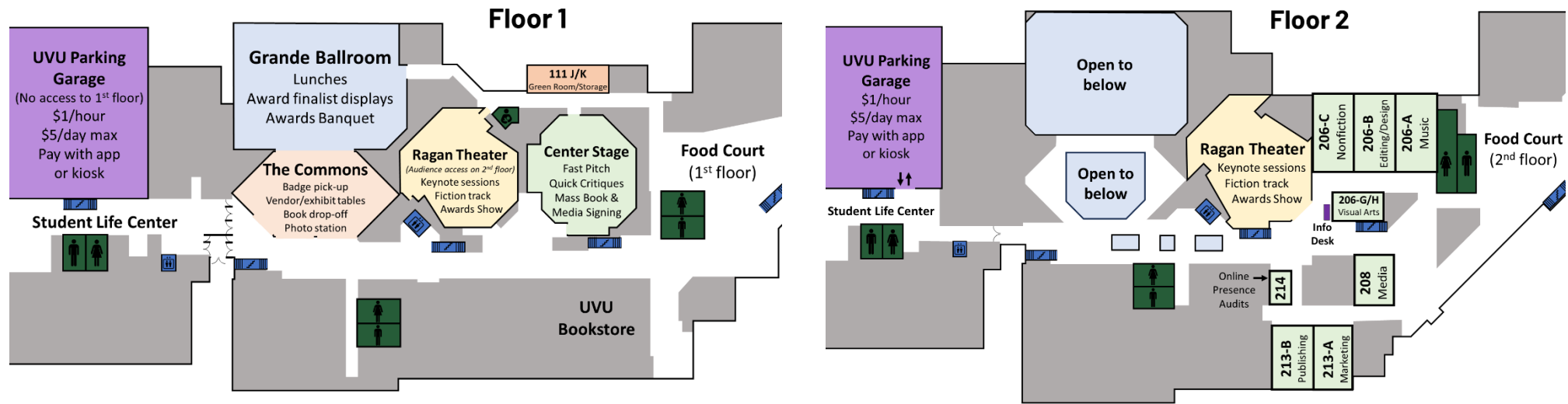


## 2023 LDSPMA Conference - UVU Sorensen Student Center Map



## 2023 LDSPMA Conference - Thursday, October 19 - See [workshop descriptions](#)

7:30-8:00	<b>CHECK-IN &amp; BADGE PICK-UP</b> - Outside room 206-G/H					
	206-C	206-B	206-A	213-A	213-B	214
8:00-12:00	<b>BRIDGET COOK-BURCH</b> Power Storytelling Techniques to Captivate Readers: The Hero's Journey, Writing Juicy, and the Three-Act Play	<b>SCOTT T.E. JACKSON</b> Book Marketing for Authors: How to Publicize, Promote, and Launch Your Publication	<b>ALLIE GARDNER</b> Connection Is Key: An Artist's Guide To Successful Performances	<b>SUZY BILLS</b> Professional Editing: Expanding and Refining Copyediting and Substantive Editing Skills	<b>GALE SEARS</b> "My Characters Are Acting Up!"—Using Theater Tools to Write Captivating Characters	
12:00-1:00	<b>LUNCH BREAK</b> (lunch not provided; UVU food court will be open)					
12:30-1:00	<b>CHECK-IN &amp; BADGE PICK-UP</b> - Outside room 206-G/H					
1:00-5:00	<b>KATHRYN PURDIE</b> Fiction Writing (with a Fantasy Emphasis)	<b>TRINA BOICE</b> Social Media Marketing Strategies That Sell More, Build Automated Campaigns, and Attract Raving Fans	<b>MICHAEL D. YOUNG</b> Then Sings My Soul: Brainstorming, Writing, Recording, and Sharing Inspirational Lyrics and Melodies	<b>DANIEL BLOMBERG &amp; DOUGLAS PEW</b> Building and Marketing a Music Business	<b>SABINE BERLIN &amp; LINDSAY FLANAGAN</b> Getting Published: How to Find the Right Agent, Attract the Right Publisher, or Cost-Effectively Self-Publish Your Book	12:00-5:00 <b>PUBLISHING COUNCIL</b> (by invitation only; lunch included)
5:00-6:30	2nd floor of UVU Food Court	<b>NETWORKING DINNER:</b> Network with fellow attendees, volunteers, and leaders. Pay for your own dinner. <a href="#">RSVP here.</a>				
6:30-8:30	Ragan Theater	<b>SCREENING</b> of A Reel Legacy: From Peter Pan to Johnny Lingo, The History of Filmmaker Judge Whitaker & How LDS Cinema Began <b>Q&amp;A</b> with various filmmakers featured in the documentary. <a href="#">RSVP here.</a>				

