

The Philatelic Communicator

Journal of the American Philatelic Society Writers Unit #30



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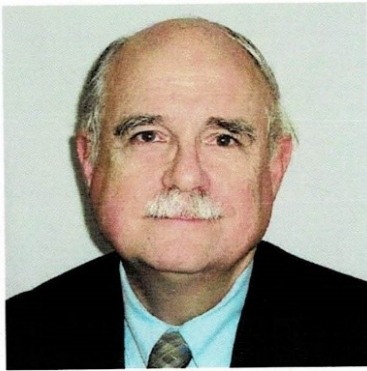
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www.wu30.org

Third Quarter 2022 Issue 217

Another approach to recruiting authors for periodicals

John M. Hotchner,



John Hotchner

We have spoken in this space about the general lack of utility of repeated printed editor appeals for club and society members to take pen in hand and contribute. It isn't that such appeals are wasted. There may be an occasional response, and there is no harm in trying.

My repeated theme, though, has been that it is more likely to be successful for editors to go out and beat the bushes by approaching likely authors one-to-one. Not all such approaches will bear fruit, but in my experience a much higher percentage will.

The purpose of this article is to propose a halfway measure that I have also seen work. The editor using this method first runs a survey in the journal asking the membership whether it is happy with the content of the journal? This can be targeted on this question, or the question can be part of a larger survey asking about member feelings/observations about club operations.

Yes, the editor must be thick skinned enough to be able to accept answers to the happiness question that say some form of "No", But mostly the answers will be "Yes", but that does not mean that members are

100% happy. So the next question in the survey should be, "Even if you like the journal as is, is there new content or subject matter that you would like to see us cover? My experience is that about a quarter of the respondents will have some new ideas.

You can of course follow up with a question something like, "Would you be willing to get us started on the subject you would like covered? There will be more "No" than "Yes" answers, but even one or two positive responses will be a good start for your campaign. The next part of the campaign is that in a subsequent issue of the journal the editor summarizes the responses; warts and all. Then the editor uses



Drawing thanks to Lloyd de Vries. Where did he get this?

his or her knowledge of the membership to try to match up desired content with those known to be knowledgeable enough to do an article; not necessarily a continuing column as that may be a scary commitment. But a one-time article often meets the immediate need. And an author who tries one article and gets positive feedback will often turn into a repeat author because that positive feedback becomes addictive.

This is still a one-on-one approach, but it is more focused on desired content, and with that specific, somewhat harder to turn down. I get it that edi-

tors don't like to put themselves out there as it is uncomfortable to face a turn-down. But nothing ventured, nothing gained, and the skill of asking for an article (and it IS a skill) gets easier the more you do it as you learn what can motivate authors and what you can do to help them see their name in lights!



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Manuscripts are solicited on subjects of interest to writers, editors, and publishers of all forms of philatelic literature. All submissions for publication, without exception, are subject to being edited. Electronic submissions are preferred. Opinions expressed in *The Philatelic Communicator* are those of the authors, and not necessarily of the Writers Unit #30, its officers, editor, publisher, or agents. Letters and emails received by the editor may be printed unless labeled "Not for Publication." Every effort is taken to ensure accuracy, but validity is not guaranteed. Some product names and images may be trademarks or registered trademarks, and are used only for identification and explanation, without intent to infringe. All editorial matters must be handled by the editor.

APS Writers Unit #30

Deadlines for receipt of copy by the editor:

First Quarter: February 1 Second Quarter: June 1
Third Quarter: September 1 Fourth Quarter: December 1

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	WU #30 Breakfast: Lloyd de Vries



David Crotty From the Editor

Covid Again

While Lloyd says nothing of this in his message, he got Covid after GASS as did several others who shared a table during the show. The masks might still be a social necessity even for the vaccinated.

Style Guide

We have discussed the use of style guides for philatelic journals and didn't get very far. I am told that a previous TPC editor started work on one some decades ago and bailed out as it got unmanageably long.

That being said I find that, as editor I am repetitively making the same adjustments of articles sent to us for publication. What can we do about this?

