

Fourth Annual Conference

**LET
OUR
VOICES
BE
HEARD**

November 2-3, 2018 • Provo, Utah

You finished your story; let us finish your book



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FRIDAY, NOVEMBER 2, 2018	
8:30–9:00 a.m.	Conference Check-In
9:00–10:00 a.m.	David Archuleta
10:10–11:00 a.m.	Breakout Sessions
11:10 a.m.–12:00 p.m.	Breakout Sessions
12:00–12:50 p.m.	Networking Lunch
1:00–1:50 p.m.	Breakout Sessions
2:00–2:50 p.m.	Breakout Sessions
3:00–3:50 p.m.	Breakout Sessions
4:00–5:00 p.m.	Awards General Session
5:10–6:10 p.m.	Tour of BYU Broadcasting Building



SATURDAY, NOVEMBER 3, 2018	
9:00–10:00 a.m.	Virginia H. Pearce
10:10–11:00 a.m.	Breakout Sessions
11:10 a.m.–12:00 p.m.	Breakout Sessions
12:00 p.m.–12:50 p.m.	Lunch
1:00–1:50 p.m.	Breakout Sessions
2:00–3:00 p.m.	Orson Scott Card
3:30–5:00 p.m.	Board of Directors Meeting

Members and Friends,

This conference serves as an exciting bookend to an eventful year for LDSPMA. To kick off 2018, we changed our name to the Latter-day Saint Publishing and Media Association—a name that better reflects the wide range of areas that our members have expertise and interest in. In April, we rolled out a new free membership model, enabling more people to benefit from what LDSPMA has to offer, including the monthly Roundtable training, the job board (implemented this year), chapter activities, networking opportunities, and the soon-to-be released member directory. If you haven't already joined, you can easily do so by going to www.ldspma.org/become-a-member. Also, we greatly appreciate charitable donations (ldspma.org/donate), which help us continue to support our members through various initiatives.

Just last month, we fine-tuned our mission statement to bring greater clarity about who we are, what our purpose is, and how we can help members:

The Latter-day Saint Publishing and Media Association (LDSPMA) is an international organization for members and friends of The Church of Jesus Christ of Latter-day Saints who work in media and publishing or seek to do so. We provide online and in-person opportunities for our members to learn, network, share and refine their work, and support one another in magnifying and marketing praiseworthy works that bring light into the world. The media represented by LDSPMA members include books, blogs, articles, songs, poetry, videos, films, audio programs, and podcasts, among others.

We believe that by supporting our members in their careers and in their efforts to champion uplifting content in publishing and media channels, we can help society overall and assist in moving Heavenly Father's great work forward.

Based on this perspective—that we can be a phenomenal influence for good in the world—the theme we chose for our conference this year is "Let Our Voices Be Heard." We hope that as you attend conference sessions, you'll gain insight on how to not only advance in your skills and careers but also how to promote the publication of content that elevates rather than degrades. We also hope that this conference will inspire you to become more involved in the other opportunities LDSPMA offers. Perhaps you'll join in more discussions on our social media platforms, or you might want to launch a chapter in a new location or serve on one of our committees (such as education, marketing, and communications). If you can carve 5–10 hours out of your schedule per month, we invite you to consider joining the board of directors, which provides another way of letting your voice be heard and helping LDSPMA continue working toward achieving its mission. In whatever way—big or small—we hope you will truly let your voice be heard, in LDSPMA and throughout the world.

Suzy Bills

LDSPMA President

FRIDAY

NOVEMBER 2, 2018

9:00–10:00 AM: Opening Session Welcome and Guest Interview

Auditorium

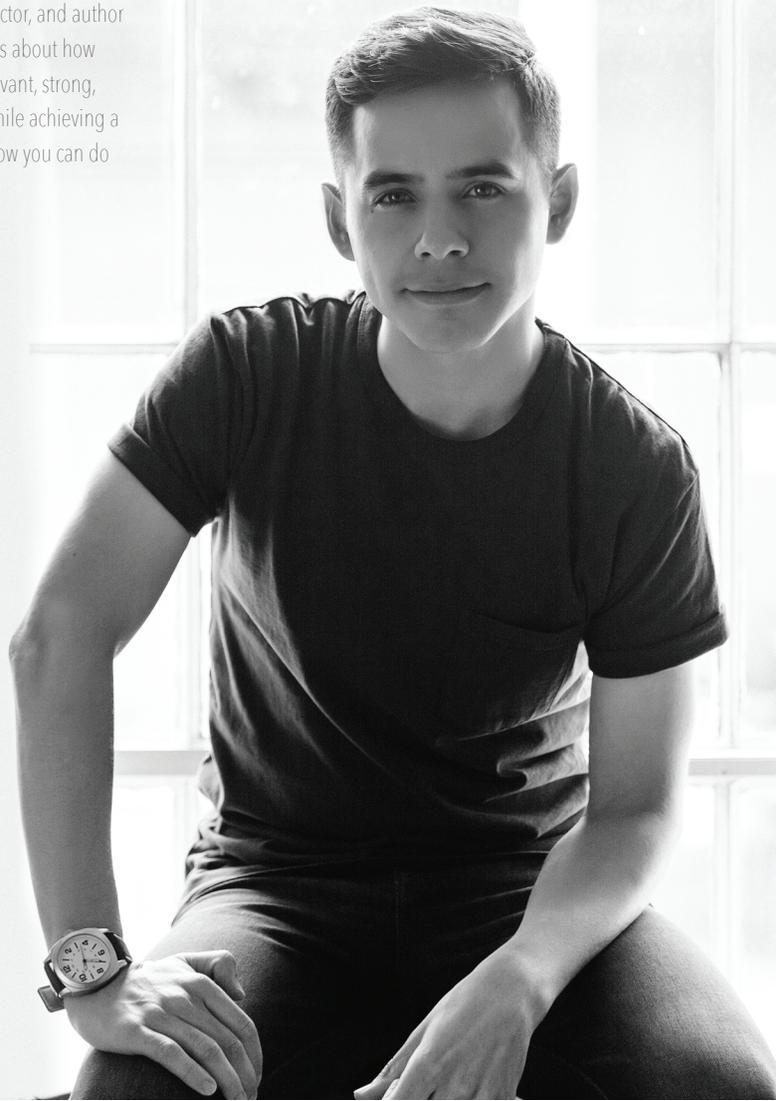
David Archuleta

Platinum-Selling Singing Sensation

A Conversation with David Archuleta

Remaining Vibrant, Relevant, Strong, and True to Yourself in Your Career

Platinum-selling singer-songwriter, actor, and author David Archuleta will answer questions about how he's managed to remain vibrant, relevant, strong, and true to himself and his values while achieving a successful high-profile career—and how you can do the same in your career.



10:10–11:00 AM: Breakout Sessions

	PRESENTER(S)	TITLE	DESCRIPTION
Publishing Room 2295	 <p>Laurel Christensen Day <i>VP of Product, Deseret Book Company</i></p>	The Creative Piece You Can't Ignore: How to Write, Pitch, and Sell What Readers Care About	What turns a great idea into a successful publication? Answer: relevance, particularly to the intended audience. Relevance is more than a buzzword—it's key to your initial pitch, and it's critical to a successful launch. Learn three questions you need to answer to ensure your idea gets heard and reaches the market. It really is all about relevancy—for you, the publisher, and the consumer.
Media and Broadcasting Auditorium	 <p>Kels Goodman <i>Director and Owner of the LDS Film Festival</i></p>	LDS Film Festival: Trends and Innovations	For 17 years, the LDS Film Festival has showcased the best short and feature-length films produced by Latter-day Saint artists. In this session, you'll get a behind-the-scenes look at how the LDS Film Festival has innovated, how it has influenced modern media, and how you can become involved in one of the most exciting areas of publishing and media.
Marketing Room 2285	 <p>James D. Beers <i>Author and Archaeologist</i></p>	The Principles and Practices for Getting Your Book into the Hands of Readers	After much blood and many tears you've finished writing your book, and now you want people to read it. Well, roll up your sleeves and get ready for the second (and oftentimes more challenging) half of your book's journey: marketing. In this session, you'll learn fundamental principles for increasing awareness of your book. With the strategies you gain in this session, you'll be prepared to market your book successfully.
Editing, Design, and Production Room 2265	 <p>Barry Rellafor <i>President, The Strength of 10</i></p>	Building Strong Networks Quickly	In addition to talents and experiences, one of the great gifts that Heavenly Father has given His children is trusted relationships. But how can you build true networks of trusted contacts quickly and authentically? This hands-on session will provide concepts and tools you can apply immediately, including throughout the conference. Trust can be built quickly, and through this session, you'll experience the fun and growth that come from strong relationships.
Fiction and Nonfiction Writing 2267	 <p>Carol Lynch Williams <i>Author and BYU Adjunct Faculty, Director of WIFYR Conference</i></p>	The Power of Emotional Words	Words make us powerful and, if we let them, can help build our testimonies. We're changed by what we hear and by what we read. But as Latter-day Saints, should we write about anything and everything? In this session, Carol Lynch Williams will share insight on how Latter-day Saint authors can write for any reader.

