

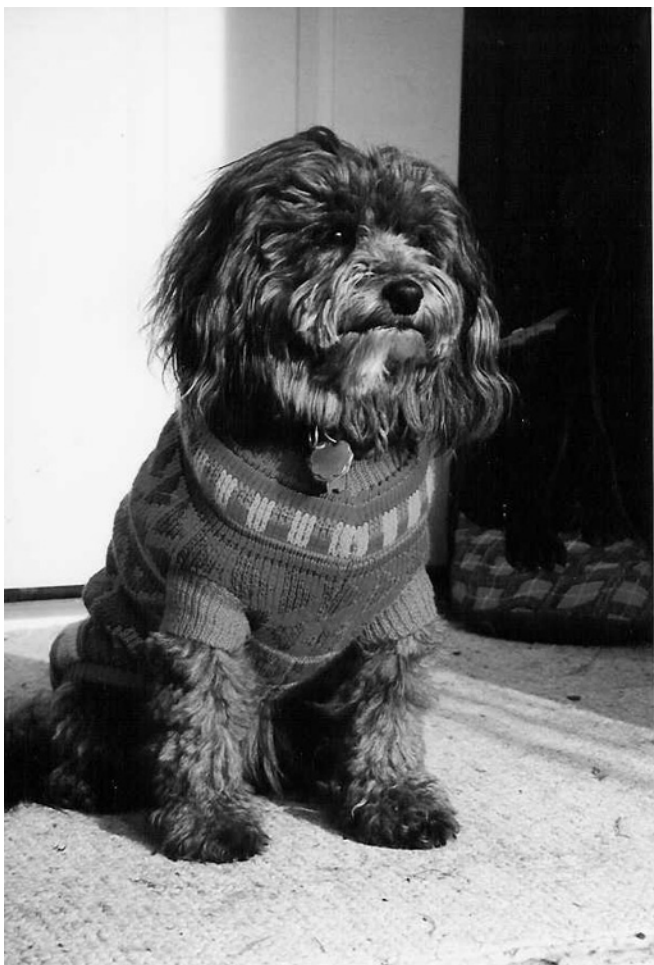


THE WRITE DOG

DOG WRITERS ASSOCIATION OF AMERICA, INC.

Founded 1935

July 2006



Cheryl Smith's little poodle/bichon, Diamond, will turn 13 soon. Diamond is the diva of the household, though she retrieves water bumpers like a champ, and could compete in the Big Air competitions if they had a small dog division.

Diamond and her canine companion Nestle help keep Cheryl's home office from being lonely, and make sure she knows when the UPS man arrives.

WRITING CONTEST DETAILS!!!!

President's Column

By Ranny Green

There is no question that the Dog Writers Association of America Hall of Fame is quickly taking on the stature that we all hoped it would – the most coveted honor in this profession. Our inductees for 2007, renowned judge and writer Anne Rogers Clark and dog/animal authority Roger Caras, mirror the prestige of our initial three honorees earlier this year, William Stifel, Walter Fletcher and Maxwell Riddle.



Clark, of Greenwood, Del., is the only person to have judged best in show (1978) and all seven groups at the famed Westminster Kennel Club Dog Show in New York City. And she has another major accomplishment going with that famed event. In February, she will be attending her 67th consecutive Westminster, a streak dating to 1941; she was a professional handler from 1950 to 1965 and holds the record for appearances on the show's judging panel at 24. She will make that 25 in February when she walks into the ring as terrier group judge.

She was the first woman professional handler to win best in show at Westminster (1956), repeating that feat in 1959 and 1961, an accomplishment achieved by only three others. She added another twist to her Westminster lore in 2002 as co-breeder of the best-in-show winner, a miniature poodle, Ch. Surrey Spice Girl.

Known affectionately as “Annie” within the dog-show ranks, her versatility is unchallenged – breeder, owner, handler, judge, mentor and writer. She is one of few judges nationally licensed to judge every breed. Her other achievements include president of the Poodle Club of America, English Cocker Spaniel Club of America and a member of the Ladies Dog Club of America. She is a frequent contributor to numerous dog publications and is co-author of the prestigious “International Encyclopedia of Dogs” and author of “Annie on Dogs!”

The late Caras (1928-2001) was equally versatile. He was the voice of the Westminster Kennel Club show for years and respected participant in television network news shows such as “Nightline,” “Good Morning America,” “ABC World News Tonight” and “20/20.” He also hosted several radio programs, including “Pets and Wildlife” on CBS, “Report from the World of Animals” on NBC and the ABC series, “The Living World.”



