

# The SouthWest Sage

Vol. 19, No. 8

The Voice of SouthWest Writers

August 2004



## What's Inside...

**Page 3: Websites for travel writers**

**Page 5: Ted Lynn on Ideas, Facts, and Copyrights**

**Page 8: Candidates for the 2005 SWW Board of Directors**

## ... and the usual:

Successes.....	2
The Local Scene .....	12
Board News .....	13
Announcements .....	14
Contests .....	15

## NOTE:

The *SouthWest Sage* will be e-mailed to members with e-mail addresses unless you contact the SWW office and ask for a hard copy.

## Getting Paid to Write: The Business of Copywriting

by Kristina Anderson

I have a great job. Every morning I wake up, fix a cup of tea, and read the newspaper. I get dressed, eat breakfast, then walk the dogs. When back home, I turn on my computer, read e-mails, and prioritize my to do list. It might include writing newsletter copy, abstracting a journal article, or writing content for a Web site. Most likely it includes marketing, book-keeping, and other tasks I have to do to keep my business running. I am a freelance copywriter.

### What is copywriting?

Basically, it's writing copy for the commercial market. Traditionally, the definition was sales copy, but copywriters in today's marketplace write much more than that. Their portfolios include annual reports, white papers, scriptwriting, and other corporate documents that do more than sell a product or service. Whatever one writes, the key word is "commercial." Our clients are the corporate world.

### What do copywriters write?

Catalog copy, headlines, newsletters, ads, video scripts, direct mail, sales letters, Web content, brochures, annual reports, white papers, technical specs, press releases, and more.

### Why do it?

I made the shift from writing fiction to writing for the corporate world because it means I can get paid to do what I love: write. It allows me to work at home, work when I want to (sort of), and have control over my

work life. If my business fails, it's my fault. If it succeeds, it's because of my efforts. It's my call.



### Pros and cons of running a copywriting business. (Hint: it *is* a business.)

#### • You choose your clients.

Once established, whom you work with and what you write is your choice. (Pretty much.)

#### • The hours are flexible.

You can work any time in a 24 hour period you want. If you push hard for several hours or days, then you can take time off. (Maybe.)

#### • Copywriting is deadline driven.

Whatever you do, don't miss a deadline. That's a big no-no. Many people work 24/7, so it's not uncommon to get an assignment on Friday afternoon with a Monday morning deadline.

#### • Copywriting pays well.

Most copywriters charge by the project or the hour. Fees can range from \$60 to \$150 an hour. There's no limit to the amount of money you can make. The flip side? No steady paycheck.

#### • You do the work, your client gets the credit.

You work behind the scenes, and the company who hires you gets the credit for your

*continued on page 7...*

## Coming Programs in Albuquerque

Regular program location: New Life Presbyterian Church, 5540 Eubank NE

Saturday, August 7, 8 a.m.

Saturday, August 7, 10 a.m. to noon

Tuesday, August 17, 7 p.m.

Saturday, September 4, 10 a.m.

Tuesday, September 21, 7 p.m.

New Member Breakfast and Orientation

How Much to Reveal, and How to Reveal It, in Memoir

Here, There and Everywhere—Discovering Time to Write

What To Expect When You're Expecting Your First Book

Query Letters: Time for Show and Tell

The mission of SouthWest Writers:

Using outreach, education and networking, SWW encourages, supports and inspires all people to express themselves creatively through the written word.



## The SouthWest Sage

is published monthly by the Board of Directors of SouthWest Writers, a nonprofit, tax-exempt 501(c)(3) organization.

Subscription is a benefit of SWW membership. For advertising rates, contact the SWW office.

Submission guidelines are available through the SWW office or on the website.

Editor:

Cliff Gravel

Assistant Editor:

Lori Johnson

Editorial Staff:

Laura Carlson

Lola Eagle

SWW Office:

3721 Morris St. NE

Suite A

Albuquerque, NM

87111-3611

phone: (505) 265-9485

fax: (505) 265-9483

E-mail: [SWriters@aol.com](mailto:SWriters@aol.com)

Website:

[www.southwestwriters.org](http://www.southwestwriters.org)

Office hours: Monday-Friday, 9 a.m.-Noon

All articles copyrighted 2004 by author. Facts, views, and opinions expressed in articles are those of the authors and do not necessarily reflect the viewpoints or opinion of SouthWest Writers. SWW does not necessarily endorse the advertisers.

Send information by e-mail to the SouthWest Sage editor at [SWriters@aol.com](mailto:SWriters@aol.com) or snail mail to the SWW office at 3721 Morris St., NE, Suite A, Albuquerque, NM 87111. Please be brief.

**David J. Corwell** has been accepted as a participant in the Borderlands Writer's Boot Camp, to be held January 21-23, 2005. His short story, "Legacy of the Quedana," was accepted by *Cloaked in Shadow: Tales of Dark Elves*, an anthology scheduled for release in late 2004. His story, "The Stirring of Chaos," is being kept on file by Nina Hess, YA editor at Mirrorstone Books/Wizards of the Coast for possible future projects.

**Joe Badal's** newest novel, *Terror Cell*, was released in mid-July. He had book signings at the Albuquerque Borders on July 24 and the Santa Fe Borders on July 31. He was also on the Larry Ahrens show on KKOB-AM on July 23. Check out [josephbadal.com](http://josephbadal.com).

**Elaine Coleman** (writing as Elaine Pinkerton) quit her day job to write full-time! She sold her WWII suspense novel *Beast of Bengal* to Pocol Press and is negotiating a contract to write a Hollywood biography.

**Wilfrid Koponen's** story "Gods and Mortals" received an Honorable Mention in the *Weekly Alibi* Ridiculously Short Fiction Contest and was published in the June 24, 2004 issue of the *Alibi*.

**Albert M. Balesh, M.D.'s** latest medical article, "Mine is Bigger than Yours: The Truth about Fertility," published in a July 2004 edition of the *West Texas County Courier*.

**Jeffery Hanson's** first novel, *Artifact of Deception* will be released August 7, 2004, by PublishAmerica ([PublishAmerica.com](http://PublishAmerica.com)). The book is an archaeology mystery/thriller that takes place in Utah.

**Lisa Lenard-Cook's** book *Dissonance* has been included in NPR's Performance Today summer reading series.

**Nancy Glass West's** novel *Nine Days to Evil* was published March 2004 by Booklocker. It was reviewed by *The Midwest Book Review* on Amazon.com. She also published two nonfiction books (a biography of artist Jose Vives-Atsara and one on book Publishing in Texas), magazine articles, and poems. She was a guest poet on "Theme & Variations," a program broadcast on National Public Radio.

**Walter B. Rowe's** article about an Air Force flight test crew with an Army helicopter at a Strategic Air Command base in January 1966, will appear in the October/November issue of *Air&Space* magazine.

