

## Biblio File

Margaret McMullan's sixth novel, *Source of Light*, was selected as a 2011 Best Book for Young Adults by the American Library Association. ... **John Wasik** was on NPR's "All Things



Margaret McMullan

Considered" Jan. 12 talking about the housing crisis and his book *The Cul-de-Sac Syndrome*, which is going into paperback in February. A few predictions he made in the book while researching it in 2007 came true. He also forecast that the worst-hit housing markets

would remain damaged years after the bubble burst, perhaps for a generation. ... We're sorry to report that psychiatrist and longtime Society of Midland Authors member **Sanford A. Weisblatt, M.D.**, died last year at age 80. Our condolences to his wife, Justine, and his many family members and friends. ... Illinois Poet Laureate **Kevin Stein** will give two presentations March 10 at the Batavia (Ill.) Library, 10 S. Batavia Ave. At 12 p.m., he will speak at "Books Between Bites," where he will proclaim that poetry is alive, well, and up and about on the streets, in schools and universities, and online in new digital forms. At 7 p.m., he will discuss poetry and its public functions, and his role as poet laureate. Stein also will read some of his own poetry. ... Does this plaint tweeted by **Jacquelyn Mitchard** on Jan. 17 resonate for you authors? "My kingdom (as well as my lousy cars) for a viable book idea. Oh, to be one who'll 'never live long enough' to



Kevin Stein

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## 4 authors give their votes on Chicago mayor election

Four authors discussed Chicago's upcoming mayoral race at a meeting of the Society of Midland Authors on Jan. 11 at the Cliff Dwellers Club in Chicago. The panelists were Chicago Ald. **Edward Burke**, co-author of *Inside the Wigwam* and *End of Watch*; **Dick Simpson**, head of the political science department at University of Illinois at Chicago, former alderman and author of books including *Rogues, Rebels, and Rubberstamps*; **Richard Lindberg**, author of many books on Chicago history, including *The Gambler King of Clark Street*; and **James L. Merriner**, author of books including *"Grafters and Goo-Goos."* Here's an edited transcript of their remarks:

**Burke:** Historically, this is going to be the first time since 1947 that an incumbent will not be on the mayoral ballot. Isn't that interesting? And some Chicago historians believe that the reason that Mayor Ed Kelly was forced out in 1947 was not because of corruption or graft or shenanigans in city government, but because he was a progressive and he was the one who really advocated open housing in Chicago.

He was burned in effigy and became very unpopular. It was Jake Arvey and party leadership at the time who forced him out and installed Martin Kennelly.

**Merriner:** Mayor Kelly was the launching of the Irish dynasty.

The Irish have controlled City Hall since 1933 beginning with Mayor Kelly



Edward M. Burke



Dick Simpson

except for an eight-year interregnum – we are counting Michael Bilandic as an honorary Irishman. ... So the next mayor apparently will not be an Irish American unless Rahm [Emanuel] gets in there and he is a puppet of the Daleys, as detractors would say about him.

**Simpson.** This will be the first post-Daley election. Usually when we change political regimes, we move from one regime to the next over a couple of elections, not one.

When Richard J. Daley died, it took Bilandic, [Jane] Byrne, and then the Harold Washington regime. [After Washington] we got [Eugene] Sawyer, and then we moved to Richard M. Daley.

The unions and the community groups and others are predicting as many as 20 new aldermen, aldermen who are independent.

**Lindberg:** I think that there has been a profound change in Chicago maybe the last 35 years. But it is still does not preclude the fact that voting is done very

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with John Hagedorn

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Literary Loudspeaker  
by Tom Ciesielka

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use all my ideas!" ... The January Playbill at Chicago theaters had an article by **Robert Loerzel** (who now has more than 1,500 followers on Twitter) on the early history of African-American theater in Chicago. ... The Jan. 23 Veterans Affairs cited research by **Leonard**



Leonard Zeskind

**Zeskind** in his SMA award-winning book *Blood and Politics: The History of the White Nationalist Movement from the Margins to the Mainstream* in a report on Jared Lee Loughner. ... **Keir Graff** tweeted on Jan. 20 to say Booklist is looking for a few

good fiction reviewers. ... **Dan P.**

**McAdams** offers a psychological profile of George W. Bush in *George W. Bush and the Redemptive Dream*. (Oxford University Press, USA, Nov. 24)... **Gerry and Janet Souter** have been commissioned by their London publisher, Carlton Publishing Group, to write a young adult book explaining the Iraq and Afghanistan Wars. It will be their fifth book for this publisher dealing with United States history in large slip-cased and elegantly bound volumes. A sixth work on Prohibition is awaiting approval to begin in the spring. Gerry's memoir/historical narrative, *American Shooter*, is in galleys for release this summer, and he has

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# Election: Roots of the Machine

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much along ethnic lines. Especially when you move past the lakefront and you get out into the bungalow wards on the Northwest Side and the Southwest Side.

