



LAUGHING BEAR 119 NEWSLETTER

Jan./Feb. 2000; edited by Tom Person; Copyright © 2000 by Laughing Bear Press; Estab. 1976; ISSN 1056-0327
P.O. Box 613322, Dallas, TX 75261-3322; 817-858-9515; e-mail: editor@laughingbear.com
http://www.laughingbear.com; Keyword: Laughing Bear; \$15/12 issues, \$17.50/Canada, £15/UK, £25/other

The Surviving Small Press: E-Mail Marketing

I've been asked recently whether I knew of a library mailing list that includes e-mail addresses because she wanted to be able to send book announcements and press releases electronically. This is a subject that comes up often enough to rate some consideration.

You won't find many libraries listing fax numbers and e-mail addresses in directories. They do not want their mail servers overloaded with tens of thousands of junk e-mails no one will have time to read from thousands of publishers. If you did manage to acquire an e-mail list and send out a mailing, you could get in trouble with the Federal Trade Commission for SPAMing the libraries.

Direct marketing by mail is one thing. The librarians can quickly go through regular mail and decide which they want to consider now, which to set aside to look at later, and which to throw away. E-mail is more cumbersome. Each message has to be reviewed, or more likely someone would have to go through and delete everything except legitimate messages.

There is a way, however, to reach the library market by e-mail without making a pest of yourself and alienating the librarians. Build your own list of consenting library contacts.

(Continued on page 3.)



Flurries

By LeRoy Gorman
Timberline Press, 6281 Red Bud,
Fulton, MO 65251; 24pp, 4 1/2" x
5 3/4", perfect. \$4.00

Flurries is a collection of haiku with a winter and snow theme. Poems range from contemplative to whimsical. By and large Gorman sticks to traditional haiku, but he also adds some concrete poetry for spice.

Haiku is an art form that relies on the writer's ability to capture a moment in time, eliciting a reaction from the reader's senses. Gorman is a master at creating unforgettable images.

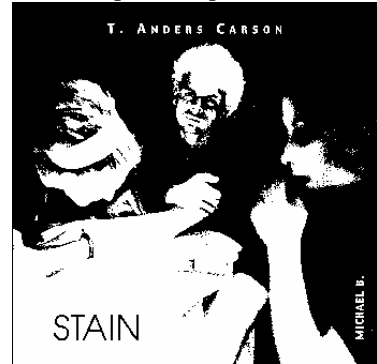
Flurries is beautifully printed in a letterpress edition of 150 copies, using a variety of fonts. In spite of the fact that computerized typesetting is more uniform and predictable than letterpress, there is no printing more beautiful and warm than well done letterpress.

You can feel the words under your fingers, which adds sensuality to the book.

Stain

By T. Anders Carson
Order form the author at R.R. #2,
Portland, ON, Canada K0G 1V0;
tacarson@tripod.com; http://
members.tripod.com/tacarson; au-
dio CD; price not given

Carson reads his own poetry on this CD. He has a great voice for reading that makes this collection of 26 poems a pleasure.



Carson's poetry is dark, rich, and beautiful with images of despair sprouting from his Swedish background. I come from a Scandinavian background as well, and can testify to our genetic appreciation for misery.

Still, there is a thread through the poems of hope, culminating with the closing poems, "Rounding Belly" and "Attached To Birth", which celebrate new life, albeit in a decidedly woeful way.

You may think I am being flippant or sarcastic, but there is something about being Scandinavian that makes this poetry feel warm and familiar. As I listened, I was saying, "Yes, that's it!"

Try it out. Happiness is boring. Get down.

LAUGHING BEAR NEWSLETTER 119

Ragged Lion: A Tribute to Jack Micheline

The Smith Publishers & Vagabond Press, 605 E. 5th Ave., Ellensburg, WA 98926; 226 pp, 6 1/4" x 9 1/4", cloth, \$29.95

Jack Micheline, a poet, writer, artist, actor, and musician who was associated with the Beat movement, died on February 27, 1998 of a heart attack. His first poem was published in 1955 and his last book in 1997. As a publisher, he self-published chapbooks of his work from 1969 into the 1990's.