*continued on page 5...*

### Contributing Writers:

Kristina Anderson

Joe Bridwell

Judy Ducharme

Loretta Hall

Amber Hartley

Ted Lynn

Geraldine Mosher

Sandy Schairer

Lucinda D. Schroeder

**The SouthWest Sage** considers articles that help writers improve their writing skills, market their writing, or manage a writing career. We seek instructive articles in all genres, varying from 250-1,000 words. Bylines are given. Deadline is two months before the publication date; please contact the editor regarding specific submissions. All materials submitted are subject to editing.

## Smart Websites for Writers

by Geraldine Mosher

Do you want to travel and get paid for it? Become a successful travel writer. Here are some Internet sites to help you reach that goal.

At [www.writerswrite.com/journal/aug98/philcox.htm](http://www.writerswrite.com/journal/aug98/philcox.htm) you'll find an interesting article, "Travel Writing for Fun and Profit," by Phil Philcox (from *The Internet Writing Journal*, August 1998). Phil Philcox has authored over 1200 articles and 38 nonfiction books on various subjects including travel, in addition to being an editor. The concluding paragraph of his article: "Travel writing is a competitive business, but if you approach from a unique angle, you can become a travel writer and not only travel but get paid for it."

Freelance Travel Writer ([www.freelancetravelwriter.com](http://www.freelancetravelwriter.com)) offers a travel writing course, "Insider Secrets of Freelance Travel Writing," and a critique service for travel articles. It's free to download part one of the travel writing course. You can also read some free reports: "How To Write the Perfect Travel Article," "How To Travel the World for Free as a Published Travel Writer," and "Do You Have What It Takes to Be a Successful Travel Writer?" While you're at this site, subscribe to the free newsletter, "Travel Writing Tips."

The website [www.offbeatrips.com](http://www.offbeatrips.com) also offers a travel writing course, "The Complete Travel Writer." It covers four main sections: Writing (how to write compelling material that magazine and newspaper editors will pay you to publish), Photography (how to provide high-impact, targeted photography to accompany your articles), Sponsorship (learn the professional approach to sponsorship pitches), and Marketing (how to sell your pictures and stories to editors . . . and do it again and again).

The website [www.travelwriters.com](http://www.travelwriters.com) is a resource for travel writers, photographers, editors, and publishers. The categories under Writers and Photographers are Find Press Trips, Market News, Read Latest Press

Releases, Sell Your Travel eBooks, Syndicate Your Articles, Build a Web Page, Writing Tips, Travel Publications Update, and Bulletin Board System (BBS). The categories under Editors and Publishers are Find Writers, Buy Travel Articles, and Submit Market Needs.

The Travel Writing Center ([www.travel-writing.net](http://www.travel-writing.net)) lists itself as the comprehensive source for travel writers, where you can find all the resources a freelance travel writer needs. You can find everything from travel writing courses and newsletters to books, software, writer's markets and press trip announcements. Click on "Travel Writing How to" to find some interesting articles (example: "10 Terrific Travel Writing Tips" by Lori Beattie). When you click on "Travel Writing Markets," you will find a list of markets, how much they pay, and links to find them on the Internet.

Part one of a three-part series, "Travel Writing for Pleasure and Profit," by travel writer Durant Imboden is presented at [www.writing.org/html/a\\_travel\\_writing\\_1.htm](http://www.writing.org/html/a_travel_writing_1.htm). Part one describes opportunities for travel writers. He discusses Guidebooks, Magazines and Newspapers, Advertising and Corporate Work, and Websites. Part two will be "How to Write about Travel."

Happy Surfing!

*Geraldine Mosher is a freelance writer and member of SWW, as well as a computer consultant and trainer. Her business is Your Computer Tutor, 296-4042. She is also the owner of Top Quality Publications. Check out her website at [www.topqualitypublications.com](http://www.topqualitypublications.com).*

### WELCOME NEW MEMBERS

Marie Abaya  
Janeen Anderson  
Cliff Brashar  
Ann Delvecchio  
Michael Flurry  
Gregory Gould  
Martin Griego  
Karen Hale  
Jerry Hendrickson  
Larry Leshin  
Annie McGarrah  
H. Alice Mitchel  
C. Kathryn Nelson  
Kathy Schuit  
Betty Smith  
Rebecca Snider  
Peggy Swager  
Sally Terwilliger  
Anthony Traweek

**Please note:  
The SWW  
office is now  
open 9 a.m.  
to noon.**

## Markets

by Amber Hartley

*Sitting in for Mary Lynn this month is Amber Hartley. Amber works as the seminar assistant for CLASServices, a local service for writers and speakers. She's also an English major at UNM and writes freelance articles for a number of publications.*

A conversation with Steffanie Gibbons, editor of *abqARTS*—Albuquerque's monthly magazine of the arts.

**Was there a person or particular experience that inspired you to work for an arts magazine?** “I thought working as editor of *abqARTS* would enable me to get to know more about the arts community in Albuquerque.”

**Many magazine writers eventually move into higher positions. With that in mind, what skills benefit an editor in your position?** “I'd say the ability to do lots of things at the same time—and keep track of them all—is an important skill for this kind of work. Being good at editing copy and finding interesting stories in the arts community are also essential.”

**New Mexico is fortunate to have a thriving artistic community. Still, some NM residents are apathetic toward the arts. How would you win them over?** “We include profiles of people in the community who are involved in the arts as educators, volunteers, and philanthropists; we include book reviews and poetry; and we feature all kinds of performing arts, so that person who might not be interested in visiting galleries would almost certainly find something else of interest in *abqARTS*.”

**How is your magazine different from other publications, like *The Alibi* or *Crosswinds Weekly*?** “We are a monthly publication that focuses on what's going on in the arts community in Albuquerque. This includes profiles of artists as well as the galleries and venues that display their work.”

**You've probably read thousands of submissions over the years. What type of article catches your eye?** “I enjoy stories about the evolution of an artist—how an individual became interested a particular kind of art and what opportunities presented themselves to enable this person to become an artist.”

**What is the submission process for *abqARTS*?** “Writers interested in writing for *abqARTS* should contact me at [steffanie@abqarts.com](mailto:steffanie@abqarts.com) with story ideas. Our deadline for press releases is the 5th of the month before the month of publication (June 5 is the deadline for the July issue), so ideas for stories also need to be received early in the process.”

**How does a freelancer find the perfect story?** “A writer interested in writing the perfect story for *abqARTS* should be familiar with the Albuquerque arts scene. Otherwise, an interested writer can attend one of our editorial planning meetings, where an assignment might be made. E-mail [editor@abqarts.com](mailto:editor@abqarts.com) if you're interested in attending.”

**It's important for a freelancer to build a good rapport with magazines. From an editor's perspective, how does a writer stand out in your mind as someone to use again?** “A writer who agrees to write a story when I really need that story written, even at late notice, will be called again and again. Otherwise, I continue to work with writers who respect deadlines and turn in the story that was assigned, not a different version of the assignment.”

**Are there certain skills that give freelancers an edge in today's market? Like photography, etc.?** “Photography is definitely a plus for freelance writers. And digital cameras make the process of sending photos so much easier.”

