



# News & Views

▶ Empowering authors and publishers to create and market books

JUNE 2009

## JUNE 10 MEMBERSHIP MEETING:

### Online social networking and “Get ready/get published” contest unveiling

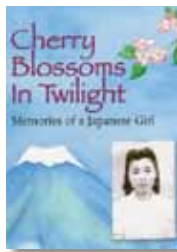
What’s all the twitter about? Online social networking is a powerful marketing tool. Now’s your chance to learn step-by-step how to get started on social networking sites like Facebook, MySpace and become a micro-blogging Twitter guru. Members and guests will be welcome to talk about their own experiences with online networking for business.

And if you’re thinking about getting published, wait no more. The St. Louis Publishers Association is offering published and unpublished authors the chance to get their work into print. We’ll explain all the details of the SLPA’s **Get Ready/Get Published** Book Contest. This is one meeting you don’t want to miss!



#### Featured Speaker

SLPA secretary Linda Austin coauthored her mother’s WWII Japan memoir, *Cherry Blossoms in Twilight*. She uses her blog, *Cherry Blossom Memories*, to encourage others to tell their stories as well as to subtly advertise her book. She uses Twitter to learn about writing, publishing, and marketing, to keep up with the book business, and as another way to build an online presence. She has a Facebook account, tried MySpace for awhile, and participates in several Yahoo groups. Linda will discuss the pros and cons of a few of the most popular online social networking sites, demo Facebook and Twitter, and spill the secrets to social marketing success for authors and writers.



Join us Wednesday evening, June 11, at the Lodge at Des Peres. Doors open for networking at 6:30 p.m.; meeting begins at 7:00 p.m. The formal meeting concludes around 8:30 p.m. with networking continuing until 9:00 p.m. 📖

## What’s Ahead?

Find out at our July meeting how to build a successful publishing company by focusing on one market. **Jeff Fister, founder and owner of Virginia Publishing**, will explain the benefits his independent publishing house has reaped by specializing in St. Louis history. **Mark your calendar for July 8!** 📖

### Publishing fact of the month

Did you know that in 2008 traditional book publishing was down 3% to only 275,232 new titles while **digitally printed on-demand books increased 132%** to 285,394 titles?

This is the second consecutive year of triple-digit growth in the short-run book publishing segment.

Source: Bowker. [www.spannet.org/bowker-stats-2008.htm](http://www.spannet.org/bowker-stats-2008.htm)



## In This Issue

- 1 Online social networking and “Get ready/get published” contest unveiling
- 1 What’s Ahead?
- 2 President’s Corner by Lynette Schuepbach
- 2 SLPA announces “Get Ready/Get Published” contest
- 2 Help spread the word about the SLPA!
- 3 Top ten tips for Twitter...and life by Crystal N. Woods
- 3 News from SPAN
- 4 Pub Legal: E-publishing and third-party liability
- 4 Recommended Reading
- 5 Member Spotlight: Ed Sylvia
- 5 Behind the scenes with the board: Ligaya Figueras, Communications manager

## President's Corner by Lynette Schuepbach Where in the world have I landed?




I woke up one morning and felt like I was in a foreign country. People seemed to be using English, but I couldn't understand the language at all. Twitter was something that birds did. A mouse did not sit still on a desk. "Text," once a noun, had turned into a verb. And social networking was always done at a sock hop, ice cream social or local bar.

How do I connect with people? How do I discuss my ideas, sell my books, or promote speaking engagements if I don't know the language or know where to meet people? And how do I locate the party if there is no map to take me to these virtual social opportunities?

Well, like visiting a foreign country, I can choose to learn the language and join the general population, or isolate myself, continue speaking to the remaining few who stay in my world and miss opportunities which come with this new social world of the Internet.

If you've read the book *Who Moved My Cheese*, you will recognize this moment. The mouse in the maze who has always found his cheese in the same location suddenly realizes that it has been placed in a new location. This mouse can continue to go to the old location and hope to see his cheese there, or he can learn to navigate the maze and find his cheese in a new location, despite feeling nervous or scared.

Whether you see the Internet, social networking and Web site design as a foreign country or a maze, SLPA's next meeting will give you an opportunity to brave this new world. Even if you are beginning to find your way around cyberspace, it's always a bonus to hear more from an experienced traveler. Gather your questions and bring them with you to the June meeting for a lively discussion. Use this opportunity to learn more, which will give you courage to take on the challenge of social networking and Web site design. 

