



# LAUGHING BEAR NEWSLETTER 95

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## The Surviving Small Press: Directory Updates

Late Winter/early Spring is the season for updating directory listings. It's easy to just sign the bottom of the form and send it back unchanged, but take a moment to consider the impact on your business of what you are doing.

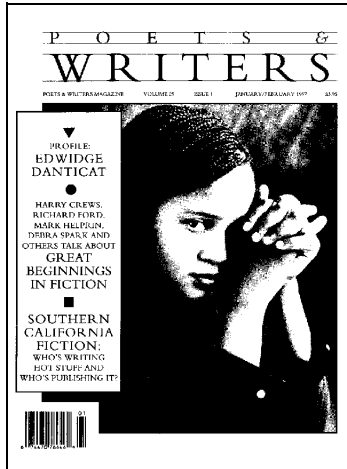
The directories you update now will not come out until next Fall and they will be in the hands of the public for a year after that. Are there changes you can foresee over the next year and a half?

Magazine and newsletter publishers need to consider situations that could affect the price of subscriptions. Rising postage rates are one scenario that comes to mind.

Lock in your rates too low in a directory and you'll have to honor them or face the loss of a subscriber when they are told the rate is really higher than advertised.

Book publishers need to list upcoming titles to keep the listing fresh.

If you aren't listed in at least *The International Directory of Literary Magazines and Small Presses*, the most important directory in our business, contact Dustbooks (PO Box 100, Paradise, CA 95969) now, or do it through their web site (see page 3).



## Poets & Writers Magazine

Daryln Brewer, ed.  
Poets & Writers, Inc., 72 Spring St., New York, NY 10012; 118 pp, 8 x 10<sup>3</sup>/<sub>4</sub>, stapled, \$19.95/6 issues

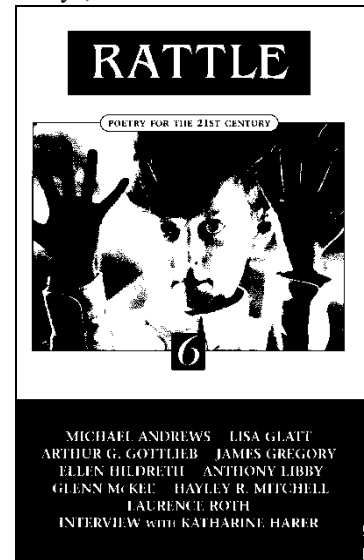
*P&W* has served as an inspiration and source of information for literary writers since 1971. It's where you look to find out who's doing what, to read about the exotic writer's colonies few of us will ever visit, and to find markets for your work. It's a literate magazine for literate people.

Now *P&W* has taken to the internet. At their website ([www.pw.com](http://www.pw.com)), launched January 1, visitors can find back issues of *P&W*, e-mail the editors, post and receive messages, learn about publishing, find jobs, and follow links to other literary sites.

## Rattle

Alan Fox, ed.  
13440 Ventura Blvd. #200, Sherman Oaks, CA 91423; 128 pp, 5 1/2 x 8 1/2, perfect, \$16/4 issues/2 years

In six issues, *Rattle* has grown into a fine literary magazine, consistently delivering dynamic poetry, essays, and interviews.



A good part of what makes *Rattle* work is the editing. The poems flow thematically and in their voices, even with the authors alphabetically arranged.

Send up to five poems with a bio, cover letter, and SASE.

*Rattle* is a publication of The Los Angeles Poets Collective in conjunction with Bombshelter Press.

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## Rush Hour

by Kevin FitzPatrick  
Midwest Villages & Voices,  
PO Box 40214, Saint Paul,  
MN 55104; 84 pp, 5½ x 8½,  
perfect, \$9.00 + \$2.00 p&h

*Rush Hour* is about people. The vast variety of them, and how they co-exist. It's about life in the city. So many souls and egos, each with a story, a life.