*Learn to do your own market research! Mary Lynn would like writers to contribute to the Markets column, and she'll help you get started!*

*Mary is willing to share the column with guest market columnists on a regular basis, or she will accept market items you have gleaned in your research.*

*This is a wonderful opportunity to learn how to do your own market research, share that knowledge with others, and be published in The SouthWest Sage.*

*Send your items and columns to Mary, c/o The SouthWest Sage, or e-mail her at [mary@writerscenter.com](mailto:mary@writerscenter.com)*

The highly recommended new edition of Mary Lynn's *Every Page Perfect* is available through SWW for \$19.95, plus postage.

## Ideas, Facts, and Copyrights

by Ted Lynn



**Question:** I have a question about a children's book I am writing. It is about 3,000 words. Most books on the subject are out of print and I have one primary reference, a book about 400 pages long. I extracted the parts that are appropriate for my book and wrote them in my own words. Would this be considered inappropriate? The book I am using

has an extensive bibliography but it is mostly government memorandum and newspaper and magazine articles.

**Answer:** Thanks for your question. It's an excellent one.

First of all, ideas, facts, titles, names, and the like are not copyrightable. Only "a work" can be copyrighted when the writer stores the "work" in a permanent form, be it on paper, in a computer's memory, or on a recordable medium. So when you say you "extracted the parts that are appropriate," and wrote them in your "own words," it sounds like you took facts and ideas and created your own "work." If so, that, too, can be registered under our Copyright Act of 1976, as amended. Think of how many people have written biographies on Abraham Lincoln, George Washington, etc. If they were accurate, they had to have used the same or similar facts and even quoted the same passages from each subject's writings. What the Copyright Act protects is NOT the information, but the manner the author used to express

it. When two reporters show up at an event, they may both report identical facts, but the way they write it up, the leads each uses, the word and sentence structure each individual sets down, those are what's protected under our law.

Any government literature is not protected by the Copyright Act (since you already paid for it on April 15th) and can be used, quoted, copied, or traced by any writer for his or her own purposes.

You can also go to <http://www.loc.gov/copyright> to find Questions and Answers about Copyright, a copy of the act, and an interactive copy of the TX Form you'll use to protect your own writing against infringement.

If I were to use some facts, figures, and ideas from another writer's work, even though it may not be protected under the Copyright Act, I still would give that author credit either in the text and/or in the bibliography out of courtesy. It's what I'd like others to do with my words. When you quote another author under the "Fair Use" doctrine of the act, you are required to credit the author, and to quote only a small portion of the text. I'll get into more details about this doctrine in another column.

Please keep those e-mail questions coming. They'll help all of us understand the Business of Writing better.

Ted Lynn  
ted@writerscenter.com

## Successes

...continued from page 2

**Pari Noskin Taichert's** first mystery, *The Clovis Incident*, has gone into a second paperback edition. In addition, Worldwide Library has bought the mass market paperback rights for *Clovis...* for July 2005 publication.

**Marcia (M.K.) Preston's** second mystery novel, *Song of the Bones*, won the 2004 Mary Higgins Clark Award for suspense fiction, as well as the 2004 Oklahoma Book Award for Fiction. Her first women's mainstream novel, *The Butterfly House*, is due out in hardback from MIRA in January 2005.

**Shirley Raye Redmond's** *The Dog That Dug for Dinosaurs* (Simon & Schuster) was released last month. A *Kirkus* review declared the true story of amateur paleontologist Mary Anning and her dog, Tray, to be "appealing and well-written."

**Melody Groves's** article, "Raging Bull," appeared in the July *Desert Exposure* magazine. She had a booksigning July 10, 2004, at the SOS Bookstore in Silver City. Her article about the only certified kilt maker in the U.S. (who happens to live in New Mexico) is scheduled to appear in the August issue of *Albuquerque, The Magazine*.

## More Markets

by Amber Hartley

### Critique Groups

Submit addition and deletion requests or changes to SWriters@aol.com or (505) 265-9485

### *Wanting to Start Groups/ Looking for a Group*

*Science Fiction:* Mac Taylor (505) 344-5721 or mactay@cybermesa.com

*Short Nonfiction:* Suzann Owings, 505-867-0567

### *Groups Seeking Members*

*The Santa Fe Screenwriter's Group:* Susan Burns at (505) 474-8268 or thursday51@aol.com

*Novels/Short Stories, Saturday afternoons at Albuquerque Main Public Library on Copper:* Jack Phelan, (505) 292-0576 or 256-3500.

*Albuquerque Nonfiction:* Meets weekly at the old Albuquerque Press Club. Marianne Powers, (505) 892-4990 or drift@earthlink.net

A conversation with Sharon Kayne, managing editor and columnist for *Crosswinds Weekly*, a local alternative to the mainstream media in Albuquerque.

**What's a typical workday at *Crosswinds Weekly*?** "If I were just a columnist, I'd spend my day reading news in other papers, going to press and community events (both for getting column ideas), researching column ideas (either phone interviews or Web research), and writing. A typical workday for me (managing editor and columnist) is a pared-down version of the above, plus sifting through press releases, assigning and editing copy, overseeing copy corrections and changes on production day, writing promotional copy and ads, updating weekly and yearly story sheets, etc."

**Do you accept freelance queries?** "We do accept queries. Please send an explanation of your story idea via e-mail (editorial@crosswindsweekly.com). Please indicate if you've been previously published and where. If we're interested, I'll probably have you send or bring in clips of previous work. If you don't have any clips, we'll probably assign the story on speculation—meaning you only get paid if we decide to publish it. Established writers may query over the phone. We almost never assign stories to unknown writers—meaning if you want to start writing for us, it's best to pitch your story idea. Once we get a feel for how you write, we're more likely to call you up for assignments."

**What's the key to success for a print journalist?** "You MUST be a good writer—meaning you can write in a clear, concise manner that's also enjoyable for the reader. You must be able to work under deadline pressure (and, if you work for a large publica-

tion, in a noisy environment), be detail-oriented, take good notes, check your facts. You also need to be able to call complete strangers for interviews and have the temerity to ask them questions they don't want to answer. You need to be able to take direction from an editor, and take a wide variety of assignments as well as enterprise your own stories."

**What topics are hot right now? In the future?** "The hottest topics right now are anything the mainstream media isn't covering—i.e., the true casualty numbers from the war on Iraq, how electronic voting works and what its weaknesses are, FCC consolidation laws, etc. Important topics now and in the future are things like water and land use issues, toxic waste cleanup, etc. We in the biz call them 'DBI' stories: Dull, But Important. Meaning, readers can run from them screaming because they are large, complex issues that we all feel powerless to control, but they're important nonetheless. As our environment continues to degrade, these stories will become more and more important (and depressing)."

