

# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 30 Issue 5 <https://ctauthorsandpublishers.com> May 2023

## May 20 In-Person CAPA Meeting (10:30 am ET)

**How To Promote Your Book**, an in-person, interactive workshop with publishing expert Jan Yager, Ph.D.

Jan's been doing book publicity -- or getting it for herself-- for decades. She's seen how the book industry has changed over the years especially in the last decade, with the growth of self-publishing and hybrid publishers. This interactive workshop, developed from her new book, *How To Promote Your Book*, just published by Square One Publishers, will help authors of

all publishers, whether commercial houses, hybrid, or self-published, to harness the power of a well-written press/media kit as well as using social media to gain that all important WOM-



*Continued on page 6*

## Meet the May Member of the Month— Andrew Blum

By Joe Keeney

Shareholder Rights attorney Robert Perez calls Andy an unflappable PR Pro who knows the media inside and out and he knows how to manage various communication agencies and consultants. And Charlie Russell, a crisis communications guru calls Andrew a total professional who has great relationships with media outlets.

Clients and colleagues like Perez and Russell think this way about Blum because they have watched him in action. Andrew said, "I like being able to tell a client's story and help a client generate positive press -- and I feel energized with a client." He especially likes what he calls Crisis (and high profile) PR when

dealing with high profile clients and the energy he feels.

Andrews cites an example of Crisis PR when his client was the father of a Sandy Hook CT Massacre victim targeted by conspiracy theorists. "I helped the father with PR and I felt good about it." This is just one example of crisis PR. He has also worked on other high profile and crisis situations involving a former governor,



*Continued on page 3*

## Inside This Issue

CAPA Board of Directors	p. 2
SW CAPA Report	p. 2
Marketing Tip	p. 2
Writing Tip	p. 2
Artisanal Prose	p. 3
Find Your Story	p. 4
Celebrating Success	p. 5
Foreign Rights	p. 6
Legal Matters	p. 7
The Cover Story	p. 7
Upcoming Meetings	p. 7
Seek Reviews	p. 8
Co-op Connection	p. 8
Media Training Webinar	p. 8
Motivational Quotations	p. 8

## Contributors

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Andrew Blum  
Judith Briles  
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Liz Delton  
William Faulkner  
Tonya Evans  
Robert Heinlein  
Wendell Johnson  
Brian Jud  
Joe Keeney  
John Kremer  
John Long  
Mildred J Mills  
Candice Ransom  
Kiersten Schiffer  
David Weinberg

## April 2023 SWCAPA Report

By Joseph Keeney

Five members attended the SWCAPA meeting held on April 10<sup>th</sup>. Brian Jud sponsored the Zoom meeting.



Author Tanya Detrik's talks on *Experiences of a Ghostwriter* talked about how the types of clients and books differ, the challenges of a fee structure when creating a project quote, and the complexities and rewards involved in ghostwriting.

Tanya's ghostwriting projects include, *Who Do You Need to Meet* (a business book about networking) and *He, She, Me* (a memoir of a transgender person's life transition). She is currently working on a third.

Tanya is also the author of her own books: *Waking Up with Nora*, a memoir of transformation during the first two years of grand mothering. (Proceeds go to helping special-needs children). Her second book, *This is Grief – When breathing hurts, Love Songs Suck, and Good Days Come with Guilt*, is a unique and graphically presented collection of her experiences after the death of her husband. All books are available on Amazon.com.

## Writing Tip

John Long

Most flashbacks come early on in the story, illuminating a character or event in light of things past. But be aware of "front-loading" a story with flashbacks. Better to space them throughout. Sparingly.

## Marketing Tip

Guy Achtzehn

If you do not think your book's content is suitable as a premium, find a way to make it happen. This market is too lucrative to ignore.

One author thought restaurants would be a good place to sell books, but restaurants did not want to sell someone else's book of recipes.

