

# The Purloined Newsletter

A CAPITAL CRIME WRITERS PUBLICATION



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Capital Crime Writers is an organization of writers and editors working in the mystery field, as well as readers who love the genre.

We meet on the second Wednesday of each month to discuss writing and crime. Meetings are suspended in July and August for the summer.

Membership fees are:  
\$30 per year,  
\$15 corresponding.

Meetings are held in Room 156 at the Library and Archives Canada, 395 Wellington Street beginning at 7:00 p.m.

Volume 22, Issue 7—March 2010

## The next CCW meeting is

**March 10, 2010**

### Marie Terrien from the Bank of Canada is our guest. Ms. Terrien will talk about counterfeiting.

The Bank of Canada researches and develops new security features for bills that are difficult to copy and easy to use. They work with law enforcement to monitor and respond to counterfeiting activity; and they demonstrate to Canadians, especially those who handle cash regularly, how to verify bank notes to make sure they're genuine

**Hope to see you there,  
Wynn Quon,  
Program Committee**



### GOODBYE TO PRIME CRIME BOOKSHOP!

Prime Crime is closing its doors on March 13th, 2010. Sales will be ongoing from Feb 15, but get in early to make sure you get the titles you want. Also owner Linda Wiken has invited everyone to attend a **Thank You party** she is throwing for customers & friends during regular store hours on **Sun., March 7th -- from noon-4 p.m.**

## CCW Executive

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## Message from the Vice-President - Michael Murphy



President Ken Gibson is away in Florida getting some much deserved rest and relaxation. I am not sure if the weather is warm enough for him. However anything beats February in Ottawa.

With Ken gone I was invited to say a couple of words. I confess that I am not a writer but merely a lover of mystery novels. Your patience is appreciated.

Those of you who attended our February meeting were treated to hearing about the trials and pleasures of being a first-time author. Nadine Doolittle (author of "Iced Under"), C.B. Forrest ("The Weight of Stones") and Kate Jaimet ("Slam Dunk") all spoke of the different journeys they took to getting their novel published.

We were treated to both humorous anecdotes and practical advice about writing. At the end of the evening we all came away with an appreciation for writers and the work they do.

Thanks to Wynn Quon for moderating the discussion, our guest readers, and the Program Committee.

I would be remiss in my duties if I do not remind members of the **April 1** deadline for submissions for the **2010 Capital Crime Writers Short Story Contest**. Details may be found on our website. A very enthusiastic group of judges look forward to reading the entries.

Also, don't forget to call the box office for the CCW hosted Write Night at the **GCTC** on Wellington St. Performance date is **April 24**. It's a special presentation of the play **FACTS** by Arthur Milner for \$25 versus the regular \$42 ticket price, reception prior with free goodies and talkback session with Arthur Milner following.

Finally a gentle reminder about the **Thank You party** Linda Wiken is throwing at **Prime Crime** on **Sunday, March 7th**, from noon-4 p.m.

Thanks,  
**Michael Murphy**



"I have made this letter longer than usual, because I lack the time to make it short."

**Blaise Pascal**



## **From the Editor, Katherine Hobbs**

### **Pleasures & Perils...**

Well, it was tough pulling myself away from the Olympic coverage to put the newsletter together this month. I'm finding the speed skating particularly riveting. As for my own athletic ability, I stepped out on the ice in a borrowed pair of hockey skates after a 20 year hiatus and skated slightly worse than a three year old. (No insult intended to the many fabulous three year old skaters out there.) I was wearing my Olympic mittens if that counts for anything.

Thankfully it was dark, although not being able to see the cracks certainly added to the danger. Or excitement, depending on how you view flying through the air without any advance warning. I did manage to remain upright in the line-up for Beaver Tails. And for that exquisite cinnamon and sugar taste sensation I'd like to quote from Julia Childs; "YUM."

But speaking of Olympian efforts (by others of course and not myself), special thanks this month to new CCW member Janet Claridge. Janet scribbled furiously during the panel discussion on the pleasures and perils of getting published and wrote the report for this month's newsletter. And she also did a reading from *Weight of Stones* by C.B. Forrest. Oh, the pleasures and perils of being a new CCW member indeed!

