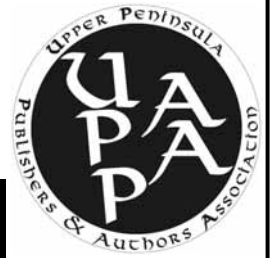


NEWSLETTER #27
JULY 2007

The Written Word



UPPAA NEWSLETTER

Yes, the July issue is late. We held off so we could include details on the Fall Meeting!

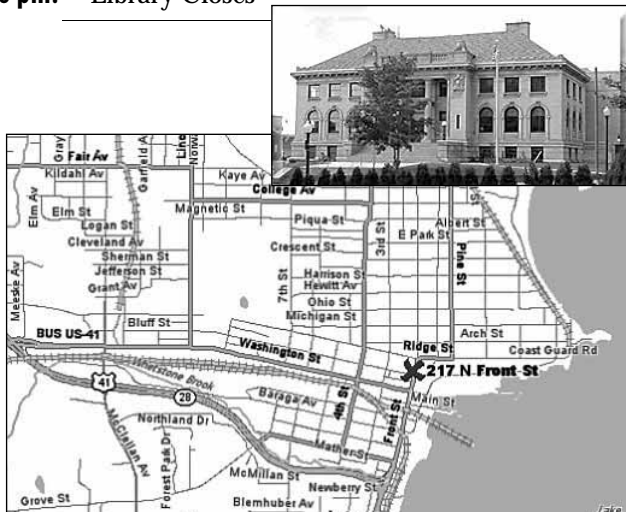
FALL MEETING SEP 29th

The UPPAA Fall Meeting will be held on September 29th in Marquette at the Peter White Public Library, 217 North Front Street. Those who arrive on Friday may gather for an informal "reading" session from their books on Friday night.

For information on lodging in the Marquette area, check the Chamber of Commerce website at:
www.Marquette.org/lodging

Meeting Agenda

- 10:00 am: Library Opens • Meeting Set-up
- 10:30 am: Opening Remarks
- 10:45 am: Around the Room Introductions
- 11:30 am: ...Break...
- 11:45 am: *Using Blogs & Controversy to Sell Books*
Presented by Lisa Shiel
- 12:45 pm: Lunch (on your own) • Networking
- 1:45 pm: *Accounting for Small & Self-Publishers*
Presented by Jan Bonarski
- 2:45 pm: ...Break...
- 3:00 pm: *Business Meeting* (Planning for Spring Meeting)
- 4:00 pm: *Networking*
- 4:30 pm: Clean-Up • Adjourn
- 5:00 pm: Library Closes



SPRING MEETING



Check-In Time



Business Meeting



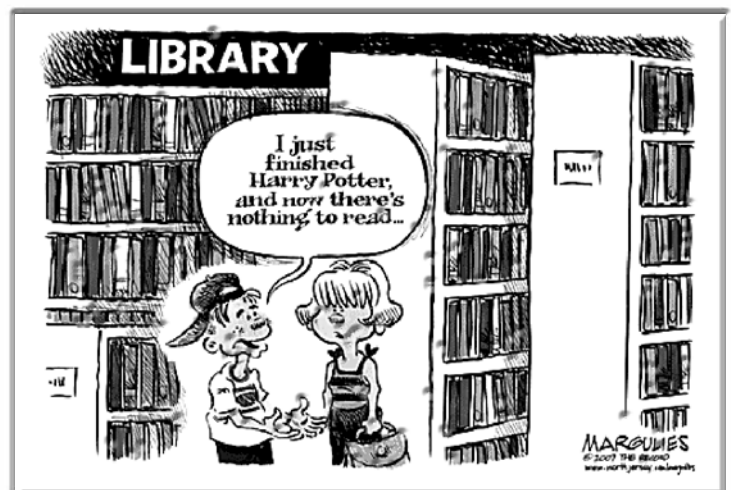
Patrick Snow at Work



Chow Time

For more photos—in glorious full color!—from our Spring Meeting, be sure to visit the www.UPPAA.org website and click on the **Past Events** menu item.

