

FPA *Sell More Books!* Newsletter

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October 2009

Winners of the FPA 2009 President's Book Awards Competition

by Betsy Lampe,

2009 President's Book Awards Chairperson

The FPA 2009 Book Awards Banquet was held the evening of Saturday, September 26, at the Helmsley Sandcastle Hotel on Lido Key Beach in Sarasota. The 2009 FPA President's Book Awards was open to only FPA members' books. This year, 17 gold medals and 17 silver medals were awarded in 16 categories and one special category: President's Pick.

Normally, FPA's President leads the awards program, but this year presented a unique situation. When elected President Linda Day resigned due to a major family illness, Chris Angermann stepped up to assume the presidential duties. However, the FPA Board voted in 2008 to allow its members to enter books in the competition, and Chris had already entered books for New Chapter Publisher and Bardolf & Co. when Linda resigned. He certainly could not lead the awards ceremony under such a circumstance.

Chris asked if I would announce the winners, since my company had no entries (because I am chair of the awards program). I was assisted by FPA board member Marjory Lyons (Telling Your Story, Inc.), who provided winners' representatives for each category with medals, certificates and stickers.

Three judges were chosen for each category. Judges for *content* were members of the Florida Library Association. Judges for *design* were three members of an award-winning, nationally known book design firm. Judges were empowered to award one gold and up to two silver medals in each category. Not all entries made the cut with the judges, and, as a result, some categories had only a single gold medal winner.

Gold Medal winners received a gold medal, 1,000 gold stickers for their books, winner certificates and free display of their books in the FPA booth at both the Florida Association for Media in Education (FAME) and Florida Library Association (FLA) conferences. Silver Medal winners received a silver medal, 500 silver stickers for their books, winner certificates and half-price on display at both FAME and FLA conferences.

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FPA Sell More Books! Newsletter

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Submission Guidelines

When submitting items for future newsletters, please follow these guidelines:

1. Send email submissions by the 15th of the month prior to publication to FPAbooks@aol.com.
2. Trim the submission content and try to follow the newsletter's editorial style.
3. Using the following list, identify in which section of the newsletter your item might belong and include that in the subject line of your email submission:

Events Calendar • Member News
 Online • Awards/Contests • Library
 Regional Reports • News
 Affiliates • Wanted
 Production • S&H
 Publications • Media • Other

President's Message



Chris Angermann

It is always a pleasure to attend a conference and learn something new – if I can pick up just one tidbit for future use in my publishing business, I'm a happy guy and feel like the investment was worth it. So imagine my surprise when this year's Fall Ed-U-Conference was a cornucopia, a feast of helpful information and wisdom. I learned more than one thing from every speaker.

Pam Lantos started off the day with clear-headed approach to marketing and promotion. She put social networking on the Internet – Twitter, Facebook, LinkedIn, blogging and microblogging – into context with print, radio and television media in a way that finally made sense to me. Plus, I now know about hash marks!

Warren Caterson described his time at IBPA Publishing University in New York this May and argued for a more focused approach to niche publishing. We could all benefit from his examples. He attended on FPA scholarship and could not say enough good things about his experiences. By all means, sign up for the scholarship to this year's Pub U.

At lunch Dr. Dennis Fried entertained us with a pun-riddled account of self-promoting the book that had been "barktated" to him by his dog. The approach was so humorous and casual, it was easy to miss the nuggets of wisdom in the stew.

In the afternoon session, Eric Kampmann, President of Midpoint Trade Books, called publishing an "irreducible complexity." He also outlined the various options open to authors and publishers – from traditional approaches to independent forms. I was particularly interested in his discussion of hybrid publishing.

Finally, Frank Gromling, former President of FPA, described his journey from everything-in-the-kitchen-sink press to a focused approach on non-fiction environmental and marine books. It was inspirational and had us all sitting up at a time of day when I prefer to take my afternoon nap.

All in all, good food, good info, good company – lots to digest while reaffirming the collegiate atmosphere that is so unique to us publishing folks.

I can't wait for our next event, coming in 2010, and hope to see you all there.

A Letter to the Editor

Dear Betsy and Betty and all responsible for the conference and banquet:

You did a great job! The presentations we heard were excellent, and the banquet was terrific. Great food, great company and a wonderful awards presentation.

We were impressed by the professionalism of the books on display—another sign of how FPA members have listened to speakers and mentors as they strive to create quality products.

Linda and I marvel at how far the organization has come in the last twenty years or so, and much of it is due to the professionalism, networking, and leadership of Betty and Betsy. They were our mentors when we first formed Tabby House and became publishers in 1990 and since have mentored many others.

And they have shepherded FPA through the years, assisted by many wonderful board members and vendors. The newsletters and ongoing information are invaluable.

We remember well those early meetings, back in the days of screened half-tones and camera-ready copy, at the Holiday Inn in Lakeland where Betty, Betsy, Ann Rust, Barb Hagen, Denny and Velda Moore, Linda and I would try to get all the ideas coordinated and the new FPA organized. Later Tag and Judy Powell, Ron Ted Smith, Dinah Arnette and many others joined in to help as the organization grew.

Even though we have moved out of Florida, we still belong to FPA and always recommend it to authors and publishers around the country. We've learned much, and value the friends we've made through the years.

Jim Salisbury (past FPA President)

and Linda Salisbury (past FPA Secretary)

Tabby House

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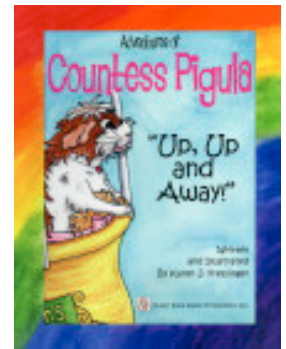
All winners were listed in an FPA press release that was sent this month to all Florida media outlets and national book outlets.

FPA 2009 President's Book Award Winners

PICTURE BOOK CATEGORY

Picture Book Gold Medal Winner
– *Adventures of Countess Pigula: "Up, Up and Away!"* written and illustrated by Karen Freysinger, and published by "A-Ha!" Elora Danan Productions, Inc.

Picture Book Silver Medal Winner – *Airport Mouse Explores on Opening Day* by Ruth E. Clark, illustrated by Phil Jones,



Picture Book
Gold Medal Winner



Picture Book category gold and silver medal winners' representatives at the awards banquet. From left: Karen Freysinger, Dr. Ruth E. Clark and Phil Jones. (photo by Jim Salisbury)

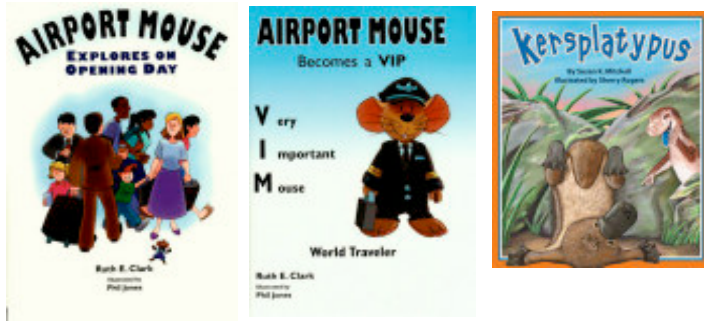
published by Hibiscus Publishing.

Picture Book Silver Medal Winner – *Airport Mouse Becomes a VIP/VIM World Traveler* by Ruth E. Clark, illustrated by Phil Jones, and published by Hibiscus Publishing.

Picture Book Silver Medal Winner – *Kersplatypus* by Susan Mitchell, illustrated by Sherry Rogers, and published by Sylvan Dell Publishing.

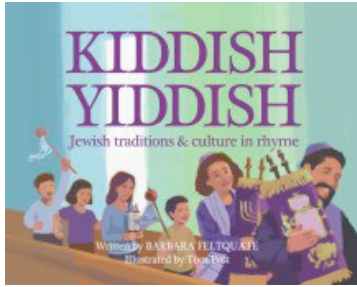
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Award Winners, continued from the previous page



Picture Book Silver Medal Winners

CHILDREN’S NONFICTION CATEGORY



Children’s Nonfiction Gold Medal Winner



Children’s Nonfiction Silver Medal Winner

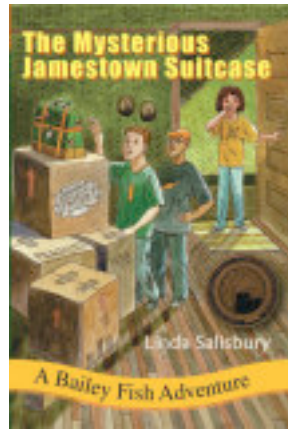


Children’s Nonfiction category gold and silver medal winners’ representatives at the awards banquet. From left: Karla Wheeler and Chris Angermann. (photo by Jim Salisbury)

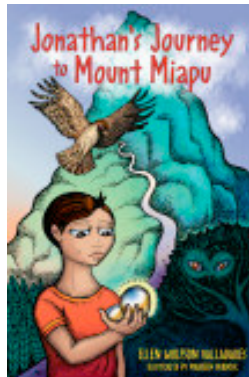
Children’s Nonfiction Gold Medal Winner – *Kiddish Yiddish: Jewish Traditions & Culture in Rhyme* by Barbara Feltquate, illustrated by Tom Post, and published by New Chapter Publisher.

Children’s Nonfiction Silver Medal Winner – *Isabelle’s Dream: A Story and Activity Book for a Child’s Grief Journey* by Betsy Bottino Arenella, illustrated by Dana Henderson, and published by Quality of Life Publishing Company.

CHILDREN’S FICTION CATEGORY



Children’s Fiction Gold Medal Winner



Children’s Fiction Silver Medal Winner



Children’s Fiction Silver Medal Winner

Children’s Fiction Gold Medal Winner – *The Mysterious Jamestown Suitcase: A Bailey Fish Adventure* by Linda Salisbury, published by TabbyHouse.

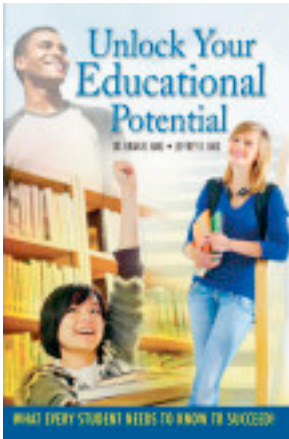
Children’s Fiction Silver Medal Winner – *Jonathan’s Journey to Mount Miapu* by Ellen Wolfson Valladares, illustrated by Maureen Burdock, and published by Argami Productions.