Another peril writers may experience is the threat of copyright infringement. On page 7 read all about Google and Giga Alerts and how to keep on top of what might be finding its way into the world wide web without one knowing about it.

I was in Kitchener earlier this month and attended a comprehensive session on Social Media and Web 2.0. That means Facebook, Twitter, YouTube, Wikis, and what not. If anyone is interested in the hand-out notes from this session let me know and I will e-mail them to you.

Apparently Canada is one of the tops in the world for Facebook usage. Yeah Canada! Extrapolating from the handouts and my own notes from the day, I put together an article about Facebook on page 4. It has tips on how to maximize your ROI on Facebook, Facebook groups and Facebook fan pages.

Thanks also to Paul Sadler for the cartoons this month. Which reminds me — any, and all submissions are welcome for the Purloined Newsletter.

There are only three more issues before summer break. Please let us all experience the pleasure of reading your work by sending your submission in to:

**newsletter@capitalcrimewriters.com**

There is no length restriction. You can send in a musing, manifesto, or diatribe.

Also, if you are a new member and need any help in navigating the website or figuring out what is going on, and when — just drop any of the executive a line. All the e-mail addresses are listed on Page 2.

We want to do all we can to make your CCW membership a pleasurable experience. To that end I promise I will never make you skate with me.

**See you on March 10!  
Katherine**

**GO CANADA!**





## Web 2.0: Harnessing the power of Facebook by Katherine Hobbs

Facebook is a social media site where individuals or organizations can post information and link with groups or people to network.

You can join Facebook as yourself, or you can start a Facebook Profile for your business requirement (an author page for example).

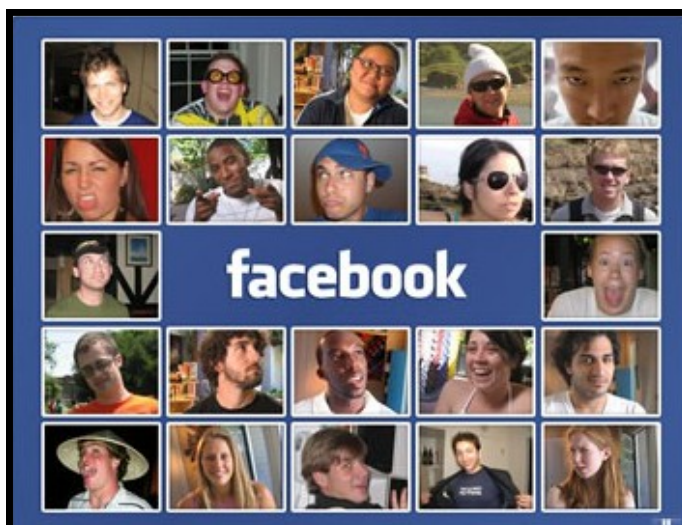
If you decide you want to invest less time with Facebook, anyone who already has an account can start a Facebook Group (fan pages) for your event and anyone on Facebook who is interested can join the Group and get updates and news feeds.

### **What kind of presence do you require?**

- Determine whether you should build a Facebook Profile, or a Facebook Group, or both.
- Profiles on Facebook allow for more engagement with your Facebook Networks, but also require more data as they require information on multiple pages, and they also require more monitoring.
- Groups on Facebook require less data, less updating and can build networks around an issue or event. Groups can be updated, and each time they are changed will send a news item out to all your group members.
- Vary site to contain images, video, links, etc.
- Have peer leaders involved in writing to your PBG Twitter Profile or Group either as administrators or on the comments section. Have them invite friends and networks to join your Facebook network.
- Link to similar organizations and partners on Facebook.
- Link your PBG Profile or Group to relevant existing school or geographical networks
- Link PBG Facebook Profile or Group to your website, blog, YouTube, etc.
- Consider paid advertising on Facebook – you can target audiences based on sex, age, interests, networks (schools), geography, etc.

### **Build your networks from within**

- Build bridges and bonds between and among members of social networks who are already connected to your business - strengthen and use existing social connections.



### **Update, Update, Update**

- Facebook Profiles and Groups send out notifications to members/friends each time you add content.
- Check Profiles daily or every other day for friend communication/requests and Wall posts.
- Avoid over-communication – send out updates with increased frequency as event approaches.

