



# CSPA CIRCULAR

*A publication of Christian Small Publishers Association*

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**August 2008**

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## Membership Benefits Update

### *CSPA Circular* to be Published Monthly

Starting this month, the *CSPA Circular* will be published and delivered to your email box monthly. Along with a new design, the *CSPA Circular* will deliver you more valuable information with the increase in frequency.

### Publishers' Institute Well Received

CSPA is pleased with the reception Publishers' Institute received from the publishers attending ICRS. Read what *Christian Retailing* reported about the seminar CSPA hosted at ICRS.

#### **ICRS: Marketing tips shared with small publishers**

"Foundations for Success" was the theme of the first-ever Publisher's Institute sponsored by the Christian Small Publishers Association on Sunday afternoon, of ICRS, which drew around 25 attendees.

Director Sarah Bolme told *Christian Retailing* she was "pleased" with the turnout for the inaugural event and noted that attendees were "eager to learn."

Three workshops were presented, including Bolme's "Does Your Marketing Plan Spell SUCCESS?," Warren Angel's "My Five Worst Decisions" and Brian Banashak's "The Top Ten Things I've Learned About Publishing."

Cynthia Vaughn of Key Marketing Group and author of *Reflections From the Heart* (Tate Publishing) said the event was "very informative" with practical information that can be easily implemented. Suzette Morgan of FarMor Publishing Co. added that the workshops gave her "confirmation to press on and not let little things be a hindrance."

Bolme said she hopes the institute will be an annual event.

*Featured Partner  
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Month!*



**Lightning Source, Inc.**

### Welcome New Members

CSPA continues to grow. We want to extend a warm welcome to our new members who joined in June and July.

New Publisher Members:

- Capstone Production, LLC [www.messagekidsbooks.com](http://www.messagekidsbooks.com)
- Edict House Publishing Group, LLC [www.edicthouse.com](http://www.edicthouse.com)
- Signalman Publishing [www.signalmanpublishing.com](http://www.signalmanpublishing.com)
- Sword of the Spirit Publishing [www.swordofthespirit.net](http://www.swordofthespirit.net)

## New Errors & Omissions Insurance for CSPA Members

**Errors and omissions insurance** protects publishers from consumers that claim damages as a result of the information published in a book or posted on a website. The claim of faulty information could be because of a negligent act, error, or omission by the publisher; hence, the name of the insurance.

Errors and omissions insurance protects the publisher by shielding his or her assets and paying for his or her defense if a client makes a claim. It protects the publisher by ensuring that there will be adequate funds to pay for damages incurred if the publisher's services are deemed to be faulty.

CSPA is pleased to announce that Six and Geving Insurance, Inc., has agreed to extend their great Errors & Omissions coverage to CSPA member publishers for a special Christian industry rate. They are able to offer this insurance for around \$2,500 per year in premium (about half the usual cost).

If you are interested in Errors & Omissions insurance, contact Rob Paris at Six and Geving Insurance, Inc., at 719-867-4528 or 1-800-477-2206 to request a quote. Rob's email address is [rparis@six-geving.com](mailto:rparis@six-geving.com). Make sure you let him know that you are a member of Christian Small Publishers Association. Six and Geving Insurance's website is [www.ministryriskmanagement.com](http://www.ministryriskmanagement.com)

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## Calling for Nominations for the 2009 Book of the Year Award

Nominations are now being accepted for the **2009 Christian Small Publisher Book of the Year Award**. This award honors books produced by small publishers for outstanding contribution to Christian life. Awards will be granted in four categories: Nonfiction: General, Nonfiction: Biography, Fiction, and Children's.

Christian Small Publisher Book of the Year Award is designed to promote small publishers in the Christian marketplace as well as to bring recognition to outstanding Christian books from small publishers. To accomplish both of these goals, CSPA will have Christian retailers vote on the books of their choice to determine the winners of the award.

We are offering CSPA Publisher Members a discount on the nomination fee for the award. CSPA members nominating titles pay only \$25.00 per title (rather than \$35.00 for non-member publishers). The deadline to nominate a title for the award is November 15, 2008.