11:10 AM–12:00 PM: Breakout Sessions

	PRESENTER(S)	TITLE	DESCRIPTION
Publishing Room 2295	 <p>Carri P. Jenkins <i>Assistant to the President for University Communications, BYU</i></p>	Shining a Light in the Darkness: Keys to Uplifting and Positive Communication	In a world of tragedy, deception, and selfishness, how can professionals be uplifting and positive in their communication while at the same time being accurate, candid, and truthful? In essence, is it possible to avoid being labeled as Pollyannish? This session will look at how, even when the world is bombarded with depressing news, Latter-day Saints can stand on the principles of the gospel of Jesus Christ to share a message of joy without being accused of illogical optimism.
Media and Broadcasting Auditorium	 <p>Robert Hatch <i>Filmmaker of Infinite Gift and Other Movies and 57 Latter-day Saint TV Programs</i></p>	From Novels to Feature Films: Entertainment, Meaning, and Message	Stories are powerful and influential when well written and excellently produced. In this session, you'll learn about (1) the four main failings of many Latter-day Saint films and how to turn weaknesses into strengths, (2) the two main drivers of plot and character, (3) elements that engage audiences, (4) statistics that prove there are underserved audiences for family-friendly films, and (5) key concepts for turning novels into screenplays.
Marketing Room 2285	 <p>Heather B. Moore <i>Award-Winning, Bestselling Author</i></p>	Increasing Book Sales on Amazon	In this session, author Heather B. Moore will explain how to increase exposure and book sales on Amazon through using Amazon's algorithms and program tools. She'll describe how to use Author Central, categorize through keywords, and increase the number of Amazon followers. She'll also discuss the importance of Amazon reviews and ranks, the pros and cons of Kindle Unlimited, and promotion strategies to get on national bestseller lists.
Editing, Design, and Production Room 2265	 <p>Suzy Bills <i>BYU Editing Professor; Owner of Editing by Suzy</i></p>	The Business of Freelancing: Navigating Taxes, Legal Matters, and Marketing without Fear	This session will provide you with essential information on how to successfully navigate the business side of freelancing. You'll learn the basics of paying taxes as a freelancer—and that the process isn't so daunting after all. The session will also help you decide which type of business entity is best for you and what content to include in contracts. Additionally, you'll learn easy, effective ways to market your services and get repeat business.
Interactive 2258		Speed Dating Opportunity for Aspiring Authors to Pitch Book Projects to Publishing Companies <i>Led by Amy White</i>	This is your chance to meet one-on-one with leaders and editors from Berrett-Koehler, Cedar Fort, Deseret Book, Familius, Flux (imprint of NorthStar Editions), Future House, Gibbs Smith, Jolly Fish Press (imprint of NorthStar Editions), and Shadow Mountain—leading publishers of fiction, nonfiction, religious, and nonreligious publications for adults, teenagers, and children. You'll get immediate feedback on your book ideas, moving you closer to publishing success!

12:00–1:00 PM: Networking Lunch

HCEB Ballroom • Moderator: Amy White

1:00–1:50 PM: Breakout Sessions

	PRESENTER(S)	TITLE	DESCRIPTION
Publishing Room 2295	 Dave Brown <i>Managing Director, Shadow Mountain Publishing</i>	Look Before You Leap: Pros and Cons of Going with Big Publishers, Small Publishers, and Self-Publishing	What's the best way to bring your book to market? The right answer can depend on your individual priorities and skills. Some say self-publishing brings more freedom, but it comes with enormous responsibility. Traditional publishing also has some trade-offs, but it should mean more expertise and resources. This session will explore the facts, looking at pros and cons of traditional publishing and how to evaluate big versus small publishers.
Media and Broadcasting Auditorium	 Arthur Jue  Camlyn Giddins  Marj Desius  Jesse Ranney	 Carmen Rasmussen Herbert	Breaking into Media—Part 1: What It Takes to Build a Career as a Singer, Actor, Writer, Filmmaker, or Other Independent Artist Adhering to Latter-day Saint Values In this session, you'll receive tips from seasoned artists and media professionals on how to maintain Latter-day Saint standards while working in a worldly industry, as well as on how to infuse spiritual values into media arts. You'll also explore the role of faith in creativity and how to attain marketability while keeping your integrity intact. <i>Marj Desius</i> is a singer, actress, and model. <i>Carmen Rasmussen Herbert</i> is a singer, speaker, and author. <i>Camlyn Giddins</i> is a media producer and filmmaker. <i>Jesse Ranney</i> is a film producer, director, and writer. The moderator, <i>Arthur Jue</i> , is an entrepreneur and media producer..
Editing, Design, and Production Room 2265	 R. Devan Jensen <i>Executive Editor, BYU Religious Studies Center</i>	How to Edit Authors—and Still Be Friends	Are authors and editors at odds with each other, or are they on the same team? In this session, you'll learn how to improve author-editor relationships through these time-tested principles: servant leadership, shared goals and deadlines, agreed-upon boundaries and commitments, compliments and queries, a clear trail of changes, and the three Cs of editing (clarity, consistency, and correctness).
Fiction and Nonfiction Writing Room 2267	 Peter Midgley  Heidi Chewning <i>BYU Copyright Licensing Office</i>	 Kenny Baldwin  Cami Stephenson	Copyright Essentials for Authors and Publishers This session will provide you with essential information about copyright, such as regarding ownership, licensing, and legal exemptions (e.g., fair use). You'll learn about recent cases involving authors and publishers, as well as best practices for avoiding pitfalls and managing risks associated with copyright infringement.
Marketing Room 2285	 Brandon Weekes <i>Marketing Director, Hales Creative</i>	Content Creators: Bringing Together Brand Design and Marketing Strategy to Grow Your Influence	In this session, you'll gain a greater understanding of brand design and marketing strategy. You'll explore how the two work together, what processes and tools you should use, and what tactics you need to apply to implement a system that increases your influence.

Interactive
2258



Book Spotlight: Share and Promote Your Work

Interactive Session Led by
Michelle Millett and Tara Creel

In this session, eight previously selected authors will introduce their published books to other session attendees. After making presentations of up to four minutes each, each presenter will go to a different table and field questions from session attendees who are interested in learning more about the presenter's book.