Children’s Fiction Silver Medal Winner – *Ghost of the Chicken Coop Theater: A Bailey Fish Adventure* by Linda Salisbury, published by Tabby House.



Children’s Fiction category gold and silver medal winners’ representatives at the awards banquet. From left: Linda Salisbury and Ellen Wolfson Valladares. (photo by Jim Salisbury)

YOUNG ADULT NONFICTION CATEGORY



Young Adult Nonfiction Gold Medal Winner – *Unlock Your Educational Potential* by Dr. Brian R. Haig and Jeffrey D. Haig, published by Maximize Your Education.

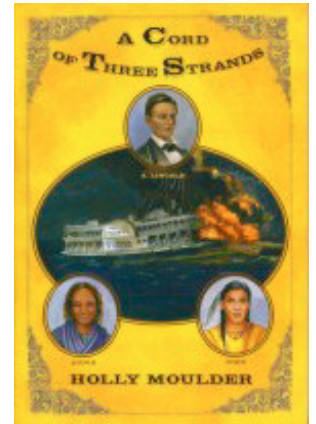
Young Adult Nonfiction Gold Medal Winner



Young Adult Nonfiction category gold medal winner's representative at the awards banquet. Left: Pam Lontos, accepting on behalf of the Haig brothers, with FPA Board member Marjory Diane Lyons. (photo by Jim Salisbury)

YOUNG ADULT FICTION CATEGORY

Young Adult Fiction Gold Medal Winner – *A Cord of Three Strands* by Holly Moulder, published by White Pelican Press.



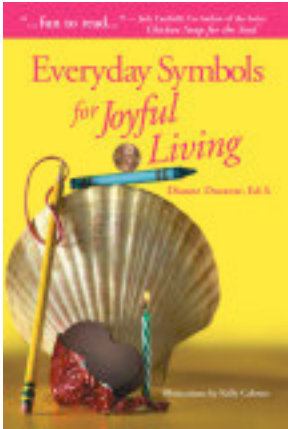
Young Adult Fiction Gold Medal Winner



Young Adult Fiction category gold medal winner's representative at the awards banquet: Holly Moulder. (photo by Jim Salisbury)

Award Winners, continued from the previous page

ADULT NONFICTION CATEGORY



Adult Nonfiction Gold Medal Winner

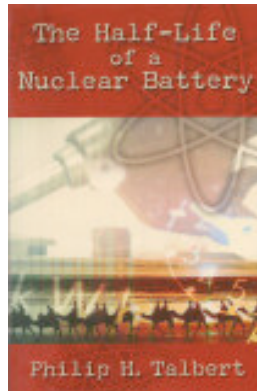
Adult Nonfiction Gold Medal Winner – *Everyday Symbols for Joyful Living* by Dianne Durante, published by Quality of Life Publishing Company.

Adult Nonfiction Silver Medal Winner – *The Half-Life of a Nuclear Battery* by Philip H. Talbert, published by Astral Publishing.

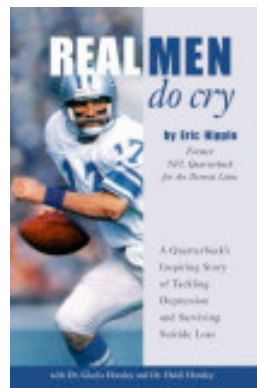
Adult Nonfiction Silver Medal Winner – *Real Men Do Cry: A Quarterback's Inspiring Story of Tackling Depression and Surviving Suicide Loss* by Eric Hipple, published by Quality of Life Publishing Company.



Adult Nonfiction category gold and silver medal winners' representatives at the awards banquet. From left: Dianne Durante, Philip Talbert, Karla Wheeler. (photo by Jim Salisbury)



Adult Nonfiction Silver Medal Winner



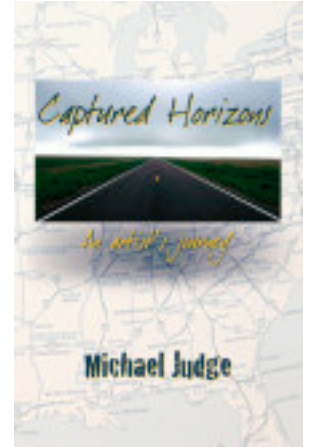
Adult Nonfiction Silver Medal Winner

MEMOIRS CATEGORY

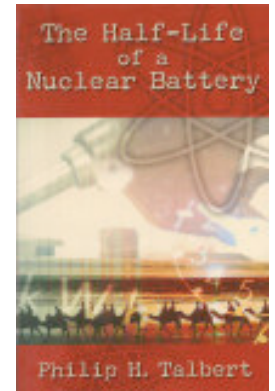
Memoirs Gold Medal Winner – *Captured Horizons: An Artist's Journey* by Michael Judge, published by New Chapter Publisher.

Memoirs Silver Medal Winner – *The Journey Less Traveled: Choose to Turn Your Tragedy Into Triumph* by Loretta "Faith" Harris, published by Children's Heart Publishing Company.

Memoirs Silver Medal Winner – *The Half-Life of a Nuclear Battery* by Philip H. Talbert, published by Astral Publishing.



Memoirs Gold Medal Winner



Memoirs Silver Medal Winner

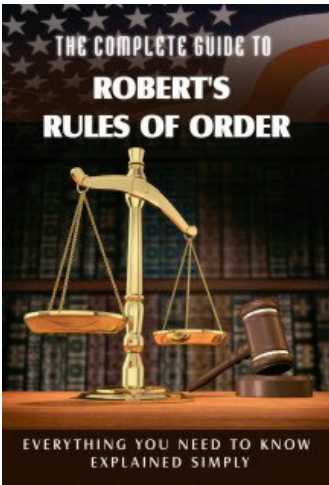


Memoirs Silver Medal Winner



Memoirs category gold and silver medal winners' representatives at the awards banquet. From left: Chris Angermann, Philip Talbert, Loretta Harris. (photo by Jim Salisbury)

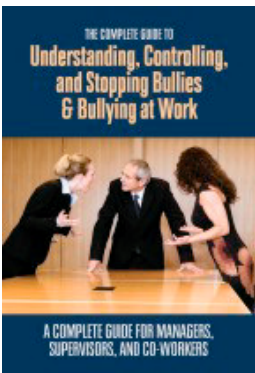
BUSINESS CATEGORY



Business Gold Medal Winner

Business Gold Medal Winner – *The Complete Guide to Robert's Rules of Order Made Easy: Everything You Need to Know Explained Simply* by Rita Cook, published by Atlantic Publishing Company.

Business Silver Medal Winner – *The Complete Guide to Understanding, Controlling and Stopping Bullies & Bullying at Work: A Complete Guide for Managers, Supervisors, and Co-Workers* by Margaret R. Kohut, MSW, published by Atlantic Publishing Company.



Business Silver Medal Winner

Business Silver Medal Winner – *The Secret Power of Blogging* by Bruce C. Brown, published by Atlantic Publishing Company.



Business Silver Medal Winner

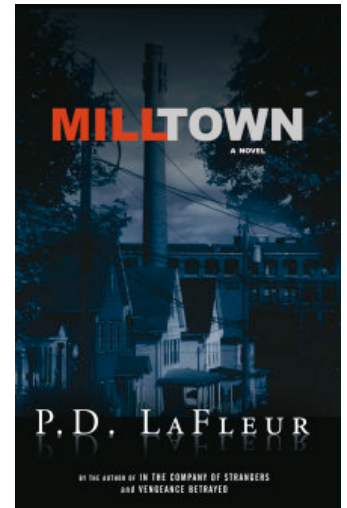


Business category gold and silver medal winners' representatives at the awards banquet. From left: Angela Pham, Marilee Griffin, Nicole Orr. (photo by Jim Salisbury)

ADULT FICTION CATEGORY

Adult Fiction Gold Medal Winner – *MillTown* by P.D. LaFleur, published by RGI Press.

Adult Fiction Silver Medal Winner – *Alex and the Color of the Wind* by Piero Rivolta, published by New Chapter Publisher.



Adult Fiction Gold Medal Winner



Adult Fiction Silver Medal Winner



Adult Fiction category gold and silver medal winners' representatives at the awards banquet. From left: Chris Angermann, Paul LaFleur. (photo by Jim Salisbury)

Award Winners, continued from the previous page

POETRY BOOK CATEGORY



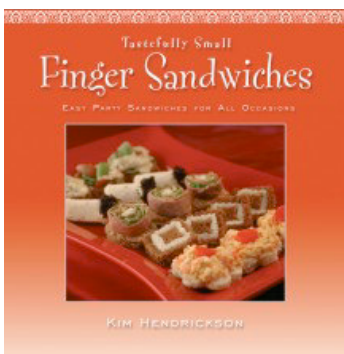
Poetry Gold Medal Winner

Poetry Gold Medal Winner – *East of Pouring* by William Drew Weinbrenner, published by Ahewlu Productions.



Poetry category gold medal winner's representative at the awards banquet: William Drew Weinbrenner. (photo by Jim Salisbury)

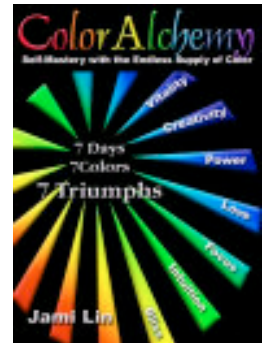
INERIOR DESIGN CATEGORY



Interior Design Gold Medal Winner

Interior Design Gold Medal Winner – *Tastefully Small Finger Sandwiches: Easy Party Sandwiches for All Occasions* by Kim Hendrickson, published by Atlantic Publishing Company.

Interior Design Silver Medal Winner – *ColorAlchemy: Self-Mastery with the Endless Supply of Color* written and designed by Jami Lin, published by Earth Design.

