



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

Now until June 6, 2014

General registration (BWG Members): \$65.00

General registration (Non-Members): \$75.00

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.	<i>Welcome</i> James Wright BWG President
	<i>Invocation</i> Minister A. Ty Cook
9:15 a.m. to 9:45 a.m.	Sheri Booker <i>Keynote Speaker</i>
10:00 a.m. to 10:45 a.m.	Terence Cooper <i>Essential Secrets of the Writing Craft</i>
11:00 a.m. to 11:45 a.m.	Allegra Bennett <i>12 Steps to Self-Publishing Success</i>
12:00 p.m. to 12:45 p.m.	Lunch/Networking
12:45 p.m. to 1:30 p.m.	Tonya Evans <i>The Legal Matters that Matter to Writers</i>
1:45 p.m. to 2:15 p.m.	<i>Marketing/PR Panel Discussion</i> Cherrie Woods Kevin Wayne Johnson Moderator: Wilma Brockington
2:15 p.m. to 2:30 p.m.	<i>Closing</i>
2:30 p.m. to 3 p.m.	<i>Networking/Vendors</i>

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.



BLACK WRITERS' GUILD OF MARYLAND 2014 WRITERS CONFERENCE PRESENTER BIOS

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Sheri L. Booker is a writer, poet, spoken word artist, photographer, teacher and 2014 NAACP Image Award winner (debut author). She is the author of the critically acclaimed memoir *Nine Years Under, Coming of Age in an Inner City Funeral Home*, (Gotham 2013) based on her nine-year experience in the funeral business. Booker has been featured on NPR, *Essence* magazine and other national media. Booker is also the author of the poetry book, *One Woman, One Hustle* (Book Her 2003) and *I am the Poem* (Vook 2011). She has traveled the U.S. reciting and performing her poetry. Booker has taught journalism in Africa and has written for several magazines. She earned a Master of Fine Arts degree in Creative Nonfiction from Goucher College and lives in Baltimore, Maryland.



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 led 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.



Terence Cooper is an author, playwright, and independent film maker whose works have been described as containing "the spark of genius." Cooper holds a degree in Creative Writing from the University of Maryland at College Park and has earned his living as a writer and editor for the past 40 years. He has taught creative writing and adult literacy in Washington, DC. He is an ardent advocate of the use of story telling and literature to educate, entertain, and inspire.



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.



Kevin Wayne Johnson is an author who has the fundamental belief that God uses ordinary people to accomplish extraordinary things to spread the gospel of Jesus Christ. His passion is reflected through his national best-selling book series (Give God the Glory!) that have earned 17 literary awards since 2001, all published through his publishing company, Writing for the Lord Ministries. A former radio and television host he has held several leadership positions within the local church, Christian publishing industry, and the National Association of the Church of God (Anderson, Indiana).



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".



BLACK WRITERS' GUILD OF MARYLAND 2014 WRITERS CONFERENCE WORKSHOPS

Beyond the Writing

Saturday, June 7, 2014 • Morgan State University
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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 book shelf – 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:

TOS it (Think, Organize, Strategize)	The "Book Look"	Creating a Budget
What's your motivation?	A Team of Pros	Branding yourself
Who's your audience?	The Book Outline	Marketing
The Book proposal	The Publishing Plan	Social Media

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.



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2014 WRITERS CONFERENCE REGISTRATION FORM

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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

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.

These eBooks, with writing curated by Pottermore, will take you beyond the Harry Potter stories as J.K. Rowling reveals her inspiration, intricate details of characters' lives and surprises from the wizarding world. These stories of heroism, hardship and dangerous hobbies profile two of the Harry Potter stories' most courageous and iconic characters: Minerva McGonagall and Remus Lupin.