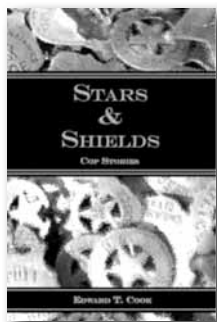
ENOUGH HP ALREADY?



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NEW MEMBER BOOKS

Thirty years of on- and off-duty cop stories, jokes, and comments from the author and other cops in Illinois and Michigan.



Stars & Shields

Cop Stories

by Edward T. Cook

Publisher: PublishAmerica

Pages: 76

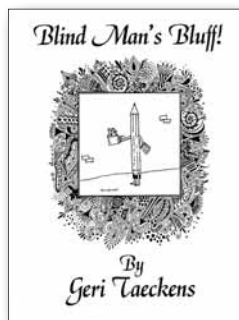
Paperback—6"x9"—\$14⁹⁵

ISBN: 978-1-4241-2714-6

Available at

www.BarnesandNoble.com

Autobiography spanning 40 years of personal journey through pain and success. The power of love pulls her from darkness.



Blind Man's Bluff!

Blind Man's Bluff!

by Geri Taeckens

Publisher: Accessibilities

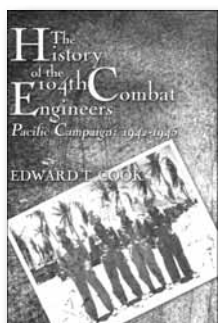
Page Count: 445

Paperback—7"x9"—\$25⁰⁰

ISBN: 978-0-9774546-1-7

FMI: Geri.Taekens@isahealthfund.org

Adetailed and little-known history of World War II combat engineers of the US Army's 104th Engineer unit.



The History of the 104th

Combat Engineers

Pacific Campaign: 1942-1945

Publisher: PublishAmerica

Pages: 60

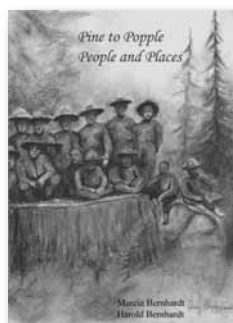
Paperback—6"x9"—\$12⁹⁵

ISBN: 1-4241-2654-1

Available at

www.BarnesandNoble.com

Contrasts early and modern logging in Iron County for the past 125 years. Includes 1920 census list and 20+ interviews.



From Pine to Popple, People and Places

by Marcia Bernhardt

Publisher: Iron County Museum

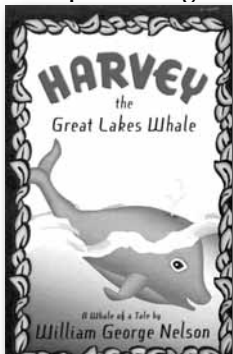
Page Count: 200

Paperback—6"x9"—\$25⁰⁰

ISBN:

FMI: Iron County Museum, PO Box 272, Caspian, MI 49915 (add \$5⁰⁰ S&H)

The adventures of Harvey the whale who gets caught on a ship that drags him into the Great Lakes.



Harvey the Great Lakes Whale

by William George Nelson

Publisher: Whale Tale Publishing

Page Count: 120

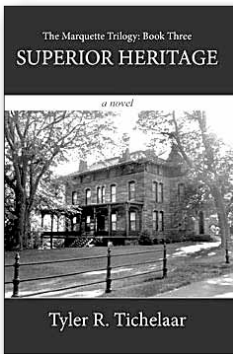
Paperback—5.5"x8.5"—\$12⁰⁰

ISBN: 978-0-9796220-0-7

FMI: phone (906) 786-0536 or email

HarveytheWhale@charter.net

The story of a town, cherishing its past and embracing its future as the twentieth century comes to an end.



