



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 18 Issue 7

July 2011

## CAPA Central Picnic: Everyone Is Invited!



This month, CAPA Central's meeting will be the **Annual Picnic**. This is a great time to get together with other like-minded folks and share some delicious food. CAPA will provide sandwiches and drinks; attendees are asked to bring a favorite side dish or dessert. This is your time to shine with that 'special' recipe you've been meaning to try but which really only works well for large groups.

It's an excellent chance to spend time getting to know fellow authors and marketers on a relaxed, informal basis. Since there is no speaker scheduled for this meeting, you may network and enjoy a leisurely conversation with other members and guests without feeling rushed.

To top it off, there is the annual CAPA shuffleboard competition. For several years in a row, this has been won by the team of our es-

teemed president, Richard Moriarty, and board secretary, Rita Reali; so we are really looking to the new members to take on the champions and battle it out.

Bring along your friends and family; uncles and cousins are welcome... but leave the *ants* at home. And don't forget to bring your appetites, because the CAPA Annual Picnic is definitely the place to be on July 16th at 10:30 a.m.

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## Upcoming Meetings

Southwest Division  
Shelton — 7/11  
Jerry Labriola Speaking

Main Meeting  
Avon — 7/16  
Annual Picnic

Southeast Division  
Groton — 7/18  
Brian Jud Speaking

Check the CAPA website  
[www.aboutcapa.com](http://www.aboutcapa.com)  
for details.

## MEET A MEMBER **Mary Jane Paris** by Arthur Soja



e-newsletter.

As early as grade school and middle school, Mary Jane loved to write autobiographies and term papers. While her peers disdained the assignments, she looked forward to the opportunity to be creative with her writing. Since then, there has been no turning back. As she recalls, "Over the years, I've become more tuned in to the God-given talent and blessing I have been given and try to use it for a higher good."

These days, she focuses primarily on business subjects involving the people side and relational side of business, while weaving the motivational, inspirational and spiritual into daily life in business and at home.

A CAPA member since 2008, Mary Jane self pub-

lished a paperback that year titled *A Positive Workplace Means Business! It Just Makes Cent\$!* Along with that, she contributed on a book published this May called *The Gratitude Project: Celebrating Moms & Motherhood*. Her online articles have appeared in [www.selfgrowth.com](http://www.selfgrowth.com), [www.jobdig.com](http://www.jobdig.com) and [www.ezinearticles.com](http://www.ezinearticles.com), to go along with her e-newsletter *Positive Energy*.

The nature of her current works also traces back to her youth with extensive experience in a family business in upstate New York. Born in Gloversville, NY, Mary Jane was an only child born into an entrepreneurial family of Ital-

*continued on page 3*

As so often is the case, a child's enthusiasm for a particular activity leads to lifelong passion and success. That certainly rings true for our featured member this month. Meet Mary Jane Paris, who has penned multiple self-published books, articles and even publishes her own monthly

## Baking With Barb

by Barbara Klein

### English Muffin Spoon Bread

I have always had a fondness for coarse, chewy bread, probably because I grew up on homemade bread with substance. When I found this recipe in a magazine about 20 years ago, it rapidly became one of my family's favorites.

Though it is yeast bread, it requires no kneading and is much like my mother's 'Spoon Bread.' She beat it with a spoon, rather like pancake batter, poured it in a greased pan and baked it in a hot oven. Oh, fresh out of the oven with strawberry jam and real butter, it's wonderful.

I brought this bread to CAPA several times, but because it wasn't very attractive, I didn't write about it. But

again, its versatility and simplicity put it at the top of the list for recipes to pass along.

Try English Muffin Spoon Bread (without the herbs), with honey butter or fresh strawberry jam. Now is the time to pick your own strawberries from the farm. Feel the warm sunshine on your back, smell the good earth and sample the red juicy goodness. I hope you brought a napkin to wipe away the juice on your chin. No kidding, folks. It's a little piece of heaven. I promise you will say your own jam is better than anything you can buy today and, on the muffin bread, it is a memory from the past.

Try this sliced thick with butter and put it on the grill, right along with those barbe-

cue ribs or chicken. You're going to love it!

