

## Biblio File

Glennette Tilley Turner received the 2012 Wilbert H. Siebert Award from the National Park Service's Underground Railroad Network to Freedom "for her steadfast dedication and commitment to the Underground Railroad." ... **Robert Collins** reports he started the new year by selling a short story. And he has a new book, too (See New Books, Page 4). ... **Jack Ridl** has an added joy to go along



Glennette  
Tilley Turner

with his new book of poems (See New Books, Page 4): His former student Chris Dombrowski has a collection coming out at the same time, also from Wayne State. The title is *Earth Again*. Jack adds his gratitude to SMA member **Richard Jones** who first published several of the poems in Poetry East. Jack also e-mails to say you can contact him at jack@ridl.com or www.ridl.com or Chris at chris\_dombrowski@hotmail.com ... Starting this month, **Rick Perlstein** is blogging at TheNation.com. ... **Rita Emmett** recently presented programs based on *The Procrastinator's Handbook* at the Agriculture Journalists Summit in Albuquerque, N.M., and at the Orthodontists Conference in Hawaii. In January she will speak in Toronto at the Farm Smart Ag Conference and in February at the National Association of Mutual Insurance Companies in Atlanta, Ga. ... **Carol DeChant** posted an essay Dec. 20 titled "History Can Be Guide to the



Rita Emmett

Craziness in Gun Debate." ... **Christian Wiman** is departing Poetry magazine to

Turn to Page 2

## A look at Harold Washington from authors who were there

BY THOMAS FRISBIE

Three decades after Harold Washington's primary election victory in his campaign for mayor of Chicago, three Chicago authors of books about Washington recalled their early impressions of him and discussed what made him a great mayor after he took office.

The panelists were **Timuel Black**, author of *Bridges of Memory*, **Peter Nolan**, author of *Campaign! The 1983 Election that Rocked Chicago*, and **Salim Muwakkil**, author of "Harold!" **Robert Starks**, director of the Harold Washington Institute for Research and Policy Studies at Northeastern Illinois University, moderated the panel.

Black said Washington already was politically active when he first met him in college after World War II.

"Harold Washington's family was part of the first great migration of African Americans to Chicago, and Harold very early became politically involved because of his father," Black said. "I was older, but I was like a big brother to those activists at Roosevelt College, which later became Roosevelt University."

Nolan said he first met Washington around 1970 in Springfield when he was head of the Black Caucus in the General

Assembly. Later, Nolan was assigned to cover former Chicago Mayor Jane Byrne in the three-way 1983 mayoral primary, but also covered the other candidates at times. He said he became aware of Washington's ability to inspire voters at a Sunday night rally at the University of Illinois at Chicago.

About 12,000 people showed up and although the rally lasted some four hours, almost no one left because Washington was speaking.

"It was spellbinding," Nolan said.

Muwakkil said he first became aware of Washington after Richard J. Daley died and the African-American pro tem of the City Council was denied a chance to be interim mayor. Washington, then still a state legislator, came from Springfield to

express his displeasure.

"I remember being extremely impressed by the guy who was leading that thing," Muwakkil said. "Who was Harold Washington? Until that time, I hadn't been particularly impressed by Chicago politicians, especially the black politicians. They seemed to be lacking. ... And Harold Washington completely confounded that stereotype. First of all, I heard him use the word 'Kafka-esque.' I said, 'Man, a Chicago politician with literary sensibility'

Turn to Page 2



Robert Starks



Timuel Black

Note: The February SMA program with Gillian Flynn will be on a Wednesday instead of the usual Tuesday because of a scheduling conflict at the Harold Washington Library Center. Page 3