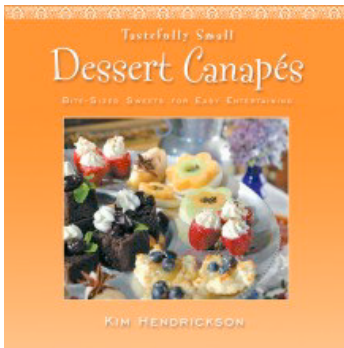


Interior Design Silver Medal Winner



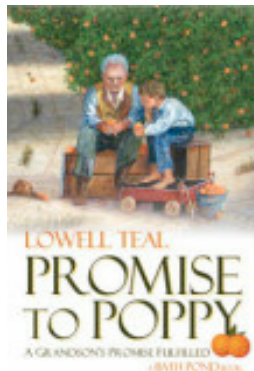
Interior Design category gold medal winner's representative at the awards banquet: Erin Everhart. (photo by Jim Salisbury)

COVER DESIGN CATEGORY



Cover Design
Gold Medal Winner

Cover Design Silver Medal Winner – *Promise to Poppy: A Bath Pond Book* by Lowell Teal, cover art by Bettye Williams, cover design by Craig Hines of Bellerophon Productions, published by Oakhill Press.



Cover Design
Silver Medal Winner

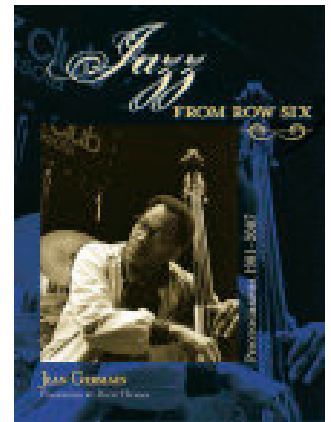
Cover Design Silver Medal Winner – *Jazz from Row Six: Photographs 1981–2007* by Jean Germain, published by New Chapter Publisher, designed by Cathleen Shaw of Shaw Creative Group.



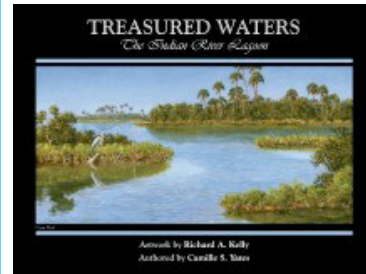
Cover Design category gold and silver medal winners' representatives at the awards banquet. From left: Chris Angermann, Nicole Orr, Lowell Teal. (photo by Jim Salisbury)

COFFEE TABLE BOOK CATEGORY

Coffee Table Book Gold Medal Winner – *Jazz from Row Six: Photographs 1981–2007* by Jean Germain, published by New Chapter Publisher.



Coffee Table Book
Gold Medal Winner



Coffee Table Book
Silver Medal Winner

Coffee Table Book Silver Medal Winner – *Treasured Waters: The Indian River Lagoon* by Richard A. Kelly and Camille S. Yates, published by Pioneer River Press.



Coffee Table category gold medal winner's representative at the awards banquet: Chris Angermann (photo by Jim Salisbury)

Award Winners, continued from the previous page

FLORIDA FICTION FOR CHILDREN

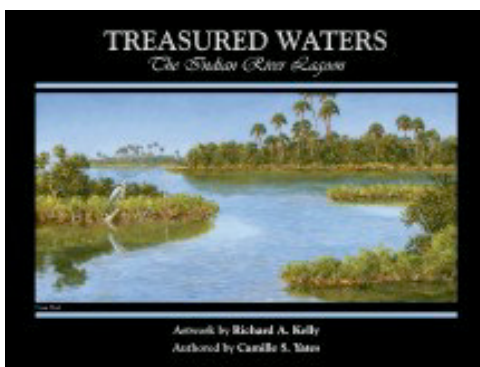


Florida Fiction for Children
Gold Medal Winner

Florida Fiction for Children Gold Medal Winner – *Florida Santa: Is He Real? How Do We Know It?* by Ruth E. Clark, illustrated by Sarah Caterisano, published by Hibiscus Publishing.

FLORIDA ADULT NONFICTION

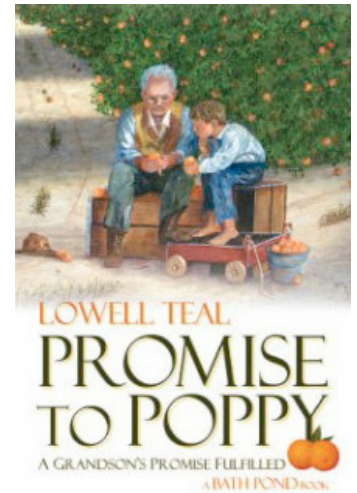
Florida Adult Nonfiction Gold Medal Winner – *Treasured Waters: The Indian River Lagoon* by Richard A. Kelly and Camille S. Yates, published by Pioneer River Press.



Florida Adult Nonfiction
Gold Medal Winner

FLORIDA ADULT FICTION

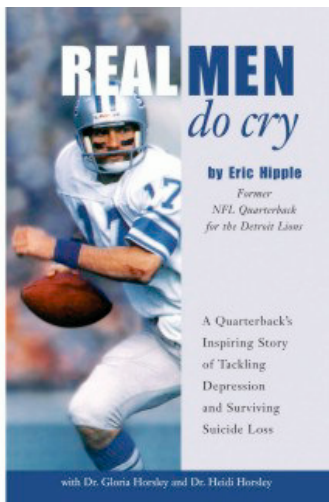
Florida Adult Fiction Gold Medal Winner – *Promise to Poppy: A Bath Pond Book* by Lowell Teal, published by Oakhill Press.



Florida Adult Fiction
Gold Medal Winner



Florida Awards categories gold medal winners' representatives at the awards banquet. From left, Lowell Teal, Dr. Ruth E. Clark. (photo by Jim Salisbury)

PRESIDENT'S PICK

President's Pick

President's Pick – *Real Men Do Cry: A Quarterback's Inspiring Story of Tackling Depression and Surviving Suicide Loss* by Eric Hipple, published by Quality of Life Publishing Company.



President's Pick representative at the awards banquet. From left, Karla Wheeler and FPA President Chris Angermann. (photo by Jim Salisbury)

The FPA 2010 President's Book Awards will issue its first call for entries in January and its second call for entries in April. The competition will be open to books published in 2008 and 2009. The call for entries will be issued in the November/December *FPA Sell More Books! Newsletter* and in an email to FPA members. The books will be sent to judges over the summer, and the awards ceremony will be held next fall.

St. Petersburg Times Festival of Reading

Sometimes you get the bear, and other times the bear gets you. This year, the bear got the *St. Petersburg Times* Festival of Reading, which was held on Saturday, October 24 on the St. Petersburg campus of the University of South Florida. The Festival of Reading staff say they did not know that construction was scheduled for Saturday, right next to the street on which the festival was held. Betsy Lampe, who volunteered to man FPA's information booth at the event, arrived to find that heavy equipment was moving earth just five feet behind the FPA booth. The diesel fumes, flying dirt, and noise were overwhelming; Betsy chose to set up the booth with FPA's informational handouts and leave.

The Festival staff was more than apologetic about the construction, and they offered FPA a free booth at next year's event.

Betsy will suggest to the FPA board that flyer packets, featuring flyers on FPA members' books, be sent in by members and handed out at next year's event. She will also suggest that the FPA 2010 Book Award Winners (Gold and Silver) receive free display.

Learn more about the *St. Petersburg Times* Festival of Reading at www.festivalofreading.com

FAME

The recent FPA display at the FAME (Florida Association for Media in Education) Annual Conference, September 30–October 2, at the Orlando World Center Marriott Resort was a big success. From Grand Opening to tear down, the booth was well visited, and all flyer packets were handed out. Betsy Lampe managed the booth on the first day of the event, and FPA past President and current board member Dinah Arnette managed the booth on the remaining two days. Please see Dinah's photos on the next pages.

FAME Display Photos



Making the most of a 10 by 10-foot booth was the task at the recent FAME display. FPA is a member of FAME, the Florida Association for Media in Education, an association for Florida's school media specialists (librarians). The booth came with one 8-foot banquet table (the one across the back of the booth), and we added two end-to-end 4-foot tables (Walgreens, \$25 each) on the left, and one 4-foot table on the right. We provided matching sheets in fall colors for the Walgreens tables.



Past President and current FPA Board Member Dinah Arnette managed the booth on days 2 and 3. Dinah has many years of experience managing FPA's booths at FAME and at the Florida Library Association. Only board members and booth manager trainees are allowed to man FPA's booths. FPA seeks a booth manager trainee for its April Florida Library Association display. The trainee, who must be a current FPA member NOT showing a book, can contact Dinah Arnette at Darnette@aol.com. The trainee will receive instruction and hands-on experience in the best way to set up and run a cooperative display.



At the end of the booth, facing the aisle, were two chairs filled with our flyer packets. The packets were stapled books made from flyers from every book in the display.



The left-hand table held information on FPA and IBPA, and rack 1 of the FPA 2009 President's Book Awards Gold Medal Winners. To the right of the rack is a sign describing the books to its left and right as being Gold Medal winners in the FPA 2009 President's Book Awards. Gold and a silver medals were hung on each side of the sign. Book Awards Gold Medal Winners received free display at FAME and will receive free display in spring at the Florida Library Association display.



FAME attendees (school librarians) were welcomed into FPA's U-shaped booth to peruse titles for students from K through college, as well as for teachers and parents.

Rack 2 of the FPA Book Award Gold Medal winners, left, and the adult/parent/teacher titles at the left center of the rear of the booth. The books were racked according to the age of the intended audience.



The center rack, which held young adult and middle reader books, and the right center rack, which held early reader titles and picture books.

150 packets, made of flyers from every book in the booth, were given to booth visitors.



The right side of the booth included the giveaways, the basket into which librarians left their business cards, the candy basket, and giveaways of Purell hand sanitizing wipes (big this year).

Final Drafts: Selecting a Literary Executor

by Lloyd Jassin and Ronald Finkelstein

“I’m sorry to have my name mentioned among the great authors because they have the sad habit of dying off.”

–Mark Twain

”Money is the root of all evil”

For I will write in my will

”I regret that I was not able to love money more.”

–Jack Kerouac, from “238th Chorus” Mexico City Blues

While great writers may have the sad habit of dying off, their literary legacies (and royalty checks) tend to live on. In the case of Jack Kerouac, who died in 1969, his original manuscript of “On the Road” recently sold at auction for \$2.43 million. Conservative estimates put the value of Kerouac’s estate at \$10 million. If books or plays comprise a substantial part of your assets, now is the time to consider tax and estate planning issues. This article deals with one aspect of estate planning – the administration of your copyrights, letters, unpublished papers and contractual relations after you have taken your last bow and the proverbial curtain has come down.