1. I'd like the text to be in Microsoft Word,
2. Font to be New Times Roman for text and Arial for headlines.
3. If you have Microsoft publisher please use it.
4. Tables to be simple Excel with no fancy stuff that can't be transferred to MS Word.
5. A small photograph of the author to be placed at the upper left of the article.
6. Article Font Size to be 10-12 points.
7. Illustrations to be 200-300 dpi and in color if possible
8. Each illustration to have a heading in 10 point Arial. Each illustration heading to look like this: (Figure 1. text text period)
9. We love book reviews. The information needed for each review should be those we use every time (except for the one at the end of this issue!) Is that too much to ask?



**WU30 *The Philatelic Communicator*
Awarded Large Vermeil by Chicagopex
2021 and GASS 2022 Literature Exhibitions.**



Lloyd de Vries *President's Message*

I'm sorry you missed it.

The Great American Stamp Show 2022, that is. Many "regulars" at these shows were not there. While the fear of COVID-19 was one factor, the American Philatelic Society shows on the West Coast always have less attendance by those who otherwise come to these shows.

(Yes, GASS is technically co-hosted by the APS, the American Topical Association, and the American First Day Cover Society, with sponsorship from the U.S. Postal Service, but it is no secret that GASS is the former APS StampShow on steroids. APS selects the sites, does the planning, makes the guarantees and handles all the other administrative work. As the president of an organization that used to produce its own show, AFDCS, I am happy that APS does the "heavy lifting" to produce what is usually the biggest stamp collecting show of the year.)

Back to attendance: The majority of stamp collectors in the U.S. are in the eastern half of the country. The majority of stamp dealers are there, too. The time zone also works against show attendance, because for many in the East who need or want to be home on Monday, the choice is between leaving early Sunday or taking an overnight flight Sunday night. Speaking from experience, after a "red-eye," you're not good for much on Monday anyway.

Next summer's show is in Cleveland, August 10-13 and attendance should be better. Not only will the geography be in its favor, we will have had another year to learn to live with COVID-19.

I expect the coronavirus will become like influenza a century ago: New variations every year and it never completely goes away. Health professionals are better able to deal with it each year but it is still there. More than half a dozen AFDCS volunteers who worked at our booth came down with the coronavirus the following week. I know of several other people who were not at our booth who also tested positive. For me, it was like a bad cold. I even played a concert with it before my test. (Oops.)

One complaint I get every year as editor/publisher of The Virtual Stamp Club, which tries to keep up with philatelic news, is that I don't take and post enough photos during GASS. You may also notice there are not many pictures from the Writers Unit meetings,

too. That's because I do not own a selfie-stick, and I think it would look strange to be speaking to the WU30 meeting while taking my own photograph. Every year I vow to do better next time. We'll see.

I did post many photographs on my journey to the show. I fulfilled a long-time wish to take a train trip across the country. I went from Newark, NJ to Washington, DC, where I stayed two days with my grandson and the people with whom he lives. **(Photo 1 page 5, as I began my consultation on how to handle stamp collectors who are acting like children.)** Then my trip took me from Washington to Chicago, and then Chicago

to Sacramento. My family ordered me to put many photos in a shared album and while I was at it, I posted most of those pictures on Facebook. **(Photo 2 page 5, Shown is a photo of my train arriving at Newark Penn Station to begin the journey.)**

Amtrak cooperated by making the trip more "interesting" than necessary: The conductor on the first part of the trip apparently didn't scan my ticket (on my

phone) properly, and I was listed as a "no-show." Saturday morning, before I left my son's house, the multi-city ticket showed on the Amtrak app. By the time I tried to board the Capitol Limited for Chicago hours later, the trip had disappeared from the app and the conductor's device said my trip had been canceled.

The Amtrak train crews were wonderful: They allowed me on the train, they found onboard rooms for me two of the three nights for which I had paid and a double coach seat for that third night. I made all the connections, and arrived in Sacramento as planned. You are getting the short version here but eventually I got an apology, a possible explanation and a sizeable refund from Amtrak.

What was most amazing to me about the Facebook account as its author was the wild mix of people who saw it and commented. They included a former network radio White House correspondent, several people from my nursery school, members of my synagogue, band musicians and, of course, stamp collectors. I doubt they would all have come together in any other way. Say what you will about Facebook and the internet (and I have criticized both many times), they allow us to reconnect with old friends and stay connected with others.

Whether we members of the Writers Unit use ink or pixels, that is our charge within philately: To inform, to entertain and sometimes to call to action.



Mail Truck on display loaned to GASS by a collector.



