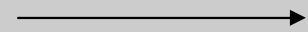


# The Written Word

UPPAA Newsletter #32 October 2008

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**Page 2. The 11th Annual Spring Conference** is taking shape. **Dan Poynter** is slated to be the featured speaker May 16 at the Peter White Public Library in Marquette. Poynter is a master at self-publishing and shares his knowledge and experience through books, speaking engagements, and on his website, [www.parapublishing.com](http://www.parapublishing.com). This is one spring conference you won't want to miss! We are still looking for others to present at the conference, so please send your ideas.

**Page 3. What's your type?** **Walt Shiel**, publisher, Slipdown Mountain Publications LLC, discusses the importance of typesetting and typography when it comes to turning your good read into a book that also pleases the eye. You can check out Walt's blog "View From the Publishing Trenches" at [WaltShiel.com](http://WaltShiel.com).

**Deborah Frontiera** tells a personal tale of connections and reconnections.

**Page 4. Member News**, new books, announcements, and all that.

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*The Written Word* is a publication of the Upper Peninsula Publishers and Authors Association.

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## Fall Conference attendees share experience, books, works in progress

*By Leslie Allen*

The 2008 Fall Conference was the first meeting of the Upper Peninsula Publishers and Authors Association that I ever attended. I was one of 16 or so attendees, and I greatly enjoyed meeting fellow UPPAA (pronounced "yoopa") members and hearing about their endeavors in the publishing world.

Sitting in a circle in the Community Room at the Peter White Public Library in Marquette, the day began with introductions, starting with Paul Hayden and Konnie LeMay (Duluth, Minnesota) of Lake Superior Magazine. Paul provided us with a brief history of the magazine, which was first laid out on a kitchen table 30 years ago. Over the years the magazine has grown and changed, but its focus remains on Lake Superior and those of us who thrive alongside it. Konnie has been the magazine's editor for 10 years and also works as a freelance writer. She and Paul would later give an informative talk on magazine and book publishing. Along with the quarterly magazine, Lake Superior Port Cities Inc. also publishes three or four books each year. Konnie talked as well about writing freelance and offered some good tips. For more information on the magazine, visit [www.lakesuperior.com](http://www.lakesuperior.com).



Bill Nelson (Escanaba), UPPAA's new vice-president, brought along copies of his book, "Harvey the Great Lakes Whale," which was published in June. He reported that the book has sold about 800 copies and stressed how UPPAA members had been instrumental in helping him through the publishing process. Bill's wife, Jan, introduced herself as "the push" behind the writer.

Rich Hill (Sault Ste. Marie) brought along copies of his book, "Lake Effect: A Deckhand's Journey on the Great Lakes Freighters." Rich wrote the book using journals he kept while working as a deck hand on the ore boats. Now he's knocking on doors, peddling his story, and has sold close to 1,000 books. Judy, his wife, was also in attendance, and together they are looking for ways to effectively market the book, including securing reviews.

Long-time UPPAA member Lynn Emerick (Skandia) of North Country Publishing talked about her and husband Lon's publishing experiences from the first book to the latest (seven in all). With the first, "Superior Peninsula," they chose to self-publish even after receiving an offer from an outside publisher. The publisher's vision for the book was not what they envisioned, so they chose an independent path. The publisher wanted a coffee table book, but the Emericks wanted something more likely to be picked up and read. Since I did pick up and read "Superior Peninsula"—and continue to credit it as one of the persuasions that got me to move to the U.P.—I must say the Emericks made the right decision. (Ironic that Lon is now writing books trying to *dissuade* folks from moving here ... ) Lon's latest books are being handled

*(Continued on page 2)*

**Go to [www.FieldReport.com](http://www.FieldReport.com) to learn about a writing contest with no entry fee and a big cash prize. Entries must be "true-life" stories of 2,000 words or less.**

## Spring Conference to feature Dan Poynter

**Save the Date:  
May 16, 2009**

*At the  
Peter White Public Library  
Marquette*

The UPPAA is pleased to announce that self-publishing guru Dan Poynter will be the featured speaker at the Annual Spring Conference 2009. Poynter is scheduled to talk about “Unfair Advantage: Taking Control of Your Book” and “Book Promotion for Writers, Introverts & Other Reluctant Marketers.”

