

share
your
light



 **LDSPMA**
Latter-day Saint Publishing & Media Association

Fifth Annual Conference
October 24-26, 2019

letter and brief schedule

Thursday, October 24, 2019	
8:00 a.m.-12:00 p.m.	Workshops
12:00 p.m.-1:00 p.m.	Off-Campus Lunch
1:00 p.m.-5:00 p.m.	Workshops
5:30 p.m.-6:30 p.m.	Tour of BYU Press

Friday, October 25, 2019	
9:00 a.m.-10:00 a.m.	Keynote Session
10:10 a.m.-12:00 p.m.	Breakout Sessions
12:00 p.m.-1:00 p.m.	Lunch
1:00 p.m.-3:50 p.m.	Breakout Sessions
4:00 p.m.-5:00 p.m.	Keynote Session
5:15 p.m.-6:30 p.m.	Tour of BYU Broadcasting

Saturday, October 26, 2019	
9:00 a.m.-10:00 a.m.	Keynote Session
10:10 a.m.-12:00 p.m.	Breakout Sessions
12:00 p.m.-1:00 p.m.	Lunch
1:00 p.m.-1:50 p.m.	Breakout Sessions
2:00 p.m.-3:00 p.m.	Musical Session
3:00 p.m.-4:00 p.m.	Mass Book/Media Signing
3:50 p.m.-5:55 p.m.	<i>Jane and Emma</i> Film/Q&A
4:00 p.m.-5:30 p.m.	LDSPMA Leadership Mtg.

Members and Friends,

I hope you're as excited about this conference as I am. At the close of last year's conference, I wondered whether we could possibly top it with this year's conference. Well, I'm confident that we have, thanks to our devoted conference committee, board of directors, and other volunteers. They've already put the conference's theme—"Share Your Light"—into practice. As you attend conference sessions, I hope you'll likewise share your light, such as by reaching out to other participants to make new connections and to contribute your knowledge and expertise to discussions.



After you return home, look for ways to share this light with those around you in the workplace, on social media, and wherever else you may be. As members of the publishing and media industries, we have the amazing opportunity to be a source of light in an ever-darkening world. I believe that as you share your light, Heavenly Father will bless you with even more light to share.

Please also consider sharing your light through continued involvement in LDSPMA. For example, join one or more of the discussion groups on Facebook. Or volunteer to serve on one of our committees (e.g., education, marketing, or conferences). If you can carve 5-10 hours out of your schedule each month, consider joining the board of directors. In whatever ways you choose, I hope you will let your light shine.

Suzy Bills
LDSPMA President

Thursday

8:00 a.m.–12:00 p.m. *workshops*

Speaker	Title and Description
Deep-Dive Workshop Room 2265	
Suzy Bills	Professional Editing Workshop In this hands-on workshop, you'll refine your copy and substantive editing skills. You'll review essential aspects of Chicago style, learn strategies for addressing tricky substantive editing principles (e.g., cohesion and coherence), and apply editing strategies in a variety of practice exercises. You'll receive immediate feedback on your work, and you'll have the opportunity to get answers to your toughest editing questions. This workshop is perfect for individuals who've learned the basics of editing and who want a refresher or an opportunity to dive more deeply into aspects of copy and substantive editing.
Deep-Dive Workshop Room 2267	
Michelle McCullough	Book Marketing Workshop In this workshop, you'll learn ten solid book-marketing strategies that will make your next book launch a splash. Whether your goal is to climb bestseller lists or simply to sell a lot of books, these strategies balance the tried and true with the new and improved. During the workshop, you'll create a solid book-marketing strategy for your next book launch; develop a book-launch schedule with deliverables six months, three months, six weeks, and three weeks out; and draft and receive feedback on media pitches for interviews on TV, on radio, and in print. You'll also learn the top-three strategies for leveraging social media, as well as tactics for generating buzz, such as through seminars, blog parties, and review chains.

1:00–5:00 p.m. *workshops*

Speaker

Title and Description

Deep-Dive
Workshop
Room
2265



Orson Scott Card

Fiction Writing Workshop

Do you want to write but are fresh out of ideas? Or do you have ideas but can't seem to structure them in a coherent story? In this workshop with renowned author Orson Scott Card, you'll learn how to generate story-worthy ideas and how to structure those ideas into a plot that will keep readers engaged. Writers of all genres (including screenwriters and playwrights) and of all levels will benefit from this workshop.

Deep-Dive
Workshop
Room
2267



Chelsey Curtis



Christine Baird

Social Media Branding and Podcasting Workshop

In this workshop, you'll learn how to share your passion in a unique and organic way on social media, particularly Instagram and Facebook. You'll explore topics such as branding, how to select a niche, how to use storytelling to create connections, how to create killer content, and how to collaborate with others to create a loyal following. Then, the workshop will move to intermediate topics, such as income streams, how to attract and work with sponsors, and how to pitch to a brand to make money doing what you love. In the second part of this workshop, you'll learn about podcasting, which is becoming a mainstream brand-building strategy for creatives. You'll learn about the basic requirements for launching a podcast, how to effectively network through podcasting, and how to build your audience through this medium.

5:30–6:30 p.m. *university press tour*

University
Press
Building
701 East
University
Parkway



This tour will offer an up-close look at the new, top-of-the-line digital printer, which prints Church books, as well as other printers, the bindery, and printing plates. Those who attend will gain a better understanding of all the steps involved in turning electronic files into hardbound books.

Friday

9:00–10:00 a.m.

welcome and keynote address

Auditorium



Conference Masters of Ceremonies

Christopher Robbins and Jodi Reynosa



John H. Groberg










Truth Always Prevails—Eventually: Helping to Build the Kingdom of God by Disseminating Truth More Broadly, Effectively, and Understandably

Often, “preaching” is misunderstood and resisted, yet everyone on earth once chose the Savior and, if they are properly touched here, should do so again. All have the Light of Christ and can respond to that light under proper conditions.

However, Satan and his minions are real, and they do all they can to obscure the Light of Christ, selling good as evil and vice versa. We need to strive even harder to reach all people in a way that helps them feel the truth and respond accordingly.

In this keynote address, Elder John H. Groberg will share what he’s learned about how to disseminate truth more broadly, effectively, and understandably. He’ll draw on his experiences writing five books, seeing two of his books made into popular and inspiring movies, and serving in leadership positions in the Church. He’ll describe the communication challenges he’s faced, his ways of dealing with those challenges, and the keys to

10:10–11:00 a.m. *breakout sessions*

	Speaker	Title and Description
Featured Speaker Auditorium	 <p>Mitch Davis</p>	<p>The Temples of Our Time: Turning the Tide of Popular Culture One Movie at a Time</p> <p>In this prerecorded video, the director, screenwriter, and producer of both <i>Other Side of Heaven</i> movies will intermix clips of the movies and clips of behind-the-scenes stories in the making of the movies with his own observations. He'll share his filmmaking approach and provide guidance for aspiring filmmakers and screenwriters. He'll also explain how theaters are the temples of popular culture—the place where heroes are created and values are formed. As members of the Church, we are duty bound to propel our own heroes, stories, and values into the movie marketplace, and God will help us do so.</p>
Publishing Track Room 2295	 <p>Val Johnson</p>  <p>Samantha Millburn</p>  <p>Matt Brown</p>  <p>Bridget Cook-Burch</p>	<p>Careers in Publishing in Media for Latter-day Saints: Finding and Making the Most of Opportunities</p> <p>The panelists, who have experience in different areas of publishing and media, will address questions such as the following: What are the types of career opportunities in different media (book/magazine publishing, filmmaking, entertainment, social media, etc.) and in different organizations (from independent publishers to the Church)? How can Latter-day Saints prepare for, learn of, apply for, and land these opportunities? How can Latter-day Saints construct careers that provide a livelihood and also honor Latter-day Saint values?</p>
Media Track Room 2285	 <p>Todd Hougaard</p>  <p>Wynn Hougaard</p>	<p>Purpose and Priorities: Key Questions to Ask Yourself Before Pursuing a TV or Film Career</p> <p>You don't want to pop your Ps on TV, but you may want to pop some questions before pursuing a career in TV or film. Why are you choosing this career? Will you accomplish what you really want to do? What should you be doing now to help your dream job and dream life come together? In this session, Wynn and Todd Hougaard will talk about their careers in film and television news, revealing how they found their purpose and priorities as they pursued their passions.</p>
Writing Track Room 2265	 <p>Tara Creel</p>  <p>Michelle Millet</p>	<p>Principles of Self-Editing: Making Your Writing Shine All on Your Own</p> <p>You did it! The words are on the paper, and together they at least somewhat resemble a book. But how do you take that diamond-in-the-rough first draft and polish it into something shiny—what you envisioned from the beginning? Whether you write fiction or nonfiction, come prepared to dig deep into your manuscript to uncover the treasure just waiting to be discovered. Learn multiple principles of self-editing that will empower you to take your writing to the next level. <i>Intermediate level.</i></p>

Speaker

Title and Description

Editing,
Design,
Production
Track
Room 2267



Kimberly Kay
Durtschi



Melissa Dalton



Brian Halley

Marketable Book Cover Design

Unfortunately, people do judge a book by its cover—so how can you turn that into an advantage? In this session, a panel of designers and branding experts will walk you through the tricky marriage of commanding a viewer's attention while conveying your message in the blink of an eye.

Marketing
Track
Room 2258



Trina Boice

Marketing 101 For Authors: From Book to Business

In this fun session, you'll explore marketing ideas that feature your unique platform in creative ways. You'll learn how to use lead magnets, increase Amazon sales, schedule speaking events, get more reviews, use social media better, and turn your book into an online course.

Interactive
Session
Room 2260



Participants who registered in advance for Fast Pitch will pitch their book projects to publishing-company editors and agents and will receive immediate feedback. If you registered for Fast Pitch, please check your badge insert to verify which day you have been assigned to participate.