## Biblio File

### Continued from Page 1

join the Yale Institute of Sacred Music faculty. ... **Richard Lindberg's** *Whiskey Breakfast: My Swedish Family, My American Life* on Jan. 19 was named the Chicago Writers Association Book of the Year for Traditionally Published Nonfiction. "No one intertwines the truth behind authorship, storytelling and history better than ... Richard C. Lindberg," the association said. (Time for a champagne dinner, Rich.) ... London's Carlton Publishing Group, **Gerry and Janet Souter's** five-volume history book publisher "has rolled aside the rock once more and commissioned us to resurrect a 2011 project that met its Waterloo at the Frankfort Book Fair that year," Gerry writes. "*The History of the Constitution of the United States (and its Enduring Struggle)* is once again on our plate." In other news, Gerry has been invited to appear on the Al Jazeera-English Television Network in a three-part discussion of gun ownership and violence issues, possibly the first SMA author to be on Al Jazeera. The show will tape in Washington, D.C., on Jan. 22 in a

Turn to Page 3

## Literary License

©2013, Society  
of Midland Authors  
P.O. Box 10419, Chicago IL 60610

Editor: Thomas Frisbie  
tomfrisbie@aol.com

[www.midlandauthors.com](http://www.midlandauthors.com)

Follow the Society on  
Twitter@midlandauthors

Society of Midland Authors members can now pay their membership dues, buy tickets to the annual dinner and make donations on our website with PayPal (there is a \$1 fee to help cover PayPal's fee). To make a donation, visit our home page at [www.midlandauthors.com](http://www.midlandauthors.com) and click on the "Donate" button in the upper right corner.

## Headline Continued from Page 1

ities. That was the first thing that attracted my attention to him. ... He demonstrated that breadth of intellectual experience and interest, and he was a whiz at the kind of nuts-and-bolts politics that characterized Chicago politicians.

"He was very popular among the black clergy and black businessmen, and – this was the most extraordinary thing – the black nationalist community, which was extremely important during that period in history."

It took ordinary voters longer to catch on, Nolan said. The black community was not strongly supporting him until after the first debate among the three mayoral primary election candidates – Washington, Byrne and Richard M. Daley, son of the former mayor.

"When they saw him on television, they said, 'Hey, this guy can do it. This guy is for real,'" Nolan said.

Starks agreed that debate was crucial.

"That first debate was a big boost for the Harold Washington campaign, because he was intelligent and he, of course, demonstrated his knowledge of government and did not scare the employees who thought they were going to lose their jobs," Starks said.

A radio station asked for listeners to call and say who won the debate. To help things along, Starks said, Washington's backers called in multiple times.

"We had five phones and we called 15 times, each person," he said.

The mood of the times and the solidarity of support for Washington, Black said, was reflected by a bus driver who announced, "Anyone who isn't voting for Harold Washington, get off my bus."

Nolan said the Jane Byrne camp may have wanted a black candidate in the beginning of the race "because she thought her real threat was from Daley and all the early polls showed Daley could knock her off."

That may have been the reason Byrne removed some black members of the school board shortly before the campaign

"to get the pot boiling a little bit," Nolan said. But if in fact that was the strategy, it backfired. Byrne and Daley split the white vote, and Harold won the primary election.

Much of the groundwork for that victory was laid long before, when members of the Chicago's black community were urging Washington to run.

"Harold wasn't sure he wanted to run," Black said.

To make sure he could make it a race, Washington set conditions for voter registration and fund-raising, Black said.

"We registered 263,000, I think it was, and then the money came, and that's when we were able to say to Harold: 'What is wrong with you now, man?'" Black said, getting a laugh from the audience of about 100.

The registration numbers also caught the eye of longtime Ald. Edward Burke, who later became a City Council opponent of Washington, Nolan said.

"I remember being in the City Hall press room when Ald. Burke, who was not a Harold supporter, said, 'You know ... with the registration' – he was looking at the numbers – 'Harold would have a chance.'"

Watch this program in the Chicago area Feb. 3 at 9 a.m. on Channel 21, Feb. 4 at 8 a.m. on Channel 19, and Feb. 5 at 12 p.m. on Channel 21.

Also, the Society of Midland Authors' 2012-2013 programs may be heard in their entirety at [www.chicagopublicradio.org/](http://www.chicagopublicradio.org/) amplified.