2:00-2:50 PM: Breakout Sessions

	PRESENTER(S)	TITLE	DESCRIPTION
Publishing Room 2295	 Brad Farmer <i>CEO, Gibbs Smith Publishing Company</i>	A Glimpse into the Inner Workings of a Book Publisher	In this session, you'll dive into the basic financials of a book publisher, learn about the publishing business model, and discover how to use your new knowledge to make proposals that are attractive to publishers. You'll also get an inside look at the story of Gibbs Smith, which began as a husband-and-wife team and has become an internationally recognized employee-owned publisher of illustrated books and curriculum programs.
Media and Broadcasting Auditorium	 Arthur Jue  Marj Desius  Camlyn Giddins  Jesse Ranney	Breaking into Media—Part 2: What It Takes to Build a Career as a Singer, Actor, Writer, Filmmaker, or Other Independent Artist Adhering to Latter-day Saint Values	In this session, you'll receive tips from seasoned artists and media professionals on how to maintain Latter-day Saint standards while working in a worldly industry, as well as on how to infuse spiritual values into media arts. You'll also explore the role of faith in creativity and how to attain marketability while keeping your integrity intact. <i>Marj Desius</i> is a singer, actress, and model. <i>Carmen Rasmussen Herbert</i> is a singer, speaker, and author. <i>Camlyn Giddins</i> is a media producer and filmmaker. <i>Jesse Ranney</i> is a film producer, director, and writer. The moderator, <i>Arthur Jue</i> , is an entrepreneur and media producer..
Marketing Room 2285	 Michelle McCullough <i>Speaker; Author; Marketing Coach</i>	The Marketing Time Machine: How to Market Your Business or Book without Breaking the Time Bank	You know marketing is important, but when time is limited how do you focus your efforts on the marketing strategies that will bring you the greatest results? And how can you do it without sacrificing the other responsibilities you have and the roles you play? In this session, you'll learn simple marketing campaign strategies and how you can implement them efficiently.
Fiction and Nonfiction Writing Room 2267	 Ignacio M. Garcia <i>Author; BYU Professor</i>	Diversifying Latter-day Saint Publishing: Recruiting New Voices and Changing the Way We Write about Others	This session will discuss how to recruit Latter-day Saints of color to contribute to the written word. The session will include examples of the writing life and of ways for minorities to find a publisher. The discussion will also explain how to incorporate diverse voices in publications and how to ensure those voices shine through the publications, rather than the publications speaking for these voices.
Interactive Room 2258		Open-Table Groups: Share and Get Feedback on Your Poetry, Stories, and Other Writings <i>Interactive Session Led by LoriAnne Spear</i>	During this session, you'll have the chance to read and receive feedback on selections from your novels, nonfiction manuscripts, blogs, short stories, screenplays, poetry, and other writings. Participants will sit at tables of six, and each group member will have four minutes to read from their work, following by three minutes to receive feedback from other group members. This session is open to the first thirty attendees who arrive at the session.

3:00–3:50 PM: Breakout Sessions

PRESENTER(S)	TITLE	DESCRIPTION
Publishing Room 2295 	David Miles <i>Publishing Director, Familius</i>	Rocket Fuel: How to Blend Wild Creativity with Disciplined Business for Explosive Success For many publishing professionals, creativity and disciplined business practices feel as compatible as oil paints and office water coolers. But the truth? Neither can succeed without the other, and when properly mixed, they can produce astounding results. In this session, you'll explore the dot-to-dot model to boost creativity, examine business rules to sharpen your savvy, and dissect real-life publishing successes (and failures) to learn how to merge creativity and disciplined business.
Media and Broadcasting Auditorium 	Alla Volkova <i>Film and Video Producer, LDS Church</i>	Making Grown Men Cry: Effective Ways to Create Positive Messaging What's the best way to reach your audience? How do you know what's most relevant? In this session, Alla Volkova will provide strategies for reaching your target audience through authenticity and truth. You'll learn about the most effective storytelling approaches for your audience and how to engage them in your story.
Marketing Room 2285 		 Using Your Book to Build a Business: A Conversation with the Experts Because of the stark realities of publishing, few authors financially recoup their investment of time and energy through book sales. How can you answer the personal call to be an author and have it bring financial reward too? This session will explore the paths to traditional publishing and self-publishing, as well as the principles that contribute to any successful publishing venture. You'll learn how the session panelists contributed to selling tens of millions of books—and why you don't need to sell that many to enjoy a very successful career as an author.
Editing, Design, and Production Room 2265 		
Suzy Bills <i>Panel moderator</i>	Josh Perkey <i>Panel of Church magazine editors</i>	Michael Morris <i>Panel of Church magazine editors</i>
Fiction and Nonfiction Writing 	 Tara Creel Michelle Millet	Querying 101 This session will take the guesswork out of crafting a killer submission package before querying agents and publishers. You'll discover the not-so-magic formula for writing a solid query letter and how to whip that unruly synopsis into shape. This session will also provide valuable tips on how to hook your reader from the very first page. Optional: come prepared with your own query letter to workshop during the session.
Interactive Room 2258 	Networking Groups: Meet Other Conference Attendees and Get Immediate Help with Your Publishing Challenges <i>Led by Steve Piersanti</i>	This session provides you with the opportunity to expand your network by meeting in a small group of individuals. This session is an excellent way to meet other writers, editors, designers, marketers, publishers, and the like—and to receive on-the-spot information and answers to your questions, such as about getting jobs, getting published, and increasing sales.

Lifetime Achievement Award in Publishing and Media

SHERI DEW

Presented by Laurel Christensen Day



Sheri Dew grew up on a sprawling grain farm in Ulysses, Kansas, where she was taught the value of hard work. "I drove a tractor almost as soon as I could reach the pedals," she remembers. In addition to learning how to set irrigation tubes, she learned the law of the harvest. These lessons aided her in other areas of her life. As a young girl, she practiced basketball for long hours and was a star player in high school, averaging 23 points and 17 rebounds a game. She also became an

accomplished musician, and while a student at BYU she traveled on three United Service Organizations tours as a piano accompanist.

After graduating from BYU in 1978 with a bachelor's degree in history, she began her career as an assistant editor at Bookcraft. Four years later, she became associate publisher of *This People* magazine. In 1989, just a year after joining Deseret Book as an associate editor, she became director of publishing, followed by vice president of publishing in 1993 and executive vice president in 2000. Two years later, she was named the president and CEO of the company. At the time, Deseret Book consisted of a publishing division and a retail chain of around forty stores.

Under Dew's leadership, Deseret Book greatly expanded its offerings and focus. For example, the company launched its Time Out for Women events, and she also oversaw the 2004 acquisition of Excel Entertainment, through which Deseret Book has distributed films such as *Forever Strong*, *Saints and Soldiers*, *Seventeen Miracles*, and *The Work and the Glory*. In 2006, she led the acquisition of Seagull Book (a retail chain) and Covenant Communications (a book publisher and distributor). In 2011, the company introduced Deseret Bookshelf, enabling users to search all of Deseret Book and other gospel references all at once.

In addition to leading Deseret Book, Dew is a director of the Church-owned broadcasting organization Bonneville International Corporation. She's also contributed to the

Conversations program on the Mormon Channel, interviewing well-known Latter-day Saints. Additionally, she's served as a member of the President's Leadership Council for BYU–Hawaii and as a member of the BYU Marriott School of Management's National Advisory Council.

Though Dew's business responsibilities have kept her busy, she's also made time for other important initiatives. For example, after a trip to Ghana in 1999, she spearheaded Chapters of Hope, which has sent tens of thousands of children's books to impoverished areas of the world, including Ghana, Zimbabwe, Eastern Europe, and the Pacific Islands. In 2003, she was appointed as a member of the US delegation for the United Nations' Commission on the Status of Women and Girls. She's also spoken at other meetings, during which she's emphasized the need to protect the traditional family structure and moral values.

Despite her many other commitments, Dew has kept the gospel her first priority. After serving in a variety of callings at the local level, from 1997 to 2002 she served as a counselor in the Church's General Relief Society Presidency. This calling in particular felt daunting for Dew, not only because she considers herself to be shy but also because she was the first unmarried woman to be called to the presidency. In this role, she strove to help all women understand that they are valued in the Church and loved by Heavenly Father. She's shared insights about herself and the gospel in the various books and articles she's written, which include the biographies for President Ezra Taft Benson and President Gordon B. Hinckley.

Dew has been recognized by various organizations for her contributions. As an example, she received a Utah Genius Award, which honors individuals and organizations who have received new trademarks or patents. Additionally, she received a Lifetime Achievement Award for her creativity and innovation as the CEO of Deseret Book. LDSPMA likewise recognizes Dew, not only for her leadership at Deseret Book but also for her personal publications. Through both of these means, she's inspired Latter-day Saints in numerous ways, bringing light into their lives and motivating them to come unto Christ.

Lifetime Achievement Award in Editing and Design

DON NORTON

Presented by Claire Field Peterson



Don Norton has directly and indirectly influenced decades of Latter-day Saint editors and other publishing professionals through his work in publishing and as a professor at BYU. Numerous people have expressed gratitude for having had the privileged to learn from him, yet he's always remained humble, admitting that as a young boy he struggled to spell his name ("3 o's, 3 n's, 3 more consonants!"). Of course, his early spelling struggles didn't last long, for

Norton was a hard worker and motivated to improve. By the time he was in the fifth and sixth grades, he'd become fascinated by the construction of dictionaries, and he won all the "dictionary chases" in his class. In high school, he enjoyed diagramming English sentences, and for his senior English research paper, he took on the lofty subject of "the creation of the world" (and received an A on it).