Pony Cars

Because the U.S. was issuing its “Pony Cars” stamps at the Great American Stamp Show, the USPS area had two examples of the cars on display, borrowed from the California Automobile Museum in Sacramento. Also on display was this vintage postal truck. However, it was not on loan from the museum: It is privately owned and its owner offered it for decor at the show. Of course, it really had nothing to do with “pony cars” — unless you figure it replaced a pony-drawn mail wagon



One of two “Pony Cars” on display commemorating the new Pony Car postage stamp.



Photo 1. Consultation on handling children.,
See page 3.



Photo 2. Lloyd’s train at Newark Penn Station. See page 3.

Report from Writer's Unit 30 Officer's Meeting

Lloyd de Vries

As president, I must take responsibility for the fact that we have not had elections in quite some time: Technically, all the terms of the officers and councilors have expired.

My only excuses are that I was dealing with major problems at another philatelic society and ... well, no one in this organization said anything. None of you. During preparations for the show and during the show itself, we have come up with a plan to remedy this situation.

Alan Barasch, our secretary-treasurer; Dave Crotty, our editor and vice president; and I are running now for new terms of office and *ex officio* on the WU30 Council. **There should be a ballot in this issue (see page 12).** Next year, we will hold an election for three other seats on the Council. By that time, we also should have split the editor and vice president position, so the Council will consist of seven.

Matthew Healey will be joining *TPC* as associate editor and will become its editor in about a year. I talked to Dave and Matt right before the show and outlined this plan during the meetings but did not name Matt at that time.

We had a Council meeting before the general meeting.

Ken Trettin, Dave Kent and I were the only ones there. During the open meeting, I explained much of what is above, I read Marjory Sente's thank-you for her Hall of Fame induction, and we heard a presentation from Michael Bloom about an exciting project to create a community-written catalogue for a niche collecting interest. I want to say "crowd-sourced," but that implies to me funding, not content.

In other news, APS Writers Unit 30 will be sponsoring one of the participants in the next Young Philatelic Leadership Fellowship program, in the writers track. The cost is about \$5,000, which we have. It is my hope that the person selected will also learn about editing and, in particular, using the current software required for philately's major periodicals.

I believe philately has a shortage of editors with these technical skills, with the result that the few who do and are available for society publications are overloaded.

Regardless of whether the Fellow learns inDesign or any other software, this is a chance for WU#30 to give back to the philatelic community.

◆

Marjory Sente Thanks the Writer's Unit 30

Thank you for this recognition. I feel very fortunate to be included in this group of journalists who have contributed so much to our philatelic literature. If I have correctly counted I am the thirteenth woman to be elected to the APS Writers Unit Hall of Fame.

Author Mitch Albom stated, "We move through places every day that would never have been if not for those who came before us."

During the past five decades, I frequently have thought of the women writers and editors who have



Marjory Sente WU30 2022 Hall of Fame

come before me in the philatelic world and paved the way for me and others.

In 1974 Edith Faulstich who was in the forefront of collecting, exhibiting and writing about postal history was in the initial group of nineteen elected to the APS Writers Unit Hall of Fame. She was the first woman honored by the group for her philatelic journalism.

I am thrilled to know that she was not the last, and I am

certain that I won't be the last woman recognized either.

Thank you.

◆

OnDemand Continued on page 9

Great American Stamp Show 2022 August 25-28, 2022 Literature Palmares

Grand and Large Gold

British South Africa Company King George V Admiral Stamps 1913-1924

David Spivack

Reserve Grand

Mails of the 1861-1867 European Intervention in Mexico

Steven C. Walske

The Panama One-Cent Balboa Invert From the American Bank Note Company

David Zemer

Articles

Gold

An Oddity Uncovers a Short-lived Registry Plan

Nancy B. Clark

Large Vermeil

Fort Oglethorpe, GA, Internee's Postcard: Written from a Spy to a Spy?