If you are a novelist, playwright, lyricist or composer, advance planning is critical to ensure that your literary legacy is protected after you die. While during your life you can play catch-up with legal formalities, unless you have a well-drafted will, or have created a valid trust for the benefit of others, you have left ownership and care of your copyrighted works and papers largely to chance. In addition, finding a long-term, nurturing home for your papers or work should not be left for the last minute.

TIP: Be sure to bear in mind that there is a clear distinction between the physical possession of letters and papers on the one hand and ownership of the copyrights in those letters and papers on the other. While your papers may reside in a university library, the copyright to those letters and papers would belong to your estate.

Authors should consider naming a “Literary Executor” in their will. An “executor” is a person responsible for settling a deceased person’s estate. Among the duties of a General Executor – as opposed to Literary Executor – are contacting an attorney to file a petition for probate of the will;

collecting debts owed to the estate; filing for life insurance and other benefits; contacting an accountant (or attorney) to prepare the decedent’s final income tax returns, a federal estate tax return and state estate and inheritance tax returns as may be required; and notifying the beneficiaries named in the will.

A Literary Executor, as opposed to a General Executor, is the person selected for the limited purpose of managing your literary property when you pass on. One court described the Literary Executor’s role as “requir[ing] a delicate balance between economic enhancement and cultural nurture.” If you have made the appropriate provisions in your will, your Literary Executor will distribute all of the literary property that you owned at the time of your death.

The Literary Executor, acting on behalf of the beneficiaries under your will (e.g. family members, a designated charity, a research library or archive), will be responsible for entering into contracts with publishers, collecting royalties, maintaining your copyrights, and (where appropriate) arranging for the deposit of your letters, unpublished manuscripts, and other literary materials with a suitable university library or historical society. It bears emphasizing that your Literary Executor also has the right – under the Copyright Act – to terminate certain transfers and licenses granted by you during your lifetime, including music publishing and production contracts. Beware! The process of getting back copyrights is perplexing and contains many traps for the unwary.

Selecting a Literary Executor

A General Executor will often be a spouse or other family member that does not have experience with literary matters. Therefore, you should consider entrusting the care of your papers, existing contracts and unpublished manuscripts to a Literary Executor. Keep in mind that being a Literary Executor can be a lot of work. By taking the time to carefully select a Literary Executor, you lessen the likelihood of intra-family disputes that could result in family members refusing to negotiate for the further exploitation of your works – preferring instead to retire your copyrighted works from publication. And, if your final wish is that your unfinished play based on your aunt

Hilda's lesbian affair go unpublished and unproduced, you can provide in your will that your Literary Executor destroy your manuscript. By way of example: Ernest Hemingway made it clear during his lifetime that he did not want his unfinished and unpublished stories published. However, since his will was silent on this subject, his estate published not only his early stories, but also two unfinished novels after his death. Of course, both novels received poor reviews.

Ideally, your Literary Executor should be someone who understands how the theater world and entertainment industry operate. That person should also be comfortable with negotiating contracts, or savvy enough to hire an attorney or literary agent to help exploit unpublished works, or exploit rights that were retained by your estate. As mentioned previously, your Literary Executor should also be someone who will carry out your intentions. And, since all things come to an end – including Literary Executors – you should provide in your will for a replacement when the estate's Literary Executor dies or becomes incapacitated.

Defining the Literary Executor's Duties

Because the duties and powers of a Literary Executor are not defined by statute, it is imperative that the person drafting your will take great care in describing the scope of your Literary Executor's duties. The powers of a Literary Executor should be as broad and comprehensive as possible, unless, of course, you believe there should be limitations, qualifications or conditions imposed upon your Literary Executor (e.g., different executors appointed for book publishing and theatre-related matters).

In preparing the powers of a Literary Executor, you must consider the following questions:

- Will the Literary Executor have the sole and exclusive right to make all decisions regarding appropriate publication, republication, sale, license or other exploitation of your work? Or, should she merely be appointed as an advisor to the General Executor?
- Will the Literary Executor be responsible for preparing unfinished or unpublished manuscripts for publication and seeing those works through publication?
- Will the Literary Executor have the right to terminate copyright licenses?
- Will she have the power to destroy any letters or papers she believes should be destroyed?
- In return for her services, will the Literary Executor receive a fee or commission for her services? What is fair compensation? What about reimbursement for expenses? Will the Literary Executor be required to maintain a separate bank account for such monies?
- Will the Literary Executor have the sole right to sue for infringement of copyrights?
- Will the Literary Executor have the authority to pay attorneys, agents, subagents and others?
- In the event the Literary Executor is unwilling or unable to perform her duties, what are the provisions for appointing her successor? Or, will the General Executor assume those duties?

While a family member may agree to work for free, attorneys and literary agents will most likely seek a fee of between 10% and 15% for new contracts they negotiate on behalf of the estate. With regard to administering existing contracts, fee arrangements can vary greatly depending upon the size of the literary estate and the responsibilities of the Literary Executor.

In some instances, an author may create a lifetime (*“inter vivos”*) trust and transfer literary assets to the trust. In this case, a trustee will be appointed to carry out responsibilities similar to an Executor. In such instances, the author appoints a “Literary Trustee” who acts in much the same manner as a “Literary Executor” would under a decedent's will. Furthermore, if an author names trusts as beneficiaries under his will and literary assets will be transferred to such trusts, then the author must also name, in addition to a Literary Executor, a Literary Trustee (who would be the same person) in order to continue acting in such a capacity after the literary assets have been transferred to the trusts.

Valuation

If you have accumulated enough wealth so that your assets will be subject to an estate tax upon your death, then the Executor will be responsible for valuing all of your assets at that time, including manuscripts, copyrights and contractual rights derived from the publication and reproduction of your works. The Executor (or Literary Executor, as the case may be) should hire an appraiser with significant experience in appraising – or valuing – these interests. Authors with significant estates should meet with their attorney or accountant now to determine whether any

continued on the next page

“Final Drafts,” continued from the previous page

lifetime planning can be employed to reduce the value of their estates at their death so that more assets can pass to their heirs.

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NOTICE: This article discusses general legal issues of interest and is not designed to give any specific legal advice pertaining to any specific circumstances. It is important that professional legal advice be obtained before acting upon any of the information contained in this article.

This article was used by permission of Lloyd J. Jassin (a favorite FPA conference speaker), who provides counseling to book publishing, television, theater, new media, arts and entertainment clients on contract, licensing, copyright, trademark, unfair competition, libel, right of privacy and general corporate law matters. His practice includes drafting and negotiating publishing and entertainment industry contracts, intellectual property due diligence, trademark prosecution, dispute resolution and litigation.

His expertise in intellectual property and organizing business entities, has enabled him to represent clients throughout their growth cycle. Besides individual and corporate clients, he also represents trade and industry groups such as the Audio Publishers Association (APA) and Independent Book Publishers Association (IBPA). Mr. Jassin has achieved national prominence with his book, *The Copyright Permission and Libel Handbook* (John Wiley & Sons), coauthored with Steven C. Schechter.

The Law Offices of Lloyd J. Jassin are located at 1560 Broadway, Suite 400, New York, New York 10036, (212) 354-4442 (voice), (212) 840-1124 (fax), Jassin@copylaw.com (E-mail). The firm also has offices in Madison, N.J.

Ronald Finkelstein, Esq. is a Tax Manager with the accounting firm of Marcum & Kleigman LLP and is a member of the firm’s Trusts and Estates Group. He can be reached at 212-981-3096 or by e-mail at rfinkelstein@mkllp.com

FPA Tweets

Twitter is a social networking site that allows the user to issue 140-character “Tweets.” Unless otherwise set up, anyone may follow a Tweeter’s Tweets (say that five times, fast). Visit www.Twitter.com to learn more.

FPA’s username on Twitter is FPAbooks. We have been tweeting since March 13, 2009. We have used Twitter to provide information about FPA and publishing to our 1048 followers (as of 26Oct09). For members, it’s a good source of between-newsletter information.

I will include a list of each month’s Tweets in this section. The following are all Tweets to date (I have removed the dates of posts for easier reading, and to read the balance of entries with elipses, visit FPAbooks on Twitter):

4th annual national Friends of Libraries Week (Oct. 18-24). See <http://tinyurl.com/yk4pkp9> or <http://tinyurl.com/yh9xplv> Are you a Friend?

FPA past president Frank Gromling (Ocean Publishing) in Publishers Weekly for upcoming Costeau series. Read at <http://tinyurl.com/ykch3gb>

FPA’s President ‘s Pick awarded for “Real Men Do Cry: A Quarterback’s Inspiring Story of Tackling Depression and Surviving Suicide Loss”

FPA’s Gold Medal for a Poetry Book awarded to Ahewlu Productions for “East of Pouring” by William Drew Weinbrenner

FPA’s Gold Medal for a Business Book awarded to Atlantic Publishing Company for “The Complete Guide to Robert’s Rules of Order Made Easy”

FPA’s Gold Medal for Coffee Table Book was awarded to New Chapter Publisher for “Jazz from Row Six: Photographs 1981-2007”

FPA’s Gold Medal for Book Cover Design awarded to Atlantic Publishing Company for “Tastefully Small Dessert Canapés”

FPA’s Gold Medal for Book Interior Design awarded to Atlantic Publishing for “Tastefully Small Finger Sandwiches”

FPA’s Gold Medal for Adult Fiction awarded to RGI Press for “MillTown” by P.D. LaFleur

FPA’s Gold Medal for Florida Nonfiction for Adults awarded to Pioneer River Press for “Treasured Waters: The Indian River Lagoon”

FPA’s Gold Medal for Florida Fiction for Adults awarded to Lowell Teal for “Promise to Poppy: A Bath Pond Book”

FPA's Gold Medal for Memoirs awarded to New Chapter Publisher for "Captured Horizons: An Artist's Journey"

FPA's Gold Medal for Adult Nonfiction awarded to Quality of Life Publishing for "Everyday Symbols for Joyful Living"

FPA's Gold Medal for Children's Fiction awarded to Tabby House for "The Mysterious Jamestown Suitcase: A Bailey Fish Adventure"

FPA's Gold Medal for Young Adult Fiction awarded to White Pelican Press for "A Cord of Three Strands" by Holly Moulder

FPA's Gold Medal for Young Adult Nonfiction awarded to Maximize Your Education for the book, "Unlock Your Educational Potential"

FPA's Gold Medal for a Florida Children's Book awarded to Hibiscus Publishing for "Florida Santa: Is He Real? How Do We Know It?"