**Merriner:** I think one of the outcomes in the Rich Daley years, which hasn't been much remarked, is he was re-elected so often and so easily and so automatically that it kind of suppressed the racial and ethnic tensions in the city.

**Burke.** It is interesting isn't it, to [see] where the [Machine] organization came from, and Rich has done so much research on [Mike] McDonald and [Billy "The Clock"] Skackel and Sullivan and the people who really created what became the Democratic organization. But it really finally came together under Anton Cermak, who created that big tent that brought in Irish for this office and Poles for this office and German for this office and created the organization that really lived on through Kelly.

**Lindberg.** The last time there was a Republican mayor in Chicago – 1931, I believe, when [William] Hale Thompson went out of office. And the election of Ed Kelly after the assassination of Mayor Cermak, really in 1935, defeated a Republican challenger named Emil Wetten [when Kelly ran for re-election]. At the time he set a city record for the largest plurality ever garnered by a candidate in a mayor election [76 percent of the vote]. But Kelly's real triumph in 1935 cemented the Machine as a dominant force and it was through patronage – it really boiled down to one thing, the Democratic Machine had the patronage and the Republicans did not. And by 1935 I think Wetten had said in his concession speech, he said the Republican Party is effectively dead in Cook County, and for all purposes, he was absolutely right.

**Burke:** It wasn't dead in Cook County, it was dead in the city of Chicago.

When Anton Cermak was assassinated ... in 1933, the law provided the City Council would select a replacement. And the leading candidate was a young intelligent progressive Democrat by the name of Bill Clark, whose son went on to be

the attorney general of Illinois and later served on the Illinois Supreme Court. He was chairman of the Finance Committee, the same position that I occupy today.

But party bosses did not want Bill Clark to be mayor. They were confronted with a dilemma. How do we stop Clark? Well, they hit on a scheme. There was an alderman by the name of Frank Corr, who agreed to be acting mayor. If you ever go to the mayor's waiting room on the fifth floor of City Hall, you will see a photo of Frank Corr between Anton Cermak and Ed Kelly. So Corr agreed to serve until they could figure out what to do. They convened the City Council, they elected Corr, and then went to the Legislature, and they got the Legislature to change in the law in Illinois on succession to permit the City Council to select anyone it wanted. Not just a member of the City Council.

So they passed a law to allow the City Council to elect anyone they wanted to be the acting mayor. The governor signed the bill. As soon as law was effective, the

City Council reconvened, they accepted Frank Corr's resignation and nominated and elected Ed Kelly, who at that time was the head of the board of commissioners of the South Parks and the chief engineer of the Metropolitan Sanitary District. As soon as he was sworn in, the Legislature reconvened and they repealed the law that they had passed. And reinstated what the law was, which it was when



James L.  
Merriner

Richard J. Daley died in 1976. And which it was in 1987 when Harold Washington died.

**Merriner:** And, alderman, is the General Assembly still that compliant?

**Burke:** I don't think so. We will see tonight [when Legislature was to vote].

**Simpson:** I would like to bring it back to the same question of race and ethnicity to the current election. A number of pundits have just said, well Emanuel's our new mayor. It's not quite so simple. Rahm Emanuel's polls have been showing in the 30 to 38 percent of the vote. Thirty-eight percent, as most of you can figure out, is not 50 percent plus one. ... In this particu-

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# Election: New system for voting

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lar case, any candidate is going to have to get the support of at least one group beyond their own racial group to be able to be elected mayor.

If ... Gery Chico can get a significant white vote, that does not go to Rahm Emanuel, Rahm Emanuel does not have the ability to get 50 percent of the vote, and there will a run-off.

**Burke:** This is the real first contest, mayoral contest, that hasn't been a Democratic primary and then a general election. Which I think is very significant. This now will mean that the candidates do not run with a party label, and Dick alluded to it a minute ago, and the first go around on Feb. 22, if someone does not get 50 percent plus one vote, then it goes into a runoff, whereas in 1983 when Harold Washington won, he won the primary election with about [36 percent] of the vote.

