

PRESS CLIPS

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President's Letter

Last spring, the Connecticut Press Club honored Faith Middleton with our annual Mark Twain Award. We chose Faith because she represented the direction we needed to take — multiplatform journalism. We are all painfully aware that the traditional model of writing is too small for today's world. As Faith has done, we need to embrace the written word, aural conversation and Internet. The new media also offers us some very exciting opportunities. It opens up a world of new audiences. It gives us the chance to express ourselves formally in print, on podcasts on people's M3 players and animated on the web.

In January we presented a seminar that taught writers how to use the new media to our advantage. We're going to continue to find speakers who can help us adapt and survive in the

industry as it changes. Yes, there have been a lot of victims as managers made the wrong business decisions (that is, expanding in all the wrong places, buying more media outlets than they can afford while scaling back on quality in content that people demand. But we know that what we have trained for matters. We know we can make a difference in people's lives. Moreover, we know that when the decision-makers in our business forget the purpose we have, that society suffers.

Sounds dramatic? Bob Woodward and Carl Bernstein toppled a corrupt presidency. They didn't set out to do that. They covered a local burglary and followed every lead. It's a sad statement on our society that we don't continue to value that kind of reporting as much as we should.

Several years ago, I met a journalist from the *Kansas City*

Star who admitted to believing in conspiracy theories. He was convinced that government and businesses were hurting the public. He was very proactive about filing FOIA applications. Once he discovered that contaminated meat was irradiated and put back in the supermarkets. How I wish there are more journalists who believed in conspiracy theories. Maybe the economic messes we're in might have been prevented. Some financial reporters might have looked further into the derivatives that no one understood, not even the Wall Street gurus who were selling them. The ongoing scandal of executive pay and the public's rage prove that there is a need for more news. Even though periodicals are shrinking, the media is not. We can reclaim our purpose—to afflict the comfortable and comfort the afflicted.

Sherry Shameer Cohen

Program Notes — YOU on the Web

Using blogs and social networks can help you advance your career. Some writers are getting jobs and book contracts because the right people are reading them. Social networking sites is not just about your friends, but finding new sources.

Blogging is a great way to promote your book, says Linda

Merlino, author of *Belly of the Whale*. Her publisher insisted that she actively promote her book on the Internet. You need to feed your blog about three times a week. Write about what you see and weave what you're trying to promote in your blog. You will rarely produce income from your blog, but it gives you more web presence and, hope-

fully, higher book sales. Once your blog is set up, register it on technorati.com. Then be efficient. Use blogroll.com to expand your presence and copy and paste your blog as a guest blogger. Authors should check out sites such as library-thing.com and goodreads.com.

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Program Notes — YOU on the Web (continued)

LinkedIn is the concept of six degrees of separation for the digital age. Think of it as a shared digital Rolodex. You get to view the Rolodexes of people in your network and ask for introductions.

Looking for work? Career coach Donna Sweiden of Career Folk, reported that recruiters are looking at LinkedIn for job candidates. Your profile contains your resume and possibly recommendations.

Sign up for free. Create your profile and invite people

you know well to join your LinkedIn network.

You can join other writers' groups and make new contacts and post topics for discussion. [Note: The Connecticut Press Club welcomes members and non-members in the Metro Writers Community Group in LinkedIn. It's a good way to catch up with former members who have moved away.]

You can also find people in companies. For example, *The New York Post* has nearly 300 current and former employees

who are on LinkedIn.

Got a question or need a source for a story? Click on Answers and post your question.

Facebook is another social networking site you can use for business. Speaker Kelechi Ubozoh was handed two rush assignments. She posted a question on Facebook to get sources for her story on a student who was tazed during John Kerry's presidential campaign. Meanwhile, she ran out to cover a police shooting.

