

Arizona Press Women

‘Skirting Traditions’ manuscript with publisher

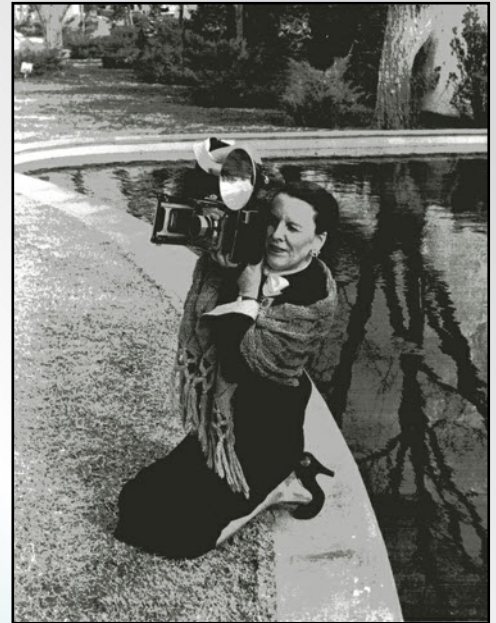
by Carol Hughes

THE MANUSCRIPT OF the APW centennial anthology – all 309 pages – is in the hands of the Tucson-based publisher Wheatmark. Titled *Skirting Traditions: Arizona Women Writers & Journalists 1912-2012*, the book chronicles the lives and accomplishments of 28 Arizona women who exhibited resilience, creativity and the grit needed to survive, whether on the frontier of a young nation or in a male-dominated profession. These are women who in their time were skirting traditions to make their mark in Arizona.

“What the women had in common was their love of writing and journalism, and their ability to use the written word to earn a living, argue a cause, promote the virtues and beauty and history and people of the southwest, and leave a legacy of their work and influence to future inhabitants of Arizona,” wrote co-editor and project leader Brenda Warneka in the introduction.

The book opens with a chapter on Sharlot Hall, who traveled for weeks in the isolated Arizona Strip with only her male guide. She

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Pioneer photojournalist Wilma Hopkins appears in the APW anthology, *Skirting Traditions*. Submitted photo

Rim Country, others learn to write memoirs

by Carol Osman Brown

Noted southwest author and APW member Jan Cleere of Oro Valley was the featured speaker at the Rim Country District's Biography and Historical Nonfiction Writing Workshop recently held in Payson.



Jan Cleere, right, shown with Gail Hearn.

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2012 Conference takes shape

Plans are beginning to firm up for "Making History in Arizona" the 2012 NFPW Conference held at the historic Hotel Valley Ho Sept. 20 through 22, 2012.

The conference begins with a pre-tour in Northern Arizona Sept. 17 through 19, followed by the conference itself and Valley-area tours Sept. 20 through 22 and ending with a post-tour of Southern Arizona Sept. 23 through 25.

At present, no speakers or programs are “set in stone,” and all suggestions are welcome by emailing the official new email address for the conference:

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Editor's Note

AS WE ARE fast approaching Arizona's Centennial, I plan to periodically run stories submitted by long-time industry professionals that discuss how they perceive journalism, reporting the news, writing features, etc. has changed in the last 100 years.



If you are such a person, consider submitting an article that tells readers what it was like when you started in the business; i.e., technology, attitude, how WHAT you report changed, how interviewing has changed, how what you can/cannot write has changed, what you miss about "way back when," what you are thankful we'll never go back to, or tell me about one of your favorite interviews. Did you interview a famous person? What was he/she like? What was the most lasting impression he/she left you with. Show us how far we've come or how far we still need to go.

As a great example, read Ellie Mattausch's story on Page 4, then submit your story as an MS Word file or pasted into the body of the email along with a photo of yourself (present day or archived photo) and a suggested caption that identifies yourself and any other individuals in the picture.

Happy writing! And Thanks for all your support!

— Lynda Exley

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came back to write newspaper articles about the importance of keeping the land north of the Grand Canyon as Arizona territory. Another chapter tells of how when a male business partner tried to take advantage of gutsy Angela Hutchinson Hammer's newspaper business because she was a woman, she moved the printing press to a new location under cover of night and continued the business by herself. Among the chapters about the more contemporary women is one on Erma Bombeck, and how she joked about the absurdities of housework at a time when "a clean home and cleaner children gave a woman status."

The subjects appear chronologically in the book based on their year of birth. "As the chapters unfold, the reader should be aware of the flow of Arizona history watch for the changing role of women in society," wrote Warneka. "Women who skirt traditions are frequently controversial, and these women were."