—Lynette Schuepbach, President  
lschuepbach@charter.net


## SLPA announces "Get Ready/Get Published" contest

Are you ready to get published? The St. Louis Publishers Association is launching the 2009 **Get Ready/Get Published**. The contest is open to all SLPA members (18 years or older), whether published or unpublished. Manuscripts, however, cannot be previously published.


The winning author will see his manuscript transformed from raw words into saleable product. **The grand prize, valued at \$8,900**, includes editing, proofing, design and other production services, ten copies printed by Lightening Sources, a reading by industry professionals, layout of sales and marketing promotional materials, a one-year SLPA membership and much more!



Find out more about **Get Ready/Get Published** at the June 10 meeting. In addition, the SLPA will be offering publishing learning modules from June through December 2009 at monthly meetings. These 10-minute

presentations will include: parts of a book, copyright, marketing development, book proposals, editing, illustrations and permissions, and how to use feedback, reviews and testimonials. Complete details and downloadable entry form are available at [www.stlpublishers.org](http://www.stlpublishers.org). **Deadline for submission is January 20, 2010.** 

## Help spread the word about the SLPA!

The SLPA has information sheets, meeting schedules, bookmarks and other printed literature about our organization. If you will be attending a conference, convention, meeting or other function where publishing professionals will be in attendance, we'd love for you to share information about the SLPA and help us grow. To request SLPA materials, please contact Sue Sylvia at [slpa@staircasepress.com](mailto:slpa@staircasepress.com). 

## Top ten tips for Twitter...and life

By Crystal N. Woods

The buzz this year is all about Twitter, the 'microblog' service.

Both the Web and Twitter are full of pleas from people who say they don't "get it." In a nutshell, the point of twitter is to post very short updates — no more than 140 characters. It's a bit like a txt msg (text message) for the Web, on "what you're doing now." These "tweets" can be links to cool sites you've found, conversations with other Twitter users, questions you want a quick answer for, what you're having for dinner or even haiku poetry.



The main difference between Twitter and txt is: when you send it out it goes out to

everyone who's opted to follow you. On the receiving end, you're getting these updates from everyone you've chosen to follow. This constant flow of short messages to and from is called the "Twitter stream." It can be a bit overwhelming at first. Just like modern life. In fact, it occurred to me that the people who "get it" and rave about it the most are the very same people who have achieved vast levels of success in this information age. So, here's my take on the top 10 success tips for twitter... and life!

**1. Fluff and filler are no longer an option.** Nobody has time/interest in reading them. Get to the point.

**2. Be real.** 140 chars is cut to the bone — you can't wear a fake character on top and still fit.

**3. Pick what's important.** You could use twitter to talk about your day down to the bowel movements, but then you'd have nobody following you. People follow you on twitter because what's important to you is a match with what's important to them, so share it!

**4. To keep the relationship alive, feed it.** Share yourself, and your interests, and give stuff that matches the other person's interests.

**5. Don't take following/unfollowing personally** — as interests change, people will come and go. Faster than in real life, but no different. Accept it.

**6. Don't get overwhelmed.** You don't need to drink the river, just drink FROM it. (This is a major difference between big and small fish.)

**7. The big fish swim in big streams.** They don't try to control them, just swim in them.

**8. Being part of that big stream is NOT a guarantee you'll have their attention:** a fish doesn't swim through every drop of water on it's way upstream.

**9. To catch the attention of a big fish, you need to:**

- send something past them just when they're looking at that part of the stream;
- send something they're looking for so they hunt it down; or
- send something so catchy/helpful/viral that others keep putting it in front of them for you.

**10. Practice.** Start small with a few friends, and gradually grow your circle of influence. Even if you could jump in with 10,000 followers, you probably wouldn't know how to keep them long unless you'd developed the skill of catching and keeping interest. That skill will serve you well online and offline in ways you can't imagine...

**11. Have fun!** The people having the most fun are the ones you most want to hang out with. Be one.

Used with permission. Originally published at [www.TwiTip.com](http://www.TwiTip.com).

## News from SPAN

After a year off, SPAN is reviving the SPAN Webinar series. This will be a free series and available only to SPAN members. The six Webinar-series workshop, hosted by book marketing expert Brian Jud, will cover a wide range of topics including non-bookstore sales, planning a marketing campaign, and radio and TV promotion. The first event will be June 23 at 4:00 p.m. Eastern. SPAN members will receive an announcement via e-mail with registration details.