Upon enrolling at BYU, Norton declared a math/science major, but he soon switched to English, inspired by the general education course Masterpieces of American English. As an undergraduate, he proofread the university's 1954–1955 catalog, wrote the dedication booklet for the recently completed Jesse Knight Building, helped edit and proofread the first volume of *BYU Studies*, and edited and proofread the writing of many faculty and staff. Upon completing his bachelor's degree, he pursued a master's in English, focusing on English language courses.

While dedicated to his graduate studies, Norton also experimented with writing oral histories; he selected his father as his first subject. Deeply touched by his father's tearful response upon reading the finished work, Norton began to train himself as an oral historian. His interest turned into a passion, and during the ensuing decades he interviewed, transcribed, and edited hundreds of long and short oral histories.

After completing his graduate work at the University of Minnesota in 1967, he became a faculty member in BYU's English Department, teaching courses in grammar, usage, and writing. In the coming years, he also created an evening course titled Personal History, in which he shared his love of oral history with his students.

At the same time that he was becoming a well-known—and well-loved—professor, he was coming to the attention of Church leaders. In the 1970s, he was asked to serve on a committee for the Office of the Presiding Bishopric. In this role, he helped rewrite, in plain English, publications of the office and Church auxiliaries. Additionally, for 20 years he served on a committee appointed by the Utah Supreme Court to help rewrite jury instructions in plain English.

His expertise in writing was also reflected in his role at BYU as the director of the Writing Lab, where he helped numerous students improve their papers for courses in a variety of disciplines. Inspired by the tremendous benefit this service provided, he created the Faculty-Staff Editing Service, through which he and his student employees edited some 7,000 pages of faculty and staff writing annually. This service provided immense value to faculty and staff as well as allowed Norton to mentor many aspiring editors. His service didn't stop there, though. Over the years, he edited hundreds of student application letters and résumés, especially during the four years he was BYU's prelaw adviser and a member of the premed committee.

Throughout Norton's busy career at BYU, he remained involved with oral histories. In 1989, he was invited to prepare oral histories of veterans who had served in the US Army Air Corps during World War II. Over time, the project expanded to include veterans in all army branches and in all US military conflicts, with the most recent focus centering on Latter-day Saint veterans. Through this ongoing project, he, his students, and his editing interns have completed more than 1,000 veterans' oral histories.

In 2004, after nearly 40 years as a BYU professor, Norton retired from full-time employment. Before retiring, he was gratified to see that the editing minor, which he had helped design, was now an official program of study at BYU.

Though Norton is no longer a full-time employee, his life has not slowed down. He teaches gymnastics (after judging gymnastics competitions for 48 years), and he remains involved with the military oral histories project and other publishing-related activities. His legacy as a writer, editor, oral historian, and mentor to many Latter-day Saints in the publishing industry continues to expand—and surely will in the years to come. LDSPMA thanks Norton for his tremendous influence on Latter-day Saint publishing and media professionals.

Lifetime Achievement Award in Writing

JOHN L. SORENSON

Presented by John W. Welch



From a young age, John L. Sorenson understood the importance of excelling in school, and after graduating from North Cache High at age 17, he enrolled at Utah State Agricultural College (present-day Utah State University). Though he'd decided to study electrical engineering, as had both of his brothers, the outbreak of World War II changed his plans. Because of the courses he'd completed in math and physics, he enlisted in the US Army Air Corps to be trained as a meteorol-

ogist. Following arduous schooling at CalTech, during which he earned a master's degree in science, he was commissioned in the Air Corps and served for 40 months.

After returning home safely, Sorenson decided to serve a mission for the Church. However, once again, things didn't go according to his plans. Transportation was highly uncertain at that time, and before he was finally able to leave for New Zealand many months later, he'd met and married Kathryn Richards. Nevertheless, he remained committed to fulfilling his mission, and he eventually served in the Cook Islands.

After 30 months of missionary work, Sorenson returned to his wife—and young son. He enrolled at BYU and, no longer interested in the physical sciences, decided to study archaeology, which led to the opportunity to work in southern Mexico with the first season of the New World Archaeological Foundation. Several years later, upon receiving a fellowship from the National Science Foundation, he began a doctorate program in archeology at UCLA. However, his academic focus shifted again, this time because of the sudden death of his chosen mentor. To his—and other Latter-day Saints'—great benefit in the long-term, he decided to move to the much broader field of social anthropology. For his dissertation, he studied the urbanization/industrialization of American Fork, Utah, that resulted from the construction of the Geneva Steel plant. The scope of the study was rare among anthropologists—and impressive to BYU's sociology faculty, who welcomed him into the department in 1959.

Of course, Sorenson's research and career weren't the only important or interesting aspects of his life during this time. He and his wife were also raising eight sons (and later an adopted daughter). He was also busy serving in various church callings, showing the same commitment he had when deciding to serve a mission despite experiencing travel difficulties and being a newlywed.

As Sorenson juggled family responsibilities with a thriving career, he received the opportunity to lead an interdisciplinary study of counterinsurgency in South Vietnam for the US Navy. It was at this point that he came to consider himself an applied anthropologist. In 1954, he was offered the position of chief social scientist at General Research Corp. After seven years in this role, he resumed his position as a BYU faculty member, and in 1978 he was appointed as the chair of the Anthropology Department.

Though he hadn't become a professional archaeologist, he kept up-to-date on the literature regarding Mesoamerican archaeology, and he published in professional and Latter-day Saint circles. Beginning in 1977, at the invitation of the editor of the *Ensign*, he wrote a series of articles explaining his understanding of the geographical and historical context of the Book of Mormon. These articles were never approved, despite multiple rewrites, for publication in the *Ensign*, but in 1985 Deseret Book published the content as *An Ancient American Setting for the Book of Mormon*. This book—the first volume printed under the auspices of FARMS—is considered the seminal publication on the historicity of the Book of Mormon in its ancient American setting. Still widely influential today, the book popularized the limited-geography model regarding the locations of Book of Mormon events. The model has become the most supported geographic framework among Latter-day Saint scholars.

In 1986, Sorenson retired from BYU, and from that point forward he focused on assisting with FARMS and remaining current on Mesoamerican research in relation to the Book of Mormon. He also emphasized the need to increase the rigor of scholarship defending the Book of Mormon. He served as the editor of the *Journal of Book of Mormon Studies* and authored or coauthored approximately 200 books and articles. In 2006, he began working on his crowning publication, integrating all he'd learned during more than 50 years of professional-level research on the Book of Mormon in relation to Mesoamerican studies. The result was published in 2013 as *Mormon's Codex: An Ancient American Book*. This book and several others he authored—including *Images of Ancient America* and the prize-winning *Pre-Columbian Contact with the Americas across the Oceans*—are monumental achievements that are unlikely to ever be surpassed.

LDSPMA thanks Sorenson for his significant contributions to publishing, particularly regarding publications on the context of the Book of Mormon. He's set a high standard for other researchers and scholars to aspire to.

5:10–6:10 PM: Tour of BYU Broadcasting Building

Speech by Michael A. Dunn, *Managing Director of BYU Broadcasting*

Optional meetup: 6:30 p.m. dinner at Good Thyme Eatery (63 East Center Street, Provo); not included in conference registration

SATURDAY

NOVEMBER 3, 2018

9:00–10:00 AM: Keynote Session

Auditorium

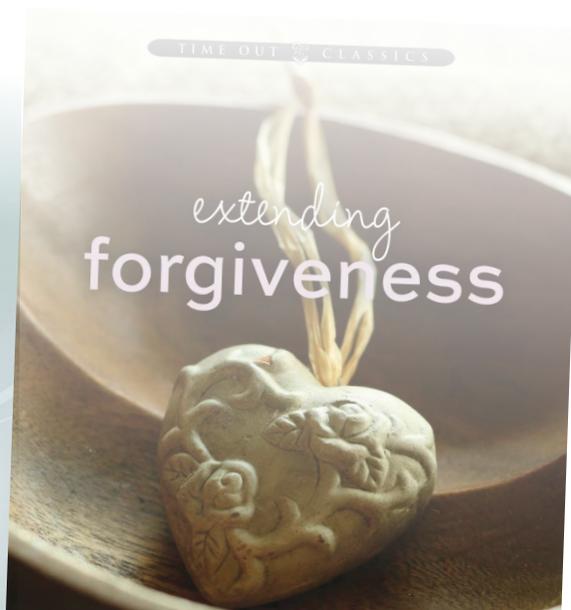
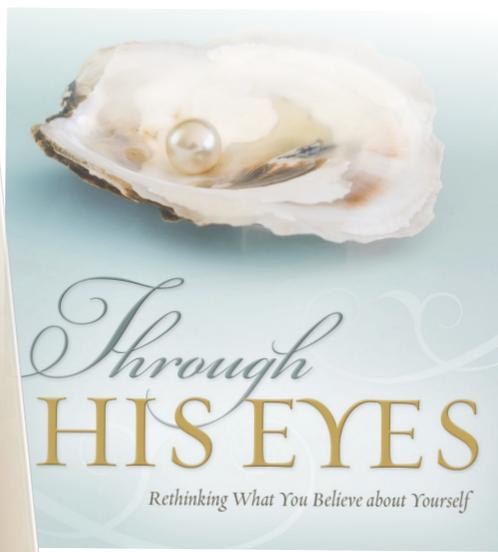