### Upcoming Society of Midland Authors programs are:

**Wednesday, Feb. 13, 6 p.m.: Gillian Flynn**, author of the No. 1 New York Times fiction best-seller *Gone Girl*. At the Harold Washington Library. Note: Because of a scheduling conflict, this is a Wednesday, not our normal Tuesday night program. (See Page 3 for more about Gillian Flynn.)

**Tuesday, March 12, 6 p.m.: Gerry Souter**, author of *American Shooter*. At the Harold Washington Library.

**Tuesday, April 16 (6 p.m. social hour and 7 p.m. talk): Edward Hirsch**, poet, critic and president of the John Simon Guggenheim Memorial Foundation. **This program will be at the Cliff Dwellers Club.**



Peter  
D. Nolan

# Author of 'Gone Girl' will be February SMA speaker

**G**illian Flynn, whose third novel, *Gone Girl* (2012), zoomed up the New York Times best-seller list, will present the Society of Midland Authors February program.

(The program will be on a Wednesday, not on the usual Tuesday. And it will be at the Harold Washington Library Center, not the usual Cliff Dwellers location.)

Flynn, who has been described as writing tortuous and deeply dark thrillers, was born in Kansas City, Mo., and is a former writer for *Entertainment Weekly*.

Of her new book, Flynn told the Chicago Sun-Times: "I knew I wanted to delve into marriage in general. *Sharp Objects* and *Dark Places* [her first two novels] dealt with unattached people. I'd

thoroughly explored dysfunctional loneliness and isolation and the inability to make connections, and I kind of wanted to get into the opposite – what happens when you choose to yoke yourself to another human being and those attendant issues."

Flynn received her undergraduate degrees in English and journalism at the University of Kansas, spent two years writing about human resources for a trade magazine in California and then earned her master's degree in journalism from

*Literary Landscape:*  
**Gillian Flynn**

**Feb. 13, 2013, program**  
**Harold Washington Library Center**  
**400 S. State Street, Chicago**  
**6 p.m. - Program**  
**Free**

Northwestern University. There, she says on her website, she "discovered that she was way too wimpy to make it as a crime reporter."

Her first novel, a 2006 literary mystery titled *Sharp Objects*, was an Edgar Award finalist and the winner of two of Britain's Dagger Awards.



Her second novel, the 2009 New York Times best-seller *Dark Places*, was a New Yorker Reviewers' Favorite, Weekend Today Top Summer Read, Publishers Weekly Best Book of 2009 and Chicago

Tribune Favorite Fiction choice.

Movie rights to all three books have been sold.

Flynn's work has been published in 28 countries. She lives in Chicago with her husband, Brett Nolan, their son, "and a giant black cat named Roy."

## SMA to be at Creative Chicago Expo

**T**he Society of Midland Authors is participating again in the Creative Chicago Expo — an annual resource fair that connects Chicago's creative community.

This year's free event takes place 10 a.m.-4 p.m. Friday, March 1, and Saturday, March 2, at the Chicago Cultural Center, 78 E. Washington St., Chicago.

As in previous years, SMA representatives will be at a table during the expo, ready to discuss the group with anyone who's interested. We're also doing something new this year: running a panel dis-

cussion on "How to Get Published."

The discussion takes place 10:30-11:30 a.m. Saturday, March 2, inside the Chicago Cultural Center's GAR Rotunda Annex. SMA President Robert Loerzel will moderate a discussion on the pros and cons of following different paths to getting published — small presses, university presses, self-publishing, Kickstarter campaigns and working with an agent to get a deal with a publisher.

The panel will include **Richard Cahan**, Nick Disabato, **Libby Fischer Hellman**, **Richard Lindberg** and **Gerry Souter**.