**Your political/social column, "Citizen Kayne," is labeled "insightful, irreverent humor." Why take a humorous approach?** "There's no question that humor helps a columnist reach a wider audience—everybody wants to be entertained. The question is—while you're entertaining them do you also give them something important to think about? I strive to do that most, if not all, of the time—especially when I'm writing about a big political or social issue. However, just because my opinion is couched in humor doesn't mean I don't offend people! Without exception, I think, those who are offended by my stance are unable to see the humor in my delivery."

### SWW Volunteer Opportunities

Volunteers are needed to assist at programs, conferences, and workshops.

Volunteering puts you on the front line for networking opportunities!

Contact Joan Marsh  
at jmarsh6834@earthlink.net  
for information on how you can get involved.

## Getting Paid to Write: The Business of Copywriting

...continued from page 1

great writing. Your job is not to get published. It's to make your client look good.

- **Freelancing is feast or famine.**

This is one of the harder parts of the business. There is an abundance of work out there, but finding it can be difficult, especially if marketing is not one of your favorite things to do. As a freelancer, you have to continually market yourself, even when you're busy.

- **It's competitive.**

There are lots of copywriters out there looking for work along with you. Even established writers have to market themselves from time to time—it's part of the business. But it gets easier. Create a niche and narrow your marketing to a selected field. You cannot be everything to everyone.

- **Give up perfectionism.**

Don't beat your writing to death. Many times, your client may not know what results he wants (even though you asked), and you're spending an inordinate amount of time trying to write to what you think he wants. Do your best work and turn it in. Your client will know if it's what he had in mind when he reads it. If you've missed the mark, revise until you get it right. And, make sure your copy is squeaky clean.

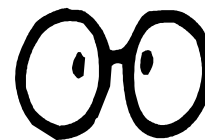
- **Manage your time.**

This is a common struggle with most copywriters. When you're an employee, you get paid for eight hours of work, regardless of the work. When you're working for yourself and billing for your time, you don't bill for the small administrative tasks that always need to be done, like book-keeping, answering e-mails, and bidding on projects. Administrative tasks can eat up billable hours. Prioritize your time.

If you want to be a copywriter, begin by reading two books currently on the market—*The Copywriter's Handbook* by Robert Bly and *The Well-Fed Writer* by Peter Bowerman. They are excellent guides, but be forewarned: they tell you it's easy to earn six-figure salaries within six months. There may be copywriters out there who accomplished this, but I think they're the exception to the rule.

Search the Internet, read about the business and how it works, and don't forget to check out your competition.

*Kristina Anderson of EasyRead Copywriting is a freelance copywriter and editor. She can be reached at Kristina@easyreadcopywriting.com or 715-1070. Her Web site is <http://easyreadcopywriting.com>.*



## Stuff Your Editor Hopes You Will Read

by Cliff Gravel

Hi. I'm back. Many thanks to Suzi for carrying the load so long. No major changes to the *SouthWest Sage* are planned. As always we need your help.

Got any, and I do mean any, ideas on articles for the *SouthWest Sage*? If you think they would help writers to write more, better stuff, or if your ideas will inspire more, better writing, then stop thinking and write it for us. We love to get info into the *Sage* about how and where your fellow writers could sell that more, better writing.

Anyone read any books about writing? Were they helpful? A waste of time/money? Tell us. We want more reviews about books on writing. Same goes for software for writing.

Don't make the mistake of thinking you must already be an experienced author before you can have ideas or info other writers can benefit from. Everybody's ideas count. If you're just starting out, the *Sage* could be your first place to get a byline and start building your own reputation.

Also needed are your successes. I hear a lot of successes announced at the SWW meetings but most of them

are not sent in to the *Sage*. Other writers are inspired by them. What did you get published? Any awards? Starting a critique group? Upcoming book signings? Conducting any writers workshops? To appear in the *Sage* in a timely fashion we must get submissions by the first of the month to appear in the following calendar month's issue.

Got something to sell that writers can use? We run paid ads, but there are some restrictions. Contact Lori at the SWW office for details [and see page 15].

You can find the complete writers guidelines on our website. Briefly, we are seeking articles around 250 to 750 words. We will happily accept submissions by e-mail, fax, disk, or hard copy. However, if you want to be kind to the *Sage* staff, e-mail submissions in Word as RTF. It is the easiest for us to handle. No pay, but we will send the author an extra copy if requested. You can query me first if it helps you, or send in the finished piece.

If my notes have instigated any questions about submitting to the *Sage* you can contact me at [cliffgravel@southwestwriters.com](mailto:cliffgravel@southwestwriters.com).

## Candidates for the 2005 SouthWest Writers Board of Directors



### CANDIDATE FOR PRESIDENT

Robert Spiegel is a contributing editor to a number of magazines, including *Automation World*, *MSI*, *Logistics Management*, *Supply Chain Management Review*, and *Home Business Magazine*. He is a former senior editor at *Electronic News* (Reed Business). He

was also senior editor at *Ecommerce Business* (Reed Business). Spiegel is author of five business books published by major publishers.

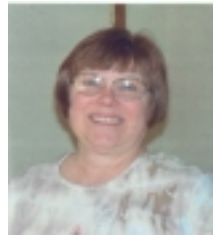
Spiegel is author of chapters in the 2004 and 2005 *Writers' Market*, and he writes a bi-weekly business column that appears in dozens of publications including the *Albuquerque Tribune*. He teaches news and magazine writing in the Communications and Journalism Department at the University of New Mexico. In addition to his 20 years as a business journalist, Spiegel spent ten years as publisher/owner of *Chile Pepper* magazine, which he sold to return to writing. He lives in Albuquerque, NM, where he cares for his son and two daughters.



### CANDIDATE FOR VICE PRESIDENT

Larry W. Greenly, current SWW vice president and 2002 Parris Award winner, has been a member of SWW since 1992. He joined the SWW board of directors in 1993 as a director, became vice-president in 1994, and

president in 1995 and 2003. Greenly is the literary arts editor and calendar editor for *abqARTS Magazine*, contributing writer for several magazines, a freelance writer, and writing instructor at the Bear Canyon Senior Center. He is committed to sound fiscal policies for SWW and is working with the current president to make SWW the best writing organization in the Southwest and the country.



### CANDIDATE FOR SECRETARY

Sandy Schairer has been a member of SWW since about 1993. She has been SWW Board secretary previously—in 2003. She is 'retired' from a long career in secretarial work in a law enforcement support capacity and for a health care organization. She is also a member of Romance Writers of America's local chapter and of the Land of Enchantment Romance Authors. She has published an anthology e-book. She is also a Ph. D. candidate in the area of metaphysics with the American Institute of Holistic Theology and is a member of the Association of Research and Enlightenment. Sandy loves serving on the SWW Board of Directors and is a very proud member of our quality organization.



### CANDIDATE FOR TREASURER

Loretta Hall is a nonfiction writer whose published works include three books and more than 180 article and chapter-length pieces. A member of SouthWest Writers since 1987, she is currently serving as the SWW treasurer. She is a former high school mathematics teacher who has served as finance officer or treasurer of several other organizations including Casa Angelica Auxiliary, Annunciation School Board, and her own freelance writing corporation.

