



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 17 Issue 4

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## CAPA University Is Coming May 8. Don't Miss It!!

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### Meetings

Southwest Division  
Shelton 4/12

*Brian Jud on Marketing*

Main Meeting  
Avon 4/17

*Eileen Albrizio teaching  
writing*

Southeast Division  
Groton 4/19

*Annie Philbrick of Bank  
Street Books*

Check the CAPA website  
for details.

### Eileen Albrizio To Speak At April CAPA Meeting

#### *Exercises In Writing*

CAPA's own Eileen Albrizio is a writer of poetry and prose. Her poetry has appeared in numerous literary journals and publications. She is the author of three volumes of poetry: *MESSY ON THE INSIDE*, *RAIN – DARK AS WATER IN WINTER*, and *PERENNIALS: NEW & SELECTED POEMS* (Nominated for the 2008 CT Book Award). A recitation of her poetry on CD was produced in 2003. She has also penned several plays, two novels, and is currently working on a compilation of short fiction. She

is a 2003 and 2008 recipient of the Individual Artist Fellowships from the Greater Hartford Arts Council. Albrizio has taught creative writing in several colleges and cultural institutions as well as the York Correctional Institute, Connecticut's maximum-security prison for women. In 2005, Albrizio left a 12-year career as a radio news host and broadcast journalist, working primarily for National Public Radio and its Connecticut affiliate. During her broadcasting career, she was repeatedly awarded 1st-prize honors from the Associated Press and the Society of Professional Journalists. Al-



brizio graduated from the Connecticut School of Broadcasting, and earned her BFA in Theatre and MA in English from Central CT State U.

### Meet A Member

#### Fay Taylor

By Karlee Etter



Fay Taylor was born and raised in Jamaica, a place she refers to as her own island paradise and attended Waul-

grove College in Kingston. In 1970, a kind family from Potomac, Maryland, offered to sponsor her, and so she arrived in the United States that year. She enjoyed her surrogate family and the American experience for some months and then, after spending another six months in New York, she joined her mother in Hartford, Connecticut. Fay then worked at various Hartford corporations as

a computer operator.

It was in Connecticut that she met and married the love of her life, Charles. Married for thirty-five years, they share in the pride of having raised three lovely children, two boys and one girl. However, in 1989, Fay's life took an unexpected turn and was changed forever. While vacationing in

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**Baking With Barb**by **Barbara Klein****Layered Lemon Bars**

When I first made home-made goodies for CAPA, I made lemon bars using a recipe that a teacher friend gave me years ago. Brian Jud, our founder, really loved those tart little morsels and every time he saw me at a meeting would ask if I brought them. So the merry-go-round began—I

brought the bars, he wasn't there, I didn't bring the bars, he was there. On the night of the awards for the writer's contest, the meal was catered, so I decided to surprise him. When I arrived he was standing at the table by the entrance. We greeted each other and his first words were, "Did you bring lemon bars?" He was quite surprised when I handed him the box. Now being the kind hearted person that he is, he shared them with his table. Brian, I will share the recipe and you can make your own.

**Layered Lemon Bars**First layer:

1/3 cup butter  
1/4 cup sugar

1 cup flour

Second layer:

2 eggs  
1 cup sugar  
Sprinkle of salt  
Juice from 1 large lemon (about 1/4 cup)  
Peel from the lemon (about 2 tablespoons)  
1/2 teaspoon baking powder  
2 tablespoons flour  
Powdered sugar

Mix the butter, sugar, and flour with a fork until crumbly. Press onto the bottom of an 8" square pan. Bake for 20 minutes at 350 degrees. Meanwhile, prepare the second layer in a small bowl. Whip the eggs and add sugar and salt. Wash and dry the lemon. Use a rasp to shred the lemon

peel, making sure to use only the yellow skin. Next, juice the lemon and remove the seeds. Add the juice and peel to the egg mixture. Then add the flour and baking powder. Pour the mixture over the first layer while still hot and return it to the oven. Bake for 30 minutes or until slightly brown around the edges and the center is set. Remove and allow it to cool. Sprinkle with confectioners sugar and cut into squares.

Hint: If you don't have a rasp, use a fine grater, but be sure to only use the yellow part of the peel. You may use a combination of lemon and lime peel and juice for a lively zest.

## CAPA Board of Directors

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**Article Submission**

*The Authority* welcomes articles written by members. Here are some guidelines that we would encourage.

