



ruff DRAFTS

Summer 2017

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"Bankhar Dog and Herder" Is the Pack Leader

Photo named "Best Single Photo"
in 2016 Writing Competition

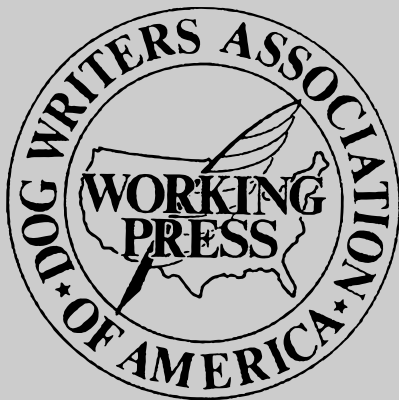


The photo of a Mongolian herder at rest with his dog and horse was judged the "Single Best Photo" in the DWAA 2016 Writing competition. The photo was submitted by Kim Campbell Thornton. Kim described the scene, "I took the photo last June when I was in Mongolia on an expedition with a friend who is a wildlife artist. We had dual goals: to find Gobi bears (no luck) and to learn about Bankhar dogs."

Kim describes herself as the personal assistant/mentor/activities director for two Cavalier King Charles Spaniels and one longhaired Chihuahua, a PetConnection columnist, Creature Comforts columnist, MSNBC.com contributor and author of: *Careers With Dogs*; *Bloodhounds: A Complete Pet Owner's Manual*; *Mastiffs: A Complete Pet Owner's Manual*; and *The Everything Dog Health Book*.

Do you have an outstanding photo? 2017 DWAA Writing Competition opens July 10, 2017. 🐾

Photo Credit: Kim Campbell Thornton
Lake Forest, California



Officers

Jen Reeder, President

45 Ponderosa Trail, Durango, CO 81303
jen@jenreeder.com

Laura Coffey, Vice President

883 38th Ave. SW, Seattle, WA 98126
laura.coffey@nbcuni.com

Lauren Darr, Secretary

8926 N. Greenwood, #293, Niles, IL 60714
laurendarr@leftpawpress.com

Marsha M. Pugh, Treasurer

PO Box 787, Hughesville, MD 20637
marsha_pugh01@comcast.net

Ida W. Estep, Esq., Past President

PO Box 295, Bunn, NC 27508
iwestep@earthlink.net

Board of Governors

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Martin Deeley
15549 Vinola Dr., Montverde, FL 34756
cdawgs@mindspring.com

Joel Gavrielle-Gold, PhD
205 West 89th Street, Office 1A
New York, NY 10024
dr.joelgold@gmail.com

CLASS OF 2018

Patricia Cruz
15 Shiloh Court, Coram, NY 11727
lacruz928@optonline.net

Gail C. Parker
4241 Cottman Ave., Philadelphia, PA 19135
rebelslair@aol.com

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Caroline Coile, PhD
1263 145th Rd., Live Oak, FL 32060
ccoile@windstream.net

Karen Harbert
11333 E. Limberlost Rd. Tucson, AZ 85749
aelwydcwc@aol.com

President's

COLUMN

By **Jen Reeder**

It's been a busy few months! As your new president, I feel an enormous amount of pressure to continue DWAA's proud legacy that started in 1935. It's a bit overwhelming at times. So I have a Post-it note on my desk to remind me of my ultimate goal in this role. It reads: **HELP MEMBERS HELP DOGS.**

DWAA's leadership team has been working hard toward that objective. Our big news is that we've signed a contract with the New Yorker Hotel to host our annual awards banquet next February. Thanks to your input on the member survey, we're mixing things up and holding the event the Saturday night before the Westminster Kennel Club Dog Show so that members can enjoy a night out after AKC Meet the Breeds. We'll have more news about the event the closer we get to February 10, 2018. In the meantime, save the date!

