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IWOC'S JULY PROGRAM

O ye of little faith!— There's money to be made in the religious market

BY JAMES J. HODL

As religion's impact on American life increases, so does the demand for writers and editors who can bring intelligence and passion to the subject. But what do you need to know to work for religious groups? What are the dos and don'ts? And how do you promote yourself for assignments in this unique market?

Answers to these and other questions will be presented in "Serving the Religious Market," a discussion scheduled on Tuesday, July 12 at the IWOC meeting. Participants include:

Esther L. Manewith, owner of Chicago-based ELM Enterprises and former IWOC president (1997-99), provides writing and editing services for a broad spectrum of religious groups. Her clients include organizations and individual synagogues within the Jewish community, the Roman Catholic Church's Haymarket Center, and the Unitarian Church. She also has assisted the Christian Arab/Iraqi community in the Chicago area.

John B. Reynolds writes a syndicated column on religious matters that is carried in Roman Catholic church bulletins nationwide. He also has produced religious newsletters and brochures. His book *Taking Care of Dad*, a chronicle of his father's final years, is a best seller in religious book stores throughout North America.

Manewith and Reynolds will describe the size of the religious market, the special needs for writing to a religious audience, and the growing influence of religion on both the writing community and the country in general. They will discuss the nature of the work they perform and explain where to find writing and editing assignments with religious and related publications.

The IWOC program will be held Tuesday, July 12 at The Feltre School, 22 W. Erie St. Come at 5 PM to network with other professional freelance writers over coffee and cookies. The program begins at 6 PM. Admission is free for IWOC professional members, \$5 for associate members, and \$15 for nonmembers. After the program, you're invited to a nearby restaurant for a friendly dinner (you buy your own). It's an easy way to meet and get to know other writers as well as the speakers, who usually join the group for dinner. ☞



"Serving the Religious Market"

*Esther L. Manewith
John B. Reynolds*

**Tuesday
July 12**

**The Feltre School
22 West Erie
Networking 5:00 PM
Program 6:00 PM**

**Professional members free
Associate members \$5
Nonmembers \$15**

**IWOC meets for
programs and networking
the second Tuesday of
every month.**

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PRESIDENT'S MESSAGE

Are you ready to play?

BY HARRY J. KARABEL

There may be in our membership those Captains of the Court, those Dominators of the Diamond, those Sultans of Swim who were born with the genes of athletic grace and strength. When it came to grade school sports, they were the first chosen and always filled the key positions. They exuded a confidence that was worthy of envy.

I was not one of them. As I have mentioned before in this column, I was nearly blind in one eye as a kid. I was not about to let anyone throw heavy objects near my face so I could try to catch them. What if I missed? What if my glasses were smashed instead? What if I had to run home with mangled spectacles in my outstretched hands and a story about a bad pass or pitch? There was no small amount of grief involved with getting your glasses broken, no matter how ugly they were.

So, during gym I rarely got picked to be on anyone's team unless I was the only one left. And just because you got picked for a team didn't mean you were going to get to play. When you're eleven and the gang is playing a pick-up game of anything, giving everyone the opportunity to participate is not really the issue. The team wants to win. It was unlikely that I could help them do that, and I wasn't the only one. (If you relate to any of this, you know who you are!)

A DIFFERENT KIND OF GAME

I for one am glad that life didn't follow the pattern of gym class or the playground. We all grew up and found something else that we knew how to do, something we were good at. Let's see any of those long-ball hitters transform a business need into a few sentences marked by outstanding clarity, subtle wit, and an inarguable sales proposition. Let's see those net-slayers stay on their feet after pages of well-crafted sentences are bloodied from their bout with the legal department. Let's see those high-divers plunge into a barrage of jargon and surface

with even a clue as to the true nature of the project the client is proposing. Let's see any one of them help to keep IWOC alert, alive, healthy, and growing. That's what I'm asking you to do.



Given that it is summer, and the White Sox are in first place with the best record in the majors as I write this, I'm going to extend the sports metaphor and give it a baseball flavor.

I have nothing against the Cubs, by the way. If you grow up on the south side, you're a Sox fan, even if you don't understand (or care about) the controversy over the DH rule. Any time a hometown team is winning, it's good for everybody. That means our IWOC team, too.

CHANGE IS IN THE AIR

Are you looking to get more out of your IWOC membership? Then you need to put more into it by getting more involved, meeting more people and making the most of your investment. Any major-leaguer knows that—and we are playing in the majors.

Being in the major leagues means you do more than show up for the game. It means you show up for batting practice, you chase fly balls, you work out, you stay in shape during the off-season, and you study the competition so that you know what they're going to do before they do.

Above all, you take care of your team because your team will take care of you.

We are in the process of putting together our team of Board members and Committee Chairs for the fall roster. Some have already agreed to stay another season AND I THANK THEM. Others are thinking it over. For some, it will be their last "at bat" for a while. That means the Nominating Committee will have some phone calls to make and some positions to fill.

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Celebrate IWOC's 25th anniversary!

IWOCFest Tuesday, August 9

Summer has so many traditions. The sight of sails on the lake. Music under the stars. The first gin and tonic. The first 90 degree-plus day (that lasts for three weeks).