So the author created a guide to natural-food restaurants in the United States and Canada. Then he contacted the restaurants listed to sell the guide in their restaurants, which they did.

## Article Submission

*The Authority* welcomes articles written by members. Here are our guidelines.

**Topics may cover any aspect of writing, publishing and marketing.** Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues.

All articles will be edited. Submit single spaced with no built-in formatting. Submit articles to Brian Jud at [brianjudcomcast.net](mailto:brianjudcomcast.net).

Send submissions for the **Meet-A-Member** column to Joe Keeney at [jkeeney9267spamarrest.com](mailto:jkeeney9267spamarrest.com) or Patti Brooks at [patti@pattibrooksbooks.com](mailto:patti@pattibrooksbooks.com)

**ARTICLES ARE DUE BY THE 28TH OF THE MONTH**

## CAPA Board of Directors

### CAPA Officers' & Board Members' Contact Information

<b>Founder</b>	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
President	Robyn-Jay Bage	<a href="mailto:rjbage@comcast.net">rjbage@comcast.net</a>
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Treasurer	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
Secretary	Natalie Segal	<a href="mailto:nataliedeesegal@gmail.com">nataliedeesegal@gmail.com</a>
Immediate Past President	Dennis Schleicher	<a href="mailto:dennisschleicher@me.com">dennisschleicher@me.com</a>
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Networking Director	Position Open	
Special Events Director	Position Open	
Past-President, Advisor	Roberta J. Buland	<a href="mailto:rjbuland@comcast.net">rjbuland@comcast.net</a>
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## Meet A Member

Continued from page one

CEO's, Washington DC lobbyist, and a one-time presidential candidate.

And with his PR work (not) considered crisis, he has a wide range of experience. He has directed publicity for more than 40 non-fiction books and children's books, attaining coverage for authors in media outlets including New York Times, HBO Real Time with Bill Maher, Newsweek, and others. The authors include the CT-based CEO of Pilot Pen Corp, of America.

Prior to entering PR, he was a reporter, editor, and freelance writer (and book reviewer) for the Wall Street Journal, the New York Times Syndicate, Time Magazine, ABCNews.com, the International Herald Tribune, USA Today, UPI and others.

Andrew's journalism degree from UNC-Chapel Hill gave him his writing background along the way to more than 20 years as a journalist the wire service, newspaper, magazine, and web site sectors. After more than 20 years, he turned to PR.

This talented writer has won a UPI journalism writing reward, several legal news and business news awards, a NY State Publisher's Association promotions awards, and an award for being part of a PR team at a PR agency that represented former Governor Gray Davis of California.

On a personal note, Andrew and his wife moved to Avon late last year from New York City. His wife owns a video and film production company and does video cover work and video cover coaching.

### Links and Contact info:

Contact Information: 917-783-1680  
[abjcomms@gmail.com](mailto:abjcomms@gmail.com)  
[www.ajbcomms.com](http://www.ajbcomms.com)  
 LinkedIn: <http://www.linkedin.com/in/andy-blum-0476897/>

Andrew Blum of AJB Communication's Listing – The Authors Guild  
 Andrew Blum, Publicist in NYC, NY, USA | Reedsy

## Artisanal Prose

### “The Use of Braided Narrative in Novel-Writing and Memoir”

By Adele Annesi

Whether you write fiction or memoir, you'll eventually need more than one person to help tell your story. Here are considerations for using a braided narrative approach to create a point-counterpoint storyline that's informed by and greater than the sum of its parts.



A braided narrative is when more than one primary person is involved in telling a story. As with the concept of a braid, the number of people telling the tale usually is limited to two or three. This approach differs from the use of multiple perspectives in these ways:

- Each person's contribution to the story is roughly the same length as the others'.
- Each person's role in telling the story is generally equal in importance to the others'.

- There is a clear alternating pattern in who's telling the story. For example, Person A may present the first three sections, Person B the second three, and Person C the third three. Then the pattern repeats.