## Undercover Tips for Writers

by Lucinda D. Schroeder

What do you call a person who has credit cards in two names, several extra spouses, and a Christmas card list that includes criminals?

The answer is an undercover agent. Undercover (UC) agents have at least one full set of identification cards that are in fictitious names. Their wallets will contain everything from a driver's license to library cards. Smart UC agents will pick up business cards and other goodies that match their cover and make a point of flashing these in front of the bad guys. It's a subtle way of establishing credibility.

What does this mean to writers? If your UC character is trying to infiltrate an illegal ring of activity, give her the props she'll need. Proper clothes, ID cards, and a vehicle with plates registered in her fictitious name. Your UC character will also need to be versed in the subject matter of the criminal activity. If it's the drug trade, he should know the terminology and what illegal drugs cost. In some cases the bad guys like it if they are more knowledgeable and can teach someone else the ropes. In many of my cases, the bad guys taught me how to violate the law.

Some UC agents work in pairs, and it's usually more normal looking if they travel with a member of the opposite sex. Women UC agents have a charming and disarming effect on criminals and are very valuable to a UC team.

Although I had several "husbands" during my career, I also worked alone about half of the time. This was because criminals are sometimes more apt to reveal their criminal schemes in front of one person instead of two. It depends on the comfort level of the criminal.

During any UC contact, the agent always wears a body wire, taping it as closely to the body as possible. Clothing must fit and appear normal for the circumstances. Criminals are suspicious of people who wear clothes that are meant to cover a wire, like oversized shirts or jackets in the summer. For years, I carried a leather handbag with a hidden camera apparatus rigged inside.

The FBI is big on having a back-up team for UC agents, but very few of the other state or federal agencies do this. It's a matter of manpower. Even today, with so

many street agents assigned to fight terrorism, FBI UC agents are going at it alone.

As an undercover investigation drags on, good UC agents will have developed such a close relationship with the bad guys that they'll be remembered at Christmas. For me, this was the litmus test. When I received Christmas cards from the criminals, I knew I was in.

Your UC character may want to carry a concealed weapon. If so, it shouldn't be the same make and model as what's issued by the agency they work for. An ex-FBI agent recently wrote in *The Writer* that she carried her duty gun on her undercover cases. This could spell trouble as the bad guys know that FBI agents carry Glock semiautomatics. Had that gun been found on her, she would have been dead meat. If your character carries a weapon, make it something that's in character for his or her role unless you want your character to get caught!

As for developing your character's back story, let your crooks fill in the frame you've provided. In one of my cases, I told the bad guys that my husband had left me. The bad guys decided among themselves that I had joined the wild side to show my ex-husband what fun I could really have. I used this as my motive for turning into a law violator. My targets had no trouble believing me since it was their idea.

Finally, give your undercover agents an element of fear. The image of the ever smooth and immortal James Bond is not realistic. Most UC agents are very nervous when they make a contact with the bad guys and will evaluate every word said or move the crooks make. This makes for great self-talk—"Are these guys on to me?"—and tension.

*Lucinda D. Schroeder, a retired Federal agent, provides seminars, advice and manuscript consultation through The Crime Connection. Check [www.thecrimeconnection.com](http://www.thecrimeconnection.com) for seminar times and places, or look in the current Sage Ways Catalog distributed free at most bookstores.*

For information on benefits for SWW members  
contact  
Cheri Eicher  
INDEPENDENT MEANS  
Group Benefits  
(505) 299-5919 or 800-883-4310

SWW dues are \$60  
per year (or \$100 for 2 years).  
Two individuals joining or renewing together  
get a special rate of \$50 each.  
College students with current proof of attendance  
can enjoy a special \$40 rate.  
At the \$60 rate, that's only \$5 a month  
to belong to a great organization!

## Self-Publish...or Perish?

by Judy Ducharme

The speaker for SWW Tuesday meeting on June 15, 2004 was Melody Groves. She removed the mystery from self-publishing and offered direct experience with it. Since true self-publishing costs ten times Print on Demand (POD), she advocates the latter route. Some of the POD companies are XLibris, AuthorHouse, and Bookman. Melody concentrated on her publisher, XLibris. Melody's talk about the steps and decisions to self publish was prefaced by a thumbnail sketch of her life. She was born in Guam, but moved to the Philippines due to her father's job with the Department of Defense. One of the few teenaged women on the islands of the Philippines, she recalled with delight the docking of the Seventh Fleet in Manila, and the ensuing adventures. Several years ago, she had a similar adventure when she decided to pursue learning to ride bulls. Her first time was two and a half seconds; it felt like an eternity and she sustained a slight concussion—and could not wait to do it again. “What a rush,” was her comment.

Melody characterizes her self-publishing as being “against the norm,” as bull riding was. She freely admits that she followed the example set by Jeff Campbell, another member of SWW. She tried the traditional route, but realized it might take 300 years to publish at the rate she was going. Melody decided on XLibris, purchasing neither the most nor least expensive package. Her

packet, for which she paid \$1200, included XLibris applying for the ISBN, some promotional materials and 25 copies of *The Quest*.

Melody's list provided more pros than cons on the value of self-publishing. You, the author, are in charge of everything from the cover to the final edit. The book will never go out of print, and you can call to receive one to 1000 copies in two to three weeks. All rights belong to the author, and there is no agent to share royalties. Publicity is your responsibility. On the con side, no editor will edit it, nor will an agent sell it for you. Neither will help with publicity. You pay all the costs, and the cost of each book can be a bit pricey. No one offers you an advance.

Melody writes her nonfiction under her name, but her fiction is written under her pseudonym, Mesa Dean. Dean is her family name and Mesa is derived from Melody and Sarah, her middle name.

Self-publishing seems the wave of the future. Publishing the conventional way becomes harder and harder, due, in part, to the fact that over the past ten years big publishers have been gobbling up small ones. There are fewer places to publish in the resulting huge conglomerates. Melody's talk about the benefits of self-publishing was a timely reminder of alternatives.

## New for Members: Professional E-Mail Addresses

Does your e-mail address identify you as a serious, professional writer? Not if it's something like HotBabe@freebie.com! SouthWest Writers is now giving its members a chance to disguise addresses like that, through a complimentary e-mail forwarding service. Simply sign up, and you can give editors, agents, and booksellers an address like ImanAuthor@southwestwriters.com. Their messages to you will be automatically—and invisibly—forwarded to your existing address, even one like TuffDude@cheapseats.com! There is no additional cost for this

service; it's included in your annual SWW membership. Signing up is easy. Just send an e-mail message to LorettaHall@southwestwriters.com, including your choice of SWW address (probably YourName followed by @southwestwriters.com) and your existing e-mail address where you want messages to be forwarded. Take advantage of this subtle but powerful way to proclaim your credibility as a writer or author—activate your member address today.