We've been ramping up content on DWAA's website (Dogwriters.org). In the Members Only section, you'll find samples of query letters that led to assignments in "[Successful Queries](#)," and "[Editor Insights](#)" features advice from editors of dog-centric publications. We're grateful to the editors who took time out of their busy schedules to be the first to participate: **Mara Bovsun** of *AKC Family Dog*; **Laura Drucker** of *Tails Pet Magazine*; **Amy Tokic** of *PetGuide.com*; **Larry Lindner** of *Your Dog*; **Beth Stultz** of *Pet Sitter's World*; and **Joe McGinnis** of *The Doll-McGinnis Publications* (*ShowSight*, *Top Notch Toys*, *Sight & Scent*, *The Doberman Digest* and *The Orient Express*). We hope you'll use the



Jen Reeder, President of the DWAA

information they've shared and the samples in "[Successful Queries](#)" to craft professional query letters that lead to assignments. You'll also find an AP Style cheat sheet in our website's [forum](#) to help you along the path to new partnerships.

In other news, I'm thrilled to announce that member **Lisa Begin-Kruysman** is spearheading a new webinar program to bring added benefit to our members. If you have an idea for a speaker or topic, please email Lisa: pst39crd@aol.com.

We're also working to strengthen existing programs. **Dawn Taylor** is compiling a list of member Twitter handles so that we can follow one another and retweet articles, book news and awards. (You can email your handle to Dawn at: DTaylor_VA@live.com). Please follow DWAA_US and tag us when you have something you want to share so that

See *PRESIDENT'S COLUMN* pg 6

LETTER

by **Merrie Meyers**

Dear Readers;

Let me introduce myself: I am *Ruff Drafts*'s new editor. I am honored that **Jen Reeder** and the members of the Board have entrusted me with the responsibility of becoming your digital communication Sherpa. I look forward to presenting content you'd like to share; interesting reads, tips and tactics from subject matter experts and updates from the board and committee chairs. For example, in this issue, **Su Ewing** provides details on our annual writing competition. Together with assistant editor, **Morgan Humphrey**, and DWAA webmaster and graphic designer, **Angela Capodanno**, we want to create a content sharing platform to showcase the work you do. Before getting too far into laying out the plans for the next few issues, I wanted to take this space to share a little about me.

I am a writer by training and a communicator by experience. I have a couple of degrees in journalism and one in public policy/communication theory. For most of my career I have worked in public relations; developing and coordinating communications programs, writing speeches (putting words in other people's mouths) and working with local, state and national media (often as "unnamed sources said"). I've honed my skills in a series of industries; banking, newspapers and for a very long time, as the spokesperson for one of the nation's largest public school districts. Now, in the third-third of my professional life, I am an adjunct college professor and a grant writer.



Merrie Meyers, Editor of Ruff Drafts

I became a "dog writer" by accident. After founding a dog park in 2000, I created a monthly newsletter to share member news and promote park sponsors. I discovered and joined DWAA to learn from the members. I've also written a teacher's manual for an assisted animal therapy program dedicated to helping students with difficulty reading. My proofreaders are the two JRTs shown in the picture above (Sunny-L and Simone- R), strategically stationed underneath my keyboard to provide inspiration and distraction, often simultaneously.

Enough about me, now about *Ruff Drafts*. In addition to the standard components that you'll find in every issue ... the President's Column and member news, we hope to bring issues that

See EDITOR'S LETTER pg 11

DWAA Committees

BUDGET AND FINANCE

Ida Estep, Chair
Carmen Battaglia, Martin Deeley,
Susan Ewing, Marsha Pugh

BYLAWS

Ida Estep, Chair
Carmen Battaglia, Patricia Cruz

2017 CONTEST

Su Ewing, Chair
Officers and Board

HALL OF FAME

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Bryna Comsky

LIAISON WITH CAT WRITERS ASSOCIATION

Susan Ewing

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SOCIAL MEDIA

Facebook: Shelley Bueche, Lisa Begin-Kruysman
Twitter: Dawn Taylor

WEBMASTER

Angela Capodanno

Ruff Drafts

send all material to Merrie Meyers
merrie.meyers@gmail.com

ISSUE DEADLINES

Spring, March 1
Summer, June 1
Fall, September 1
Winter, December 1

The editor reserves the right to refuse and/or edit material, and is not responsible for errors in difficult to read copy. Every attempt will be made to publish information accurately. Submission implies right to publish all or in part. Unsigned or misleading material is not accepted. Material published is the opinion of the author and does not imply endorsement by the editor or DWAA. Neither editor nor DWAA assumes liability for information contained herein or typographical errors. Reproduction of photos and editorial is forbidden without permission.