## Biblio File

Continued from Page 2

Virginia gun store. His book, *American Shooter: A personal history of gun culture in the United States* and his "Liberal in the NRA" blog prompted his invitation by the nationally televised network. He will be alongside Adam Winkler, author of *Gun Fight: The Battle Over the Right to Bear Arms in America*. (And, of course, he will be the SMA's March speaker, when he no doubt will put his other speaking efforts to shame. Details on Page 2.) ... **Edward "Ted"**

**McClelland** generated a lot of buzz in January, when The Morning News website published his essay about a run-in he'd had with the musician Richard Marx. As Ted recounts, he called Marx, who had hits in the 1980s, as "shameless" in a blog post for NBC Channel 5. Angered, the North Shore singer emailed Ted and challenged him: "Would you say that to my face? Let's find out. I'll meet you anywhere in the city, any time. I don't travel again until the end of the week. Let's hash this out like men." And so, Ted chose his local bar, the Lighthouse Tavern in Chicago's Rogers Park neighborhood, for a tête-à-tête with Marx. Ted chronicles the whole surreal encounter, and how it turned him into something of a celebrity at the tavern. "When I returned to the bar that Friday, Paddy and Vinko cheered as I walked through the door," he writes. " 'Shameless Ted!' Vinko shouted." Many other websites linked to Ted's essay, which you can read at:

[themorningnews.org/article/right-here-waiting](http://themorningnews.org/article/right-here-waiting). ... SMA Recording Secretary **Anastasia Royal**, who also is a pianist, will perform "Foreplay: Revel in Romance" from 8:30 p.m. to 9:45 p.m. Feb. 8 and 9 at Madame Zuzu's, 582 Roger Williams, Highland Park, Ill. The concert will include works by four classical composers: Chopin, Liszt, Beethoven and Rachmaninoff. Anastasia says, "Come hang out for a mood-altering evening of passionate music!" ... Amid online theories that Yasser Arafat was poisoned with a radioactive element, poison expert **Deborah Blum** decided to look into it. Her conclusion about what

## Biblio File

Continued from Page 3

the evidence shows? Arafat was a heavy smoker. ... **Robert Follett**, who runs his own small company, Alpine Guild, says it's more difficult than ever for even an established author to get attention from agents or the bigger publishing houses. "It proved much quicker and simpler to use Amazon.com as the sales channel," Follett writes. "But publishing has always been the easy part. Promotion and selling are the tough parts. And because fewer and fewer publishers do a good job of this for books that don't have best-seller potential, the author usually must take the lead." (See New Books, right) ... **Victor Volkman's** Loving Healing Press is donating books as part of an effort by a Tennessee teen, Teresa Bradford of Knoxville, to get publishers to give helpful books to school children in her county's low-income areas. ... **Blue Balliett** was reported Jan. 20 to have "held her young listeners in rapt attention as she spoke about her latest book, *The Danger Box*, at the Baldwin (Mich.) Public Library. ... Among the nominees for the 2013 Lovey Awards to be given Feb. 2 are *The Lightkeeper's Legacy* by **Kathleen Ernst** and *The Lost Artist* by **Gail Lukasik**, both for "Best Traditional/Amateur Sleuth." Among the "Best Thriller" nominees is *Company Orders* by **David J. Walker**. ... **Margaret McMullan** received the 2012 Special Award Winner by the Mississippi Library Association for her sixth novel, *Sources of Light*, at a banquet this month during the association's annual conference in Natchez, Miss. Set in 1962 Jackson, Miss., *Sources of Light* "powerfully portrays the bravery and loss of a tumultuous time," Publishers Weekly said. An American Library Association Best Book for Young Adults, a 2011 Best Book of Indiana and a book selection for dozens of school and community reading programs, *Sources of Light* also was nominated for The National Book Award. ...



