

Stet

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THE NEWSLETTER OF THE INDEPENDENT WRITERS OF CHICAGO

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JANUARY MEETING

Know your (copy) rights!

Tasini vs. NY Times attorney to discuss landmark case

BY VIKTORIJA TODOROVSKA

While surfing the Web, you visit a client's site. Lo and behold—there's the copy you wrote for their corporate brochure last year. But what can you do?

That's just the kind of situation attorney Pat Felch of Lawyers for the Creative Arts will address at IWOC's January meeting.

Few people are better equipped to discuss copy-right and intellectual property law than Felch, who worked on the landmark *Tasini* case. In 2001, in *Tasini vs. The New York Times*, the Supreme Court ruled in favor of writers, saying that the *Times* could no longer take articles written by freelancers and sell them to online database companies without the writers' permission (and, presumably, without separate compensation).

Attorney Pat Felch will discuss the ramifications of the *Tasini* decision and other cases involving copyright infringement. These cases affect every writer whose work might appear on the Internet.

Felch specializes in litigation and intellectual property law. She has extensive experience handling cases of intellectual property law for creative professionals—including writers—and provides assistance in all aspects of creativity protection.

She is adjunct professor at Loyola University (Chicago)

School of Law, has been an instructor at Columbia College on

media and the law, and is a former president of Lawyers for the Creative Arts. She has presented seminars and talks on legal aspects of the arts and entertainment industries to many professional groups.

IWOC's January 2003 program is a rare opportunity to bring your questions and concerns about copyright infringement and intellectual property to an expert. Learn more about your rights from attorney Pat Felch on January 14, at 6 PM, at the Feltre School, 22 West Erie (at State).

It pays—literally—to understand your print and electronic rights. ✍

"Know Your (Copy) Rights"

with Attorney Pat Felch

January 14

Feltre School

22 West Erie (at State)

Networking 5 PM

Program 6 PM

Professional members FREE

Associate members \$5

Nonmembers \$15

IWOC meets for a program and networking the second Tuesday of every month. Preceding each meeting, the IWOC Board gathers at 3 PM at Barnelli's at Ontario and Clark. All members are welcome to board meetings.

For more information, call the IWOC office at 847/855-6670.

iWOC

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Reference help

Improve your vocabulary with the Web

BY RICHARD L. EASTLINE

This is another in an irregular series devoted to books and Web sites that are popularly classified as reference source material.

Surely, at some time, you've encountered at least one of those frequent enticements to upgrade your vocabulary, whether it be improving your business communication or for working crossword puzzles.

Typically, the process should be painless and effortless. Perhaps it takes the form of a "one-a-day" calendar entry that provides both a word and a definition. Or maybe it's a hyped book that purports to guide you to a richer command of words, costing you only minutes a day (plus the price of the book).

Have you tried the Internet? Just as trial-and-error testing proved the real value of Google as the pre-eminent search engine for the Web, a corresponding Internet site has won the vocabulary-building stakes. Best of all, it's a free service with access to other related offerings.

Point your thanks in the direction of Mr. Anu Garg, who is not a teacher of writing but a Seattle computer scientist with an ongoing obsession with words. His eight-year-old vocation, A.Word.A.Day, has gained a half-million e-mail subscribers and recently spawned an identically titled best seller (the first printing sold out in one day).

What makes Anu's offering so popular with the general public as well as with

writers? He's found an ideal formula for providing clarity in definitions and usage while, through his judicious word choices, instilling a compulsive (subliminal?) desire to continue the game.

In its current structure, every weekday you receive an all-text (no gimmicks) e-mail that will show the word with its pronunciation and classification (noun, verb, etc.). Then follows brief etymological information accompanied by a few contemporary quotations showing usage.

As an added service, the viewer is directed to Garg's pronunciation Web site, which offers a true "sound byte" in .wav format, recorded live by a resident orthoepist. (For the curious, it's his wife, Stuti.)