#### Ingredients:

5-6 cups unbleached flour  
2 packages yeast  
1 tablespoon sugar  
2 teaspoons salt  
2 tablespoons parsley (optional)  
¼ teaspoon garlic powder (optional)  
2 cups milk  
½ cup water  
Cornmeal  
Cooking spray

#### Procedure:

Spray two loaf pans with cooking spray and sprinkle with cornmeal; set aside. In large mixing bowl combine remaining eight ingredients using a wooden spoon. The



mixture should resemble thick pancake batter. Divide your dough between two baking pans and sprinkle top with more cornmeal. Pat lightly with fingers. If it sticks to your fingers, use a little more cornmeal. Cover with a dish-towel and allow dough to rest for about 45 minutes in a warm room or until light and fluffy.

Ten minutes before rising has finished, preheat oven to 350°. Bake 25 minutes at 400° in the center of the oven. Remove from pan immediately and cool on a rack. Now where is that jam you made?

#### CAPA Board of Directors

#### CAPA Officers & Board Members Contact Information

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### Article Submission

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

**Topics may cover any aspect of writing, publishing and marketing.** Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, 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. Submit single spaced with no built in formatting. Submit all articles to Peggy Gaffney at gaffney@kanineknits.com.

Send submissions for the **Meet A Member** column to Carol Healy at carolhealy@comcast.net

#### **ARTICLES DUE BY THE 28TH OF THE MONTH**

Editor—Peggy Gaffney, Meet A Member Column—Carol Healy  
Copy Editor—Rita Reali Staff Photographer—Deborah Kilday, Chris Blake—Staff Writer

28TH OF THE MONTH

**Meet A Member — Mary Jane Paris**

continued

ian heritage. Mary Jane's paternal grandfather brought the leather-glove trade to Gloversville and opened a family business in the early 1900s.

From the age of 16, she worked in the shop behind their house, along with many cousins and family members. "It was hard work, great fun and what a learning experience about business and people!" (another book someday), she gleefully recalls, adding, "It was there that I experienced firsthand the strong work ethic of my parents and family members." For seven decades, six families survived

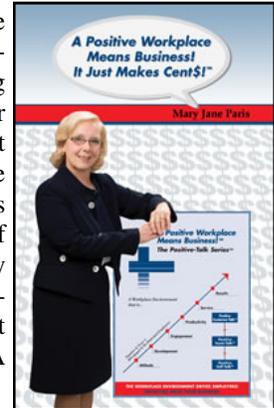
on that business until it closed in 1970.

Today Mary Jane aspires to continue writing and publishing books and articles that will make a difference in the lives of people — especially students, women and those in the business community. "We need to get back to the basics of 'people-to-people' (P2P) relationships," is her assertion.

A graduate of Fulton-Montgomery Community College and Sacred Heart University, Mary Jane is a single parent with two married sons and three granddaughters.

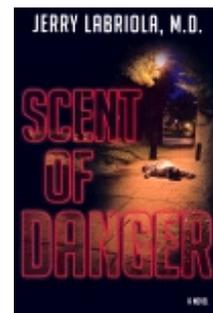
When writing doesn't occupy Mary Jane, her family, friends, grandchildren and her Black Pug, Oliver, do.

She keeps active by walking, swimming and playing golf in the warmer months, and just trying to enjoy the blessed moments every day brings. If you haven't already met her, take a moment to say hello at the next CAPA meeting.

**CAPA's own Dr. Jerry Labriola will speak on two fascinating topics****Southwest CAPA July meeting (July 11, 2011)**

The Nature of DNA and The Human Genome  
— and —  
The Forensics of the O.J. Simpson Case and  
The Assassination of J.F.K.

- After his first exposure to forensic pathology while serving in the U.S. Navy, **Dr. Jerry Labriola** practiced medicine for 35 years and was an assistant professor at the University of Connecticut Medical School. A Yale graduate and former Chief of Staff at a major teaching hospital, he also served as state senator, ran for Lt. Governor and Governor of Connecticut and for the United States Senate.
- He is the author of seven mystery novels. He is also coauthor with renowned forensic scientist, Dr. Henry Lee, of four books dealing with forensic science. Dr. Labriola's latest work — just released — is a mystery/suspense novel entitled, *Scent of Danger*.
- He writes full time, is past president of the Connecticut Authors and Publishers Association and a member of the Mystery Writers of America and of the International Association of Crime Writers.
- As an author and crime analyst, he lectures extensively on mystery, forensic science and true-crime sues.
- For the past six years, he has been a regular, worldwide lecturer aboard the Queen Mary II, the Queen Victoria, the Queen Elizabeth, the Emerald Princess and the Norwegian Cruise Line ships.
- After the presentation, he will sign copies of his new novel. Those purchasing it at the discounted price of \$20.00 will receive a complimentary copy of one of his earlier mysteries, *Murders at Hollings General*. You won't want to miss what is sure to be a highly interesting and informative talk!