FPA's Picture Book Gold Medal awarded to "A-Ha!" Elora Danan Productions, Inc., for "Adventures of Countess Pigula: 'Up, Up and Away!'"

Steve Harrison of Radio-TV Interview Report FREE seminar "Rich Authors' Strategies" TODAY (10/8) @ 2 & 8 pm EST @ <http://tinyurl.com/ycobp25>

Author/Book PR expert Pam Lontos (PR/PR, Orlando) streaming audio live on www.810WEUS.com from noon-1 (eastern) today.

Live near Sarasota? Want to learn about book publishing? Come to the FPA 2009 Publishing Ed-U-Conference. More at <http://tinyurl.com/njunoo>

Even if you plan to pay at the door, please fax (863-647-5951) or email (FPAbooks@aol.com) your completed registration form.

Today is the last day to receive the FPA Ed-U-Conference discount on rooms at the Helmsley Sandcastle on Lido Beach/Sarasota. FLbookpub.org

How to make and disseminate an audiobook (free webinar) Sept. 15, 2-3, <http://www.libraryjournal.c...>

Banned Books Week: Celebrating Freedom to Read, September 26 thru October 3. <http://www.bannedbooksweek.org>

In Florida? Interested in book publishing? Attend the FPA 2009 Publishing Ed-U-Conference 9/26/09, Helmsley Sandcastle Hotel, Sarasota

LibraryThing Early Reviewers helps publishers distribute advance copies of books to interested readers. www.librarything.com/forpub...

Put your personal library online with LibraryThing.com. Share your blog, tell what you're reading, find libraries,

bookstores, festivals.

Publishers Weekly's prepublication-review submission guidelines online state that they "do not review self-published books."

Costco's (warehouse club, like Sam's) book buyer: Penny Clark Ianniciello, Costco Wholesale, 999 Lake Dr, Issaquah, WA 98027.

Dunn & Co. specializes in problems (rebind, page replacement) with finished books. Thomas Roche, 201-229-1888, rthomasroche@verizon.net

Have you written or do you publish children's books? Ask about displaying with FPA to school librarians. Deadline 9/26. FPAbooks@aol.com

Pam Lontos (PR/PR) to discuss Social Media Marketing at FPA 2009 Publishing Ed-U-Conference. You don't have to be a member to attend.

FURTHERMORE "grants in publishing" (2.5K to 15K awards) entry deadline Sept. 15. More information: info@furthermore.org, 518-828-8900.

Carl Hertzog Award for book design submission deadline is Oct. 1. 915-747-5683 for information and entry materials. No entry fee.

Want to publish a book? Come learn how to save money and time by avoiding mistakes. FPA 2009 Publishing Ed-U-Conference. FPAbooks@aol.com

Interested in a PDF copy of the FPA Sell More Books! Newsletter? Request a copy from Betsy Lampe at FPAbooks@aol.com.

Follow the Florida Book Awards @FLBookAwards. If you write aABOUT Florida, write or publish IN Florida, you should follow the FBA and FPA.

Pam Lontos will present "See Your Book Everywhere with Social Media Marketing" @ FPA's Ed-U-Conference, Sept. 26, Sarasota. FPAbooks@aol.com

Eric Kampmann, of Midpoint Trade Books (book/ebook/audio sales, marketing & distribution company), a featured speaker at FPA Ed-U-Conference

Pam Lontos of PR/PR will be a featured speaker at the FPA 2009 Publishing Ed-U-Conference Sep 26 at the Helmsley SandCastle/Sarasota Beach.

Read about economic stimulus opportunities for libraries at <http://www.ala.org/ala/issu...>

Publishing a book? Want to publish a book? Need to learn

Tweets, continued from the previous page

more? Attend the FPA 2009 Publishing Ed-U-Conference Sept 26 in Sarasota.

FPA 2009 Publishing Ed-U-Conference and President's Book Awards Banquet set for Sept. 26 at Helmsley Sandcastle, Sarasota Beach.

For ebook conversions, see www.smartsite.com – a US Company that does not outsource the work overseas. Mobipocket approved converter.

GREAT articles on writing and publishing can be found at www.copylaw.com, website of Lloyd Jassin, intellectual properties attorney in NYC

BloggerLinkUp.com lists requests for guest blogs (hey, authors) and allows others to make review copies of books available to bloggers.

Lloyd Jassin's Tweet just gave me a heads up on <http://tinyurl.com/mxrfo2> (from the Know Something Project). Tons o' book stuff to know.

Seeking ebook entries for the FPA President's Book Awards (for ebooks copyrighted in 2007/2008). <http://tinyurl.com/lgqapk>

Seeking poetry book entries for the FPA President's Book Awards (for books copyrighted in 2007/2008). <http://tinyurl.com/lgqapk>

Seeking entries in the FL category/children's fiction, and the FL category/ nonfiction , both adults and children. <http://tinyurl.com/lgqapk>

Don't have to be in Florida to join FPA. Our membership is international. Authors, publishers, self-publishers and publishing vendors.

Deadline for entries for FPA's book awards is June 30. Join today and enter your 2007 and 2008 books. www.FLbookpub.org

Request Sources for Interviews: <http://bloggerlinkup.com/so...> Offer Products for Review: <http://bloggerlinkup.com/re...>

Request Guest Posts: <http://bloggerlinkup.com/gu...> Offer Guest Posts: <http://bit.ly/F9zGL>

BloggerLinkUp helps authors learn about opportunities to blog as experts, and it gives publishers a place to offer review copies to bloggers

Members who join while submitting entries for the book awards get a \$25 discount on membership. Same for those who renew.

Email Betsy Lampe at FPAbooks@aol.com to receive a "Call for Entries" PDF for the FPA 2009 President's Book Awards. Discounted membership

You don't need to live in Florida to be a member of FPA. We boast international membership. Join and enter your books! FPAbooks@aol.com

FPA's book awards are for members only, and books published in 2007 and 2008 qualify. Join today and enter today. FPAbooks@aol.com

Requesting judges for the FPA 2009 President's Book Awards competition. Using librarians from FL in all categories. FPAbooks@aol.com

To find an ABA-member bookstore (searchable by state), go to [http://www.bookweb.org/aba/...](http://www.bookweb.org/aba/)

Authors, Publishers and Self-publishers should seriously consider attending the IBPA Publishing University in NYC. Go to www.ibpa-online ...

FPA has worldwide membership. Join us today and get great discounts on memberships/renewals in IBPA and SPAN. Email FPAbooks@aol.com for ...

New member "A-Ha!" Elora Danan Prod., Inc. produces the Adventures of Countess Pigula series of children's books. www.countesspigula.com

Where in the world's libraries are your books? Visit <http://www.worldcat.org> and do an advanced search by ISBN.

The Florida Electronic Library can be viewed at <http://www.flelibrary.org/>

If you want to target medical libraries with health book information, you can do a state-by-state search at <http://tinyurl.com/qacffa>

Writers can benefit from reading Betsy Lampe's "From Manuscript to Printed Page: How to Get Published" at <http://tinyurl.com/p4ksdu>

Long URLs made tiny at <http://www.tinyurl.com>. Great for Tweets, newsletters and more. You can track response, too.

Phyllis Zimble Miller (Internet Business Examiner) article on how to pitch bloggers: <http://tinyurl.com/otk9hl>

Bloggers are THE STUFF, and their posts can sell books! Want to find bloggers to mention your book? Go to www.bloggerlinkup.com.

When offering a "tease" PDF of your book, include more than just the front matter. Give a great chapter that will make the reader want more.

Reading timely articles on book writing, publishing and design by intellectual properties attorney Lloyd Jassin at

www.copyright.com

Checking an ISBN at www.AllBookStores.com to see “where in cyberspace” it can be purchased, new and used. Click on “Compare Prices”...

Sell new and used, autographed and not, bulk or one copy at a time. The buyer pays shipping! Amazon.com pays on time! Review my updates...

Go to the book’s “catalog page” on Amazon.com. Look to the right and down slightly (may have to scroll) to see the “Other Buying Choices”

Teaching authors how to sell their books (signed and not) on Amazon.com by choosing “Other Buying Choices” and clicking “Sell Yours Here.”

MAY 15: FPA will issue a call for entries for its President’s Book Awards, open to members (why not join?) with books from 2007-2008.

LAST CALL. Display products with us at the FL Library Assn. conf. Materials must be received by Monday. See www.flbookpub.org/serv01.html

Google Settlement opt-out deadline has been delayed 4 months. Authors and book publishers should read the story at <http://tinyurl.com/c66erq>

Book submission guidelines for New Age Retailer found at <http://www.newageretailer.c...>

Publishers/authors of women’s health topics should approach libraries/local health depts about their titles & ask to participate in programs

FL Gov. Crist has declared May 2009 Florida Women’s Health Month & the state Women’s Health Program has adopted the theme of health literacy

We acknowledge our door prize donors at the event and for six months in our newsletters.

Do YOU have a door prize you’d like to offer for our April 25 book publishing Round Table event? Email me: fpabooks@aol.com (Betsy Lampe)

Southern Independent Booksellers Alliance. A call for authors of exhibiting publishers to be considered for special events. @RubyJewell

FPA Round Table Door Prize Alert: 1000 full color bookmarks with shipping from Tu-Vets (www.Tu-Vets.com) Yes, two veterans do the printing!

FPA Round Table Door Prize Alert: one copy of “Beyond the Bookstore” by Brian Jud (www.bookmarketingmatters.com)

FPA Round Table Door Prize Alert: creation of a one-page press release from EMSI (www.emsincorporated.com)

FPA Round Table Door Prize Alert: 15 minutes of free consulting from John Kremer (\$125 value, www.bookmarket.com).

FPA Round Table Door Prize Alert: two free Independent Book Publishers Association (www.ibpa-online.org) memberships/renewals.

Following @skydiver results in tons of free media exposure for followers!

A link to information on Florida’s public library systems: <http://tinyurl.com/ch83ar>

If you can’t send an item (or bring to the Round Table), then send a \$5 and Betsy will go shopping. Auction raises scholarship funds.

Asking for donations for FPA’s “Get Out of the Library” gift basket for the FL Library Assn.’s silent auction. Gardening/outdoor \$5 items.

FPA member Rainbow Books, Inc. won Florida Book Awards Gold Medal for Design for coffee table book “Seminole Views.” Betsy Lampe designed.

