

MEDIA Kit for
Carolyn Howard-Johnson's
Poetry, Fiction and Creative Nonfiction
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"There are seventeen wonderful short stories inside *Harkening* . . . all compelling and well written. Some are heart wrenching, some will bring a smile, others reveal more family secrets but all of them are poignant and entertaining. The author's use of phrasing is most eloquent and flows like honey on a hot July day in Utah."

~ American Authors Association Book Review

Note: Some information in this kit is duplicated for the cut-and-paste convenience of busy editors so they can select what requires the least editing or no editing at all.

About the Author



Carolyn Howard-Johnson's writing, including her poetry, reflects her background in journalism. Her style owes much to her mentor Suzanne Lummis, a star poetry instructor for UCLA Extension's Writers' Program inspired by US poet laureate Phillip Levine who was known for a straight-forward style known as the Fresno School of Poetry. This down-to-earth style (often with a nitty gritty edge) allows readers to find complete sentences across line breaks, a quality that fit perfectly with Carolyn's journalism background and the themes she is most passionate about.

Carolyn's several careers prepared her for promoting her own books—everything from poetry to nonfiction how-to books—and to help others succeed through marketing. She was the youngest person ever hired as a staff writer for *The Salt Lake Tribune*—"A Great Pulitzer Prize Winning Newspaper"—where she wrote features for the society page and a column under the name of Debra Paige. That gave her insight into the needs of editors, the very people authors must work with to get free ink. Being familiar with the way news is handled helps her see how different books—even poetry—fit into different news cycles.

Later, in New York, she was an editorial assistant at *Good Housekeeping* magazine. She also handled accounts for star fashion publicist Eleanor Lambert who instituted the first Ten Best Dressed List. Writing releases and the production of photo shoots for celebrity designers of the day including Pauline Trigere, Rudy Gernreich, and Christian Dior required an eye for color and form that served her literary fiction and poetry well.

Carolyn's experience in journalism, as a poet, and as an author of fiction and nonfiction helped the multi award-winning author understand how different genres can be marketed more effectively. She was an instructor for UCLA Extension's renowned Writers' Program for nearly a decade and studied writing at Cambridge University, United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University in Prague. She worked as columnist, reviewer, and staff writer for the *Pasadena Star-News*, *Home Décor Buyer*, the *Glendale News-Press* (an affiliate of the *LA Times*), *Myshelf.com*, and others.

Her poem "Endangered Species" won the Franklin Christoph prize and she has been published widely in anthologies and journals. She is listed in *Poets & Writers' Directory of American Poets and Fiction writers* and poems from her highly acclaimed *Imperfect Echoes* were chosen for the revered *Poetry Magazine* founded in 1912. She and Magdalena Ball coauthored the Celebration Series of several chapbooks from their desktops across hemispheres.

Her HowToDoItFrugally series of books for writers are all multi award-winners. The series' flagship book, *The Frugal Book Promoter*, is now published by Modern History Press in its third edition. Her marketing campaign for the second book in that series, *The Frugal Editor*, won the Next Generation Indie Best Book Award for marketing as well as coveted awards from USA Book News, Global E-book Awards, the Irwin Award and others. She is especially fond of her *How to Get Great Book Reviews Frugally and Ethically: The Ins And Outs Of Using Free Reviews to Build and Sustain a Writing Career* because she favors reviews as one of the most powerful tools available to authors calling reviews in this

Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

age of the Internet "forever reviews." She also published a multi award-winning series of HowToDoItFrugally books for retailers, some of them sponsored by *Gift Shop Magazine*.

Howard-Johnson was honored as Woman of the Year in Arts and Entertainment by California Legislature members Carol Liu, Dario Frommer, and Jack Scott. She received her community's Character and Ethics award for her work promoting tolerance with her writing and the Diamond Award in Arts and Culture from her community's Library and Arts and Culture Commissions. She was named to *Pasadena Weekly's* list of "Fourteen Women of the San Gabriel Valley Who Make Life Happen" and Delta Gamma, a national fraternity of women, honored her with their Oxford Award.

Carolyn is an actor who has appeared in ads for Apple, Lenscrafters, Time-Life CDs, Marlboro, Blue Shield, Chinet, Disney Cruises (Japan) and others.

Born and raised in Utah, Howard-Johnson raised her own family in sunny Southern California.

Carolyn is the embodiment of enthusiasm and creative energy! A lyrical and sensitive poet, who is regarded highly by her peers, she also researches and writes on book promotion and marketing, generously sharing her gleaned wisdom with others through her award-winning books, newsletter, and blog. Her material is always up to the minute, not to be missed. I highly recommend Carolyn's creative and nonfiction output. ~ *J. R. McRae, award-winning Australian poet*

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Biography and Tagline

Note: These blurbs, bios, and credit lines contain some duplicate information so busy editors can easily select and copy-and-paste whatever requires the least editing for their purposes.

Poetry Bio (214 Words)

Carolyn Howard-Johnson, a writer who started out as a journalist, is proud to be included in *Poets & Writers* prestigious list of published poets. At a time when most writers are considering retirement, she became a multi award-winning novelist and poet. She is widely published in journals and anthologies like the prestigious *Poetry Magazine* founded in 1912. She is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, and her community's Character and Ethics award for her work promoting tolerance with her writing, was named to *Pasadena Weekly's* list "Fourteen San Gabriel Valley women who make life happen," and was given her community's Diamond Award for Achievement in the Arts. One of her poems won the Franklin Christoph poetry prize. She was an instructor for UCLA Extension's world-renown Writers' Program for nearly a decade. Learn more about all her books at <http://bit.ly/CarolynsAmznProfile> or <http://howtodoitfrugally.com>. Her most recent poetry book, *Imperfect Echoes*, was published to the acclaim of *Midwest Book Review*. Editor-in-Chief Jim Cox called her poetry "articulate, gifted, insightful, iconoclastic, and a truly impressive literary talent." Self-published in the tradition of poets for millenniums, *Imperfect Echoes* is a USA Book News Award finalist, was given the Bronze in Dan Poynter's Global Ebook Awards, and an Honorable Mention from *Writer's Digest*.

Poetry Short (145 Words)

At a time when most writers are considering retirement Carolyn Howard-Johnson became a multi award-winning novelist and poet. She received the California Legislature's Woman of the Year in Arts and Entertainment Award, her community's Character and Ethics and Diamond Award, and was also named to *Pasadena Weekly's* list "Fourteen San Gabriel Valley women who make life happen." Learn more about all her books at <http://bit.ly/CarolynsAmznProfile> or <https://howtodoitfrugally.com>. Her most recent poetry book, *Imperfect Echoes*, was published to the acclaim of *Midwest Book Review* who called her "a truly impressive literary talent." Self-published in the tradition of poets for millenniums, *Imperfect Echoes* is a USA Book News Award finalist, was given the Bronze in Dan Poynter's Global Ebook Awards, an Honorable Mention from *Writer's Digest* and two poems from it were selected for publication by the prestigious *Poetry* magazine founded in 1912.

30 words for Poetry Magazine

Carolyn Howard-Johnson was named California Legislature's Woman of the Year in Arts and Entertainment Award. Her recent poetry book *Imperfect Echoes* was honored by *Writer's Digest*. Learn more at <http://bit.ly/CarolynsAmznProfile> or <http://howtodoitfrugally.com/>

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General Bio (299 Words)

Carolyn Howard-Johnson's first novel, [*This Is the Place*](#), won eight awards and her book of creative nonfiction, [*Harkening: A Collection of Stories Remembered*](#), won three. Her fiction, nonfiction and poems have appeared in national magazines, anthologies, and review journals. A chapbook of poetry, [*Tracings*](#), was named to the Compulsive Reader's Ten Best Reads list and was given the Military Writers' Society of America's Award of Excellence. Her poem "Endangered Species" won the Franklin Christoph Prize for poetry. She speaks on Utah's culture, tolerance, book promotion and editing and has appeared on TV and hundreds of radio stations nationwide.

The first two books in her multi award-winning HowToDoItFrugally Series, [*The Frugal Book Promoter*](#) and [*The Frugal Editor*](#) are in their third and second editions respectively and have awards from names like USA Book News, the Irwin Award, Dan Poynter's Global Ebook Award, Readers' Views Literary Award and Next Generation Indie Book Award. The third is [*How to Get Great Book Reviews Frugally and Ethically: The Ins and Outs of Using Free Reviews to Build and Sustain a Writing Career*](#).

Howard-Johnson is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, and her community's Character and Ethics award for her work promoting tolerance with her writing. She was also named to *Pasadena Weekly's* list of "Fourteen Women of San Gabriel Valley Who Make Life Happen" and was given her community's Diamond Award for Achievement in the Arts. She was an instructor for UCLA Extension's world-renown Writers' Program for nearly a decade.

The author has visited nearly 100 countries and has studied writing at Cambridge University in the United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University, Prague. She admits to carrying a pen and journal wherever she goes. Her website is www.howtodoitfrugally.com.

Nonfiction Only Bio (237 Words)

Carolyn Howard-Johnson brings her experience as a publicist, journalist, marketer, and retailer to the advice she gives in her HowToDoItFrugally series of books for writers and the classes she has taught for UCLA Extension's world-renown Writers' Program.

The first two books in her multi award-winning HowToDoItFrugally Series, [*The Frugal Book Promoter*](#) and [*The Frugal Editor*](#), are in their third and second editions respectively and have awards from names like USA Book News, the Irwin Award, Dan Poynter's Global Ebook Award, Readers' Views Literary Award and Next Generation Indie Book Award. The third is [*How to Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career*](#). The series also includes useful quicky booklets for authors.

Howard-Johnson is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, and her community's Character and Ethics award for her work promoting tolerance with her writing. She was also named to *Pasadena Weekly's* list of

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"Fourteen San Gabriel Valley Women Who Make Life Happen" and was given her community's Diamond Award for Achievement in the Arts.

The author has been inspired by the nearly 100 countries she has visited. She studied writing at Cambridge University in the United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University, Prague. She admits to carrying a pen and journal wherever she goes. Her website is www.howtodoitfrugally.com.

Tagline (33 Words)

Carolyn Howard-Johnson is a multi award-winning author of fiction, poetry, and nonfiction. Her HowToDoItFrugally series of books help writers and retailers worldwide. Learn more at www.howtodoitfrugally.com. She blogs at <http://SharingwithWriters.blogspot.com> and tweets @FrugalBookPromo.

Introduction for Keynotes/Panels/Presentations

Carolyn Howard-Johnson is the author of the multi award-winning series of HowToDoItFrugally books for writers including USA Book News' Best Book winner for *The Frugal Book Promoter* published in its third edition by Modern History Press. She was an instructor for UCLA Extension's renowned Writers Program for nearly a decade and believes in entering (and winning!) contests and anthologies as an excellent way to highlight an author's writing from the hundreds of thousands of books that get published each year. Two of her favorite awards are Woman of the Year in Arts and Entertainment given by members of the California Legislature and Women Who Make Life Happen, given by the *Pasadena Weekly* newspaper. She is also a poet and novelist and she loves passing along the tricks of the trade she learned from marketing those so-called hard-to-promote genres.

Note: Details maybe changed out to fit the topic of the presentation.

" . . . rapturous poems, expansive in spirit yet precise in detail . . ."
~ Suzanne Lummis, UCLA poetry instructor and Los Angeles's unique contribution to the poetry world

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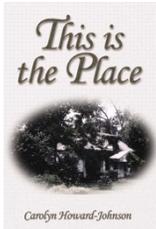
E-mail: HoJoNews@aol.com Phone: 818-790-0502

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About Carolyn's Books

About Carolyn's Books of Fiction, Creative Nonfiction, and Poetry

"Carolyn Howard-Johnson is like three poets plus two writers all wrapped into one." ~ Suzanne Lummis, poetry instructor for UCLA Extension Writers' Program and honored LA poet.