Virginia H. Pearce

Author and Former General Officer of the Church

I'm Not Really a Writer

Exploring her “noncareer” as a writer, Pearce will discuss why, how, and when she goes about putting words on the computer. If you’re a self-identified nonwriter, you’ll know what she’s talking about. If you’re a *real* writer, you’ll walk away feeling ever-so-smug about your own skills and self-discipline. With Pearce, you’ll explore why everyone should write—especially those who don’t intend to make a career of it.



10:10-11:00 AM: Breakout Sessions

	SPEAKER	TITLE	DESCRIPTION
Publishing Room 2295	 <p>Erin Willder <i>Managing Editor, BYU Continuing Education</i></p>	Latter-day Saints in Publishing and Media: Developing Vision	After a brief overview of history, statistics, and trends in publishing and media, participants will engage in a group discussion examining some hard questions, such as the following: What kind of vision will better guide Latter-day Saints in publishing and media efforts? What are the next steps for achieving this vision?
Marketing Room 2285	 <p>Annie Oswald <i>Global Director of Media Publishing, Franklin-Covey</i></p>	Selling Translation Rights: How to Be an International Matchmaker	In this session, Annie Oswald will provide an inside look at the roles of the foreign rights agent, who plays matchmaker between book publishers in different countries. She'll discuss the opportunities and benefits to be found in translation rights, best practices from her 20 years of experiences in the publishing world, how to find the right partner, and how to get involved in this largely untapped revenue stream.
Editing, Design, and Production Room 2265	 <p>Don Norton <i>Recipient of Lifetime Achievement Award in Editing and Production</i></p>	Lessons Learned from Helping Thousands of Editors, Writers, and Others in Publishing	Don Norton, recipient of LDSPMA's Lifetime Achievement Award in Editing and Production, will share his most important tips and advice for members of the publishing industry. He culled these best practices through his decades as a BYU professor and as an editor working with lay writers, students aspiring to be writers, oral informants, and academics (including Hugh Nibley—and who dares edit him?)..
Fiction and Nonfiction Writing Room 2267	 <p>John Hilton III <i>BYU Religion Professor; Author; Video Game Creator</i></p>	 <p>Levi Hilton <i>Video Game Creator</i></p>	From Bible Apps to Bestselling Books: What a Teenager and His Father Learn from Each Other
Media and Broadcasting Auditorium	 <p>Justin Cook <i>Producer, Writer, and Director, Church Publishing Services Department</i></p>	True Story: Striving for Light, Truth, and Authenticity in Narrative and Documentary Film	More often than not, the content you create isn't completely of your own choosing. However, you can still ask the question "Where is the voice of authenticity?" And whether creating narrative or documentary stories—your own or someone else's—you can infuse light and truth into every project you have the opportunity to play a part in. This session will explain how to do just that.

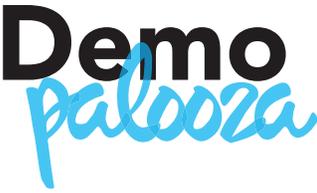
11:10 AM–12:00 PM: Breakout Sessions

	SPEAKER	TITLE	DESCRIPTION
Publishing Room 2295	 Adam Sidwell <i>Founder and President, Future House Publishing</i>	It's Not What You Think: A Story of Building a Publishing Company in a Distracted World	Adam Sidwell will share the story of Future House Publishing, including the highs, the lows, and compelling numbers that will vaporize many preconceptions that authors and others trying to break into the publishing world may hold. He'll draw on his experience making blockbuster films in Hollywood and explain how that experience relates to publishing books and content. He might even talk about explosions.
Marketing Room 2285	 Giovanni Tata <i>Director, BYU Creative Works Office</i>	Preparing Creative Works for Commercial Use and Sale	What creative works, including books, media, and software, are appropriate for marketing and distribution? How do you copyright and license these works—and ensure that your rights aren't infringed upon? This session will answer these and other questions based on Giovanni Tata's experience as the director of BYU's Creative Works office..
Editing, Design, and Production Room 2265	 Darren Poulsen  Shawnda Craig  Wes Wheeler  Kaitlin Barwick <i>Members of the Production Team at Cedar Fort Publishing and Media</i>	Always Judge a Book by Its Cover: Designing and Producing Stunning Books That Turn Heads	If a picture really is worth a thousand words, then a professionally designed book cover should be worth even more, right? Right! This panel discussion will explore how the design and production team at Cedar Fort Publishing and Media creates and produces over 110 striking covers and layouts a year. Each design tell the author's story and demands buyers' attention—and each design is custom made with love!
Fiction & Nonfiction Writing Room 2267	 September C. Fawkes <i>Author; Writing Coach</i>	He Said, She Said: How to Excel at Writing the Spoken Word	In this session, you'll learn the do's and don'ts of dialogue—and how to take your dialogue to the next level. You'll also learn how to avoid the five most common mistakes writers make, how to develop character voice, how to empower dialogue through subtext, which dialogue tags to use and when, and how to make dialogue more compelling. You'll leave armed and ready to excel at writing the spoken word.
Media and Broadcasting Auditorium	 Marianna Richardson and Marriott School Students	Promoting Yourself by Starting Your Own Podcast and YouTube Channel	Podcasts and videos give you the opportunity to explore topics you're passionate about while also expanding your media presence. In this session, you'll learn how to create a podcast and a YouTube channel to promote your writing career and/or establish yourself as a social media personality. Marianna Richardson and her students at BYU will share their journey into podcasting and making YouTube videos, along with ideas for social media advertising..

12:00–1:00 PM: Lunch

HCEB Atrium

1:00–1:50 PM: Breakout Sessions

	SPEAKER	TITLE	DESCRIPTION
Marketing Room 2285	 <p>Trina Boice <i>Author of 24 Nonfiction Books</i></p>	Marketing Ideas That Let Your Voice Be Heard: The Art of the Yak	Have you ever seen a yak? Does your voice sound like one? Do you want to sell books or give speeches in China? This fun class will address some of those issues and more. You'll learn outside-the-Mongolian-box marketing ideas that feature your unique platform in creative, new ways, including through Amazon sales, speaking events, international tours, book reviews, YouTube videos, and Patreon.
Editing, Design, and Production Room 2265	 <p>Don Miles <i>Senior Editor, The Church of Jesus Christ of Latter-day Saints</i></p>	Speed Reading for Dummies and Others	The average reading speed is 250 words per minute (wpm). With speed reading, you can increase that rate to over 400 wpm. However, you can see 900 wpm, which means you can read 900 wpm and not skip words. Using the skills discussed in this session, you'll be able to read more books, find quotes faster, and stay on task while reading, just to name a few of the benefits!
Fiction and Nonfiction Writing Room 2267	 <p>Laurisa White Reyes <i>Author of Children's Books</i></p>	8 Secrets to Self-Publishing Success	Too many self-published authors assume that if they just write a story and put it out there, the readers will come. Unfortunately, this path usually leads to poor sales and a black mark on a writer's reputation. Producing a high-quality self-published book requires the same amount of care and investment of time and money that traditional books require. In this session, join editor and award-winning author Laurisa White Reyes to discover what it takes to make your book the best it can be and to effectively promote it.
Interactive Session Auditorium		Demopalooza: A Time to Share Your Video, Audio, and Multimedia Creations <i>Interactive Session Led by Marianna Richardson and Erin Willder</i>	In this session, previously selected participants will share excerpts of up to five minutes from their videos, podcasts, or other audio/video works. Following the presentations, other session attendees will have the opportunity to talk with the presenters one-on-one or in small groups.
Publishing Room 2295	 <p>Steve Piersanti <i>President and Publisher, Berrett-Koehler Publishers</i></p>	How to Succeed by Innovating in Every Area of Your Business: What Small Publishers Can Do	In this session, the founder of award-winning, pathbreaking, and consistently profitable Berrett-Koehler Publishers will share innovative practices in many areas of publishing, including author relationships, editorial systems, publication agreements, online products, marketing systems, community building, company management, compensation practices, and company ownership and governance. Piersanti will share specific documents and practices that other publishers may wish to adapt for their own use. He'll also explain many advantages that Latter-day Saints have in becoming publishing leaders..