Gail Lukasik

Turn to Page 5

## New Books

### ALOU MAKES THE CATCH: AN ALTERNATE HISTORY OF THE CHICAGO CUBS

**George Castle** just published his 11th book, and first e-book, *Alou Makes the Catch: An Alternate History of the Chicago Cubs*. The book provides 10 scenarios of how Cubs history might have turned out differently, and more positively, for the star-crossed baseball team. Included are scenarios of three ... yes, three World Series titles between 1929 and 2003 and McDonald's impresario Ray Kroc buying the team from P.K. Wrigley in 1974 and installing lights two years later.



George Castle

### PRACTICING TO WALK LIKE A HERON

**Jack Ridl**, co-recipient of the 2006 Society of Midland Authors award for poetry for his collection *Broken Symmetry* (Wayne State University Press), has a new book of poems out titled *Practicing to Walk Like a Heron*, also from Wayne State.



Jack Ridl

Here's what the publisher says: "In *Practicing to Walk Like a Heron*, multiple-award-winning Michigan poet Jack Ridl shares lines of well-earned wisdom in the face of a constantly changing world. The familiar comforts of life – a warm fire in winter, a lush garden in summer – become the settings for transcendent and universal truths in these poems, as moments of grief, sadness, and melancholy trigger a deeper appreciation for small but important joys."

### LEADERSHIP: GROWING AND SUSTAINING A SMALLER ORGANIZATION

Here's the official info on **Robert Follett's** new book. "[It] provides an experience-based, structured approach to the critical thinking and doing tasks leaders must do to ensure long-term success for their organization. The book is aimed directly at the leaders of smaller organizations, both for-profit and not-for-profit.

"There are many tools, tips, and ideas that will help any leader and the leader's organization be more successful. The author brings the experiences of a long career as a leader of successful companies and successful not-for-profit organizations.

"He has distilled these experiences into a book that will be a valuable guide for every leader, especially for leaders of smaller organizations who do not have extensive planning staffs. The author believes good leadership is the key element in the success of any organization. He has written this book to help the leaders of smaller organizations be successful in good times and in bad times."

### KANSAS COUNTY SEAT CONFLICTS: THE ELECTIONS, THE FRIENDS, AND THE WARS

Staid old county courthouses and other government buildings in Kansas might look like they've been there almost since the former territory became a state. But in his new book, **Robert Collins**



Robert Collins

recounts the often-bitter struggles between communities to land the plum role of being a county seat.

The long-running battle between the communities of Woodsdale and Hugoton to be Stevens County seat, for example,

Turn to Page 5

---

---

## New Books

Continued from Page 4

became notorious.

Hugoton's townsfolk kidnapped a leading proponent of Woodsdale. In 1887, guns were pulled out at a meeting involving citizens from both towns. No one was shot, but in a following attempt to arrest one of the attendees, a candidate for sheriff and city marshal had a shootout. Later that year, a group from Hugoton tracked a group from Woodstown. Five men were shot, four fatally, in what was called the "Hay Meadow Massacre."

One struggle, in Logan County, lasted for eight decades before it was settled.

---

---

### BREAKFAST AT DENNY'S

---

---

*Breakfast at Denny's* (Ink Brush press, Dallas and Temple, 2013) is **Jim McGarrah's** third poetry collection.

Here's what Jennifer K. Sweeney, author of *How to Live on Bread and Music*, wrote:

"These vital poems dwell in the inevitable privacy of being human, and it is in these starkly singular spaces – walking the dog, truckstopping for breakfast, closing the bar at 2 a.m., visiting Vietnamese children suffering the effects of Agent Orange – that McGarrah wrestles truth with music, grit and wry humor. As the poet sways between sobriety and stupor, bearing witness to the horror of being alive and the horror of going on, he too leads us through that slim midnight portal into rugged grace, where a worn ball cap becomes a whiskey-washed Eucharist and the cast of the missing creates the genius of absence. When transcendence comes, it is no lavish exaltation, but something far more real and astonishing."

---

---

## 2013 Annual Dinner

The Society has signed a contract to have the annual dinner May 14 at the same place we did last year, the Holiday Inn Chicago next to the Merchandise Mart. Mark your calendars.