This is the Place

Published by AmErica House

Awards: eight awards

ISBN: 1588513529

Out of print, but available using Amazon's New and Used feature

To order used books in paperback: <http://bit.ly/ThisIsthePlace>

"When you live amidst beauty sometimes you don't recognize discrimination and, if you do, you prefer not to acknowledge it." ~ CHJ

A young journalist realizes that because she is half Mormon and half Protestant, she is not suitable material for love. She delves into her Mormon heritage and journals her way through prejudice into redemption. She learns to mend her own life when she finds she cannot mend her world. This novel, set in Salt Lake City and New York City in the 50s, reveals not only complexities of the heart but the secrets of what some consider a mysterious place and culture. [This Is the Place](#) has won eight awards including the Critics' Choice award.

BLURBS

"Howard-Johnson strengthens her novel with behind-the-scenes details of Mormon life and history in a book suitable for all collections, particularly those where . . . Orson Scott Card's religious books are popular." ~ Library Journal

"It is interesting to learn how others live especially when you are reading a well written book."

~Connie Martinson, TV Host of "Connie Martinson Talks Books"

-∞-

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Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com

Phone: 818-790-0502

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Harkening: A Collection of Stories Remembered



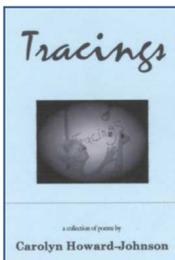
Published by AmErica House
Awards: three awards
ISBN: 1591295505
Out of print, but available using Amazon's New and Used feature
To order used paperback: <http://bit.ly/TrueShortStories>

Harkening explores the little white lies and solemn truths that one charming, idiosyncratic family loves to repeat. Each story is stitched to the next to become a saga of their sojourn from Michigan through a vanishing railroad town in New Mexico, then into Utah, and finally (and happily), to a place where individuality can thrive. *Harkening*, a book of creative nonfiction, has won three awards including Word Thunder's Excellence in Writing award.

"*Harkening: A Collection of Stories Remembered*, by Carolyn Howard-Johnson, is a profoundly meaningful and enjoyable book written by a skilled, honest, extraordinary writer and storyteller." ~ Rolf Gompertz, author and publicist for NBC

-∞-

Tracings: A Chapbook of Poetry



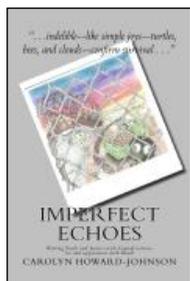
Published by Finishing Line Press
Awards: Award of Excellence from Military Writers Society of America, Compulsive Readers Ten Best Reads
ISBN: 1-59924-017-3
To order paperback: <http://bit.ly/CarolynsTracings>

Tracings touches chords—both major and minor—for readers interested in nostalgia, tolerance, culture, and aging. The author traces her life's experiences and for her it feels like "a movie reel running backwards."

"Every time I read Carolyn, I fall more and more in love with words. The power and beauty of words." ~ Amy Schor Ferris, author of *A Greater Goode*

-∞-

Imperfect Echoes: Writing Truth and Justice with Capital Letters, lie and oppression with Small



Self-Published in the fine tradition of poets everywhere
Awards: Writer's Digest Honorable Mention in Poetry | USA Book News finalist | Dan Poynter's Global Ebook Award Bronze
ISBN 13: 9781515232490
ISBN 10: 1515232492
To order paperback or e-book: <http://bit.ly/ImperfectEchoes>
Proceeds from *Imperfect Echoes* go to Amnesty International

Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

Inspired by Nobel Prize winner Czeslaw Milosz's poem "Incantation" that lauds the power of human reason over the reoccurring and seemingly insane political realities, Howard-Johnson holds out hope but is not persuaded by trends that seem worse now than they were in Milosz's time. A student of Suzanne Lummis, UCLA poetry instructor and the Fresno School of Poetry fronted by US poet laureate Philip Levine, she touches on the isms of the world—racism, ageism, even what might be termed "wallism" but is occasionally referred to as xenophobia. In her poem "Crying Walls," she sounds a low warning reminiscent of Robert Frost: "Chains linked. Wire barbed / Krylon smeared. Feeble, / useless, unholy billboards, / anything but mending walls."

BLURBS

FROM WRITER'S DIGEST 25TH POETRY CONTEST JUDGE: Howard-Johnson's 'Imperfect Echoes', at its best, is an exact rendering of the world we imagined was imaginary. . . . The word choice is exquisite, and the attention to craft makes an artificial formlessness from the shapes of a recognizable earth. For every dream, or hope, the book has, it is able to locate its illusion long enough to play fair with its mirage. The structuring of the book allows journey its passage, and though there is a destination, the author doesn't allow the poems to hurry themselves too quickly through its lyrical foreshadowing. I admire[d] the shorter poems' placement and their detachment from residence. The standout poem for me was 'Little Red Hen and Friends', and caused me to scribble [an] evocation. "Some of the lines in the book will take the reader's guts and give them to a ghost—what language do you give your echo?"

"[Howard-Johnson's] recollections may tear at your heart and mind until you come to 'The Story of My Missed Connection in Minneola.' I burst out laughing. This was pure comic relief amidst pathos."

~ Eleanor F. J. Garmarsh, author

"Carolyn Howard-Johnson is articulate, gifted, insightful, iconoclastic, and a truly impressive literary talent. *Imperfect Echoes: Writing Truth and Justice with Capital Letters, lie and oppression with Small* is an inherently fascinating, thoughtful, and thought-provoking read that is very highly recommended for community and academic library Contemporary Poetry collections . . ."

~ Jim Cox, Editor-In-Chief of Midwest Book Reviews

"Such a beautiful collection. You really touched the peacenik in me."

~ Darcia Helle, Quiet Fury Books blog

"Every time I read the Preface, I get chills of joy."

~ Marlan Warren, publicist and author

-∞-

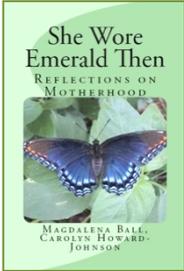
Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com

Phone: 818-790-0502

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She Wore Emerald Then: Reflections on Motherhood

Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Self-Published in the fine tradition of poets everywhere

Photography by May Lattanzio

Awards: USA Book News finalist for poetry, Military Writers Society of America honorable mention

ISBN: 1438263791

ISBN 13: 978-1438263793

ASIN: B00BXPW2XO

To order paperback or e-book on Amazon: <http://bit.ly/MothersChapbook>

International Link: <http://bookShow.me/1438263791>

Celebration Series fan page on Facebook: <https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

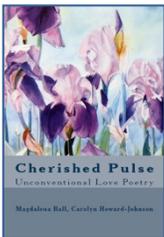
She Wore Emerald Then is collaboration on the subject of motherhood by award-winning poets Magdalena Ball and Carolyn Howard-Johnson, both of them mothers and daughters. They also worked together on a book of love poetry called *Cherished Pulse* to the acclaim of reviewers which then became the Celebration Series. *She Wore Emerald Then* is available as both an e-chapbook and paperback and is illustrated with tender photographs by May Lattanzio. As it happens, it was released the week of the death of Carolyn's mother—a fitting tribute.

BLURB

"[Both] poets continue to write poems that don't sound either like banal Hallmark cards or the bitter-at-dysfunctional-family jeremiads that habitually torture MFA writing workshop participants."

~ Kristin Johnson, screenwriter and founder of the Warrior Poets Project

-∞-



Cherished Pulse: A Chapbook of Unsyrupy Love Poetry

Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Artwork by Vicki Thomas

Self-Published in the fine tradition of poets everywhere

Awards: USA Book News finalist for poetry

ISBN: 1438263791

ISBN 13: 978-1438263793

To order paperback or e-book on Amazon: <http://bit.ly/CherishedPulse>

Celebration Series fan page on Facebook: <https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

Proceeds from *Cherished Pulse* go to St. Jude's Hospital, USA

Carolyn calls this unsyrupy love poetry. It is part of the Celebration Series she and Magdalena Ball offer poetry lovers in place of traditional greeting cards—for about the same price.

BLURBS

Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

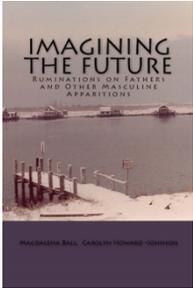
E-mail: HoJoNews@aol.com Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

"I absolutely loved this collection of poems. The two of you blow me away with your talent!" ~ Darcia Helle for Goodreads

". . . snapshots of love by two gifted poets."
~ Willie Elliott for MyShelf.com

-∞-



Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions

Coauthored by Carolyn Howard-Johnson and Magdalena Ball
Self-Published in the fine tradition of poets everywhere
ISBN: 144997774X

To order paperback or e-book on Amazon: <http://bit.ly/Imagining>
Celebration Series fan page on Facebook:
<https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

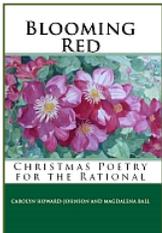
Part of the Celebration series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with the literate man in mind, a lovely tuck-in gift that goes beyond the typical greeting card. Also available as an e-book to be used as an e-greeting card.

BLURB

"[Both poets] have an incredible gift with literary imagery." ~ Darcia Helle

-∞-

Blooming Red: Christmas Poetry for the Rational



Coauthored by Carolyn Howard-Johnson and Magdalena Ball
Artwork by Vicki Thomas

Self-Published in the fine tradition of poets everywhere
Awards: USA Book News finalist, Silver Award from Military Writers' Society of America
ISBN: 9781449948245

To order paperback or e-book on Amazon: <http://bit.ly/BloomingRed>
Celebration Series fan page on Facebook:
<https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

Proceeds from Blooming Red go to St. Jude's Hospital, USA

Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.

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Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

BLURB

“. . . vivid, unusual imagery . . . an ear for memorable language. Carolyn Howard-Johnson manages to be colloquial (and therefore intimate) without being pedestrian; modern and accessible while still being elevated. She also displays the ability to balance the bleak with the cheerful, thus ending up powerful or poignant (as in 'How Daddy Untarnished My Twelfth Christmas' and 'Out of Malibu: America's Fulfilment of Prophecy')."

~ Mark Logie, author and poet

-∞-

Deeper into the Pond: A Celebration of Femininity



Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Artwork by Jacquie Schmall

Award: Bronze medal from Military Writers' Society of America

Self-Published in the fine tradition of poets everywhere

ISBN: 978146115934

To order paperback or e-book on Amazon: <http://bit.ly/DeeperPond>

Celebration Series fan page on Facebook:

<https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

This little chapbook, part of The Celebration Series by Magdalena Ball (an Aussie) and Carolyn Howard-Johnson (a Californian), features poetry designed to warm the hearts of those who believe in equality for all—men and women alike. The series includes chapbooks for Mothers' Day, Fathers' Day, Christmas, Earth Day, Valentine's, and this one for . . . ahem . . . Women's Day! A perfect frugal gift to tuck into the backpack of a woman who goes a' marching or to meetings or just signs online petitions like crazy, it is available as an e-book, but is slender enough to slip into an envelope like a greeting card—and about the same price.

BLURB

"Whatever your age these poems will speak to you of times to look forward to or to remember. These are not poems to be read once. They will stay with you forever."

~ Nancy Famolari, poet

SAMPLE POEM

"Narcissus knows her own
reflection well. She forgets
to peer under burkas, in our jails,
in the beds of the abused
deeper, deeper into the pond
beneath where some
still suffocate."

