



LAUGHING BEAR 132 NEWSLETTER

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http://www.laughingbear.com; Keyword: Laughing Bear; \$15/12 issues, \$17.50/Canada, £15/UK, Eire, \$25/other

The Surviving Small Press: Computer Security

The closest thing to an absolutely secure, or “clean”, computer is one that is not connected to a network or any devices shared with other computers. It cannot have internet access or use a modem for any reason. And it cannot receive files from another computer.

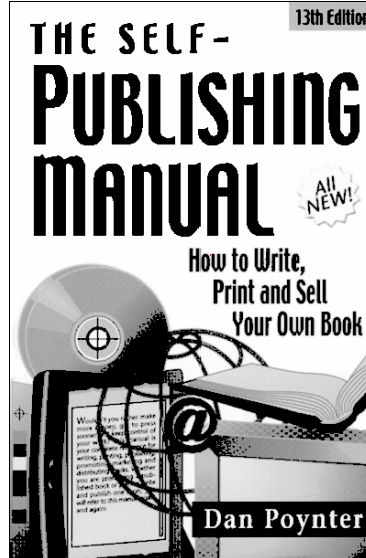
The only programs that can be loaded on a clean computer are commercial software on disks that have not been used by another computer. Files can be taken off it and put on another computer to transmit them over the internet to your printer or whomever, but the CD or disk cannot be used in the clean computer again.

Now, all that sounds like security overkill even to me, but some people are very concerned about security, and in these days of hackers and possible computer terrorism, a clean computer is the most secure way to protect yourself.

Short of that, your best defense against viruses and other infections is to back up your disks regularly on an external hard drive, CD-ROM, floppy disks, or any other media that can be kept separate and unconnected to the computer.

Besides your documents, you need to back up installation files for any programs you’ve downloaded off the internet. You also need to make sure any registration codes you need to install them are written

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The Self-Publishing Manual

by Dan Poynter
Para Publishing, PO Box 8206,
Santa Barbara, CA 93118-8206;
<http://www.parapublishing.com>;
432 pp, 5 1/2" x 8 1/2", trade
paperback, \$19.95

This is the first book I recommend to anyone who wants to self-publish a book. It’s the only one that covers all the basics and, in its 13th edition, *The Self-Publishing Manual* is a proven resource.

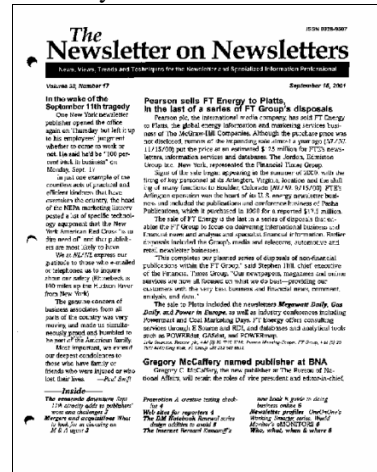
This edition has been completely updated. It includes sections on electronic book publishing, bar codes, and e-mail promotion, as well as writing, design, printing, distribution, and marketing.

Dan Poynter is unusual, and refreshing, among publishing how-to authors in that he has successfully published books on subjects ranging from skydiving to cat care.

The Newsletter on Newsletters

Paul Swift, editor/publisher
20 W Chestnut St, PO Box 348,
Rhinebeck, NY 12572; 8 pp,
8 1/2" x 11", twice-monthly
newsletter, \$196.00/year

This is what you subscribe to if you are serious about newsletter publishing. It’s been around for over 35 years and is the only newsletter of it’s kind. Fortunately, it’s so good, it’s the only newsletter of it’s kind you’ll ever need.



Twice a month, you get news about the newsletter industry, practical advice on marketing, design, style, and more. Everything is covered from how to launch a new newsletter to profiled publishers’ techniques for improving renewal rates. *NL/NL* is for the kitchen table publisher as well as the publisher with a whole family of professional newsletters.

Don’t let the price scare you. You’ll get more out of a year of this than a library of books.

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Obscure in the Shade of the Giants: Publishing Lives Volume II

by Jerome Gold

Black Heron Press, PO Box 95676, Seattle WA 98145; <http://www.blackheronpress.com>; 520 pp, 6 1/4" x 9 1/4", hardbound, \$25.95

This book, like its sister volume, *Publishing Lives: Interviews with Independent Book Publishers in the Pacific Northwest and British Columbia*, provides a fascinating look, through interviews with the publishers, writers, booksellers and other professionals, at what drew them into this business.

Unlike the other volume, this book looks comparatively at publishers with similar lists in different parts of the country. The purpose being to compare publishing across geographic regions.

The interviews are warm and personal, full of anecdotes and inside information.

You won't find many history books written on small press, though it has a long and colorful one. Oddly enough, we being publishers, our own heritage is most often passed on orally when we get together. Fortunately Jerome Gold has captured some of it for us and future generations of publishers.

