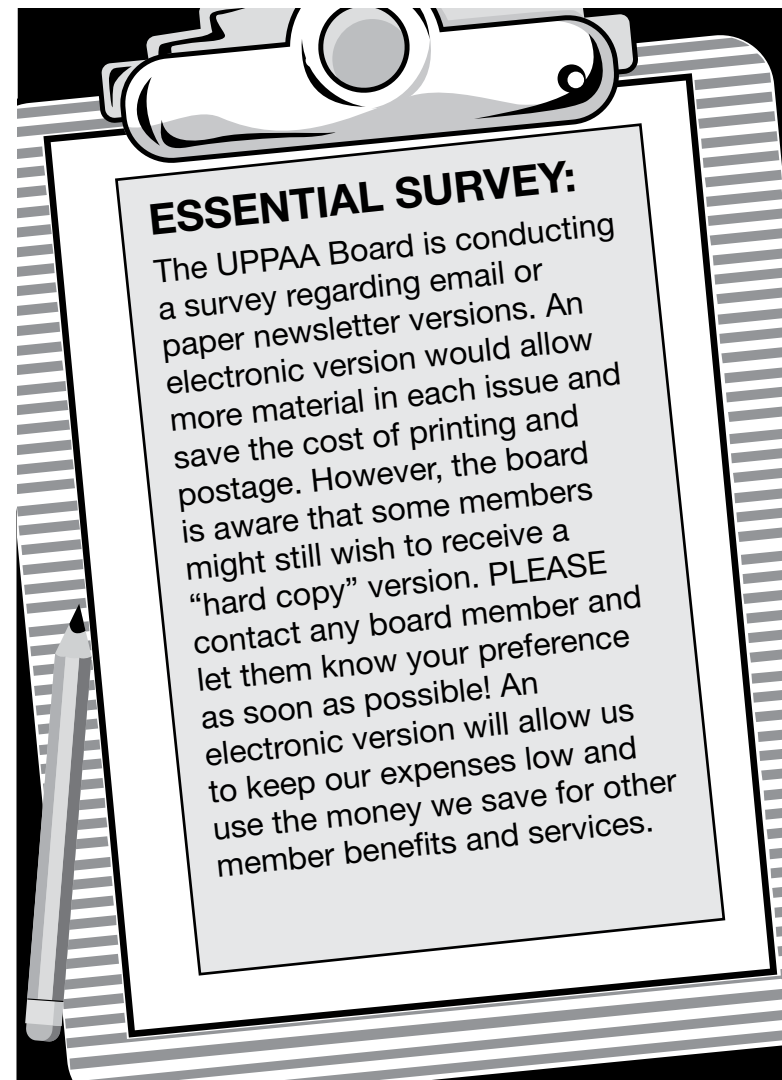


The Difference Between Wanna-Bes and Professionals:

OBSERVATIONS BY YOUR EDITOR.

Wanna-Bes who talk to me at book signings say things like: "I'm writing a book, too, but I never get time to work on it" or, "I bet you make a lot of money." They think their first draft is fine, see no need for an editor, think a publisher will roll out the welcome mat, or give up at the first rejection. They also think they will not need to work at marketing. Conferences waste their time.

Professional authors at UPPAA, who have lots of Sisu, realize they might not make a lot of money, but are passionate about their work. They rewrite until it's right. They make time to complete a project and know that if they don't toot their own horns marketing, nobody else will. They believe it is worth it to invest in themselves. They know how important it is to network with others in the business and attend conferences whenever possible. Register for the UPPAA spring conference now!



Important Questions on the List Serve Answered by Helpful Member

Editor Debbie Frontiera copy/pasted the following question and answer from an email conversation on UPPAA's list serve.

Can I get some input from the experts here that know the rules? I am getting a hard cover version of my book printed. The soft cover version is Copyright 2010 and labeled - First Edition 2010. On the new Hardcover I'm assuming it is Copy-

right 2012? What do I call this version?

KATHY KUCZEK ANSWERED:

If your paper book was previously cataloged by LOC and then later released as an eBook, it is recommended that you carry forward cataloging info as appropriate. I would say even the PCN should appear. After all, you want to LINK the versions together.

What does PCN stand for?

There are two "tiers" of publishers in the Library of Congress (LOC) system.