Schedule subject to minor changes. Last updated 10/11/23. See [ldspma.org/schedule](https://ldspma.org/schedule) for the most up-to-date version.



**LDSPMA**  
Latter-day Saints in Publishing,  
Media & the Arts

	Fiction Writing Track Ragan Theater	Nonfiction Writing Track 206-C	Editing, Design, & Production Track 206-B	Musical Arts Track 206-A	Visual Arts Track 206-G/H	Marketing Track 213-A	Publishing Track 213-B	Media Track 208	Interactive Sessions Center Stage
10:00-10:50	<b>KIRI JORGENSEN</b> Making Middle Grade Middle Grade: Nailing the Tone & Voice	<b>BRIDGET COOK-BURCH</b> Handling & Healing the Skeletons in the Family Closet	<b>JARED GARRETT</b> The A to Z of Audio-books & Podcasting	<b>OBA BONNER</b> Growing Reve-nue Streams & Wearing Differ-ent Hats as a Music Artist	<b>LOVETTA REYES-CAIRO</b> Exploration and Application of Color Theory	<b>JOEL CAMPBELL</b> The Print Media Storyteller’s Playbook: Cap-turing Readers’ Imagination	<b>BROOKE JORDEN &amp; LISA MANGUM</b> The Perfect Pitch: How to Get Your Book Noticed!	<b>JEFFRY ALLRED</b> Come Follow Me: Photographing Russell M. Nel-son Around the World	<b>QUICK CRITIQUES</b> (Advanced sign-ups re-quired)
11:00-11:50	All Rooms: See printed program		<b>NETWORKING GROUPS:</b> Networking in small groups by niche/industry/genre						
12:00-12:50	Grande Ballroom (1st floor)		<b>LUNCH</b> (Plus, browse Awards Finalist displays & Vendor/Exhibit displays)						
1:00-1:50	<b>JULIE DAINES</b> Showing Emo-tion in Your Writing	<b>C. CONNELL, D. JEN-SEN, A. HONG MERRILL, &amp; R. RUECKERT</b> Spanning the Globe: Building Stories that Unite Our World	<b>HEATHER B. MOORE</b> Navigating the Au-thor-Editor Rela-tionship (Without Burning Your Manu-script to a Crisp)	<b>DAVE ZIMMERMAN</b> Navigating the Recording Pro-cess: Maximizing Results from Demo to Master	No session	<b>TYLER CARPENTER</b> Careers in Pub-lishing Marketing	<b>LAUREL C. DAY &amp; CHRISTOPHER ROB-BINS</b> Understanding the World of Book Pub-lishing for Authors	<b>JOSH SALES</b> The Why & How of Making & Mar-keting Music Vid-eos	<b>FAST PITCH</b> (Advanced sign-ups required)
2:00-2:50	<b>DENNIS GAUNT</b> Dissecting the Frog: How (and Why) to Use Hu-mor in Your Writing	<b>DEVAN JENSEN &amp; KENNETH L. ALFORD</b> Publishing Tips from the Trenches: Ven-ues, Copyrights, & Angst	<b>REAL-TIME REACTIONS: BOOK COVER DESIGNS</b> Panelists: Shara Meredith, David Miles, Staci Olsen, & Brooke Jorden <a href="#">Submit a book cover</a>	<b>JAMES STEVENS</b> The Essential Role of Arranger /Producer in the Three-Act Story of a Song	<b>ART MART SHOW-CASE</b> Five artists share how they show & market their visual art	<b>SCOTT &amp; MAURINE PROCTOR</b> From Scratch to Success: The Journey of Building <i>Meridian Magazine</i> Online	<b>HEATHER B. MOORE</b> Self-Publishing: A-Zs of Creating a Professional Prod-uct	<b>SPANKY WARD</b> From Script to Screen: How to Make Independ-ent Films	<b>FAST PITCH</b> (Advanced sign-ups required)
3:00-4:00	Ragan Theater (2nd floor)		<b>KEYNOTE BY THE DESERET BOOK INTERCULTURAL TEAM (LAUREL C. DAY, J. TERESA DAVIS, JALYNNE GEDDES, &amp; LEVI HEPERI)</b> The Many Dimensions of Diversity, Equity, & Inclusion in Publishing: Confronting Challenges & Applying Lessons Learned at Deseret Book						
4:10-5:00	Center Stage (1st floor)		<b>MASS BOOK &amp; MEDIA SIGNING:</b> Browse books & media by conference presenters & other authors, artists, & creators						
5:00-7:00	Grande Ballroom (Awards Banquet)		<b>LDSPMA AWARDS GALA</b> (Award Banquet tickets can be ordered at <a href="https://ldspma.org/gala">ldspma.org/gala</a> . Awards Show admission is free.) 5:00: Grande Ballroom doors open 5:30-6:45: Awards Banquet (Catered dinner, entertainment by Emma Nissen and Mat & Savanna Shaw, emceed by Amy Morgan Davis)						
7:00-9:00	Ragan Theater (Awards Show) <a href="#">Awards Show Livestream Link</a>		7:00-9:00: Awards Show (Honoring Lifetime Achievement Award recipients, Praiseworthy Award winners, & Spark Award winners) 9:00-9:30: Dessert & mingling in the Grande Ballroom						

