



The Seattle Free Lancer

Newsletter for Seattle Free Lances • Seattle's Professional Writers Association • Founded 1921

www.seattlefreelances.org

January 2006

GUEST SPEAKER

RAY PFORTNER

Ray Pfortner, an award-winning freelance photographer who has marketed photo features and essays to magazines worldwide for over 20 years, will compare teaming up with a freelance photographer to marriage at the January 3 SFL meeting.

In his presentation, “**Are Some Marriages Really Made in Heaven?**” Ray explores the ins and outs of freelance writers working with freelance photographers on magazine features and books. He will show how to look for the *right partner* (is there really such a thing as *love at first sight* between freelance writers and photographers?) and how to forge a working relationship. He’ll offer some realistic expectations for pricing text and photography, for negotiating with the client, and for joint marketing and promotion. He’ll also discuss how to make the *honeymoon* last, and finally summarize by answering the question, “Do the *pros* of partnering really outweigh the *cons*?”

Ray has worked with some very spiffy writers, both emerging and well-known professional photographers. He has crafted *wedding vows* and negotiated *pre-nuptials* with freelance writers of magazine features and books. Some were *National Geographic* photographers, such as Jim Brandenburg, Mark Moffett, and Frans Lanting. As executive editor of Wildlands Press, he produced the first self-published books for nature photographer Art Wolfe, completing 16 different books, including their magazine serialization. He has also partnered with a score of other freelance writers.

Ray is an instructor for the North American Nature Photography Association (NANPA) High School Student Scholarship Program and has taught for the Sierra Club’s national educator’s environmental education program. He was awarded NANPA’s **2006 Recognition Award** for making a difference with his photography and its **2003 Fellow Award** for contributions to nature photography.

A photographer for most of his life, Ray has worked as a stock photography agent, a photographer’s representative, an educator, and a photographer. He now works as a consultant to photographers and stock agencies on book publishing, marketing to magazines, and business practices. He frequently teaches and writes articles on the same topics. His primary interest is in coaching new talent.

Ray’s own photography focuses on Vashon-Maury Island, his home in the Pacific Northwest. His images are often used to support the preservation of open space, habitat, and historic sites on and off the island. In 2003 he received the **Vashon-Maury Island Land Trust’s** coveted **Emma Award** for his photographic support.

To find out how a writer can hook up with a photographer, make reservations now for the January meeting (back page).



Photo © Nancy Wing

February Meeting

Carol Wissmann “Profiting from Periodicals”

With 24,000 periodicals published yearly, opportunities abound for those targeting a consumer, business, academic or trade niche. Learn how to break into this profitable market.

POETS WEST AND PROSE WEST CALENDAR FOR JANUARY 2006

Saturday, January 7, 6 p.m., Epilogue Books, 2005 NW Market, Seattle; PoetsWest features Mary Novak, Michael Schein, Paul von Kempf. Open mic.

Monday, January 9, 7 p.m., Trabant Chai Lounge on 45th and Brooklyn, Seattle (next to the Neptune Theater), UW Earth Club is planning an evening of Environmental Poetry with readings by Nancy Dalhberg, J. Glenn Evans, Thomas Hubbard, Priscilla Long, Len Tews. Open mic and live music from local bands. Donations to: Mountains to Sound Greenway.

Wednesday, January 11, 6 p.m., Epilogue Books, ProseWest features J. Glenn Evans and Bruce Taylor. Others TBA. Either poetry or prose at the open mic.

Saturday, January 14, 6 p.m., Epilogue Books, PoetsWest features Laura Gamache, Marika Pineda, Philip Randolph. Open mic. Contact J. Glenn Evans 206-682-1268, or info@poetswest.com.

2005-2006 SFL LEADERSHIP

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A VISIT TO A BOOK PUBLISHERS CONFERENCE

Coleen Cain and Bette Filley attended the First Book Publishers Northwest Conference last month, presented by Book Publishers Northwest and PMA, the Independent Book Publishers Association. Here is Coleen's report:

Bette and I went together and attended the opening reception on Friday night. Then we left our homes at 8 a.m. on Saturday and stayed all day until 5 p.m. It was pointed out that these days book publishers are turning increasingly to niche markets because conventional trade markets have become glutted with the nearly 200,000 titles published each year.

I attended the "Niche Session," then (one called) "Extra Money For You and Your Authors." After lunch I attended "Getting In and Getting Out With the Cash." Both were most helpful and I've adjusted my campaign for my two WWII historical novels. I also saw the Baker & Taylor representative and learned that it is no longer a distributor; but B&T is a wholesaler. No need to sign a contract.

Incidentally, Peter Kahle was a monitor, and he told me he couldn't attend SFL meetings because he is taking care of his ill father. He also said that the Pacific Northwest Writers Association has cancelled its Golden Anniversary Celebration.