~ Excerpt from the theme poem in *Deeper into the Pond* ©

Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

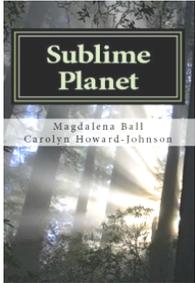
E-mail: HoJoNews@aol.com

Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

Sublime Planet Honoring Earth Day for the World and Universe

As Featured in the Earth Day Issue of *The Pasadena Weekly*



Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Photography by Ann Howley

Awards: finalist USA Book News

ISBN: 9781482054705

ASIN: B000BRLF5GA

To order paperback or e-book on Amazon: <http://amzn.to/SublimePlanet>

To hear Magdalena read the title poem: <http://magdalenaball.com/wordpress/wp-content/uploads/2013/03/SublimePlanet.mp3>

Celebration Series fan page on Facebook:

<https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

Proceeds from *Sublime Planet* go to World Wildlife Fund

This collection of ecologically oriented poems traverses a wide terrain, moving from the loss of species to the beauty of the natural world, from drought to the exploration of alternative planets. It's an exhilarating collection that breaks boundaries and leads the reader deep into the personal heart of perception. Released by award winning poets Carolyn Howard-Johnson and Magdalena Ball to celebrate Earth Day, this is a collection of poetry that weaves the personal with the universal.

BLURBS

"*Sublime Planet* begins with Carolyn Howard Johnson's love poems to the living world, rapturous poems, expansive in spirit yet precise in detail: 'An impossible moth,/dark eye at its center, opaque/helicopter blades buzz and blur... .' In Magdalena Ball's darker meditations, hurt and thirst have entered the world facilitated, in part, by the machinations of civilization. While Howard-Johnson's poems praise, Ball's seem to sound a low warning. I recommend *Sublime Planet* particularly to those individuals who reside on the planet." ~ Suzanne Lummis, UCLA poetry instructor and LA's unique contribution to the poetry world

"Lucid and erudite." ~ Midwest Book Review

"The [environment] is a hard one—not to get didactic or preachy, remembering to be a poet first, and both you [and Magdalena] succeeded. Congratulations and the best of luck with *Sublime Planet*." ~ Rochelle Jewel Shapiro, author of *Kaylee's Ghost*

". . . a breath-taking book of poetry . . ." ~ Joyce A Kovelman, Ph.D., author

Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com

Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

RECENT ANTHOLOGY

Title: Tri-Anthology LuzDelMes

"A project to foster understanding between peoples with poetry and translation."

Edited by Maritza M. Mejia

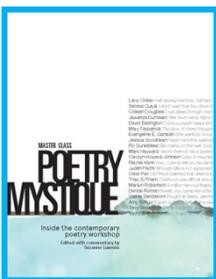
BLURB AND SAMPLE HAIKU

"Your poem melted me:

Imagine the world
without countries, only you,
I, and enough rice.

It goes perfectly with the Front Cover of our LuzDelMes Tri-Anthology."

-∞-



POETRY TEXT

Master Class Poetry Mystique: Inside the Contemporary Poetry Workshop

Edited and commentary and critiques by Suzanne Lummis.

A text on the writing process

Featuring poems by Suzanne's students.

Available in paperback on Amazon: <http://bit.ly/SuzanneLummis>

An Excerpt from Utah Child Borrows Her Song from the South

Mama (tired of trying to effect
his noise) skipped the part
where B'rer Rabbit, went
lippity-clippity,
clippity lippity,
only she didn't fool me. I knew
its breath. How clever those B'rs!
Because

*B'rer Fox,
he juz lay low*

and B'rer Rabbit,
that moment
familiar,
when he knocks
that tar baby silly
'cause she didn't behave

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properly as he'd like.

-∞-

Forthcoming Books

Here's How I Don't Cook: A Memoir

Being shopped by Agent Terrie Wolf, www.akalm.net

Webpage on Carolyn's site: http://howtodoitfrugally.com/heres_how_i_dont_cook.htm

Finalist WriterAdvice.com's Flash Memoir contest, 2017.

At first glance, you might be tempted to think *Here's How I Don't Cook* is a book of recipes, some that no gourmet cook worth their natural sea salt would want to try. It is, but it is *more*. Recipes are accompanied by stories of events (or vice versa) that kept a foodie from cooking. Some are stories of one woman's rebellion against what she considered the repression of women, some about her own submission to the requirements of dealing with a family illness, and some about how her unusual family background sculpted a modern woman against all odds. Slowly it evolves into a story about loyalty, love, and what marriage really means. This bittersweet, humorous romp through the kitchen of life will be published soon. Please stay tuned.

BLURB

for, but there's this underlying sweetness that knocks me off my feet."

~ Terrie Wolf, Agent, AKA Literary Management at www.akalm.net.

This Land Divided

The great Mormon-American novel.

First place for fiction in WriterAdvice.com's Scintillating Starts Contest

Being shopped by Agent Terrie Wolf, aklm.net

ADVANCE PRAISE AND AWARDS FOR THIS LAND DIVIDED

"Thanks so much for sharing [the first 1,000 words of] *This Land Divided* with Writer Advice's Scintillating Starts Contest. This is an excellent opening. Both the language and the situation drew me in immediately. You picked a good name for Isla. Its sound reminds me of an island, cut off from the mainland of Mormonism. The language is poetic but the clues you've already laid down indicate that the story will move forward. I can't wait to learn more about the rebellion.

"I rarely become so caught up in a work that I lose track of time. Without trying to stroke your ego too much, I don't mind telling you that this work casts an eerie spell. It beckons me and I long to share the experience with other readers. Like everything you write, this work seems to have found that sweet spot."

~ Unsolicited praise

-∞-

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**Ta da! The multi award-winning HowToDoItFrugally Series of Books
Including the Third Edition of *The Frugal Book Promoter*,
The Second Edition of *The Frugal Editor*,
And Carolyn's newest,
How to Get Great Book Reviews Frugally and Ethically!
(Writers have treasured Carolyn's Frugal Books for Writers since 2004. She believes in publishing on as many platforms as possible so authors can read them digitally or on paper.)**



A Renewed Lesson on Marketing: Promotion Works. The Net works. Twitter works. And reviews work. I urge writers and anyone else with careers to know as much as they can about how magical they are. My passion was renewed when I found this review floating around the Twitter platform at least a decade after it had been written. Here is the story: Author Anthony James Barnett (twitter moniker @ajbarnett) is a fellow tweeter. Years ago, he found me there, read my *The Frugal Book Promoter (First Edition!)* and then reviewed it on his blog (<http://bit.ly/lirpv3>)--all unbeknownst to me. I found it more than a decade later which only proves the value of reviews and the need for the third book in my HowToDoItFrugally Series, [How to Get Great Book Reviews Frugally and Ethically: The Ins and Outs of Using Free Reviews to Build and Sustain a Writing Career](#). Every author needs to plumb reviews to launch their books and to give older books a new life—maybe make them into classics!

Unsolicited Praise for HowToDoItFrugally Series

"Just in case this e-mail goes directly to you, I want to tell you how remarkably useful and efficient your HowToDoItFrugally Series is, and I just joined the Authors Den, posted various things in all the little boxes. Ms. Ho-Jo, you rock! Millions of thanks for the care and effort you have invested, and for your fabulous sense of organization. My media kit is all set up and being filled in. Whew!"
~ Deborah Hicks Midanek (Bailey), www.Solongroup.com

"...all THREE #HowToDoItFrugally books for... authors and novice publishers would make excellent, comprehensive textbooks for college courses on writing and publishing." ~ Jim Cox, Editor-in-Chief Midwest Book Review

"Having paid thousands in tuition to learn what you have provided in your HowToDoItFrugally series of books for retailers, I can tell you right now, they are priceless! Great work!" ~ Anne L. Holmes, Boomer in Chief, National Association of Baby Boomer Women

For more information on *The Frugal Book Promoter*, its sister books in the HowToDoItFrugally Series of books for writers, Carolyn's Survive and Thrive Series of books for retailers, or Carolyn's teaching, consulting, and editing services, [request a copy of her general media kit](#).

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The Franklin Christoph Prize Winner

**I proudly display a copy of the thousand-dollar check this poem won
in Franklin Christoph poetry contest on a wall in my office—framed!
Permission is granted for republishing; please credit both the author
and Franklin Christoph as first publisher.**

Endangered Species

A dragon, hiding as dragons
do, to pounce upon prey, shock

them into submission with forked
tongue, spiked tail, blue-green

scales, brimstone breath. But not
a sea dragon, this—nearly named

seahorse—dainty—
disguises herself in briny

fronds, sways with the current.
Her delicate horn-shaped

snout trumpets silence.
Long like a dragon,

long as a water-lily stem,
soft, and—presumably,

slick. She flourishes
her leaf-like fins, the translucent

shade of her underwater forest
of amber seaweed pads, exactly,

matches her dance to that of the kelp
—ballet in slow motion—

so the visitor to her underocean
home will not see her. She will take

them by surprise
with tenderness. ©

Thank you to Franklin Christoph, American maker of fine fountain pens in the USA.

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Endorsements, Blurbs for Tracings

Carolyn's First Chapbook of Poetry
Published by Finishing Line Press

"Carolyn Howard-Johnson's poetry...can make an air raid sound still and hushed. She lets us stand beside an uncle who smells of Barbasol and is on his way to war. The subtle message is clear: Stop. Pay Attention. Listen."

~ Kristin Johnson, founder and editor of PoemsForYou.com and the Poet Warrior Project

"I am once again reminded of the immense and irrefutable courage of putting pen to paper. Perfectly flawless!"

~ Amy Schor Ferris, author of *A Greater Goode*

"*Tracings* bridges the poles between estrangement and intimacy with rich and tender imagery..."

~ Leora Skolkin-Smith, Author of *Edges*

"Filled with brilliant imagery, Howard Johnson's poems have the power to make her readers see what she sees and feel what she feels. This is a rare gift."

~ Judith Colombo, author and reviewer for *The Weekly Gleaner* and the *The Daily Gleaner*

"*Tracings* leads us through the passages of a life with scarring reminiscences, and the considered meditations of advancing age."

~ Leora Skolkin-Smith, author of *Edges*

"Authors Magdalena Ball and Carolyn Howard-Johnson open the doorway of memory through words echoing thoughts, and feelings on fathers that are so strong they can be touched and heard through voiceless memories that forever cling to us all. Words unspoken between parents and children are uttered in these poems of pain, love, and always truth."

~ Kim McMillon, playwright, producer, and host of Writers' Sanctuary

"Harkening' is what the title says: A collection of short stories written as creative non-fiction and is some of the most heart-warming work I've ever read. Everybody can tell their memories and we also all have stories to tell, but this author has a special way in telling a story." ~ Simona Nielsen

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Publicity, Appearances, and for Publishing, Teaching, Speaking and Acting (Partial)

Carolyn has appeared on hundreds of TV programs, radio stations—both national and local—expos, book fairs, panels and more. Here is a partial list.