Mom’s Choice Awards categories: parenting, adults, all kids books. Benefits for winning? <http://www.momschoiceawards...>

Two weeks left to enter the Mom’s Choice Awards: <http://www.momschoiceawards...> for family friendly products (books too!)

HARO yields other types of sites, too. Business, politics, medical and much more. Sometimes website is listed only in the email address.

One HARO email yielded these Mom sites: TypeAMom.net, momminitup.com, daycarematch.com, RadicalParenting.com, www.parentdish.com

HARO is, of course, Help a Reporter Out (www.helpareporter.com, www.petershankman.com). Author? Publisher? You should subscribe.

I mine the HARO emails not only for media queries but for interesting websites that might review and sell books, interview authors, etc.

www.TypeAmom.net offers opportunities for mom writers to submit articles. Great site! I posted an offer of free parenting books for bloggers

When I try to post, I get the “Twitter is Overcapacity” message.

Reviewing a list of book awards competitions for children’s literature at <http://tinyurl.com/cv4yho>

continued on the next page

Tweets, continued from the previous page

Perusing my copy of “Picturebook 09: Directory of Children’s Illustration.” <http://www.picture-book.com>. Unbelievably wide array of styles

Check out the 5th Annual NY Round Table Writers’ Conference. NYCIP has access to so many great speakers & panelists! <http://www.nycip.org>

Publishers and authors serious about connecting with media subscribe to Help a Reporter Out: www.helpareporter.com (Thanks, Peter Shankman)

Publishers, 1st join an IBPA affiliate group to get \$30 discount on IBPA membership/renewal. Affiliate groups: <http://tinyurl.com/dcv5ok>

Downturns are times to turn up marketing. Book publishers & authors can learn & market with IBPA (formerly PMA) at www.ibpa-online.org

This is bad news for indie publishing in NYC. FPA hopes NYCIP can survive with only volunteers! Read more at <http://tinyurl.com/cw47qo>

Wondering who the all-time best speaker is on ebooks? The many kinds, how to get someone to make, marketing, etc. Anyone know who’s best?

Signing up for 30 day trial subscription of The Chicago Manual of Style online version (easier to search) at www.chicagomanualofstyle.org.

FPA Publishing Round Table on Saturday, April 25 in Plant City, FL. Door prizes galore! For a brochure, email FPAbooks@aol.com.

FPA Door Prize Alert! 30 coupons for a free ebook of “Interview Tactics! How-to Survive the Media Without Getting Clobbered” by Gayl Murphy

FYI: Advertising in Florida Libraries (FLA magazine) is reasonable! Visit <http://tinyurl.com/chxnc9> to see the rates.

Want to display your book to FL librarians at their upcoming conference? Email FPAbooks@aol.com for a brochure. Membership not required.

Peter Shankman’s MEGA Giveaway day is a live feed from www.petershankman.com. Answer questions and win BIG, LARGE PRIZES.

HARO is Help a Reporter Out (www.helpareporter.com), a free service to help media connect with sources (authors, that could be YOU).

Peter Shankman’s HARO is having the MEGA Giveaway day.

He’s skydiver on Twitter. All publishers and authors should receive HARO. No excuses!

Subscribe to the American Libraries Direct e-newsletter at <http://www.ala.org/ala/alon...>

Free book marketing teleseminar for authors of nonfiction Tues, 04/07: <http://www.freepublicity.co...>

Seek handouts for FPA Book Pub. Round Table event: articles, brochures, white papers and other educ. materials on all aspects of publishing.

Submitting a request through www.helpareporter.com for gift bag and door prize donations for the FPA Publishing Round Table in FL 4/25/09.

Reviewing annual estimate of total book sales in the US for 2008. Read it at <http://www.publishers.org>.

Researching The Assn. of Booksellers for Children for member stores in Florida. <http://associationofbooksel...>

To display books to Florida’s librarians, request FLA display brochure from Betsy at FPAbooks@aol.com.

For FPA Round Table event brochure (Apr 25, central FL), email FPAbooks@aol.com.

Mining the free version of <http://www.literarymarketpl...> for book club contacts and subrights agents.

International New Age Trade Show (INATS.com)

Celebrating free media queries for 1 yr. with Peter Shankman’s “Help a Reporter Out” at www.helpareporter.com. Authors, publishers, go there

Noting the phrase, “camera friendly,” as a way to let visual media types know a potential guest isn’t ugly or camera shy.

Researching National Poetry Month (<http://www.poets.org/page.p...>) for the FPA Sell More Books! Newsletter.

Reading “Using Social Networks to Market Your Events: Spread the word faster, to more people,” <http://tiny.cc/WREKm>

Investigating www.ArticleDashboard.com for authors’ article distribution. Articles can and DO sell books.

Reviewing guidelines for placing books in Borders: <http://tinyurl.com/cf528g>

Checking the IBPA Pub-U Online schedule for 3/25: <http://www.ibpa-online.org>. Social Media for Publishers & Authors with Deltina Hay.

Reviewing procedures for replying to HARO’s free media queries. See <http://shankman.com/> for detail. Free media queries! WOW! Such a deal!

Researching rights agencies on

www.publishersmarketplace.com. That place offers bang for the buck.

Reviewing how to write a feature release by doing my homework at www.prnewswire.com/features...

Sending out information on a display opportunity with FPA at Florida Library Association convention in May.
FPAbooks@aol.com for a brochure.

Sending out information on the FPA Publishing Round Table, scheduled for Saturday, April 25 in Plant City, FL.
FPAbooks@aol.com for brochure

Publications

Digital Book Printing for Dummies® Are you struggling with the pros and cons of whether to “go digital” with your book manufacturing? BISG, under license from and with the editorial assistance of Wiley Publishing, Inc., is pleased to publish a new industry resource designed to guide you through the world of digital printing and print on demand. Written by leading industry experts, *Digital Book Printing For Dummies®* provides practical information on such topics as current capabilities of digital print technology, choosing the right product mix for digital printing and selecting vendors. The book also provides case studies that illustrate how traditional and non-traditional publishers are taking advantage of digital printing, along with a useful glossary of industry terms. Ordering information can be found at <http://tinyurl.com/yzrxnkb>

BISG members will receive one complimentary copy of this publication; additional copies may be purchased at the discounted member price of \$11.95. The non-member price is \$14.95. Copies can be ordered at www.bisg.org/publications/product.php?p=20&c=437.

The BISAC Subject Headings List is a standard used by many companies throughout the supply chain to categorize books based on topical content. The Subject Heading applied to a book can determine where the work is shelved in a brick-and-mortar store or the genre(s) under which it can be searched.

The complete BISAC Subject Headings List is available online for one-to-one look-up. or an End Users' License can be requested to download versions of the Subject Headings List in Excel, PDF and Word. A full list of the BISAC Subject Headings, 2008 Edition can be accessed via the BISG website: <http://tinyurl.com/yjjuq45>

Book Marketing Matters™ is Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably. View the current issue at <http://tinyurl.com/lseyot>

Awards Competitions

The 22nd Annual IBPA Benjamin Franklin Awards 2010 second call for entries has been issued. The awards include 50+ categories open to publishers (do not have to be members of IBPA) of books copyrighted in 2009. Deadline for entries is December 31, 2009. Learn more at <http://ibpabenjaminfranklinawards.com>

The 2010 William Saroyan International Prize for Writing accepts nominations through January 31, 2010. This award, given by Stanford University Libraries in partnership with the William Saroyan Foundation, recognizes newly published works of fiction and non-fiction with a \$5,000 award for the winner in each category. The prize is designed to encourage new or emerging writers and honor the Saroyan literary legacy of originality, vitality and stylistic innovation. For official entry forms, contest rules, and other information on the prize, visit the Saroyan Prize website: <http://library.stanford.edu/saroyan>

Business Book Awards

The 2010 Axiom Awards categories include Sales and Personal Finance, Entrepreneurship and Philanthropy, International Business & Globalization, Retirement Planning, Memoir/Biography and Business Fable among others. The contest is presented by Jenkins Group, a Michigan-based book publishing and marketing services company that has operated the Independent Publisher Book Awards contest since 1996. Learn more at <http://tinyurl.com/yjr6mfa>

Children's Book Awards

The Randolph Caldecott Medal is awarded annually to the artist of the most distinguished American picture book for children published in English in the United States during the preceding year. There are no limitations as to the character of the picture book except that the illustrations be original work. Entries are judged on:

- Excellence of execution in the artistic technique employed;
- Excellence of pictorial interpretation of story, theme, or concept; of appropriateness of style of illustration to

continued on the next page

Awards, continued from the previous page

the story, theme or concept; of delineation of plot, theme, characters, setting mood or information through the pictures.

Deadline for submitting works is December 31 of the publication year. Learn more at <http://tinyurl.com/45tkeh>

The John Newbery Medal is awarded annually to the author of the most distinguished contribution to American literature for children published by an American publisher in the United States in English during the preceding year. There are no limitations as to the character of the book considered except that it be original work. Entries are judged on:

- Interpretation of the theme or concept
- Presentation of information including accuracy, clarity, and organization
- Development of a plot
- Delineation of characters
- Delineation of a setting
- Appropriateness of style.

Deadline for submitting works is December 31 of the publication year. Learn more at <http://tinyurl.com/yhma49y>

The Pura Belpré Award is presented to a Latino/Latina writer and illustrator whose work best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth. Entries are judged on the following editorial considerations:

- Interpretation of the theme or concept
- Development of a plot
- Delineation of Characters
- Delineation of setting
- Appropriateness of style
- presentation for a child audience

and for illustration, the books are judged on:

- Excellence of execution in the artistic technique employed
- Excellence of pictorial interpretation of story, theme, or concept
- Appropriateness of style of illustration to the story, theme, or concept

- Delineation of plot, theme, characters, setting, mood, or information through the pictures
- Positive and authentic portrayal of Latino culture
- Excellence of presentation in recognition of a child audience.

Deadline for submitting works is December 31 of the publication year. Learn more at <http://tinyurl.com/yh65dqx>

The Theodor Seuss Geisel Award is given for beginning readers' books and recognizes the author(s) and illustrator(s) who, through their literary and artistic achievements, demonstrate creativity and imagination to engage children in reading. The deadline for award entries is December 31. Learn more at <http://tinyurl.com/57nj7a>

The **Sibert Award** honors the most distinguished informational book published in English in the preceding year for its significant contribution to children's literature. Books are judged on:

- Excellent, engaging, and distinctive use of language
- Excellent, engaging, and distinctive visual presentation
- Appropriate organization and documentation
- Clear, accurate, and stimulating presentation of facts, concepts, and ideas
- Visual material and book design
- Appropriate style of presentation for subject and for intended audience. Supportive features (index, table of contents, maps, timelines, etc). Respectful and of interest to children.