—Coleen Cain

SFL'S OWN GRAMMY

How about musical grammar this time? Can you spot the grammatical errors in these musical hits? And edit them properly?

1. "I can't get no satisfaction" — *Rolling Stones*
2. "Til the stars fall from the sky/For you and I"
— *The Doors*
3. "If this ever-changing world in which we live in
makes you give in and cry" — *Paul McCartney*
4. "If I was your girlfriend/Would you remember to
tell me?" — *Prince*
5. "Love me tender/Love me, dear/Tell me you are
mine" — *Elvis Presley*

(Answers on Back Page)

SHOP TALK AND UPDATES

Carol Wissmann had an article on San Francisco appear in *The Crafts Report*. She also had an article on small mammal hide-aways published in *Pet Product News*. [Editor's Note: To learn how Carol manages to have her work published in such a wide scope of publications, don't miss the February meeting!]

Rachel Bard's new book, *Newswriting Guide, A Handbook for Student Reporters, 4th edition*, is now available at \$9.95 from Literary Network Press, P.O. Box 13523, Burton, WA 98013. This updated edition answers questions about the ten basic areas vital to reporters: style, format, punctuation, quotations, writing the lead and more.

“Writers by the Sea” in Yachats

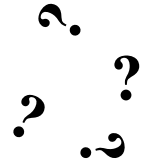
The “Writers-by-the-Sea” Fiction Writer's Workshop will be held at the Adobe Resort in Yachats, Oregon, January 21-22. John Reed, writer, teacher and editor will present the workshop. Register before January 9. Cost is \$150 or \$200 (includes a review or critique).

Info: call John Reed at 541-461-0789 or email reed@writerswelcome.com/

SFL WRITERS SURVEY:

TO ILLUSTRATE?

OR NOT?



That is the question! Here are some answers:

I'll answer your question. I'd rather have my articles illustrated than not— who wouldn't? And I do my own graphs. The illustrations attract attention at the beginning of the article and pique interest if they're done well. Because I do graphics, the first rule is to clarify the text and make it easier to understand. If they don't do that, then they shouldn't be there. They're like a well-dressed person. The dressings don't make up for a lack of substance, but they do speak for the amount of money, thought, and importance of the subject. —Sharon Yamanaka

Illustrations are a visual form of communication — and extremely important to newspaper and magazine articles. First, they catch readers' eyes and draw them to the written word. And second, they help interpret or enhance the content. Without an illustration, an article may go unread. —Jan Park

PICK UP YOUR COPY OF SFL'S 2006 DIRECTORY

If you haven't received your copy of SFL's 2006 directory, you can pick up one at the January meeting. If you are unable to attend, and would like a copy mailed to you, contact Janis Hutchinson, 425-783-0476, or email her at jhutchinson@juno.com.

Please clip the additions below and add them to your roster.

Anders, Donna **206-638-3818** Novels
PO Box 13979
Mill Creek, WA 98082-9979 danders@aol.com

Haines, Gail Kay **360-491-1658** Science
4145 Lorna Court S.E. Mystery
Olympia, WA 98503-4617 hgailhaines@aol.com
physical science; children's textbooks

Meador, Jo G. **360-331-7302** Fiction, Mystery
4919 Harbor Hills Dr. short stories, essays, poetry
Freeland, WA 98249 jo@meadornet.us
computing & software;
editing; presentation skills; tarot symbology; myths; information science

NEXT GENERAL MEETING

When: Tuesday, January 3, 2005
Social Hour at 5:30 p.m.; Dinner at 6:30 p.m.
Where: Lake City Elks Club (directions below)
Entrée: Buffet, Salad, and Dessert
Cost: \$15/members and guests
RSVP: Noon Wednesday, December 28, to Jan Park at 206-524-6573
or janetpark@aol.com

Directions to the Elks Club

(14540 Lake City Way NE)

From north: I-5 to 145th St. exit. Turn left, cross overpass, continue about a mile to Lake City Way. Cross LCW before turning left into the Elks parking lot.

From south: I-5 Expressway to 145th, turn right and proceed about 1 mile to Lake City Way. Cross LCW before turning left into parking lot.

Newsletter

Deadline for the February newsletter is noon January 18. Send articles and news items to: Val Dumond P O Box 97124, Tacoma WA 98497 or email: jazzyval@aol.com.

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Seattle Free Lances
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Tacoma WA 98497

Grammar Quiz Answers

(from Page 2)

1. I can't get **any** satisfac-
tion/
2. Til the stars fall from the
sky/For you and **me**/
3. If this ever-changing
world/In which we live **in**
Makes you give in and cry/
4. If I **were** your girlfriend/
would you remember to tell
me?/
5. Love me **tenderly**/Love
me, dear/Tell me you are
mine/
[Just doesn't sound the same,
does it?]