Learn to write mysteries

PLOT, TONE, SETTING, story structure, characters, arc of action and the reveal are among the items covered in the Mystery Writers Workshop given by APW member Betty Webb from 6:30 to 8:30 p.m. on Aug. 16 at Changing Hands Book Store. There will also be handouts for attendees. Webb is the author of *The Koala Of Death*, *Desert Lost*, *Desert Wind* and other Gunn Zoo and Lena Jones mysteries.



Betty Webb

"This class will be different, because I'll point out plot, tone and character mistakes I made in my first two unpublished mysteries, and why I went wrong," says Webb. "Then, of course, I'll give examples of how to do it right."

The fee to attend the two-hour workshop is \$25. To register, call the store 480-730-0205. To learn more about Webb and her novels, visit www.bettywebb-zoomystery.com or www.bettywebb-mystery.com.

Changing Hands Bookstore is located on the southwest corner of Guadalupe and McClintock roads in Tempe.

The stories in the anthology were written by 19 members of Arizona Press Women. The book is on track to be out later this year and will be available for online sales. Co-editors Warneka, Sheila Roe, June Payne, Pam Stevenson, Lois McFarland and Carol Hughes continue to work with the publisher on editing, proofreading, layout and cover design. A marketing plan also is in the works, which will include appearances and book signings tied to centennial events. An announcement is being readied that will unveil the names of all 28 women featured in the book.

Proceeds from the sale of the book, which was designated as an Arizona Legacy Project by the Arizona Historical Advisory Commission, will benefit APW's scholarship program. Members with questions should contact Brenda Warneka at apw.anthology@yahoo.com.

Rim Country from Page 1

During the educational program, Cleere used examples from some of her books including *Levi's & Lace*, *Arizona Women Who Made History* (Rio Nuevo publishers), *Amazing Girls of Arizona: True Stories of Young Pioneers* and *Outlaw Tales of Arizona: True Stories of Arizona's Most Famous Robbers, Rustlers, and Bandits* (both by Globe Pequot Press).

According to Cleere, a researcher once said, "The past is a foreign country. They do things differently there, so take nothing for granted."

Cleere stressed the value of doing thorough research. When writing biography, know the difference between primary sources, such as diaries, letters, speeches and interviews with relatives, as opposed to secondary sources which are one step removed from the event under review. These are other books or journals where authors interpret events or add opinions.

"Ultimately, the writer must assess sources critically in an attempt to arrive at the 'truth' of an event," Cleere adds, "In the end, as a biographer, you should know this person better than yourself."

Tips for Successful Interviews

Cleere shared stores of her own interview experiences with interesting subjects including former Gov. Rose Mofford and entertainer/environmentalist and author Katie Lee. Her interview tips include:

- Have a pre-interview visit, letter or phone call to explain the interview process and establish rapport.
- Check your electronic equipment just prior to interview; making sure you have extra batteries, tapes, cords and pens.
- Remember to have the narrator sign a release form giving permission to use recorded or filmed interviews.
- Ask simple questions at first and allow ample time for answers; take a break if subject is getting tired. Ask open-ended questions and follow-up with "That must have been difficult" if a person shares a painful memory. Try to elicit more details.
- Keep personal opinions to yourself.
- Follow-up with a "thank you" note or phone call.
- Listen to tapes as soon as possible to add notes regarding your observations or facial expressions.



Jan Cleere, left in black, discusses her many books with Rim Country workshop attendees.

During the writing process, the writer should review research and quotes.

"Make sure it is an interesting and entertaining story, not just a collection of dry facts. Ask yourself 'What makes this biography stand out from others?' Make the subject come to life. The best you can do is give readers a true glimpse of the person's life," says Cleere.

Cleere, whose books were published by different publishers, says she "researched the topics and then sent a proposal and synopsis to her selected publishers who were interested in her genre. After landing the book contract, she had about 15 months to complete the manuscript."

Writers are expected to market their own books, so Cleere does use some social media, but she prefers to do workshops and book festivals, leaving more time to do research and write more books.

Cleere's recommended reference books

- A good, complete dictionary
- A Thesaurus
- *The Elements of Style* by William Strunk & White
- *On Writing* by Stephen King
- *On Writing Well* by William Zinsser
- *Writing with Precision* by Peter Elbow

2012 Conference from Page 1

AZPW2012conference@comcast.net. A conference website is in the works and will be live soon.

A rough outlined schedule of the main portion of the conference begins with the NFPW Board meeting from 8 a.m. to 1 p.m. on Thursday, Sept. 20. A General membership meeting and elections begins at 2 p.m. and a welcome event honoring COA nominees and first-timers is scheduled for 6 p.m.