In the first talk Poynter will illustrate the five major advantages authors and smaller publishers have over the establishment, and then he will show you how you can stay home and write and still promote your book “remotely,” sharing a number of effective, proven ways to publicize books without going out in public.

### **We still need member presenters for the conference.**

If you are interested or would like to suggest a topic, please contact Tyler Tichelaar at [president@uppaa.org](mailto:president@uppaa.org).

### **Name that book ...**

The following was spoken by a character in a novel written in 1953. If you think you know the name of the book, email it to [editor@uppaa.org](mailto:editor@uppaa.org). At least *one* of you should get this ...

“ ‘ ... We’re nothing more than dust jackets for books, of no significance otherwise. ... ’ ”

## **Fall Conference Report ... (continued from Page One)**

by Avery Studios. Lynn mentioned that the hardest part in publishing is marketing, and she stressed the necessity for talking face-to-face with retailers and establishing personal contact.

Genean Granger (Iron Mountain) joined UPPAA this past spring. After working as an RN for more than 30 years she is embarking on what she calls her second career: writing an historical novel. Like many of us, Genean has always been a writer, and she is currently involved in a number of writing groups. In the afternoon reading session she shared some of her novel, transporting us to a sweltering New York City of 100 years ago, and the gripping birth of ... well, you’ll have to read it for yourself.

Larry Alexander (Negaunee) claimed to be the newest UPPAA member, having just joined the Tuesday before, if he remembered correctly. He’d had a busy week, telling us that he was a freelance writer “since 4 p.m. yesterday.” Later Larry read a piece of “flash fiction,” introducing me to yet another newfangled genre I had previously known nothing about.

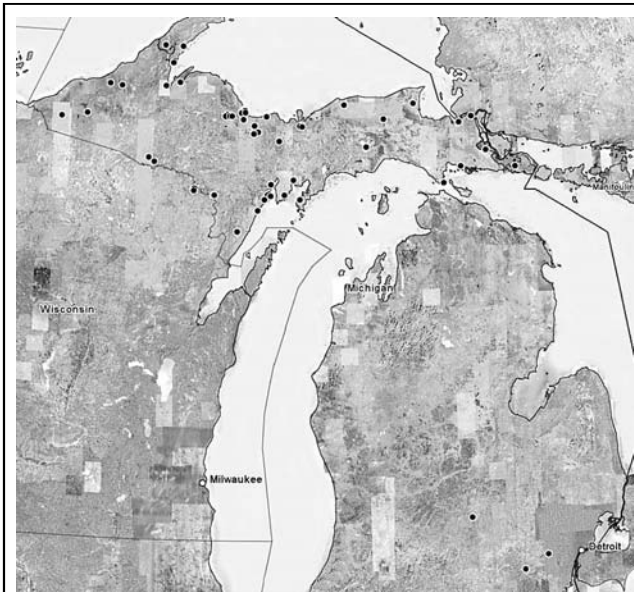
Tyler Tichelaar (Marquette), UPPAA’s president, talked about his experiences writing and publishing his Marquette trilogy of historical fiction and his latest book, “Narrow Lives,” from which he later read, taking us all to Marquette in 1963 to learn a little more about Lila, Jessie’s sister, you know, the one who *wasn’t* adopted ...

I wish I had space to mention everyone who attended, because even those of us without a book or publishing experience to share added to the meeting with our questions, ideas, frustrations, and interest in each other. Hope to see you in the spring!

**Please participate in the UPPAA Yahoo! Email Discussion Group!**

*... Encouraging the open exchange of ideas ...*

**Find out how by going to [www.uppaa.org](http://www.uppaa.org) today!**



This map shows UPPAA membership throughout Michigan, with the black dots indicating where we live. In addition, there are members in Illinois, Louisiana, Minnesota, North Carolina, Puerto Rico, and Wisconsin. Through the website—[www.uppaa.org](http://www.uppaa.org)—members can access contact information for each other, the book data form, meeting information, and more. The website is dial-up friendly with a minimum of graphic-loading slowdowns.