# 2023 LDSPMA Conference - Saturday, October 21 - See [session descriptions & bios](#)



7:30–8:15	<i>The Commons (1st floor)</i>	<b>CHECK-IN:</b> Badge Pick-Up, Photo Booth, Vendor/Exhibit Displays, Book Drop-Off, Social Media Drawing
8:15–9:00	<i>Ragan Theater (2nd floor)</i>	<b>PRESHOW</b> (8:15–8:30): Emcee introductions, performances, audience participation, games <b>KICK-OFF ACTIVITIES</b> (8:30–9:00): Opening prayer, performances, announcements, president-elect message
9:00–9:50	<i>Ragan Theater (2nd floor)</i>	<b>KEYNOTE BY BONNIE L. OSCARSON</b> Faith & Discipline in the Creative Process: How We Change the World One Person at a Time

	<b>FICTION WRITING TRACK</b> Ragan Theater	<b>NONFICTION WRITING TRACK</b> 206-C	<b>EDITING, DESIGN, &amp; PRODUCTION TRACK</b> 206-B	<b>MUSICAL ARTS TRACK</b> 206-A	<b>VISUAL ARTS TRACK</b> 206-G/H	<b>MARKETING TRACK</b> 213-A	<b>PUBLISHING TRACK</b> 213-B	<b>MEDIA TRACK</b> 208	<b>INTERACTIVE SESSIONS</b> Center Stage
10:00–10:50	<b>ANNETTE LYON</b> Writing Suspense: Beyond Red Herrings	<b>JAMES GOLDBERG</b> Choosing Characters in Memoir & Nonfiction	<b>LIZ KAZANDZHY</b> Ten Time-Saving Tips for Editors: How to Maximize Productivity without Minimizing Quality	<b>DANIEL BLOMBERG &amp; DOUG PEW</b> Enlightened Business Systems That Support Your Creative Ministry	<b>STEEVUN LEMON</b> Artificial Intelligence & the Artist: Friends or Foes?	<b>HAL BOYD</b> Writing the Now: A Deseret News Editor's Guide to Engaging Modern Audiences	No session	<b>BEN LOMU</b> Finding Success with 3 Simple Steps: Be Curious, Be Confident, Be Kind	<b>FAST PITCH</b> (Advanced sign-ups required)
11:00–11:50	<b>H. B. MOORE, A. LYON, J. GOLDBERG, &amp; K. RIVERA</b> Author Panel: The Path to Publishing	<b>KRISTA M. ISAACSON</b> Mining Your Memories	<b>REBECCA CONNOLLY</b> Alpha/Beta Reader Fraternity/Sorority	<b>DOUG PEW &amp; DANIEL BLOMBERG</b> Enlightened Marketing: How to Sell Online without Sleaze	<b>MONICA EWING JENSEN</b> Design for Non-Designers	<b>C.D. CUNNINGHAM</b> Unleash the Power of AI: Supercharge Your Marketing & Outpace the Competition	<b>CHRISTOPHER ROBBINS</b> Understanding Your Author's Contract	<b>MEDIA SHOWCASE</b> Four creators share their media projects & processes.	<b>FAST PITCH</b> (Advanced sign-ups required)