What adds an addictive flavor to A.Word.A.Day are the fascinating choices that fit a specific category each week: for example, words that have originated from names of places (toponyms) or words from major source languages, both of which were among recent themes.

Who or what supports this information spree? Just a smattering of advertising—two- or three-line "classifieds" that cost \$100 per mailing. They're barely noticeable, but for those who want their e-mails "pure," the same content minus the ads can be had for a \$25 yearly fee. (Frankly, the promotional text often is just as interesting as the



word entries.)

Editor-producer Garg offers affiliated services in similar format to his daily word e-mailing. They include dictionary, thesaurus, acronym, and anagram categories. Also available is an archive created from the daily-word mailings.

Joining the list of subscribers is easy (and you are assured that your e-mail address won't be sold, rented, or traded). Just send an e-mail to wsmith@wordsmith.org and in the subject line simply type the word *subscribe* followed by your first and last names (no blank spaces). Be sure that your address in the header is the one to which the daily e-mail is to be sent.

The Web site is not the same as his e-mail program name. It's shown as <http://wordsmith.org> and will accept subscriptions there as well. The pronunciation site is <http://wordsmith.org/words/> (the specific word).wav and is shown in each e-mail with that day's entry already inserted.

Anu Garg also has a knack for creating new words. He calls his subscribers "linguaphiles," and that name now has become an entry in the *American Heritage Dictionary*. ✍

The president's message column will return next month.

Whirlwind strikes Feltre School

BY JENNIFER OATFIELD

Did you see that? Was it a bird? A plane? No, it was Rob Sullivan, Career Coach *Extraordinaire*. During IWOC's November meeting, Sullivan peppered IWOCers with information on how to leverage existing skills and experience to gain clients both in new markets and in their areas of expertise.

Sullivan's whirlwind tour took attendees on his idiosyncratic trek through job careers to illustrate the best job- and project-hunting skills. Sullivan's been through various professional doors himself, and comes by his expertise firsthand. Here are some of his tips:

Look first at your passion. Then define the specifics that will help other people believe or understand that passion.

Understand what you bring that is of value to the clients you are approaching and make sure they realize your value to them.

Take risks. Trust that if you believe in something, it will work out as long as you stick with it.

"It ain't bragging if you can do it." Learn to be comfortable talking about your accomplishments.

Distinguish between your skills (attributes) and how those skills aid your clients (benefits).

Learn to define yourself not just as a writer, but as someone who can help the client. For example, "I can make corporate communication a less painful experience."

Invest in yourself. If you don't have the full spectrum of skills for a project, augment them by taking any necessary courses or learning from other experienced colleagues. (This is where IWOC comes in.)

Make networking a values-based relationship. Get to know the values and interests of your fellow networker. The best way to find work is to help each other. (Other networking tips can be found at www.networkding.com.)

Given that many writers would rather eat nails than market themselves, Sullivan presented a useful and even inspiring program.

Rob Sullivan's handouts will be available at a future date on the IWOC Web site. His book, *Getting Your Foot in the Door When You Don't Have a Leg to Stand On*, is available through Sullivan (see his site www.careercraftsman.com or check under his name in the IWOC directory) or at Border's and other area bookstores. ✍

Profiles of Success

BY LYNN SANDERS

Meet Viktorija Todorovska— Business Writer . . . and much more

Length of IWOC membership: "Two years."

Why are you an IWOC member? "It puts me in touch with people who do interesting things. I always find it fascinating to find out what people do..especially those I have a lot in common with and can learn from."

Background: "I'm from Macedonia and came here to go to graduate school at Arizona State. I received a master's degree in teaching English as a second language, and a Ph.D. in rhetoric and linguistics. I taught writing and got interested in how people communicate. I completed a certificate in Scholarly Publishing, which prepared me for work in the publishing industry, specifically in university presses."

Why freelance? "It gives me the opportunity to work on a wide variety of projects. I couldn't encounter them all in one job. I can learn a wide variety of new things and work with very interesting people as clients or collaborators."