This book is a collection of stories, photographs, poems, and interviews by writer friends and others who knew him – even Micheline himself.

Contributors include John Bennett, Harry Smith, Lawrence Ferlinghetti, Hugh Fox, Al Masarik, A.D. Winans, and dozens of others. Aside from being a heart felt tribute, *Ragged Lion* is a rich anthology, and fascinating glimpse into the history of small press.

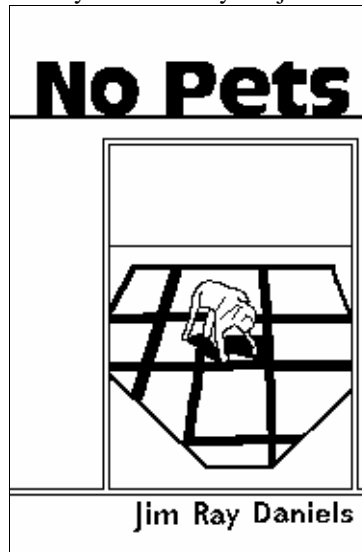
Ragged Lion is the first of a series of collaborations between two pioneer presses of the small press movement – Vagabond Press with John Bennett, editor, and The Smith Publishers, Harry Smith editor. Both have been around since at least the early 1960's.



No Pets

By Jim Ray Daniels
Working Lives Series, Bottom Dog Press, c/o Firelands College, Huron, OH 44839; 132 pp, 5 1/2 x 8 1/2, perfect, \$10.95 + \$1.00 p&h

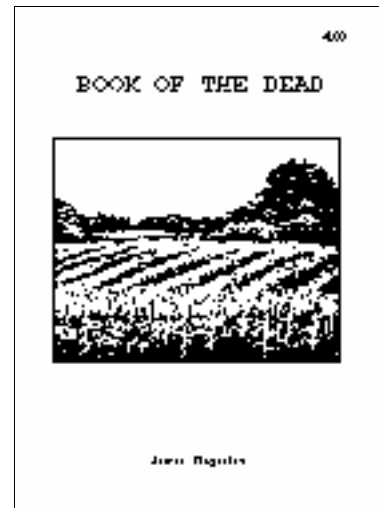
No Pets is a collection of short fiction about regular people come to life in extraordinary stories. It would be easy to call them tragic, but they're not. They are just real.



Daniels has a gift for creating characters who find themselves confronted with situations that challenge them to confront their

The humanity of the stories is what makes them outstanding. The characters are faced with situations they can't control and find resolution. It may be that they find they are happy with their lives after all or they learn to live with the hand they are dealt.

Daniels tells his stories with a mixture of



Book of the Dead

By James Magorian
Amphion Press, Chicago; order from James Magorian, 1225 N. 46th St., Lincoln, NE 68503; 16 pp, 5 1/2 x 7 1/2, stapled, \$5.00

Book of the Dead is a long poem in seven parts. They alternate between a plane crash in a cornfield and memories of a boyhood growing up and working on a corn farm.

The juxtaposition of these two stories creates a tension that builds from segment to segment. The sudden violence of the airplane crash is in sharp contrast to the relaxed, warm memories of old times.

The last segments, however, reverse rolls. The man remembering his boyhood on the farm remembers a leather strap with hook that his grandfather used to violently hook and shuck the corn, leaving his hands numb. The farm life was difficult and the family poor.

The segment on the crash closes with no visible sign of the incident from the road as the crash area has been overgrown, as has the farm house, reclaimed by nature.