Sept. 21 programming is schedule to open with a welcome by a prominent government official and address by Ann Wooseley at 8 a.m. Professional and educational/history workshops are held from 9 to 11:30 a.m. They are likely to include "The Future of Public Radio/Television" and "How to Write Award-Winning Profiles about Historic People, Places and Events," a panel discussion.

Lunch is scheduled for noon, and efforts are being made to secure keynote speaker David Fitzsimmons, Arizona Daily Star cartoonist. Workshops will pick

up at 1:30 p.m. and end around 4:30. The evening is set aside for the 2012 Communicator of Achievement Banquet, with hopes for securing another high profile female speaker.

On Sept. 22 there will be an 8 a.m. 2012 Conference Invitation Breakfast and more workshops from 9 to 11:30 a.m. Scheduled topics are Election coverage, featuring a Northern Arizona University speaker, and "Native Americans: Writing for and About Tribal Activities," a panel discussion. The NFPW High School Contest awards luncheon is at noon, and from 1:30 to 4:30 p.m. there is likely to be additional workshops, an author's roundtable and various meetings.

The evening concludes with the 2011 Communications Contest Awards and officer installation, with hopes to secure the likes of Arizona Historian Marshall Trimble; Cowboy, Poet and Humorist Baxter Black; or Dr. Bernard "Bunny" Fontana, author of the new book on St. Xavier Mission.

APW Remembers...

It was hot! Hot! Hot!

by Ellie Mattausch

After graduating from ASU with my degree in mass communications, I got a job in Benson with the San Pedro Valley News. What I remember most is that it was hot. Very hot every day.

There was no air conditioning; not even a swamp cooler, and we had fires going everywhere. The linotype machine had a fire pot for melting used lines of types so the metal could be reused to make new lines. There was also a fire under a pot of molten metal that we used to pour into cardboard molds that the ads came in.

Photos were sent to the Tombstone Epitaph on the bus. They had equipment to make the pictures into embossed cardboard. They were returned the next day on the once-a-day bus. We then made them into metal plates.

The pages were assembled into a frame by hand using the metal ads, the pictures, the lines of type, and the hand-set headlines. That frame was put into a press that was operated by hand.



Ellie Mattausch

Often times I stayed up all night printing the pages on a hand-fed, flat-bed press and assembling them with the aid of a hand-operated paper folder.

News writing has changed over the years. We used to have rigid formats for the stories. Most stories were written in inverted pyramid style with the lead paragraph giving the basic facts about the story. Subsequent paragraphs, in order of importance, expanded on each fact.

There were other paragraph styles, depending on the stories. These included one that had a surprise ending in the last paragraph.

Reporters, who used to carry notebooks, now carry laptop computers. They record most of a story on site.

For a time I had to ask black people whether they wanted to be called Negro, black or colored. They were always identified as non-white.

We could not write about cancer. It was called a short or long illness. It seemed to be an embarrassment if someone had cancer.

We've come such a long way since those days.

IN TOUGH WITH APW



Carol Osman Brown, who is recovering from accident, surprised APW members by appearing at the Rim Country District's recent writing workshop in a wheelchair. It was her first "social outing" after breaking two bones in her left leg in California in June during a vacation trip. Following surgery at the UCLA Medical Center and Orthopedic Hospital, she spent a week at a rehab facility prior to going home on July 5. Brown is out of the cast and now wears a black boot, but can't put weight on the leg for another four weeks. She is recovering well, doing physical therapy exercises at home and learning "a lot of patience."

"Thanks to everyone for their good wishes for a speedy recovery," says Brown. "I especially am grateful that **Gail Hearne** was able to do a great job organizing tasks for the Rim Country District's program featuring **Jan Cleere**. Thanks to the other APW members who helped and to Jan who traveled to Payson to present a great educational program."

Patricia Myers is spending her 14th summer in Paris, where she is writing about the jazz scene (for www.AllAboutJazz.com), and other elements of the City of Light for various print outlets and websites. Myers reviews jazz in small underground "caveaux" and tree-studded parks. She stays in sublet apartments – this year a third-floor walk-up with 38 stairs; the previous four



years it was a fifth floor with 60 stairs, and before that four years on a seventh floor with 126 stairs. Adding to that are multiple stairways in and out of the Metro subway system.

It's "like a free Stairmaster, good for my legs, lungs and buns," says Myers "It's worth being frugal for 10 months to be here in July and August."

During past summers, Patricia has been a speaker for the weekly series, Paris Soirees, on the topics of jazz, aphrodisiacs and cultural differences in dating. This year, she researched a new talk on "Jazz at the Movies," but the Soirees are on hiatus. She again enjoyed the excitement of the Bastille Day parade, fireworks and fire-station dances on July 14, and witnessed the finale of the Tour de France along the Champs Elysses on July 24. Every year, she celebrates her late-July birthday by taking a chilled bottle of bubbly and a stack of cups to share with new-found friends at Paris Plage, the month-long Paris Beach created with sand, palm trees, chaises-lounges and entertainment along the Right Bank of the Seine River.