Print Media



NEWSPAPERS

- **Glendale News-Press (LA Times Affiliate)**, front page, feature story with color image and followup in the Community Forum, March 2001. For publication of *This Is the Place*. See left.
- **LA Daily News**, with picture. Subject: Quasi memoir. "Never Too Late to Follow a Dream"
- **Pasadena Star News and Associated Papers**, Arts and Entertainment
- **The Pasadena Weekly**
- **Ventura County Star**, interview by Lisa Osborne

MAGAZINES

- **Nevada Woman**, interview by Jon Bastian with picture
- **The Desert Woman**, print
- **The Robesonian (North Carolina)**, front page article by P.M. Terrell
- **UCLA Writers Quarterly**, several issues

Print Reviews and Interviews

- **Library Journal**
- **Midwest Review**
- **Nevada Woman**
- **Sormag**
- **The Book Reporter**
- **The Jamaican Review** and more than 100 web reviews and interviews

Cable and Network TV

- **CBS2 Nightly News**, Palm Springs, CA. Interview by Peter Kulevich
- **Coffee Break**, WLTZ-NBC, interview by Kathy Anderson
- **Connie Martinson Talks Books**, nationally syndicated TV
- **Edna Talks**, local cable
- **National Armenian TV**, poetry reading

Radio (Air)

- **Beyond Words** with Fran Halpern at NPR affiliated 88.3, Ventura County and 102.3 in Santa Barbara County
- **Book Crazy**, KCTK960, Phoenix, AZ, Debbie Neckle reviewer
- **Business Dialogue**, with Barry Allen, KFNX 1100
- **Chuck Baker Show**, Hottalk1460, Colorado Springs, CO
- **Connie Gotsch's KSJE Write On Four Corners**, several appearances over the years
- **Jane Prince-Jones Show**, KFZO, Lubbock, TX, and several return engagements
- **Joe Mazza Show**, syndicated 430 stations, six appearances
- **KDSL Talk Radio**, Salt Lake City, UT, Lyle Morris, interviewer
- **KPFK**, Poet's Café hosted by Lois P. Jones
- **Lee Mirabal Show**, WSRadio
- **Lubbock in the AM**, KFYO, multiple appearances
- **News Talk with Harrell Carter**, WNWs 101.5 FM, Jackson, TN
- **Prime Time Drive** with Steve Bowers, News-Talk 101.5 FM, Jackson, TN
- **Talk with John Quintaine**, WJCW 910AM, Jonesborough, TN
- **The Demitri Vassilaras Show**, WWVA, West VA
- **The Don Russell Show**. WSTC/WNLK, Norwalk, CT
- **The Evie Ybarra Show**, KVTA Ventura, Ca. four appearances
- **The Jim Robey Show**, WCBC, Cumberland, MD

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- **The John Taylor and Jay Bailey Early Morning Show**, WORC1310, Worcester, MA
- **The Maxine Thompson Show, Voice of America**,
- **The Nick D and Garry Lee Show**, WGN, Chicago, IL, and many more

Teaching/Seminars/Presentations/Keynotes/Panels

- **American Board of Hypnotists Conference**, workshop
- **American Women in Business**, speaker
- **Audioclass Series** produced for Double Dragon Press and Tri-Studios
- **Authors and Arts Series**, speaker, Glendale City Public Library
- **Big Story Writers Conference**, presenter, "The Secrets of Great Dialogue"
- **Book Publicists of Southern California**, speaker, four years
- **Bookbaby's First Writers' Conference, Philadelphia, PA**
- **California Marketing Center**, speaker
- **California Writers Club, Sierra Branch**, speaker, Ridgecrest, CA
- **Call to Arts Expo**, panel moderator, Pasadena Convention Center
- **Crime Writers Conference**, presenter
- **Crime Writers of Southern California**, presenter
- **Dayton University's Erma Bombeck Writers' Conference**, presenter, two years
- **Diamond Bar Book Fair**, presenter
- **Duarte Book Fair**, presenter, keynote, two years
- **Erma Bombeck Writers Workshop, Dayton University**, two years
- **Founder/facilitator of Glendale Library Critique Group**, three years
- **Great Salt Lake Book Fair**, presenter, booth
- **Greater Los Angeles Writers Society**, presenter
- **Greater Los Angeles Writers Society's Speaker Series**, presenter
- **Guest lecturer for UCLA instructors**, Eve Caram, Pam Kelly
- **IWOSC and SPAWN Speaker Series**
- **LA Times/UCLA Book Festival**, coordinated Author Coalition booth for several years
- **LA Writers Conference**, presenter, two years
- **National Stationery Show**, presenter
- **Nevada's Writer's Conference**, presenter, two seminars
- **Northern Michigan Writers Conference**
- **PALA (a subsidiary of Independent Book Publishers of America)**, panel on marketing (two years)
- **Pen & Paper Symposium**, presenter, memoir, Dayton, OH
- **Publishers and Writers of San Diego**, presenter
- **Romance Writers of America**, speaker, Orange County and San Diego Chapters
- **San Bernardino Book Fair**, presenter
- **San Diego State University's Writers' Conference**, presenter
- **Seminars for Pen USA Fellows**, Antioch University, two years
- **Sinclair Lewis Writers' Conference**, Sauk Centre, WI, presenter on editing
- **Small Publishers of North America College (SPAN)**, featured speaker
- **Southern Book Fair**, presenter, Nashville, TN
- **Southern Utah Festival of Books**, keynote, auspices of Utah Humanities Council
- **The California Gift Show**, speaker, several years
- **The LA Mart**, speaker, several years
- **The Monrovia City Library Speaker Series**, speaker
- **UCLA Career Day** panelist, two years
- **UCLA Extension Writer's Program Fall Book Faire**, panelist
- **UCLA Extension's Instructor Development Program** certificate March
- **UCLA Extension's Writers Program**, instructor in book marketing and editing for nearly a decade.
- **Vroman's Bookstore**, panelist
- **West Hollywood Book Fair**, presenter, two years
- **Wisconsin Regional Writers' Conference**, presenter
- **Workshops and Panels** at bookstores like Vroman's in Pasadena
- **Writers Conference 805, Oxnard, CA.**

Signings and Featured Readings

- **Autry Museum of Western Heritage**, book launch, Griffith Park, LA

Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com Phone: 818-790-0502

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- **BEA: Book Expo America Official Signer**, Chicago, IL; New York, back-of-hall signer; **Biblio** booth. **USA Book News** booth, three years
- **Brentano's**, reading and signing, Sherman Oaks, CA; Atlanta, GA
- **Frugal Frigate**, reading and signing, CA
- **Glendale Coalition for Human Equality** and **Friends of the Glendale Library**, Three Faces of Tolerance presentation
- **Glendale Community College Bookstore**
- **Inland Empire Bookfest**, reading, San Bernardino, CA
- **Penelope's Book Café Gallery**, workshop, LaCañada-Flintridge, CA
- **The Desert Woman Newspaper**, annual Book Lovers Luncheon, Palm Desert, CA, several years
- **Vroman's**, reading and signing, Pasadena, CA
- **Wal-Mart and Sam's Club**, reading for Literacy Day, Palm Springs and Cathedral City, CA
- **Waldenbooks**: Los Angeles (Macy's Plaza), CA; Burbank, CA.; Thousand Oaks, CA; Brea, CA; Downey, CA; Lakewood, CA; Montebello, CA; Palmdale, CA.; Orange, CA; Baldwin Hills, CA; Provo, UT; Murray, UT; Columbus, GA; Norcross, GA; Atlanta, GA; Duluth, GA; San Bernardino, CA; Palm Desert, CA; Moreno Valley, CA

Major Promotions

- **Bookbaby, The Frugal Book Promoter 2nd Ed**, promotion, more than 38,000 copies downloaded
- **Bookbaby, The Frugal Editor 2nd Ed.**, promotion, more than 30,000 copies downloaded
- **WinningWriters.com, North Street Book Prize** promotion, four years running including *The Frugal Book Promoter*, *The Frugal Editor*, *Great First Impression Book Proposals* and *Great Little First-Impression Edits for Writers*

Acting

- **Apple Computers**, print
- **Blue Shield California**, California TV
- **Chinet**, TV and other media
- **Sierra Digital Photo Frames**, national TV and web
- **Disney Cruise Lines**, Japan
- **Lenscrafters**
- **Lenscrafters**, national TV commercial
- **Marlboro**, print ads, Europe
- **Senior Services**, regional TV, Las Vegas area
- **Time-Life CDs**, national TV infomercial

"I wanted to tell you how your workshops, reading your newsletter, and just chatting with you has been a great help to me. I have a background in marketing from the fashion world and even though it has helped me get my foot in the door, I honestly have to say that after getting to know you, reading your books, and everything else I just said has truly helped me put *Stories for Children Magazine* on the map. ~ VS Grenier, Founder and Editor-in-Chief of *Stories for Children Magazine*.

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Recognition and Awards (Partial)

- **#1 Best Sellers**, EBookAd.com, *Frugal Book Promoter*. Also #1 bestseller at Starbooks
- **#1 Podcast on Reader Views**, three years running
- **American Business Women's Association (ABWA)**, outstanding woman of the year
- **Best New Writing 2013**, Eric Hoffer Awards, finalist
- **Book Crazy Radio Network**, award celebrating 100 reviews
- **Delta Gamma Fraternity's Oxford Award** for community service
- **Diamond Award for Achievement in the Arts**, sponsored by Glendale Ca's Arts and Culture Commission and the City of Glendale Library
- **Diamond Award for Achievement in the Arts**, sponsored by Glendale Ca's Arts and Culture Commission and the City of Glendale Library, winner
- **Franklin Christoph's Poetry Prize**, first prize of 3,000 entries
- **Glendale's Character and Ethics Committee**, recognition for work promoting tolerance
- **Global E-Book Award**, *The Frugal Book Promoter*, second edition, honorable mention
- **Global Ebook Award, bronze**, for *Imperfect Echoes*
- **Global Ebook Award**, honorable mention, for second edition of *The Frugal Editor*
- **Gold Medal Award**, *Frugal and Focused Tweeting*, Military Writers Society of America
- **Gover Prize**, "Dr. Pena's Lesson on Culture," finalist
- **Honorable Mention for Poetry**, *She Wore Emerald Then*, Military Writers Society of America
- **Indie Next Generation**, *The Frugal Book Promoter*, second edition, finalist
- **Irwin Award**, from Book Publicists of Southern California for best cost-effective publicity campaign
- **Long Story Short**, poem of the month
- **Masters Literary Award**, finalist
- **Military Writers Society of America**, *The Frugal Book Promoter*, second edition, silver award
- **Military Writers' Society of America Silver Award of Excellence**, *Blooming Red: Christmas Poems for the Rational*
- **Military Writers' Society of America Silver Award**, *Deeper Into the Pond* coauthored with Magdalena Ball
- **Mille Club**, honored by AmErica House, Baltimore, Md. for sales and promotion
- **MyShelf.com**, Ten Best Reads twice, once for *This Is the Place*, once for *Frugal Book Promoter*
- **New Millennium Literary Award**, semifinalist, 1400 entries, June
- **Next Generation Indie Book Award**, finalist, *The Frugal Editor*, how-to category
- **Next Generation Indie Book Award**, first place for marketing campaign
- **NUW's Award of Excellence**, editor, Kristie Leigh Maguire
- **Pasadena Weekly's** list of "Fourteen San Gabriel Valley's Women Who Make It Happen"
- **Preditors and Editors Readers Poll**, *This Is the Place* named Top 10 Novels for two years. *Harkening* named Top 10 Literary books, one year
- **Publishers and Writers of San Diego**, honorary member, 2007-2008
- **Reader Views Literary Award**, *The Frugal Editor*, publishing category
- **Readers' Award**, For *The Pedestal Magazine* for poem "Olvera Street"
- **Red Sky Press Award**, judged by Rose A. O. Kleidon, Prof. Emeritus English, Akron University
- **Reviewer's Choice Masterpiece**, selected by reviewer Lori Soard for WordMuseum.com
- **Reviewers' Choice Award**, *This Is the Place* named first place, Sime-Gen's mainstream category
- **Ruminate Magazine, William Van Dyke Short Story Contest**, "A True Big Bass Story" is about racial prejudice that very nearly goes unnoticed because it is so ubiquitous. One of 17 finalists among 345 entries.
- **Star Publish Top Selling Book**, *The Frugal Book Promoter* first edition, several years
- **The Compulsive Reader**, Ten Best Reads for *Tracings*
- **The Military Writers' Society of America**, Silver Award of Excellence for *Tracings*
- **The Next Generation Book Award**, finalist: *The Frugal Editor*, second edition for e-book
- **Top 10 Podcast** on AuthorAccess.com, two years
- **Top Ten Books** in Amazon's sales categories, *The Frugal Editor*
- **USA Book News Awards**, finalist, for *Imperfect Echoes*
- **USA Book News Awards**, *Sublime Planet*, A book of poetry Celebrating Earth Day and the Universe, finalist
- **USA Book News Best Books**, finalist, for *She Wore Emerald Then* and *A Retailer's Guide*
- **USA Book News Best Books**, winner, *The Frugal Book Promoter* in 2004 and *The Frugal Editor* in 2007
- **USA Book News Winner in Business/Writing category**, *The Frugal Book Promoter*, second edition