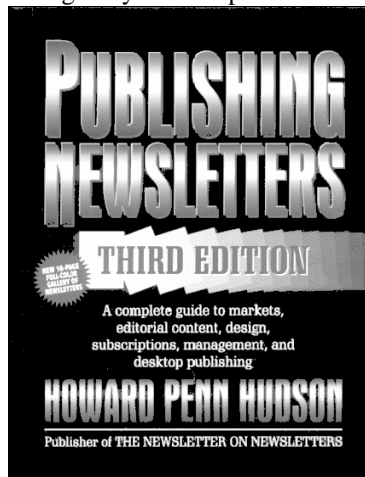


Publishing Newsletters, Third Edition

by Howard Penn Hudson

H&M Publishers, 44 W Market St., PO Box 311, Rhinebeck, NY 12572; <http://www.newsletter-clearinghouse.com>; 256 pp, 8 1/2" x 11", trade paperback, \$39.95

This is to newsletter publishing what *The Self-Publishing Manual* is to publishing books. It is the only complete resource I've found for newsletter publishers. And it is bigger (literally – the previous edition was 5 1/2" x 8 1/2") and better than before, with a 16-page full color gallery of examples.



When I decided to get serious about *Laughing Bear Newsletter* in 1989 it was because I read *Publishing Newsletters*. It tells, and shows, you how to do everything. I've kept that old edition by my side for 12 years.

Publishing Newsletters covers content, design, writing and style, producing and printing, finding your market, obtaining and keeping subscribers, management, legal considerations – and – whew – anything else you can think of.

Howard Penn Hudson published *The Newsletter on Newsletters* for over 30 years. He helped found the Newsletter Publishers Association and is acknowledged as founder of the Newsletter and Electronic Publishers Association.



Small Press Review

Len Fulton, editor

Dustbooks, PO Box 100, Paradise, CA 95967; <http://www.dustbooks.com>; 8 1/2" x 11", 24 pp, semi-monthly magazine, \$25/year for individuals, \$31/year for institutions

Len Fulton has been providing information on small press publishing in *Small Press Review* since 1966. He also co-founded COSMEP, the organization that helped unite small presses in the late 1960's, 70's, and 80's.

Small Press Review was started to gather and distribute information on, and help promote, the growing small press movement. In 1993, *Small Magazine Review* was introduced to provide more support for little magazines. It has since been merged into *SPR* as a separate section of the magazine.

In each issue, books and magazines are reviewed, new publishers are listed, and publishers and publishing organizations can announce events, contests, and markets for writers.

Each issue also features a guest editorial on a variety of timely subjects concerning the small press.

Dustbooks also publishes *The International Directory of Little Magazines & Small Presses* and several other directories for writers and publishers.

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Computer Security

(continued)

down. Computer registries are a popular target for viruses. If a program's registry is erased or jumbled, the whole program will have to be reinstalled. It is just as effective to erase a line of registration information as it is to delete or corrupt the program, and it takes much less effort.

There are two basic types of infections we've been hit with recently: e-mail viruses and worms. It was originally thought that viruses would be transmitted by exchanging floppy disks, but e-mail has turned out to be a more effective means of virus transmission.

An e-mail virus infects your computer when you open an attachment to an e-mail. It will usually find the address book in your e-mail software and then send copies of itself to everyone there. Then it does the same thing on their computers. The end result is overloading of e-mail handling software on internet servers, which either slows them down considerably or causes them to lock up and stop functioning. No harm is done to your computer or its contents, but it is a huge problem for the internet as a whole.

A worm can be much worse. When you open an e-mail attachment with a worm, it can make its way into the system files in your computer and delete or corrupt vital files, like the registry. Sometimes you can replace those files by rebooting your computer or re-installing your operating system. If the damage can't be undone, the only thing you can do is reformat your hard drive.

Reformatting the hard drive erases everything on it. Then you will have to re-install your operating system, all your programs, and all your documents. That's why you need to have everything backed up.

Viruses and worms that have already been identified can be blocked with anti-virus software. If you make sure you download regular updates to your anti-virus program, you will be safe from most viruses. Anti-virus software won't protect you from a new, unknown virus. The best programs are updated constantly and will alert you to problems, but that won't help if the virus gets to you first.

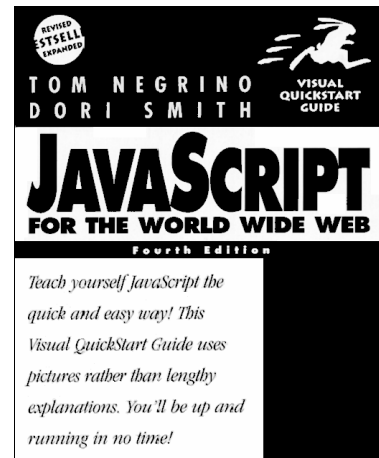
The only protection from a virus that makes it to your inbox is to delete the e-mail immediately. Don't open attachments from people you don't know. Unfortunately some new viruses can infect you without being opened.

If you are connected to the internet by cable or DSL, you need firewall software. A firewall filters incoming requests from the internet, letting those through that you want and blocking others. Whenever you log on to the internet, data is sent back and forth. Your internet browser temporarily saves graphic and data files (cookies) to your computer. Those are necessary for a fast connection. You probably also download programs or pictures from web sites.