The eligibility and guidelines for the book award can be found under the "**Book Award**" section of CSPA's website. The nomination form for CSPA Publisher members can be found in the "**Members Only**" section of our website at [www.christianpublishers.net](http://www.christianpublishers.net).

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## Fall Co-op Christian Retail and Media Mailing

CSPA will be producing a cooperative mailing of our member publishers' new titles this fall. This mailing will be sent to Christian retailers and Christian media personnel. Stay tuned to learn more about how you can participate in this cooperative mailing venture.

## Industry News

### ICRS Attendance Down Due to Industry Changes and the Economy

Professional retail attendance at ICRS this year was down 17% from last year. Attendance was 2,386 this year as compared with 2,859 last year. International attendance remained the same with 739 attendees from 63 different countries. There were 353 exhibiting companies with 66 first-time exhibitors.

CBA President, Bill Anderson, is encouraged so many retailers value the show and believes the decrease in attendance is due to the ongoing changes in the industry and the current economic downturn. CBA is considering some possible changes to the show to increase the value of the event and reduce the costs.

CBA's current membership is comprised of 1,731 stores which include independent stores (46% of total), chain stores (34% of total), and church and other outlets (20% of total).

### Church Bookstore Gathering to Expand for 2009

The Gathering of Church Bookstores, the annual event for church-based stores, will change its name and focus in 2009. The new event, called The Gathering, will broaden its focus to include other Christian retail stores and spotlight inspirational gifts.

The Gathering 2009 will be held at The Ramada Orlando Celebration Hotel and Conference Center in Orlando, January 7-9, 2009. The event is being organized by the publishers of *Christian Retailing* magazine and its *The Church Bookstore* and *Inspirational Gift Trends* supplements.

*Christian Retailing* believes that there is a demand for a new event that better meets the needs of the changing marketplace. They feel that January is an ideal time for retailers to take stock and prepare for the coming year after the Christmas season.

### ForeWord's 2007 Independent Publisher of the Year

To celebrate its tenth year, *ForeWord Magazine* named the first Independent Publisher of the Year. Kunati Books, a publisher of fiction and nonfiction which released its first titles just over two years ago, is the first recipient of this title. *ForeWord*, a champion of independent presses, states this honor is another way for them to spotlight publishers that are producing quality books and doing innovative things.

Kunati produces book trailers for every new release, maintains a blog, and encourages its authors to blog and actively participate in marketing their books. Kunati's website is [www.kunati.com](http://www.kunati.com).

### Religion Editor Change at Publisher's Weekly

*PW* is recently announced that Marcia Z. Nelson joined their staff as religion reviews editor. She replaces Jana Riess, who left to join Westminster John Knox as an acquisition editor. Marcia Nelson is an award-winning religion journalist who has freelanced for *PW* and other publications for many years.

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## Amazon/BookSurge Antitrust Lawsuit

With Amazon's recent announcement that it will no longer sell POD titles directly through its website unless the titles are printed by BookSurge, Booklocker.com has initiated an antitrust lawsuit. This lawsuit is on behalf of all POD publishers in the United States who have had books listed for sales or have applied to list books for sale on Amazon.com. If you are interested in learning more about this antitrust lawsuit visit <http://antitrust.booklocker.com>.

SPAN has launched a campaign to support this lawsuit. They have written an open letter Amazon.com's CEO, Jeff Bezos, and the Amazon.com Board of Directors. SPAN has developed a petition that publishers can sign in support of their request that Amazon.com reverse their policy of only selling POD titles produced by BookSurge; a wholly owned subsidiary of Amazon.com. SPAN's goal is to collect 10,000 signatures on the petition to apply public pressure on Amazon.com and encourage media coverage of the issue. If you would like to support the petition supporting the Amazon/BookSurge Antitrust Lawsuit and requesting Amazon.com to reverse their position, log onto [www.spanet.org/amazonantitrust-petition.htm](http://www.spanet.org/amazonantitrust-petition.htm) and sign your name.

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## Marketing Tips

### Social Networking 101 for Publishers and Authors (Part 3)

With Web 2.0, the new interactive Internet, the way people receive information is changing. Old style print newspapers are beginning to fade and the Internet is replacing them. Blogs and social network sites are where many people now find news and other information they deem valuable. The challenge for publishers is how to effectively reach consumers with your message through these new channels of information.