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- **USA Book News**, finalist, *Blooming Red: Christmas Poems for the Rational*
- **Women WritingOnLine Award**, honorable mention, first person essay "Life Begins at 60"
- **Writer Advice's Flash Memoir Contest**, finalist 2017. Here's How I Don't Cook (Unpublished)
- **Writer's Digest Magazine**, honorable mention poetry, *Imperfect Echoes*.
- **Zino.com**, award for outstanding article, "Taking a Dose of What's Good for You"

AWARDS FOR BLOGS

- **101 Book Blogs You Need to Read** from Online Universities.com for my TheNewBookReview blog
- **Blog of the Day**, SharingwithWriters.blogspot.com
- **Brilliant WeBlog Precio 2008**, SharingwithWriters.blogspot.com and TheNewBookReview.blogspot.com
- **Writers' Digest's 101 Best Websites**, SharingwithWriters.blogspot.com

AUTHOR-OF-THE-MONTH, FEATURED AUTHOR AND BOOK-OF-THE-MONT

- **Aspiring Authors**, Diana Redman, editor
- **Authors' Cove**, first featured writer of the month, Erika Michell, editor
- **MichelleDunn.com**, *Frugal Book Promoter* is her Writers' Resource Book-of-the-Month
- **My Shelf**, Brenda Weeaks, editor
- **Poems for You**, featured book of poetry; editor, Kristin Johnson
- **Queen Jaw Jaw**, featured author, Georgia Richardson, editor
- **Speechless The Magazine**, featured poet, poems from *Tracings*, editor Suzanne Lummis
- **Tomrbooks**, Calley Moore, editor
- **Tri-Studio**, first featured poet, editor Kathe Gogolewski
- **Word Thunder**, Sarah Mankowski, editor
- **Writing News**, honored *SharingwithWriters* newsletter. Editor, Belinda Hughes

"A collector of Milk Glass, I read chapter nine first, and could visualize the piece she so aptly describes. The rhythm of the chapter lulls the reader to a false sense of happiness in the description of the perfect piece of milk glass, the crescendo comes in the middle, and the end is a climatic punch. The author is a fine word painter." ~ Linda Mae Baldwin for WordRomance.ca

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Publications (Partial) or "A Writer's Almanac

PUBLICATIONS

- **A-pos-tro-phe**, poem "The Lecture: Incomplete Considerately Abridged"
- **Apollo's Lyre**, poem, "Deciphering Sound"
- **Barricade**, edited by John Newmark, "Upon Safety," "Illusion," and a "New Way to Think"
- **Coffee Press Journal**, poem, "The Fragile Art of Warfare"
- **Copperfield Review**, excerpt This Is the Place, summer, 2002; poem 2003
- **Cyclamen and Swords**, "Pausing for Poetry in an UNESCO's Ancient Village of Japan, Shirakagawa Gokayama"
- **Cyclamen and Swords**, poem, "The Romantic 40s." Johnmichael Simons, editor
- **Cyclamen and Swords**, poem, "The Vintage Corvette and Its Man"
- **Cyclamen and Swords**, poem, "Touching One Another"
- **Cyclamen and Swords**, poems "Spent" and "The Unexpected"
- **Cyclamen and Swords**, short story "Emperor's New Clothes"
- **Cyclamens and Swords**, "Looking forward", "Asthma", "Agonal," and "Realizing Expectations on My Own Postpartum Schedule"
- **Cyclamens and Swords**, poem, "This Grave at Ypres"
- **Dash**, poetry journal of the Creative Writing Club and Department of English, Comparative Literature and Linguistics at California State University, Fullerton. "Long Before They Closed Down the Napster"
- **Edifice Wrecked**, literary journal, poem
- **Fiction Flyer**, flash fiction, "Trying to Love Artemis"
- **Flash Fiction**, essay, "Remembering Joe" Incomplete and Considerately Abridged"
- **Life in the USA**, short story, "A Not-So-Stupid-Crook Story"
- **Long Range Literary Journal**, associated with Montana State University, short story "Grandfather Rock"
- **Long Story Short**, poems, "Bon Sai;" "Woman's Day;" "Shopping on Robertson;" "Children Today Don't Have Enough Leisure Time;" "Musing Over a New Calendar;" and "New Year." Short story, "A Not-So-Stupid-Crook Story"
- **Lunarosity**, poem, "Pleading for Sylvia"
- **Lunarosity**, short short story, "Artemis"
- **Manzanita Literary Journal**, associated with Calaveras Arts Council, poem, "Sacred Stories of the Sierras"
- **Mary**, Mt. St. Mary's College, literary journal
- **Mindprints**, Allan Hancock College, Santa Maria, CA., poem "Bon Sai"
- **Mochila Review**: poem "Big Screen Snack"
- **Montana, Writings from the River**. associated with Montana State University, poem "Clarion Call"
- **Muddy River Poetry Review**, poems, "Déjà Vu," "The Falkland's' Town Crier"
- **Muscadine Lines: A Southern Journal**, poem, "Dandelions in Autumn"
- **Niederngasse**, an international journal "Eavesdropping at the "Writers' Faire"
- **Pear Noir**, poetry journal, "Death by Ferris Wheel"
- **Penumbra, Calif. State Univ. Stanislaus**, literary journal, short story, "Helper"
- **Penwomanship**, poem, "Antigua's Hope"
- **Poetic Voices**, villanelle "Adaptation"
- **Poetry Magazine**, poetrymagazine.org, Poems "The Day America Died" and "déjà vu." Mass Incarceration issue.
- **Re)verb**, poem, "Faith in LA"
- **Riley Dog**: excerpt from a poem "The Lecture"
- **Romance Writers Report**, nonfiction, "Query Letter No-Nos"
- **Solo Novo 2011, Wall Scrawls** published by Solo Press, poem, "Inevitably Walls"
- **Sparks Magazine**, poem "Woman's Day"
- **Subtle Tea**, edited by D. Herrle. Poems, "Learning About Sex When All Else Fails" and "Another Day"
- **Subtle Tea**, poem "Woman's Day"
- **Sunspinner Magazine**, poem, "Olvera Street Tutorial"
- **The Banyan Review**: Short story, "Grandfather Rock"
- **The Beat** literary magazine, *Harkening* excerpt, "Neighbors"
- **The Feminist Journal**, poem "Woman's Day"
- **The Flagler Review (FLARE)**, "The Writing Woman"
- **The Journal of the Image Warehouse**, poems, "The Dangerous Lizard of Gabon," "Poetry Be Damned," and "Perfectly Flawed"
- **The Literary Mama**, short story, "Finding the Way"

Continued

Carolyn Howard-Johnson, PO Box 1402, La Canada-Flintridge 91011

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com

Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CCarolynsAmznProfile>

- **The Pedestal Magazine**, poem, "Olvera Street Tutorial"
- **Top 7 Business**, tip list, edited by Christopher M. Knight
- **Travelers' Tales**, excerpt, "Ever Heard of Terezin?"
- **Under the Roc**, poem, "Shelf-Life"
- **Voices Israel**, "Working at Love" and "Snapshots from Ocean Princess' Maiden Suez Voyage"
- **Voices Israel**, poem, "Sympathizing with Tantalus"
- **Yarrow Brook Review**, poem "Where I Am"

ANTHOLOGIES

- **Best New Writing 2013**, short story
- **Best New Writing 2014**, Gover Prize finalist
- **Best New Writing 2015**, Gover Prize finalist
- **Musings: Authors Do It Write!**, collection of essays from twelve international writers
- **On the Wings of Pink Angels**, edited by Dawn Colclasure
- **Poetry Mystique**, edited by Suzanne Lummis
- **Voices 2014**, "Wanting a Bit of the Tie-Dye Man" and "The Unexpected"
- **Voices of Israel**, Poetry: "Here and Then, Now and Then" edited by Dina Jehuda
- **Voices of Israel**, Poetry: "Today's Spider Woman" edited by Dina Jehuda
- **Wine, Cheese and Chocolate: A Taste of Literary Elegance**, poem "Big Screen Snack," published by Manzanita Press, edited by Monika Rose

COLUMNIST

- **MyShelf.com**
- **ApplosLyre.com**, online literary
- **Authors Almanac**
- **Book Review Café.com**
- **Home Décor Buyer**, print
- **Pasadena Star News**

- **Sell Writing Online.com**
- **SellWritingOnline.com**
- **The Salt Lake Tribune**
- **Writers' Journal**, print

CONTRIBUTOR

- **Cooking by the Book**, promotional e-book intended to feed readers' appetites for books as well as their tummies
- **Effort and Surrender** by Eric Dinyer, Published by Andrews McMeel, publishers; introduction Published by Andrews McMeel
- **Support Our Troops** by Eric Dinyer, introduction.

BOOK CLUBS

- **NUW's Selection**, *This Is the Place; Harkening*

PROFESSIONAL

- **Founder, Facilitator Critique Group**, Glendale Library System
- **G.A.P.**, publisher, advisory board
- **Maguire-Gisby Associates**, publicists, advisory board
- **Poets & Writers**, listed in Directory of American Poets and Fiction Writers
- **UCLA Extension Writers Program**, instructor
- **Yarrow Brook Literary Review**, editorial

OTHER

- **Glendale News-Press**, book, movie and theater reviews

RETAIL FREELANCE

- **CBC** advertising insert in trade magazines
- **Gift and Decorative Accessories**, trade magazine
- **Giftbeat**, print newsletter for retail trade
- **Home Décor Buyer**, trade magazine

CONSULTANT/EDITOR

Over 100 private clients for whom I have edited, critiqued, and advised. Both writing and book marketing

Carolyn Howard-Johnson

Website: <http://www.HowToDoItFrugally.com> **Blog:** <http://sharingwithwriters.blogspot.com>

E-mail: HoJoNews@aol.com **Phone:** 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

Section II

Making Life Easy for Editors, Producers, and Conference Directors

Suggestions for Carolyn's Seminars, Workshops, and Presentation Topics

Carolyn Howard-Johnson has nearly three decades experience planning and implementing trade show seminars. She has appeared on more than 300 radio and TV programs. She speaks on subjects aligned with poetry, fiction, nonfiction, tolerance and the marketing of books.

Elements of Poetry: In Your Fiction, In Your Nonfiction, In Your Headlines! How powerful poetry can be! Alliteration, imagery, and even rhyme! How do you break your prose lines?

Savvy Marketing for Authors: It's Never Too Late—or Early—to Hone Your Promotion Skills Because they don't face the realities of today's publishing world well before their books are released, even authors with superbly written books and prestigious publishers may find themselves facing unpleasant marketing surprises. This seminar helps writers, including writers of literary fiction and poetry, brand themselves rather than "sell books." Carolyn Howard-Johnson shares her experience as a former public relations professional and as the primary promoter of her own books in several genres. You'll construct the marketing framework for your own book's success. This plan can help you land an agent and publisher and may be used later by you—the author—your publisher, or the PR professional you hire to coax an editor or producer to give you free exposure. Even seasoned authors will learn practical approaches to book promotion they never knew existed.

Bring the Dead Back to Life Using Your Genealogy and New Publishing Technology Now you've done the research, what next? Carolyn gives ten quick and easy ways that anyone can turn family history into bedtime reading for kids from 1 to 100.

Fighting Cultural Division with a Pen The most recent census made "cultural division" the newest buzzword. Carolyn talks about her life's passion, fighting subtle prejudice before it explodes into news-making destruction.

Danger Ahead: Losing Women's Rights in the New Millennium California voted to rescind their affirmative action statutes. US foreign aid was withdrawn from countries that offer family planning services to their underprivileged. Recent studies show that the gap between salaries for men and women has improved little since the 50s. Carolyn reminisces about what it was like to nurture a career against political and cultural odds and how she fought it. She shares her concern that women under thirty may forget women's history and let their new rights disintegrate.