Caras authored more than five dozen books – yes, that’s right – on animals. But a side of this talented guy you might not have known – he was the press agent for Joan Crawford and had a three-year assignment as aide de camp to Arthur C. Clarke and Stanley Kubrick on the science fiction epic “2001:A Space Odyssey.” Caras was not all about dogs. Many of his published works related to other animals and the environment. His first book, published in 1962, was “Antarctica: Land of Frozen Time.” In 1991, he became the 14th president of the American Society for the Prevention of Cruelty to Animals, retiring in 1999 as president emeritus.

Here are a few of my favorite Caras quotations:

“Dogs are not our whole life, but they make our lives whole.”

“I am as confounded by dogs as I am indebted to them.”

“If you don’t own a dog, at least one, there is not necessarily anything wrong with you, but there may be something wrong with your life.”

“Dogs have given us their absolute all. We are the center of their universe, we are the focus of their love and faith and trust. They serve us in return for scraps. It is without doubt the best deal man has ever made.”

The pair will be inducted into the DWAA Hall of Fame at our annual awards fete in New York Feb. 11.

It’s contest time!

In this issue, you’ll find categories – with several changes – for our annual awards contest. Read the rules closely. And without exception, no entries will be accepted that are postmarked after Sept. 30.

This is a fun and challenging time for most of us, trying to select what we think might be our best works to put us in serious contention for a coveted Maxwell. I have always found if you’re uncertain which entry or two to submit, bounce them off a respected DWAA member and get his/her opinion. Sometimes we are simply too close to our own work that we don’t see it as others (or judges) do. Good luck to all.

New Orleans Benefit

In September, Steve Dale organized a benefit to help New Orleans; he teamed with the Chicago Veterinary Medical Association, and together they held a benefit called Mardi Growl at the House of Blues Hotel in Chicago. They raised over \$35,000 with proceeds benefitting V-MAT teams (veterinary first responders), as well as the LASPCA (the shelter in New Orleans that was totally destroyed). What’s more, the AVMA matched funds for the V-MAT teams. The Chicago Area Pet Trainers’ Association helped, as did nearly every other companion-animal organization. A radio listener of Steve’s came up with the name Mardi Growl. The city of big shoulders also has big paws!

Official Rules and Entry Information for 2006 DWAA Writing Contest

Please read! There are changes made from year to year.

Eligibility

1. The contest is open to all writers, editors, publishers, photographers, artists and others whose work falls into the designated competition categories.
2. **The work must be original and must be published during the competition period from September 1st, 2005 through August 31st, 2006.**
3. All entries must be published work. Self-published work offered for sale through professional outlets is acceptable; however, 'vanity' publications are not.
4. Revisions of previously published work are not eligible.
5. There is no limit as to the number of times an individual or entity may enter; however, the same material may be entered only once in a regular category.
6. **Entries must be postmarked by September 30th, 2006.** Late entries will not be accepted. *No exceptions.*

Submission Format

1. Submit regular categories in triplicate with one entry form for each entry.
2. Submit one additional copy for each Special Award entry. ***Attach an additional entry form to each Special Award entry.***
3. For series, submit three sets of copies.
4. For columns, please submit your three best columns in triplicate. Only one three-column entry by the same author per publication is eligible.
5. Work may be photocopied or tearsheets may be submitted. No unpublished manuscripts or printouts are acceptable except for syndicated newspaper work where original tearsheets are unavailable.

Entry Fees

1. Each regular category entry must be accompanied by a \$10 entry fee for current DWAA members and \$15 for nonmembers.
2. Each Special Award entry must be accompanied by a \$2 entry fee.
3. Please combine all entry fees in a single check or money order.
4. Make check or money order payable to "DWAA."

Mailing Instructions

1. Entries must be postmarked by September 30th, 2006. No late entries will be accepted.
2. Mail entries to Terry Albert, DWAA Contest Chair, 14021 Earie Lane, Poway, CA 92064.
3. Do NOT require a signature for delivery of your entry; the contest chair cannot be available all day every day to sign for packages.
4. Entries cannot be returned and the association is not responsible for entries lost during transit.