11:10 a.m.–12:00 p.m. *breakout sessions*

Speaker

Title and Description

Featured
Speaker
Auditorium



Dallyn Vail Bayles

The Spirit Is Key: Balancing Career, Family, and Religion

As an active member of The Church of Jesus Christ of Latter-day Saints, a husband, and the father of five children, Dallyn Vail Bayles has faced numerous challenging decisions while navigating his career as a performing artist. Through word and song, he'll share the vital lessons he's learned about balancing a successful performing career, devotion to spouse and children, and faithfulness in the Church—and how the Spirit is key to it all.

Publishing
Track
Room 2295



Eric W. Jepson

The Past, Present, and Future of Literature by, for, and about Latter-day Saints

The Association for Mormon Letters (AML) was founded in 1976 by scholars who agreed that the time had come for the literature of Latter-day Saints to be taken seriously. Since then, AML has studied, commemorated, and published some of the finest work in the field. President Eric W. Jepson will talk about the foundational principles of AML; why serious consideration of a people's own art is both difficult and necessary; and lessons for Latter-day Saint writers, editors, and publishers.

Media Track
Room 2285



Kels Goodman

The State of Latter-day Saint Cinema: Current Trends and Future Directions

Know how to get your book made into a movie? Is it better to target Church members or nonmembers? In this session, you'll gain an in-depth, behind-the-scenes look at the evolving world of Latter-day Saint filmmaking through the lens of the LDS Film Festival, which showcases films produced by Latter-day Saint artists. Learn how Church films have influenced modern media and how to expand into this burgeoning arena of publishing and media.

Speaker

Title and Description

Writing Track
Room 2265



Heather B. Moore

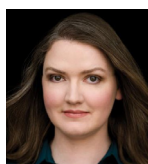
The Writer's Voice: Finding Yourself among the Words

In this session, author Heather B. Moore will explain how to find your voice as a writer so you can bring uniqueness to your works, whether fiction or nonfiction. Voice isn't as vague as you might think, and this session will provide clear ideas on how to bring out your best. You'll learn how to incorporate tone, rhythm, and style, as well as other techniques, to create an engaging, marketable book. *Beginner to intermediate level.*

Editing,
Design,
Production
Track
Room
2267



Emma Hoggan



Lisa Mangum



Terri
Baranowski

The Inner Workings of a Publisher

In this session, you'll get an inside look at what goes on behind the publishing curtain, including the basic financials of a book publisher, how manuscripts go through the acceptance/rejection process, the publishing business model, what makes books and proposals attractive to publishers, how agents play into the process, and what happens to your book once a contract and offer are in place. You'll be publisher savvy before you know it!



Brad Farmer



Samantha
Millburn

Marketing
Track
Room 2258



Christopher Cunningham

Six Steps to Blog-Content Success: How I Grew My Blog Traffic 1044% in One Year

For many bloggers, the thought of constantly generating new ideas feels imposing. In this session, you'll learn how LDS.net went from 65,000 hits per month to 700,000 hits per month in just a year. You'll see examples of web content and behind-the-scenes processes and strategies that led to the website's success. You'll learn more than 25 approaches to finding blog post ideas, how to choose the article ideas that will work best, and how to adjust ideas for maximum success.

Interactive
Session
Room 2260



Three conference participants will share excerpts of up to four minutes from their videos, podcasts, or other audio/video works. Come to this session to watch and listen to these fantastic media creations!

12:00–1:00 p.m. lunch

HCEB Atrium










Enjoy the baked-potato bar while socializing and networking with other conference participants. Additionally, during the lunch, the winners of this year's LDSPPA Lifetimes Achievement Awards will be recognized. Come and celebrate their accomplishments!


1:00–1:50 p.m. *breakout sessions*

	Speaker	Title and Description
Featured Speaker Auditorium	 Jennifer Stirling	Publishing and Media Take a Village: The Secrets and Teamwork behind the Phenomenal Success of Lindsey Stirling Successful artists know that they need a team to achieve results. In this session, you'll learn tips and strategies from the mastermind behind the music publishing and social media presence of renowned dancing violinist Lindsey Stirling. You'll discover what works and what doesn't work in building an effective online brand, explore challenges in music publishing and social media marketing, gain insights on how to infuse Latter-day Saint values into your craft, and learn how to build a winning team.
Publishing Track Room 2295	 Dave Kimball	How to Make Sure You're Writing the Right Book: Six Hard Questions to Ask Yourself Writing can be hard. In order to do it well, you have to be brutally honest with yourself. In this session, Deseret Book's product marketing director, Dave Kimball, will present six hard questions that all authors need to answer—and that publishers and agents need to ask authors—as they set out to write a successful book or evaluate the marketability of a current project.
Media Track Room 2285	 Webb Knudsen	Augmented and Virtual Reality: Using Next-Generation Media Technology to Change the World Reality isn't what it used to be! Interactive 3D experiences are transforming how people learn about the world. Publishing is converging with media as stories jump off the page and onto the stage of real-time augmented and virtual reality (AR/VR), creating far-ranging implications for Latter-day Saints. In this session, you'll gain an appreciation for the emerging landscape of AR/VR through learning how a Silicon Valley startup is developing media of the future. You'll learn about AR/VR's increasing influence and trends that are on the horizon.
Writing Track Room 2265	 Bridget Cook-Burch	The Hero's Journey: A Remarkable Technique to Develop Your Most Powerful Story Whether in nonfiction or fiction, for your main character to be heroic he or she must go on a journey. One full of adventure. One that is transformative. Incorporating the hero's journey into your story is a time-tested technique to flesh out the plot, rises and falls, and compelling action. By attending this session, you'll learn how to use the hero's journey in a way that will make it hard for readers to put your book down.
Editing, Design, Production Track Room 2267	 Suzy Bills	Business 101 for Freelancers: Entities, Legal Issues, and Taxes To be a successful freelancer, you need to know more than just your craft—you also need to understand the business side of the profession. If you're wondering where to start, this session is for you. You'll learn about different types of business entities, legal issues, taxes, and other business topics that will help you feel empowered, not cowered, as a freelancer. <i>Beginner level.</i>
Marketing Track Room 2258	 Michelle Moore	Formula Secrets: High-Impact Publicity That Produces Stellar Results Are you ready to ignite your marketing and publicity campaigns, produce measurable results, and have a positive impact? In this session, you'll learn the formulas and planning models that will help you prioritize your marketing goals, execute a successful launch, secure media coverage, and create relationships with media outlets. You'll also learn how to leverage the launch to obtain additional media opportunities and create more campaign equity.
Interactive Session Room 2260		In this session, you'll have the opportunity to expand your network by meeting in small groups. This session is an excellent way to meet other writers, editors, designers, marketers, publishers, and so on—and to get on-the-spot information and resources to answer your questions, such as about getting jobs, getting published, and getting more sales.

2:00–2:50 p.m. *breakout sessions*

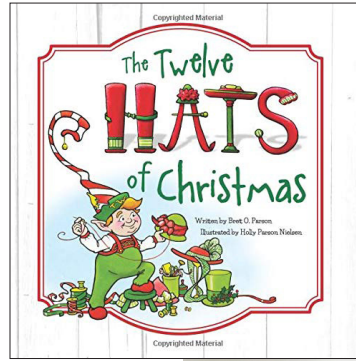
	Speaker	Title and Description
Featured Speaker Auditorium	 Lisa Mangum	Great Writing Regardless of Genre What do all the best books have in common? Conflict, character, goals, motivation, adversity, and voice. What can you have in your book? The exact same things. In this session, which is perfect for the novice writer as well as the seasoned author looking for a simple overview, you'll walk through the basics of the elements on the list and learn how to incorporate them into your toolbox so that you can write a great story, whatever your genre is.
Publishing Track Room 2295	 Christopher Robbins	Profit and Purpose: Principles for Influencing the World While Making Money in Book Publishing According to <i>Inc.</i> and <i>Forbes</i> , purpose- and mission-driven companies have higher employee satisfaction, productivity, and retention; higher customer satisfaction and word-of-mouth marketing; and higher profitability than profit-driven competitors. Why and how do publishing companies identify their purpose and weave it into their organizations? In this session, Christopher Robbins will draw on his three decades of experience leading book-publishing, digital, and wholesale companies to explain how publishing companies can make purpose foundational in their leadership and incorporate purpose throughout their organizations to maximize sustainable profitability.
Media Track Room 2285	 Jodi Reynosa	Guided: Making the Most of Turning Points in Your Media and Publishing Career Research shows that personal transitions are often the most creative times in a person's life. In this session, you'll explore strategies for navigating the unexpected in your career and in life. You'll learn to unleash your optimal creative power so you can achieve the productivity, self-expression, and fulfillment that you've always wanted.
Writing Track Room 2265	 Amy Jameson	All about Agents: The How, When, Where, Why, and Who of Agents and Querying What is a literary agent, and why do you need one? How do you find the right agent to represent your manuscript? When should you begin querying, and how do you write a winning query letter? In this session, literary agent Amy Jameson will teach you everything you need to know about getting published through an agent. <i>Intermediate level.</i>
Editing, Design, Production Track Room 2267	 Michelle Branson	Editing Children's Books: Who Knew 25 Words Could Be So Difficult? Editing children's books, particularly board and picture books, is difficult—more difficult than most people realize. In this session, you'll explore all the elements of the publishing process, from the initial concept to the first reading of the manuscript, to the art review, and finally to the last look at the printer's proof. <i>Beginner to intermediate level.</i>
Marketing Track Room 2258	 David Bradford	Up Your Game by Creating the Network You've Always Wanted as a Publishing or Media Professional No matter whether you're a recent college graduate, published author, media maven, CEO, or anywhere in between, networking is essential to your success. Learn from one of the most-connected humans on earth about the six principles that can accelerate your move to the top—personally and professionally. By applying the timeless strategies revealed during this session, you'll be able to cultivate deeper relationships and a stronger foundation for success in life and business.
Interactive Session Room 2260		Members of Eschler Editing will meet with those who have registered in advance for Quick Critiques. These participants will get 25 minutes to discuss their stories, ask questions, and receive feedback from a professional editor from Eschler Editing's award-winning team. If you have registered for Quick Critiques, please check your badge insert to verify which day you have been assigned to an editor.