---

---

## Letters to the Editor

I was sorry not to be able to attend **Gregory Harms'** talk on Nov. 13. (I live in southern Indiana and was getting ready, in fact, to leave for a book launch in Palestine), but I'm very pleased indeed to read about it in the latest edition of *Literary License*. (Thank you, editor!)

The points Harms is highlighting are essential for Americans to understand, if there is ever to be anything resembling peace and justice in the Middle East.

I particularly like his emphasis on the fact that this is NOT an "age-old" conflict, hence incapable of being solved rationally. This, among several other totally false or misleading claims by the Zionists, persists and continues to muddy the waters. What particularly outrages me is the accusation that Palestinians "teach their children to hate Jews/Israelis." An op-ed article in the



Elsa Marston

*New York Times* on Dec. 18, titled "What Drives Suicidal Mass Killers" managed to conclude with this calumny, without any evidence; and even President Barack Obama has uttered it repeatedly.

My experience, based in part on my trips to Palestine the last four years, is that as a general criticism of the Palestinians, it is just plain not true. Furthermore, it's a blatantly racist accusation. Just imagine the public outrage if some other group – Mexicans, African-Americans, Jews, whatever – were to be accused of deliberately "teaching their children to hate"!

Thank you, Gregory Harms, for your important work, the contributions you are making to better understanding – and down the road, a better world. Keep it up.

Elsa Marston

**P.S.** I invite SMA members to visit my website, [www.elsamarston.com](http://www.elsamarston.com). I write primarily for young people, and have been specializing in the Middle East/North Africa, past and present, for many years.

---

---

## Biblio File

Continued from Page 4

Shortly after the Sandy Hook shootings, **John Wasik** revived the liability insurance for guns issue, arguing that "guns as weapons are inherently dangerous to society and owners should bear the risk and true social costs." In an interview with Rick Green of the *Hartford Courant*, John said, "I'm applying more of a market economics view. If we cannot regulate this through constructive means, there are other ways of looking at this in terms of pricing the risk." The *Economist*, *Atlantic* and *National Review* online also cited John's piece. As of this writing, both Massachusetts and Connecticut have bills calling for gun liability insurance. A Boston *Globe* columnist also saw John's piece and wrote about the concept. ...



John Wasik

University of Illinois at Chicago professors **Dick Simpson** and **John Hagedorn** traced police misconduct over 50 years and found more than 300 officers in that time had been convicted of serious crimes, a third of those for illegal drug dealing, weapons sales, and gang activity. Dick wrote an op-ed about their findings for the *Chicago Sun-Times*. ... A Jan. 24 OWN post referred to **Donna Seaman** as "a woman who I think must be a great writer." ... **Dominique Raccah** was quoted on NPR saying, "The exciting thing about digital books is that we actually get to test and price differently. We can even price on a weekly basis." In a note to Biblio File, Dominique emailed, "[It's] much harder to change or test prices with physical books, where we have a complex and multilayered supply chain." ... **Harry Mark Petrakis** wrote a Jan. 4 essay in the *Chicago Sun-Times* about life in the Chicago neighborhood near Manchester and Dorset back in 1939. ... The Peoria, Ill., literary magazine *The Downstate Story* in its 2012 edition (its first to be online-only) included a short story by **Elaine Fowler Palencia**. The