Social media newsrooms and social media news releases are two new techniques that allow publishers to convert existing media pages and press releases to a format that is user-friendly and optimizes social networking sites to distribute your news on the new Web 2.0.

#### Social Media Newsroom

Publishers (and authors) should have a page specifically for the media on their websites. The difference between a social media newsroom and a media page is all about the elements of Web 2.0. A media page that has incorporated Web 2.0 elements such as social bookmarking, social networking, and interactivity is a social media newsroom.

#### 1. Media Page

A media page (some websites call it a press room) is designed with two purposes in mind. The first purpose is a place to post all the media coverage your authors and/or books have garnered to promote hype about the book. The second purpose is to encourage further media coverage through building confidence in the author's expertise.

A media page should include access to contact information, the author's media kit, listings of media coverage the author has already garnered, and a link to a webcast of the author.



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- **Contact Information**

Place the name, phone number, and email of the person the media should contact to schedule an interview or talk with the author on your media page. This can be the author's direct information, the publicist, or the publisher's contact if you screen these for your author.

- **Media Kit**

The media kit should include the following:

- Press Release about the book
- Cover picture of the book
- Color picture of the author
- Author bio
- Interview topic ideas with suggested interview questions
- Testimonials

The media kit should be both available to be viewed on the website and downloaded to a journalist's or producer's computer (photos in jpg format and text in PDF format). Each page of this media kit should have a header that names the author, the book, and the contact information for scheduling a media interview.

- **Listing of Media Coverage**

A list of media coverage that has already been secured for the author should be included on your media page. This list can include press releases, articles published in newspapers and magazines, interviews with television and radio stations, reviews of the book, and a listing of the author's appearances for book signings and speaking engagements. Each listing should be broken out by category and include the date and media source.

- **Webcast**

An author's webcast can be an audio only or a video with audio of the author. This can be an interview of the author that has already been conducted or it can be a mock interview or promotional segment of the author and the book.

If you are looking for an example of a media room on a book's website, visit [http://www.oneminutemanners.com/press\\_room.htm](http://www.oneminutemanners.com/press_room.htm).

## 2. Make Your Media Page a Social Media Newsroom

Publishers and authors who get a lot of media coverage and are already on board with the new Web 2.0 through social networking should consider converting their static media page to a social media newsroom. Making this conversion is all about making your media page interactive. For example, each media coverage listing should include a portion of the article, interview, or book review with a link to the full text from the original source. The reader should then have the option to share that particular link with others on their social bookmarking sites through a "Share This" or "Add to Any" button.

A media page that has converted to a social media newsroom should include links to the author's blog and social networking communities on such sites as Myspace, Facebook, or Shoutlife. It should also include links to YouTube or other webcasting sites that host a video or webcast of the author.

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Malloy Incorporated is a family-owned book printer in Ann Arbor, Michigan, that specializes in printing both hard and soft cover books, with one- and two-color text, and multicolor covers for publishers all across the country.

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## Encouragement from the Word



*And whatever we ask we receive from Him, because we keep His commandments and do those things that are pleasing in His sight. And this is His commandment: that we should believe on the name of His Son Jesus Christ and love one another, as He gave us commandment.*

I John 3:22-23 NKJV

To view an example of a social media newsroom for a book, you can view one designed by Dalton Publishing, a secular publisher, for a young adult fantasy novel, *Rowen of the Wood*, at <http://rowanofthewood.com/newsroom/>.

### Social Media News Releases

Press releases are an important tool for publishers in alerting the media to an upcoming book and keeping the book in the media's eye once it has been released. The traditional press release is geared toward the traditional press; print and spoken media. As Web 2.0 grows, static press releases are not sufficient for reaching the news sources on the web; blogs, and social news sites (<http://digg.com> and <http://technorati.com>). A new type of press release is needed.

