BLACK WRITERS’ GUILD OF MARYLAND

Beyond the Writing

2014 WRITERS CONFERENCE
Saturday, June 7, 2014 • Morgan State University
Student Center, Bldg. 12, Baltimore, Maryland

Don’t miss this great opportunity!
• Hone your writing skills
• Learn strategies for self-publishing, marketing and PR
• Learn how to avoid literary law danger zones
• Network with writers and industry professionals

Register to save your seat NOW!

Sheri Booker, Author, Nine Years Under
Terence Cooper, Writing Instructor
Allegra Bennett, Author, 12 Steps to Self-Publishing Success
Tonya Evans, Associate Professor of Law, Widener University

PLUS:
Marketing and PR Panelists:
Cherrie Woods, CEO/Eclectic PR, Author, Free to Be Me
Kevin Wayne Johnson, Author, Give God the Glory Series

Conference registration includes:
Access to all workshops, gift bag, continental breakfast, lunch, vendors and book signings.

Registration Fees:
Full-time students (w/ID): $45.00
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Now until June 6, 2014
General registration (BWG Members): $65.00
General registration (Non-Members): $75.00
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On-Site registration on June 7, 2014: $85.00

Register online and event details at:
www.blackwritersguild.org
Need more info? Call 443-671-7723

CONFERENCE SCHEDULE:
8:00 a.m. to 9:00 a.m. Conference Registration
Continental Breakfast
Networking

9:00 a.m. to 9:10 a.m. Welcome
James Wright
BWG President

Invocation
Minister A. Ty Cook

9:15 a.m. to 9:45 a.m. Sheri Booker
Keynote Speaker

10:00 a.m. to 10:45 a.m. Terence Cooper
Essential Secrets of the Writing Craft

11:00 a.m. to 11:45 a.m. Allegra Bennett
12 Steps to Self-Publishing Success

12:00 p.m. to 12:45 p.m. Lunch/Networking

12:45 p.m. to 1:30 p.m. Tonya Evans
The Legal Matters that Matter to Writers

1:45 p.m. to 2:15 p.m. Marketing/PR Panel Discussion
Cherrie Woods
Kevin Wayne Johnson
Moderator:
Wilma Brockington

2:15 p.m. to 2:30 p.m. Closing

2:30 p.m. to 3 p.m. Networking/Vendors

Vendors will be onsite during the conference.

Confirmed schedule as of March 31, 2014.
Program may be subject to changes.

The Black Writers’ Guild of Maryland is a non-profit 501(c)(3) organization.
Tonya M. Evans is an Associate Professor of Law at the Widener University School of Law-Harrisburg with expertise in the areas of intellectual property, entertainment law (literary and music), municipal finance and trusts & estates. Professor Evans has also served as Adjunct Professor of copyright, publishing and licensing at York College of Pennsylvania. She is a published author of an award-winning series of legal reference guides for writers and publishing industry professionals that is distributed internationally by Independent Publishers Group and was selected by Writer's Digest Book Club as a club selection for its members. Professor Evans is also a nationally recognized speaker who presents to various audiences regularly on publishing law and intellectual property law.

Allegra Bennett is a journalist, editor, and self-help book author. Her early writing career began as a hard-nosed journalist covering cops, courts, and crime stories as a reporter for The Baltimore Sun. Over the years, she got a chance to exercise her informed opinions as an editorial writer and political columnist for The Washington Times. That position lead to appearances as a television commentator on Black Entertainment Television and other cable and local network stations. She has authored five non-fiction self-help books and published Renovating Woman, a home improvement magazine. She is a book consultant and is currently at work on her first novel.

Cherrie Woods is a marketing/PR expert and the author of Free to Be Me. For the past 13 years, Woods has worked with over 15 clients in the U.S. and Canada who received customized PR/Marketing services that increased their media and market presence for their targeted markets. She has also held both professional staff and senior management positions in the fields of arts and culture institutions, agencies and government in Toronto, Canada and in the Midwest and East Coast of the U.S. Her latest endeavor is the creation of a series of Marketing and PR Workshops called “DIY: Marketing and PR on a Dime,” for writers, small businesses and artists.

Wilma Brockington is the communications officer for the Black Writers’ Guild of Maryland and the author of Cinnamon Girl Blues, Office Politics, and Been There, Done That: Lessons Learned on Love and Life from Women 55 and Better. As a graduate of the University of Texas at Dallas’ Executive and Professional Coaching Program and certified associate coach (International Coach Federation), Brockington has coached writers, executives and others to help them develop strategies and actions for realizing success. She has also presented several workshops including, “50 Cheap Ways to Market Your Book” and “8 Habits of Highly Successful Authors.”

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Workshop: Essential Secrets of the Writing Craft  
Presenter: Terence Cooper  
Time: 10:00 a.m. to 10:45 a.m.

Want to write? Great! But wait! Writing is more than just putting your feelings on paper. There are specific tools and techniques that every good writer should know about and that every great writer has mastered. Sadly, these tools and techniques are rarely—if ever—taught in creative writing classes. What’s the one ingredient that every good story must contain? What’s the secret to starting a great story? How do you make your characters come alive on the page? What are the two important functions that good dialog must perform? What are the requirements of a novel-length narrative? Whether you’re writing fiction or nonfiction, short stories, plays, or novels, this workshop will teach you the essentials of writing.

Workshop: 12 Steps to Self-Publishing Success: Write, Publish, Promote, and Sell Your Own Work  
Presenter: Allegra Bennett  
Time: 11:00 a.m. to 11:45 a.m.

