

EVEN A CONFERENCE ON THE BUSINESS OF WRITING ISN'T ALL ABOUT WORK:

Writers Advise Colleagues: Take Time With the Writing & Make Time for Yourself

LOS ANGELES - Bottom line concerns helped to propel the exchange of ideas and insights at **Beyond the Book 3**, the latest in a series of conferences on the business of writing produced by Copyright Clearance Center, and hosted by Christopher Kenneally, Copyright Clearance Center's Director of Author Relations.

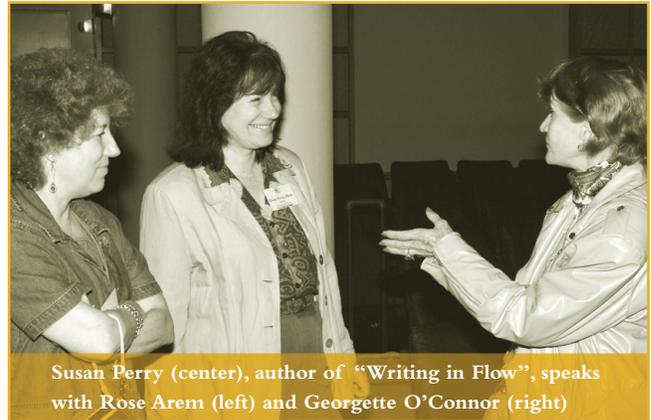
At least once, though, hard-nosed business advice made way for reassuring psychological insight. **Beyond the Book 3** panelist Susan Perry, an author and social psychologist who has detailed the creative process in "Writing in Flow," a *Los Angeles Times* bestseller, offered this dose of relief for audience members: "I have a liberating message: I don't believe that writing has to be work," she said. In fact, Perry declared, "I hate the word 'discipline'."

Surely, "disciplined" describes Perry, who is the author of six books and the award-winning writer of more than 800 articles, essays, and advice columns. Still, she confessed, "I've been tormented by procrastination my whole life, as many, many writers are." Perry said she has learned, however, to overcome fears that could keep her from finishing a magazine assignment or fulfilling a book contract. "The marketplace gives writers plenty of constraints," she noted, "but if we put those constraints on ourselves right at the beginning, then we're paralyzed and we can't write."

TAKE TIME, MAKE TIME

The clock is a common terror for many writers. Academics and professionals, for example, must make time to write outside their usual workplace obligations. Full-time authors and freelance journalists face a different juggling challenge in order to meet urgent deadlines while lining up their next projects.

Beyond the Book 3 panelist Joe Robinson emphasized for writers the importance of taking time with their work, rather than letting time take control of them and their writing.



Susan Perry (center), author of "Writing in Flow", speaks with Rose Arem (left) and Georgette O'Connor (right)

"One of the most important features of writing is that it really requires patience. You have to be able to go over and over something until you can really craft it," said the founder of *Escape Magazine*, an award-winning travel and expedition magazine. "But like so much of the way we are living today, everything is about speed and 'turning it around.' I once assigned a writer a short feature and he said to me, 'I'll have it to you in a couple of days.' I said, 'I don't want it in a couple of days. A couple of weeks, yeah, then you can turn it in.'"

SE HABLA ESPAÑOL

Earlier this year, the U.S. Census announced that the nation's Latino population now constituted America's largest minority group. Adriana Lopez, editor-in-chief of *Criticas: An English Speaker's Guide to the Latest Spanish Language Titles*, pointed out that the report has focused attention on the needs of Latino readers more than ever before.

Until recently, Spanish-language books sold in this country were almost exclusively imports from Spain or Latin America. Increasingly, though, they carry a "Made in USA" label, and writers should be aware of a need for Spanish-language books in certain niche

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markets. For example, Lopez cited the high rate of new business start-ups among Latinos.

“There really are not too many business books written in Spanish by U.S. experts for the Spanish-language community here,” she said. “You’ve got a lot of books imported from Spain and Latin America, but we all know books written in Spain and Latin America on how to do business at your local Madrid bank, or your local Bogotá bank, will be very different from what it’s like to deal with Citibank. So now we’re seeing U.S. publishing houses start to put out their own business books in Spanish.”

HAPPY BIRTHDAY DNA

As it happened, **Beyond the Book 3** took place on the 50th anniversary of the publication in the British journal *Nature* of Francis Crick and James Watson’s historic paper describing the double-helix structure of DNA—a single-page article with five footnotes and a simple line drawing illustration (available online at www.nature.com/nature/dna50/watsoncrick.pdf). Conference panelist **Charlie Trowbridge** imagined the time it would have taken to communicate their discovery in 1953—given that there were no photocopiers, no fax machines and no orbiting satellites to transmit data to. Contrast that, he said, with the instant transmission of scientific information possible today.

As Manager, Editorial Office Systems and Services, for John Wiley & Sons, Inc., Trowbridge is now working on the development and implementation of Web-based authoring tools, as well as content acquisition and review systems, for nearly 330 journal titles and 20 major reference works.

“At first, publishers seized on the Web as a means of distribution. Trowbridge observed. “Well, the real purpose of the Web, if you go all the way back to its creation, was for the facilitation of remote collaboration. So now, as publishers really begin to engage in that, we are starting to see that a scientist in Tokyo and somebody who’s at Johns Hopkins University in Baltimore can exchange ideas in real-time or over a 24-hour period. That’s why I like my job—because I’m contributing to that increase in speed.”

In Trowbridge’s view, the goal of collaborative, Web-based software for authors, editors and their publishing colleagues is to free them all from the constraints of technology, and to mimic human behavior as closely as possible. “We’re getting there,” he said “It’s just going to take a little while, but we’re going to get there.”



Christopher Kenneally, Copyright Clearance Center's Director of Author & Creator Relations, welcomes panelists and audience.



BTB3 panelists (from left): Charlie Trowbridge, Joe Robinson, Susan Perry and Adriana Lopez.



Jose Fuentes-Salinas, reporter for “La Opinion,” covered the conference for his Spanish-language paper.



Science at warp speed: Wiley’s Charlie Trowbridge says faster publishing accelerates the impact of discoveries.