Deadline for submitting works is December 31 of the publication year. Learn more at <http://tinyurl.com/ylzsk2a>

Children's Notable Books. (From the ALA website) Each year a committee of the Association for Library Service to Children (ALSC) identifies the best of the best in children's books. According to the Notables Criteria, "notable" is defined as: Worthy of note or notice, important, distinguished, outstanding. As applied to children's books, notable should be thought to include books of especially commendable quality, books that exhibit venturesome creativity, and books of fiction, information, poetry and pictures for all age levels (birth through age 14) that reflect and encourage children's interests in exemplary ways. The evaluative criteria to be used are:

- literary quality

- originality of text and illustration
- clarity and style of language
- excellence of illustration
- excellence of design and format
- subject matter of interest and value to children
- the likelihood of acceptance by children

Deadline for submitting works is December 31 of the publication year. Learn more at <http://tinyurl.com/7ytejq>

Education

Seminars, Webinars and more. Check out FPA's Events Calendar (found on the last page of this newsletter) for upcoming educational opportunities. Also look under Affiliates/IBPA.

Wanted

A Publisher (from an email) Lew Freedman, author of 42 books, and former journalist, reachable at lfreedman51@gmail.com and 630-378-1938, is looking for a Florida publisher for a sports book. About 30 years ago, Freedman covered the extraordinary Florida A&M football team that won the first NCAA Division I-AA championship. He was the only white visitor to the press box and practice virtually all season while covering the all-black football team. He proposes to revisit that time, and what it felt to be a minority of one in circumstances flipped from the usual, talking about what it was like to have the football team speak up for him in protection from their own fans, and to visit other all-black schools' stadiums with FAMU's team. This was not long after the last Klan rally in Tallahassee (he was informed), not long after other Southern schools began recruiting black players freely after decades of segregation, at a time when the FAMU band was gaining increased nationwide renown, and not long after legendary coach Jake Gaither (still living) stepped aside from his pride and joy team. Freedman proposes to track down many of the coaches and players to see what they have done with their lives since and to incorporate the background of these other football and non-football events alike into the story.

Jewish Authors. Hadassah, a Jewish women's organization, is having a full day Conference on Education, the "Broward Hadassah Education Day," from 9:30 a.m. until 3:00 p.m. on Sunday, March 7, 2010 at the Crowne Plaza

Sunrise. The topic this year is Jewish Ethics-What are Jewish Ethics and how to apply these ethics to our everyday lives. Sharon Argov has been asked to develop a book fair where people will be able to purchase Jewish related books. She is interested in talking to Jewish FPA members who would like to sell and/or sign books. They need to be Jewish books, but they don't have to be on ethics; they can be fiction, cookbooks, etc. Contact Sharon Argov, MLS, Director of Library and Information Resources, Campus Ombudsman, American InterContinental University, 2250 North Commerce Parkway, Weston, FL 33326, sargov@aiufl.edu, (954) 446-6147.

Media/PR

Cover to Cover. Former FPA President Frank Gromling's radio show "Cover to Cover" broadcasts in northeast Florida on WNZF 1550AM and 106.3FM at 11:30 every Saturday morning, and worldwide on the Internet at www.wnzf.com/cover-to-cover.asp. Frank's half-hour show has two main parts. "Inside the Book" looks at book clubs, best seller lists, resources for writers and publishers, and general news and information about books. The "Book Publishing Rocks!" segment focuses on interviews with top personalities in book publishing.

Guests on previous shows have been Intellectual Properties Attorney Lloyd Jassin, publishers Rudy Shur, Rod Colvin, Tom Tolnay, Cynthia Brian, social media networker Deltina Hay, award-winning authors Steve Berry and Victor DiGenti, book marketing guru Brian Jud, and IBPA's Carlene Sippola. Past shows are available at www.wnzf.com/radioarchives.html.

Suggestions for show subjects or guests can be sent to Frank at publisher@ocean-publishing.com.

Libraries

Florida Electronic Library (from an email) – your gateway to superior electronic resources that offer access to comprehensive, accurate, and reliable information – is pleased to announce a redesigned Web site (<http://www.flelibrary.org>) and the migration to Gale's *PowerSearch 2.0* platform.

The newly designed site makes accessing information from the *Florida Electronic Library* collection easier than ever.

continued on the next page

Libraries, continued from the previous page

In addition to locating authoritative sources such as magazines, newspapers, almanacs, encyclopedias, and books, and providing up-to-date information on current events, education, business, technology, and health issues, the new site also helps users connect directly with librarians and libraries across the state.

Students, families, teachers, and librarians will find valuable tools to meet their information needs as well. Whether you are a teacher looking for a lesson plan or a student looking for the best electronic information to complete a report for school, the *Florida Electronic Library* has the quality information and sources you need.

In addition to the site redesign, the *Florida Electronic Library* is also very pleased to announce that Gale's *PowerSearch 2.0* has been enabled for all *InfoTrac* resources in the collection. Improvements to Gale's *PowerSearch* platform include:

- Better navigation options, including the new Publication Browse with hover technology, allowing users to see more publication details without clicking through
- Three languages (Arabic, Polish, and Russian) added to the translation feature, enabling users to translate any of the 150 million articles available on the *PowerSearch* platform into 11 different languages
- Addition of “named user” functionality, allowing researchers to save their search histories, maintain search alerts, create RSS feeds, and save documents into their own customized folders
- Enhanced search results that incorporate images, videos, and podcasts directly into the results list
- Web 2.0 sharing tools including Del.icio.us, MySpace, Reddit, Digg, Facebook, Newsvine, Twitter, and others
- ReadSpeaker technology, allowing users to have all articles available via *PowerSearch* read to them, or downloaded into MP3 format (for an iPod or other audio device) to listen to later

Login at <http://www.flelibrary.org> and let a pathway to learning begin! Email sent by *Stephanie F. Race*, State Library and Archives of Florida, R.A. Gray Building, 2nd Floor North, 500 South Bronough Street, Tallahassee, FL 32399-0250, sfrace@dos.state.fl.us, phone (850) 245-6630,

fax (850) 245-6643.

Library Journal's annual award for the Best Small Library in America, cosponsored by the Bill & Melinda Gates Foundation, was founded to encourage and showcase the exemplary work of these libraries. Now in its sixth year, the award honors the public library that most profoundly demonstrates outstanding service to populations of 25,000 or less.

The winning library will receive a \$15,000 cash award; a feature story in the February 1, 2010, issue of *Library Journal*; membership and conference costs for two library representatives to attend the Public Library Association Biannual Conference in 2010 in Portland, OR; and a gala reception at the conference.

Two finalist libraries will also be awarded with membership and conference costs for two library representatives to attend the PLA conference and the gala reception in 2010, and they will be given special mention in *Library Journal*.

Anyone can nominate a library—the library administration itself, patrons, members of the community, library peers, etc.

Postmark deadline November 2, 2009

Find more details online or contact Rebecca Miller at miller@reedbusiness.com or (646) 746-6725.

Marketing

Printing and Direct Mail. PrintHarmony.com offers full-color printing and direct mail services, including 24 hour standard turnaround on most brochures and postcards. 866-590-8550, www.PrintHarmony.com

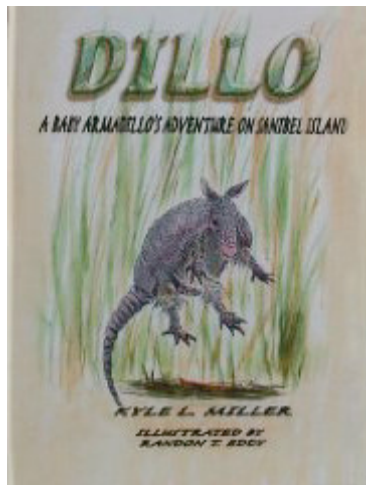
Member News

Jungle House Publications. *DILLO – A Baby Armadillo's Adventure on Sanibel Island* (ISBN 978-0-976933-20-5), by Kyle L. Miller, Illustrated by Randon T. Eddy, has been awarded 2009 Eric Hoffer Awards, Legacy Fiction, Runner-Up.

In addition to the Eric Hoffer, Legacy Fiction, Runner-Up Award, *DILLO* won a place in the “short list” of the *da Vinci Eye Project*, an Eric Hoffer Award for book(s) with superior cover artwork. Cover art is judged on both content and style.

Named in the Legacy Fiction category, books published

more than two years ago, *DILLO – A Baby Armadillo’s Adventure on Sanibel Island*, was described in the US Review of Books: “Each chapter is dedicated not only to advancing the story, but learning about the animals native to South Florida. The story contains enough action and suspense to keep the kids interested and enough focus on ecology and animal preservation to keep any environmentalist happy. Dedicated to her grandchildren, the book has the feel of a trusted grandmother sharing what she knows with the children of the world. The illustrations are wonderfully bright and colorful, focusing on realism rather than cartoonish. At 63 pages, it is too long to be read at one sitting to a young audience, but each chapter is dedicated to an individual animal, which creates easy stopping points.”



The *Eric Hoffer Award*, for short prose and books was established at the start of the 21st century as a means of opening a door to writing of significant merit. It honors the memory of the great American philosopher, Eric Hoffer, by highlighting salient writing, as well as the independent spirit of small publishers. The winning stories and essays are published in *Best New Writing*, and the book awards are covered in the *US Review of Books*.

Two grand prizes are awarded annually: one for short prose (i.e. fiction and creative nonfiction) and one for independent books from small, micro, and academic presses, as well as self-published books. In addition to the two main grand prize awards, various other honors and distinctions are given for both prose and books, including the *Montaigne Medal* and the *da Vinci Eye*. Submissions are accepted each year by nominating books and prose.

Published in 2005 by Jungle House Publications, the story of *DILLO* takes place in the J. N. Ding Darling Wildlife Refuge - Bailey Tract on Sanibel Island, Florida. Dillo is a baby armadillo born uniquely different from her sisters – she has a permanent smile. Jealous, her sisters lead her away from home and leave her alone in the wild to fend for herself. On her courageous journey home, Dillo meets many new friends and a few foes. Throughout this enthralling story the reader not only discovers a world of tropical

animals and environment, but is gently guided through life lessons in expressing feelings, courage, trust, friendship, and forgiveness.