2017 Writing Competition

By **Su Ewing**

It seems like we just finished last year's contest and here we are, gearing up for this year's!

Entries must have been written between September 1, 2016 and August 31, 2017. Submit entries between Monday, July 10 and Friday, September 8.

All the information you will need can be found in the list of rules on the website, as well as on the entry forms themselves, but here are a few tips that will make sorting and judging your entries easier on us and on the judges. All our judges are volunteers, so please make it easy for them to access and read your work.

If you are entering online, send ONE link for an entire article. Don't send a separate link for each page of the article. If the link is for the entire magazine, at least include the page number of your article on your entry form. Don't make a judge have to search the entire magazine for your piece! If this isn't possible, consider printing the article and sending a hard copy.

If you are sending a link, make sure it is not going to expire before the piece is judged.

If possible, send hard copies of books, rather than online links. Reading an entire book on line is not fun. Some judges won't do it, and without our judges, there's no contest.

If possible, when sending copies of articles, use 8 ½ by 11 paper instead of legal.

Do not staple your entry form to your entry. Use a paperclip.

If you are sending in multiple entries, put the amount paid for each individual entry on the entry form, and NOT the total amount sent for all the entries.

Good luck to everyone! 🐾



Guidelines

ELIGIBILITY

- The contest is open to all writers, editors, publishers, photographers, artists and others whose work falls into the designated competition categories.
- Members and non-members may apply.
- Discounted member entry fees are available to members in good standing as of May 1, 2017.
- Only original work published between September 1, 2016 and August 31, 2017 will be accepted.
- Reprints, revisions, updates of previously published work are not eligible.
- An entry may be submitted in only one regular category. Exception: A book containing art may be submit-

ted in a book category and in one or more art categories and requires two or more entry fees.

- Magazines, newsletters and blogs must be published at least quarterly.
- Submissions begin July 10, 2017. The contest closes on September 8, 2017.
- All entries must be postmarked or submitted online no later than Friday, September 8, 2017.

ENTRY FEES

Discounted Member entry fees are accepted for members in good standing as of May 1, 2017.

REGULAR CATEGORY ENTRY FEE

Member: \$15.00

Non-Member: \$20.00

SPECIAL AWARD CATEGORY ENTRY FEE

Member: \$10.00

Non-Member: \$15.00

SPECIAL AWARD ENTRIES

- Special Awards are made possible through the generosity of individuals and organizations, and consist of awards as noted in the list of Special Award Categories.
- Special Award Sponsors are not involved in selecting winners.
- Special Award entry **MUST ALSO BE** entered in a regular category.

SUBMISSION FORMATS

- Hard copy or online submissions are acceptable.
- Publication name and date must be visible on each entry.
- All information must be legible.

TWO WAYS TO ENTER

Online Entry Form

ONLINE ENTRY

Payment of entry fees will be collected via Paypal with all online entry forms. Submissions for online entries may be submitted digitally on the entry form, or via US Mail. If mailing your submission, please be sure to include a copy of your Paypal receipt in the package, so we may easily match up your online entry with any mailed items.

Mail-In Entry Form

ENTER BY MAIL

If you wish to avoid online payment, please use the Mail-in Entry form, and include a check or money order payable to DWAA.