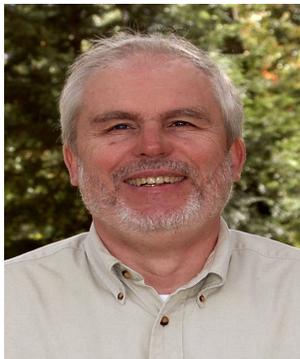
is-

See you there!

Steve Reilly, CAPASW Chairman

## The Social Networking Initiative:

### *Nine Steps to Social Networking Success* — By Wayne English



*Feel free to use these guidelines in any way that works for you. Knowing the right questions to ask is empowering. There are lots of people who provide answers, but few providing pertinent questions.*

*Please treat these steps as guidelines, let them take you from question to the answer that is right for you. This way, you create a social-networking campaign that is tailored to your specific needs, for your specific audience.*

*Do not be deceived: Social networking is successful because it is hard-as-nails marketing, allowing you to reach only those people interested in your books, products, or services. The time you spend on this is wise investment in your future success. For more information on marketing, please read our blog at [blog.WebContentRx.biz](http://blog.WebContentRx.biz).*

#### **1. Goals are not Wants and Wishes.**

List your goals and verify that they are achievable. For example, a goal of making money will fail because this is not a printing press. Rather, make your goal to sell 20% more books, or to add 500 Twitter followers. As one goal approaches completion, implement your next goal.

#### **2. Who Will Conduct Your Social Networking Campaign?**

If you hire someone to create your content, be sure to provide information on your needs and approve the material

before it's placed online. If you give the job to an employee, provide the time and resources to carry out the work.

#### **3. How to motivate your audience to tell you what content they want?**

Ask, but ask smart. Offer your readers a premium, a free report, a discount coupon, entrance in a contest, a gift, or something of unquestioned value for the time spent responding to your query. This is market research and gaining it is critical to your success.

#### **4. Determine what social media sites are best for your needs.**

Visit the major social-networking sites and determine which ones you like, will use and will keep current. Choose site(s) E-mail: [Info@WebContentRx.biz](mailto:Info@WebContentRx.biz) (860) 502-7735 Wayne English, President that fit your needs and create your accounts. The information you gained in Step 3, is invaluable in this regard.

#### **5. Your Web Site is the Crown Jewel in Your Social Media Campaign.**

Bring it up to date, and be sure it supports your social networking campaign. Give it our 30-second test, here: <http://webcontentrx.biz/web-content-30second.htm>.

#### **6. Create Your Content, Place it Online, and Implement Your Ongoing Content Creation Plan.**

Only create content of unquestioned value to your audience. There is no point creating material no one will view. Add new content weekly. More than that is fine, less is not.

#### **7. Go Live.**

Notify everyone that your social-media campaign is online.

#### **8. Determining the Overall Effectiveness of Your Social-Networking**

#### **Campaign.**

Install Google Analytics on your Web site, it is cost free and provides you excellent information.

#### **9. Engage in offline activities to assist you in making your social-networking campaign successful.**

- **Attend** conferences.
- **Engage** your employees and publish a social-networking policy that tells them what they can do, not what they can't do, on company time.
- **Give** a free seminar. Promote it online and with a press release.
- **Join** The Connecticut Library Consortium <http://www.ctlibrarians.org> and sign up as a speaker.
- **Market** to those who can refer business to you, and who will do business with you.
- **Publish** articles in magazines read by your readers, *The Authority*, newsletters and blogs.
- **Send** hand-written, and hand-addressed, Christmas cards to everyone for whom you speak.
- **Speak** at networking, publishing and writers' events.
- **Subscribe** to writers' and publishers' magazines, blogs and newsletters.
- **Take** every opportunity to get together with your customers and potential customers.
- **Throw** a party. Invite everybody.
- **Write** Ten Terrible Tips and publish them on your blog, Facebook, your Web site, Tweet them... and give them away at speaking engagements.