Turn to Page 6

## Biblio File

Continued from Page 5

fall 2012 issue of *Kestrel: A Journal of Literature and Art* published by Fairmont State University in West Virginia, includes one of Elaine's short stories as well. ... The paperback edition of the SMA-award-winning *Van Gogh: The Life* by **Steven Naifeh** and **Gregory White Smith** was a "This Month's Pick" for January by USA Today. ... **Patricia McKissack** highlighted a Martin Luther King celebration Jan. 21 in St. Louis, Mo. Patricia C. and **Fredrick L. McKissack** have written more than 100 books about the African-American experience. ... Robert McClory blogged Jan. 11 on "Why church disdain for gay marriage is dead wrong." ... **Martin Marty** was scheduled to lecture Jan. 1 at Sylvania United Church of Christ in Toledo, Ohio. ... *Skeleton Box* by **Bryan Gruley** is one of 20 titles on the 2013 list of Michigan Notable Books, released Jan. 24. ... **Jim Schwab** has a bunch of news that Biblio Files hopes he won't offer as excuses for missing SMA meetings. Sandy was on the agenda of the Washington, D.C., conference of the National Council on Science and the Environment, Jan. 15-17 and Jim joined a panel on Jan. 16 to discuss community resilience, the ability to bounce back from a setback. He also took part in a subcommittee meeting on a part of FEMA's new National Planning System. At the end of the month, he will be in New York and New Jersey to help present a pair of workshops related to recovery from Superstorm Sandy. The first will take place on Jan. 31 in the Rockaways, a hard-hit peninsula on Long Island. The second will take place Feb. 1 in New Brunswick. Jim will next be in Kansas City, Mo., Feb. 7-9 for the New Partners for Smart Growth Conference on ways to create more compact, livable communities. On Feb. 9, Jim will moderate a workshop on fostering community resilience. Finally, on Feb. 19 Jim returns to Washington for a U.S. EPA meeting on improving the EPA's Smart Code model ordinance.

Follow Biblio File on Twitter  
@BiblioFileSMA

# Giving out the right 'gifts' can boost your reputation

There are various ways to promote yourself or your books through gifts that you buy, but you can also give people other types of "gifts" that could help your reputation. Here are two ways you can do that:

**Tips.** Think of ways you can help your clients and even other people in your business circles by creating a tip sheet. One example of a tip sheet that would be very helpful would include some tips for starting a business. If your specialty is technology, you can create a tip sheet about effective computer and phone applications. The possibilities are endless; all you have to do is think about your area of expertise and come up with a simple list that will help people. It will also help you to clarify what you want to focus on so that you can craft effective promotional messages in other areas of your publicity plan.

**Packages.** If you've already written blog posts or articles, or if you've created video or audio pieces, then package them up and offer them for free. For instance, if you've done articles on customer service, put them together in a PDF that you can send to people or post it on your website for people to download. If you've done videos, put them together in one section of your website or on YouTube or Vimeo and send the link out to your social networks. Compilations are a great way to stay in touch with people and make it easier for them to get all the information they want in one place.

Whatever you do to help others and share your expertise will help your reputation and strengthen your professional network as well.



Now that the new year has arrived, it's time to set promotional goals so that you'll stay on track throughout the year. You can start with at least one of the fol-

lowing goals below:

**Evaluate your website and update your bio.** During the past year, you probably had more speaking engagements, new clients, and wrote fresh articles and blog posts. Look at your website to see if your information reflects your latest accomplishments, and change it if it seems outdated. Even if you don't have an appearance or article planned yet, update your bio while you still have time. That way, you won't have to worry about it when a speaking or writing opportunity comes up

**Decide which social media is right for you.** If you feel like you need to change your social media promotional strategy, now is the time to do it, while the year is still fresh. You might find that you can get rid of something or add something new.

For instance, if you've been advised to create a Twitter account but are having a hard time maintaining it because your LinkedIn discussions are getting more attention and responses than your

Tweets, delete your Twitter account. Be honest about what's working for you, and how much time you have; you don't have to be everywhere online if it isn't effective.

**Create a calendar.** I talked about creating a publicity calendar in a previous newsletter, and it really works. It keeps you consistent and helps enhance your reputation because you're implementing your publicity plan throughout the year.

**Repurpose.** You probably created new content last year. Instead of spending the time to create even more new content this month, look at what you've already done and "recycle" it as a blog post, video, or even as an infographic on a social media site.

E-mail Tom Ciesielka at [tc@tcpr.net](mailto:tc@tcpr.net) or call (312) 422-1333.

---

Literary  
Loudspeaker  
Tom  
Ciesielka

---

