by listing your title as “Author of ...”:

Mary Jones  
Author of *The Farm Wife’s Cookbook*

Your contact information should show at least your e-mail address and Web site.

If you’re (understandably) not comfortable giving a telephone number to total strangers, substitute an e-mail address. Likewise, a post office box (or postal mailing center box) allows you to receive snail mail without revealing your residential address.

*Hint:* Sometimes people think an odd-sized card will make them stand out. In fact, odd-sized cards cost more and are a pain in the neck to people who keep business card files that are geared toward the standard 2 x 3.5 inch format.

Written by *W.E. Reinka*, Eugene, Oregon.

PRSR.T. STD.  
U.S. POSTAGE  
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