Superior Heritage

The Marquette Trilogy: Book Three

by Tyler R. Tichelaar

Publisher: Marquette Fiction

Page Count:

Paperback—5.25"x8.25"—\$25⁹⁵

ISBN: 978-0-9781790-2-0

Available at

www.MarquetteFiction.com

MICHIGAN DATABASE

Member Edward Cook reminded us about the Michigan Authors and Illustrators (MIAI) database for authors and illustrators who were born in Michigan, live in Michigan, or have written books about, or set in, Michigan. Each entry includes biographical information and lists of works by and about the author/illustrator. The MIAI is a collaboration of the Michigan Association of Media in Education, the Library of Michigan, and the Michigan Center for the Book.

Check it out at: web.mel.org/miai/miai.html

BOOK TALK

Books cannot always please, however good;
Minds are not ever crying for their food.

George Crabbe, *The Borough* (1754-1832)

Fool," said my Muse to me,
"Look in thy heart and write."

Sir Philip Sidney, *Astrophel and Stella* (1554-1586)

AMAZON CAMPAIGNS

QUESTION: My book has just been launched and I'm trying to market it online. I've seen advertisements for "Amazon Bestseller Campaigns." Should I spend more than \$1,000 on a bestseller campaign?

ANSWER: A lot of people dismiss Amazon Sales Ranks as meaningless, but I think the ranks provide valuable intelligence for lots of people. The ranks are useful for authors, publishers, and booksellers who want to gauge the success of competing books, to research the market for book concepts, etc.

Amazon recalculates its ranks every hour—the No. 1 bestseller has a rank of 1, and the worse seller is ranked 4,000,000 and change. Amazon Bestseller Campaigns, however, are the dark side of this technology. It's a technique used by certain marketing consultants to push a book to an artificially high rank for a short period. Because Amazon re-ranks books every hour, a burst of two dozen sales all at once can propel a book to Amazon's top 1,000. A few hundred sales can get you in the top 20.

The dishonesty of these campaigns becomes apparent when the book is later advertised as an Amazon Bestseller even though it's not selling anymore and its Amazon Sales Rank is back in the toilet. That's because these campaigns don't generate sustained demand for the book. Even so, the consultants who promote these programs are getting lots of clients due to the explosion in the ranks of self-published authors who want help marketing their books, and don't know where to turn.

I believe the consultants who sell these campaigns are preying on the insecurities of hopeful authors, and it's a terrible disservice. The danger for authors is they might get a reputation as a "spammer."

Reprinted with permission from Steve Weber, author of
Plug Your Book! Online Book Marketing for Authors
www.PlugYourBook.com

INDUSTRY NEWS

Bookstore sales continued to plummet for the twelfth consecutive month, according to the U.S. Census Bureau. Book sales dropped 4.5% in May and 6.6% in June, compared to the same months last year, and logged a 4.6% drop for the first six months of 2007 compared to the first half of 2006. Total retail sales (books plus everything else) rose 4.0% in the first six months of this year. However, the Association of American Publishers reported that net June book sales rose 4.3% and first-half sales rose 7.9%. (AAP represents only 80 publishers.)

HarperCollins VP Diane Naughton announced at Mashup 2007, a San Francisco teen/tech event, that HC had teamed with MySpace.com on a "create and share" writing tool. High school and college students write whatever they want and share it with their friends, who then vote for their favorite prose masterpieces. HC gave no indications that they intend to offer contracts to those with the highest vote counts, but I would imagine they will be watching for trends and hot, new talent.

Publishers Weekly reported: "Google's most recent library book-scanning deal with the 12 libraries of the Committee on Institutional Cooperation...generated no small amount of controversy among librarians, although the changes could appease publishers. The most intriguing aspect of the deal is that rather than returning a digital copy of books to libraries, even those that are in copyright, Google will put in-copyright digitized titles in escrow on a secure server." Read the rest of the article at <http://www.publishersweekly.com/article/CA6452385.html>

HarperCollins has begun offering 10-page excerpts of new releases in a format compatible with Apple's new iPhone. HC President Brian Murray said that mobile devices have become more acceptable to readers and HC has already created digital versions of about 10,000 of their books.