What You Always Wanted to Ask about Mormons But Were Afraid to Ask There is widespread misunderstanding about Mormons and the state of Utah because people hesitate to ask. Carolyn lovingly shares questions she has been asked about her home state and takes questions from the audience.

Polishing A Novel Involves More than Removing the Blemishes Carolyn shares nifty little tricks of the trade for tweaking a novel that come from articles she has written like "How to Make Leaden Adverbs into Metaphorical Gold" for SPAN's national newsletter and her multi award-winning book now in its second edition, *The Frugal Editor*.

Use Your Writing Skills to get Free Publicity Carolyn was a publicist for Eleanor Lambert Agency in New York and did publicity for her own retail chain of stores. She is the author of *The Frugal Book Promoter* and has written articles on publicity for *Home Décor Buyer* and others. She'll share secrets about how authors can use their own writing to garner publicity.

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Toward Writing Poetry Editors Will Want to Publish: 10 Tips that Work Many writers are intrigued by poetry but never learn the secrets for making it work for them.

Jump-start Your Credibility: Publish a Book! Entrepreneurs and professionals are finding it harder to get the exposure they need to grow their businesses. Ta Da!! Enter the world of publishing. It is easier and more important than ever before to use the prestige that accompanies being an author as an entree to *free* print space and air time. Carolyn Howard-Johnson will convince you that you must publish, put you on the road to making intelligent choices for your book, and help you assure its success and that of your practice/business with new approaches to *frugal* promotion.

Put Your Best Book Forward: On-Your-Own Editing to Impress Gatekeepers Carolyn shares tips for editing all the documents a writer must do on their own and quickly—when they have no time or money for professional editors.

Workshops and dramatic readings are also available.

Thanks so much for all the information you shared at the Oklahoma Writers Federation conference, in your “Frugal” books, on your website (<http://www.howtodoitfrugally.com>), your Facebook page, in your SharingwithWriters blog, in your Tweets and in your “Sharing with Writers” newsletters. I have shuffled papers and been a professional writer more years than I care to say, and teach workshops on writing and researching. I recommend your resources to my students and writing friends, and when they compliment me on some marketing technique, I tell them “I learned most of what I know about marketing from Carolyn Howard-Johnson.” ~ Carolyn Leonard, writing professional (CarolynBLeonard.com).

“I've been trying to get Carolyn Howard-Johnson to speak in Ventura County since 2009. Her book, ***The Frugal Book Promoter***, was one of the first I bought. It helped me understand the new world of publishing back in 2007 when I had a novel ready to go. She's updated her book, written others and is a generous source of information. You will walk away with IDEAS!” ~ Kathleen Kaiser Sexton, IWOSC and SPAWN

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Unsolicited Praise for Carolyn's Seminars, Workshops

"Carolyn is the embodiment of enthusiasm and creative energy! A lyrical and sensitive poet, who is regarded highly by her peers, she also researches and writes on book promotion and marketing, generously sharing her gleaned wisdom with others through her award-winning books, newsletter, and blog. Her material is always up to the minute, not to be missed. I highly recommend Carolyn's creative and nonfiction output." ~ J. R. McRae, award-winning Australian poet

"Yours was simply the most informative workshop I've ever been to. And your book is going to be, as Gordon Kirkland promised, tattered in short order."
~ Jennifer Brown, attendee at Dayton University's Erma Bombeck Writers' Workshop

"You provided step-by-step information that I can use right away to advance my career. Your workshop was AWESOME!"
~ Dorothea Helms, The Writing Fairy and attendee Erma Bombeck Writers' Workshop

"It was a delight to attend your workshop at the Erma Bombeck Conference this past weekend. I'm just about to launch my website and e-newsletter, so your branding information came just in the nick of time. I'll be making some changes to my site with the information you shared."
~ Karen Bryant, author of *Journeys: 50,000 Miles of Wise Women*

"You are what I describe as an energy-giver. So many people today are energy-drainers."
~ Dorothea Helms, Dayton University workshop attendee

For more information and endorsements for Carolyn's speaking [request her general media kit](#) or download it from the [media page at howtodoitfrugally.com](#).

"You made a potentially mind-boggling subject very accessible You can tell by the audience reaction that your contribution to the evening really hit home".
~ Gary Young, President, Publishers Association of Los Angeles (www.pa-la.org)

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Fellow Experts List

On the Subject of Utah and Tolerance

- Jim Ure, author of *Leaving the Fold*
- Natalie Collins, author of *Wives and Sisters* (St. Martin's Press)
- Janet Lee Jenkins, author of *Don't You Marry the Mormon Boys*

On the Subject of Promotion

- Jenna Glatzer, author of *Make a Real Living as a Freelance Writer* (Writer's Digest) and other books on writing and promotion
- Bruce Holland Rogers (Invisible Cities Press), author of *Word Works*,

I also worked with marketers Joan Stewart, Penny Sansevieri, Shelly Hitz, Judith Briles and others.

On the Subject of Publishing

These authors were a perfect mix on a panel that explored different publishing choices at the Call to Arts Expo moderated by Carolyn Howard-Johnson.

- Leora G. Krygier, author of *When She Sleeps* (Toby Press), a traditional press that uses print-on-demand technology.
- Robert Stone, nonfiction author, small traditional press
- Alexis Powers, self-published nonfiction author
- Carolyn Howard-Johnson, author who has published just about every way possible—traditionally, digitally, subsidy, and e-books

On the Subject of Poetry

- Kristin Johnson, poetry advocate
- Kim McMillon, poetry radio show host
- Suzanne Lummis, multi award-winning poet and instructor for UCLA Extension Writers' Program
- Lois P. Jones, poet and KPFK Radio Host

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Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

Sample Review of Harkening

Permission granted by Rolf Gompertz to print this review at no charge. The reviewer requests that the article may be edited for length and be credited in full.

HARKENING: A Collection of Stories Remembered By Carolyn Howard-Johnson

**Reviewed by Rolf Gompertz
Author of *Abraham, The Dreamer/
An Erotic and Sacred Love Story* and retired NBC executive**

What is *harkening*? According to the dictionary, harkening means: to listen attentively; to give heed.

It is what Carolyn Howard-Johnson has done. She has harkened to the experiences of her life. She has harkened to the individuals who have peopled her life. She has harkened to her heart, mind, soul—her inner voice. And she wants us to harken, so that through her stories, we may recognize their truth and find our truth in our own stories.

Howard-Johnson has written a most extraordinary book. "HARKENING: A Collection of Stories Remembered" is neither fact nor fiction, but reality, HER reality.

"This book," she explains in her Introduction, "is made from my own memories and the harkenings of others. I liken the process of recording them to a child who listens to adult conversation with nuances that she doesn't quite understand; she must fill out the meaning with her own experiences."

The author asks, "Isn't a writer's truth more truthful than fact?" She calls her stories, "creative nonfiction."

Her stories resonate within our own hearts with their truth. They speak to us, even before we read them, by their titles alone: Legacy, Mama's Depression, The Message, Child's Play, Neighbors, Summerville, The Music Lesson, What Isn't Lavender, Milk Glass, Portrait of Sisters, Remembering Winter, Gunnison, Through a Window, Grandmother's Slip, Ski School, House of Neglect, A Different Generation.

Like each one of us, Howard-Johnson wants to know how she came to be who she is. She looks to past and present relationships with various family members, going back generations; to encounters with friends and strangers; to moments with her husband, children and grandchildren.

The author travels back and forth in time and place - to Utah where she was born and raised, to the

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Los Angeles area, where she lives now, and to other places that have figured in her life.

Though connected, each story also stands alone. In each case, Howard-Johnson goes in search of the truth that lies at the heart of some person, some encounter, some experience. She uncovers layer upon layer and plummets secrets, until she arrives at some precious gem of truth.

Howard-Johnson is a remarkable writer and a fine storyteller. Her stories are as simple as her language - deceptively simple. Every word has been carefully chosen and every story is a polished gem. Some books can be scanned, others can be devoured. "Harkening" should be read word for word, sentence by sentence, paragraph by paragraph, chapter by chapter. It should be read leisurely. To do so is to rediscover the all but forgotten pleasure of reading.

Howard-Johnson writes with eloquent journalistic clarity, economy and simplicity. She knows how to capture the essence of things in a few telling sentences:

'LEGACY':

"I must write this story because Mom-Bertie expects it of me. It is not really my story. It is not really my mother's either. It is her mother's story. And her mother before that. In a way, it belongs to us all, though it may not even be entirely fact."

'THE MESSAGE': "I learned about life and death in another time, another place. I remember it almost as vividly as if it were yesterday."

'PORTRAIT OF SISTERS': "A generation is the great divide. There was almost twenty years between Bertie and Trisha. Bertie was married and gone from the house soon after the younger sister was born. So when Trisha found a Kraft-colored box while helping the older one clean out closets, it was an opportunity for closing the gap."

'REMEMBERING WINTER': "Winters in Utah can be bitter."

'GUNNISON': The Main Street of Gunnison is Highway 89. It is still marked "Main Street" on the street signs and "Highway 89" on the map but it is really no longer a main street and certainly no longer a highway."

'A DIFFERENT GENERATION': "I once said that I never wanted to live my mother's life. Yet somehow I keep trying to do just that."

Howard-Johnson has an uncanny eye and ear for tell-tale facts, definitive feelings and penetrating remarks. Like an artist, selecting the right color, she finds the fitting word, the

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striking image, the memorable phrase:

'CHILD'S PLAY': "The mountain dominated the view from my window. In the winter, I would peek out through the panes crusted with sparkling white geometry against a sky the color of newsreel battleships."

'THE MUSIC LESSON': "The road to grandma's house wound like unspooled thread along the base of Mount Olympus. It followed the feminine contours of the foothills, jumped a creek when necessary, ran a route that traced the boundaries of old farms and homesteads."

'REMEMBERING WINTER': "The shirred wind sharpened my reaction, left my eyes bare to forgotten memories...
"The children in the schoolyard looked like children from a remote decade. No color. A black and white film. The wind blew their voices away from me."

'THROUGH A WINDOW': "Thoughts move about, like the breeze in the room."

'SKI SCHOOL': "Her eyes were both filmy and bright like star sapphires. They looked as if they knew more now than when they could see. Her body was like a snap bean, all the seeds and organs of life evident under the skin."

What is most extraordinary about "HARKENING: A Collection of Stories Remembered" is that the author shows us that the seemingly ordinary moments and events of our lives are anything but ordinary. She shows us that they contain kernels of deep meaning and profound truth -- if we allow them to speak to us, and if we will harken with courage, honesty and love.

"HARKENING: A Collection of Stories Remembered," by Carolyn Howard-Johnson, is a profoundly meaningful and enjoyable book written by a skilled, honest, extraordinary writer and storyteller.

MORE ABOUT THE REVIEWER

Rolf Gompertz is the author of eight books, including, "Abraham, The Dreamer/An Erotic and Sacred Love Story," a provocative, biblical novel about Abraham, his wife, Sarah, and "the other woman," Hagar.

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Sample Review of *Imperfect Echoes*

Permission granted by Elizabeth Kirschner to print this review at no charge. The reviewer requests that the article not be abridged and be credited in full.

Imperfect Echoes:

Subtitle: Writing Truth and Justice with Capital Letters, lie and oppression with Small

By Carolyn Howard-Johnson

Award from USA Book News

Available on [Amazon as e-book or paper](#)

Genre: Poetry

ISBN: 9781515232490

Reviewed by award-winning poet and memoirist Elizabeth Kirschner

Carolyn Howard's poems in *Imperfect Echoes* do articulate justice to the cleanly planed sentence carried across multiple lines. Incorrect to assume such sentences are reductive or simple. Unadorned sentences are an art, as in this one from Howard-Johnson's poem, "Television for Children in the Seventies," "she knows/Kermit as well as her Mother Goose/but mostly remembers/ body bags coming home."