Articles should be about 400 words in length. If the article is larger, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues. All articles will be edited. Please do not do fancy formatting, such as indents, as it will be removed to fit into columns.

Every aspect of writing, publishing and marketing is of interest to readers of the Authority. Your personal slant on this business is of interest to all of us and welcome.

Please submit articles to editors Peggy Gaffney at her email [gaffney@kanineknits.com](mailto:gaffney@kanineknits.com) or David Garnes [davidgarnes@msn.com](mailto:davidgarnes@msn.com).

## Meet The Member Fay Taylor *continued from page 1*

the Poconos one weekend with her husband, she was thrown from a horse. The tragic event resulted in a broken back with severe spinal cord injuries, but Fay met fate's challenge head-on and never gave up.

By 1992, after being forced into early retirement and disability, she found her writer's voice in non-fiction and wrote her first book, entitled *Steel – A*

*Memoir*. Even now after the publication of her premier book, she feels drawn to writing non-fiction. In addition to her memoir, Fay has written and published nine articles, one poem, and one letter. Although she loves to write, like most writers, she says she does not like to research and edit. She says, "The hardest part about editing is when I have to cut what I consider good, useful information."

Currently she is

putting her energies into marketing her book and occasionally writing articles. It seems her second passion next to creating non-fiction is composing poems. She looks forward to possible CAPA opportunities that will provide information about distributors, as well as publishing complete collections of poems. Feel free to visit her website, [www.fayltaylor.com](http://www.fayltaylor.com) to learn more about Fay's incredible story

of determination and triumph over personal tragedy.

As one of the original members of CAPA, Fay regrets ever having left but is now thrilled to be back. She is pleased that Brian is now involved, too. To her, CAPA means continued inspiration to carry on with her writing, a plethora of opportunities to fine-tune her writing skills, and the tremendous networking and TLC of an extended family of writers in various genres.

## New Opportunities for Authors In Radio?

By Barry Eva

There are many new opportunities for authors to get on the radio today and be heard around the world, but the two we talk about today are being a guest on or having your own show on **Blog Talk Radio** (<http://www.blogtalkradio.com>).

I have been on shows where I have read a chapter of my book for ten minutes; I have been on shows that have lasted an hour. My own twice a week show "A BOOK AND A CHAT" is a thirty minute show.

To find a show where you will be a guest, go to <http://www.blogtalkradio.com>. Use the search options to find shows on which you might be a good guest. Listen to old shows and check the format to see how the host handles the shows. It is no good being on a show where you run the show rather than the host. If you finally decide the show is a fit for you, then contact the host. Send them

details about yourself, your book and availability. Normally, the host will be delighted to have you as a guest. Sometimes, though, this might take a month or even two before you will actually appear on the show, as most radio shows already have a guest list.

You do not have to visit any recording studio, nor do you need any special equipment. You just dial a phone number, which the host will supply beforehand, and chat for however long the show lasts.

When you find a show that interests you, check out when the last aired. If it's not been on for a month or two, it might be a case where even though it show is listed on the Blog Talk Radio, the people may no longer be broadcasting. Since these shows can be heard anywhere in the world, it is a great way to get your book known.

Now if you enjoy chatting with authors and

would like to get well known in your own right, you might consider having your own Blog Talk Radio show, as I do. To do so requires only a computer connected to the internet and a phone. Simply sign up with Blog Talk Radio, establish the format of your show, find some guests and you are ready to begin.

Let me walk you through the steps of doing your own show. A few days before the show, check with your guests, confirming that they are able to appear. Make sure they have the correct dial-in number **AND** that they understand the time your show starts in the time zone where they live. If you are in Connecticut and you're having an interview with someone in California, this is **VERY** important.

On the day of the show, go to your computer, pull up the Blog Talk Radio work page and check on the settings and dial-in number. To do this, click where it



says MY ACCOUNT and on the left hand side of that page, click SWITCHBOARD. This will allow you to see your show's details. This includes, the HOST NUMBER such as (646)200-4444 and your HOST PIN such as 7518763221. You then take your phone and dial in using your host number. They will ask for your pin and once you have given it, you will be logged in.