## The Writer-to-Reader Networking Program: Writers learning to use Facebook to market their books — By Peggy Gaffney

### Writer To Reader Networking



**Peggy Gaffney  
and Friends Jo & Jared  
Help Writers  
Reach More Readers  
Through Networking!**

Click the [Welcome Page](#)  
Below to Find Out  
How



At the June meetings for both CAPA Southwest and CAPA Central, a program was introduced to help writers market their books to the more than 600 million members of Facebook. This was an overview of a topic to be discussed in detail at the September meeting. However, for those who wish to avail themselves of this free marketing opportunity right away, here is how you go about it.

First, the reason to learn this technique is simple. You can meet your reading public with-

out leaving your home. You can build the kind of platform that all publishers and agents want to see. And, furthermore, you will become a lot more understanding of the how and why of technology without the fear of embarrassment or confusion. Plus, the course is free.

Essentially, it teaches you how to:

1. Build a web page
2. Put the web page on a Facebook Fan Page.
3. Attract people to your Fan Page.
4. Collect the names and email addresses of your fans so you may send out messages telling them where and when you will be speaking or signing your book. (This would be great to have in place before the Big E.)
5. Learn all the marketing steps that work to build interest in your book.
6. Stay up to date on all the changes that are happening in the online-marketing world with weekly newsletters.
7. Network with other writers or marketers every day and learn tips to make you better at getting the word out.
8. Learn how to take your current blog and make every post appear on Facebook automatically — without you having to do anything.
9. Learn graphics that will help not only online but in publicity material you prepare as handouts for events.
10. Enjoy the fact that it's free.

This is a course I took this spring as part of a group organized to create this whole program. The two people who started it, Jo Barnes, from England, and Jared Elvidge, from Utah, live thousands of miles apart and yet, because of the internet, work together as a team with the rest of our initial crew that came from Connecticut, California, Australia, Indonesia, the Fiji Islands, Canada and many more locations around the globe.

The idea was to create a program

that would help people from all walks of life learn to use Facebook as a marketing tool. Jo is a marketing whiz who loves problem solving and has more energy than is possible for the mother of a young girl. Jared is a technology expert who, though he is losing sleep with a new baby in the house, will happily answer anyone's questions. He never makes you feel dumb. They run the online school and I handle the author questions on the **Writer to Reader Networking Fan Page**.

So, how do you go about being part of this? The first thing to do is if you are not on Facebook, sign up for a personal account. All of your friends, as well as family, may chat with you there.

Next, at the top of your new page you will see a white box in the blue Facebook banner that is for searching. Type in "Writer to Reader Networking." It will take you right to the page where Jo Barnes will tell you, step by step, exactly what to do.

Once you've done the steps, there will be a series of lessons sent to you which you may run on your computer and do the steps at your own speed. If you miss something, you may play it again. If there is something you don't understand, you can ask questions. It's just like going to school — except you can do it in your pajamas, wearing your fuzzy bunny slippers.

After a few weeks, you will have a web page up on Facebook and will be making new friends and fans for your books.

For instance, I've not only got a page where all my knitting books may be seen and ordered, but I have one for my more than 100 knitting patterns.



## Schedule of Upcoming Meetings

### CAPA-SE MEETINGS: Monday 7:00 pm

#### Summer Meetings: Location TBA

- Jul 18: Brian Jud, CAPA founder, author, publisher and marketer.  
 Aug 15: TBA  
 Sep 19: TBA, Groton Public Library

### CAPA CENTRAL MEETINGS: Saturday 10:30 am

- July 16 The annual CAPA summer picnic  
 August 20 Eileen Albrizio speaks on Fiction Writing  
 September 17 Peggy Gaffney speaks on Using Facebook to Market Your Books  
 October 15 TBA  
 November 19 Brian Jud speaks on Beyond the Bookstore, Selling Your Books In Large Numbers.  
 December 17 Annual CAPA Christmas Party

### CAPA SOUTHWEST MEETINGS: Monday 6:30 pm

- July 11 Dr. Jerry Labriola speaking on Famous Cases in Forensic Medicine including: JFK and OJ Simpson

## Five-Minute Marketing Tips

Here are a few more ways you can make use of a spare five minutes anytime during your work day, leisure time, breaks or standing-in-line time. There are some great ideas here. Be sure to read them all.