Mission of LDSPMA

The Latter-day Saint Publishing and Media Association (LDSPMA) is an international organization for members and friends of The Church of Jesus Christ of Latter-day Saints who work in media and publishing or seek to do so. We provide online and in-person opportunities for our members to learn, network, share and refine their work, and support one another in magnifying and marketing praiseworthy works that bring light into the world. The media represented by LDSPMA members include books, blogs, articles, songs, poetry, videos, films, audio programs, and podcasts, among others.

2:00 –3:00 PM: Closing Session

Auditorium



Orson Scott Card

Bestselling Author

The Possibilities of Writing: Lessons from a 40-Year Journey

In this keynote address by the most honored LDS fiction writer of all time—recipient of more than twenty-five awards for both lifetime achievement and many individual works—Orson Scott Card will share what he has learned about the art and craft of writing.



PRESENTERS

David Archuleta became a star when he was just 16. In 2008 more than 30 million television viewers fell in love with his angelic voice, and their 44 million votes made him runner-up in season 7 of *American Idol*.

Soon after, the young Utahn's first single, "Crush," debuted at number 2 on the Billboard Hot 100 chart the week of its release. According to Nielsen SoundScan, the track was downloaded 166,000 times that first week in the US and subsequently sold more than 1.92 million digital copies. Three months later, David's self-titled album went gold, selling more than 750,000 copies in the US and more than 900,000 worldwide. In 2010 David released his third album, *The Other Side of Down*, and was a guest star on the Tabernacle Choir's holiday album *David Archuleta—Glad Christmas Tidings*.

In March 2012 David went on to release his fourth album, *Forevermore*, exclusively in the Philippines, where it was soon certified gold. Later that year he released his fifth album, *Begin*. His sixth album, *No Matter How Far*, was released in March 2013.

In 2012 David put his singing career on hiatus so he could serve a two-year mission in the Santiago, Chile, area. He returned from Chile in March 2014 eager to perform and record once again. Among other things, he traveled to the Middle East to perform for US troops, and he recorded the song "Glorious" for the movie *Meet the Mormons*. More recently, he relocated from Salt Lake City to Nashville and released his seventh album, *Postcards in the Sky*.

Kenny Baldwin is an attorney and the assistant director of operations for BYU's Copyright Licensing Office. He also teaches the course Sketch Comedy Writing at BYU; is chair of BYU's Sketch Comedy Summer Workshop; and is the artistic advisor for BYU's premiere sketch comedy troupe, Divine Comedy. He began working in show business at age 15 and has been a musical director, actor, writer, director, and producer in theater and short film. He earned a bachelor's degree in communications and then earned a juris doctor degree from BYU.

Kaitlin Barwick is the editorial coordinator at Cedar Fort Publishing and Media, where she works with authors and editors to transform raw manuscripts into polished books. She also typesets and designs most of the black-and-white interiors and writes back-cover copy. Kaitlin graduated from BYU with a bachelor's degree in English language and a minor in editing.

James D. Beers is an archaeologist; part-time humor, ghost story, and young adult story writer; and frequent stress eater. He loves eating ice cream and steak, as well as driving questionable two-track roads in the wilderness. His writerly side is chronicled on his website (writingwithbeers.com). He's the award-winning author of *A Knack for Embarrassment*, *Laughs and Spooks* (vol. 1), "Retribution," and "Christmas Cookie . . . Ooh La La!" He also organizes the annual Utah's Book Marketing Conference.

Suzu Bills is an author, editor, and faculty member in the editing and publishing program at BYU. She was previously a lead editor for the Joseph Smith Papers, and she's owned a writing and editing business for a decade, working with individuals and companies to publish everything from fiction and nonfiction books to doctoral dissertations, video scripts, technical manuals, marketing materials, and cookbooks. She loves sharing her skills with others, whether through teaching, mentoring, helping authors get their thoughts on paper, or fine-tuning their writing.

Trina Boice is an author of 24 nonfiction books geared toward mainstream or Latter-day Saint audiences. She currently teaches for BYU Idaho online and writes movie reviews at MovieReviewMom.com. She received the California Young Mother of the Year Award, which completely amuses her four sons. A popular international keynoter, she has spoken in China, Colombia, Mexico, and Puerto Rico. She was a political correspondent for KPBS in San Diego before moving to Las Vegas. If she told you what she really does, she'd have to kill you.

Dave Brown has been with Deseret Book for eight years, currently serving as the managing director of the company's national publishing division, Shadow Mountain. Before joining Deseret Book, he worked in New York as a copyright and trademark attorney serving clients in publishing, music, and other media industries. He completed a bachelor's degree in linguistics and Spanish translation from BYU and then earned a juris doctor degree from the University of Virginia School of Law.

Orson Scott Card is the author of many novels, most notably those in the Ender's Game series, the Pathfinder series, the Alvin Maker series, and the Mithermages series. His genres include science fiction, contemporary fantasy, American frontier fantasy, and poetry, and he's also written many plays and scripts. Card was born in Washington and grew up in California, Arizona, and Utah. He served a mission in Brazil in the early 1970s. Besides his writing, he frequently teaches writing and literature courses at Southern Virginia University. Card and his wife, Kristine, currently live in Greensboro, North Carolina, where his primary activities are writing a review column for the local *Rhinoceros Times* and feeding the small wildlife on the patio of his home.

Heidi Chewing is the assistant director of licensing for the Copyright Licensing Office, where she manages copyright licensing services and provides copyright training for the BYU community. Before joining BYU, she clerked for Judge Lynn W. Davis of the Utah Fourth District Court and was an associate at Hill, Johnson & Schmutz in Provo. She earned a bachelor's degree in English, a master's degree in business administration, and a juris doctor degree, all at BYU.

Justin Cook grew up with a passion for theater and classic cinema. His adventures in media began as a performer and local DJ for public radio. He later completed a bachelor's degree in media arts studies at BYU, followed by a master's degree in directing and screenwriting at Columbia University. He's worked in all aspects of production, from independent features to creative advertising. He's currently a producer, writer, and director in the Film Division for the Church's Publishing Services Department. His favorite pastime is reading stories to his four sons.

Shawnda Craig has over 15 years of design experience and is currently the graphic design manager at Cedar Fort Publishing and Media, where she leads the design team in creating book covers, layouts, catalogs, gift items, and even packaging for the Pioneer Products line. She also oversees the creation process for children's books.

Tara Creel is a Utah native and mother of four boys. She's an editor for Month9Books and Write on Editing. She also reviews books for the *Deseret News*, and she blogs about books and writing at *Tara Creel Books*. Tara writes stories for children, alternating between mysteries and tear jerkers. She's an HGTV junkie who loves hiking and playing at the beach with her kids.

Laurel Christensen Day has a passion for getting great content in the minds and hearts of people, whether through books, films, or other media formats. She has a master's degree in communications management and has spent the last 20 years at Deseret Book, where she began as a marketing coordinator and is now the vice president of product and branding.

Marj Desius is a singer, actress, and model who was born and raised in Haiti. She's well-known for her pop song covers in her native language of Haitian Creole. Through her inspiring music videos on Haitian national TV stations and social media, she's reached millions of viewers. She's also shared the stage with Tim McGraw and Alex Boyé, sung for the CEO of Apple, and trained with Gladys Knight. She owns Marj Voice and Performance Coaching. Her motto is "Music for a Purpose."

Rodger Dean Duncan was a speechwriter in two White House administrations and headed worldwide communication for Campbell Soup Company. He also served on the First Presidency's advisory council that first recommended adding the subtitle to the Book of Mormon. He's a regular contributor to *Fast Company* and *Forbes* magazines and is the coauthor of *Leadership for Saints*. His self-published book *Change-Friendly Leadership* hit the #1 spot on several Amazon listings and earned multiple international prizes, including the prestigious Eric Hoffer Award. He earned a doctorate in communication at Purdue University.