Social media news releases (SMR) are a great complement to traditional press releases; they do not replace them. Social media news releases are similar to traditional press releases in that they have all the same basic elements of a traditional press release which include a headline, an introduction paragraph, supporting facts, and quotes. The news release becomes an SMR when the other elements are added. These elements include contextual tags, multimedia elements, links to bookmarking networks, email sharing ability, and links to social networking sites so that readers can investigate other sites on the same subject. Traditional press releases should be posted on your website while SMRs are posted on your blog or social networking site.

If you are interested in creating a social media news release to complement your traditional press release, check out PRX Builder. PRX Builder allows you to create an SMR with their wizard that walks you through each step. You can write your content, insert links, and add images and video. PRX Builder also has a service for you to distribute your SMR on the Internet. PRX will also convert your SMR to a voice podcast on [www.pimpmynews.com](http://www.pimpmynews.com). PRX Builder can be found at [www.prxbuilder.com](http://www.prxbuilder.com).

### Summary

Fortunately, press releases and media pages on websites have not yet become a thing of the past. They are still effective in reaching traditional media. However, if you want to take the exposure of your publishing company's books to the next level on the web, adding a social media news room and utilizing social media news releases are the answer.

## Marketing Tidbits

- **New social book networking sites to check out!**

HabitualReader ([www.habitualreader.com](http://www.habitualreader.com)) is the book networking site for fiction books. Booknolia ([www.booknolia.com](http://www.booknolia.com)) is the new book networking site for nonfiction books. Jacketflap ([www.jacketflap.com](http://www.jacketflap.com)) is a social networking site for children's books. Check out these new opportunities to network around books and create more publicity for yours.

- **New Spanish publication for Christians**

El Heraldo Cristiano (The Christian Herald) is a new Spanish language publication that publishes articles for Christian families. El Heraldo Cristiano's website is [www.elheraldocristiano.org](http://www.elheraldocristiano.org).



### From CSPA's Industry Calendar

#### August 2008

August 5-8  
CMN International  
Tradeshow  
Somerset, NJ  
[www.catholicmarketing.com](http://www.catholicmarketing.com)

#### September 2008

*September is Youth Pastor  
Appreciation Month!*

September 1-4  
Beijing International  
Bookfair  
[www.bibf.net](http://www.bibf.net)

September 4-5  
MarketSquare Asia  
Seoul, Korea  
[www.christiantrade.com](http://www.christiantrade.com)

September 7-9  
MarketSquare Asia  
Hong Kong, China  
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September 7-10  
Christian Product Expo  
Nashville, TN  
[www.munce.com](http://www.munce.com)

September 18-21  
Religion Newswriters  
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- **Do you have an author of an Urban market book looking for more publicity?**

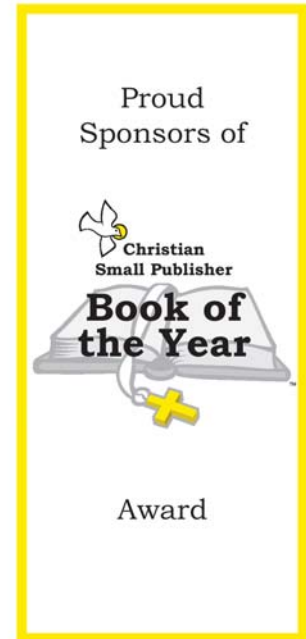
Black Experts is a unique online directory that allows African American experts to profile themselves in front of journalists, TV/radio producers, meeting planners, and each other. For \$200 a year, Black Experts will list your profile on their two websites [www.blackexperts.com](http://www.blackexperts.com) and [www.blackspeakers.com](http://www.blackspeakers.com).

- **Are you looking for more exposure for homeschool materials?**

Crusade Radio is an online streaming radio broadcast that is developing a new program for homeschoolers. They will be featuring books in this new program. For more information visit their website at <http://crusaderadio.com/homeschoolradio.html> or contact [mel@crusaderadio.com](mailto:mel@crusaderadio.com).

- **Are you looking for more exposure for your children's books?**

Christian Children's Book Reviews is a blog site that reviews children's picture books with Christian themes. The books are reviewed by moms for moms. You can find the blog at [www.CCBReview.blogspot.com](http://www.CCBReview.blogspot.com). The site has won several awards.