FitzPatrick looks into those lives, and reveals the tragedies and humor.

There's the irony of a reporter who falls in the street on a stormy night, injuring himself. Helpless and waiting to freeze or get run over, he remembers a story he wrote about a man who had died in a dumpster. The man's brother told him, "He wanted to be a writer. He wasn't what you'd think."

FitzPatrick's poems are about uneasy coexistence. Cubicle etiquette, cell phones on camping trips, paranoia after a burglary. But also the old man who buys a case of beer to encourage his neighbors to visit.

There is hope.

## RUSH HOUR

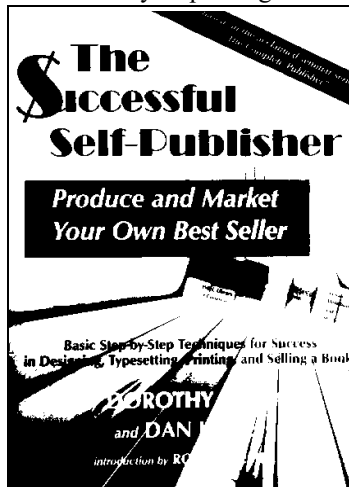


## The Successful Self-Publisher

by Dorothy Kavka and Dan Heise  
Evanston Publishing, Inc.,  
1571 Sherman Ave., Annex C,  
Evanston, IL 60201; 328 pp,  
8½ x 11, perfect, \$19.95

There are any number of books on the market for self-publishers. They all claim they're the only guide you'll ever need, including this one.

Kavka and Heise's book stands out from the self-help for self-publishers crowd in that it goes heavily into design, an area the others mention only in passing.



The first 130 pages of *The Successful Self-Publisher* go into the actual production of a book, with extensive sections on editing, typesetting, layout, and dealing with printers. The section on typesetting alone is worth the price of the book.

The rest of the book is devoted to marketing – from distributors and wholesalers to publicity and the internet.

There is also a huge section of resources (for marketing and production) and an appendix of useful editorial and design tools.

## PUBLIC ENEMY



Rillo

## Public Enemy

by Rillo  
Left Hand Books, Station Hill Rd,  
Barrytown, NY 12507; 48 pp,  
5¼ x 8, perfect, \$9.00

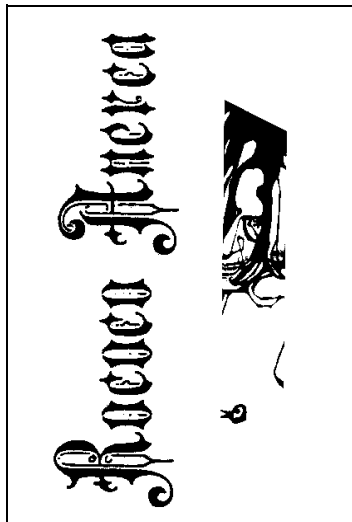
The public enemy in this piece is the coyote. As anyone who lives in the Southwest knows, the coyote lives in discordant harmony with man. Native Americans thought of him as a god, the trickster, the shape-changer. Modern ranchers put a price on his head.

*Public Enemy* is a novel of sorts. A collage of lines and passages taken from works of William Blake; *Lazarillo de Tormes* (author unknown); *God's Dog: The North American Coyote* by Hope Ryden; the Homeric "Hymn of Hermes"; *Hermes: Guide of Souls* by Karl Kerényi; *Joseph Beuys*—

*Coyote* by Caroline Tisdall; and *The Public Enemy*, a 1930's Warner Brothers film.

The effect is a surrealist story combining the spiritual and confrontational human perceptions of the coyote with allusions to classical (European culture) myths and mysticism.

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## Rococo Anerca

Terrance Chiusano, Curtis Knapp, Toby Kreidler, eds. Pharmakon Press, PO Box 40346, Portland, OR 97240-0346; 84 pp, 5½ x 8¼, perfect, \$25.00/4 issues

The name of this new literary journal comes from the French *rocaille* or "Rococo", meaning "shellwork" – derived from the decorative plastering trade of the mid-eighteenth century, and "Anerca" from the Inuit "breath" or "poetry".