Look up bookstores or libraries in towns you will be passing through and send them an email saying you'll be in the area, if they'd like you to do an event. If you have a pre-written email about your book, it takes less than five minutes. Many of my most-successful book talks for *The Wisdom to Know the Difference* were in smallish towns that don't get many authors. One was a town I was literally driving through to get to a bigger city, but the small town interviewed me on the radio and I had 35 people show up to my event, many of whom bought books. Another moderate-sized city featured me in the newspaper and I got a bigger bookstore crowd than

in many larger cities.

— Eileen Flanagan,  
[www.eileenflanagan.com](http://www.eileenflanagan.com)

Break big projects into small tasks you can do when you have five minutes. For example, if you want media for your upcoming bookstore appearance, spend five minutes today reading the region's local paper online to see which reporters might be most interested in your book event. Tomorrow, spend five minutes scanning the local radio programming. The next day, send emails to the reporter and radio host who are your top targets. The next day, search for local Twitter event lists, etc. If you wait until you have a whole day to research media, you will probably miss your window for reaching them; but if you find one potential contact per day, you're likely to make a connection that will pay off.

— Eileen Flanagan

I film middle-school students (with parents' signed permission) giving 30-second book reviews of my titles, then post them on YouTube. This excites the kids to tell their friends/families about my books and provides me with easily accessible, free public exposure.

— Kayleen Reusser,  
[www.KayleenR.com](http://www.KayleenR.com).

I post a chapter of my books on my website — with my editor's permission — along with photos from the book. This gives viewers a chance to see the book's content and quality of my work.

— Kayleen Reusser

*Reprinted from "Rick Frishman's Sunday Tips"*  
 Subscribe at <http://www.rickfrishman.com> and receive Rick's "Million Dollar Rolodex"

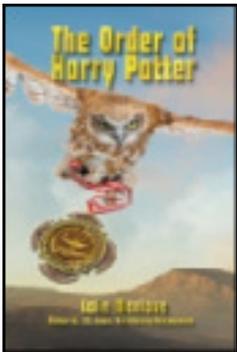


**CAPA Picnic  
 Saturday  
 July 16 at 10:30**

# 🎀 Celebrating Success 🎀

I am always impressed when our members come up with new and unique ways to publicize their books in this tough marketing economy. Book reviews in newspapers are a thing of the past, except for a few big-city presses; and magazines are devoting less and less space to them. So when CAPA member **Cathy Gibson** sent me her latest brag, I was impressed. Cathy is using the old-fashioned but effective tool of the billboard to get the word out. This one is on West Street in Bristol, her home town, and she will be on one in Avon on Route 177 in August.

This shows the drive of an author who knows how to build success. As our own Brian Jud would say, she “thinks outside the box.”



**Bob Trexler** was recently interviewed by *The Literary Traveler* about the **New York C.S. Lewis Society** and his various publishing ventures (**Zossima Press** and **Winged Lion Press**). “Robert Trexler is the Editor of The New York C.S. Lewis Society, the world’s oldest society for the discussion and appreciation of C.S. Lewis and his literary works. Following his love for the literary, Trexler co-founded Zossima Press, and then as a solo venture, he founded Winged Lion Press. What makes Trexler’s presses unique is that he takes pop culture and gives it a literary twist. Harry Potter, Twilight ... it all can be read in a literary way according to Trexler.” You can find the entire interview here: [http://www.literarytraveler.com/literary\\_articles/robert\\_trexler\\_winged\\_lion.aspx](http://www.literarytraveler.com/literary_articles/robert_trexler_winged_lion.aspx)

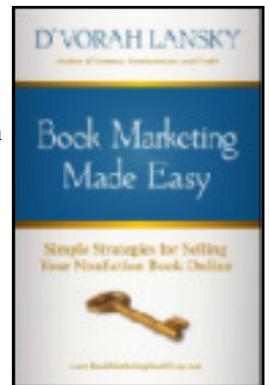
**D’vorah Lansky** has published her new book, *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online*. She is participating in a 20+ stop, Virtual Blog Tour! Join in the fun, check out the schedule for the event: [www.BookMarketingMadeEasy.com](http://www.BookMarketingMadeEasy.com). D’vorah also offers a Book Marketing Kit on her website. The Book Marketing Kit includes:

- \* A free chapter from the book!
- \* An MP3 recorded interview with the author!
- \* A video and pdf of *The 7 Vibrant Marketing Strategies for Authors!*

Request your “Book Marketing Kit” today by entering your name and email address at her Book Marketing Made Easy site!

Be sure to check your email box in order to access your materials. Here’s to your book marketing success!