Brad Farmer is the chief executive officer at Gibbs Smith, an employee-owned independent publisher of illustrated architecture, interior design, cooking, and children's books, along with award-winning state history programs. He's worked in all aspects of the publishing process, from acquisitions and production to sales, marketing, and distribution. He lives in Layton, Utah, with his wife and two sets of twin boys (plus one extra for good measure) and loves to explore the world through books and in person.

September C. Fawkes has worked in the fiction-writing industry for over five years. She has edited for award-winning and bestselling authors and has worked on manuscripts written for middle grade, young adult, and adult readers. She earned a bachelor's degree in English and served as a fiction editor and managing editor for the literary journal *The Southern Quill*. When not editing, she's penning her own stories and running a writing-tip blog at SeptemberCFawkes.com. She also serves as a writing coach at WritersHelpingWriters.net.

Ignacio M. García has taught at BYU for 23 years and is currently the Lemuel Hardison Redd Jr. Professor of Western and Latino History. He's also the author of seven books on Mexican American/Chicano civil rights and politics. His most recent book, *Chicano While Mormon: Activism, War, and Keeping the Faith* chronicles his life as a young Latter-day Saint Chicano rights activist. He's also written a novel and short stories, as well as several essays on the role of Latinos in the Church.

Camlyn Giddins grew up in a home centered on God, the arts, and social work. With a degree in media arts, she has experience as a producer, cinematographer, editor, community gatherer, and teacher. Her film work includes a civil rights history tour and *The Coal Minority*, which won Best Documentary Short at the Workers Unite Film Festival. Most recently, she cocreated *Splitting the Sky* with Amber Richardson and Anna Hargadon Peterson. *Splitting the Sky* is an online documentary series featuring the spiritual journeys of Latter-day Saint and other women.

Kels Goodman is the owner and director of the LDS Film Festival. He was born in Richmond, Virginia, and raised in southern Texas. After graduating from BYU, he evolved from working in technical roles in Hollywood productions such as *Touched by an Angel* to producing independent Latter-day Saint films, including *Handcart* and *Hidden in the Heartland*. He's best known as the producer for one of YouTube's first viral marketing hits: *Will It Blend?* He and his wife, Stephanie, recently acquired the LDS Film Festival, which showcases films the first weekend of March each year at the SCERA Center for the Arts in Orem, Utah.

Robert Hatch is a film director, writer, and producer. He served a mission in Australia, graduated from BYU in film production, and taught film production courses at BYU as an adjunct professor. He's produced 56 television programs for the Church and has directed seven productions for the BBC. His films have received nearly 300 film festival honors.

Carmen Rasmusen Herbert was the first Latter-day Saint contestant on *American Idol* to make it to the final six. She is a *Deseret News* columnist and has published two books, *Staying in Tune* and *You Are More*. She speaks at Deseret Book's Time Out for Girls, has appeared on NBC's *Fear Factor*, and starred in *Pride and Prejudice: A Latter-day Comedy*. She's released two albums as well as a #1 hit video on *CMT's Top 20 Countdown*.

John Hilton III is an associate professor of ancient scripture at BYU. He earned a bachelor's and a doctorate degree at BYU, as well as a master's degree from Harvard University. He's published several books with Deseret Book, including *WHY?, HOW?*, and *52 Life-Changing Questions from the Book of Mormon*. He and his wife, Lani, have six children, and their family has lived in Idaho, Massachusetts, Florida, Mexico, Jerusalem, and China. In addition to spending time with his family, he loves doing humanitarian work, learning Chinese, and performing magic.

Levi Hilton started developing computer games at age 13 based on the Book of Mormon. He used Kickstarter to create two Book of Mormon PC games and three Bible-based apps (available for iOS and Android devices). In addition to app development, Levi enjoys skiing and spending time outdoors.

Carri P. Jenkins is the assistant to the president for University Communications at BYU. In this position, she serves as the spokesperson for the university and directs the university's communications offices. Previously, she served for 12 years as the associate editor of *BYU Magazine*. She also has been an instructor in the BYU Communications Department, a university speech writer, and a publicity director. She received bachelor's and master's degrees from BYU, and she and her husband, Paul, have two children and two grandchildren.

R. Devan Jensen is the executive editor for the Religious Studies Center at BYU. He previously worked as an editor for the *Ensign*, the Church's Publishing Services Department, and Deseret Book. He's copyedited around 250 books and book-length projects, which have garnered many awards. In 2015 he received a BYU Dean's Award for exceptional service, and in 2016 he received the BYU President's Appreciation Award. He's presented at BYU's Church History Symposium and Education Week, as well as the conferences for LDSPMA, Mormon History Association, Pacific History Association, Sons of Utah Pioneers, and Utah State History.

PRESENTERS, CONTINUED

Arthur Jue is an entrepreneur who serves on the boards for CreaTV, Meriwest, and Capella B-School, among others. He holds a doctorate in leadership, a master's in business administration, and a bachelor's in marketing. He's an associate editor for one journal, an editorial board member for another journal, and an editorial reviewer for Berrett-Koehler. As an executive producer, he created Mormon Channel's *Have I Done Any Good* music video and worked on a CW sitcom. He's the author or coauthor of multiple publications and currently serves as media director for NorCal Church Public Affairs.

Greg Link, the cofounder of the Covey Leadership Center and CoveyLink Worldwide, is an authority on how trust affects business growth, leadership, sales, marketing, and high performance. He orchestrated the strategy that led *The 7 Habits of Highly Effective People* to be one of the most influential business books of the 20th century and *The Speed of Trust* to be a New York Times bestseller. He also led the marketing that helped propel Covey Leadership Center from a startup to an enterprise exceeding \$110 million. He's also the coauthor of *Smart Trust: The Defining Skill That Transforms Managers into Leaders*.

Michelle McCullough started her first business at age 19 and currently runs three companies, including a marketing consulting business. She's the author of four books, including the bestseller *Make It Happen Blueprint*. She's also the managing partner for *Startup Princess*, an international business blog. She's worked with big-name brands and is a sought-after speaker; episodes of her radio show, *Make It Happen*, have been downloaded over 1 million times.

Peter Midgely is a registered patent attorney and the director of the BYU Copyright Licensing Office. He earned a bachelor's degree in electrical and computer engineering from BYU and a law degree from George Washington University. Before starting his position at BYU, he practiced intellectual property law for 15 years at law firms in California and Idaho. He presents frequently on copyright principles, intellectual property, and related topics.

David Miles is the publishing director for Familius, a book publisher dedicated to helping families be happy. Named a 2013 Outstanding Graduate from BYU's Marriott School of Management, Miles is also a designer and the author or illustrator of more than 35 books. He's proud to work at one of the most exciting new publishers of recent years. Since it was founded in 2012, the company has experienced explosive growth, landing itself on the *Publishers Weekly* 2018 list of fastest-growing publishers and outperforming itself by double digits every year.

Don Miles is a senior editor in the Publishing Services Department for The Church of Jesus Christ of Latter-day Saints. He's worked as a farmer, Santa Claus, and a construction worker, and he taught writing and other courses at BYU, Utah Valley University, and the University of Phoenix for twenty years. He earned bachelor's and master's degrees in English at BYU. He received the graduate student instructor award from BYU and the distinguished teaching award from the University of Phoenix. He's published two books and about 120 articles.

Michelle Millet edits fiction for Month9Books and Write on Editing. She earned a degree in art history from BYU and still holds a ridiculously soft spot for all things Russian. She lives in the San Francisco Bay area with her engineer husband and three lively children. She dreams of hiring a housekeeper, cook, and butler in order to spend more time reading and editing.

Heather B. Moore is a USA Today bestselling author of more than a dozen novels and inspirational nonfiction. She's the winner of several literary awards—she's a six-time winner of Best of State's Best in Literary Arts award, three-time winner of the Whitney Award for Best Historical, and two-time winner of the Golden Quill Award for Best Novel. Moore attended Cairo American College in Egypt and the Anglican School of Jerusalem in Israel, and she earned a bachelor's degree at BYU.