The problem is that while you can connect to any site on the internet, other computers can use the same technology to connect to your computer. All they need is your computer's unique IP (internet protocol) address.

Just as telemarketers have devices that dial every possible combination of digits for phone numbers, hackers have devices that can do the same with IP addresses.

Your firewall defends against these hackers by blocking those it has been told to keep out and asking you whether to let through those it doesn't recognize. Even if you aren't connected to the internet all the time, a firewall is an cheap investment for peace of mind. ●



JavaScript for the World Wide Web, Fourth Edition

by Tom Negrino and Dori Smith
Peachpit Press, 1249 Eighth St,
Berkeley, CA 94710; <http://www.peachpit.com>; 444 pp, 7" x 9",
trade paperback, \$19.99

JavaScript is what makes buttons on a web page appear to be pressed when you put your mouse cursor on them. It lets you check a form to make sure a visitor entered a valid e-mail address. It lets dropdown menus drop and pop-up windows pop.

JavaScript is also relatively easy to write, especially when you've got a great guide like this.

Peachpit Press' Visual Quickstart Guides, of which this is one, are perfect for beginners. They show you the code, explain it in simple terms, and provide you with examples of the most popular effects that you can drop right into your web pages. These books are also priced at about half as much as their competition.

After HTML, the language web pages are written in, writing JavaScript is the most valuable skill you can have if you are creating your own web pages. And if you are in the market for a web career, it is essential.

JavaScript is also fun and adds some zing to your web site.

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DHTML and CSS for the World Wide Web

by Jason Cranford Teague
Peachpit Press, 1249 Eighth St,
Berkeley, CA 94710; <http://www.peachpit.com>; 614 pp, 7" x 9",
trade paperback, \$21.99

Don't be afraid of DHTML.
It is just there to make life easier.

DHTML stands for Dynamic Hypertext Markup Language, which sounds even scarier, but really it is just a way of using style sheets with web pages so you can change the look of a whole site by making one change to a style sheet. It also lets you do some magic with layered graphics and other effects, but the real power is in CSS (cascading style sheets).

DHTML is not a really a language. It's more a marketing term used by Microsoft and Netscape to encompass enhanced capabilities of their browsers. That brings up a problem with some of the more exotic effects. Some only work with Netscape and some only with Internet Explorer. Fortunately style sheets work with both.

I use DHTML on the Laughing Bear web site to control margins and fonts on the pages. Without the style sheet, if I wanted to make a change to all the pages, I'd have to open and edit each page individually. Now I just make a change to a single style sheet.

Announcements

- **Good News!** (1-888-785-3466, <http://www.lorri.com>) offers media coaching to authors and publishers. President Lorri Allen is offering a 50% discount on the first hour of consultation to all Laughing Bear subscribers. Find out what TV journalists want in a press kit and how they expect you to answer interview questions. Role play with a veteran reporter to make sure you sound smart and look your best on camera... every time!

- **Animal World Recordings** (1001 Sherman St. #305, Denver, CO 80203; <http://www.animalworldrecordings.com>) has come out with a brilliant tribute album to the Shaggs called *Better Than The Beatles*. It features a collection of alternative bands doing Shaggs songs. If you haven't heard of the Shaggs, you aren't alone. They were a trio of teenaged sisters in 1969 whose father decided they should do an album. This in spite of the fact that they couldn't play their instruments or sing, by any conventional use of the word. Still, their music lives on. RCA has just re-released their first album as a CD. Musicians love them. Frank Zappa declared that they were "better than the Beatles". This tribute album is a loving look at this bizarre music and some of the renditions are truly beautiful.

- **Waiting To Be Seen** (Bob Grumman and Crag Hill, eds.; 1708 Hayworth Rd., Port Charlotte, FL 33952; \$24.00 ppd) is volume one of the first major American anthology of visual and related poeries in 30 years. Includes 20 pages each of work by Scott Helmes, Karl Kempton, Karl Young, William L. Fox, and more. The 328-page book was published for Runaway Spoon Press and Score Publications by Light & Dust. This is a limited edition of 500 copies. Volume two is underway and includes John M. Bennett and Richard Kostelanetz.

- **Press Equipment For Sale** (Michael A. Bunty; 717-392-6788; bun671@worldnet.att.net) Michael has some press equipment to sell, including an AB Dick 360 with T-51 color head, Amerigraph plate maker, Challenge manual cutter, Sandmar vertical line camera, a single hole drill that can be adjusted to do multiple holes, and misc. ink, stock and press parts.

- **Prairie River Books** (Lily Winter; <http://www.prairieriverbooks.com>) is a wholesaler of hurt and remainder books. Lily is interested in hearing from publishers who would like to liquidate stock of discontinued titles or slightly damaged returns.

- **Writing-World.com** (<http://www.writing-world.com>) is a fun and very useful web site for writers. Inkspot.com, another writers' site, went away and much of its content has come to Writing-World.com. The managing editor of that site owns this one.

- **Copylaw.com** (<http://www.copylaw.com>) is a great web site if you have questions about copyright, trademark, publishing, internet, or entertainment law. It has just been revised and updated.

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.

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