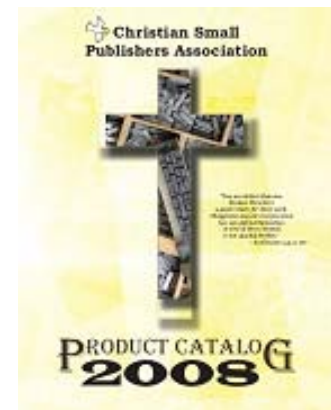
## Getting to Know CSPA Members

### Zuber Publishing

**Zuber Publishing** began in 2006 out of the desire to share inspirational stories. Co-owners Jim and Diane Zuber approached the venture with backgrounds in accounting and elementary music education, respectively. Their first two books were based on a story first written and performed as an elementary Christmas program.

*The Broken Doll*, an illustrated storybook and a script/xylophone score book, includes a narrative CD and eight original songs. The CD was recorded with a small group of fourth and fifth grade students and the father's part of the story was performed by Jim Zuber after he had had a left lung transplant. Profits from the books are being donated to the Pulmonary Fibrosis Foundation to support research for a cure. Midwest Book Review stated "*The Broken Doll* is a wonderfully entertaining addition to any school or community library's Christmas picture book collection-and has an entertainingly presented message that children can benefit from all year long." The story's nostalgic quality and teaching of core family values make it a favorite among grandmas, as well as the children.

Zuber Publishing's newest title, *Frazier Fir, a Christmas Fable*, by author Jim Macor, was released this past Christmas season. It is a story about a little Christmas tree seedling that overcomes the obstacle of having a crooked trunk to become, through the grace of God, more than he ever thought or dreamed he could be. Midwest Book Review gave the book a positive review saying "A thoughtful tale about the power of hope and perseverance in realizing one's dream, despite any obstacles or limitations in the way."



Published annually, the 2008 CSPA Product Catalog features 100 products from 26 CSPA member publishers.

Co-owner Jim Zuber was diagnosed with Idiopathic Pulmonary Fibrosis (IPF) late in 2004. In June of 2005, he received a left lung transplant. Through the Grace of God, with faith and courage, Jim struggled to overcome the effects of complications to live an active and productive additional two years. IPF is a devastating disease which progressively scars lung tissue thereby prohibiting oxygen/CO2 exchange. An accepting faith in God's plan, presence, and love for his life gave Jim, a man with Christ-like character, courage and comfort through his transition process. Zuber Publishing's next book will compile inspirational stories from transplant recipients, their caregivers, and donors' families. Profits from this collection will benefit transplant education.

**Zuber Publishing** can be found on the web at [www.zuberpublishing.com](http://www.zuberpublishing.com). Diane Zuber can be reached at [admin@zuberpublishing.com](mailto:admin@zuberpublishing.com).

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Christian Small Publishers Association (CSPA)  
P.O. Box 481022  
Charlotte, NC 28269  
704-277-7194

[cspa@christianpublishers.net](mailto:cspa@christianpublishers.net)  
[www.christianpublishers.net](http://www.christianpublishers.net)

## Publisher Announcements

*Are you releasing a new title? Are you launching a new website? Has one of your titles recently won an award or accolade? Have you sold foreign rights to one of your books? Has one of your titles achieved "bestseller" status? Do you have an author who is embarking on a book tour or holding a special book signing? If yes, we want to hear from you. CSPA wants to publish your accomplishments in this section in future issues of CSPA Circular. If you have an announcement you would like to share with CSPA member publishers, e-mail CSPA at [cspa@christianpublishers.net](mailto:cspa@christianpublishers.net) and tell us about the accomplishment.*

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Editor: Sarah Bolme,  
Director of CSPA

Members of CSPA are encouraged to submit articles for publication in *CSPA Circular*. Send email queries and articles to [cspa@christianpublishers.net](mailto:cspa@christianpublishers.net).



**Christian Small Publishers Association**

*Helping publishers market books in the Christian marketplace*

*Two are better than one,  
because they have  
a good return for their work.  
Though one may be overpowered,  
two can defend themselves.  
A cord of three strands  
is not quickly broken.*

Ecclesiastes 4:9,12 NIV