Expertise: "Business writing, mostly. Content and design for online courses and training seminars, white papers (research papers); Web site copy."

Most proud of: "It's hard to single out one project. Every one is exciting in a different way."

Other interests? "I'm very interested in cooking and I've decided to turn baking into more than an interest. Being independent, I've had to learn how to market myself. These are the same skills I can transfer to other ventures. Right now, I'm marketing my baking mainly by word of mouth. I've sent e-mail to friends and family and I'm catering a couple of small parties. I do appetizers, both savory and sweet, finger foods and desserts. For the last IWOC meeting, I made three types of fudge, pecan pie squares and shortbread. I'll bring something in January to the next IWOC meeting." (L.S.: *From the rave reviews, these treats are not to be missed!!*)

"I also like to do yoga, wine tastings and learn about wine, walking by the lake, and I love museums, galleries, and ethnic restaurants."

Best advice to others? "I know it's hard for writers to market themselves..but that's the most important thing. It allows you to inform people and reminds yourself of your accomplishments. It's always important to remember what you do well."

How would you like to be remembered? "A person who helped people learn to communicate better."

Tips for independents

- ✓ **Don't put all your eggs in one basket.**
It's risky to depend on one client for the bulk of your income. And if you have just one or two clients listed on your resume, potential clients may wonder if you're really ready for new approaches.
- ✓ **Make time for self-development.**
Develop or re-learn ways to improve yourself. Practice your communication and writing skills. Stretch your mind. Go to books or the Web for tips, techniques, and strategies. Tune in to the subjects and areas where you want to do business.
- ✓ **Grow new services. Refine current ones.**
Keep in mind your potential client's needs, and look for ways to fill them.
- ✓ **Build your network.**
Practice networking. Extend your contact information. Be a giver as well as a receiver.
- ✓ **Manage time wisely.**
Don't overload your docket. It can lead to chaos for you and your client. Learn and practice time-management methods.
(P.S. Count on most things taking twice as long as you think they will.)

Based on "Five Pitfalls Even Top Independent Consultants Make" by Joe Ambrose of Pinpoint Resources and Melissa Givoagnoli of Networkling at www.networkling.com

**Need work?
Check out
IWOC's Writer's Line
www.iwoc.org
user id: iwoc
password: chgowrtr**

Calendar

January 14

Board meeting: Barnelli's, at Ontario and Clark, 3 PM.
All members are welcome to attend.

IWOC monthly meeting: "Know Your (Copy) Rights," with attorney Pat Felch. An expert on intellectual property law discusses the landmark Tasini case and the print and electronic rights of creative professionals. At The Feltre School, 22 West Erie, Chicago. For information about parking, please call the IWOC office. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15. Come and check it out!

The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted. The groups welcome nonmembers.

February 6 (1st Thursday)

IWORP monthly breakfast. Join the Rogers Park IWOC contingent for breakfast at 9 AM at the A&T Grill, 7036 N. Clark St., Chicago. For more information, call Esther Manewith at 773/274-6215.

January 23 (4th Thursday)

IWOOP monthly lunch: The West Suburban group meets at noon at Poor Phil's, 139 S. Marion, Oak Park. Contact: Barb Dillard at 312/642-3065.

January 21 (3rd Tuesday)

Far North monthly breakfast: At 9:00 AM at Egg Harbor, 300 Village Green, Lincolnshire. For more information, call 847/821-1515. Contact: Carrie Suarez, carrie.suarez@worldnet.att.net.

If none of these meet-and-eat groups is in your neck of the woods, start your own group. Be sure to notify *Stet* so your group can be included in the calendar. A Streeterville group is in the works right now. For information, call Christina Foster at 312/274-0597.

For details about IWOC monthly meetings or seminars, call the IWOC office at 847/855-6670 or check out www.iwoc.org. Need work? Visit the Writer's Line at www.iwoc.org.