## **In case you were wondering ... about quotation marks**

Here’s an excerpt from The Associated Press Stylebook:

“... Follow these long-established printers’ rules:

—The period and the comma always go within the quotation marks.

—The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. ...”

# How important is typesetting & typography?

By Walt Shiel

**T**he dictionary defines typography as the style and appearance of typeset material and typesetting as the process of turning that material into a form suitable for printing. So, typesetting is setting type for printing and typography is how it all looks when it is done. Confused?

James Felici, in *The Complete Manual of Typography*, defines the typography's goal as "beautiful settings in the service of a pleasant, fruitful reading experience."

In *The Elements of Typographic Style*, Robert Bringhurst says typography ensures the text is "clarified, honored and shared, or knowingly disguised."

**In other words, well-thought-out typography can make a book into a pleasure for the reader without drawing attention to itself.**

Good typography involves decisions about aesthetics, tone, subject matter, and intended audience. A typographer must get a feeling for what the writer wants to convey and how she's conveying it.

Typographers should not automatically grab the same half-dozen fonts that he's used for years. Bembo may look fine for most books, but Goudy Old Style might better suit a particular book. Or, maybe, it's worth finding a new font.

With a suitable body-text font chosen, the real work begins. What fonts work best for chapter titles, headings, subheads, photo captions? What font weight and styles? Are unique text elements required (pull quotes, callouts, special borders for indented material, etc.)? Should the text be one column or two? What trim size? What measure (line length) suits the material best? How tight or loose should the type be set (tracking and kerning)? How much extra leading between lines of type? How should photos and other graphic elements be placed? What about footnotes or endnotes? References? URLs?

A designer should understand current standards and why they're considered standard before deciding to bend or break them.

**W**ill any of the above affect your book's success in the marketplace? That's difficult to answer. An excellent book design is unlikely to lift a substandard book into bestsellerdom but may very well make an average book "feel" better to the reader, even if that reader doesn't know why. Poor book design can make an otherwise excellent book a chore to read, affecting the reader's opinion of the book. Design choices can turn dark, dense text into light, airy text ... even with the SAME typeface, size, and weight. Poor choices cause readers to stumble over the text—for example, some typeface's "c" and "l," when set too tight, might look like a "d" side-by-side.

Readability studies consistently have determined that typographic design affects ease of reading and overall comprehension—poor design leads to poor comprehension and makes the material more difficult to read.

Writers who provide valuable, high demand content and market their books well can succeed with poorly designed books. However, those books represent a small percentage of the market. Is your material so valuable in a market so hungry for the data that presentation may not matter? Are you such a great marketer that you can sell sand in the Middle East? If so, maybe you needn't worry much about typography.

The rest of us should approach book design and typesetting with caution.

**Y**ou can study typography and learn its ins and outs, or you can hire a professional. You have to decide if the extra study is worth your time or if that time would be better spent on writing and marketing your books. The answer might depend on how many books you plan to self-publish and, of course, how much money you can invest.

But typography and typesetting do matter.

*Extracted from Walt's free, weekly Publishing Tips newsletter.*

# You Just Never Know

By Deborah K. Frontiera

Forty-some years ago, I baby sat the children of a young couple, Dr. Robert and Ruth Nara. I left the area, married, etc., but would see him occasionally through my adult years. His career changed, as did mine, but he was always interested in what I was doing. He figured one only needs so much in this life and began to practice what he calls "Catalyst Philanthropy."

Meanwhile, I wrote a middle-grade historical fiction novel set during the "boom days" of Upper Michigan's Copper Country. While there is an abundance of books for adults on the area, there is practically nothing for young people. I spent hours choosing historical photographs from Michigan Technological University's Archives to use as illustrations. Regional publishers were short of money; large publishers weren't interested.

Sometimes after a certain amount of rejection, when you know your work is good, you decide to give it a go on your own. I contacted Bob Nara and asked if he might be able to help. After reading the manuscript he said, "You put me right back on the farm growing up. I'd read a lot about the 1913 strike and the Italian Hall Disaster, but not with the realness you've given it."