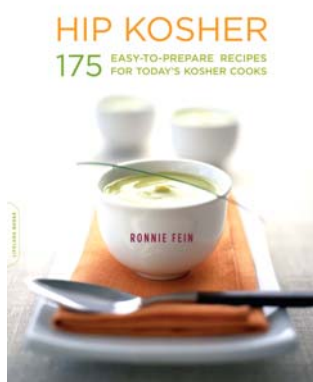
While she was gone, people replied on her Facebook page.

If you're writing a book, start building up your Facebook as well as LinkedIn contacts. Book editor Sean Desmond told the Connecticut Press Club last November that it's an excellent way to market your book.

Note: YOU on the Web will continue in various formats as we get free space and speakers. If you have any contacts who can help, please contact us at ctpressclub@gmail.com.

Program Notes — Food Writing

Love food? Don't we all! In February, we found out how to



write about it..

Long time Connecticut Press Club member Ronnie Fein is an award-winning cookbook author who has appeared in cooking segments on shows including *Today in New York* and *Good Day New York*. She is the author of *The Complete Idiot's Guide to Cooking Basics*, *The Complete Idiot's Guide to American Cooking* and *Hip Kosher: 175 Easy-to-Prepare Recipes for Today's Kosher Cooks*.

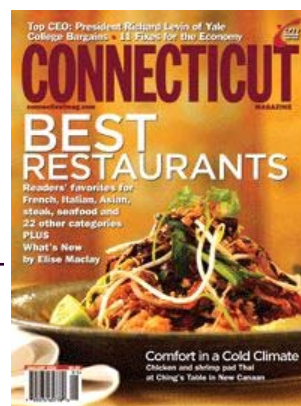
Ronnie was a lawyer before

becoming a professional foodie. She got her start as a food writer by writing a column for *The Stamford Shopper*. Now she writes for *The Advocate* and *Greenwich Time*. As any good journalist knows, you have to find an angle. Ronnie's angle is the history of the food she writes about. She also advises food writers to know the equipment and to study food trends. She attends food trade shows, where vendors and distributors display their newest products. She suggests that people who are interested in writing about food should develop an expertise and come up with a proposal in which they can distinguish themselves from competitors.

"Entice readers into the kitchen," she says. Everyone is cooking today because they're economizing.

Elyse Maclay seems to have a dream job—reviewing restaurants, mostly ones that are fairly upscale. She admits that part of the job requires eating even when she doesn't feel like it or driving during a storm when she would rather be

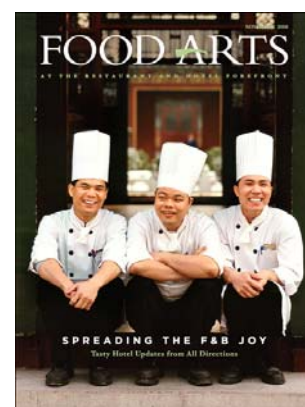
home. She grew up in a restaurant family, so she always knew a lot about what it takes to run a restaurant. Elyse also worked as the assistant to a food editor at a magazine. She has an amazing short-term recall of the



entire menu without having to take notes, but she needs to write her reviews quickly.

Kelley McClain, Managing Editor for *Food Arts*, a trade magazine for the restaurant and hotel industries. *Food Arts* has a more upscale appearance than its competitors, which include *Restaurant Business*, *Slammed*,

by the same company that produces *The Wine Enthusiast* and *Cigar Aficionado*. Trade magazines are all about how to help a business compete in its industry. *Food Arts* covers topics such as new restaurants ("Birth Announcements"), equipment, tabletop, working on television, book publishing, recipes and techniques and industry news. Freelancers who are interested in writing about



the food and hospitality industry are welcome to pitch story ideas to *Food Arts*.

Program Notes: New Media Law

Can I get sued for blogging? Can I get sued if someone posts a negative comment on my blog? Can I put the cover of a magazine on my website to promote my writing?

These were the questions we asked Steve Nevas, Senior Research Scholar in Law and Executive Director, Law & Media Program at Yale University and Alan Neigher, intellectual property lawyer.