3:00–3:50 p.m. *breakout sessions*

	Speaker	Title and Description
Featured Speaker Auditorium	 Shirley S. Ricks	What I Learned from Editing Hugh Nibley: From Manuscript to Book In this session, Shirley S. Ricks will share her experiences editing many of the volumes in <i>The Collected Works of Hugh Nibley</i> . She learned many lessons about bringing a manuscript to final book form; how to work with a brilliant, rather eccentric author; and even learned the purpose of life.
Publishing Track Room 2295	  Peter Midgley Kenny Baldwin   Heidi Chewning Cami Stephenson	Fair Use Myths: Copyright Essentials for Publishers and Authors Publishers and authors face a more robust intellectual property landscape today than ever before. To succeed professionally, they need to understand the basic principles of copyright, have a thorough understanding of the fair use doctrine, and know how and when fair use applies. In this session, BYU's Copyright Licensing Office will take you through the basics of fair use and debunk widespread myths about how it works. <i>Beginner to intermediate level.</i>
Media Track Room 2285	 Justin Cook	Authenticity in Film: Bringing Light and Truth to Every Documentary and Narrative Story Frequently, the content that media and publishing professionals create isn't completely of their own choosing. Still, they can ask the vital question "Where is the voice of authenticity?" Whether writing or producing narrative or documentary stories—your own or someone else's—you can infuse light and truth into every project you tackle. In this session, you'll learn how to apply effective ontological framing to achieve greater reach and connection with your audiences.
Writing Track Room 2265	 Chris Crowe	Motes and Beams and Revision: What to Do When You Think You're Finished This session will focus on the final—and most important—aspect of revising any kind of writing. You'll learn about the detailed attention you should give your manuscript before you submit it, and you'll practice applying essential principles of micro revision, allowing you to polish your manuscript.
Editing, Design, Production Track Room 2267	  Michele Preisendorf Kimberly Kay Durtschi	Foundational Principles of Interior Book Design + a Glimpse at Galley Proofreading: How to Make A Book Look Professionally Published Come to this session to learn the elements of interior book design that set apart professional-looking books from amateur-looking books. You'll learn how to use Adobe InDesign to lay out your book, with a focus on how to use justification, kerning, consistent design elements, and style guides to your advantage to ensure a professional-looking design with every manuscript. Plus you'll get a look at the other side of quality control: the galley proofread. <i>Beginner level.</i>
Marketing Session Room 2258	 Marianna Richardson & BYU Students	Extend Your Influence through Podcasting and Instagram This session will teach you how podcasting and multimedia can extend your reach and opportunities to influence others for good. Learn how to create a successful, engaging podcast and to implement an Instagram presence that sizzles. Catapult yourself to the next level by promoting your work online and by advertising effectively through practical, proven, and highly successful new-media strategies.
Interactive Session Room 2260		Five preselected authors will share two- to three-minute synopses of their books, and then the session will be open to questions from attendees regarding the authors' careers. During the last ten minutes of the session, the authors will move to designated tables to field individual questions. (See the following page for the authors and books that will be featured.)

author chat

Attend Author Chat for a chance to win a free book from one of these authors!

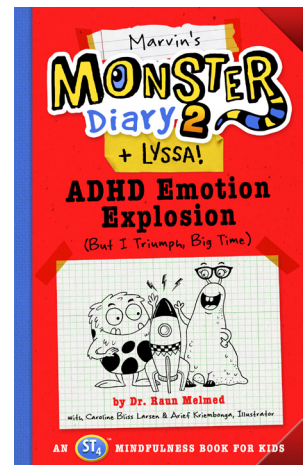


Brett Oliver Parson

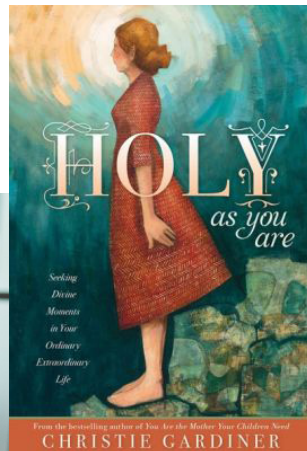


Angelique Conger

Caroline Bliss Larsen



Christie Gardiner



Bridget Cook-Burch



THE WITNESS WORE RED

The 19TH WIFE Who Brought POLYGAMOUS CULT LEADERS to Justice

REBECCA MUSSER WITH M. BRIDGET COOK



4:00–5:00 p.m. *keynote address*

Auditorium



Janice Kapp Perry

Anatomy of a Talent: The Craft, the Discipline, and the Inspiration

In this session, Janice Kapp Perry will discuss how to discover your talent, the formal preparation needed, and the importance of timing (especially for women). She'll also provide guidance on how to find your special niche, how to receive the help you need, why it's important to take risks, how to build gradually to success, and how to help others do the same.

5:15–6:30 p.m. *broadcasting building tour*

BYU Broadcasting
Building
653 East
University
Parkway



Back by popular demand is one of the top features of last year's conference. This tour will showcase the master control room, recording studios, radio booths, design labs, and three production studios (where *Studio C*, *BYU Sports Nation*, and other programs are filmed). Michael A. Dunn, managing director of BYU Broadcasting, will conclude the tour by speaking about the mission, programs, reach, and impact of BYU TV. If you missed this tour last year, you definitely won't want to miss it this year.

saturday

9:00–10:00 a.m.

welcome and keynote address

Auditorium




T. C. Christensen

The Key to the Future of the World Is to Find Positive Stories and Let Them Be Told: Unlocking the Future through Inspirational Storytelling

In this keynote address by one of the most renowned Latter-day Saint filmmakers—producing movies such as *The Cokeville Miracle*, *Love Kennedy*, *17 Miracles*, *Ephraim's Rescue*, and *The Fighting Preacher*—T. C. Christensen will share the importance of story in film, his path to a career in film, and the inspirational stories that he brought from the page to the screen.

10:10–11:00 a.m. breakout sessions

	Speaker	Title and Description
Featured Speaker Auditorium	 Brent Adams	Animation Magic and Miracles: How BYU Animation Students Create Uplifting, Award-Winning Media The Center for Animation at BYU is consistently ranked as one of the top animation programs in the US. Students have won numerous prestigious awards, and alumni have become producers, directors, and heads of story. How can a small university program compete with large private art schools? This session will reveal the secrets of the students' success. The center's director will also show clips from award-winning films—including <i>Kites</i> , <i>Owned</i> , and <i>Sheriff's a Chicken</i> —and distribute copies of a DVD containing 24 of the center's films.

Speaker

Title and Description

Publishing
Track
Room 2295



James Goldberg



R. de la Lanza



Gabriel González
Núñez



Luis Zegarra
Jiménez



Mario R.
Montani

Reaching beyond the US and the English Language: Exploring Efforts to Expand Latter-day Saint Literature and Media to Languages Other Than English

Latter-day Saint artistic expression—from literature to film—has a small but vibrant tradition in English, particularly in the US. As the Church continues to expand outside of the US, efforts are increasing to produce expressions of Latter-day Saint culture and belief in other languages. This panel will explore efforts currently being made outside of the US to create distinctly Latter-day Saint literature and media, as well as the challenges such efforts entail. The session will include panelists who will participate via videoconferencing from their home countries.

Media Track
Room 2285



Jenn Lee
Smith



Melissa Leilani
Larson



Chantelle
Squires

Depicting the Underrepresented: Busting Biases and Stereotypes in Latter-day Saint Media and Publishing

In this session, you'll learn how to transcend industry stigmas by giving voice to stories about marginalized communities within the Church. You'll gain insight on how to create cinema that sizzles with high entertainment value yet inspires through uncompromising doctrinal integrity. You'll also learn about the emerging movement of family-friendly media and publishing that's attracting underserved audiences, representing the underrepresented, and tackling some of today's most challenging social issues.

Writing Track
Room 2265



Steve Odenthal

Finding the Funny and Enlightening by Delighting

Whether on the page, stage, or screen, humor provides the sometimes-necessary side step that endears a reader or audience without corrupting the story arc. In this session, you'll learn why humor works and how to construct and properly care for a humorist character. If you want to understand why Star Wars Stormtroopers can't shoot straight and why Star Trek redshirts always die, this session is definitely for you.

Editing,
Design,
Production
Track
Room 2267



Lisa Mangum

Developmental Editing: How Looking at the Big Picture Can Help You See the Details

While it's important to find errors in grammar, spelling, and punctuation, it's pointless to focus on those things until after you've fixed the big picture stuff—plot structure and pacing, character arcs, and thematic development. This session will walk you through how a professional editor approaches a manuscript, will provide tips for undertaking a developmental edit, and will present techniques for strengthening the story as you go. *Advanced level.*

Marketing
Track
Room 2277



Zack Nelson



Rachel Grant



Trina Boice



Abel Keogh

Harnessing the Power of YouTube: What Works in Content and Marketing

YouTube is the second-biggest search engine in the world, yet most authors don't know how to harness the power of video to build a platform, entertain fans, and sell books. In this session, you'll learn tips and tricks for using YouTube as one of the most powerful promotional tools in your marketing arsenal.

Interactive
Session
HCEB
Ballroom



Participants who registered in advance for Fast Pitch will pitch their book projects to publishing-company editors and agents and will receive immediate feedback. If you registered for Fast Pitch, please check your badge insert to verify which day you have been assigned to participate.