Nancy B. Clark

The Sinking of the P.R.R. Ferry Chicago, October 31, 1899

Nancy B. Clark

Oops! Mistakes and Curiosities in the Design of Tennis Stamps and Postmarks

Norman F. Jacobs

Military Fort Myers from 1850

Vernon R. Morris, Jr MD

How to Collect Women's Suffrage

Melanie G. Rogers

"Local Usage" Prevails for Name of Town and Post Office

Steve Swain

Vermeil

Buddhist Dances

Lokeswara Rao Madiraju

St. Joseph, Florida
Jack Malarkey

Cairo Hotel Maxicard Analytics and Pyramids Analytics
Sun-Yu Ng

Silver

Corner Cards of Lititz, Pennsylvania
Richard Colberg

National Parks of USA on Stamps
Lokweswara Rao Madiraju

Silver Bronze

Little River P.O. Keeps Town Memory Alive
Dan Maddalino

Electronic

Large Vermeil

Annotated Bibliography of Cuban Philatelic Literature
Ernesto Cuesta

Vermeil

Pennsylvania Postal History Society Website - www.paphs.org
Pennsylvania Postal History Society

Handbook

Large Gold

The Foreign Mail Issue of Mexico 1879-1883
Richard Daffner
also
APS Research Medal

Large Vermeil

International Institute of Agriculture - Official Mail 1910-1946
Fran Adams

Vermeil

The Postal History of Saint Simons Island, Georgia
Steve Swain

Large Silver

O.C. Marsh, Chief Red Cloud and the Thunder Horses

Fran Adams

Silver

April 1945 in Patriotic Covers

Al Raddi

Society Journals

Large Gold

Postal History Journal

Diane Deblois & Robert Dalton Harris

Gold

Rossica Journal

William Velvel Moskoff

The Airpost Journal

Vickie Canfield Peters

Forerunners

PSGSA

Mexicana

Michael D. Roberts

NJPH, Journal of the New Jersey Postal History Society

Jean R. Walton

Large Vermeil

Topical Time

American Topical Association

also

ATA Study Unit Journal Award 1st Place

Canal Zone Philatelist

Canal Zone Study Group

The Israel Philatelist

Donald A. Chafetz

Journal of the United Nations Philatelists, Inc. Year 2021

Blanton Clement, Jr.

Florida Postal History Journal

Florida Postal History Journal

Journal of Sports Philately

Mark Maestrone

also

ATA Study Unit Journal Award 2nd Place

The Birth of New Jersey's Post

Vernon R. Morris, Jr MD

The Pennsylvania Postal Historian

Pennsylvania Postal History Society

Vermeil

The Philatelic Communicator

David Crotty

Meter Stamp Society Bulletin Vol. 73 2021

David Crotty

Haiti Philately

Wolfgang Windel

Enophilatelia

The Wine on Stamps Study Unit

also

ATA Study Unit Journal Award 2nd Place

La Catastrophe

Wreck & Crash Mail Society

Large Silver

The New CartoPhilatelist

The CartoPhilatelic Society

also

ATA Study Unit Journal Award 3rd Place

Philatelic Gourmet

Gastronomy on Stamps Study Unit

also

ATA Study Unit Journal Award 3rd Place

Armenian Philatelic Association Journal

Igor Grigorian

◆

Peter McCann, FL - Chief Judge
Ken Trettin, IA
Akthem Al-Manaseer, CA

Reviews

Print & Electronic

Reviews in *TPC* are indexed at
www.wu30.org Journal page.



Let's Talk Exhibiting, David Piercey, FRPSC, Gregg Redner

David Piercey's new book on exhibiting was released in conjunction with CAPEX'22, which took place in Toronto, Ontario in June 2022. David Piercey is a Canadian national-level exhibitor and judge. He was elected a Fellow of the Royal Philatelic Society of Canada in 2010 and served on its Board of Directors 2008-2016. He judges regularly at national level shows throughout Canada and the Pacific Northwest. He has also served until recently as the RPSC's Judging Coordinator. Piercey is the author of a long-standing series of articles entitled 'Let's Talk Exhibiting', which appear regularly in the RPSC's journal, *The Canadian Philatelist*. It is from this series that the new book is derived.

The book begins with a forward by former RPSC President, Ed Kroft, in which he explains that the genesis of the book came from a desire to promote and demystify philatelic exhibiting, thereby hoping to encourage further engagement with this aspect of the hobby. This is followed by David Piercey's Preface, in which he explains that it was never his immediate intention to turn his column into a book on exhibiting, but that after Kroft broached the idea, he agreed to rework his columns into its current format. The layout for the book was done handsomely by Robin Harris, who serves as the editor of *The Canadian Philatelist*.