Content Connections released the results of their Women and Books 2007 survey of 1,600 US and Canadian women concerning their book-buying behavior. They are already planning for Men and Books 2007, Families and Books 2007, People and Books 2007, and Children and Books 2007 later this year. Significant findings include:

- About 50% buy online frequently or regularly, 60% do NOT visit publisher websites for information, and 70% browse in bookstores frequently or regularly.
- Buying decisions were affected strongly by the book's title (24%), front cover (25%), back cover copy (55%), quotes/endorsements (18%), and table of contents (39%).
- Annually, those surveyed bought an average of 11 novels and 11 nonfiction books for themselves and six as gifts, spending \$280 on nonfiction and \$157 on fiction. Less than 5% bought audiobooks or e-books.

Read more at: <http://www.WomenAndBooks2007.com/>

Simon & Schuster has released the initial set of about 20 online videos providing previews of new books and interviews with the authors. The videos are available through the company's YouTube channel—www.BookVideos.tv—and at www.SimonSays.com. Sue Fleming, S&S Adult Publishing Group VP, said the videos allow them to "provide our readers with unprecedented access to their favorite authors, foster lasting emotional connections and create dedicated fans...and provides an experience for readers that is just plain fun."

MEMBER NEWS

Joan Hansen sat in the jury box at Marquette County Courthouse on Friday, August 17, at 9:00 a.m. No trial, however. Instead, the U.S. Postal Service unveiled a Jimmy Stewart commemorative stamp with Joanie as an honored guest in recognition of her book *Anatomy of Anatomy: The Making of a Movie*, which details the making of Stewart's movie *Anatomy of a Murder*. In preparation, three people—one from the Milwaukee USPS office and a director and a cinematographer from Chicago—filmed an interview with Joanie at the Hansen home recently to showcase stories from her book. Kudos and a hearty well-done to Joanie from everyone at UPPAA!

So Cold A Sky: Upper Michigan Weather Stories, written and self-published by member Karl Bohnek, made the 20 Michigan Notable Books List For 2007. Karl and Liz attended the awards events in Lansing, including meeting Governor Granholm. After three printings, Karl and Liz expressed gratitude for their local typesetter and designer Stacey Willey of Globe Printing and for the networking and encouragement from other writers and publishers. In an email to the UPPAA membership, they wrote, "Thanks so much for the open forum and the valuable information. We could not be sailing thru this mire if it weren't for the kindness of writers like you!" Way to go, Karl!

Editor's Apology: I inadvertently omitted this item from the April newsletter, which would have been far more timely. Sorry, Karl.

Tyler Tichelaar, UPPAA Vice President, reported, "I am happy to report that our UPPAA table had a good showing in Ontonagon at the UP History Conference...[with] \$288⁹⁵ in book sales. Lynn Emerick was a guest speaker at the conference, which spurred interest in her and Lon's books and the UPPAA table in general. I want to thank Lynn and Lon for helping with the table, and especially Moira who, at the last minute, pitched in and handled the money for us, as well as bringing everyone's materials to sell. Also, we had several people ask us for more information about UPPAA...The board has talked about creating a brochure, and I think the interest shown at the UP History Conference reflects that we need to create one."

Editor's Note: Tyler volunteered to create the brochure, which will be available at the Fall Meeting in Marquette. Thanks, Tyler!

Tyler Tichelaar, after being interviewed on Authors Access Internet Radio in March, has accepted a position with the show's cosponsor Reader Views as their Associate Editor, writing book reviews and author interviews. He has also agreed to serve as guest host on Authors Access whenever one of the two regular hosts cannot attend. Tyler says that Authors Access is always looking for good guests on a variety of topics about publishing and writing. For more information or to listen to the podcast interviews, visit www.AuthorsAccess.com. Good work, Tyler!

The Written Word is a publication of the Upper Peninsula Publishers and Authors Association | www.UPPAA.org

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