11:10 a.m.–12:00 p.m. *breakout sessions*

Speaker	Title and Description	
Featured Speaker Auditorium	 <p>Janice Kapp Perry <i>A Life of Service & Song</i></p>	<p>Documentary: <i>Janice Kapp Perry: A Life of Service and Song</i></p> <p>Join this session to watch the documentary about Janice Kapp Perry, this year's LDSPMA Lifetime Achievement Award Winner in Publishing and Media. You'll gain insight into the life and accomplishments of this extraordinary woman.</p>
Publishing Track Room 2295	  <p>Tyler Castleton Michelle Witte</p>   <p>Joseph Batzel Caroline Peterson</p>	<p>Reaching Youth: How Publishers Can Create Books, Audio, Videos, and Other Media That Address the Interests of Youth in Ways That Are Congruent with Latter-day Saint Values</p> <p>In this session, panelists will address questions such as the following: Do youth actually want media with good values? What do youth want compared to what they need? How can the voices of youth be heard in publishing? What kinds of content interest and reach youth? How can publishers best present and package such content? What turns off youth?</p>
Media Track Room 2285	 <p>Marvin Payne</p>	<p>Cracked Kettles and Melted Stars</p> <p>In this session, you'll learn from Marvin Payne, who has long lived and worked as an artist, what it means to him to feel the Spirit while trying to make art. Come to be inspired and to gain insight on how the Spirit can influence you in your artistic pursuits.</p>
Writing Track Room 2265	 <p>Peter Gardner</p>	<p>Magazine Writing 101: How to Tell Compelling Stories with Voice, Structure, and Art</p> <p>In this session, you'll explore the building blocks of great magazine writing. You'll also learn how to use outlining strategies to pound out powerful drafts, as well as how to catch an editor's eye with an article proposal.</p>
Editing, Design, Production Track Room 2267	 <p>Don L. Brugger</p>	<p>What's in Your Skill Set? How to Develop Micro and Macro Editing Skills—and Why You Should</p> <p>Some editors get pigeonholed as good proofreaders or copyeditors early in their careers and struggle to transition to more in-depth, stimulating, and potentially higher-paying kinds of editing. This session will teach you about the different kinds of editing as well as the skills, temperament, and approach required for each. The principles and strategies emphasized will benefit beginning and midcareer editors who want to expand their skills. <i>Beginner to intermediate level.</i></p>
Marketing Track Room 2277	 <p>Abel Keogh</p>	<p>How to Effectively Market Your Books via Email</p> <p>In this age of communication overload, has email lost its effectiveness as a marketing tool? Email is actually a great way to make a one-on-one connection with your audience—if you send the right message at the right time. In this session, Abel Keogh will use his decade of experience as an email marketer to show you the most effective ways to build an email list and create engaging content that will drive book sales and have your target audience looking forward to seeing your emails.</p>
Interactive Session Room 2287	 <p>QUICK Critiques</p>	<p>Members of Eschler Editing will meet with those who have registered in advance for Quick Critiques. These participants will get 25 minutes to discuss their stories, ask questions, and receive feedback from a professional editor from Eschler Editing's award-winning team. If you have registered for Quick Critiques, please check your badge insert to verify which day you have been assigned to an editor.</p>







12:00–1:00 p.m. *lunch*

HCEB Atrium



Enjoy a soup bar while socializing and networking with other conference participants. Additionally, during the lunch, the winners of this year's LDSPPA Praiseworthy Awards will be recognized. Come and celebrate their impressive publications!

1:00 – 1:50 p.m. *breakout sessions*

	Speaker	Title and Description
Publishing Track Room 2295	 Chris Schoebinger	Publisher, Publisher, What Do You See, Hear, and Want? In this session, you'll learn to see the publishing trends that can help you turn the heads of literary agents and publishers. You'll also gain insight into what publishers are looking for—especially what publishers want in a pitch letter and how your submission can stand out from others. Finally, you'll learn what Shadow Mountain Publishing in particular is looking for.
Media Track Room 2285	 Garth Smith	Let the Music Speak to You: Seeking the Spirit in Your Musical Compositions In this session, composer Garth Smith will discuss his musical journey and provide examples of how integrating spiritual themes with multimedia significantly enhances audience engagement. You'll also gain strategies for sharing the light through hymns and other sacred music.
Writing Track Room 2265	 Ann Cannon	Capturing the Moments of Your Life: You Don't Have to Write a Big Book What stops you from writing the story of your life? Fear? It's easy to feel afraid or overwhelmed—after all, you've lived a full life, so where do you even start? (Hint: It doesn't have to be at the beginning.) This session is designed to help you overcome your fear by showing you how to capture the moments of your life in small, manageable essays. Come ready to have a good time—and to write, because there will be writing involved. Oh, yes, there will be writing!
Editing, Design, Production Track Room 2267	 Karlene Browning	Winning Websites with WordPress: Stand Out from the Crowd with a Self-Hosted WordPress Website In this session, you'll learn how to set up your own WordPress website, customize it with the look and functionality you want, upload photos and text to create pages and posts, and apply tips about security and best practices. You'll also receive free access to the session content, which will be posted online after the conference. <i>Beginner to intermediate level.</i>
Marketing Track Room 2277	 Gary Norris	Become a Radio Rebel: How to Extend Your Influence by Marketing Successfully on the Airwaves Radio creates over \$16 billion in revenue annually. Want to land radio interviews that catapult your success? Know what to do after you've landed them? In this session, you'll learn the secrets of tapping into one of the best methods for marketing your publication. You'll also benefit from tips on how to overcome the fear of public speaking and how to speak your truth effectively.
Interactive Session HCEB Ballroom		In this session, participants will read selections from their writings to other participants—and get immediate feedback. Participants will sit at tables of six and will have four minutes to read from their work and then three minutes to receive feedback from others at the table. The session is open to the first 30 attendees.

2:00–2:50 p.m. closing general session

Auditorium



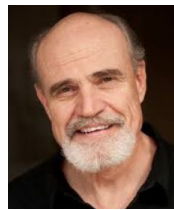
Garth Smith



Joel McAusland



April Meservy GrandPre



Marvin Payne



Arthur Jue



Leslie Kawai

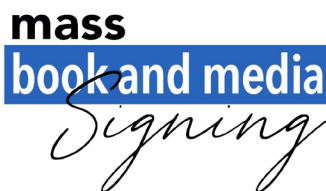
Sharing Your Light through Music: Latter-day Saint Artists Use Their Gifts to Bless, Uplift, and Inspire

Plato once observed, "Music is a moral law. It gives . . . wings to the mind, flight to the imagination, and charm . . . to life." Join us in this session as prominent Latter-day Saint artists share their talents and testimonies through both word and music. Learn how each strives to bring light to the world, delighting audiences with innovative and expressive musical selections that engage and inspire.

3:00–5:55 p.m. closing activities

3:00–4:00 p.m.

HCEB Ballroom



Mass Book and Media Signing

Participants who reserved a table in advance will be selling and signing their books CDs, DVDs, and other publications. Come check out the impressive works of fellow conference participants!

3:50–5:55 p.m.

Auditorium



Screening of *Jane and Emma* and Q&A

Enjoy this free screening of the award-winning movie *Jane and Emma*. The screening will be followed by a Q&A with Jenn Lee Smith, the film's executive director and producer; Chantelle Squires, the director and producer; and Melissa Leilani Larson, the writer and associate producer.

Shirley S. Ricks

Lifetime Achievement Award in Editing and Design



Shirley S. Ricks is a senior editor at BYU's Religious Studies Center, having transferred in 2017 from the Neal A. Maxwell Institute for Religious Scholarship. Her career in publishing started during her undergraduate years, when she received on-the-job training in proofreading and editing at the BYU Press. Later, she did freelance work and then was hired in 1989 as an editor at the Foundation for Ancient Research and Mormon Studies (FARMS).

While at FARMS, she edited and prepared for publication half of the 19 volumes in the *Collected Works of Hugh Nibley*, 30 other volumes, and hundreds of articles. She served as the first production editor for the *FARMS Review*, the *Journal of Book of Mormon Studies*, and *Studies in the Bible and Antiquity*. As an editor, she enjoys working with other team members, tidying up footnotes, indexing, organizing myriad details, mentoring interns, and seeing publications come off the press.

She's also published articles in various festschrift volumes, the *Ensign*, the *Interpreter: A Journal of Mormon Scripture*, the *FARMS Review*, and the *Encyclopedia of Mormonism*. She's presented papers at BYU Women's Conference and the FairMormon conference, among others. A native of Provo, Ricks also lived in Jerusalem for three years and has assisted with BYU Study Abroad programs in Vienna and London.

Ricks served a mission in the Germany South Mission (Munich), after which she completed her bachelor's, master's, and doctoral degrees at Brigham Young University in home economics education and family studies. She's taught home economics, algebra, and geometry, and she enjoys embroidering, reading, spending time with family, and traveling with her husband, Stephen D. Ricks. She's reached the highest elevation in 33 states, and she and her husband have attended sessions in over one hundred temples, including all the temples in the United States and Canada. Their 6 children and 19 grandchildren bring her great joy—and many travel opportunities.



Janice Kapp Perry

Lifetime Achievement Award in Publishing and Media



Janice Kapp Perry was born in Ogden, Utah, and currently lives in Provo, Utah. She and her husband, Douglas Perry, have 5 children, 13 grandchildren, and 9 great-grandchildren. The Perrys also had numerous foster children in their home through the years. Perry received formal musical training at BYU, where she played percussion instruments in the concert band and orchestra.

In 1979, she released her first album of original songs, *Where Is Heaven*. Since that first album, she's produced an impressive number of works: more than 2,000 songs; 105 recorded albums; 2 full-length musicals; 8 sacred cantatas; and albums in Spanish, Japanese, Portuguese, Korean, and Chinese. She composed the hymn "As Sisters in Zion," published in the Church hymnbook, and has 10 songs in the Primary songbook. She cowrote six albums of songs with Senator Orrin G. Hatch. One of those songs, "Heal Our Land," was performed in Washington, DC, at the National Prayer Breakfast in 2001, at the presidential inauguration in 2005, and at the Kennedy Center in 2018. She published the book *Songs from My Heart: The Stories behind the Songs*, 7 volumes of *Inspirational New Hymns for Choir and Home* (containing 227 hymns), *A Songbook for LDS Families*, and *Book of Mormon Heroes*.