The book is laid out into six sensible sections, which include:

1. Getting Started in Exhibiting
2. Understanding the Basics

3. Understanding the Evaluation Criteria
4. Deepening Understanding
5. Exhibit Classes and Types
6. Exhibiting around Us.

One of the challenges of assembling a book from a pre-existing series of articles is the need to make the material 'fit' into a format, for which it was not originally intended. That challenge is born out in Piercey's book by the uneven distribution of chapters in each section. The largest sections of the book are sections 3 and 5, and not sections 1 and 2 as might be expected. One might wish for some additional, slightly more specific information for those just beginning their journey in exhibiting.

As such, the book is not as immediately helpful to beginners as one finds in Steve Zwillinger's *The Path to Gold* or Randy Neil's *The Philatelic Exhibitor's Handbook*. Yet, there can be little doubt that Piercey knows his topic and there is much here that will help exhibitors develop their craft. Particularly helpful and insightful are Piercey's glosses, which appear throughout the book in the form of yellow and green 'post-it notes.' Another interesting aspect of the book is Piercey's decision to limit his exhibition examples to the work of Canadian exhibitors. As such, there are many exhibits presented in the book which will be new to those outside the realm of Canadian philatelic exhibiting.

If I had one criticism of the layout of the book, it would be a wish to have the tabs of the various sections of the book colour coded – rather than all blue – which would make the book easier to use. However, this is a minor criticism as the table of contents is well laid out.

All in all, this is a very fine book, written by an author with a great deal of experience in all aspects of philatelic exhibiting. While it will be less revelatory to those who have already read his columns in *The Canadian Philatelist*, those who have not will find *Let's Talk Exhibiting*, an engaging and readable introduction to the subject.

Gregg Redner

LET'S TALK EXHIBITING



David Piercey, FRPSC



A Publication of The Royal Philatelic Society of Canada

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Materials for Review

Material for review may be sent to the editor. Reviews of materials are welcomed from members and non-members. Reviews should be concise and stress those aspects that are helpful examples (positive or negative) for other authors, editors and publishers. Review requests from those having an interest in the item, such as publishers and distributors, must include a copy of the publication.

Expert Help for Writers and Editors

Dr. Dane S. Claussen, Writers Unit #30 past president, offers free critiques of periodicals, books and manuscripts. Submit the four most recent issues, including postage equivalent to four times the first class mailing fee. Any unused amount will be returned. Critiques can be expected in about 30 days. Inquire before sending books and manuscripts, providing a brief description. Return time will vary depending on length and other commitments. Include an SASE. Send to Dr. Dane S. Claussen's Email: danes.claussen@gmail.com.

Chapter and Website Feedback Service

Beginning in January 2019 critiques of club newsletters or websites will be available to any chapter at no cost. On request an experienced collector will review and provide written feedback on strengths and weaknesses to help your chapter better serve its members. The feedback service will replace the previous Chapter Newsletter and Website competitions. For more details check the APS website.

2022 Literature Exhibits

APS Great American Stamp Show, www.stamps.org.
CHICAGOPEX 2023 Nov., www.chicagopex.com.
SESCAL Article Only, Southern California. Sescal.org.
Sarasota Article Only www.sarasotastampclub.com/

Secretary Report Writers Unit #30

The purpose of the Writers Unit #30 of the American Philatelic Society is to encourage and assist philatelic communications, knowledge, and comradeship. Membership is open to anyone interested in philatelic communications.

Membership Dues

The membership dues for each calendar year are:

Web Delivery email full color..... \$15.00

USPS delivery B/W photocopy..... \$20.00

Those members without access to email can pay for a B/W Xerox copy by US Mail. Payment must be made in U.S. funds by a check imprinted with a U.S. bank transit number, or by postal money order payable to "APS Writers Unit #30." Some overseas members prefer to send U.S. bank notes. We will soon have PayPal available but not yet.

Updating Your Mailing Address

Please notify us of USPS and email address changes to assure that you receive without delay each issue of *The Philatelic Communicator*.

Alan Barasch, Secretary Treasurer
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Officer Ballot 2022-2023

Make a copy of this and send to Alan Warren

- Lloyd de Vries, President/Council Member
- David Crotty, Vice President/Council Member
- Alan Barasch, Secretary-Treasurer/Council Member
- Write-in: _____

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