5. Arrival of entries cannot be personally acknowledged; I'm sorry but the contest is simply too large.

Entrant Responsibilities

1. It is the responsibility of the entrant to comply with all rules and guidelines. Deviation may result in rejection of the entry and forfeiture of the entry fees.
2. The maximum liability of the association is limited to the refund of the entry fee at the Contest Chair's discretion.
3. Entries may be made on the behalf of someone else, but the name of the writer, photographer or the person creating the work **must** be listed as the "entrant" and the person submitting the work is listed as the submitter. The submitter is responsible for receiving permission to submit the work prior to making an entry.

Judging and Awards Information

1. Each award will be judged by a panel of three judges, with a composite of the judges' scores determining the nominees and winners.
2. The decisions of the judges are final.
3. Nominees will be notified by mail in late December 2006.
4. Names of nominees will be published in the DWAA newsletter and on the Web site in January 2007.
5. Winners will be announced at the Awards Banquet Feb 11th, 2007.
6. Nominees in the regular categories will receive certificates; winners will also receive the DWAA Maxwell Medallion, named in honor of Maxwell Riddle.

Special Awards

1. Special awards are made possible through the generosity of individuals and organizations; and consist of certificates, plaques and/or cash grants.
2. An entry must be entered in a regular category to be considered for a special award.
3. There will be no nominees in special awards categories.
4. Winners will be notified prior to the banquet.

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The entry form is included as an insert in this issue.

2006 Writing Competition Regular Categories

NEWSPAPERS, MAGAZINES, NEWSLETTERS

1. Newspaper: feature or news story
2. Newspaper: column (submit 3 samples in triplicate)
3. Newspaper, magazine or newsletter: editorial/opinion/essay
4. Magazine: all-breed (submit 3 copies of 2 different issues)
5. Magazine: single breed (submit 3 copies of 2 different issues)
6. Magazine: special-interest dog or all-animal magazine (enter 3 copies of 2 different issues)
7. Magazine: yearbook/annual/special publication
8. Magazine: feature in all-breed magazine

9. Magazine: feature in single-breed magazine
10. Magazine: feature in special-interest magazine
11. Magazine: feature in all-animal or general-interest magazine
12. Magazine: feature in yearbook, annual or special publication
13. Magazine: column (submit 3 samples in triplicate)
14. Magazine: subject related series (submit entire series in triplicate)
15. Canine newspaper or newsletter (submit 3 copies of 2 different issues)
16. Feature in canine newspaper or newsletter: health & care
17. Feature in canine newspaper or newsletter: other topics

OTHER MEDIA: National, Regional or Local

18. Short fiction
19. Poetry
20. Humor (short story, satire or other humorous text) in any media
21. Videotape/CD/DVD (if part of a series, enter one episode in triplicate)
22. Broadcast Journalism (if part of a series or regularly broadcast program, enter one episode in triplicate)

INTERNET

23. Internet: feature article (submit printout from the Internet)
24. Internet: regular column (submit 3 samples in triplicate printed from the Internet)

GRAPHICS

25. Humorous art (cartoon, comic strip, or other humorous art)
26. Photography: color or black and white (Include the work that the photo is intended to illustrate)
27. Photography: series (Include the work that the photos are intended to illustrate)
28. Illustration or Painting (Include the work that the art is intended to illustrate)
29. Illustration: series (Include the work that the art is intended to illustrate)
30. Poster, Calendar or Special Publication

CLUB PUBLICATIONS: National, Regional, or Local

31. Club: magazine format (submit 3 copies of 2 issues)
32. Club: newsletter format (submit 3 copies of 2 issues)
33. Club: feature
34. Club: editorial/opinion/essay
35. Club: regular column (3 samples in triplicate)
36. Club: subject related series (full series in triplicate)

BOOKS

37. Book: single breed
38. Book: general interest
39. Book: general reference
40. Book: care and health
41. Book: training and behavior
42. Book: fiction (adult, young adult, teen)
43. Book: humor (text, art, cartoons or other)
44. Book: children (picture book or easy-to-read)
45. Book: under 100 pages

2006 Special Categories

(* Internal Awards are designated with an asterisk)

AKC Responsible Dog Ownership Public Service Award

Sponsored by the American Kennel Club, this award is given to the newspaper or magazine column writer who consistently uses his/her public platform to educate pet owners about responsible dog ownership. The award consists of a plaque and a \$1,000 cash grant. To enter, submit a portfolio of previously published columns (minimum 3) detailing your contributions. At least one piece of this work must be entered in this year's contest in the regular categories.

AKC Club Publication Excellence Award

This award is for the best article in a national, regional or local club publication in magazine or newsletter format. The award consists of a plaque and a \$250 cash grant.