## Lose a Hard Drive and You'll Get Paranoid

by Joe Bridwell

As writers, we've all heard the ill-begotten term *backup*. Backup means you permanently archive hard-earned progress every day you write. Paranoia means you've heard these horror stories of those who knew neither how to backup nor did it often. Paranoia is what I got one Saturday morning 'bout dawn. My PC refused to boot from the hard drive. After 25 years of PC computing, it took about 30 days to get this machine back to the standard before that damn drive crashed.

There are several ways to backup—listed in order of virtually foolproof to foolish. Let's talk about the media cuddling your precious words. There's no foolproof media to make a permanent copy within the price range of most writers. You might consider three media: CDs, DVDs, and hard drives.

When you hit Save, a backup of your writing in RAM goes to the hard drive. A hard drive is a magnetic device that runs when your PC is on, keeping data safe after the power goes off. Hard drives have a mechanical property called MTBF (mean time between failures). Hard drives spin all day long at fantastic speeds in a hot PC. Hence, they have mechanical failure. If they get over 55° C, ditto.

I know—what's that got to do with *my* writing? Well, your livelihood depends upon saving each precious word. SO, you should depend on backing up writing every *single* day. Best solution—'mirror' *each* new piece of data every day to a hard drive.

There are presently two reasonable ways. First, put a second hard drive in your PC (like the man said, drives costs about \$60). Second, install a second, external FireWire hard drive to your PC. The first option has serious drawbacks because the second drive heats in an already hot PC. Using FireWire, your drive is external (also MTBF). But, you *choose* when it's turned on. While this allows much longer cool times between MTBF and minimizes the chance for virus on backup, it takes a few steps. First, you need a current update for antivirus software. Second, *run* the antivirus program on *all* files *before* backup. Third, since you have to manually turn on FireWire, it's not as automated as a second drive where one 'clocks' to automate backup. But it does last much longer.

Yep—I skipped one big issue: a second data copy offsite. A friend had a fireproof box. I'd burn a CD-R, take it offsite, put it in his box; then I had unique longevity. I had two backups: one on site, one offsite—safe from random fires.

How long do CDs and DVDs last? Your CDs can have limited failure rates of three to six years. For a recent article on CD longevity, see [www.pcworld.com/news/article/0,aid,116473,00.asp](http://www.pcworld.com/news/article/0,aid,116473,00.asp).

I think CDs and DVDs have too much logistical hassle and potential for real failure. The proper solution is a second hard drive for backup in your PC. With a little extra cash, go external FireWire and raise your security level. Whatever you choose, you still need a copy offsite. Are we not once again in New Mexico's fire season?

What can that eventually cost you, compared to each six(?) hours of dredging up words, writing, editing, and getting that best piece ever *just* perfect every day?

To make a long story short, I had CD-R backup's [arrggghhhh] before my drive crashed... Poof! —20GB of golden oldies gone. Without CDs of *all* original software, I could still hear the fat lady sing....

*Joe Bridwell designs graphics, brochures, newsletters, is a webmaster, writes historical fiction, and photo-essays for magazines as a science writer. He is published in multi-disciplinary subjects. Recently, Joe hiked into a wilderness area for dinosaur bones that survived an asteroid impact 65 Mya.*

### ***SWW Moved in January!***

*Our current address is:*

*3721 Morris NE,*

*Albuquerque, NM 87111*

*The phone number has not changed. It is still (505) 265-9485.*

*This office space is on the west side of Morris just north of Comanche and adjacent to Jess' Tire and Auto.*

Very rarely are SWW programs cancelled, but it is possible, should the weather become fierce. Please remember, if you have doubts about whether a program will happen, or about the time or topic, call the SWW office number (505) 265-9485 any time. The information will be on the recording.

Program Location:  
New Life  
Presbyterian Church  
5540 Eubank NE,  
Albuquerque

Saturday, August 7, 8 a.m.

## New Member Breakfast and Orientation

Join SWW for a FREE New Member Breakfast at 8 a.m. Everyone is welcome, whether you're a new member, a well-established one, or just considering membership. The breakfast will be continental, and the friends and contacts you make will be a gift to yourself. The regular monthly gathering will follow at 10 a.m.

The new member breakfast will be provided by Cheri Eicher— *Independent Means*, SWW's insurance provider.

Saturday, August 7, 10 a.m. to noon

## Two Truths and a Lie: How Much to Reveal, and How to Reveal It, in Memoir

Miriam Sagan is the author of more than 20 books. Recent ones include the poetry collections *Archeology of Desire* (Red Hen) and *Rag Trade* (La Alameda). Her memoir is *Searching for a Mustard Seed: A Young Widow's Unconventional Story* (Quality Words in Print) which was a Chapter of the Month Club library selection. She has held a grant from the Deming Foundation/Money for Women, a Lannan Foundation Marfa Residency, and residencies at Yaddo and MacDowell. She teaches online for [www.writers.com](http://www.writers.com) and has taught for University of New Mexico, Santa Fe Community College, College of Santa Fe, and UCLA-Extension. She writes columns for *New Mexico Magazine*, *Writer's Digest*, *New Mexican*, and *Sage/Albuquerque Journal*.

Tuesday, August 17, 7 to 9 p.m.

## Here, There and Everywhere—Discovering Time to Write

Award-winning author and journalist Sharon Niederman shares "Lessons from the 'Butt in the Chair' School of Novel Writing." Niederman has owned and operated her full-time writing and photography business, Pisces Projects, since 1993. She specializes in features, profiles and essays relating to history, cuisine, architecture, travel and traditions of New Mexico and the Southwest. She has written and edited six books, two of which have received the Border Regional Library Southwest Book Award for "contribution to the history and culture of the Southwest." Her first novel, *Return to Abo*, based on stories collected from New Mexico ranch women, will be published by University of New Mexico Press in Spring, 2005.

She frequently contributes personal essays to *Albuquerque Journal's Sage Magazine* and features to *New Mexico Magazine*, and she is a correspondent for *Sunset Magazine*. She also writes museum exhibits, including "Ranch Women of New Mexico" and "Jewish Pioneers of New Mexico," currently on display at the Palace of the Governors Museum in Santa Fe. She is a writing and media consultant for historic preservation and rural economic development businesses, including the New Mexico Beef Council. She is a member of the Chuckwagon CowBelles, Albuquerque Press Women and Society of American Travel Writers.

Saturday, September 4, 10 a.m. to noon

## What To Expect When You're Expecting Your First Book

Katie Singer will share insights. Her novel, *The Wholeness of a Broken Heart* (Riverhead/Penguin, 1999), was a selection of Barnes & Noble's Discover Great New Writers Program and has been translated into three languages. Her second book, *The Garden of Fertility: A Guide to Charting Your Fertility Signals to Prevent or Achieve Pregnancy—Naturally—and to Gauge Reproductive Health* (Avery/Penguin, 2004), was released in April.

Tuesday, September 21, 7 to 9 p.m.