Now on the right hand side of the switchboard you will see a series of numbers such as 111-1111 which refer to you as host. Underneath, you will see the phone numbers of any guests you

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## Members Kick Up Their Heels At The CAPA 16th Anniversary Party



## Upcoming Speakers for CAPA and SECAPA

### Avon Meetings

Upcoming speakers scheduled to the Avon meetings of CAPA are as follows:

In May, Brian Jud, CAPA's expert in all things marketing, will be speaking

In June there will be a Member Forum where members who are experts in various facets of writing and publishing will share their expertise

the

In July, there is the Annual CAPA Picnic where all the members get to bring their favorite snacks and desserts, visit with fellow authors, play shuffleboard and generally have a great time.

In August, Brian Jud will again be back to go into detail about other aspects of marketing and publishing.

In September, publisher Jo Ann Deck will explain how she works with

authors and in October Charles A. Monagan, Waterbury, author of *Connecticut Icons* and editor of *Connecticut Magazine* will speak.

### Groton Meetings

The April 19 Meeting will feature Annie Philbrick, who is part owner of **Bank Square Books**.

Then in May, Marisa Nadolny, an editor at **The Day** of New London and the **Mystic Times** will be speaking. Both the April and May meetings will be held in the Groton Public Li-

on the Web and in July Brian Jud on Marketing. Directions for these meeting will be given on the CAPA website at [www.aboutcapa.com](http://www.aboutcapa.com).

At this time the meeting schedule of SWCAPA in Shelton is still being confirmed but be sure to check online and see who will be speaking.

Be sure to make the meeting closest to you and learn from your fellow authors. Where else can you be surrounded by people who understand you so well.

## New Opportunities for Authors In Radio?

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have listed previously and their phone numbers will be set to **block**.

Once the show starts, you begin talking over your phone. When you are ready for your guest, you will click on the microphone icon next to the guest's number to unblock them. **"On the air"** will appear on the screen next to their phone number.

You can have one guest or multiple guests depending on how you want to run your show. When you are nearing the end of your interview, there will be a two minute count down. What I normally do then is, I stop the interview and invite my guest to let everybody know about his website, book or any other information he would like to pass on to my audience.

To be a good host, make a note of your guests' phone number. When the show has finished, if you still want to speak with your guest, **dis-**

**connect your phone then call the person back.** If you don't make this break, the recording will just keep going and your after show chat will be there as part of the show for all to hear. I found this out at my own cost.

Some tips to make a show go smoothly are: ask your guest to sign in a few minutes before hand, so you can chat about the format of the show etc., be prepared with some backup chat just in case the guest loses their connection or turns up late, make sure you do your home work. Check blogs, web pages etc to find out about your guest and if possible some weird/funny questions about them. After saying goodbye to my guest, I mute their line, and close the show. Usually they hang up before show ends, so I am able to wrap it up. It helps me to let them off about one minute before show ends.

The worst problem

for a radio show (not counting dead air when nobody talks) is **"no shows"**. You are there to run a show but your guest does not call in. If you know this before hand, you might be able to contact a future guest or even another show host or writer friend.

I had one show where the guest got the wrong time zone, even though I had reminded her thirty minutes before the show started, and two shows where the person just did not call in. If this is the case be prepared to chat, go over up and coming guests, up and coming events, what you are writing, even the news or the weather. Anything is better than not having a show. You can not hope to build up a following if there is no show for people to listen to?

If you are a guest on a Blog Talk Radio show,

here are some tips you might consider. Be prepared to cover the show if the host loses connection. Don't expect just to talk about your book all the time, many guests like to build up to that by getting a better idea of what makes their guest tick. Make sure you have all your book details, web site, blog address etc... right at hand, so if you are asked, you will not have to go hunting for the correct information. Most of all, though, have fun!

*Barry Eva is a CAPA member who is the author of **Across the Pond** under the pseudonym Storyheart. He is the host of the half-hour interview show for authors, **A Book And A Chat**. Check out the websites: <http://www.blogtalkradio.com/across-the-pond> and <http://across-t-pond.com/>.*

## Web Design And Business Development for Artists

By Karen M. Ryder

Have you noticed a void in the services that marketing agencies offer the arts community of businesses—be they writers, designers, or holistic ('healing') arts practitioners. A local businesswoman, Colleen Behan, was inspired to do something about it: **GROW: Business Building for the Healing and Arts Community**. The mission of GROW ([www.growsites.com](http://www.growsites.com)) is to take the stress of advertising and business building out of the hands of the individual and free them to pursue their passions.