AKC Canine Health Foundation Research Communication Award

Sponsored by the AKC's Canine Health Foundation, this award goes to the work that best informs the public about canine health research. All media and lengths are eligible. Entries will be judged for clarity and interpretation of complex science and its terminology, making research principles and products understandable and immediately accessible to dog owners and breeders. The award consists of a plaque and \$1,000 cash.

*** The American Kennel Club Distinguished Service Award**

Honoring extraordinary achievement and communications excellence, the award recognizes the person who, by word, deed, exemplary conduct, public communication and professional excellence, promotes the best interest of the sport of dogs. The award consists of a plaque and a \$500 cash grant. *Do not apply for this award.*

ASPCA Humane Issues Award

Sponsored by the American Society for the Prevention of Cruelty to Animals, this award is given for the work that best illuminates one of the following aspects of the ASPCA mission: pet overpopulation, humane education, shelter adoptions or the prevention of cruelty. All media are eligible for this award, but preference will be given to a substantive

entry that exhibits the highest level of professionalism in its execution. The award consists of a plaque and a \$500 cash grant.

The Bob Cole Award for Educational Writing

The Ottawa Kennel Club offers this award in memory of Mr. Robert Cole, long-time dog judge and writer of books and articles on structure and movement as well as the fine points of breed type. The award will be presented annually for the best article in a magazine or newspaper which illustrates either the fine points of a particular breed or illustrates particular aspects of structure or movement in dogs that is intended to inform or educate the public or dog breeders. This award consists of a certificate and a \$350 cash prize.

Dogwise Best Book Award

Dogwise is offering \$350 to the author of the best book. The winner will be chosen from the winners of all the book categories. *Do not apply for this award.*

DWAA Junior Writer Award

Sponsored by the Dog Writers Association of America, this award is open to writers under 18 years of age. The award recognizes and encourages young writers who exhibit talent, resourcefulness, dedication, and integrity in their writing about dogs and dog-related topics. The award consists of a \$250 cash grant and the DWAA's Maxwell medallion.

Eukanuba Canine Health Award

Sponsored by The Iams Company, this award goes to the article or book that best promotes the health and well being of dogs. Entries will be judged for accuracy, clear writing, and the representation of a fresh view of canine health (i.e., nutrition, veterinary care, etc.). The award consists of a plaque and a \$750 cash grant.

Hartz Doggie Glamour Award

Sponsored by the Hartz Mountain Corporation, this award is given to the highest quality entry on the topic of canine skin, coat, and dental care. It consists of a crystal sculpture, a \$500 cash grant, and a \$350 travel stipend if the winner attends the banquet.

Hartz Joint Maintenance Senior Dog Award

This award goes to the highest quality entry on the topic of senior dogs. It consists of a crystal sculpture, a \$500 cash grant, and a \$350 travel stipend if the winner attends the banquet.

HSUS Compassionate Care Award

This award goes to the best print, audio or video work that focuses on the humane treatment of dogs, particularly those in animal shelter, animal rescue, animal rehabilitation, or individual family settings. The winner will receive a \$500 cash award and a plaque.

Morris Animal Foundation Advances in Canine Veterinary Medicine Award

This award recognizes the newspaper article, excluding syndicated columns written by veterinarians, that best informs the public about cutting-edge advances in veterinary medicine for dogs. Entries will be judged on clarity, accuracy and topic originality. The award consists of a plaque and \$1,000 cash.

North Shore Animal League America Spay/Neuter Advocacy Award

This award is sponsored by North Shore Animal League America, the world's largest no-kill pet rescue and adoption organization, and is given to the work that supports the mission of the League's SPAY/USA program. The work encourages spay/neuter initiatives as a way of reducing pet euthanasia rates and ending the suffering of innocent cats and dogs by reducing the number of unwanted births. It can focus on either community wide spay/neuter programs or encouraging individual pet owners to spay/neuter their pet. The award consists of a \$500 cash award and a plaque.

Off Lead Award

This award goes to the author of the best article on training. It consists of a plaque and a \$300 cash grant.

PSI First-Canine Award

Sponsored by Pet Sitters International, this award is presented to the best humorous feature story or article. The winner will receive a certificate, plaque, and \$150.