1. Self-publishers: including publishers who have fewer than three different titles AND by three different authors. In this case, you can apply for a Preassigned Control Number (PCN) prior to publication. The PCN gives you a Library of Congress Control Number (LCCN) and nothing else. In the event that the LOC deems it worthy, it MIGHT be cataloged later if it is believed to be a significant book.

2. Small publishers: meet

CONTINUED ON PAGE 3

Important Questions CONTINUED FROM PAGE 2

the criteria (3+ books and 3+ authors) can enroll in LOC Cataloging In Publication. You can get around this restriction if you ask your congressman to intervene.

LCIP gets your book data including shelving information (Dewey Decimal) and biographical data into the LOC as well as WorldCat. You will get some small orders from library wholesalers such as Coutts Library Service which orders one copy of every book ever cataloged, plus two or three other wholesalers. You can get either PCN or LCIP, but never both. You can only enroll a book prior to publication. Books that are not library-worthy such as fill-in books, books of forms, calendars, and so on will be chucked. Also don't try to get a Pocket Edition cataloged either.

Does every version have a unique Library of Congress Number?

Yes, the "disappointment rule" applies. If you paid for the hardcover and got the paperback or an ebook would you be disappointed? The answer is yes so you would need separate ISBNs for ebook, hardcover, paperback, audiobook, LARGE PRINT, Abridged, and foreign languages, etc.

When doing an e-book, you use a new ISBN number, so would you also list the ISBN for hardcover and paperback.

If you do the right thing and assign the ebook it's own ISBN number, you would list all applicable numbers in all versions like this:

- ISBN-13 978-1-234567-89-0 ebook
- ISBN-13 978-1-234567-90-1 paperback
- ISBN-13 978-1-234567-91-X hardcover

Currently Amazon and BN don't require unique ebook ISBN but iBook and OVERDRIVE (library sellers) do. It's best to bite the bullet now and use that extra ISBN for your ebooks.

For an e-book do you omit the Library of Congress text?

If your paper book was previously cataloged by LOC and then LATER released as an eBook, it is recommended that you carry forward cataloging info as appropriate. I would say even the PCN should appear. After all, you want to LINK the versions together. It's also quite OK to list both ISBNs inside the book (trust the reader to know if he has a paperback or hardcover in his hands.) This actually helps librarians find other versions of your book as well. Example:

Copyright (c) 2010, 2012 Kathy Kuczek
Second printing March 2012.
ISBN 978-1-234567-89-0 paperback
ISBN 978-1-234567-90-7 hardcover

The primary rule is never disappoint the customer. If you called it 2nd Edition and no text is different than the 1st edition, they would feel cheated if they bought both editions. So I would recommend you put:

Copyright (c) 2010, 2012 Kathy Kuczek
Second printing March 2012.

This is the closest to the truth that we can get, that this is the second printing of the first edition. There's no need to say "First Edition"; it is assumed if omitted. You don't want to omit the 2010 because it is important not to erase or ignore a previous copyright.

Member News

Joanie (Joan G. Hansen)
Reports: A remastered version of the fifty-plus-year-old movie, Anatomy of a Murder, with beefed-up picture, sound, etc. was released by www.criterion.com. With it are some extras including Foster Hirsch, the well-known biographer who was here for about a week a couple of years ago, a really nice guy, and several other very interesting people. Also included are excerpts from a

movie being made based on my book, Anatomy of "Anatomy": The Making of a Movie. This movie will be released this year. Joane wrote and recorded the narration, and the excerpts are quite nicely done. The remastered Anatomy of a Murder along with the extras is available in many of the larger stores and also on the website mentioned above.

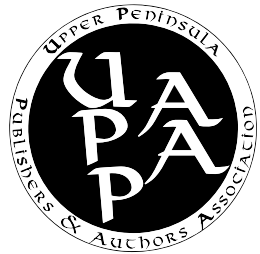
Ellen Airgood, author of South of Superior (published

in June, 2011 by Riverhead Books, an imprint of the Penguin Group,) is excited to be speaking at the spring meeting of the UPPAA. She will give a talk about her experiences getting the novel published, as well as what has been entailed in marketing and working with the publisher subsequently--both the dismaying challenges and the wonderful serendipities.