ADDITIONAL INSTRUCTIONS FOR HARD COPY ENTRIES SUBMITTED BY MAIL

- **REGULAR CATEGORY:** One entry form plus four copies of submission.
- Magazines, newsletters, club publications and blog posts: Two issues required. Submit four sets of two issues.
- **SPECIAL CATEGORY:** Additional copy of entry form plus two additional copies of submission.
- Articles submitted by mail must be clipped from magazines, newspapers, newsletters, or printed from online sources.
- Those who entered online must include a Paypal receipt in your package, to easily match up your mailed items with your online entry.
- Those who did not enter online need to include the Mail-in Entry Form and a check or money order payable to DWAA.
- Mail entries to Susan Ewing, DWAA Contest Chair, 66 Adams St., Jamestown, NY 14701.
- Entries must be postmarked/received by Friday, September 8, 2017. No late entries will be accepted.
- Entries cannot be returned, and all material becomes the property of DWAA for the purposes of administering the contest.
- **PLEASE DO NOT REQUEST SIGNATURE FOR MAIL RECEIPT.**
- DWAA is not responsible for entries lost in transit.

ENTRANT RESPONSIBILITIES

- Entrant is responsible for complying with all rules and guidelines. Deviation may result in entry rejection and forfeiture of the entry fee.
- DWAA maximum liability is limited to

refund of the entry fee.

- If the work is entered in the wrong category, DWAA reserves the right to make the correction, at the discretion of the Contest Chair, upon notification to entrant.
- Entries may be made on behalf of someone else, but the name of the person creating the work must be listed as the entrant. The entrant's and submitter's address and contact information are required.
- All names and contact information of co-creators are required.

JUDGING AND AWARDS INFORMATION

- A panel of three judges scores each entry. Judges consist of DWAA members and non-members who are professional writers and editors. Judges' scores determine the nominees and winners.
- Judges may enter the contest, but will not judge entries in categories they enter.
- Judges' decisions are final. A list of judges will be posted August 15, 2017.
- Nominees will be announced via DWAA's social media sites on Wednesday, Dec. 6. Winners will be announced in a similar reveal on Wednesday, Dec. 13.
- Awards will be distributed at the DWAA awards banquet on February 10, 2018 at the New Yorker Hotel in Manhattan.
- Nominees in the regular and special categories receive certificates. Winners of regular categories receive the DWAA Maxwell Medallion, named in honor of the late Maxwell Riddle. Winners of special categories receive awards as listed. 🐾



Please see our website for the most current information about the 2017 writing competition. www.dogwriters.org

Regular Categories

A. NEWSPAPER ARTICLES AND COLUMNS

1. ARTICLE – HEALTH OR GENERAL CARE
2. ARTICLE – BEHAVIOR OR TRAINING
3. ARTICLE – RESCUE
4. ARTICLE – ART OR ANY OTHER TOPIC

B. MAGAZINES

5. SINGLE, RELATED, OR ALL-BREED
6. ANNUAL, SPECIAL INTEREST, OR ANY OTHER SUBJECT

C. MAGAZINE ARTICLES

7. ARTICLE – HEALTH OR GENERAL CARE
8. ARTICLE – BEHAVIOR OR TRAINING
9. ARTICLE – RESCUE
10. ARTICLE – BREED
11. ARTICLE – ART OR ANY OTHER TOPIC

D. CANINE OR ALL-ANIMAL NEWSPAPERS OR NEWSLETTERS

12. CANINE OR ALL-ANIMAL NEWSPAPERS OR NEWSLETTERS

E. CANINE, ALL-ANIMAL NEWSPAPER OR NEWSLETTER ARTICLES AND COLUMNS

13. ANY TOPIC

F. ONLINE

14. BLOGSITE OR WEBSITE
15. MAGAZINE OR NEWSLETTER

G. ONLINE ARTICLES OR BLOG ENTRIES

16. ARTICLE OR BLOG – HEALTH OR GENERAL CARE
17. ARTICLE OR BLOG – BEHAVIOR OR TRAINING
18. ARTICLE OR BLOG – RESCUE
19. ARTICLE OR BLOG – ANY OTHER TOPIC

H. GRAPHICS

20. SINGLE PHOTO
21. SERIES PHOTOS
22. SINGLE ILLUSTRATION OR PAINTING
23. SERIES OF ILLUSTRATIONS OR PAINTINGS
24. POSTERS, CALENDARS, BROCHURES OR PAMPHLETS