### **Blog**

- Use existing popular blogs to promote PBG – go to bloggers who are already talking about similar issues, and get them to talk you up!

- Blogs require writing skills, having something to say on a regular basis (no less than weekly), time and authenticity.

### **Why you can't ignore it**

Why must you be on Facebook? Because it's the fourth most visited site in the world.\* With 9.5 million users, Canada has the second largest presence on this social networking site.

\*The top four most visited sites on the Internet are:

- #1 Google
- #2 Gmail
- #3 YouTube
- #4 Facebook

## Harnessing the power of Facebook, Cont'd

Your Facebook page or fan group page may actually become more important than your website.



### **More facts:**

1. Facebook is the #1 social media site and the #1 photo sharing site.

2. 75% of users visit at least once a day.

3. There are 2.6 average visits per visitor per day.

### **Who's On:**

43% of users are male, 57% female.

- 34% are aged 18-24
- 26% are aged 25-34
- 21% are over 35

### **Do's & Don'ts**

#### **Do:**

1. Use lots of links. That is how Google finds you – you will show up under news feeds of your fans. So use links in your updates.

2. Participate in discussions in other groups/fan pages. Ask questions to spark conversation and let your fans comment on your site.

3. Use facebook social ads to bring people to your page. You bid on ad time, it is a great Return on Investment (ROI). (Settings: Advertising)

4. Use Google rich key words! In your "About Box" make sure you use keyword rich content that helps you come up in searches.

5. Generate links to your Facebook page by pasting it in your email signature, blog, website, etc.

#### **Don't:**

1. Don't be an over sharer! Don't make your status updates completely irrelevant. People reach for the 'defriend' button or hide your updates when they read for the umpteenth time that you prefer sunshine to rain.

2. Don't ignore anyone. That person writing you might be a potential customer; ask questions if you are not sure. (FaceBook makes that easy.)

3. Don't spend all day on it. FaceBook can be a real time-sucker.

4. Don't friend everyone!



## Writer's Corner: News & Events

The Writer's Union of Canada, along with Heritage Canada is offering a **Professional Development Symposium** for writers in all phases of their careers. Seems to be a cross-Canada tour. There are still seats available.

The Title is: **SECURE FOOTING IN A CHANGING LITERARY LANDSCAPE**

This full-day event is designed to address the creative and financial questions that arise as writers navigate print-based and digital literary landscapes. The symposium also explores the importance of community and the need for writers to develop their own writing community.

Writers - unpublished, emerging, or established - will gain an insight into their role in the digitalization of the literary industry. **Sunday, February 28** - Ottawa Carleton University, University Centre, Room 282, on Campus Avenue behind lot 2, 1125 Colonel By Drive.

For more visit their Web site:  
[http://www.writersunion.ca/www\\_prodevelopment.asp](http://www.writersunion.ca/www_prodevelopment.asp)

Mystery Author Anthony Bidulka is writing a blog series entitled **"10 Silly Things You Didn't Know about Canadian Crime Writers"**. This is an interview series with an aim at getting to know some of the best Canadian Crime Writers just a little bit better. It's funny, informative, and has great photos that help the story along.



The latest version is about Louise Penny. Check it out and find out why the cat couch potatoe photo is included!

Previously Anthony has interviewed Cheryl Kaye Tardif and Vicki Delany.

Ready for something a little different? Go to: <http://anthonybidulka.com/blog/>

## Left Coast Crime 20

Los Angeles,  
March 11-14, 2010

**Guests of Honor:  
Jan Burke & Lee Child.**

Lots of surprises in the City of Noir.

Get Booked in L.A at <http://www.leftcoastcrime.org/2010/registration.htm>

### Busy Three Months for Library

A report for the Ottawa Public Library Board shows total circulation for the fourth quarter of 2009 was 3.8 per cent higher than the same period in 2008 and 6.7 per cent higher than the same period in 2007.

A total of 2.7 million items were borrowed from the public library system in the October to December 2009 period, up from 2.6 million in 2008.

The circulation of French materials in the fourth quarter increased 14.1 per cent over 2007.