Although the perspective in memoir won't change from first person, the story can still be structured based on who else besides the writer figures prominently in the work.

To use braided narrative effectively, consider these steps:

- List the individuals who will figure most prominently in the story.
- Next to each, note which part of the story the person will tell, for example, backstory, current events or future outcome, or a combination thereof.
- Also next to each, note how the person will relate to, compare with and contrast to the other individuals.
- For fiction, decide the perspective of each character—first, second or third person.
- For both fiction and memoir, decide whether each person is reliable. As a note, even in memoir, people may have a strong perspective but still be undependable in what they think, feel, say and do.

As you develop your story, consider how the overall function of your braided narrative:

- Will some parts of the narrative slow the story (pacing) to give the reader time to get to know the people in the story (progression)? If so, how and where will these points occur?

*Continued on page 6*

## Find Your Story: Create a Field Guide to Your Novel

By Candice Ransom

In 2016, I ran a middle grade novel idea by my agent. I'd seen a cat sitting in the grass at twilight, surrounded by fireflies. I imagined the cat was on his last life with a mission in a nearly abandoned town. From there I began shaping the setting, scouting up characters, and praying for a plot. Life intervened, new projects bumped in line, and the novel lumped along over the next few years. The "cat book" had not progressed beyond a four-page prologue. By 2021, I was determined to finish it before I was on my last life.

In December 2021, I checked myself into a Hampton Inn for four nights to push the novel close to the end. On New Year's Eve, I celebrated finishing the first draft. Much had changed since the cat sat among fireflies. I had countless computer files and an entire tea cart stacked with 2-inch binders of research and more notes. The manuscript weighed in at 300+ pages. I had written War and Peace meets Ulysses for 8- to 12-year-old kids. Somewhere in that muddle I'd lost my idea.

How to dig into the second draft? With a pick and shovel? Rereading the vault of notes and research was too daunting. Laying the novel out in sections on the floor was worse. I needed a fresh approach, something different. On my Mac I opened a blank Pages document and converted it to Page Layout. This allowed me all kinds of freedom. I dragged and dropped a photograph that symbolized my abandoned town, Morning Glory, onto the first page and titled it "The Book of Morning Glory: History and Notes."

On a new page, I typed in the prologue, adding representative photos. I'm a point-and-shoot photographer and have hundreds of pictures. Marrying the right image to my text calmed my revision heebie-jeebies. I matched the font color to the photos and added captions. Starting at the very beginning of the world I'd created, I wrote an essay that included geography, plate tectonics, geology, and ancient peoples.

Then I described the roads I went down to find my story (many dead ends) and how I finally found the setting. More photos? Yes, indeed! I splashed in quotes: inspirational quotes, bits of character dialog, wise words from the vast amount of reading I did in those six years, such as, "The world is full of magic things, patiently waiting for our senses to grow sharper. W.B. Yeats."

More sections followed: food, magic, crafts the main character makes, folklore, language and land (it's a southern book), the importance of story (my theme), and my motif (a fairy tale). Also, notes from my agent who'd read the first draft, and my thoughts on those notes backed up by quotes and new research. And, because I believed I had a trilogy, pages devoted to the second and third books.

I loved working on "The Book of Morning Glory," pawing through my bookshelves, perusing photo files, finding new connections between what my story was and what it could be, like the brain creating new neural pathways, and designing the document to look like a field guide. Thirty pages total, packed with graphics, the last page devoted to my hand-drawn map of Morning Glory. It's a lovely thing, made with love for a project that seemed dead at times and a runaway train at other times. I had it

photocopied in color on high-quality paper to let the design shine. Leafing through it made my novel less a mess, a project I could revise with care. While I'd created "The Book of Morning Glory" to help me with the revision process, I realized it had other uses. I sent a copy to my agent, so she could better understand my novel. If the book was acquired, I could send it to my new editor. After publication, I had a ready-made guide for promotion and publicity. I could expand parts of it into essays. Ultimately, my agent subbed the manuscript along with "The Book of Morning Glory" as a PDF file. Did it help sell my novel?