DILLO, \$16.95, is currently available for sale by calling Jungle House Publications, 800-692-1570, KMiller765@aol.com, www.junglehousepublications.com

Rainbow Books, Inc.

Another *Library Journal* prepublication review, this time for *Watch It! What Parents Need to Know to Raise Media-Savvy Kids* by Mary Strom Larson, Ed..D. Here’s how the review appears:

Larson, Mary Strom.
Watch It!: What Parents Need To Know To Raise Media-Smart Kids.

Rainbow Bks. Oct. 2009.
224p. index. ISBN 978-1-56825-109-7. pap. \$16.95.
CHILD REARING

Because the average American child spends three hours daily in front of the boob, media education is incredibly important. Larson (media studies, Northern Illinois Univ.) condenses her curriculum into a book for parents, illustrating the inherent dangers of unsupervised and unanalyzed media consumption. Addressing sex, violence, stereotypes, and video games, she presents the research and gives concrete suggestions for beginning a parent-child discussion of common media portrayals and their effects. Perhaps a little academic for some but an ideal selection for media-savvy parents.

The last *Library Journal* review was a *starred* review (the highest recommendation) for *The Successful Retirement Guide: Hundreds of Suggestions on How to Stay Intellectually, Socially and Physically Engaged for the Best Years of Your Life* by R. Kevin Price (ISBN-10: 1-56825-115-7, ISBN-13: 978-1-56825-115-8). The review was released in July, and by the October publication date, the review resulted in 3,000+ sales.

Betty Wright/Betsy Lampe, Rainbow Books, Inc., PO Box 430, Highland City, FL 33846-0430, (863) 648-4420, rbibooks@aol.com.



New Members

Mark Wurm

CJK – Print Possibilities (VENDOR)

Phone/Fax 850-668-6779 (sales office Tallahassee)

mwurm@cjksusa.com

www.cjksusa.com

Julie Mason Garcia

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fax (954) 385-6426

ellenwv@aol.com

Don't see your name as a new member or renewing member? Contact Betsy Lampe to find out why you aren't listed.

Renewing Members

Sandra Yeyati, Marketing Director
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 Naples, FL 34104
 (239) 643-6464
 fax 643-6439
 sandra@whitehallprinting.com
 www.WhitehallPrinting.com

Kyle L. Miller
Jungle House Publications
 Sanibel Island, FL
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 800-692-1570
 Junglehousepub@yahoo.com
 www.JungleHousePublications.com
 www.authorsden.com/kylemiller

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 888-969-2677
 janet@Word-Sculptures.com
 http://word-sculptures.com

Power of One Publishing
 Box 2972
 Winter Haven, FL 33883
 (863) 299-5254

Our Affiliate Groups

IBPA – The Independent Book Publishers Association
 (formerly Publishers Marketing Association)

www.IBPA-online.org

BEN FRANKLIN AWARDS

Second Call for Entries
 Deadline: December 31, 2009

<http://ibpabenjaminfranklinawards.com>

Publishing University ONLINE

November 18, 2009 – 11:00 am PST/ 2:00 pm EST
“Turning Web Surfers into Buyers at Your Website”

Speaker: Penny C. Sansevieri

Learn more at <http://tinyurl.com/ykslb3g>

You'll benefit big-time from this informative webinar led by returning speaker Penny Sansevieri of Author Marketing Experts. Learn how to put your marketing and social networking pieces together build an amazing website that works for you! You'll discover how to:

1. Define your website goals and objectives and then design your website to win
2. The ideal homepage structure that promotes your books and closes the sale
3. Strike the right balance between selling and information
4. Design your website that promotes your books, builds community, grows your email list and moves visitors from surfer to buyer
5. Brand yourself and your books online
6. Craft your website to deliver what your target market seeks
7. Match your web site with your SEO strategy
8. Use a blog to bring your fans back to your site again and again
9. And much, much more

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most innovative book marketing campaigns. She is the author of five books, including *Book to Bestseller* which has been called the “road map to publishing success.”

AME was the first marketing and publicity firm to use Internet promotion to its full impact through The Virtual Author Tour™, which strategically works with social networks, blogs, ezines, micro blogs, video sites, and relevant sites to push an authors message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market.

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IBPA, continued from the previous page

To learn more about Penny's books or her promotional services, you can visit her web site at www.amarketingexpert.com. Eight of the books AME worked with in 2008 hit the New York Times Bestseller list.

Past Publishing University Online courses

(IBPA members: \$39; nonmembers: \$59)

<http://www.meetingbridge.com/mwy/pmamasterlp.htm>

Topics Available:

- "How to Manage, Market, Monetize, and Profit on Twitter!"
Speaker: Penny C. Sansevieri
- "Beyond the Book Launch: What's Next to Realize Strong Sales"
Speaker: Sharon Castlen
- "Sell More Books in Large Quantities, With No Returns"
Speaker: Brian Jud
- "Making the Move to Ebooks – How to Develop an Ebook Strategy"
Speaker: Mark Coker
- "Building a Strong and Integrated Social Web Presence"
Speaker: Deltina Hay
- "Selling Your Books into the Christian Market"
Speaker: Sharon Castlen of Integrated Book Marketing
- "How To Build A Better Book Contract"
Speaker: Jonathan Kirsch
- "The Buck Starts Here"
Speaker: Brian Jud
- "Red Hot Internet Publicity"
Speaker: Penny C. Sansevieri
- "Creating a Dynamic Publicity Launch for Your Book"
Speaker: Kate Bandos
- "Repurposing, Recycling, and Retargeting Your Material"
Speaker: Paulette Ensign
- "Budget Basics for Publishing Beginners: Forecasting Sales, Returns, Costs and Cash Flow"
Speaker: Tom Woll
- "How to Build or Redesign an Economical Web Site for your Publishing Company"
Speaker: Robin Bartlett
- "Magnetize Your Website with Online Marketing"

Speaker: Peter Bowerman

"How to Sell to the Academic, Professional, and Higher Education Markets"

Speaker: Mary Ellen Lepionka

"From Bestselling Book Cover to Blockbuster Brand: How Choosing the Right Book Cover Can Launch Your Business Empire"

Speakers: Kathi Dunn and Ron "Hobie" Hobart

Building Better Budgets:

How to Use Them to Improve Your Bottom Line

Speaker: Marion Gropen

"A Survival Guide to the New, Live Web: A Two-Part Series on Web 2.0 and Social Media Optimization with Deltina Hay of Social Media Power – Part One: The Essentials"

Speaker: Deltina Hay

"A Survival Guide to the New, Live Web: A Two-Part Series on Web 2.0 and Social Media Optimization with Deltina Hay of Social Media Power – Part Two: The Essentials"

Speaker: Deltina Hay

"Getting Media Coverage in Today's Ever-Changing Market"

Speaker: Kate Bandos

"How to Compete with Corporate Publishers and Sell More Books"

Speaker: Jerry D. Simmons

"Red Hot Web 2.0 Tricks to Sell More Books!"

Speaker: Penny C. Sansevieri

"Repurposing, Recycling, and Retargeting Your Material"

Speaker: Paulette Ensign

"Successful Publishing Is More Than Just Publishing The Right Books - Part II"

Speaker: Jerry D. Simmons

"Profitable Books: How To Choose Winners"

Speaker: Marion Gropen

"I See Your Name Everywhere: Leverage the Power of the Media to Sell More Books!"

Speaker: Pam Lontos

"Tips and Techniques for Getting Book Exposure on Television"

Speakers: Karen Melamed and Barbara Wellner

"Social Media Web 2.0 Essentials for Publishers and Authors"

Speaker: Deltina Hay

Selling Your Books into the Christian Market

Speaker: Sharon Castlen of Integrated Book Marketing
 “Building a Strong and Integrated Social Web Presence”
 with Deltina Hay of Dalton Publishing, Social Media
 Power, and Plumb Social

AAP – The Association of American Publishers
 (www.publishers.org)

The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP’s more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies—small and large. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association’s highest priorities.

SPAN – Small Publishers Association of North America
 (www.SPANnet.org)

Follow Scott Flora on Twitter

Hear Scott Flora “Tweet” on publishing. Follow him at [scottflora777](https://twitter.com/scottflora777) on Twitter.com.

Small Publishers Association
 1618 W. Colorado Ave.
 Colorado Springs, CO 80904
 Phone: (719) 475-1726
 Fax: (719) 471-2182

Calendar of Events

FPA events and events at which FPA offers display are shown in turquoise. Our affiliates’ events are in coral.

To learn about other book fairs and literary events, view the alphabetical listings at the Library of Congress Center for the Book: www.loc.gov/loc/cfbook/bookfair.html.

There is also a Book Events Calendar, divided by month at www.loc.gov/loc/cfbook/bkevents.html

November

November 22, 3rd Annual Children’s Reading Day, 10 a.m. until 4 p.m., The Children’s Garden, Sarasota.
www.childrensreadingday.org

Multiple Dates/Locations

The Florida Conference for Adobe Photoshop Users, November 19 in Lakeland and November 20 in Sarasota.
www.compumaster.com

April

April 7–9, The Florida Library Association’s 2010 Annual Conference: “Thinking Outside The Book,” Rosen Plaza Hotel, Orlando. **FPA will have a booth and will offer members cooperative display of books and other products.** www.flalib.org

Florida Festivals and Events

(Note: Many display opportunity events, such as book fairs, offer booth space for publishers and authors. However, booth space is usually booked at a deadline far in advance of the event, so be sure to check listings on events that will happen 2–6 months from now – even up to a year. Don’t just think about only book festivals. Many other types of festivals can be good for book sales: ethnic festivals (think author ethnicities of Irish, German, African American, etc.), wildlife festivals (authors of books featuring wildlife, especially kid’s books), food/music/plant festivals (often, there are no book vendors there). So brainstorm each listing you see, and think outside of the book!

www.southfest.com/florida.shtml

www.floridasmart.com/subjects/ent_festivals.htm

www.festivalusa.com/states/flfest.htm

www.ffea.com

www.flcities.com/membership/festivals.asp

http://goflorida.about.com/od/eventsfestivals/Florida_Festivals_and_Events.htm

<http://festivalsandevents.com/festival.php?state=FL>

www.floridabooks.com/events.html