Congratulations, D’vorah, on another marketing idea!



**Jason Alster** points out that a new way to promote a book is to add a video clip or trailer to a “Send Out Card.” Author Jason Alster has invited Annie Harris, independent distributor of Send Out Cards, to demonstrate this brand-new technology at the next CAPA network meeting, Monday evening, July 25th at 6:30 p.m. at the Wethersfield Public Library. Please RSVP to [jasonalster@gmail.com](mailto:jasonalster@gmail.com).

Have you already written a book? Maybe you’re thinking about scheduling some author talks or book signings? Why not add a video clip to your marketing campaign to increase your response rate and attendance? Think about the impact it would have if you could not only send a personalized postcard or greeting card, but also include a short video link where you may feature why people would want to meet you and read your book? The best part is, you don’t have to worry about licking stamps, handwriting addresses or going to the post office. You just set up your marketing piece – with the video link – on your computer (once!) and then let the professionals handle the rest. The cost is reasonable (less than \$1 per postcard, including postage) and options include your own handwriting, your own photos and your own signature.

## The ABCs of the Editing Process: What Can A Copy Editor Do for Me? By Roberta Buland

I'm always amazed at a party, networking event or even a CAPA meeting, when I am asked, "What can a copy editor do for me?" She is a basic editor who finds and corrects the nitty-gritty errors that the author didn't "see" or "skipped over" when re-reading the manuscript. These kinds of errors often drive readers nuts! The errors found are usually like the ones you have picked up in newspapers and magazines, or even books. A copy editor can help you to fine tune your writing toward the goal of making it as error-proof as possible. She will eliminate these errors because her job is to "specifically improve the formatting, style and accuracy of text. Unlike general editing, copy editing might not involve changing the substance of the text." Some manuscripts need copy editing; others need substance editing and many need both or — even others kinds of editing, which we'll discuss in future columns.

So, here's a short exercise for you to try, in order

to "see" what we're talking about. How many errors can you find in the following four paragraphs?

\*\*\*

As we enter the new millennium its difficult to avoid thinking about how the world is changing. In the 1980's few people had even seen a computer, let alone owned one. Now they are on most children's christmas wish lists.

In the 1990's satellite television was a new and wondrous thing — no less than sixteen channels through one ariel! Compare that figure with the hundreds available today. Digital broadcasting has changed our lives to such an extent that the question is no longer "TV or not TV?" (to misquote Shakespeare), but "Could we manage without it?" Can you imagine life a hundred years ago, when there was neither television or radio. For us, it doesn't bare thinking about, but perhaps our great-grandparents were equally as content to sit round a piano as we are to stare at a screen. There would have been no disagreement about what

channel to watch, at least.

Which would you choose as the best of the two period's in which to live? In 1900 there was certainly less leisure time, accomodation was terribly cramped and there were two world wars to come, (not to mention the Spanish influenza epidemic of 1918, which was responsible for the deaths of more British people than the Second World War preceeding it); a holiday was a luxury and there was no modern conveniences. I am not, of course, inferring that all is now perfect. Today we have global warming, gridlocked traffic, GM foods, BSE, ME, AIDS and many other unwelcome contractions, abbreviations and anagrams — problems all partly or wholly attributable to technological advances.

On balance, though, I think I would prefer to take my chances in todays silicone-enhanced world of bits and bites than in the troubled times of our forbears.

\*\*\*

Note that the following words in the order written above were misspelled or misused or grammatically incorrect: mil-



lennium, it's, 1980s, children's, Christmas, 1990s, satellite, fewer, aerial, Shakespeare, nor, bear, equally content [or as content — either is correct], which, better, periods, accomodation, responsible, First, preceeding, [was should be] were, implying, acronyms, attributable, today's, bytes, forbears. A question mark should follow radio.

*Questions or comments? Email: rjbuland@comcast.net*  
 Roberta J. Buland is the Owner-Editor of **RIGHT WORDS UNLIMITED**, a full service editorial and publishing firm in West Hartford. She is a past president of CAPA and may be reached at 860-308-2550. She welcomes questions about any aspect of editing, writing and publishing.

***"You know you don't have to be an actor when you read a book to a child. All you need is to simply love what you're reading. Even just enjoying the pictures together is a great start. When you share a book with a child, You're saying to them that books are important. That's a gift that can nurture them all through their lives."***

~ Mr. Rogers