The editor who acquired it found the document indepth and interesting, a window into one author's mind. Just as much had changed in writing and revising the novel over six years, discussions with the acquiring editor brought many more changes. My field guide steered me in the right direction. Though I doubt I'll be writing a trilogy, I'm glad I thought through the sequels. No work is ever wasted.

Would I make another novel field guide? You bet. I've already started one for a new book, this time in the planning stage. Even if everything changes, the process of pulling together photos and quotes and different research, typing text into layouts of my own design, is gratifying and visible, better than scribbled notes and a rabbit warren of computer files.

A field guide to your novel (or nonfiction book), at whatever stage may help you think differently. Print it in color and hold it in your hands. Your book is one step closer to becoming a reality.

## CAPA Members Celebrating Success

Mildred J Mills said, "I launched a podcast. "

CAPA member, Kiersten Schiffer of New Hartford, recently received a PenCraft Book Award for her debut novel *The Playlist Diaries*, the first book in her YA Romance trilogy. In April, she traveled to Lake Charles Louisiana for the awards ceremony, where she celebrated with 24 other authors from throughout the United States. The ceremony featured local Cajun



cuisine, author speeches, and a rousing debate about the impact AI will have on the publishing industry. The PenCraft Book Awards' Competition is an annual event with the purpose to help foster the promotion of new authors and books to the reading public. All works are judged on content, general excellence in writing, and originality.

Liz Delton's 18th book, *Spectacle of the Spring Queen*, released on May 9th. This is the fourth book in her cozy steampunk series, each of which is a standalone and can be read in any order. Find out more at [LizDelton.com](http://LizDelton.com). A fortune lost. Lifelong dreams at stake. And she only has one chance to decide her future.



When Mae Wright inherits a shop in Soldark, her dreams of opening her own seamstress business come true. But when she lands in Soldark and bad luck strikes, she's forced to choose between saving her dog, or the money she came with. With Bobbin safely in hand, she must find a way to make it in a new city almost penniless.

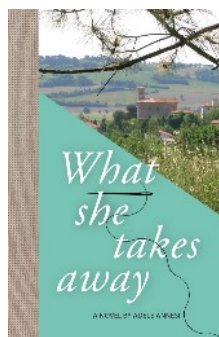
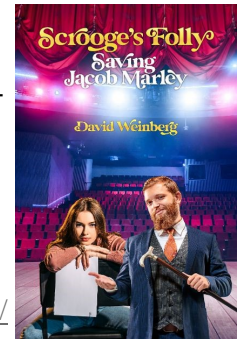
Things change when she meets Des, who hires her as a costume designer for the Proserpina Theater. Spending her meagre earnings simply on clothes and food, she's thrown into destitution yet again when her shop demands more repairs than she can afford. And with the theater close to the brink of going under, she and Des decide to team up to design a costume for the annual spring festival contest—the winnings enough to save both of them from sinking.

But with the spring festival looming, Mae finds herself immersed in the comfort and beauty of the Proserpina, the place pulling her away from her own dreams. And when she realizes her feelings for Des, she finds herself even more torn between the two worlds. But her contract is ending, and time is running out to make a decision on her future.



Susanne Davis, said, "*Gravity Hill* just received 1st place in CT Press Club's Annual Awards (in the novel category)! And, Kirkus Reviews has designated it as one of their "Great New Books" list for June."