Perry's works have been performed by the Tabernacle Choir at Temple Square, the Mormon Youth Symphony and Chorus, country duo Brooks and Dunn, Gladys Knight, and the Osmonds–Second Generation; at Robert Schuller's *Hour of Power* from the Crystal Cathedral; on the *Oprah Winfrey Show*; and by countless other choirs and soloists at events around the world. What began as a simple home hobby has spread throughout the world and has involved the entire family. Author Joy Saunders Lundberg says, "Janice has been hailed by some as the most prolific composer in the history of the Church—she is the musical phenomenon of our time."

In 1994, Perry received the Exemplary Woman award from Ricks College. In 1997, she received the BYU Alumni Distinguished Service Award. In 1998, she and Senator Hatch were awarded the National George Washington Medal of Honor by the Freedoms Foundation at Valley Forge for the album *Freedom's Light*. In 1999, the LDS Booksellers Association honored her with the Exceptional Merit Award. In 1999, the Utah/California Women presented her with the Heritage Award, and in 2001 she received the Lifetime Achievement Award from the Faith Centered Music Association.

Perry sang in the Mormon Tabernacle Choir from 1993 to 1999. She and her husband served a full-time mission in Santiago Chile from 2002 to 2003 and, later, a three-year Church service mission in a Spanish ward in Provo. She continues writing, publishing, and recording new music. In 2009, BYUtv produced a 60-minute documentary entitled *Janice Kapp Perry: A Life of Service and Song*. In a poll published in *LDS Living* in January 2013, Perry's song "A Child's Prayer" received the top spot in the list of "100 Greatest LDS Songs of All Time." Seven of her other songs were in the top 30.

Orson Scott Card

Lifetime Achievement Award in Writing



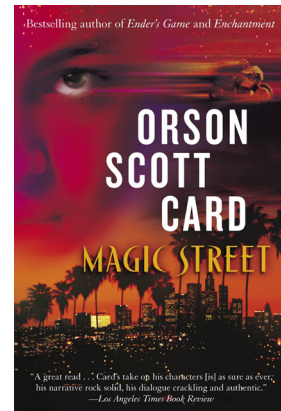
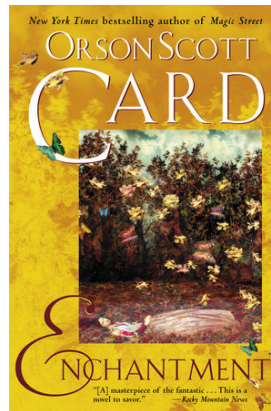
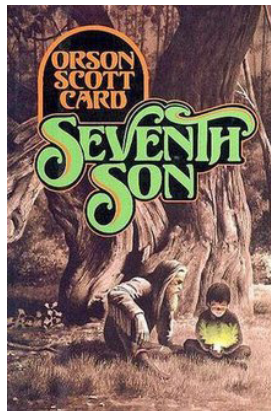
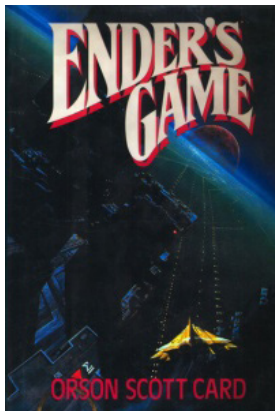
Orson Scott Card is the author of the novels *Ender's Game*, *Ender's Shadow*, and *Speaker for the Dead*, which are widely read by adults and younger readers and are increasingly used in schools. His most recent series—the young adult Pathfinder series (*Pathfinder*, *Ruins*, *Visitors*) and the fantasy Mithermages series (*Lost Gate*, *Gate Thief*, *Gatefather*)—are taking readers in new directions.

Besides these and other science fiction novels, Card has written contemporary fantasy (*Magic Street*, *Enchantment*, *Lost Boys*); biblical novels (*Stone Tables*, *Rachel and Leah*); the American frontier fantasy series Tales of Alvin Maker (beginning with *Seventh Son*); poetry (*An Open Book*); and many plays and scripts, including his “freshened” Shakespeare scripts for *Romeo and Juliet*, *The Taming of the Shrew*, and *The Merchant of Venice*.

Seventeen of Card's novels have won prestigious awards, and many have won multiple awards, including for the best novel of the year. His novels have been published in 34 languages besides English.

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 teaches occasional classes and workshops and directs plays. He frequently teaches writing and literature courses at Southern Virginia University.

Card and his wife, Kristine, currently live in Greensboro, North Carolina, where his activities include feeding birds, squirrels, chipmunks, possums, and raccoons on the patio.



speaker bios

Abel Keogh

Abel Keogh has worked for the last two decades in digital marketing for tech and finance companies. He's the author of seven books, and his relationship guides have been steady sellers on Amazon for the last seven years. He's currently deciding whether to traditionally or self-publish his next memoir, *Happily Living with Eternal Polygamy*.

Amy Jameson

Amy Jameson began her career in publishing at Janklow & Nesbit Associates in New York City, where she launched the career of Shannon Hale, a Newbery Award winner. Amy started her own agency, A + B Works, with her husband in 2004 to provide literary representation, editorial coaching, brand development, and design services. She currently represents New York Times bestselling author Jessica Day George and a select crop of up-and-coming picture book, middle grade, and young adult book authors.

Ann Cannon

Ann Cannon is the advice columnist for *The Salt Lake Tribune* and is the author of a number of award-winning books for young readers, including *Charlotte's Rose*, a pioneer handcart story. She, along with her friend and fellow writer Louise Plummer, has also published a guide to writing memoirs: *You Are Boring, but You Are Uniquely Boring*. (Okay, she doesn't really think you're boring.)

April Meservy GrandPre

April Meservy GrandPre, a five-time Pearl Award-winning singer-songwriter, has sung on 100+ albums and compilations as well as on film and commercial spots. She toured more than 50 US cities for her album *Somewhere between Sunsets* and sang at the 2002 Winter Olympics. Her music was also featured at the 2018 Winter Olympics. She's performed in venues as far away as China and shared the stage with the likes of Lindsey Stirling and David Archuleta. She's also received multiple Posi Award nominations for works such as "Truth Speak."

Brad Farmer

Brad Farmer is the CEO at Gibbs Smith, an employee-owned independent publisher of illustrated children's, architecture, interior design, and cooking books, along with award-winning state-history programs. He's worked in all aspects of publishing, from acquisitions and production to sales, marketing, and distribution. He loves to explore the world in books and in person. He's served as an officer for and on the board of PubWest and LDSPMA. He's also advised numerous publishing startups on strategy and operations.

Brent Adams

Brent Adams is the director of BYU's Center for Animation. His first career was in architecture, and he helped design the Cliff Lodge at Snowbird, the Delta Center, and the BYU Jerusalem Center. He's completed work for Kodak, Coleman, Adobe, the Pentagon, and Major League Baseball. After years of teaching computer graphics in BYU's Design Department, he proposed an animation major, and his students have won 18 Student Emmys and 5 Student Academy Awards.

Brian Halley

Brian Halley is the founder of Book Creatives, a company dedicated to helping authors access professionally designed book covers. With 20 years of design experience, he helps authors understand that

designing a cover is more than just something to check off a list. He's shared his expertise at events all over the country, addressing topics such as the power of branding and key principles for an award-winning book cover design. His desire for authors to succeed fuels his desire to share his knowledge with all.

Bridget Cook-Burch

Bridget Cook-Burch is a bestselling author, a transformational speaker/trainer, and a human potential expert. Her books have been showcased on *Oprah*, *Dateline*, *Good Morning America*, and the *Today Show*, as well as in *People Magazine*. She's owned and operated several successful businesses, including PR, publishing, and trucking companies. She's delighted to help people realize their possibilities and use every experience as a stepping-stone to a glorious life. She's a founding member and director of SHEROES United, a nonprofit organization that highlights the stories of female role models.

Cami Stephenson

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, she 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.

Caroline Peterson

Caroline Peterson is a marketing specialist with a degree in journalism and communications. She was Utah's Poetry Out Loud state champion in 2010, Miss Brigham City in 2010, and Miss Rocky Mountain in 2011. She's been a video freelancer for KSL 5 News, Channel 2 News, Fox 13, ABC 4, and Aggie TV News. She was an assistant producer for KSL 5's "Your Life, Your Health" segment in 2015 and has always had a passion for writing, acting, singing, and performing.

Chantelle Squires

Chantelle Squires is the owner of Clearstone Films. She directed and produced *Jane and Emma*, a historical drama about Jane Manning and Emma Smith's friendship in the aftermath of Joseph Smith's martyrdom. She also directed and produced *Reserved to Fight*, a feature-length documentary that received finishing funds from ITVS and aired nationally on PBS. Additionally, she produced the Emmy Award-winning third season of *The Generations Project* for BYUtv. She founded the production company MirrorLake Films, developing, directing, and producing documentaries and nonscripted TV content for 10 years.

Chelsey Curtis

Chelsey Curtis felt lost after becoming a stay-at-home mom. That changed when she discovered that sharing parties on social media gave her the opportunity to transform a passion into a career that allowed her to set her own schedule and remain home with her children. She loves sharing her journey of transitioning from a hobbyist to an entrepreneur. Her mission is to inspire others to share what they love and to serve in a way that blesses and brings joy to others.

Chris Crowe

Chris Crowe is a professor of English at BYU, teaching courses in creative writing and young adult literature. He's published hundreds of short works—newspaper columns and magazine and journal articles—and 16 books. He has a particular interest in history, and most of his recent books have been historical fiction and nonfiction for young adults.

Christine Baird

Christine Baird did a career 180 when she moved from the corporate world to focus on podcasting, event production, social media strategy, and influencer branding. She developed Lewis Howes's brand (the School of Greatness) for four years, during which time podcast downloads increased from 1 million to over 80 million. She now helps influencers launch and strategize their shows. She also produces her own podcast, the *Worthfull Project*. She's passionate about becoming the best version of herself and inspiring others to do the same.