Briefly, the answers to the above questions are yes, yes,

and yes. Cover yourself with libel insurance and errors and omissions insurance. Contact insurers such as Media Properties in Kansas City, First Media, and Marsh & McLennan. You can post covers and your articles for promotional purposes as long as no one from the publication objects.

What about fair use? Use it wisely and narrowly and you won't get into trouble. Protect abuse of your material by sending in Form TX and a check for \$45.00 to the Copyright office.

This applies to anything that can be in print format, but also your blogs. You can do this on a monthly basis to save on fees.

Need to hire an intellectual property lawyer? It's highly recommended if, for example, Hollywood beckons. In addition to film rights, there are merchandising rights. You don't want your characters to end up as toys in McDonald's Happy Meals without your getting royalties!

Here's how to reach them:

Alan Neigher, Esq.
1804 Post Road East
Westport, CT 06880
(203) 259-0599

Stephen Nevas, Esq.
Executive Director
Law and Media Program
Yale Law School
P.O. box 28215
New Haven, CT 06520
(203) 432-9387

Note: Steve also has a practice in Westport.

Member News

Allia Zobel Nolan's first jacketed children's book, *Mrs. McGee's Coconut*, is now on the market. Other recent releases include *The Ten Commandments for Little Ones*, *Noah's Notebook*, and *Bunnies Are for Kissing*. Surf to alliawrites.com and kittyliterate.blogspot.com.

Jessica Bram was recently interviewed on *Sunday Today in New York* (NBC) on her book, *Happily Ever After Divorce: Notes of a Joyful Journey*.

Roseann Levy's book, *It's Never Too Late To Dance*, will be published this summer by Leg-work Team.

Sherry Shameer Cohen will appear on *Frontline* on May 12 about the Madoff scandal. metrojournalist.blogspot.com.

Patricia D'Ascoli published *Picture This: Photo Inspired Collections*.

Judith Marks-White received a NEPA award for

"Here Come the Popsicles" in her "The Light Touch" column.

Elizabeth Keyser's collaborative play, *Momoirs: The Umbilical Cord Stops Here!* will be performed on May 2 at 7:00 at the First Congregational Church, 108 Sound Beach Avenue, Old Greenwich to benefit the Stamford Counseling Center. Reservations are required. 203-323-8560 x101.

You on the Web continues

Colangelo Synergy Marketing will lead a 2.5 hour seminar on social media for writers - what is it, why do it, when to use it and where to begin. The session will cover the following topics: Introduction, personal branding, blogging, content aggregation, Twitter, Facebook and ecommerce and will be followed by an open Q&A discussion. The seminar is free. Advanced reservations are necessary. Space is limited, but CPC members get priority

reservations. Refreshments will be served.

Thursday, April 30
6:30 to 9:00 p.m. at

COLANGELO

120 Tokeneke Road
Darien CT, 06820
Reservations: 968-8600 or
ctpressclub@gmail.com

Special thanks to

Coromandel (Darien)
Tel: 662-1213
V's Restaurant & Wine Bar
Tel: 259-1160
Bogey's Grille & Tap Room
Tel: 227-4653
The Norwalk Inn
Tel: 838-2000

for donating gift cards as prizes at our food writing program.

Welcome new members -

Diane Apicelli

Pal Asija

Valerie Foster

Bryan Mattimore

Stacy Barnett Mozer

Elsa Peterson

Bindu Subramanian

Membership is open year-round and is counted by anniversary date.

Join us and get program discounts, member news posted, listing in our directory, and more.

ANNUAL AWARDS BANQUET

Please join us for an unforgettable evening as we honor the winners for best news, feature, column, blog- and books. We will present best selling novelist Wally Lamb (She's Come Undone, I Know This Much Is True and The Hour I First Believe) with our Mark Twain award.

Date: Thursday, May 7

Place: Quattro Pazzi at Oak Hills Park, Norwalk

Cost: \$45.00 in advance / \$50.00 at the door

Address correction requested

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