David Weinberg said, "In addition to my RomCom entitled 'Scrooge's Folly-Saving Jacob Marley' becoming available for purchase this week. I wrote a piece on choosing the right story to write entitled 'Be The Reader.' I wrote for Charlotte Reader's Podcast and they published it this week. The link is <https://charlottereaderspodcast.com/be-the-reader/>"



Adele Annesi's new novel is now part of AWP's Bookshelf. Her latest blog post with Jane Friedman is at <https://www.janefriedman.com/the-how-when-and-why-of-writing-autofiction/>

## May 20 Speaker

Continued from Page 1

Word of Mouth - publicity. You can do publicity yourself or, if you do decide to hire a publicist, Jan will share some tips about how to choose someone who is best for you and your book. And if you're still in the writing stage of your new book, that's okay. It's never too soon to start thinking about, and planting the seeds, for a more effective book promotion campaign!

For more on Jan, on her 50+ award-winning books, translated into 35 languages, visit her main website: <https://www.drjanyager.com>. (The website for her small press, Hannacroix Creek Books, Inc., is being redesigned and re-launched soon.) Jan knows, first-hand, that it does not matter if your publisher is Simon & Schuster, Doubleday, or you are self-published, *you the author* are the key to your book's publicity.

About the Workshop Leader Jan's been on several cross-country and international author tours beginning with her first books, *The Vegetable Passion* and *Meatless Cooking: Celebrity Style*, published by Scribner and Grove Press, respectively, when she was twenty-seven. In addition to pitching other authors for bookstore, library, TV, radio, and podcast media opportunities, Jan's been on *Oprah*, *The View*, *CBS The Early Show*, *CBS Sunday Morning*, *Good Morning America*,

NPR, and other major shows. For more on Jan, go to: <https://www.drjanyager.com>

The meeting will be held in the Community Room in the Avon Senior center, 635 West Avon Rd, Avon, CT

## Artisanal Prose

### Continued from page 3

- How will gender figure into telling the story? For example, how will one person's perspective and personality illuminate the others' perspectives and personalities?
- How will the narrative braids draw the reader in and offer a more complex and satisfying reading experience?
- Last, consider how and where in the story the narrators' lives will intersect:
  - At what points in the story will their lives traverse?
  - What forms will these interactions take, for example, chance meetings, arranged unions or reunions, indirect connections?
  - How will these interactions inform the story and reveal the other people in it?
  - How will the narrators' thoughts, recollections, emotions and plans effect each other?
  - Where will they diverge, and what will the divergences look like?
  - What will each person learn that wouldn't have been pos-

sible to know without the others?

- How and where in the story will these revelations occur, and what will their outcome be?
- What surprises will there be, especially at the end of the story, that wouldn't have come about without the narrators' involvement?

For both fiction and memoir, the use of a braided narrative can heighten the contrast between one person's perspective and another's, especially when dealing with pivotal life events. A braided narrative can also add diversity in setting, theme, ethnicity, culture, social mores and identity to yield a story rich in nuance, texture and depth, and, most especially, a story that is memorable for the right reasons.

Adele Annesi is an award-winning author, editor and teacher. For questions on writing, email [Adele Annesi](mailto:AdeleAnnesi). Adele's new novel is *What She Takes Away* (Bordighera Press).

## Foreign Rights

By John Kremer



One of the benefits of selling your foreign rights is that you don't have to deal with the vagaries of selling your books in a foreign country. Foreign publishers are much better prepared to deal with the laws, customs and changing tastes of their own countries.

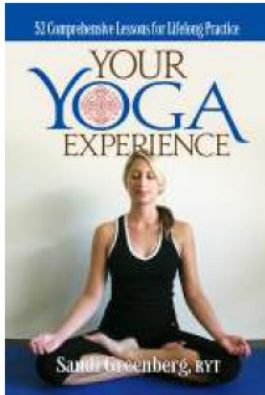
## The Cover Story

Michele DeFillipo

*Your Yoga Experience*

By Sandi Greenberg

For this book, a collection of yoga lessons, the author/teacher provided a cover photo from her studio.



Using colors from the photo for the text is one way to create harmony in a design, in this case blue and brown. Of necessity, the photo is the focal point, so we used the empty space above the model's head for the title. For the word *Yoga*, we chose a graceful typeface with alternate characters that look like they are stretching.