LAUGHING BEAR NEWSLETTER 119

ONTHEBUS

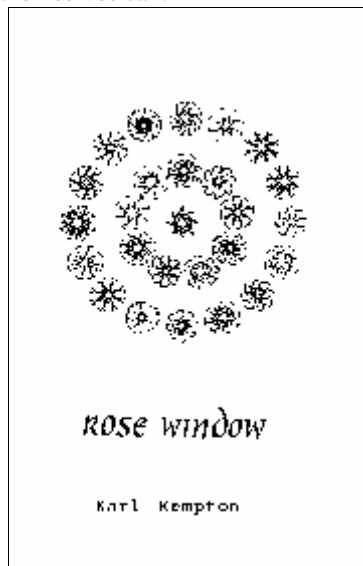
Edited by Jack Grapes
Bombshelter Press, P.O. Box
481266, Bicentennial Station, Los
Angeles, CA 90048; Issue 15/16 is
334 pp, 6" x 9", perfect, \$15.00;
single issues/\$11.00, 3 issue sub-
scription/\$28.00



Rose Window and Portrait of Texture

By Karl Kempton
The Runaway Spon Press, Box
3621, Port Charlotte, FL, 33949; 28
and 36 pp respectively, 5 1/2" x 8
1/2", stapled, price not given

Kempton works in a visual,
experimental poetry that uses
letters to form concrete poems,
mandalas, and images that take
symbols used in written language
to express much more than words
themselves can.



Rose Window is an alphabet of
mandalas each fashioned from a
letter of the alphabet. The letters
spin in growing circles of flowers
and stars in snowflake patterns.

Portrait of Texture is a more
ambitious and experimental book.
Poems explore the textures of
mixed letters and symbols to create
dynamic images that remind me in
spirit of Salvador Dali's work.

In his earlier work, Kempton
created visual poems on a type-
writer and with press-on lettering.
His literary magazine, *Kaldron*,
was probably the most influential
venue for this genre of poetry.

To see more of Kempton's
work, visit the *Kaldron* web site at
[http://www.thing.net/~grist/l&d/
kaldron.htm](http://www.thing.net/~grist/l&d/kaldron.htm).

E-Mail Marketing

(continued)

In your snail mail direct mail-
ings to libraries, enclose a reply
card for them to sign up on your
electronic mailing list for
announcements, and news about
your press.

Give them the option of
returning the card with their e-mail
address, and give them an e-mail
address they can use to sign up, and
add a form to your web site. In
other words, give them every
possible means to sign up.

You may not get a lot of inter-
est in the list at first, but those who
do sign up will be the ones most
interested in what you publish.

If you offer some value-added
features to your site to make it eas-
ier for librarians to order you
books, so much the better. Like an
online catalog with sample
chapters, illustrations, reviews, and
a printable data sheet for each book
with all their information they may
need to create a purchase order
including Library of Congress data,
ISBN, and of course the price and
shipping costs.

If you want to get fancy, offer
preference options concerning the
information they'd like to receive
from your e-mail list. They may
want to be notified only about
certain kinds of books or those by a
particular author.

Another way to market by
e-mail is to publish an e-newsletter.
To do this, reword your announce-
ments into a newsletter format and
include information of interest to
librarians that you wouldn't have
room to include in releases.

This could include a schedule
of book tours, events, and when
your authors could be available to
do library readings. Tie in your
books to current events. Tell inter-
esting stories related to your books
and authors.

Whatever you do will be more
likely to work than SPAM. ●

LAUGHING BEAR NEWSLETTER 119

Announcements

- **Anybook!Software: the Small Publisher's Business Kit** (Ron Watters, Great Rift Press; <http://www.isu.edu/~wattron/RonSoft.htm>; shareware, \$29.95 to register) is a **software program to help run a small publishing company**. It does invoicing, billing, inventory, tracks consigned books, produces sales reports, and handles returns and state sales tax. I have downloaded the program and it is incredible. It was designed by a small publisher as a full-featured program tailored to the needs of publishers. It is available to download from Ron's web site, and it is shareware, so you can try a full functional version for free. If you decide to keep it, register it. If we support products like this, more will become available.
- **Virginia Festival of the Book** (<http://www.vabook.org>; 804-823-8223) is an annual event for children and adults featuring authors and book-related professionals in over 150 programs. Programs range from author readings and book signings to informal conversations, panels, and workshops. The festival will be held March 22-26 with "Publishers Day" March 25. Publisher's Day will feature speakers on subjects from internet bestsellers to working with agents. You can get all the information from the festival's web site.
- **CIPA 2000 College** (Joe Sabah, pres.; Colorado Independent Publishers Association, P.O. Box 101975, Denver, CO 80250; <http://www.cipabooks.com>; jsabah@aol.com) will be held April 29 at the Arvada Center for Arts and Humanities in Arvada, Colorado. The 8th annual event is an all day workshop for publishers with speakers including Dan Poynter. Suppliers to the publishing industry can contact Jeff Chacon about vendor's tables at 303-480-9501 or jc@acumenhouse.com.