"Most traditional [advertising] agencies can find a market for, promote, and build a website for a restaurant, a construction company, a medical group, and an insurance agency all in one day." Colleen continues, "Put them in front of an artist or a healer and they're lost."

It's true, most of the website services I looked into just didn't know how to develop content for a freelance writer—and wanted me to be more involved in content development than I had either the time or desire for. On the

other end of the spectrum, I simply could not afford the services offered by "book industry" talent developers. Few had any kind of package for a writer of inspirational non-fiction and short fiction. (For others, my work wasn't 'big enough' anyway).

So, how's a self-published writer or aspiring writer to grow their exposure?

Colleen is able to "facilitate and support who the artist or healer is at heart and reflect that in the marketing of their services and prod-

ucts."

GROW serves, artists, writers, therapists, body workers, energy practitioners, teachers, and anyone with a mission to be of service in a healing way. GROW offers Business Building and Consulting, E-Marketing, Website Development and Communications.

There are many services to choose from and within those a variety of

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## Be An Active Member Of CAPA

by Peggy Gaffney

It seems to be true with most clubs, no matter how large, that a small handful of people do all the work to keep the organization going. This is true with CAPA. We have well over 200 members but only a handful to doing the grunt work I hear "Well, no one asked me."

**DO NOT WAIT TO BE ASKED!** If you have a skill, offer it to the club. Most of the people who do the work don't have time to pull from you the information that you know how to set up audio video equipment, or that you know how to paint and draw designs that could decorate a club booth, or that you are friends with a bunch of columnists who want to write about authors.

You join, pay your dues, maybe join the social network and come to the meetings. You want to know

what the club will do for you. Well the answer is it can do a lot. But if you want it to do the most, if you want to get the highest benefit from what this club has to offer then I suggest one approach. **GET INVOLVED!**

It is like football. You can sit on the sidelines and enjoy the game week after week or you can become a player.

When I joined this club, I had published one book and I knew nobody. You won't believe it now but I was very shy. However, when I asked to help out on a few projects, they said yes. Working on projects is a great way to get known and for people to know your work. You meet people of similar interests. You chat as you work and they often have ideas that would help your work. It is a definite win-win situation.

So How do your go

about joining in and becoming one of the movers and shakers in this organization? You know who the officers and board member are since they stand up at every meeting to report. When the coffee break is called, walk up and introduce yourself. Tell that person a little be about yourself and ask if there is anything you could do to help out.

Every month I make a pitch for articles to be written to be published in the Authority. Now I am dealing with over 200 writers so you would think that I'd be buried in so much material it would be over my head. NOT! This is a perfect opportunity to get your name out as a published writer even if you've never had anything published. What should you write? Well, how about your struggles as a first time author or a bad ex-

periences you might have had trying to publish your book or anything that is your story. Make it between 300 to 500 words (with no special formatting, please) and it will probably run with your byline. Another opportunity is the **Brag Board**. You brag at meetings, so put it in writing and send it with your photo or a photo of your book cover.

Now those are just *Authority* helps. We have CAPA-U coming up and could use some strong backs to help set up the bookstore and other equipment. If you are familiar with microphones, we could use your help. Could you unpack book boxes? There are many tasks. So don't just be a member, be an Active Member. You'll get known, become popular and get more out of the club.

## Web Design And Business Development for Artists *continued from page 5*

options that Colleen customizes to the needs of the client. The process begins with a consultation and assessment of where the artist is in their business building process and what their goals and needs are.

My experience with GROW has been tremendous. Colleen is a true partner and guide in the process of designing your vision and bringing it to where your desired audience can find it—all at a reasonable price. The GROW team is able to design a five page website for under \$1500, inclusive of design, layout

and programming.

The GROW Team is skilled and experienced, knowledgeable and patient—something I appreciated as I learned the language of web site optimization and design. My questions always are answered promptly and anything I don't quite understand is explained until I 'get it.'

Still, it's hard to believe GROW has just three key team members: Colleen, who handles consulting and project management, a graphics arts/designer, and a programmer. Between them there is

more than 25 years of experience in graphic design, consulting, web programming and business development.

(Karen M. Rider: <http://KarenMRider.WritersResidence.com>) is a member of CAPA.