I. HUMOR, POETRY, SHORT FICTION, ESSAYS/EDITORIALS

25. HUMOR
26. POETRY
27. SHORT FICTION
28. ESSAYS/EDITORIALS

J. OTHER MEDIA

29. VIDEO, DVD, OR TV BROADCASTS
30. RADIO, PODCAST, OR OTHER AUDIO

K. CLUB PUBLICATIONS (National, Regional or Local)

31. MAGAZINE FORMAT
32. NEWSLETTER FORMAT

L. CLUB PUBLICATION ARTICLES

33. ARTICLE – ANY TOPIC
34. REGULAR COLUMN OR SERIES

M. CLUB SPECIAL PUBLICATION

35. CLUB SPECIAL PUBLICATION

N. BOOKS

36. SINGLE, RELATED, OR ALL-BREED
37. RESCUE OR ADOPTION
38. TRAINING OR SPORTS
39. BEHAVIOR, HEALTH, OR GENERAL CARE
40. HUMAN/ANIMAL BOND
41. REFERENCE
42. FICTION, YOUNG ADULT, OR HUMOR
43. CHILDREN

President's Column

Continued from pg 2

we can help spread the word on social media. Be sure to send a private Facebook message to our wonderful administrator **Shelley Bueche** if you have a new article or book you'd like shared on our Facebook page.

DWAA's Yahoo group provides another opportunity to share news and learn from one another. If you haven't joined and would like to, please send a note to **Marsha Pugh** and she'll forward you an invite: marsha_pugh01@comcast.net.

Our new *Ruff Drafts* Editor **Merrie Meyers** (merrie.meyers@gmail.com) has exciting ideas for our quarterly newsletter, as you'll see in this issue. Assistant Editor **Morgan Humphrey** (morganh25@gmail.com) will not only be assisting Merrie and writing articles, but curating content for our blog. Thank you for taking this on, ladies!

In fact, here's some late-breaking news for them (and you!): **Lea-Ann Germinder** of Germinder & Associates will be handling DWAA's public relations. This is great news for our authors since she'll be promoting members' new books at GoodNewsForPets.com in addition to other cross promotions.

I'm so grateful to all of the volunteers who have stepped forward to support DWAA. The work of dog writers is so important: every article and book that shares tips for responsible pet ownership or celebrates ways dogs enrich our lives makes life better for "man's best friend." Happy writing! 🐾

Special Award Categories

AKC Club Publication Excellence Award

Sponsored by the American Kennel Club, this award is for the best article in a national, regional or local AKC club publication in magazine or newsletter format. The award consists of a plaque and a \$500 cash grant.

AKC Responsible Dog Ownership Public Service Award

Sponsored by the American Kennel Club, this award goes to the writer of a print or online feature article that best educates pet owners about responsible dog ownership. The award consists of a plaque and a \$500 cash grant. To enter, submit one article, which must also be entered in this year's contest in one of the regular categories.

The Ceva Heartworm Prevention Award

Sponsored by Ceva Animal Health, this award is for the best article that educates the public about the heartworm awareness and prevention tips. The winner will receive a \$1,500 grant.

Dogwise Best Book Award

Sponsored by Dogwise Publishing. \$500 to the author of the best book. The winner will be chosen by the president of DWAA from the winners of all the book categories. The award is a \$500 cash grant. *Do not apply for this award.*

DWAA Junior Writer Award

Sponsored by Karen Petit, an author of children's books, for writers under 18 years of age. This award is to recognize and encourage young writers who exhibit talent, resourcefulness, dedication and integrity in their writing about dogs and dog-related topics. Award: \$400

cash grant, DWAA Maxwell Medallion and lapel pin.

AKC Microchipping Awareness Award

Sponsored by The AKC Reunite Program for the best article on how microchips can be used in pet recovery. Articles can include recovery stories of how dogs were identified or returned to owners, permanent identification in cases of theft, uses of microchips to confirm identity of dogs in competition, etc. The award is a \$1,500 cash grant. For information about actual recovery stories, writers can contact AKC Reunite at 1-800-252-7894.