**Merriner:** If I may try to link Anton Cermak and Gery Chico. Mayor Cermak, as the alderman said, pretty much was the father of the modern urban ethnic political machine. But Chicago wasn't alone. There were machines in other cities. But they all withered away after the Second World War.

**Simpson:** Thompson was the most colorful mayor we have ever had. He rode a horse up on the stage in his second campaign, I think it was, with a cowboy hat. He had gone out West. He was a demagogue. He suggested he would punch King George in the nose.

**Burke:** Not only did he ride a horse onto the stage, if you go to the second floor of the City Hall, where we have a historical display on the history of the building and the characters ... he conducted a rodeo in the Council chambers. And we have a photograph of people on two horses in the Council chambers. ... Now I know a lot of people in Chicago think politicians are horses' asses – we have got absolute proof that they were in the City Council chambers.

**Lindberg:** But Thompson was the last of what I call the old-fashioned 19th century mayors, I believe. He was from another time. But he had the political rap-

port. He had support of the Capone mob, he had the support of people on the political fringe. And he had a political campaign strategist named Fred “the Poor Swede” Lundin, who in his early days used to peddle fruit juice up on the North Side of Chicago before he became a political strategist.

**Merriner:** Cermak consolidates the Machine. Kelly develops it. Kelly is forced out of office, postwar. Machines are going away in other cities. They survive and thrive here. Why? Largely because of the political genius of Richard J. Daley ... and he had an army of precinct captains. Precinct captains still exist. Rahm Emanuel is not their candidate. ... Emanuel has celebrity, he has a lot of money, [but] he does not have a citywide base of support.

**Burke:** There were some real giants [historically on the City Council]. ... Seymour Simon could stand up and talk forever on any issue.

Many of them went on to be judges. They were all guys who came back from the Second World War and ran for office.

A lot of people remember Paul Douglas as a United States senator, but they don't remember him as a member of the Chicago City Council. Talk about a giant.

In 1941, the Japanese attacked at Pearl Harbor, Paul Douglas resigns from City of Council, resigns from the faculty at the University of Chicago,

resigns from the Quaker meeting house and enlists in the United States Marine Corps. He was 50 years of age. ... He is seriously wounded by Japanese machine gun fire [and he] never recovered the use of his left arm. ...

Douglas comes back to Chicago, [Jake] Arvey and other the political bosses pick him to run for United States Senate, never thinking was he was going to win, and lo and behold he wins. He goes on to serve until 1965.

*The Society of Midland Authors' 2010-2011 programs may be heard in their entirety at [www.chicagopublicradio.org/](http://www.chicagopublicradio.org/) amplified.*



**Richard Lindberg**



**Kent Meyers**

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placed four historic action-adventure novels in Kindle: *The Legend of Miss REO Grande*, *Our Daring Clementine*, *The Battle of Bradley Station* and *Kilgore's Colt*. Janet now wears the pants in the family as she just finished an essay on the history of men's pants for Early American Life. ... **Walter Podrazik** co-wrote “The Best Jewish TV Shows of All Time” for the January/February online Moment: Independent

Journalism From a Jewish Perspective. ... On Jan. 13 at George Fox University in Newberg, Ore., **Ingrid Wendt** was among the poets appearing at the annual January honoring of William

Stafford, a former poet laureate of Oregon and the United States. The title of her keynote, based on lines in a Stafford poem, was “The Unknown Good in Our Enemies” ... **Kent Meyers** wrote a forward titled “Why All the Law?” for *Best of the West 2010: New Stories from the Wide Side of the Missouri* ... **Victor Volkman** was interviewed Jan. 10 on the online call-in show Book Bites for Kids. You can hear the interview at <http://tinyurl.com/vvolkman> ... The London Telegraph wrote on Jan. 14 of **Mar-**

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## A Note from our President

The members of the Board of the Society of Midland Authors extend our condolences to our Webmaster, Mary Claire Hersh, on the death of her husband, Bill. Bill and Mary Claire have graciously hosted many board meetings in recent years. Bill was a very active member of Chicago's Uptown community, serving as the president of the Uptown Chicago Commission and as member of other local organizations. He was a performing member of the community theater group Scrap Mettle Soul and volunteered to do taxes for low-income residents. He will be missed.

**Robert Loerzel**

## New Books

### TOO MANY CLIENTS

Of **David J. Walker's** new book, Booklist writes, "Walker's latest in his popular Wild Onion series combines all-too-human characters, creative plotting, snappy dialogue, and a solid mystery. ... Engaging, appealing, and entertaining."