Chris Schoebinger

Chris Schoebinger has worked in publishing for more than 30 years. For many years, he was a product director for Deseret Book, developing such authors as John Bytheway, Timothy Ballard, and Emily Freeman. He's currently the publishing director for Shadow Mountain. He's published award-winning and New York Times bestselling authors, such as Brandon Mull, Jason F. Wright, and Ally Condie. As a developmental editor, he's worked with authors to create bestsellers in many genres, including children's and young adult fiction, general fiction, nonfiction historical, and memoir.

Christopher Cunningham

Christopher Cunningham is a senior religion writer for the More Good Foundation and at Patheos.com. He was the content director for LDS.net for three years. He's broken stories published in more than 100 national and international outlets, and his articles have been read more than 18 million times. He earned a degree in English from BYU-Idaho.

Christopher Robbins

Christopher Robbins is the owner and CEO of American West Books, the founder and president of Familius (a top-five fastest-growing independent publisher), and the cofounder of Hummingbird Digital Media. He advises the technology company Papertrell on opportunities in the publishing industry and was instrumental in providing initial vision with Steve Piersanti on the purposes behind LDSPMA. He received undergraduate and graduate degrees from BYU. He's married to his Familius partner and acquisitions editor, Michele Robbins.

Dallyn Vail Bayles

Dallyn Vail Bayles is a professional actor, singer, and recording artist. His performing credits include leading roles in national and international Broadway shows, regional theater productions across the country, and feature films. As a soloist, he's performed with the Tabernacle Choir on Temple Square and with other distinguished musical artists, and he's recorded several albums. He's also worked as a seminary teacher, a charter school executive director, and an adjunct faculty member at BYU. He's a graduate of the Boston Conservatory and BYU.

Dave Kimball

Dave Kimball worked in sports marketing and nonprofit PR before he joined Deseret Book in 2011 as a publicist. He's currently the product marketing director, overseeing all product and retail marketing responsibilities (mass media, social media, digital marketing, catalog, merchandising, etc.). He also serves on various product-development committees, participating from concept to market. He received a bachelor's degree in communications from BYU and an MBA from the University of Utah. He loves books, sports, and jokes.

David Bradford

David Bradford, FluentWorlds CEO, is revolutionizing language training in 3D virtual worlds. He was previously CEO and chairman of

HireVue and Fusion-io; both reached the Forbes list of America's 50 fastest-growing tech companies. He received the prestigious 2018 BYU Emeriti Distinguished Service Award, was general counsel at Novell, served twice as chairman of the Business Software Alliance, was honored as Alumnus of the Year by BYU's J. Reuben Clark Law School, and was inducted into Utah's Technology and Business Hall of Fame.

Don L. Brugger

Don L. Brugger has more than 30 years of professional editing experience, from being a proofreader at the *Los Angeles Times* to working as an editor of one kind or another at Deseret Book, the *Ensign*, FARMS/Maxwell Institute, and BYU's Religious Studies Center. Additionally, he taught high school English for two years and taught editing classes at BYU for nine years. He studied English and journalism at Utah State University, and he earned a master's degree in English at BYU.

Emma Hoggan

Emma Hoggan is the managing editor for Future House Publishing, a family-friendly speculative fiction publishing house. She specializes in content editing but is involved in every step of the publishing process, from acquisitions to layout to marketing. When she's not editing, she attends writers' conferences to take pitches, give critiques, and talk to aspiring writers about the mysterious world of publishing.

Eric W. Jepson

Eric W. Jepson is the president of the Association for Mormon Letters and lives in the Bay Area, where he teaches both high school and early-morning seminary because some people don't know when to say when. He's published more than 100 short stories, essays, comics, and poems (usually under the name Theric Jepson) and is the cofounder of an innovative publishing company, Peculiar Pages. His novel *Byuck* has been called the best funny book about Latter-day Saints of the new millennium, and he's preached the gospel of Latter-day Saint literature and comics in Berkeley, at Stanford, at San Diego Comic-Con, and in the living rooms and parlors of polite/annoyed people.

Gabriel González Nuñez

Gabriel González Nuñez is originally from Montevideo, Uruguay. He's lived in various countries and now teaches at the University of Texas Rio Grande Valley. He's a translation scholar and also a literary enthusiast. His love of literature has led him to become instrumental in the publishing of *El Pregonero de Deseret*, a newsletter about Latter-day Saint literature in Spanish. He's also the author of *Estampas del Libro de Mormón*. In addition, he's authored several children's books in his home country.

Garth Smith

Garth Smith was born in Brigham City, Utah, and currently resides with his wife and family in Oceanside, California. He graduated from BYU with a degree in design engineering technology, and he's worked extensively in the Church's youth and missionary programs. He's released multiple CDs and performs widely on behalf of Bonneville Communications. His popular concerts use multimedia to create multisensory experiences that delight and inspire the soul.

Gary Norris

Gary Norris is a sought-after speaker and the author of *The ABCs of Success*. He also hosts the *Rebel Entrepreneur* talk show on Radio WC4Y, during which he's interviewed some of the world's most successful business leaders. With his wife (Carolyn), Gary founded a multi-million-dollar real estate investment and success education company,

connecting people to purpose and awakening the rebel within to make incredible differences in the world.

Heather B. Moore

Heather B. Moore is a USA Today bestselling author of more than 50 publications. Her historical novels and thrillers are written under the pen name H. B. Moore. She writes women's fiction, romance, and inspirational nonfiction under the name Heather B. Moore. The different names can be confusing, so her kids just call her Mom. Heather attended Cairo American College, the Anglican School of Jerusalem, and BYU. She's a six-time recipient of Best of State for Best in Literary Arts, a four-time Whitney Award winner, and a two-time Golden Quill Award winner.

Heidi Chewning

Heidi Chewning is the assistant director of licensing for BYU's 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 & Schmultz in Provo. She earned a bachelor's degree in English, a master's degree in business administration, and a law degree, all at BYU.

James Goldberg

James Goldberg is the author of *The Five Books of Jesus, Let Me Drown with Moses*, and *Phoenix Song*. He's a two-time Association for Mormon Letters Award winner. As a cofounder of the Mormon Lit Lab, he's helped run 11 writing contests focused on Latter-day Saint motifs and themes since 2011, including the first international contest, in 2018–2019. Professionally, he's a writer for the Church History Department, where he specializes in narrative projects.

Janice Kapp Perry

Janice Kapp Perry released her first album of original songs, *Where Is Heaven*, in 1979. Since then, she's produced more than 2,000 songs; 105 recorded albums; 2 full-length musicals; 8 sacred cantatas; and albums in multiple languages. Perry's works have been performed by the Tabernacle Choir at Temple Square, the Mormon Youth Symphony and Chorus, country duo Brooks and Dunn, Gladys Knight, and the Osmonds—Second Generation; at Robert Schuller's *Hour of Power* from the Crystal Cathedral; on the *Oprah Winfrey Show*; and by countless other choirs and soloists at events around the world. She's received numerous awards for her musical contributions.

Jenn Lee Smith

Jenn Lee Smith is a writer and producer who enjoys highlighting underrepresented and marginalized Latter-day Saint stories. She started work in gender-balancing by organizing a microloan program for women in China. During graduate school at UCLA, her research focused on race and gender discourses in religion, ethnographic methods, and sex ratio disparities in China and India. Her film *Faithful* was shortlisted for a BAFTA, and *Long Haul* has won awards at the LDS Film Festival. She's also received awards from the Asia Institute and the Social Science Research Council.

Jennifer Stirling

Jennifer Stirling was the first "employee" of her sister Lindsey Stirling. Jennifer initiated and manages Lindsey's sheet music publishing, oversees various projects, and leverages Lindsey's social media marketing. Jennifer received a bachelor's in trumpet performance; teaches private lessons; and is principal trumpet for the East Valley Millennial Orchestra, which has released several top-selling albums.

She's also a property manager and a ramp agent and has been a USDA wildland firefighter. When not working, she enjoys traveling, bare-foot running, yoga, good food, personal development, and time with friends and family.

Jodi Reynosa

Jodi Reynosa is a KMTR-TV anchor who has worked at NBC, ABC, CBS, and Fox, interviewing presidential hopefuls such as John Kerry, Ted Cruz, Rudy Giuliani, Hillary Clinton, and Dick Cheney, as well as notables such as Judge Jeanine Pirro, space shuttle commander Eileen Collins, and pop band ZZ Top. She's hosted talk shows and launched the YouTube series *Guided*. She studied acting at the American Academy of Dramatic Arts and at First Take. She earned a bachelor's in broadcasting, a master's in education, and an executive MBA.

Joel McCausland

Joel McCausland has been writing music, recording, and performing for over 40 years. He and Kevin Peay formed the popular Christian-contemporary duo Afterglow in 1978 and have since released over 20 albums. They have performed in the United States, Canada, Europe, Japan, and Brazil and have recorded in Los Angeles, Nashville, London, and Salt Lake City. Their music is inspired by the experiences and challenges in their lives and the lives of those they love, and their goal is to provide hope and perspective during trials.

John H. Groberg

Elder John H. Groberg was born and raised in Idaho Falls, served a mission in Tonga, and then married Jean Sabin. He and his family have lived in Idaho, Utah, Hawaii, Tonga, Argentina, and Hong Kong. He graduated from BYU, received an MBA from Indiana University, and worked in real estate in Idaho Falls. He's served as a bishop, a mission president, a regional representative, a member of the First Quorum of the Seventy, and president of the Idaho Falls Temple. Elder Groberg is the author of five books: *In the Eye of the Storm*, *The Fire of Faith*, *Anytime Anywhere*, *Refuge and Reality*, and *Eternity Is Now*. The first two have been made into major motion pictures, titled *The Other Side of Heaven* and *The Other Side of Heaven 2: Fire of Faith*.