**Note: Publishing this article does not, indicate any support or recommendation on the part of the Connecticut Authors and Publishers Association of this venture.**





**Brag Board Jerry Labriola/Brian Jud Writing Contest Winners**

The Connecticut Authors and Publishers 2009-2010 Jerry Labriola/Brian Jud Annual Writing Competition Awards were announced at the Association's Annual Dinner on March 20, 2010. The contest ran from September until December 19th. The submissions were judged by a panel that included teachers, writing professionals and experts in the publishing industry. The winners were notified on March 1, 2010 and are pictured above.

The first place in Children's Stories was Barbara Klein for her story *My Grandma And Me* and second place went to Jim Norton for *When The Circus Came To Town*.

In the field of Essays, the first place winner was Julie Baker for *Overtured* and the second place went to Amy Soscia Paloski for *Equipped For Life*.

For Poetry, the winners were Serena Sinclair for her sonnet *That Look Is Clear And Cold My Friend* and second place went to Jim Norton for *The Writer*.

Lastly, under the classification of Short Stories, the winner of first place was Louis Arthur Norton for his story *Shoal Island*. Second place went to Tido H. Holtkamp for *The Coward*.

The cash prizes were presented to the winners by CAPA president, Dan Uitti, during the 16th Annual CAPA Anniversary Party so that the members could celebrate the winner's achievements. The winners present at the party are pictured above receiving their awards with president Dan Uitti. The stories, poems and essays are attached to this month's issue and are also available on the website [www.aboutcapa.com](http://www.aboutcapa.com).

## The ABCs of the Editing Process: Preparing Writing for Publication By Roberta J. Buland

Recently I received an email from a writer interested in CAPA and me. She wrote, "I learned about CAPA and your involvement in an article you wrote for the CAPA newsletter. Although I am not a professional writer, I really enjoy the art and have been told I do it well. ...I always knew writing would be a source of comfort and pleasure. Now that my children are grown, I am ready to channel my energies into short story writing. What do I do?"

I was flattered that she had read my article and that it had spurred her to find out more. It is a loaded question because it actually insinuates more than, "What do I do?" The simple answer is, "Write." The more complicated response involves answering other questions that I believe the writer had not thought about.

Based on my experience as a member of CAPA and an editor, I know that there is much more the writer wants to know, but may not know what ques-

tions need to be asked. Two that come to mind are: What shall I write about? After I write a story, how do I get it published?

The latter question implies others. For example, is it enough to simply write a story—once? By that I mean, can a person write a story and when she/he reaches the end, declare it "finished?" If it is not "finished," what is the next step? And, when it is "finished," then what should the writer do?

So many writers believe that writing the story, book, or article is the only step needed to become published. Those of us in the publishing world know it takes much more time, effort and knowledge to become a published writer. The following eight steps need to be considered and often implemented before a writing of any kind is "finished" or ready for publication. Here is my advice:

1. Write your story, book or article. Be sure to get all your ideas down on paper.
2. Review it for organization, punctuation, grammar, and structure.

3. Ask yourself: What have I left out? What have I included that might not be clear to a prospective agent, publisher and/or reader?

4. Address all the issues in the above step. This usually entails rewriting, research, and more rewriting.

5. Read it aloud to yourself. Do you enjoy listening to it? Will others?

6. You may find additional points that need clarification when you read it aloud. Correct, clarify, rewrite.

7. When you believe your work is the best you can do, ask friends, family members and critique group members, if you belong to a writers support group, to read and critique it. (In a future article, I will explain more on why all of these people might be important in the process.)

8. After steps 1-7 are done, consider showing your work to an editor who can give you a professional opinion on whether or not your work is publishable and why or why not. If it is not "finished," an editor can help you "finish" it.



If you diligently address all eight steps, your chances of becoming published will increase manifold. Note that these steps apply to both fiction and non-fiction writing.

*"ABCs of the Editing Process" appears as an occasional column in "The Authority." Roberta Buland is the owner-operator of RIGHT WORDS UNLIMITED in Avon. She is a past president of CAPA and an experienced editor who can be reached at 860-214-5367 or at rjbuland@comcast.net She is always happy to answer questions about any aspect of editing and publishing.*

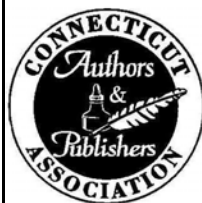
### CAPA-U

**Keynote Speakers:  
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Dr. Jerry Labriola**

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