## Query Letters: Time for Show and Tell

Mary Ann Cook will speak on query letter technique. Cook is a former features reporter for the *San Diego Union-Tribune*. Her articles have also appeared in numerous magazines, including *Ladies' Home Journal*, *Westways*, *Family Life*, *Focus on the Family Magazine*, *Lifewise*, and *Today's Christian Woman*. She is the author of *Honey, I'm Home for Good! The ABC's of Lovin' and Livin' with a Stay at Home Hubby* (published by Tyndale House for Focus on the Family in June 2003).

SWW Board Meeting will be held at the SWW office  
Tuesday, August 3, 2004, at 6 p.m.

Here we are:

3721 Morris St. NE Suite A,  
Albuquerque, NM 87111-3611  
phone: (505) 265-9485 fax: (505) 265-9483  
e-mail: SWriters@aol.com  
web: www.southwestwriters.org



## Board Report

by Sandy Schairer, substituting for secretary Marsha Thole

### July Board Meeting highlights

Ron Perea resigned from the board. Cliff Gravel and Melody Groves were appointed to the board. Melody is the new publicity chair.

The board has scheduled a strategic planning "retreat" for October 17. Contact a board member with your ideas.

A used book sale is scheduled for the October meeting. Please bring books in boxes or bags to the meetings.

The contest entries are now in the hands of the readers, and critiquers.

SWW is manning a booth at the Community Fest in Edgewood September 26.

The Nonfiction Conference is rescheduled for October 23. Agents Michael Larsen, his wife, and Jeff Herman are presenters.

The Parris Award vote was taken by secret ballot. The recipient will be revealed and awarded at the Annual Meeting.

Donations for the meeting refreshments from SWW members will be gratefully accepted! Please consider providing this valuable service to our organization.

### Stay Informed!

Those not wishing to receive the *SouthWest Sage* by e-mail should contact the SWW office *if they have not done so already* to request continued delivery of a hard copy through the mail. There is *no* need to contact the office every month. Once members are on the "paper" list, they will stay on it, unless they notify us with a change.

Please make sure to let us know if you do not receive your *SouthWest Sage*. Also, if you have an e-mail address that will accept attachments and would like to receive the *SouthWest Sage* by e-mail but do not currently receive it that way, please let us know.

## SWW 2004 Board of Directors

### President

Rob Spiegel  
(505) 275-2556 robspiegel@comcast.net

### Vice President

Larry Greenly  
(505) 293-8550 drdoom999@juno.com

### Secretary

Marsha Thole  
(505) 856-3352 MarshaThole@southwestwriters.com

### Treasurer

Loretta Hall  
(505) 764-9906 LorettaHall@southwestwriters.com

### Conference Chair

Lisa Polisar  
polisar2@msn.com

### Membership

Judy Avila  
(505) 296-9717 modular@flash.net

### Public Relations

Melody Groves  
MGroves@nmia.com

### SouthWest Sage Editor

Cliff Gravel  
(505) 888-1747 CliffGravel@southwestwriters.com

### Critique Service

Edith Greenly  
(505) 293-8550 drdoom999@juno.com

### Long Range Planning

Alan Reed  
(505) 765-1444

### Policies & Procedures, Audit & Historian

Lela Belle Wolfert  
(505) 899-2952

### Members At Large

Judy Ducharme  
(505) 256-9659 jducharme121@comcast.net

Sandy Schairer

(505) 281-0546 sandyliz@juno.com

Fred Aiken

(505) 856-2145 FAAiken@aol.com

### Volunteer Coordinator

Joan Marsh  
(505) 865-1110 JMarsh6834@earthlink.net

### Parliamentarian

Pat Sutton  
(505) 298-0001 kpsutt@aol.com

### Other key positions

#### E-lert Mistress

Gail Rubin  
publicity@southwestwriters.org

#### Writer's Contest 2004 Co-Chairs

Judy Ducharme  
(505) 256-9659 jducharme121@comcast.net

Sandy Schairer

(505) 281-0546 sandyliz@juno.com

#### Young Writer's Contest 2004 Chair

Sylvie Larimore de Lara  
youngwriterscontest@southwestwriters.com

#### Office Manager

Lori Johnson  
(505) 265-9485 SWriters@aol.com

*SWW thanks all the generous donors who have contributed to the Grants Women's Prison Outreach Project. The prison library is now full. We are no longer accepting donations on its behalf.*

In an attempt to open the announcements section to include all SWW members' writing related activities (classes, book signings, etc.), we request that you submit your announcement to the editor no later than the 1st day of the month preceding publication. Please limit the announcement to 3 lines/40 words. Submitted material may be edited for publication.

\* **The Santa Fe Writers Twentieth Anniversary Conference**, July 31-August 5, 2004. Faculty includes Pulitzer Prize-winning novelist Richard Ford, Western Heritage Award winner Judith Freeman, and Lamont Poetry Prize recipient Garrett Hongo. Call (505) 577-1125 or [litcenter@recursos.org](mailto:litcenter@recursos.org) or see [www.santafewritersconference.com](http://www.santafewritersconference.com).

\* **8th Annual Hollywood Pitch Festival**, August 7-8, Le Meridien Hotel, Los Angeles, CA. Over 140 Hollywood literary agents, studio and production company executives, managers, producers, and directors. Ticket info: (310) 275-0287 or (800) 646-3896 <http://www.fadeinonline.com>.

\* **Joe Badal** signs his newest novel, *Terror Cell*, August 10, 4:30-7:30 p.m. at Maison des Artistes in Santa Fe, 343 E. Palace Ave.; August 12, 7 to 9 p.m. at Bound to be Read in Albuquerque, Academy & San Mateo; and August 17, 11:30am-1:30 p.m., Peterson Gallery, 133 West Water St., Santa Fe.

\* **Wordharvest Writers' Summer Workshop**, 9 a.m. to 5 p.m. and cost \$125-\$150. August 14 : How to Write for Magazines. To register/for information, e-mail [wordharvest@yahoo.com](mailto:wordharvest@yahoo.com) or call (505) 471-1565.

\* **Deadline: postmarked (AZ, NM, NV or UT only) August 15, 2004.** The Southwest Center for Economic Integrity seeks essays and/or poems about experiences in low-wage work. Those chosen for an anthology receive \$100. Send submissions to: SCEI, PO Box 41972. Tucson, AZ 85717-1972. Guidelines at: [www.economicintegrity.org](http://www.economicintegrity.org) or call toll free 1-877-799-2824.

\* **Early registration deadline: August 31.** Tony Hillerman Writers Conference: Focus on Mystery, November 4-7, 2004. Features Hillerman, Faye Kellerman, David Morrell, Paula Paul, Judith Van Gieson, and others. At the Albuquerque Hilton. Cost: \$395. For information: [www.sfworkshops.com](http://www.sfworkshops.com), E-mail: [wordharvest@yahoo.com](mailto:wordharvest@yahoo.com), (505) 471-1561.

\* A coalition of publishers and authors will have a **bookstore featuring only New Mexico books** at Cottonwood Mall from Thanksgiving until New Year's. Submit a signed agreement before September 10 to save 20% and guarantee space in the store. Volunteers also needed. Contact Paul Rhett's of LPD Press & Tradicion Revista at [info@nmsantos.com](mailto:info@nmsantos.com) or (505) 344-9382.