Fate works in strange ways. Most of the photos I had chosen were taken by J.W. Nara, Bob's grandfather. Now he is helping to see that "Living on Sisu" is published. And one better, he asked me to do a second project: choosing the best of his grandfather's photos and writing accompanying text to produce a coffee table book, "The Best of J.W. Nara, Copper Country Chronicler."

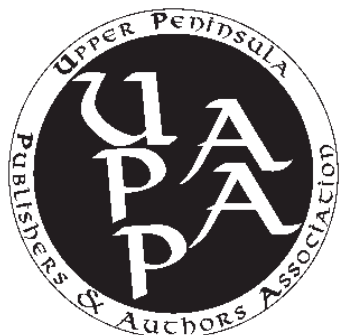
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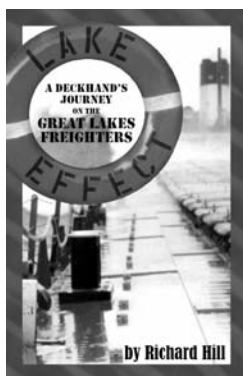
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## MEMBER NEWS

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***Lake Effect: A Deckhand's Journey on the Great Lakes Freighters***

By **Richard Hill**

Publisher: Gale Force Press ([www.galeforcepress.com](http://www.galeforcepress.com))

224 pages; Softcover

ISBN: 978-0-9817371-8-8

Price: \$17.95

*From the back cover:* A deckhand's coming-of-age story of sailing the Great Lakes steamboats during the social and political turbulence of the early 1970s, *Lake Effect* is a vivid and memorable account, told in an entertaining narrative style, of life aboard the giant ore boats.



***Unkle Åke's Field Guide to inFrequently Found Animals on the Shore of Lake Superior***

By **Åke Larson**

Publisher: Yellow Birch Press ([www.yellowbirchpress.com](http://www.yellowbirchpress.com))

*From press release:* This field guide includes more than 100 color photographs of 20 unusual animals. Each creature was made from natural materials found on the beach where it was "discovered." All are introduced with a poem and described through field notes that highlight habit and habitat. Local residents may recognize several locations where creatures were found, including six in the U.P.

**Lon and Lynn Emerick** will sign six of their books for Diane Wieland at B. Dalton's in Marquette from 11 a.m. to 2 p.m. November 29, the Friday after Thanksgiving. Diane, a supporter of local authors and publishers, says that day is the "craziest" of the holiday season. Also, **North Country Publishing** is going back to press with a fourth printing of "Lumberjack - Inside An Era in the Upper Peninsula of Michigan." The book, a first-hand account of the white pine lumbering era in our region, with 78 historic photographs, was the Midwest Independent Publishers Association Book Award Winner in the Biography/Memoir category.

**Members with blogs or who use Twitter** should send their blog URLs and Twitter usernames to **Walt Shiel** at [webmaster@uppaa.org](mailto:webmaster@uppaa.org). He will post the information on the website to allow members to follow what other members are posting.

### ***On the radio ... er ... internet ...***

UPPAA president **Tyler R. Tichelaar** was interviewed September 18 by Authors Access internet radio about the value of belonging to a publishing and writing organization. He mentioned UPPAA extensively along with several other author and publisher organizations. You can listen to the interview podcast at [www.AuthorsAccess.com](http://www.AuthorsAccess.com). Tyler frequently has been the guest host on Authors Access and has written several articles on different topics from the program. These articles, along with essays by other guests, are being collected in a book to be published in November, "Authors Access: Success Secrets for Authors and Publishers."

**The Last Word ...** There are many ways to get your news in the newsletter. However, the way you choose to submit determines presentation. For new book info, I recommend the New Book Data Form, available at [www.uppaa.org/members/bookform.pdf](http://www.uppaa.org/members/bookform.pdf). Other news and article submissions can come through email, regular post, or give me a call. Here I am: [editor@uppaa.org](mailto:editor@uppaa.org); Leslie Allen, E232 Military Rd., Deerton, MI 49822; (906) 343-6867. *Comments and suggestions always welcome!*