Joseph Batzel

Joseph Batzel earned bachelor's and master's degrees in speech communications and in theater and cinema. He's been an educator for 40+ years at the university level and in secondary schools. He's a national workshop presenter in film auditioning, stage acting, and voice-over acting. He also is a voice-over artist for audiobooks, films, commercials, and radio broadcasting. He has a rich background as a professional actor, director, casting director, associate producer, and writer for stage and film.

Justin Cook

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

Karlene Browning

Karlene Browning has been designing and customizing websites and blogs since 2005. She specializes in creating self-hosted WordPress

sites for authors and others. Among her dozens of clients are Hearshaven Publishing, Doll Stuff by Jana, and Storytellers in Zion. In addition to creating websites, she has more than 30 years of experience in the publishing field and currently offers a variety of freelance services to authors and small presses.

Kels Goodman

Kels Goodman is the owner of the LDS Film Festival, which is held annually in Orem, Utah. Born in Virginia and raised in Texas, he graduated from BYU and worked in technical roles for many Hollywood films and shows, such as *Touched by an Angel*. From there, he became the producer of *Handcart* and *Hidden in the Heartland*. He also produced one of YouTube's first viral marketing hits: *Will It Blend?* He recently released *The Jets: Making It Real*, featuring the Tongan Wolfgramm family, who became an American pop sensation.

Kenny Baldwin

Kenny Baldwin is an attorney, author, and assistant director of operations in 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 sketch comedy troupe, Divine Comedy. He began working in show business at age 15 and has extensive experience in theater and short film. He earned a bachelor's degree in communications and a law degree from BYU. His debut novel, *The Crimson Inkwell*, came out in April 2019.

Kimberly Kay Durtschi

Freelance book designer Kimberly Kay Durtschi has worked in the publishing industry for the last five years in a variety of positions. She's taken college courses in design, explored the ins and outs of the print industry, and worked with some of the greatest publishing houses in Utah. She's taken the best of all these experiences to create a unique and flexible way to consistently design lovely books for a variety of clients.

Kristen Bromley

Kristen Bromley earned a bachelor's in music and in genealogy from BYU, a master's in jazz performance from Jacobs School of Music, and a doctorate in musical arts from Boston University. She's toured at jazz festivals in countries such as Scotland, England, Portugal, and Spain, and she loves creating interactive educational environments that foster whole-person learning. She's been named the Lionel Hampton International Jazz Festival's outstanding guitar soloist multiple times, she teaches at BYU, and she authored a guitar method book. Her latest album, *Simply Miraculous*, was released in June.

Lisa Mangum

Lisa Mangum has worked in the publishing department of Deseret Book since 1997. She's been the managing editor for Shadow Mountain since 2014 and has worked with New York Times bestselling authors such as Brandon Mull, Ally Condie, and Jason F. Wright. While fiction is her first love, she also has experience working with nonfiction projects and children's picture books. She's also the author of four national bestselling young adult novels, as well as several short stories and novellas. She's also edited four anthologies based on magical creatures.

Luis Zegarra Jiménez

Luis Zegarra Jiménez was born in Piura, Peru. He eventually moved to Lima, where he currently resides. A psychologist by training, he spent many years in business and construction. He was part of the Ascender NGO and is currently a manager at Industrias Ale. He's the founder of

the AdESUD Perú (the Association of LDS Writers of Peru), an organization aimed at disseminating information about Church doctrine and history.

Marianna Richardson

Marianna Richardson received a master's degree from Johns Hopkins University and a doctorate degree 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 teaches management communication in BYU's Marriott School of Business and is the mother of 12 children.

Mario R. Montani

Mario R. Montani was born in Bahía Blanca, Argentina. He studied literature at Universidad Nacional del Sur, and in 2009 he published *El Castillo Gris y Otros Cuentos*, a short story collection. In 2012, he launched *Mormosofía*, a blog intended to be a dialogue about art, theology, and religious philosophy in the context of Latter-day Saint culture. He was part of the choir Coro Estable Provincial of Bahía Blanca, and he currently is the director of public affairs in the Bahía Blanca Stake.

Marvin Payne

Marvin Payne is an actor, author, songwriter, and recording artist who began his career after attending BYU on music performance and creative writing scholarships. He's released over a dozen albums and a half dozen plays and has acted in over 40 films, 40 plays, and 100 audio adventures for children. He's published prize-winning poetry and is well recognized for roles in *Saturday's Warrior*, *The Testaments*, and *Of One Fold and One Shepherd*, among others. He's been featured on the Disney Channel, PBS, and other major networks.

Matt Brown

Matt Brown, CEO of Living Scriptures, is leading the charge to bring stories into the digital age with a new video streaming service especially for Church members. His deep passion to provide families with awesome films through Living Scriptures Streaming, which offers 1,500+ films, has attracted 200,000+ viewers around the world and 50+ producers and distributors in the US. He connects with many content producers and has seen how many succeed in finding fulfilling careers in film and other media.

Melissa Dalton

Melissa Dalton has worked as a PR and marketing manager and consultant for nearly 15 years. She's run several businesses; helped authors and entertainers grow their careers; helped plan and coordinate events; worked with radio, TV, newspapers, and film; and even become the host of her own TV show. She's currently the marketing director for Eschler Editing; a publishing panelist for FanX in Salt Lake City; a private marketing and media consultant for authors; and a producer and show host for *The Book Break* and *The Music Break*.

Melissa Leilani Larson

Melissa Leilani Larson is a playwright and screenwriter whose work has been seen on four continents. Her latest production is *Sweetheart Come*, and her stage adaptation of *The Girl Who Drank the Moon* will premiere in November. Other plays she's written include *Little Happy Secrets*, *Pilot Program*, *Pride and Prejudice*, *The Edible Complex*, *Martyrs' Crossing*, and *Mountain Law*. Screenplays she's produced include *Jane and Emma* and *Freetown*. She's the winner of numerous

industry awards and is the Dramatists Guild Utah representative. She earned an MFA from the Iowa Playwrights Workshop.

Michele Preisendorf

Michele Preisendorf is the owner of Preisendorf Professional Editing, a managing editor for Eschler Editing, and a freelance editor for Covenant Communications and Deseret Book. She earned a bachelor's in English, with an emphasis in editing, and has been working in publishing for nearly 20 years. Since 2002, she's been helping authors polish their writing, and she specializes in line editing, copy editing, proofreading, and galley proofreading. For Michele, there's no greater satisfaction than knowing she's helped someone clarify their message so others can benefit from it.

Michelle Branson

Michelle Branson is a senior editor and the contract administrator at Gibbs Smith. She heads cookbook acquisitions and is on the children's acquisitions team. She's been the project editor for numerous cookbooks, children's board and picture books, and a variety of history projects. Prior to joining Gibbs Smith in 2006, she worked for the Associated Press and taught a world civilizations course to college freshman. She has a bachelor's in history and minors in English and dance, as well as a master's in Russian history. She's also the author of *Texas Doodles*.

Michelle McCullough

Michelle McCullough runs three companies and is the managing director for Startup Princess, an international business and blog. She's the author of four books, including *Make It Happen Blueprint* and *The Time Blueprint for Entrepreneurs*, and her radio show, *Make It Happen*, has over 1 million downloads. She's a sought-after speaker and has been interviewed for television and radio over 100 times. She's been featured on Entrepreneur.com, in Utah's 40 under 40 list, and in Inc.'s Top 100 Small Business Influencers.

Michelle Millet

Michelle Millet has a degree in art history and still holds a ridiculously soft spot for all things Russian. She's an editor for Month9Books and reviews and discusses books in her spare time at See Michelle Read.

Michelle Moore

Michelle Moore, founder of Moore PR Group, is a tenacious and experienced publicist who uses her many years of industry experience to build reliable media relationships. She's focused on developing and implementing targeted PR campaigns. She embraces each new campaign with enthusiasm and total commitment to achieve the highest quality of service and results.

Michelle Witte

Michelle Witte is a literary agent with Mansion Street Literary Management, specializing in children's fiction and nonfiction. As an agent, her tastes vary widely and she represents authors across the spectrum of kids' books, from board and picture books to middle grade and young adult. She's always on the lookout for fascinating stories that are well told, especially those with a distinct voice. Her own published work includes *Happy Little Accidents: The Wit and Wisdom of Bob Ross* and *The Craptastic Guide to Pseudo-Swearing*.

Mitch Davis

Mitch Davis grew up in Southern California. He received a bachelor's degree in English and a master's degree in film production at the University of Southern California. He's written, directed, and produced six feature films, including *The Other Side of Heaven*; *Christmas Eve*;

The Stray; and, most recently, *The Other Side of Heaven 2*, which tells the story of Elder John H. Groberg's return to Tonga as a young mission president, accompanied by his wife and five daughters.

Orson Scott Card

Orson Scott Card is the author of novels such as *Ender's Game*, *Ender's Shadow*, and *Speaker for the Dead*; the young adult Pathfinder series; and the fantasy Mithermages series. Besides these and other science fiction novels, Card has written contemporary fantasy; biblical novels; an American frontier fantasy series; poetry; and many plays and scripts. Seventeen of Card's novels have won prestigious awards. His novels have been published in 34 languages besides English.

Peter Gardner

The most important thing to know about Peter Gardner is that he got his big start in 1998 as an intern with *BYU Magazine* (then called *Brigham Young Magazine*). That led to an internship with the Church's international magazines, which led to a job as an editor for Deseret Book, which led Peter back to *BYU Magazine*, where he has worked since 2001. He's served as the editor since 2013. Aside from editing, he likes to run and draw (but not at the same time).

Peter Midgley

Peter Midgley is a registered patent attorney and the director of BYU's 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.

Rachel Grant

Rachel Grant has worked for the More Good Foundation for the past six years, creating Facebook, Twitter, Instagram, and YouTube pages that have accumulated millions of followers and subscribers. Following the launch of her first YouTube project, *Saints Unscripted*, viewers in almost 120 countries spent more than 3 million minutes watching the videos within the first six months. She graduated from BYU with a degree in philosophy, which she believes goes hand in hand with social media.