## Legal Matters

By Tonya Evans

A transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

## Schedule of Upcoming Meetings for the Three CAPA Chapters (All members may attend all three meetings per month)

### CAPA CENTRAL (Avon)

(These in-person meetings will begin at 10:30 am ET)

To be a speaker or for more info contact [BrianJud@comcast.net](mailto:BrianJud@comcast.net)

May 20: *How To Promote Your Book*, by Jan Yager, Ph.D.

June 17: *How to Become a "Published Author" Without All the Hassles*, Allia Zobel

July 22: Annual Summer Picnic



### CAPA SOUTHEAST (Groton)

(These meetings begin at 6:30 pm. For more info: [Patti Brooks, pattipattibrooksbooks.com](http://PattiBrooks.com))

May 15: Speaker and topic to be announced

June 19: Speaker and topic to be announced



### CAPA SOUTHWEST (Shelton)

(These virtual meetings begin at 6:30 pm. Watch them and ask questions of the speakers. For more info contact Joe Keeney, [jkeeney9267spamarrest.com](mailto:jkeeney9267spamarrest.com))

May 8: *Media Training Tips for Publishers and Authors*: Andrew Blum

June 12: Speaker and topic to be announced



## CAPA's Co-op Connection

Some of these recur weekly. Check their websites for dates and more information. If you would like to join the CAPA Board to help coordinate these events with other CAPA members please contact [BrianJud@comcast.net](mailto:BrianJud@comcast.net)

6/4	HARTFORD	Connecticut Bridal & Wedding Expo
6/4	WESTBROOK	Spring Arts & Crafts Fair 34th
8/5	STONINGTON	Stonington Village Fair 71st
9/7/	HEBRON	Artisan & Craft Show @ Hebron Harvest Fair
9/8	BETHLEHEM	Bethlehem Fair
10/7	WETHERSFIELD	Old Wethersfield Arts & Crafts Fair
10/29	HARTFORD	Connecticut Bridal & Wedding Expo

## Media Training Tips for Publishers and Authors

### SW CAPA Zoom Meeting

May 8 (6:30 pm ET)

**Media Training Tips for Publishers and Authors:** Andrew Blum of Avon-based AJB Communications will speak about media training for publishers and authors.

The session will include tips about how to be prepared for media interviews about your book. A Q&A will also be included.

#### Here are a few of his tips:

Don't over-promote your book in an interview  
 Make sure you know how to do a Zoom call  
 Look the part – dress well -- perception counts  
 Keep up with the news – there may be a PR hook for your book

#### About Andrew Blum of AJB Communications

Andrew Blum, a former journalist, has been a media trainer for 25 years. He has also done publicity for more than 40 books.

The link to attend the presentation is <https://us02web.zoom.us/j/6762224705>

## Marketing Quotation

“Always and never are two words you should always remember never to use.”

Wendell Johnson

## Motivational Quotation

“Listen to experts. They will tell you what can't be done, and why. Then do it.”

Robert Heinlein

## Author Nugget: Seek Reviews ...

By Dr. Judith Briles

Ask and You Will Get. As an author, it's not the time to be shy. You want your buyers to post reviews. The two main ones would be Amazon.com and Goodreads.com.

Amazon has millions of buyers of books—they read reviews. The more reviews that you can get posted, the better. They count and tell the viral world that others are reading and liking your words.

Goodreads is a source that many librarians check out. The want to see what readers and consumers are saying about current books, especially in the self-published and independent published arenas.

Tip: Make sure that you make a habit of going into Amazon and Goodreads and copy the Reviews that get posted. Use them on your website in a type of “people are talking” format and make sure you create a “master” of them on your computer in a special folder. Marketing

## Motivational Quotation

“Dream and shoot higher than you know you can do. Don't bother to be better than your contemporaries or predecessors. Try to be better than yourself.”

William Faulkner