SPAN is also energizing its Web site with a design makeover. The new site will host social media features with the goal of strengthening the SPAN community and helping SPAN members be more successful. Features will include forums/discussion groups, file sharing, member profiles, and many more connectivity technologies. Some of the new social media features will be viewable by the public, but the best parts of the system will be for SPAN members only.

Editor's note: SPAN, the Small Publishers Association of North America, is a nonprofit trade association dedicated to advancing the interests and expertise of independent publishers and authors through educational opportunities and discounted services. SLPA members can join SPAN at a discounted rate. For details, visit [www.spanet.org](http://www.spanet.org).



## PUB LEGAL

## E-publishing and third-party liability



By Jessica Hille for the St. Louis Volunteer Lawyers and Accountants for the Arts

*Editor's note: Beginning with this issue, each edition of News & Views will include "Pub Legal," a column that focuses on legal topics within the publishing industry.*

## When am I not liable?

In general, when working with a Web site or blog, you are NOT responsible for information you do not create. If you host a website, for example, you are not responsible for the content of messages that people (third-parties) post on a message board. This is true even if the messages/third-party content is false, hurtful, rude, indecent, etc. If you don't write, make or produce it, you aren't liable for it.

As the owner of a Web site or blog, you are also not responsible in your role as editor. If someone posts a false, indecent, offensive, or otherwise actionable comment to your blog, for example, you are not legally obligated to remove the comment. Editorial functions include "whether to publish, edit, or withdraw the posting" and you cannot be held liable for performing these functions. (*Zeran v. America Online*, 524 U.S. 937 (1998))


This immunity from liability stems from exceptions in the Communications Decency Act (CDA) of 1996. (47 U.S.C.A. § 230). The CDA in general regulates the distribution of obscene material through communication systems like telephones, radios, TV, and the Internet. Because of the explosive growth of the Internet in recent years, lawmakers and judges have sought to balance the protection of free speech and encouragement of online growth against the public interest in restricting obscene, tortious material.

Under the CDA, an "interactive computer service" cannot be held liable for third-party content. An interactive computer service is an internet provider that allows access to the internet in general (think AOL or AT&T) and individual Web sites like eBay, or blogs. Again, if you are simply providing access to the information and not generating the content, you will most likely not be held liable under the CDA.

Congress, in Title 47 of the United States Code (federal laws of the United States), decided to favor personal rather than governmental regulation. Granting Internet providers immunity from liability for third-party content encourages the free growth of the Internet, free speech, and the development of technology for individuals to create their own blocks against online content like parental controls and firewalls.

## When am I liable?

What you ARE responsible for is what you write and/or publish online. If you post information, write a blog entry, make a comment, etc., you are responsible for that content and could be held liable if the content is defamatory or otherwise legally actionable. Examples include copyright and trademark infringement, right of privacy or right of publicity claims and child pornography. In this case, you would be an "information content provider" under the CDA, and information content providers can be held liable. If you edit content to the point of changing its meaning, and the content is now actionable, you may be held liable.

Whether or not you SHOULD remove rude, offensive, or defamatory content is a different issue. While there might not be any legal liability, it is best to monitor your site. How much regulation you want to do is up to you. 

Jessica Hille is a summer associate at St. Louis Volunteer Lawyers and Accountants for the Arts. Erin McGowan and Laurie Washington, also summer associates, contributed to this article.

© VLAA. All Rights Reserved. This article was written for educational and informational purposes only and is not legal advice or a legal opinion. Only your attorney can advise you about which laws are applicable to your specific situation. For more information, visit [www.vlaa.org](http://www.vlaa.org).

## Recommended Reading

Need more info? Check out these titles recommended specifically for SLPA members by the St. Louis Volunteer Lawyers and Accountants for the Arts.




"§ 230. Protection for private blocking and screening of offensive material." *U.S. Code Collection*. Cornell University Law School. 20 May 2009.