Michael R. Morris manages the editing and writing team at Church magazines. He graduated from BYU with bachelor's degrees in journalism and Spanish, followed by a master's degree in mass communications. Prior to becoming an editor for Church magazines in 2006, he worked in book editing and newspaper journalism, including for one year as a reporter and editor in Caracas, Venezuela. While working for the *Deseret News*, he was nominated for a Pulitzer Prize. In his spare time, he bikes, hikes, fishes, gardens, and reads.

Don Norton is LDSPMA's Lifetime Achievement Award in Editing and Production recipient. For decades, he was a professor at BYU, teaching courses on grammar, usage, writing, and oral history. He also led the Writing Lab and the Faculty-Staff Editing Service. Off campus, he served on committees to simplify the writing style in Church publications and Utah Supreme Court documents.

Annie Oswald is the global director of media publishing at FranklinCovey, where she's worked for 25 years. She's involved in everything from research and development to publisher relations, sales and marketing, and contract negotiations. She graduated from BYU with a bachelor's degree in English and a secondary teaching certificate. She's been a keynote speaker at events in the US and internationally. She and her husband are the parents of four beautiful and highly effective daughters. The whole family loves to read and travel.

Virginia H. Pearce was born to Gordon B. and Marjorie Pay Hinckley in Colorado and reared in Salt Lake City. She holds a bachelor's degree in history with a minor in English and a master's degree in social work, all from the University of Utah. She's a former counselor in the Young Women General Presidency and has served on the Primary General Board. She worked as a private-practice therapist and an instructor of children's literature, and she also did editorial work for Deseret Book. From her decades of speaking, writing, and reading, she has great respect for the power of words—as well as the joy and difficulty inherent in writing. She's the author of seven books and the coauthor of five other books. She and her late husband, James R. Pearce, are the parents of 6 children, 27 grandchildren, and 1 great grandchild.

Josh Perkey is the assistant managing editor for the *New Era* magazine. Before joining the *New Era* team, where all the hip action happens, he was a senior editor at the *Ensign*, working on spiritual, family, and academic articles. Prior to working for the Church, he was an associate editor with Glencoe/McGraw-Hill for seven years. He loves epic stories, humorous tales, swashbuckling movies, and playing with his family. In his spare time, he's a success coach and trainer.

Steve Piersanti is president and publisher of Berrett-Koehler Publishers, a leading independent publisher of books on current affairs, personal growth, and business and management. Berrett-Koehler pursues its mission of "Creating a World That Works for All" by publishing groundbreaking books that promote positive change at all levels—individual, organizational, and societal. Prior to founding Berrett-Koehler in 1992, he served as president of Jossey-Bass. He began his career at Jossey-Bass as an

advertising copywriter, then served as marketing director, editor, editorial director, and executive vice president before becoming president in 1989.

Darren Poulsen has almost 20 years of experience with product and creative development at the top leadership and corporate-training companies and thoroughly enjoys his current journey as the director of production at Cedar Fort Publishing and Media. He loves the thrill and challenge of leading creative teams through the development process, from the birth of an idea to the arrival of the final product. He's in his zone when he and his team are innovating and pushing the boundaries of conventional thinking. He believes in working hard and playing even harder.

Jesse Ranney is a film producer, director, and writer. He grew up on a pig farm, where he learned the value of hard work. While his job in advertising keeps him busy, what he really loves are feature films. In the Latter-day Saint space, he's produced content for Excel Entertainment (*Peculiar People*) and Covenant Communications (*Find Your Happy*). He also helped to produce the feature *We Love You, Sally Carmichael*. His feature-length thriller, *Behind You*, is currently in postproduction.

Barry Rellaford is the coauthor of *A Slice of Trust* and a cofounder of FranklinCovey's Trust Practice, working closely with Stephen M. R. Covey, the author of *The Speed of Trust*. Rellaford's business, the Strength of 10, helps individuals and organizations perform work with purpose. He serves on the board of LDSPMA and is a Gallup-Certified Strengths Coach. He lives with his family in American Fork, Utah..

Laurisa White Reyes is the author of 12 books, including *The Storytellers* (winner of a Spark Award & Moonbeam Gold Medal) and *Petals* (a Spark Honor recipient). She's the former editor in chief of *Middle Shelf Magazine* and is the founder and senior editor of Skyrocket Press. She lives in Southern California, where she teaches English at College of the Canyons.

Marianna Richardson received a master's degree from Johns Hopkins University and a doctorate from Seattle Pacific University. She's published three books and many scholarly journal articles. She was the assistant to the editor for the American Counseling Association's journal *Counseling and Values* and is currently the editor in chief of the peer-reviewed student journal *Marriott Student Review*. She currently teaches management communication at BYU's Marriott School of Business. She's also the mother of 12 children..

Adam Sidwell graduated from BYU with a bachelor's degree in animation and an emphasis in computer science, after which he began a career building CG creatures for feature films. More recently, he's established Future House Publishing as a storytelling machine and has trained and managed 80+ employees and interns to accomplish the creative vision of the company. His work has taken him to Los Angeles, San Francisco, Vancouver, and New Zealand. He and his family recently moved from California to Utah, because bears are less scary than sharks.

Cami Stephenson is the copyright licensing administrator for the Division of Continuing Education (DCE) at BYU. She's responsible for evaluating copyright issues for DCE, obtaining licensing, and providing ongoing copyright training and support for DCE employees. Prior to working for BYU, Cami was an operations manager for a health club chain in the Atlanta area. She earned a bachelor's degree in journalism and communications from Utah State University and a law degree from BYU.

Giovanni Tata is the director of the Creative Works office at BYU. In this position, he's responsible for the commercialization of all intellectual property related to content and copyright developed by university faculty. He works directly with faculty and staff to help them develop and prepare creative works for commercial use. He identifies creative works that are appropriate for marketing and distribution and actively markets and distributes them. He also develops relationships in the industry and negotiates contracts and other agreements with private enterprises.

Alla Volkova received a bachelor's degree in media arts from BYU and a master's degree in directing from the American Film Institute. She worked as an editor and producer for many years and then transitioned to directing. Her thesis film, *Dreamland*, received many awards and played at festivals such as the Cannes Short Film Corner, the Fresh Wave Hong Kong International Film Festival, and Camerimage Plus in Poland. She's currently a film and video producer for the Church and directs commercials and other short-form content as a freelancer.

Brandon Weekes graduated from Utah Valley University with a bachelor's in business management and later a master's in business administration. He worked as the marketing director for Four Trees Grounds Maintenance for over a decade and then became a digital marketing consultant, helping businesses increase brand awareness and followers. He now serves as the marketing director for Hales Creative and uses his expertise to help clients build marketing strategy. Weekes has served on the Utah Valley University's MBA board of directors over marketing and communication for the past three years.

Wes Wheeler, a graphic designer and illustrator at Cedar Fort Publishing and Media, creates illustrations and designs for publications ranging from children's books to Latter-day Saint nonfiction to regency romance novels. He graduated from Utah Valley University with a bachelor's degree in illustration. He enjoys drawing everything—from the cutest child to the ugliest monster.

Marissa Widdison is the assistant managing editor for the *Friend* magazine. She earned a bachelor's degree in communications/print journalism at BYU and began her career as a journalist in New York and Los Angeles. She later earned a master's degree in public administration from BYU; during the program, she focused on nonprofit management and completed field studies in Haiti and Ghana. She joined Church magazines in 2011.

Erin Willder is the managing editor at BYU Continuing Education, where her team provides diverse production and accessibility services for hundreds of online courses and various other projects. Previously, she taught editing and design at BYU and provided complete publishing services to private, corporate, and university clients across the country. Erin has also served as LDSPMA's director of communications (2015–2017) and director of student outreach (2017–2018).

Carol Lynch Williams is an award-winning novelist of more than 30 books. She has an MFA from Vermont College, runs the workshop Writing and Illustrating for Young Readers, and teaches creative writing at BYU. She won the prestigious PEN/Phyllis Naylor Working Writer Fellowship for *Glimpse*; her novel *The Chosen One* was nominated for the Carnegie Medal; and *Never That Far* was just released from Shadow Mountain.

LDSPMA Board of Directors and Staff

The LDS Publishing and Media Association relies on the time, talents, and energy of many great volunteers, and the board wishes to thank all those who have contributed in any way. We appreciate your support and seek to build up future leaders of the organization. If you feel called to serve in this important cause, please speak up!



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to the ACEJMC Council

85 years of teaching
communications at BYU

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