A self-proclaimed literary activist, Howard-Johnson wants the slipperiness of history, its tendency to drift into the haze of forgetfulness, to regain traction and agency, to have gravitas as a loci for instruction and an insistence for change. Here's another telescopic line from "Nightmare," which begins with an apocalyptic dream wherein "Wasps sense/the smell of horror, napalm," and ends with the deftly ironic sentence, "now my grandson's computer/skull logo on the snap-top//arrives by Fed-Ex wearing a skin of Iraqi dust."

Carolyn Howard-Johnson is most effective when her decisively chosen un-grandiloquent diction is subtle with historical reference, particularly when it comes to the unenviable march of war after war, wars witnessed in her lifetime, as in the poem, "Perfectly Flawed," "I settle into my uncle's arms, he on his way to pilot B42's./Something about the Blitz, something I guess/must be related to lightning, to the undersides/of clouds tinged with fire."

Another poem, "Drumbeat," creates a staccato-rhythmic list by naming wars since the 20th century and ends by turning a question into a statement, which is one of poetry's finer devices: "I with no idea/if remembering makes/things better or worse." It mimics the way it is impossible to know what makes a sick infant feel better or worse. Possibly, Howard-Johnson is positing that our country is that sick infant.

Howard-Johnson doesn't solely address war, but allows herself to range from her native Utah to art and Background Singers as well as travel and mythology. If, as according to Williams, there is "no news but in poetry, then surely readers will find such news in *Imperfect Echoes*."

ABOUT THE REVIEWER

Elizabeth Kirschner is a North Street Book Prize award-winning author of *Waking the Bones*, a memoir. Learn more about her at www.elizabethkirschner.com.

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Tip Sheet

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Perfecting Your Poetry: 12 Tips for Beginners

By Carolyn Howard-Johnson

1. Try free verse (no intentional rhyming).
2. Write dense, poetic prose, then divide it into lines—or not. If you don't divide your copy into lines, you'll have a prose poem.
3. Break lines after important words, words those in the tech industry have come to call keywords. If you scan down the last words in each line of a poem, you should have a good sense of what the poem is about.
4. Eliminate as many adjectives and adverbs as you can and strengthen your verbs. Your poem will be more powerful.
5. Eliminate as many of the clutter words as you can. Articles, conjunctions, even prepositions.
6. Try making different pictures on the page with the words. Your poem can be in triplets, couplets, indented unusually, even be set up in shapes. Make the design fit with the subject of your poem.
7. Avoid long, Latinate words.
8. Use images rather than explaining or telling.
9. Know metaphors, similes, assonance, and alliteration. Play with them. Their tone and subject matter should fit easily into your theme.
10. If you want to rhyme, use uncommon ones. No "moons" and "Junes."
11. Read and write poetry even if you don't think you want to. You may be surprised at how much you like it. It's changed a lot since your high school English Lit days.
12. Buy and read a poetry book or chapbook at least once a year. It's a way to support the arts and your learning curve!

Find Carolyn on Facebook at www.Facebook.com/carolynhowardjohnson

Tweet with Carolyn at www.Twitter.com/FrugalBookPromo

Link on LinkedIn at www.linkedin.com/in/carolynhowardjohnson

Play with Carolyn on Pinterest at www.Pinterest.com/chowardjohnson

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First Person Essay

Permission is given to print this essay in its entirety, including byline and tagline. No charge will be incurred by the publisher, though notification and a permalink are appreciated. Shorter versions of this essay are available. Some versions focused on cancer recovery and other topics are also available. Contact the author at HoJoNews@aol.com

Beating Time at Its Own Game

Life Begins at 60

By Carolyn Howard-Johnson

Sometimes the big barriers in life aren't abject poverty, dreaded disease, or death. Sometimes it's the subtle ones set upon us by time and place. The ones that can't be seen and can't be acknowledged because we don't know they are there. They creep up silently on padded feet and, if we sense them at all, we choose not to turn and face them.

The decade of the 50s was a time when these kinds of barriers faced those with dark skin, those who lived in closed religious communities, and those who were female.

When I applied for a job as a writer at Hearst Corporation in New York in 1961, I was required to take a typing test. I was piqued because I wasn't applying for the typing pool; I was applying for a post as an editorial assistant.

I was told, "No typing test, no interview." I took the test and was offered a job in the ranks of those who could whip out seventy-words-a-minute. I had to insist upon the interview I had been promised. I was only twenty and had no real skills in assertiveness. Today I am amazed I had the wherewithal to do that.

The essentials of this anecdote lie in the fact that I was upset for the wrong reasons. My irritation was a reflection of hubris. However, that pride was probably what goaded me into speaking up; pride is not always a bad thing to have.

It never occurred to me that this requirement was one that applied only to women, much less that I should be angry for the sake of my entire gender. Prejudice is sometimes like traveling on well-worn treads; you have no idea you're in danger. It also feeds on the ignorance of its victims who benignly accept their lot because they know no better.

Something similar was at work when I married and had children. I happily took a new direction to accommodate my husband's career and the life the winds of the times presented to me. I left my writing with hardly a backward look. Back then, in the days before women had been made aware, the possibilities were not an open book to be denied or accepted. I just did what was expected by my culture.

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E-mail: HoJoNews@aol.com **Phone:** 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

Things are so much better now. I don't think women younger than their mid-fifties have any idea or how ignorant most women were to their own possibilities. That there was a time when we didn't know we had choices is not fiction. Most women were full time mothers and often didn't drive or have their own transportation.

I had always wanted to sit in a forest or an office or a newsroom with a pencil in hand. I dreamed writing, lived writing, and loved writing. I wanted to write the next *Gone with the Wind*, only about Utah instead of the South. I had a plan that was, itself, gone with the wind.

It was the 1950s and women in that time, and especially in that place, had no notion of who they should be, could be. It was difficult to think independently; most everyone around them had difficulty seeing the difference between society's expectations and their own.

"You can't be a nurse," my mother said, "Your ankles aren't sturdy enough." I also was told I couldn't be a doctor because that wasn't a woman's vocation.

"Be a teacher because you can be home the same hours as your children."

"Learn to type because every woman should be able to make a living somehow if her husband dies."

Writing was not a consideration. It didn't fit any of the requirements for women or for making a solid living. So when I gave it up, it didn't feel like I was giving up much.

When I began to put myself through college I took the sound advice and studied education so I'd have a profession. I made 75 cents an hour (this was, after all, the 50s!) working as a staff writer at *The Salt Lake Tribune*. That I was making a living writing didn't occur to me. I met a handsome young man and we were married. His career took precedence; that was simply how it was done. Then there were two children, carefully planned, because I had seen many women in my home state bear children beyond what they could afford and their bodies could withstand. I was learning. By the 70s we both yearned for a career with autonomy, one where we could spend time with our children and be in command of our own lives.

My dream was a victim of the status quo. It never occurred to me to just strike out in my own direction when my husband and children needed me. The pain was there. I just didn't recognize it so I could hardly address it and fix it.

My husband and I built a business. We raised a lawyer and a sociologist, grew in joy with grandchildren, lived through floods and moves, enjoyed travel. For forty years I didn't write and, during that time, there were changes. Women had more choices and they had become more aware. The equipment—the gears and pulleys—were in place for a different view on life. In midlife I became aware of an empty hole where my children had been but also that the hole was more vast than the space vacated by them. I knew I not only would be able to write, I would *need* to write.

Carolyn Howard-Johnson

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E-mail: HoJoNews@aol.com **Phone:** 818-790-0502

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Then I learned that, if those who live until they are fifty in these times may very likely see their hundredth year. That meant that I might have another entire lifetime before me—plenty of time to do whatever I wanted. Women in their 50s might have more time for their second life than they did for the first because they won't have to spend the first twenty years preparing for adulthood.

One day I sat down and began to write the "Great Utah Novel." I thought it would be a lot easier than it was. I had majored in English Literature. Writing a novel should be pretty much second nature.

It wasn't long before I realized it wasn't as easy as writing the news stories or the media releases I had written as a young woman. There were certain skills I didn't have. It was a discouraging time. I might not have to learn speech and motor skills and the ABCs, but there sure was a lot I didn't know about fiction.

After writing about 400 pages (easily a year's work), I knew something major was wrong.

I took classes at UCLA in writing. I attended writers' conferences. I read up on marketing. I updated computer skills that had been honed in the days of the Apple II. And all the while I wrote and revised and listened and revised again. *This Is the Place* finally emerged.

It is about a young woman, Skylar Eccles, who is a half-breed. In Utah where she was born and raised, that meant she was half Mormon and half any other religion. Skylar considers marrying a Mormon man in spite of her own internal longing for a career. By confronting her own history—several generations of women who entered into mixed marriages—and by experiencing a series of devastating events, she comes to see she must make her own way in the world, follow her own true north.

Much of what I wrote about is my own story. If my novel were a tapestry, the warp would be real but the woof would be the stuff of imagination—real fiction.

I think I bring a unique vision to my work. Utah has a beauty and wonder of its own. The Mormons are a mystery to many. I tell a story about Utah in the 50s that could only be told by someone who lived in that time and place and who was a part of the two cultures—the Mormon and non-Mormon—that make it whole.

I am proud that I did it. I'm glad that I waited until I was sixty. Forty years brought insight to the story in terms of the obstacles that women faced in those days...and how little things have changed.

I also like being proof that a new life can start late—or that it is never too late to revive a dream.

Carolyn Howard-Johnson is the award-winning author of *This is the Place, Harkening: A Collection of Stories Remembered*, and *Tracings*, a chapbook of poetry and several other chapbooks with Magdalena Ball. She is also the author of the multi award-winning *HowToDoItFrugally* series of books for writers and retailers. Learn more about her at www.howtodoitfrugally.com.

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Sample Interview: Poetry

Permission is granted by Robyn Chausse to reprint this interview at no charge.
Please use the byline and tagline.

Museiddity Interview with Carolyn Howard-Johnson and Magdalena Ball

Interview by Robyn Chausse

Robyn: I'm interested to hear about what place poetry holds in your life. How has writing poetry influenced your life, your outlook on life, or your sense of self?

Carolyn: I love poetry. It's everywhere in my life. On signs I pass when I'm driving. On scraps of paper floating around my desk. It shows up in my fiction and—yes!—sometimes even in my nonfiction.

Magdalena: I've been writing (and reading) poetry for as long as I've been reading, so it has been a key part of how I look at the world, how I view myself and how I communicate with others. I try, wherever possible, to look at my own life and the world in which I live in a poetic way—that means the use of symbolism, metaphor, and trying to keep my perspective fresh and novel. I think I'm definitely a poet first as a writer, and that my fiction will grow, sometimes painfully, around my poetry.

Robyn: You are both strong, successful, award-winning writers on your own. How did you come about collaborating on the Celebration Series?

Carolyn: I'd like to speak to this one because it will save Magdalena from bragging about her own site. My first chapbook of poetry was published by Finishing Line Press and I requested a review of it from Magdalena's highly respected book review site The Compulsive Reader (<http://CompulsiveReader.com/html>). I was grateful that she said yes and I did my usual thank yous (part of any great marketing campaign—maybe even more important for poets!) and then more or less forgot about it. There is always so much to do! Then my poetry chapbook *Tracings* (<http://bit.ly/CarolynsTracings>) was listed on **The Compulsive Reader's 10 Best Reads List** for the year. That set my little marketing brain to work. I realized I needed to know a whole lot more about this talented writer and business woman who lived a hemisphere away from me. Her name is Magdalena Ball and, I'm proud to say, we now have coauthored five chapbooks and one full book of poetry together.

This question also gives me the opportunity to say that, though many caution against the pitfalls of coauthoring (and I tend to agree!), I found the perfect partner in Magdalena. Our literary tastes are very similar, but our poetry is different enough to offer a reader variety. But mostly, she is an angel to work with.