Helen Blenman: Services were held for Blenman on July 23 at Evergreen Cemetery. Our condolences go to her son, Barry Sherman Keene.

"When I joined APW in the mid 90s, I first met Helen Blenman at one of the annual gatherings we used to hold at the Picture Rocks Retreat just north of Tucson," remembers Joan Westlake. "At future retreats, I always sought her out because I loved listening to her stories of being a young, professional in New York City back when being a secretary was daring. I know some of her tales were shocking to some, but I always saw her as Catherine Hepburn in *Woman of the Year* - the movie where she stars with Spencer Tracey playing two reporters. Helen was a strong and accomplished woman who lived a rich life that the 50s and the anti-women political movement of today try to pretend never existed and ignore the priceless contributions they have made to this world."

2011 Conference early bird deadline looms

Aug. 14 is the deadline to take advantage of discounted early bird registration fees for the 2011 NF-PW Conference held Sept. 8 through 10 in Council Bluffs, Iowa and Omaha, Neb.

For a complete conference schedule or to register for the event, visit www.nfpw.org.

Submissions wanted:

Share industry related news with your fellow APW members including committee reports, event news, writing contests, industry related articles, industry-related personal accomplishments by sending submissions, photos and art to Lynda Exley at exlent@aol.com.

The deadline for the September issue is August 21.

Dragonfly Book Awards calls for eBooks entries

TO KEEP PACE with the growing demand for eBook related services and opportunities, Five Star Book Awards launches the Dragonfly eBook Awards, which honor authors of exceptionally well-written and designed eBooks – fiction and nonfiction – in 50 categories.

"With a large percent of authors publishing eBooks before they embark on hard copies, the eBook industry has exploded," says Linda Radke, an APW member and president of Five Star Publications, the sponsor for the Dragonfly eBook Awards. "As authors learned of our other contests, we became inundated with requests to also offer an eBook contest. Smart authors know winning a prestigious contest is a great marketing tool for authors looking to increase sales or perhaps gain enough recognition for a larger publisher or distributor to pick up their book."

One thing that distinguishes a Dragonfly Book Award win from any other book award is that in order to maintain the integrity of the Dragonfly Book Awards, a minimum score of 55 out of 80 must be earned before a place will be awarded to the entrant, even if it is the only entry in a category.

"Anyone can e-Publish, but not everyone can win a Dragonfly eBook Award," adds Radke.

In addition to vying for bragging rights, Dragonfly eBook award contestants also compete for cash prizes. One grand-prize winner is selected from all first-place winners to receive \$300, and all first-place winners of each category go into a drawing for a \$100 prize. Each first-place winner in each category receives a certificate commemorating their accomplishment, foil award seals to place on book



covers and mention on Five Star Publications' websites. A publicity campaign announces all winners and first-place recipients are placed in the Five Star Dragonfly Book Awards virtual bookstore. Second-place titles are recognized as well. In addition to the aforementioned, the grand prize winner receives one hour of marketing consultation from Five Star Publications and \$100 worth of Five Star Publications' titles. Although the deadline to enter an eBook is Oct. 1, 2011, entries postmarked Aug. 1 or earlier qualify for the Early Bird Special and receive their choice of award-winning eBook: *The Economical to Guide to Self-Publishing* or *Promote like a Pro*.

To learn more about Five Star Book Awards, visit www.FiveStarBookAwards.com and click on the contest of your choice. The deadline for the current Royal Dragonfly Book Awards is Dec. 1 for the Early Bird Special and Feb. 1, 2012 for the final cutoff. The Purple Dragonfly Book Awards Early Bird deadline is March 1, 2012.

For more on Five Star Publications, which celebrates 25 years of publishing expertise, email info@FiveStarPublications.com, call 480-940-8182 or visit www.FiveStarPublications.com.

Letters to the editor

"Again, a stunning, captivating newsletter. To steal a phrase from Glennis McNeal's article on the Central District's excellent meeting with speaker Valerie Lopez, "Lynda, you are making newsletter production seem more 'doable than daunting.'"

I love hearing what everyone is doing ... that is what makes APW GREAT. And like Pat Myers, as a previous *TypeRider* editor, I know how hard it is to get

information sent to you. The fact that stories are pouring in means you are rubbing us all the right way. Keep the good news coming.

The stories are pouring in means you are rubbing us all the right way. Keep the good news coming."

—Barbara Lacy

"Excellent job on writing and designing the newsletter. The best it has ever looked!"

—Linda Radke