Each issue will feature 15 to 20 pages of work by three poets, primarily from Portland and the Northwest. Every effort is made to give the poets' maximum opportunity for expression, including inclusion of graphics and the ability to present poems as foldouts.

Vol. 1, No. 1, Winter 1997, presents work by the three editors to show the formats *Rococo Anerca* is capable of presenting.

This is a beautifully produced magazine. From the cutout cover revealing the full color artwork of the flyleaf to tissue dividers separating the poets, *Rococo Anerca* is an exceptional publication.

## Announcements

- Due to my wedding March 29, the next issue of *Laughing Bear Newsletter* will not come out until late April.

- It was with great sadness that I just heard **Marvin Malone** of *Wormwood Review* died November 26, 1996. Marvin published *Wormwood* for 36 years, helping launch the careers of many poets, including Charles Bukowski. Marvin's family will publish a final issue (No. 144, the last issue of Vol. 36) with material selected by Marvin and then a special issue as a tribute to him. Marvin had intended to retire from publishing in 1999, the 40th anniversary of *Wormwood*. No further submissions or subscriptions will be accepted for *The Wormwood Review*.

- **Dustbooks**, publishers of *Small Press Review* and *The International Directory of Literary Magazines and Small Presses*, has a new website at [www.dustbooks.com](http://www.dustbooks.com).

- **Gaia: A Journal of Literary & Environmental Arts** (Robert S. King, ed.; Rt 1, Box 222, Carlton, GA 30627) is an all-electronic format magazine at <http://www.whistle.org/gaiapage.htm>.

This is a publication of Whistle Press, Inc., which also publishes electronic books and chapbooks.

- **College Publishing Market Update (1997)** by John B. McHugh (5747 North Ames, Glendale, WI 53209; \$25) is a 32 page updated supplement to McHugh's 1995 *College Publishing Market*.

- **Thorngate Road** (Jim Elledge, dir.; Box 4240, Eng Dept, Illinois State University, Normal, IL 61709-4240) is a new literary press for gay, lesbian, and bisexual writers.

- **Spillway** (Mifanwy Kaiser, ed.; Box 6000-337, Huntington Beach, CA 92646; \$10/2 issues) is a new literary journal sponsored by The Los Angeles Poets Collective (whose also publish *Rattle* and *ONTHEBUS*).

- **96 Inc Artists' Collaborative** (PO Box 15559, Boston, MA 02215) has presented over 300 workshops, readings, and programs in the Boston area since 1992. Food plays a starring role in 96 Inc's programs, and now they've published a pamphlet of the best recipes, including Angel Chocolate Peanut Butter Fudge, Comfort Me With Apples, and the Griffin Cookie. Send 50¢ and an SASE (better yet, send a buck – it's easier to mail).

- **Hignell Printing Ltd** (488 Burnell St, Winnipeg, Manitoba Canada R3G 2B4; e-mail [hignell@magic.mb.ca](mailto:hignell@magic.mb.ca)) has a free book called *Book With Us*. I've mentioned this before, but have finally seen a copy. It's a 108 page book that demonstrates how text and b/w and color photos and graphics look on different papers. Very useful information on preparing your book for print as well.

Advertising: *Laughing Bear Newsletter* does not accept classified advertising. Press releases, review copies, and samples of products can be sent to the editorial offices. If deemed useful to *LBN* readers, they will be mentioned in the Announcements section of the newsletter. Insert ads, in the form of flyers inserted in newsletter mailings are welcome. Send 150 copies of the ad and \$50 and the ad will go out with the next issue of the newsletter. There are no deadlines. **Contests or any other events or promotions that solicit money in the form of reading or entry fees will not be accepted.**

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