**Freelancers Working Together** is a new Facebook group designed to allow freelance writers world-wide to share news, information, gripes and suggestions, to help each other in this difficult working environment. This is a forum that includes writers from all countries and all genres, regardless of membership in writing organizations, to help freelancers band together to improve their situation. This is an interactive forum where members can exchange information, ask questions and provide answers. Find a link to the forum at **[www.writers-editors.com](http://www.writers-editors.com)**.

The Cassell Network of Writers is offering members a \$5 discount on any new membership, including a year's subscription to Freelance Writer's Report.

However membership to the Facebook group is free to all, whether or not you take advantage of the special offer.

Go to: <http://www.facebook.com/home.php?#/group.php?gid=283032441028> to join.

## Who's talking about you? Find out with Google and Giga Alerts.

Recently freelance writer and editor Melanie Fogel googled herself and discovered one of her books had been published in its entirety on the Internet. It was a serious copyright infringement. This led to a discussion on how to protect an author's work.

One of the easiest things to do to keep on top of anything being said about you or your books is by subscribing to Google Alerts. Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Although Google Alerts is still used, in August 2009 the service was renamed Giga Alert. Giga Alert is also an automated search and web intelligence solution, allowing you to catch new information as it appears. Giga Alert tracks the entire web for your personalized topics and send you new results by daily email.

You can use Giga Alert to keep track of anything, including information regarding yourself, your work, or your interests.

Check out Google Alerts feature at [www.google.com/alerts](http://www.google.com/alerts) (Pictured below). Sign up for Giga Alerts at <http://www.gigaalert.com/>

(Find out more about copyright at [www.SimonTeakettle.com/rescopyright.htm](http://www.SimonTeakettle.com/rescopyright.htm)).

The screenshot shows the Google Alerts website in a Microsoft Internet Explorer browser window. The browser's address bar displays 'http://www.google.com/alerts'. The page features the Google Alerts logo and a 'beta' tag. A 'Welcome to Google Alerts' section explains that Google Alerts are email updates of the latest relevant Google results. It lists some handy uses of Google Alerts, such as monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. A 'Create a Google Alert' form is prominently displayed on the right side of the page. The form includes a text input for 'Search terms', a dropdown menu for 'Type' (set to 'Comprehensive'), a dropdown menu for 'How often' (set to 'once a day'), a dropdown menu for 'Email length' (set to 'up to 20 results'), and a text input for 'Your email'. A 'Create Alert' button is located below the form. A footer at the bottom of the page contains copyright information and links to Google Home, Google Alerts Help, Terms of Use, and Privacy Policy.

Google Alerts - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS Print Mail News Groups

Address <http://www.google.com/alerts> Go Links

Windows Live Bing What's New Profile Mail Photos Calendar MSN Share Katherine

Google alerts beta

[FAQ](#) | [Sign in](#)

### Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

#### Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Your email:

Google will not sell or share your email address.

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## February Meeting Report: The pleasures and perils of getting published

by Janet Claridge

"Even though it's been two years since my book was published and it was shortlisted for an Arthur Ellis Award, I am still getting rejection letters from publishers. Just how long do they want to keep hurting me?" said author Nadine Doolittle.

Doolittle was one of three authors discussing how to get published at the February meeting of the Capital Crime Writers. She was joined by fellow authors Kate Jaimet and C.B. (Chris) Forrest.

The evening began with a read-



Authors C.B. Forrest & Kate Jaimet

and found that Orca Publishing, a children's publisher, had series listed and guidelines for what they were looking for. I was interested in the sports/ mystery series and wrote the book according to their specific guidelines. I submitted a partial of "Slam Dunk" in February while pregnant with my second child, heard back from them in April a week after my daughter was born, and by June I'd signed a contract to have the book completed by August. I spent that spring and summer breast-feeding and writing. Once "Slam Dunk" was published, Orca looked at my unpublished book."

**Nadine Doolittle:** "Kate's story of quick success makes me want to cry. I started off writing romance novels but couldn't get any of my four books published. After moving to Quebec, I decided I would write what I wanted to write and began "Iced Under". After multiple rejection letters, I allowed friends to read the manuscript, cut 70,000 words, and started writing it as a mystery novel. It ended up being a totally different book than how it originated. Two years later Bayeau Arts Inc, agreed to publish "Iced Under".