R. de la Lanza

R. de la Lanza (pen name for Rafael Vázquez Velázquez) earned a bachelor's degree in classics from the National Autonomous University of Mexico and completed the coursework for a master's in teaching literature and communications. He's an experienced high school and college teacher. In addition to his love for literature and music, he's fascinated by mythology and philosophy and is enthusiastic about psychoanalysis. He authored the novel *Eleusis* (subtitled *The Long and Winding Road*), which tells the story of two four-generation Latter-day Saint families in Mexico.

Samantha Millburn

Samantha Millburn has loved books her entire life. She's the managing editor of Covenant Communications and has been with the company for almost a decade. She collaborates with extremely talented writers and cherishes not only her friendships with them but also the honor it is to help them polish their manuscripts. She's helped over 70 authors turn more than 300 books into masterpieces. She graduated from BYU-Idaho with a bachelor's degree in English.

Shirley S. Ricks

Shirley S. Ricks is a senior editor at BYU's Religious Studies Center. Her career in publishing started during her undergraduate years,

when she received on-the-job training in proofreading and editing at the BYU Press. In 1989, she was hired as an editor at the Foundation for Ancient Research and Mormon Studies (FARMS). While at FARMS, she edited and prepared for publication half of the 19 volumes in *The Collected Works of Hugh Nibley*, 30 other volumes, and hundreds of articles. She's also published articles in various festschrift volumes, the *Ensign*, the *Interpreter: A Journal of Mormon Scripture*, the *FARMS Review*, and the *Encyclopedia of Mormonism*.

Steve Odenthal

Steve Odenthal is a humorist, playwright, and author whose short stories and essays are regular features in periodicals throughout the Intermountain West. He sees life from a positive but slightly different angle from most, and he thoroughly enjoys commenting on life. In addition to his position as senior feature and humor writer for *Box Elder Magazine*, he's released two anthologies and a collection of his Chimney Fishing short stories. He's a strong advocate of incorporating humorous subtleties into situations and characters to enhance a reader's experience.

Suzy Bills

Suzy 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 books to dissertations, video scripts, technical manuals, marketing materials, and cookbooks. Her first self-authored book, *Visions of Heaven*, was published in 2018. She loves sharing her skills with others, whether through teaching, mentoring, helping authors get their thoughts on paper, or fine-tuning their writing.

T. C. Christensen

T. C. Christensen is one of the most prolific and successful Latter-day Saint filmmakers. He's directed 25 films, produced 14, written 11, and done the cinematography for dozens more. These films include *Love Kennedy* (writer, director, producer, cinematographer); *Ephraim's Rescue* (writer, director, producer, cinematographer); *The Cokeville Miracle* (writer, director, producer, cinematographer); *17 Miracles* (writer, director, producer, cinematographer); *Emma Smith: My Story* (director, cinematographer); and, most recently, *The Fighting Preacher* (director, producer, cinematographer).

Tara Creel

Tara Creel is a Utah native and mother of four boys. She is an editor at Month9Books, reviews books for the *Deseret News*, and is a Pitch Wars mentor. She also writes children's books, always including a bit of magic, and is represented by Samantha Bagood.

Terri Baranowski

Terri Baranowski is a literary agent, writer, and teacher, as well as a stand-up comedian in an alternate universe. With over 20 years of experience working with writers, she has prepared numerous manuscripts for publication and is currently looking for stories with a quirky, witty, and deeply authentic voice. She is a lover of all things Shih Tzu and embraces life in the Salt Lake Valley with a mountainous slush pile she calls the Pile of Possibility, as well as with an indomitable Polish spirit.

Todd Hougaard

Todd Hougaard is an experienced videographer, editor, and director who has worked at KRNK and KVBC in Nevada and at KBYU, Fox 13-KSTU, Park City TV, and KSL in Utah. He's served as president of

the Utah Society of Professional Journalists (SPJ) and the Utah Press Photographers Association. He's won awards from the SPJ and the Utah Broadcasters Association, and he's been named Utah Photographer of the Year five times. He's also received multiple regional Emmy Awards and national Telly Awards.

Trina Boice

Trina Boice is the author of 29 nonfiction books and teaches for BYU-Idaho online. She founded LifelongLearningEducation.com and is a doctoral candidate at Colorado Technical University. She writes movie reviews at MovieReviewMom.com and is a popular host on Volley FM. She received the California Young Mother of the Year Award, which completely amuses her four sons. She's gone on speaking tours in China, Colombia, Mexico, and Puerto Rico and was a political correspondent for KPBS in San Diego. If she told you what she really does, she'd have to kill you.

Tyler Castleton

Tyler Castleton is a Utah-based songwriter, music producer, and composer. His songs and arrangements have been recorded and performed by hundreds of music artists all over the world. He's been involved with the Especially for Youth music albums for over 25 years as an arranger, songwriter, and producer. He's also served twice as the director of music at Deseret Book and Shadow Mountain Records. Additionally, he's an adjunct faculty member in Utah Valley University's Commercial Music program.

Val Johnson

Val Johnson, now retired, worked at Church headquarters for 38 years, 34 of which were with the Church magazines. For the final 10 years of his career, he served as managing editor, first at the *New Era*, then at the *Liahona*, and finally at both the *Liahona* and the *Ensign*. During his time at the Church magazines, he edited thousands of articles, working with both new and experienced writers. He also wrote dozens of articles for the magazines. He earned a bachelor's in English and a master's in public administration from BYU.

Webb Knudsen

Webb Knudsen has a background in entertainment, social media, and mobile. He's the CEO and cofounder of Playper, which creates paper toys that kids build and bring to life through augmented reality. Previously, he was vice president of business development at Crisp; led sales teams for Aarki and Millennial Reach; and worked at Walden Media, at the literary and talent agency CAA, and at Lucasfilm. In these roles, he focused on driving profitability and optimizing market strategy for movies, brands, and apps. He earned a degree in sociology and speech communication at Pepperdine.

Wynn Hougaard

Wynn Hougaard has been a film and video editor for over 23 years. He currently works for the Church's Motion Picture Studios and teaches film at BYU. He's edited numerous documentaries as well as 16 feature films, including *The Best Two Years*, *Singles Ward*, *Joseph Smith: Prophet of the Restoration*, *Meet the Mormons*, and *Saints and Soldiers*. He loves basketball, skiing, and any time he can spend with his wife and their five kids.

Zack Nelson

Zack Nelson has the largest mobile phone repair channel on the internet, with 3.6 million subscribers and 600 million views. He's an avid entrepreneur and online marketer, and he has a to-the-point style of teaching.

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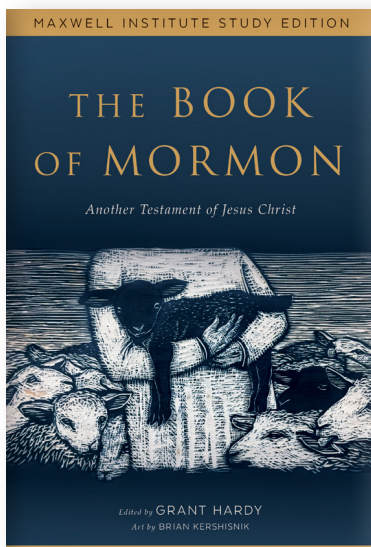


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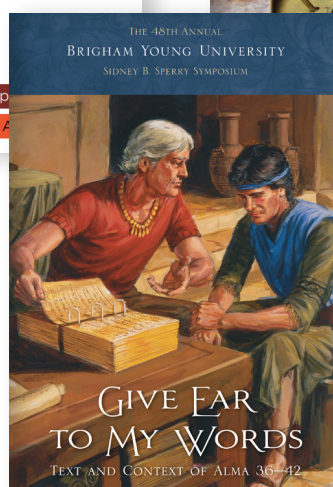
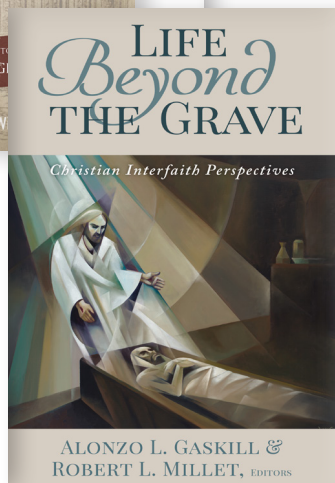
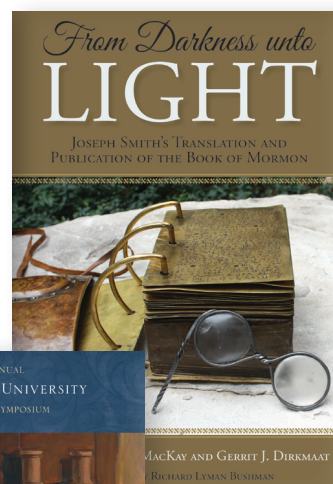
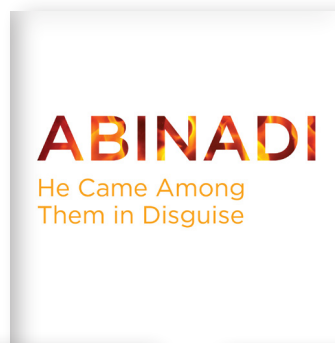
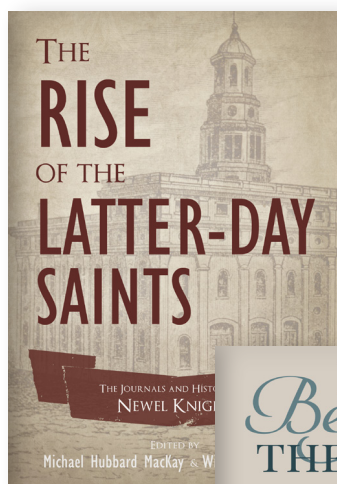
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