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Magdalena: I've been migrating [The Compulsive Reader](#) to a new platform and have had to hand set up each review, so I was reminded of the first review I did for Carolyn, otherwise I might not have even remembered how we met. It felt like serendipity. Somehow we've always managed to support one another, promoting in concurrent, effective ways, and critiquing each other's work. Working together has had so many benefits, not least of which has been egging each other on to finish our projects (mostly Carolyn egging me on!).

Robyn: In an attempt to describe your poetry I find myself using the words "intelligent" and "thought provoking." How would you describe your poetry?

Carolyn: Absolutely. "Intelligent" and "Thought-provoking." May I use that quote in my media kit? LOL. Magdalena?

Magdalena: Who am I to argue? Of course we're always aiming towards provoking thought, but maybe more than that too. In "Man Carrying Thing", Wallace Stevens said "The poem must resist the intelligence / Almost successfully." I like this idea of the poem and the reader working in sync with each reading towards a new shared sense of meaning, of perspective, of connection. That sense of the poem's individual performance each time it's read is something that excites me.

Robyn: Your most recent collaborative work is *Sublime Planet*. You mentioned that the proceeds go to World Wildlife Fund; can you share more on that?

Carolyn: We wrote this book to celebrate Earth Day. We already had books celebrating everything from Valentine's to Christmas but celebrating Earth Day seems like a commitment to something larger. We thought about it for a bit and decided that we wanted an organization that most readers would feel comfortable supporting—indeed that they would want to help support. But we also wanted something that would have worldwide appeal because the authors (that would be Magdalena and me) came from such different parts of the world. Our diversity is part of what makes this book on Earth and the Universe so special.

Magdalena: We decided, right from the start of this book, that we would find an ecological charity and donate our profits. Initially we thought it might be a proportion, but poetry isn't known for being super-lucrative, so in the end we decided to donate 100%. I suspect it may end up being more like 150%, but either way, the idea of using our writing to actually help a real live ecological charity, and WWF was a global one that we both felt good about, was something that felt absolutely right.

Robyn: Below are a couple of my favorite poems from this collection. Perhaps you would like to set these up for us.

Carolyn: "The Man I Love and The Writing Spider" seems to be a favorite of many, Robyn. I love your choices and am pleased you want to include them.

Carolyn Howard-Johnson

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***The Immeasurable Sea
and the Boundless Earth***

By Magdalena Ball ©

A knife's edge boundary
you can't cross
no matter how loud
your song pressing
boundless earth.

.

It isn't really the bountiful, beautiful
Earth you want
not the ocean rich
with mysterious kelp
you'd like to cross.

There's nothing you'll find
in your ragged quest
for life
digging dirty fingernails
against pica hunger.

Nothing there
in the uncharted horizon
your life spent mapping
dizzy with knowledge
and misunderstanding

you don't already know.

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Transparent Love Song

By Carolyn Howard-Johnson ©

The amazing glass frog shows her eggs,
innards, and what she had to eat
that day to fellow Venezuelans
and anyone else who cares to look.

The barreleye fish her brains
to those who swim in deep dark
waters to find her. Down in Antarctica's
ocean depths the crocodile icefish

has an oyster-white heart—not red—
a secret she does not mind sharing
with passersby. Somewhere in a valley
of a deepsea mountain range lives Phronima

whose invisibility protects her from diners
with a taste for the exotic, but not from
scientists
who found her anyway, and out Hawaii
way a transparent larval shrimp hooks

a symbiotic ride
with a see-through jellyfish. The glass
squid lives down under, invisible
to passing whales and goblin sharks,

and—when that doesn't work—rolls
herself into a ball hedgehog style.
A laboratory-designed zebra fish
willing to let scientists watch her cancers

grow, the glasswing butterfly reveals
only flowers beneath her wings. You, my dear,
the one who lives in my own domain
opaque

because, as they say,
Men are from Mars.

The Celebration Series by Magdalena Ball and Carolyn Howard-Johnson offers both greeting card alternatives (at a greeting card price) and gift alternatives for holidays—using poetry. Carolyn says, “We think of it as a way to popularize (even commercialize!) real poetry as opposed to verse.”

The titles included in the series are:

[Cherished Pulse: Unconventional Love Poetry](#)

[She Wore Emerald Then: Reflections on Motherhood](#)

[Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions](#)

[Deeper into the Pond: a Celebration of Femininity](#)

[Blooming Red: Christmas Poetry for the Rational](#)

[Sublime Planet: Celebrating the Universe](#)

All are available as paperback and e-books.

Note: All the poems in this media kit may be reprinted. The authors ask that they be attributed to the respective authors, preferably with links to Web pages or online bookstores. Headshots and bookcover images of each book are available from the authors (HoJoNews@aol.com or MaggieBall@bigpond.net) or at http://howtodoitfrugally.com/poetry_books.htm.

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Sample Interview: General

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On Karma, PR, Frugality, and Other Matters

Interview by Kristin J. Johnson for MyShelf.com

Kristin: Congratulations on your many books, Carolyn, but especially your how-to books for writers. With all the book promotion how-tos out there, this stands out, probably because you have publicized so many of the genres you write in (everything from poetry to how-to books for writers.) How did you get the idea for that series?

Carolyn: In [The Frugal Book Promoter](#), I advise writers to recycle. This book is an example of that concept. I looked at my computer—at all the articles I had written on promotion for trade magazines, for websites and for the *SPAN Connection* (the newsletter for the Small Publishers Association of America)—and thought, darn! I almost have a book there!

I didn't do anything about it right away but then I kept seeing how fellow authors struggle with the concepts of publicity—in fact with the idea that they have to do their own promotions at all! So I put my novel aside and did it. It was a labor of sharing and love, really.

Kristin: You're a well-respected columnist on literary trends, such as the Noble Prize for Literature. What do you think of the publishing market today?

Carolyn: I think it is a tough business. But every business is tougher than it was three decades ago. Business models are different and there is more competition. Having said that, I am a perennial optimist and writers who are motivated, persistent, and do what is necessary to keep whittling at the fine craft of writing and the exciting process of promoting their work will succeed.

Kristin: Why did you choose Star Publish for *The Frugal Book Promoter*?

Carolyn: Kristin, your book is a memoir and my first two are also creative works. I believe traditional publishing suits creative prose better than others. The media views traditional publishing with an unjaded eye and tends to lump anything published another way as amateurish. I don't condone those attitudes and they are slowly changing, but I know that they are realities that authors must deal with. AmErica House juries its books and pays an advance to its authors. It is not subsidy or self-publishing and I think my books (and yours!) got a better start in life because of that.

The Frugal Book Promoter is a different bag altogether. It is nonfiction. It is a how-to. Authors of these kinds of books can make more gross profit on each book sold—much more—if they choose a less traditional route. I also needed to release it before my fall classes at UCLA started. I wanted my students to have access to it. Later, when I knew much more about formatting, cover design and other aspects of publishing, I chose to do it all myself. For the control. For the additional profits, frankly.

Kristin: *This Is the Place* and *Harkening*—which are both excellent—got some ingenious press thanks to your columns, reviewing, and the Olympics in Salt Lake

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City. I understand that because of the books' portrayal of the Mormon Church, they are unofficially banned in Utah. Talk more about that.

Carolyn: Some people would disagree with my assessment because, certainly, many people in Utah have read both books. But I mailed a huge number of those copies into the state myself. At first my books were stocked at Walden's Books but disappeared from the shelves very quickly. When my friends and relatives tried to order them, they were told that they were "out of print." At the state's huge Deseret Book store chain (owned by the Mormon Church), they were kindly told they couldn't be ordered at all. Then people started calling me with orders of six and twelve for themselves, relatives, and friends. I don't sell my own books. They are listed with Ingram, Baker and Taylor and other distributors. But I started buying some myself and sending them on. I also started referring everyone to Amazon.com who, apparently, have a better notion of the importance of freedom of the press than many others. I may be paranoid, but what would you think?

By the way, I don't think either book is controversial. I paint a reasonable picture of subtle prejudices in the entire community. I'm sort of an equal-opportunity finger pointer! After all, none of us is entirely free from prejudice no matter how hard we work at it.

Kristin: Controversy does sell! How did you get around the Mormon Church?

Carolyn: Actually it was more about how I got around negative publicity among the righteous. You know how I feel about promotion! I got busy and found interviews on more than 300 radio and TV stations. Syndicated. Cable. Network. You name it. Word got out. *This Is the Place* was given the Mille Club award by my publisher. That is an honor awarded for sales and marketing.

Kristin: I understand that you're working on a new novel. Have you begun marketing already? What's the status of the novel?

Carolyn: Its working title is *This Land Divided*. I have been sleeping on it for a while because the *Frugal* series has taken up so much time. It is being represented by Terrie Wolf of AKA Literary along with a memoir, *Here's How I Don't Cook*.

Kristin: What advice do you have beyond the treasure trove in *The Frugal Book Promoter*?

Carolyn: Funny you should ask. I sent my fellow writers a note only this week because I found a tip in Joan Stewart's *The Publicity Hound* that negated the current idea that newsletters are passé. I included it in the second edition of *The Frugal Book Promoter*. It seemed that using my rather unofficial, casual newsletter, *Sharing with Writers*, was the second best way to do it.

The reason I'm so intense about sharing this information is that my writing friends are always cautious about overkill when it comes to promotion. This little treasure came from Publicist Jill Lublin and here it is:

"When following up (to a release or query), remember The Rule of Seven. That means you should follow up seven times, using a combination of phone calls and emails (and fax), before you stop contacting journalists."

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You can sign up for Joan's newsletter at the Publicity Hound site, <http://publicityhound.com>. If you'd like to get my little . . .OK, I-o-o-ng. . . newsletter to get lots of resources and tips, send an e-mail to HoJoNews@aol.com. Be sure to put Subscribe in the subject line.

Kristin: Describe some of your more memorable publicity moments. Joyce Spizer once described riding in a police squad car to an author appearance.

Carolyn: I think my most memorable is more nostalgic than sensational and it involves you. It was when I was interviewed on ABC TV by Peter Kulevich. I had just met you and we sat at the bar at The Chart House in Palm Springs with my sweet Mormon friend from Utah (maybe the first time she had ever sat at a bar!) because that was the only place we could find a TV set and eat, too! We got acquainted and watched the little screen up in a corner of the bar. Waiting. Waiting. For the 6 p.m. news. I remember how hard it was to get the bartender to switch the station from a sports station to something as mundane as the nightly news so I could watch myself on TV. And how surprised he seemed when we ordered three Perriers!

Kristin: You are also a gifted poet whose poems, "Olvera Street," for one, have been widely published. Talk more about that.

Carolyn: I simply ache to write poetry. Metaphor and symbols seem to permeate my life. At first I applied them to prose but when I realized how important they were to my soul, lots of my writing went in that direction. It took on a life of its own, though you don't have to worry. Most often it isn't noticeable. I hope to have another book of poetry out soon. It may include all of my published poems and it is sure to showcase how important acceptance is for humankind's happiness—and survival. Again, it is a matter of sharing.

Kristin: I'd be remiss if I didn't mention Yarrow Brook Press and MyShelf.com, two sources that you have an ongoing relationship with. Talk more about the importance of relationships.

Carolyn: Ahhh! One of the major themes in *Frugal!* It's all about Karma. A book on promotion may seem an odd place to find such information. If we offer service to others, the love cycles back to us. The subject of public relations is widely misunderstood. Put the emphasis on "relations" and we begin to see how our lives—both external and internal—can benefit.

Kristin: Carolyn, thank you so much.

Carolyn: Thank *you*, Kristin. One of the blessings of writing is finding and nurturing friendships like yours.

Kristin Johnson, the founder of PoemsForYou and author of *Butterfly Wings: A Love Story*. Her *Christmas Cookies Are For Giving* is cowritten with Mimi Cummins. She also ghost writes.

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