DWAA Robert H. McKowen Memorial Friends of Rescue Award

Sponsored by his family and friends. For the best article describing the rescue process: adoption, fostering, transporting, home visits or other aspects of rescue. \$300 cash grant.

James Colasanti, Jr. Poetry Award

For the poem/poetry which best exemplifies the unconditional love of a dog. Sponsored by James Colasanti Jr. The award is a \$200 cash grant.

AKC S.T.A.R. Puppy and Canine Good Citizen Award

Sponsored by the American Kennel Club, this award is for the best writing about the AKC Canine Good Citizen Program or the puppy level of CGC, AKC S.T.A.R. Puppy.

Recognized as the "gold standard" for family dog manners, CGC and AKC S.T.A.R. Puppy focus on teaching good manners to dogs and responsible dog

ownership to dog owners. This award is a \$500 cash award.

The Captain William Lewis Judy Award

Sponsored by American Legion Post #348, Brick Township, N.J. and Lisa Beggin-Kruysman. For a submission in any form of media that educates the public about the important role our military dogs play in our Armed Forces, including issues affecting their emotional and physical care during their training, active service and retirement. The award consists of a \$350 cash grant.

The Walter R. Fletcher Memorial Award

Sponsored by The Westminster Kennel Club in memory of legendary dog show reporter Walter Fletcher, this annual award goes to the reporter who best exemplifies continued press coverage of dog shows in America. The writer must have written a bylined article in a print or online general interest publication about a dog show (or shows). The winner will be honored with a reserved seat in the Walter Fletcher Memorial Chair for both nights of the 2018 Westminster Kennel Club Dog Show. The chair is located at the end of the front row, in the working press section, on the arena floor of Madison Square Garden.

The Canine Scribbles Award

Sponsored by Canine Scribbles, LLC, this is awarded for the best article that promotes the reasons to own a purebred canine. The fiction or nonfiction article of 1000 to 1500 words must be published in a print or online publication. The focus of the article should exemplify the virtues of owning a specific purebred dog. A high-resolution .jpeg

(at least 300 dpi) should accompany the article that depicts the canine about which the article is written. The article should be clearly and succinctly written, and should outline the advantages of purebred dog ownership, with a unique journalistic voice. \$350 cash grant.

The Fear Free Pets Award

Sponsored by Fear Free, LLC, this is awarded for the article, book, blog, TV segment, radio spot, video, column or other creative media format that best educates, promotes, or demonstrates the importance and benefits of taking a dog to a Fear Free certified veterinary professional. This may also include how a dog's emotional well-being can play a role in all aspects of its life and health, including veterinary care, how decreasing fear, anxiety, and stress is beneficial to the patient and owner both during the veterinary visit and at home, a focus on Fear Free applications pre- and post-veterinary visit, successful case studies/stories of how a dog went from fearful to Fear Free during or throughout the course of a single or series of veterinary visits, positive experiences working with a Fear Free certified veterinary professional or anything that highlights how Fear Free and what it stands for is all around better for staff, patients, and clients. This award consists of a \$2,000 cash grant and a one-of-a-kind commemorative award.

Fear Free Dog Enrichment Award

Sponsored by Fear Free, LLC, this is awarded for the article, book, blog, TV segment, radio spot, video, column or other creative media formats that best educates, promotes, or demonstrates how enrichment activities (exercise, food puzzles, scent training, etc.) can benefit a dog's emotional—not just physical—well-being and the role that has in their overall health. This may



also include topics relating to how the resulting benefits of such enrichment to the dog's emotional well-being can help set them up for more successful veterinary visits in the future, thus living a happier, healthier life. This award consists of a \$2,000 cash grant and a one-of-a-kind commemorative award.

The GNFP Digital Online Article Award

Sponsored by GNFP Digital, this award is for the best online article that highlights the human-canine bond in action. The winner will receive a \$500 grant.