Private eye Kirsten and her lawyer husband Dugan both have "client" problems. When a Chicago cop is murdered, Dugan's foolish flouting of the rules about attorneys "chasing" clients drags him into the case, and Kirsten, though knowing it's unwise to have a spouse as a client, undertakes to drag him back out. Soon she has not one, but three, clients. They all want her to find the killer ... or at least they all say they do.

### UNFORGETTABLE: HARROWING FUTURES, HORRORS, & (DARK) HUMOR

From aliens to zombies, from prehistoric monsters to monstrously conceived tomorrows, this collection comprises **Paul McComas'** 50 best speculative-fiction, horror, and dark-comic works — most never before published.

The description from Walkabout Publishing says, "You'll encounter 'Nessie' and nuclear apocalypse, voodoo and vampires, androids and ax murderers, death curses and dystopias, soul-craving corporations and 'Collies in Space' ... plus ice worlds and werewolves and eels.

"Ingenious, heartfelt, and always entertaining, these stories often function as pithy political parables and scathing socio-cultural critique as well.

"*Unforgettable* is the thinking person's, the feeling person's and the snickering person's 'genre book,' all in one — not to mention an eclectic, audacious, ever-surprising celebration of the human imagination."

### CAVAFY'S STONE AND OTHER VILLAGE TALES

After writing *Shepherds of Shadows*, which came out in 2008, **Harry Mark Petrakis** didn't think he would write another book.

But he did, an insightful collection of stories about a modern Greek village (Wicker Park Press, Nov. 15).

The linked stories in which the inhabitants of the village of Fanaron in central Greece spin their tangled tales of love, hate, vengeance and despair create a microcosm of the world. The old village priest has his life impacted by the vision of a lovely young tourist bathing naked in a mountain stream; a homosexual schoolteacher trapped in the rigid mores of the village finds comfort in a small stone that once belonged to the Alexandrian poet Cavafy; a girl marries the handsomest man in the village only to discover he is a brutal wife-beater; two sisters compete for the love of the same man with tragic consequences; a father is tormented by aberrant feelings toward his young daughter; a young woman discovers her grandmother's dark secret from the time of the German occupation in World War II, a single act of infidelity causes a farmer a lifetime of anguish; an immigrant who found wealth in the U.S. returns to the village in a sporty Cadillac that cannot fit in its narrow village streets.

### HEY BUDDY: IN PURSUIT OF BUDDY HOLLY, MY NEW BUDDY JOHN, AND MY LOST DECADE OF MUSIC

**Gary W. Moore's** new book (Savas Beatie, Jan. 20) chronicles the author's personal journey to discover more about Buddy Holly himself, his music, his influence and the times in which he lived.

The Naperville (Ill.) Sun reported Moore interviewed more than 100 people. "They included such names as Bobby

### BOURGEOIS DIGNITY: WHY ECONOMICS CAN'T EXPLAIN THE MODERN WORLD

In her new book (University of Chicago Press, Nov. 30), **Deirdre McCloskey** argues that the big economic story of our times is not the Great Recession. It is how China and India began to embrace neoliberal ideas of economics and attributed a sense of dignity and liberty to the bourgeoisie they had denied for so long. The result was an explosion in economic growth and proof that economic change depends less on foreign trade, investment, or material causes, and a whole lot more on ideas and what people believe.

The book is the second in a planned series of six volumes under the collective title *The Bourgeois Era*.

The New Statesman wrote on Jan. 20, "McCloskey's laudable aim in this book, and in the series of which it is a part, is to rehabilitate capitalism for those who regard themselves as 'progressives,' keen to improve the lives of the poor."

The Boston Globe wrote on Jan. 16: "McCloskey's explanation fills a gap others have left unfilled. There were big, economically vibrant cities filled with smart people all around the globe — so why did the Industrial Revolution hit Europe and America first?"

"He came to understand that in the twilight of his life, far from his youth and the dreams of youth, his sovereign Lord had provided him a glimpse of matchless beauty he might never have known existed." *Cavafy's Stone and Other Village Tales*, **Harry Mark Petrakis**

# After 40-year war on gangs, is more battling the answer?

**A** Discussion on Gangs” will feature **Natalie Y. Moore** and **Lance Williams**, co-authors of the new book *The Almighty Black P Stone Nation: The Rise, Fall, and Resurgence of an American Gang*, and **John Hagedorn**, author of *A World of Gangs: Armed Young Men and Gangsta Culture*. Moore is a reporter for Chicago Public Radio. Williams is an associate professor at Northeastern Illinois University. Hagedorn is a professor of criminal justice at the University of Illinois at Chicago. Following is a Q&A with Hagedorn.