There’s this dusty manuscript you wrote ages ago on paper that’s a yellowing, curling, dusty mess now buried in a tomb of files somewhere on your computer or is a sweet idea still percolating in your brain. Over the years you swore, less and less convincingly, that you were going to try to get it published. Well, as Yoda would say “Try? There is no try. Do.” Whether you’ve written a book before or not at all, your fiction or non-fiction idea still can be a reality on your bookshelf—and you don’t have to wait for approval from literary agents and publishing houses to make it happen. Publish it yourself and learn how to do it the right way. The workshop will cover:

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<thead>
<tr>
<th>TOS it (Think, Organize, Strategize)</th>
<th>The “Book Look”</th>
<th>Creating a Budget</th>
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<tbody>
<tr>
<td>What’s your motivation?</td>
<td>A Team of Pros</td>
<td>Branding yourself</td>
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<tr>
<td>Who’s your audience?</td>
<td>The Book Outline</td>
<td>Marketing</td>
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<tr>
<td>The Book proposal</td>
<td>The Publishing Plan</td>
<td>Social Media</td>
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Workshop: The Legal Matters that Matter to Writers  
Presenter: Tonya M. Evans  
Time: 12:45 p.m. to 1:30 p.m.

This is a lively and engaging presentation based on *Literary Law Guide for Authors: Copyright, Trademark and Contracts in Plain Language*. You will learn:

- What is considered a fair use
- What’s in the public domain and what requires permission
- What can and cannot be copyrighted
- How legally to refer to real people, places, and events in one’s own work
- The real deal about the myth of the “Poor Man’s” copyright
- The critical difference between copyright and trademark
- How to protect the title of a series of books, and
- Why you should register your work with the U.S. Copyright Office

Panel Discussion: Marketing and PR  
Panelists: Kevin Wayne Johnson and Cherrie Woods; Moderator: Wilma Brockington  
Time: 1:45 p.m. to 2:15 p.m.

Panelists will discuss the role of marketing and PR—how to build your brand, sell your books and get media coverage.
BLACK WRITERS’ GUILD OF MARYLAND

Beyond the Writing

2014 WRITERS CONFERENCE REGISTRATION FORM
Saturday, June 7, 2014 • Morgan State University
Student Center, Bldg. 12, Baltimore, Maryland

Today’s date: 

Attendee’s Name: 

Address: 

Street

City

State

Zip Code

Phone

Email

What is your writing genre?

How did you hear about the Black Writers’ Guild Writers Conference?

PAYMENT - Conference Registration Includes:
Access to all workshops, gift bag, continental breakfast, lunch, vendors and book signings. See website for details: www.blackwritersguild.org

Registration Fees (check one):

☐ Full-time students (w/ID): $45.00

Now through to June 6, 2014

☐ General Registration: (Current BWG Members) $65.00

☐ General Registration: (Non-Members) $75.00

☐ On-Site Registration: June 7, 2014 $85.00

Make check or money order payable to:
Black Writers’ Guild of Maryland
P. O. Box 11481
Baltimore, MD 21239

A $25.00 fee will be assessed for all returned checks. Alternative Option—Register online at: www.blackwritersguild.org

The Black Writers’ Guild of Maryland is a non-profit 501(c)(3) organization.
Directions to the Black Writers’ Guild Writers’ Conference
Morgan State University, Student Center, Building 12
Saturday, June 7, 2014, 8 a.m. to 3 p.m.

From any direction via the Baltimore Beltway (I-695)

Get on I-695 and head toward the northeastern portion of the beltway. Go south at exit 30, Perring Parkway. The Perring Parkway exit is east of the exits for Towson and west of the I-95/I-695 interchange. Go south a few miles on Perring Parkway. It will change to Hillen Road when you see the engineering building on your left.

From south of Baltimore via I-95

Take I-95 north through the Ft. McHenry Tunnel. Get off I-95 at the Moravia Road Exit. (The distance to campus is about 3.5 miles.) You will go through major intersections at Belair Road and then at Harford Road. Moravia Road will become Cold Spring Lane at Harford Road. Cold Spring Lane goes through the middle of campus.

From north of Baltimore via I-95

Continue on I-95 south past the interchange for the beltway, I-695. Shortly thereafter, I-95 will split into I-895 (right two lanes) and I-95 (left two lanes). Go to the right onto I-895. Get off at the Moravia Road Exit. Bear to the right off the exit ramp onto Moravia Road. (The distance to campus is about 3.5 miles.) You will go through major intersections at Belair Road and then at Harford Road. Moravia Road will become Cold Spring Lane at Harford Road. Cold Spring Lane goes through the middle of campus.

From the south via I-97 from Annapolis Area and Eastern Shore

When approaching the beltway (I-695) take exit for Harbor Tunnel. After tunnel, get off at Pulaski Hwy. (Rt. 40 East)/ Erdman Avenue Exit. At end of exit ramp, go straight which will get you onto to Pulaski Hwy., Rt. 40 East. Exit right onto Moravia Road. Continue straight on Moravia. Do not take any of exits that you will see right after getting onto Moravia. (The distance to campus is about 3.5 miles.) You will go through major intersections at Belair Road and then at Harford Road. Moravia Road will become Cold Spring Lane at Harford Road. Cold Spring Lane goes through the middle of campus.

From Downtown Baltimore

Go north on Charles Street. Pass Johns Hopkins' main campus on your left. At 33rd Street, make a right. Go past Johns Hopkins East and make a left onto Hillen Road. Go north on Hillen until you reach the campus.
One day, high school student Akihito Kanbara instinctively goes to save his fellow schoolmate, Mirai Kuriyama, from committing suicide. If your writing and character development are feeling stale, these tips about writing beyond the five senses will help. We can go way beyond the classic 5 senses. But perhaps our hyper-focus on these classic five senses—courtesy of the ancient Greek philosopher Aristotle, who originally said humans have five senses in his De Anima Book II—has caused us to neglect other senses. Neuroscience says Aristotle is wrong.