International Association of Pet Fashion Professionals Pet Fashion Award

Sponsored by the International Association of Pet Fashion Professionals, this award is for a submission in any form of media that demonstrates the enhanced bonds and connections between humans and their dog(s) through pet fashion. This award consists of a \$350 cash grant.

The Captain Haggerty Award for Best Training Book or Article

Sponsored by Babette Haggerty of Haggerty Dog Training in memory of her father, Captain Arthur Haggerty, this award is for the best book or article on training. The winner will receive a \$200 cash grant.

The Morris Animal Foundation Canine Health Award

Sponsored by Morris Animal Foundation, a nonprofit that invests in science to advance animal health, this award is for the best science-based article or book about canine health issues or research. The winner will receive a \$300 cash grant.

The PSI Professional Pet Care Award

Sponsored by Pet Sitters International (PSI), this award is presented to the entry that best educates pet owners about the benefits of using professional pet sitters. Qualifying online or print entries include newspaper or magazine articles and blog posts. This award consists of a \$300 cash prize.

The Take Your Dog Award

Sponsored by Take Your Dog To Work Day® creator Pet Sitters International, this award is presented to the entry that best highlights the special human-canine bond and importance of pet adoptions. Qualifying print or online entries include newspaper or magazine articles, blog posts and personal essays. The award consists of a \$300 cash prize.

The Harrison Stephens Inspirational Feature Award

Named in honor of Harrison Stephens, a newspaper editor who wrote thought-provoking features marked by journalistic integrity and humor until his death just before his 100th birthday. This award is for a feature article that highlights the human-canine bond and leaves the reader with a smile. Potential topics include working dogs (or a lazy dog with a winning personality), or dog-centric nonprofits that promote

See SPECIAL AWARD CATEGORIES pg 18

DWAA 2017 WRITING COMPETITION OFFICIAL ENTRY FORM

Entries must be postmarked/received online no later than Friday, September 8, 2017. No late entries will be accepted. NO EXCEPTIONS. Fill out a separate entry form for each entry in a regular category. Submit entries to Susan Ewing, DWAA Contest Chair, 66 Adams St., Jamestown, NY 14701.

Entrant Name: _____
Entrant is the person who created or co-created the work. Be sure to also list any co-creators.

Address: _____

City: _____ State: _____ Country: _____ Zip Code: _____

Phone: _____ Email: _____

Name of submitter, if different from entrant: _____

Address: _____

City: _____ State: _____ Country: _____ Zip Code: _____

Phone: _____ Email: _____

Category No. & Description: _____

Special Award: _____
Don't forget to include extra copy of entry & entry form for each special award!

Title of Entry: _____

Name of Publication or Publisher: _____

Issue/Publication Date: _____
(Must be between 9/1/16 and 8/31/17)

Link to submission, if online: _____

Amount of check or money order enclosed: _____

I certify this entry is original work and first published between September 1, 2016, and August 31, 2017. I understand and abide by all contest rules, and further agree that the DWAA and/or Special Award sponsors may use my name and likeness in connection with the 2016 DWAA Writing Competition publicity. I further agree that the DWAA may publish and use excerpts from my entry to announce contest results or otherwise advertise the contest. If such usage requires the permission of any publisher, co-writer or other individual or entity, I agree to obtain such permission and have it extend to the Dog Writers' Association of America.

Signature of Entrant or Submitter _____

For Junior Writers under 18 years old: Jr's Birthdate _____

Parent's Signature _____

Download a fillable PDF of this form here:

Mail-In Entry Form

DWAA Annual Awards Banquet to Become a Real “New Yorker” Event

By **Morgan Humphrey**

RUFF DRAFTS ASSISTANT EDITOR

Next February, the Dog Writers Association of America (DWAA) annual awards banquet will be held in the famous New Yorker Hotel. Located directly across the street from Madison Square Garden, where the annual Westminster Kennel Club Dog Show is held, the New Yorker has a rich history of celebrity guests and awards.