There were definite growing pains and it was a bumpy road. If I could do it again I would submit to a contest with directions, and get an agent with muscle.

**C.B. (Chris) Forrest:** My experience was similar to Nadine's. I write whether there is an audience or not, because I love the act of writing. I've been writing "great Canadian novels" since the age of 22 and have been sending them off to publishers. Initially the rejections letters started off as form letters but became more personal rejection letters.

I became frustrated with the process and took a two year hiatus. I then decided to spend the time writing so that I could be proud of every word. I allowed trusted friends to read my manuscripts and attended reading groups. They encouraged me to whittle down story lines. I easily spent as much time editing as I did writing. It was a great couple of years of being engrossed in the creative process.

I sent the "Weight of Stones" manuscript to a variety of publishers and one wrote back and suggested I write to a crime publisher. I received an instant positive response and Rendezvous



Author Nadine Doolittle

ing from each author's books: C.B. Forrest, "The Weight of Stones", Nadine Doolittle, "Iced Under", and Kate Jaimet's, "Slam Dunk".

Then the authors answered questions put to them by moderator Wynn Quon.

**Wynn Quon: How did you find your publisher?**

**Kate Jaimet:** "We are all journalists," said Jaimet. "We are used to having our stuff published. It's a different scenario with a book."

"I attended the Surrey International Publisher's Conference



## February Meeting Report: The pleasures & perils of getting published (cont'd) by Janet Claridge

### WQ: Would you consider getting an agent?

**ND:** Definitely in the future. It's a lot of work writing and it would be good to have someone there promoting it. I did my own book launch and the local book store was wonderful, but I'm not comfortable self-promoting. I created a flyer and mailed it to all the libraries,

### WQ: How do you find publishers?

**CBF:** The more research you can do about publishers' requirements, the better. Be careful of publishers who want to charge a fee or want to refer you to an editor. Also, don't accept their request to only send to them as the entire process can take years; send a partial to as many publish-

be great to get a Canada Council Grant and take time off.

**CBF:** I have learned to be disciplined and will sit down for 30 minutes to an hour, if that is all the time I have. I write a lot at night or Saturday mornings. I am constantly thinking about characters and plot development when traveling and I always have a note book to write in.



Break Time

bookstores and small newspapers and any other connection I could think of.

**CBF:** It would be helpful to have an agent to help negotiate with the publisher. Publishers are not necessarily going to market or help with financing. Therefore it would be good to have someone else promote. It is good to have the book reviewed in newspapers: actually any press helps. The best recommendation is, of course, word of mouth.

**KJ:** Rick Mofina suggested I set up a website. With Mac Book, there is a website program that made it super easy. I made the first chapter available for free. Orca Publishing promotes series through schools. I was encouraged to go into schools and promote it, but also charge for my time.

ers as you can.

**KJ:** The Surrey International Conference was great to make connections. It is also useful to belong to an organization or receive a writers' magazine where information is listed.

**ND:** Again, writing for a contest would be like trying out for American Idol: they are looking for something specific that you can work toward.

### WQ: Where is your favourite space for writing, and when is your favourite time?

**KJ:** I wrote "Slam Dunk" while on maternity leave. Now that I'm back at work it is harder. It would

**ND:** I have had to get selfish about my time to write. It used to be people would drop over and when they heard I was "writing", didn't consider that a reason not to disturb me. It's something I've



Alex Brett , Nadine Doolittle & Doug Shone

had to push back on. When I'm writing, it is work time.

**More from the panel discussion on February 10th:**

"They tell you to send it to one publisher at a time," says C.B. Forrest. "Screw that. I would send it to everyone. If I have two publishers that want my manuscript, I'll deal with that problem." He forms an imaginary handset and holds it to one ear. "Hello Random House?" Then holding the other hand up to his opposite ear, he says, "Hello, Viking?" Smiling he looks at the audience, saying, " Hmmmmm, what to do?"



**Authors C.B. (Chris) Forrest, Kate Jaimet and Nadine Doolittle on the panel at the CCW February 10, 2010 meeting.**

[www.capitalcrimewriters.com](http://www.capitalcrimewriters.com)