After outlining

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**UPPER PENINSULA PUBLISHERS
AND AUTHORS ASSOCIATION**
1610 Michigan State Hwy. 35
Bark River, MI 49807

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

President: Tyler Tichelaar
tyler.tich@charter.net
Vice President: Tom Cappuccio
vice-president@uppaa.org
Membership: Cheryl Corey
cherylc@mcnaughton-gunn.com
Treasurer: Donna Winters
bigwaterpub@gmail.com
Recording Secretary: Jenifer Brady
secretary@uppaa.org
Webmaster: Victor Volkman
webmaster@uppaa.com

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2ND QUARTER 2012

Member News CONTINUED FROM PAGE 3

topics, Ellen will open the talk up to questions from the audience about what an author might expect to encounter throughout the publishing process. South of Superior has recently been selected as a Michigan Notable Book for 2011, and will be released in paperback this May. Ellen's second book, a novel for 8-12 year olds, will be released by Penguin in August, 2012.

Donna Winters is launching her book, *Bluebird of Brockport, A Novel of the Erie Canal* (historical fiction set in 1830) on June 2, 1-3 PM, at the Lift Bridge Book Shop, 45 Main Street, Brockport, New York. The event will serve as a fundraiser for the Western Monroe County Historical Society with Fred and Donna Winters donating \$5 for every book sold that day. The title is a trade paperback, 264 pages, \$18, and will be available at Amazon.

Tyler R. Tichelaar, our UPPAA President, has a new book coming out. *Spirit of the North*, takes place in 1873. Orphaned sisters Barbara and Adele Traugott travel to Upper Michigan to live with their uncle, only to find he is deceased. Penniless, they are forced to spend the long, fierce winter alone in their uncle's remote wilderness cabin. Frightened yet determined, the sisters face blizzards and near starvation to survive.



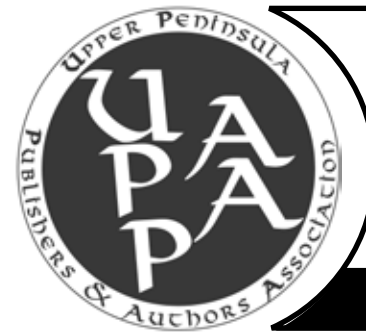
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Editor's Note



Continue to send me
your announcements
of new books.
Send all newsletter
information to:
dfrontiera@wildblue.net
DEB FRONTIERA



The Written Word

NO. 1 • VOL. IV • 1ST QUARTER 2012

QUOTES FOR WRITERS
AND PUBLISHERS

"The truest poetry
is the
most feigning."
SHAKESPEARE



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UPPAA 2012 SPRING CONFERENCE

Saturday, April 21, 2012

Peter White Public Library, Marquette

- 10:00-10:30 Registration
- 10:30-10:45 Opening Remarks
- 10:45-12:00 Keynote: Ellen Airgood
- 12:00-1:00 Session 1
- 1:00-1:45 Lunch
- 1:45-2:00 Business meeting
- 2:00-3:00 Session 2
- 3:10-4:10 Session 3:
- 4:10-4:30 Networking/Cleanup

All Sessions will be held in the Community Room

SESSION 1

"Everything You Want to Know about E-Books"

STACEY WILLEY, GLOBE PRINTING.

Stacey will discuss what is an e-book, how to make an e-book, how to sell an e-book, and trends in e-book sales and marketing.

SESSION 2

"Operating a Publishing Company"

LESLEY DU TEMPLE, LLOYD WESCOAT, LAURA SMYTH

I can write! I should publish my own book! Eliminating the middle man may not be as easy as you think. In 2011, local publisher Mudminnow Press produced its first book. Join the three founding partners as they discuss the ups and downs of forming your own press. Topics discussed will include: legal and accounting tips, editing, book design, printing, distribution options, marketing & publicity, and the benefits, or drawbacks, of a working partnership.

SESSION 3

"How to Market Your Books with Your Mind, Body and Spirit"

GRETCHEN PRESTON MSW, ACSW

Create a take home marketing plan. In this workshop we will practice how to engage potential customers, brainstorm untapped markets and learn how to leave a lasting impression of you and your books. We will venture far beyond the traditional marketing "box." This is an interactive presentation. Come prepared to play!



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