**Literary License:** *Crime, and particularly gangs, have been a top issue in Chicago's mayoral election. Some of the candidates have called it the No. 1 issue on voters' minds. Does the city have a sensible approach toward gangs?*

**John Hagedorn:** Chicago has been at war with gangs for more than 40 years. All of the programs and policies toward gangs are colored by this mindset. The road to peace is not more war.

**Literary License:** *Chicago Police Supt. Jody Weis was criticized recently for sitting down with gang members to push them to stop street violence. Do researchers feel that is an effective strategy?*

**John Hagedorn:** The problem is that there is no real talking with gangs: Weis surprised a few gang members on parole and paper and threatened them. That isn't negotiation, and it was angrily rejected on the street. Those who criticize any talks with gangs mean they support war as the only solution. It means that gangs, who are mainly young black and Hispanic men in poor communities, will continue to be demonized and treated as if the only policy that works is to lock them up. That doesn't solve unemployment, poverty or racism. We've tried war for 40 years. Is it

February 8, 2011, program

**Cliff Dwellers**  
200 S. Michigan Avenue  
22nd floor

6 p.m. - Social Hour  
7 p.m. - Program

Free - donations accepted

maybe time to try something else?

**Literary License:** *What past books have best described the gang culture?*

**John Hagedorn:** 1. Luis Rodriguez, *Always Running*. 2. *Culture is our Weapon*, a book on reaching youth through music in Rio de Janeiro. Books on gangs and gang culture in Chicago are too narrow, with lots of good books on specifics, but none that bring it all together. 3.

Stephen Haymes' *Race, Culture, and the City* brings more things together than most.

**Literary License:** *How much has de-industrialization contributed to the formation of gangs?*

**John Hagedorn:** Not at all in Chicago. This is the great difference I found from my first book on Milwaukee. Deindustrialization changed the course of gangs there, which formed in the late 1970s. Kids could not "mature out" into a factory job because the jobs left. But in Chicago, the gangs had already institutionalized by the 1970s.

**Literary License:** What book are you working on next?

**John Hagedorn:** Two books. One on my 50-plus expert witness cases in courts and a major work on the history of gangs in Chicago.

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**cus Sakey's** *No Turning Back*, "The entertaining [book] reads like an episode of 'Friends' directed by Tarantino." ... **Scott Turow** will deliver the Mercantile (Cincinnati) Library's Niehoff Lecture XXIV at 7 p.m., Oct. 29, 414 Walnut St., 11th floor. Members \$175, others \$200. ... **Arnie Bernstein** was scheduled to speak Jan. 30 about *Bath Massacre: America's First School Bombing* as part of the "Author Afternoon" Sunday Series at the Beverly Arts Center in Chicago. On Feb. 22, he will be speaking about the book at Triton College (where he teaches composition) as part of its "Faculty Author Spotlight" series. ... **Beryl Satter's** *Family Properties* was named an "Honor Book of 2010" by the New Jersey Council on the Humanities. Chicago's Newberry Library also named it one of 2010's best books. ... **John Presta** on Jan. 18 at the Palos Park (Ill.) Public Library discussed his book, which chronicles his grass-roots work on President Obama's campaign. He also will be at Chicago's Sulzberger Regional Library at 7 p.m. on Feb. 1... **Dr. Geraldine Piorkowski** was quoted in the Dec. 29 AOL Health in a story on the effect on marriage of delaying sex. ... **Achy Obejas** read from her works Jan. 14 at the Folger PEN/Faulkner Series in Washington, D.C. ... **Gary W. Moore** was scheduled to be at the Freeport (Ill.) Public Library Jan. 8 for a book signing. ... **Frances McNamara** will discuss and sign *Death at Pullman*, an Emily Cabot mystery, at 2 p.m. March 19 at Centuries and Sleuths, 7419 W. Madison, Forest Park, Ill. ... The Midwest Region of the Haiku Society of America will present a "Haikufest" May at the Evanston (Ill.) Library. (Biblio File tried to restrict this item to 17 syllables. Harder than it looks.) ... The online Chicagoist wrote: "**Ted McClelland** has posted probably the best piece of satire to come out of [Chicago's] mayoral campaign."

## 2011 Book Awards

Reminder: The 2011 book competition is under way. Get details at our website, [midlandauthors.com](http://midlandauthors.com).