Pro Plan President's Award

Pro Plan offers a \$750 cash prize and bowl with the winner's name engraved on it. This is the Best In Show chosen from all the winners of the individual categories. *Do not apply for this award.*

Elsworth S. Howell Award

Sponsored by Wiley, this award goes to the writer of the best article on judging, exhibiting, dog-show reporting, or any other aspect of conformation showing. The award consists of a certificate and a \$500 cash grant.

WCFO Excellence in Canine Freestyle Media Award

Sponsored by the World Canine Freestyle Organization, this award goes to the best work on the sport of canine freestyle. The award consists of a plaque and a \$150 check.

Westminster Kennel Club Angel on a Leash Award

The Westminster Kennel Club offers this award in honor of its therapy-dog program at the Morgan Stanley Children's Hospital of New York-Presbyterian, for the best newspaper or magazine article or television news feature about the impact of the use of therapy dogs in health-care facilities. The award consists of a \$500 cash grant and a plaque.

2006 CWA Conference

Details about the 2006 CWA Conference are on the CWA Web site at <http://www.catwriters.org/annual-info.html>, including the preliminary list of CWA/DWAA Writing Seminars. This information will be updated regularly, thus keep checking for updates and additions. It's \$75 for CWA and DWAA members and \$100 for non-members, if you register by August 31. CWA's 13th Annual Conference is in Foster City, Calif. (just south of San Francisco) on Friday, Nov. 17 to Sunday Nov. 19, 2006. Two days of professional writing seminars, co-sponsored with the DWAA, is a centerpiece of the annual conference, along with the gala Purina CWA Awards Banquet. *A regional meeting for DWAA members will be held Thursday, Nov. 16, at 7 p.m.*

Bash Dibra's StarPet Awards

The StarPet Awards are Bash Dibra's pet versions of the Oscars for dogs and cats, and are based on his book "StarPet." He presented these first-time awards at the Bide-A-Wee Kibbe Awards Gala in May in New York. This year's recipients are Lassie for the StarDog Award and Morris the Cat for the StarCat Award. Bash believes there is a Morris in every shelter cat and a Lassie in every shelter dog. He sees them as a "diamond in the rough and with love and training they can shine like a star."

Finding More Freelance Work

By Phyllis DeGioia, Newsletter Goddess

Sometimes you find you don't have enough work, but you have the same old bills. The first step for most people is to network – contact people you've worked for in the past, regularly or otherwise, and let them know you're looking for work. Nikki Riggsbee says she starts with contacting people she's worked for previously. Dena Harris says "I'll call or e-mail family, friends and former co-workers and let them know I've got some free time, so if they know of anyone who needs help with writing Web site, content, business letters, corporate blogs, newsletters, press releases, etc.) and to forward my contact information to them. Also, I devote time to some PR, work on the Web site, find new stores and places for my books. This often leads to new work." Dena also belongs to Guru.com, one of many Web sites that help freelancers find employers who need them.

Liz Palika adds that she sends "out queries to those where I have worked before; call my agent and pick her brain; go to the bookstore and see what other people have done." Elaine Gewirtz says, "Fortunately this hasn't happened in a long time, but when it did I focused all my energy on doing three things: query, query, query." Su Ewing says she bursts "into tears and wonders why I ever wanted to write. Every year I get work as a result of going to the CWA conference, although it doesn't always happen right away. When I start getting desperate, I try to think of something that might appeal to an editor. Or, I'll just get in touch by e-mail, and ask if they need anything."

Sometimes the work flows in when you don't want it. "I make plans to do more bike riding or take a class or finally get my office organized, and then the work immediately starts rolling in," says Kim Thornton. But when you want it, the critical factor is to network with the people you've already written for. Past that, query, query, query, but some creativity in who you query to can be key. Consider spreading out beyond pet articles; Kathy Diamond Davis also writes rubber-stamp articles. Your newsletter goddess proof reads and copy edits also, which can sometimes be a steadier source of income.

Of course, you could always go back to the corporate world or be a temp ... and when that occurs to you, that's the time when you redouble your efforts to get some work you want.

DWAA-Pro List

One of the benefits of DWAA is networking with colleagues, and a good way to do that on a regular basis is to join the DWAA-Pro Internet list. The volume isn't high, the information is applicable and the networking is of great use. To join our e-list for writing questions, advice and conversation, send a blank e-mail to DWAA-Pro-subscribe@yahoogroups.com

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Overdue Dues

If you have not paid your 2006 dues, which were due in March, please send a check for \$40 to Pat Santi at 173 Union Road, Coatesville, PA, 19320.

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