- **Kalakala Foundation** (154 N. 35th St., Seattle, WA 98103; <http://www.kalakala.org>) is a non-profit corporation dedicated to the preservation, restoration, and revitalization of the historic ferry, Kaladala. She is a one of a kind, art deco ferry boat that served the Seattle area from 1935-1967. I grew up in Seattle and remember the Kalakala sailing between Seattle and Bremerton. In 1968 she was sold and moved to Alaska where she was used as a fishery and ultimately abandoned. Kalakala was found in 1995 and the foundation has since brought her back to Seattle. The reason for mentioning this here is Laughing Bear is offering a free 12 issue subscription to *Laughing Bear Newsletter* to anyone joining the foundation to help Kalakala. Memberships begin at \$25. Send me a photocopy of your receipt or membership card and I will give you a subscription or extend your existing one.
- **Self-Publishing Hall of Fame** (<http://www.bookmarket.com/selfpublish.html>) is a new feature of John Kremer's web site (he is author of *1001 Ways to Market Your Books*). He is requesting nominations for the Hall of Fame. Go to the web site to see who's listed already.
- **101 Money Saving Tips Everyone Should Know Before Buying Commercial Printing** by Marci Marino and Kari-Ellen Radl (Marci Marino, pub.; Item #115-98, M. Stamm Productions, P.O. Box 12036, La Jolla, CA 92039-2036; <http://members.aol.com/tips4print>; \$6.55 ppd) is an invaluable booklet with virtually everything you need to know to choose a printer, selecting materials, choosing finishing touches, questions to ask the printer, and stuff you can get free for the asking. There is even a sample estimate sheet to help you prepare for meeting with a printer.

- **Shortstory.org** (<http://www.shortstory.org>) is a new online magazine web site from Brian Robertson, who also does Poetry-Tonight.com and several other sites. The site uses both original and the very best of previously web-published stories. The latter link back to the site that originally published the story so as to promote both the author and the editor/site. Submission guidelines are available on the Shortstory.org site.
- **McHugh's Publishing Reprint Series** (John B. McHugh, PO Box 170665, Milwaukee, WI 53217-8056; j.b.mchugh@worldnet.att.net) is a series of articles about publishing management. McHugh, a publishing consultant, has written for *The Book Marketing Update*, the *COSMEP Newsletter*, *Independent Publishing*, the *PMA Newsletter*, and *Small Press*. He also conducts on-site training workshops for publishers.
- **Odyssey Publications, Inc.** (<http://www.odysseygroup.com> and <http://www.autographs.com>) publishes magazines and books for collectors and autograph hounds. The web sites feature information about collecting and links to more resources.

Advertising: Insert ads, in the form of flyers to be inserted in newsletter mailings, are welcome. Send 200 copies of the ad with \$50, and the ad will be mailed with the next issue of the newsletter. Contest and other events or promotions that solicit money in the form of reading or other entry fees will not be accepted.

Authorization to photocopy items for internal or personal use, or for the internal or personal use of specific clients, is granted by Laughing Bear Press, provided that US\$.30 per copy is paid directly to Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923 USA. For those organizations that have been granted a photocopy license by CCC, a separate system of payment has been arranged. The fee code for users of the Transactional Reporting Service (unlicensed users) is 1056-0327/\$.30. Please write that code on your check.