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## New Members

**James Reiss**, emeritus professor of English and founding editor of the Miami (Ohio) University Press, is author of six books, the most recent of which is *Riff on Six: New and Selected Poems* (Salt Publishing, 2003).

He also edited a seventh book, *Self-Interviews: James Dickey* (Louisiana State University Press, 1984).



**James Reiss**

His work has appeared in such places as the Atlantic Monthly, Esquire, the Hudson Review, the Kenyon Review, the Nation, the New Republic, the New Yorker, the Paris Review, Poetry, Slate, and the Virginia Quarterly Review, plus anthologies, textbooks and websites.

Reiss' first poetry collection, *The Breathers* (Ecco Press, 1974), was nominated for the National Book Award. His fourth book of poems, *Ten Thousand Good Mornings* (Carnegie Mellon University Press, 2001), was nominated for the Pulitzer Prize. His other books are *Express*, *The Parable of Fire* and the chapbook *Greatest Hits: 1970-2005*.

He received writing fellowships from the National Endowment for the Arts, the Ohio Arts Council, and the New York Foundation for the Arts, as well as awards from the Academy of American Poets, the College English Association of Ohio, the Ohioana Library Association, the Poetry Society of America, the Pushcart Press, and the Unterberg Poetry Center of the 92nd Street Y in New York City.

He has won three consecutive annual Zeitfunk Awards, in 2007–2009, from the Public Radio Exchange for his reviews of independent radio producers' pieces.

Reiss grew up in the Washington Heights section of New York City and in northern New Jersey. He earned his B.A. and his M.A. in English from the University of Chicago. He now lives in the Chicago area.

# Mobile applications can get your book's PR on the move

**N**ow is the time to utilize mobile applications that can publicize your books in 2011. Consider mobile web pages, Facebook mobile updates, Foursquare check-ins and even the creation of your own mobile application specific to your book that folks can download.

Perhaps you had coffee with a reporter before or had an introductory meeting with editors in their offices, but what about those reporters who only use social media platforms? Is face time off the table? Not at all. There is a human attached to those typing fingers, and that blogger still needs quality sources, fresh content and new ideas. Identify the ones in the same city as you and reach out to suggest a face-to-face meeting.

YouTube videos can tally millions of views within hours of being uploaded, while one tweet from New York can be re-tweeted across all 50 states in less than 15 minutes. Now that the speed at which information is shared tops the speedometer, authors must be ever mindful of their online and offline reputation.

No public relations effort is valuable unless it can be measured. There's a big difference between "receiving media attention" and "receiving media attention that promotes your book." It is important to determine the types of results that matter most to you—whether it is website visitors, Twitter followers, blog comments, LinkedIn connections, stories in print media or clients gained. Doing so early on makes it easier to assess the true value of your media exposure.

Here's what the media want in 2011:

**Multimedia story supplements.** Words, words, words. Although powerful, words can only go so far. With the media going from print, radio and television to print, radio, television, blogs, social networks and all things online, it is only right that

we offer the media material they can use on different media. YouTube videos of vital/shocking/entertaining footage, Twitpics from the day of an event, podcasts from a recorded Q&A industry panel - sprucing up your story with multimedia material is the ultimate treat for a reporter and his or her story.

**Fresh content that's readily available:**

By now, the question is not "Are you using social media?" but rather, "Which social media applications are you using?" Your reasons for being active with social media are twofold. First, reporters get story ideas from many different sources, so the more relevant places you can spread your message, the better chances there are that a reporter will pick up on it. Secondly, media like to see their sources

stay as up-to-date with current events and trends as the front page of the daily newspaper. So make sure to keep your online newsroom current and refresh your blog with new content frequently, especially if

it provides a fresh take on an ongoing trend.

**Reality, without the hype:** Despite what you might think, media will not be tricked by attempts to make a book sound more intriguing than it actually is. If you have a good book, you shouldn't have to throw in phrases like "groundbreaking," unless of course it IS groundbreaking or "never before seen." Reporters and most bloggers nowadays are trained professionals, and sometimes over-hyping a story can be a turn-off. Instead, just keep it real. That includes being honest, kind, thorough, helpful, responsive and understanding. Sometimes we need to be reminded that these are the attributes that will keep reporters (and people in general) coming back to you as a trusted source and expert time and time again.

*E-mail Tom Ciesielka at [tc@tcpr.net](mailto:tc@tcpr.net) or call (312) 422-1333.*

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*Literary  
Loudspeaker*  
**Tom  
Ciesielka**