And for IWOCers, the Flying Horse—Pegasus, that is—the site of our annual IWOCFest, where we will again be viewing the city's panorama from the rooftop of the famous Greektown restaurant (at 130 S. Halsted).

Once again we'll be served a delectable and wide-ranging selection of Greek delicacies. Festivities will begin at 6 PM.



This year, we'll toast not only the sunset with libations from a cash bar, but the 25th anniversary of the Independent Writers of Chicago!

Twenty-five years. Now, that's a lot of gin and tonics. (Gins and tonic? Ah, old grammarians never die. They just get more irritating.)

More information will come in the weeks ahead. But right now, we just want you to set the date aside—especially you former IWOC presidents (please see below)—and plan on a fun, nostalgic and absolutely delicious evening. ☞

ATTENTION: FORMER IWOC PRESIDENTS!

This year, IWOC celebrates its 25th anniversary. In order to make it a proper celebration, we need your help! Here's what we want you to do:

1. Join us for IWOCFest at Pegasus on August 9th as our guest! (Just to make it crystal clear, if you are a former IWOC president, this means that IWOC is buying your dinner.) This annual summer party is a great opportunity to kick off our silver anniversary and help us all get reacquainted.
2. Write a short reminiscence on what life as an IWOC member used to be like for publication in *Stet*. It would help us to see how far we've come if we have a better understanding of where we've been.
3. Call me! We don't have a list of past presidents that we know of, and we need one. So, if you are a past president, or you know one, or you have such a list, please call or e-mail me.

Harry Karabel
219-921-0877

ironyrules@niia.net

HOPE TO HEAR FROM YOU SOON!

President's message, continued

We have another key slot opening up for a rookie or an old pro. Our *Stet* editor Elaine Fiedler hopes that someone will volunteer to take over from her and start doing *Stet*. (See details on page 4.) If you are in the newsletter business—or would like to be—this is a golden opportunity to build your credentials and gain exposure to a wider market.

Whether you're a brand new member, or a seasoned veteran, consider what you have done for this team lately. IWOC needs the new ideas and energy of fresh blood. And we need the wisdom and the experience of those pros who have been

warming the bench for a while.

Soon, the phone will ring and Jim Leman or I or another player to be named later will ask:

"Are you ready to play?"

Or better yet, you could give us a call because you already know that getting more involved is better for your business. "Put me in, coach" would be music to our ears.

Either way, it's time to get off the bench and get in the game. ☞

FYI

HELP WANTED: *Stet* editor(s)

A letter from the editor of *Stet*



Hello, faithful *Stet* readers and IWOC members! And—help!

The time has come for me to pass on the responsibilities of editing this newsletter to someone else.

For some time now, I've been juggling numerous projects, which seem to increase every time I turn around, and they appear and/or come due when *Stet* does.

Plus, I've been editing *Stet* for years now (and assisting with editing it before that). Matter of fact, I've been through at least four IWOC presidents. Figuratively speaking, of course. That's a long time . . . the eyes glaze over. In short, it's time to give someone else a crack at it.

So, what would you get out of editing *Stet*? No, there's no salary. But if you're new to freelancing, it's a fantastic way to make connections, get exposure, and learn new skills. And if you've been a successful independent for awhile, well, I feel that it's been an honor to do this work for and with my fellow IWOC members and I hope you'll consider volunteering.

Here are some points to ponder:

1. Editing *Stet* gives you samples to show to prospective clients. You can show your *Stet* issues (as PDFs) to demonstrate your editing, writing, or design skills.
2. Editing *Stet* gives you exposure to a variety of people and organizations who might turn out to want your services for their projects. Ka-ching, ka-ching!
3. Editing *Stet* helps to keep you involved with IWOC and other members.

If you would like some guidance at the start, I'd be glad to show you the ropes. Or we could work on it together at the start or switch off for a couple of months. And by the way, there's room for more than one person to work on *Stet*. Maybe you know someone who could work with you. Interested? Please call or e-mail me. This could be a great opportunity for you. It was for me.

Elaine Fiedler
708-386-3796
elainefiedler@comcast.net

Calendar

July 12 (2nd Tuesday)

IWOC monthly meeting: "Serving the Religious Market" with Esther L. Manewith and John B. Reynolds. Information for writers and editors about the growing and influential religious market. At The Feltre School, 22 West Erie, Chicago. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15.

August 9 (2nd Tuesday)

IWOCFest—IWOC's annual summer party and this year IWOC's silver anniversary celebration—brings together old friends and new for a night of food and fun. Details will be announced on IWOC's Web site www.iwoc.org and in your e-mail.

The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted. The groups welcome nonmembers.

July 7 / August 4 (1st Thursday)

IWORP monthly breakfast: Join the Rogers Park IWOC contingent for breakfast at 9 AM at the A&T Grill, 7036 N. Clark St., Chicago. For more information, call Esther Manewith at 773/274-6215.

August 25 (4th Thursday)

IWOOP monthly lunch: The West Suburban group meets at noon at Poor Phil's at 139 So. Marion, Oak Park. Contact Barb Dillard at 312/642-3065.

Check out
IWOC's Web site at
www.iwoc.org