<http://www.law.cornell.edu/uscode/47/230.html> (Text of 47 U.S.C. §230)

Emma Scanlan, *Bigger Fish, Deeper Pockets: Business Blogs, Defamation and the Communications Decency Act*, 2 *Shidler J. L. Com. & Tech.* 17 (Aug. 12, 2005), at <http://www.lctjournal.washington.edu/Vol2/a004Scanlan.html>

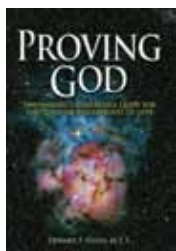
"Section 230 Protections." *Bloggers' Legal Guide*. Electronic Frontier Foundation. 26 May 2009. [www.eff.org/issues/bloggers/legal/liability/230](http://www.eff.org/issues/bloggers/legal/liability/230) (more information on §230, particularly for bloggers)

St. Louis Volunteer Lawyers and Accountants for the Arts. Homepage: <http://vlaa.org/> (General information on copyright and other intellectual property law for artists) 

## Member Spotlight: Ed Sylvia



Ed Sylvia's new book, *Proving God – Swedenborg's Remarkable Quest for the Quantum Fingerprints of Love*, will be available in bookstores next spring. The book is the result of over 30 years of study and research, the last six of which were spent in the actual writing, editing and producing of this book. Several Advance Reading Copies (ARCs) have already been given favorable reviews by very thoughtful individuals who are not inclined to embarrass themselves. He also delivered ARCs to some key people at BEA this year.



*Proving God* fulfills a continuing vision that God's fingerprints of LOVE can be found everywhere in the manifest universe. It's a

daring work that unifies Science and Theology by challenging many of the world's current beliefs about both. Besides addressing matters of faith, Scripture is actually a multi-dimensional scientific document. It is a Sacred communication between God and the human race with multiple layers of meaning and its various stories are actually clever vehicles for depicting the patterns and order of universal process—both physical and spiritual.

Philosopher/Theologian Edward F. Sylvia, M.T.S. is a past president of SLPA. He attended the School of Visual Arts in New York and received his Master of Theological Studies at the Pacific School of Religion in Berkeley, CA and a Certificate of Swedenborgian Studies from the Swedenborgian House of Studies. He is a member of the Center for Theology and the Natural Sciences (CTNS) and the Swedenborg Scientific Association (SSA).

After more than thirty years in a successful advertising career, Ed now advertises for God. He even took time out to go to graduate school in Berkeley, California, which gave him the necessary credentials and the opportunity to cultivate relationships with theologians and physicists that allowed him to fully develop his concepts in the way that best presents his material.

*Proving God* has the potential to change the way we think about the nature of reality. 📖

Editor's note: Do you want to be profiled for in the SLPA News "Member Spotlight" column? How has the SLPA helped you? What inspiring story and publishing accomplishments can you share with the rest of us? To be considered for the "Member Spotlight" column, contact SLPA communications manager and newsletter editor Ligaya Figueras via e-mail at [figuerasl@sbcglobal.net](mailto:figuerasl@sbcglobal.net).

## Behind the scenes with the board



### Ligaya Figueras, Communications manager

As SLPA communications manager, Ligaya Figueras is the liaison between those who plan our programs and events and those who deliver information to our members and the public at large. As part of her responsibilities, Ligaya compiles content for and edits our monthly newsletter *News & Views*. In addition, she generates announcements and other copy for publicity manager Danielle Alexander to issue to the general public, forwards content to our webmaster Sue Sylvia for online posting, and periodically writes about publishing topics on the SLPA blog.

Ligaya Figueras has been an independent publishing professional since 2001. She provides comprehensive editorial services, and specializes in educational materials and business communications. She has edited dozens of foreign language textbooks and ancillaries for EMC Paradigm/Symtalk, and worked with K-12 educational materials publishers Teacher Created, Frog Street Press, and McDonald Publishing. Other clients include self-published authors, nonprofits and small business service providers. In the last few years, her association with the media as a journalist covering food, fine art and travel has propelled her into marketing and public relations campaigns. For Ligaya, helping clients gain media exposure is almost as rewarding as seeing a book go from concept to completion. Contact Ligaya at [figuerasl@sbcglobal.net](mailto:figuerasl@sbcglobal.net). 📖

## Questions About SLPA?



Contact membership chairperson:  
Christine Frank at 314-205-2679

## Next Deadline ▶ June 21

### Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to [newslettereditor@stlouispublishers.org](mailto:newslettereditor@stlouispublishers.org).

SSLPA News & Views is edited by SLPA communications manager Ligaya Figueras and designed by SLPA member Peggy Nehmen. Contact info:

Ligaya Figueras: [figuerasl@sbcglobal.net](mailto:figuerasl@sbcglobal.net)

Peggy Nehmen: [pnehen@n-kcreative.com](mailto:pnehen@n-kcreative.com)