12:00–12:50	<i>Grande Ballroom (1st floor)</i>		<b>LUNCH</b> (Plus, browse Awards Finalist displays & Vendor/Exhibit displays)						
1:00–1:50	<b>KAELA RIVERA</b> Writing Flawed Characters Well, & Why It Matters	<b>REAL-TIME REACTIONS: NONFICTION BOOK PROPOSALS</b> Terri Baranowski, Marci Monson, & Christopher Robbins <a href="#">Submit a proposal</a>	<b>LISA MANGUM</b> The Editor Is In: A Live Editing Demonstration	<b>REAL-TIME REACTIONS: SONGWRITING</b> Oba Bonner, Allie Gardner, Ben Fales, Daniel Blomberg, & Chelsea Stevens <a href="#">Submit a song</a>	<b>ALAN FULLMER</b> Harnessing the Power of Light in Photography	<b>TRINA BOICE</b> Profit-Driven Writing: Boost Your Book Sales with Pre-Writing Research	<b>KIRI JORGENSEN</b> Tools of the Trade: How to Start a Small Publishing Company	<b>ANA KATIA</b> Capturing Your Beginning Steps into the Film Industry with Informational Topics, Tips, & Storytelling	<b>QUICK CRITIQUES</b> (Advanced sign-ups required)
2:00–2:50	<b>REAL-TIME REACTIONS: FICTION QUERY LETTERS</b> Lisa Mangum, Kiri Jorgensen, Emma Heggem, & Holli Anderson	<b>DARLENE YOUNG</b> Moving Beyond "Warm Fuzzies": Bearing Testimony in Literary Art	<b>ANGELICA HAGMAN</b> Book Covers: Crucial Considerations & Secrets to Indie Success	<b>BEN FALES</b> How to Get Your Black Box Songwriter Royalties before Someone Else Does	<b>MANELLE OLIPHANT</b> The Illustrator's Process: Taking the Spark of an Idea & Turning it into an Illustration	No session	<b>PUBLISHER PANEL</b> What 5 Different Publishers Are Doing to Advance Diversity, Equity, & Inclusion	<b>BRIAN HOWARD</b> Video Basics for Telling Your Story & Marketing Your Creative Work	<b>QUICK CRITIQUES</b> (Advanced sign-ups required)
3:00–4:00	<i>Ragan Theater (2nd floor)</i>		<b>CLOSING KEYNOTE BY STEVEN SHARP NELSON</b> Turning Crisis into Crescendo: Using the Power of Creativity & Grace						
4:10–5:00	<i>Center Stage (1st floor)</i>		<b>MASS BOOK &amp; MEDIA SIGNING:</b> Browse books & media by conference presenters & other authors, artists, & creators						
5:00–6:30	<i>Grande Ballroom (1st floor)</i>		<b>LDSPMA ANNUAL INFORMATION &amp; LEADERSHIP MEETING</b> (All conference participants welcome!)						
4:30–7:30	300 W 2230 N Provo UT		<b>LDS MOTION PICTURE STUDIO TOURS</b> ( <a href="#">Sign up here</a> )		4:30–6:00: Tour 1	6:00–7:30: Tour 2			