\* The What's New in Breast Cancer Seminar and Health Fair, September 25, 2004, will include survivors and **authors Cori Ewing, Tiina Nunnally, and Joyce Robertson (Jace)**. Location: Lovelace Sandia Medical Center Walking Track and McKay Auditorium, 5400 Gibson SE. To register or for more information, call (505) 262-7767.

\* **Sources of Song: Ghost Ranch October Writing Festival**, October 10-16, 2004, Ghost Ranch, Abiquiu, New Mexico with songwriters Julie Adams and Colleen Anderson. For information, contact Colleen at [motherwit@newwave.net](mailto:motherwit@newwave.net), Julie at [jamboney@aol.com](mailto:jamboney@aol.com), or visit [www.ghostranch.org](http://www.ghostranch.org).

\* **Women Writing the West** annual conference, Albuquerque, NM, October 22-24, at La Posada. Features panels, workshops, agents, and editors, as well as banquet to honor this year's Willa winners. Contact conference chair, Alice Trego at [atreader@Aros.Net](mailto:atreader@Aros.Net) or visit <http://www.womenwritingthewest.org>.

\* **Rob Spiegel and Larry Greenly teach a free weekly class** at Bear Canyon Senior Center from 3 to 4:15 p.m. every Monday. The class is half lecture and half discussion of student writing. Covers fiction, nonfiction, poetry and memoir. Free to members of any Albuquerque senior center (yearly dues \$12).

\* **The Historical Novel Society (HNS)** promotes all aspects of historical fiction. HNS publishes the quarterly Historical Novels Review, produces the literary magazine *Solander*, publishes a biweekly e-mail newsletter, facilitates a Yahoo! discussion list, and hosts a website. Check out: <http://www.historicalnovelsociety.org>

\* The Girl Scouts of America are running a **literacy program for young girls** (5-6 years old) and seek a children's book author to read from his/her book and discuss writing. Bilingual (English/Spanish) person preferred for a two-hour commitment. Contact Naomi at (505) 343-1040.

\* **Land of Enchantment Romance Authors** meets second Saturday of the month at noon. See [www.leranm.org](http://www.leranm.org) for details. Potential members can attend 3 meetings to see if they would like to join. August is the RWA National Conference recap. Roz Denny Fox, romance/fantasy author from Arizona, speaks in September.

\* **The Writer's Network News**, a new monthly tabloid for poets and writers of all genres, seeks nonfiction articles. Contact Marcy Simmons, Publisher/Editor, 106 Fletcher Dr., Logansport, LA 71049. (318) 697-5649.

*Note: Do not send your entry without writing to the sponsor or checking a website for guidelines and entry fees, and always include an SASE!*

**Deadline varies:** *ByLine Magazine*, monthly contests, varying topics. See the current issue or [www.bylinemag.com/contests.asp](http://www.bylinemag.com/contests.asp) for more. Mail entries to: Contests, *ByLine Magazine*, PO Box 5240, Edmond OK 73083-5240.

**Deadline 08/31/04.** Science Fiction Romance Zircon Contest, sponsored by the *SFR Newsletter* ([www.sfronline.com](http://www.sfronline.com)). Unpublished short stories, 7500 wds max., containing both romantic and SF/F/paranormal elements.

**Deadline 08/31/04.** 2004 Seven Hills Short Stories Contest. Complete information can be found at [www.tallahasseewriters.org](http://www.tallahasseewriters.org).

**Deadline 09/01/04.** The Society of Southwestern Authors 2004 Writing Contest for short fiction, memoirs, and poetry. See details at their website, <http://www.azstarnet.com/nonprofit/ssa/>.

**Deadline 10/31/04.** Contemporary Issues: Young Adult Fiction Contest, *Children's Writer*, 93 Long Ridge Rd., West Redding, CT 06896-1124. Free to *Children's Writer* subscribers; \$10 to nonsubscribers. See current issue, <http://www.childrenswriter.com/newsletter.htm>, or contact SWW for contest details flyer.

**Deadline 11/01/04 (postmark).** *ByLine* Short Fiction & Poetry Awards, PO Box 5240, Edmond OK 73083-5240. For *ByLine* subscribers only. Short fiction on any subject, 5000 wds max.; poetry any length, theme, or style. Inc. author's name, address, phone, e-mail on separate cover sheet with category entered and title of entry. Do not include name on manuscript. See the latest issue of *ByLine* or [www.bylinemag.com](http://www.bylinemag.com) for details.

**Deadline ongoing.** *Five Points* Awards, Georgia State University, University Plaza, Atlanta, GA 30303-3083. Fiction approx. 7500 wds. See [www.webdelsol.com/five\\_points/info.html](http://www.webdelsol.com/five_points/info.html).

## **Painless & Fun Fund-Raiser Planned: SWW Seeking Donations of Used Books**

A lot of authors don't care for *used book sales* because they don't make a dime off the resale of a book. That's true. But previously-read paperbacks and almost-as-good-as-new hardcovers are too valuable to discard.

If you have a pile of books to share, why not clean house and help your favorite writers' organization at the same time? Bring your books to SWW meetings (in boxes or plastic bags, please) in preparation for SWW's BIG, PRE-OWNED BOOK SALE in October (before and after the Saturday program).

We will store and organize the books for the fundraising sale to benefit SWW's general fund. Be sure to watch the *SouthWest Sage* and listen at meetings for further information!

**HELP WANTED:** Fiction writer seeking a part-time literary secretary, making and tracking submissions and handling other correspondence, etc. Contact John Green at 505-342-2204 and [jogreenalb@aol.com](mailto:jogreenalb@aol.com).



**Buying Books?  
Save Money and Support SWW!**

Go to [www.southwestwriters.org](http://www.southwestwriters.org)  
and click the 'amazon.com' box

You save money & SWW receives a commission

Advertising rates for the *SouthWest Sage*:  
'Un'-classified: \$.20 word  
Business card size (approx. 2.25" x 3.25"): \$16  
1/4 page (approx. 4" x 4"): \$36  
1/3 page (approx. 4.5" x 5.5"): \$45  
1/2 inside page (approx. 4" x 6"): \$75  
1/2 back cover, yearly contract: \$720  
15% discount for 3 months, 20% discount for 6 months  
Deadline: 1st of each month for the following month (negotiable, given notification of intent to place ad).  
Payment due with ad copy.

**Because SWW is a non-profit organization, we cannot accept ads for financial institutions, insurance, or real estate.**

## The SouthWest Sage

SouthWest Writers  
3721 Morris NE  
Albuquerque NM 87111  
www.southwestwriters.org  
SWriters@aol.com

See your membership card for renewal date.  
Renew to retain your membership benefits.

**SWW's Nonfiction Conference has been rescheduled for**



**October 23, 2004**

**Details coming soon!**