The New Yorker was originally completed in 1930 in the popular Art Deco style, similarly to the Empire State Building and the Chrysler Building. At 43 stories high, it was considered the country's largest building. Two years after its completion, the opening of the 8th Avenue Subway line gave all hotel guests a direct access tunnel into the subway. This convenience was advertised as “Your room is only three minutes from your train through your own private entrance,” with connections not only the subway line, but also Pennsylvania Station and Long Island Station. Today the tunnel is closed and used only for storage.

After closing for several years in the '70s, the hotel was renovated by the Unification Church twice, most recently in 2006, to completely outfit the hotel in modern heating and cooling systems, while maintaining the original style. Known for being the most technologically advanced hotel in the country, and at times, the world, in 1948, the New Yorker installed television sets into one hundred guest rooms, and claimed to have “the greatest number of television sets under one roof” in the world. There

was an extendable indoor ice rink that held ice spectacles at night. Perhaps most impressively, in 2008, the New Yorker was classified as a major milestone in the development of electrical engineering by the Institute of Electronics and Electrical Engineers. The hotel earned this title because of its personal power plant. This power plant could produce enough power to provide for a city of 25,000 people from 1930 to 1967, and could thus be considered an engineering marvel like no other. It was the largest private generating plant in the United States.

The New Yorker has also been called “home” by many celebrities. Nikola Tesla, the scientist credited for the usage of alternating current across the nation, spent the last decade of his life occupying two rooms of the New Yorker. The rooms he stayed in are memorialized with a plaque. NBC broadcasted live from the Terrace Room, where several large bands such as Benny Goodman and Woody Herman also performed. The Brooklyn Dodgers stayed in the New Yorker during the 1941 World Series, and it was where the parents of former President Barack Obama stayed during their honeymoon. Muhammed Ali, another famous guest, stayed at the hotel while recovering after his infamous heavyweight boxing loss to Joe Frazier in Madison Square Garden. After



The New Yorker

9/11, the New Yorker donated 10,000 of its rooms to volunteers, earning it recognition from both the New York Police Department and the Chicago Fire Department.

While staying at the New Yorker, guests can enjoy many of New York City's attractions, including a few that are within walking distance. For DWAA members, the Westminster Kennel Club Dog Show is certainly the most significant. The New Yorker Hotel has a long history, as does the DWAA. This year DWAA members attending the annual Writing Competition Award Ceremony will be able to appreciate the impressive history of both. 🐾



Pat Cruz accepts The Hall of Fame Plaque at the 2017 DWAA Awards Banquet
Photo by Mike McGuire

From Pat Cruz

HALL OF FAME INDUCTEE

I am thrilled with the recognition of being inducted into the Hall of Fame and appreciate the very kind words on the plaque and said during the DWAA banquet. I've been a member since 1971 and seen many of the great ones be inducted so I feel I'm in very esteemed company. Thank you to the members and the Dog Writers Association of America, one of the great dog-related organizations.

Fondly,
Pat Cruz

Editor's Letter

Continued from pg 3

include thematic content. We will post upcoming issue themes and deadlines in several places – the website, Facebook page, email blast, etc. I hope that these themes are idea starters for you, and that they will stimulate submissions from members who may not feel they were the right fit for the publication in the past. And, while we're touching on submissions, just a note about length. Although this is primarily a digital publication, we do have a limit in the length (of time the reader will devote to any content). So, please keep submissions under 1,000 words, with 500-1,000 words preferred (1-2 pages, single spaced). We can link to additional resources for those readers interested in taking a deeper dive into your subject and/or related content. So, send us those urls or bitly's. And, please send pictures (300 dpi is recommended) and/or graphics if available. Did I forget anything? Please reach out and let me know. I am looking forward to hearing from you. Together, we can make *Ruff Drafts* a valuable member resource. 🐾

Roxie

By Janice Biniok



She said, "Nonodon'twalkonmykeyboard," but I don't understand big words...



Photo of Chester by Taylor Potter

The Benefits of Agility

By **Christina Potter**

Agility is the fastest growing dog sport in the United States and it's no wonder. The speed, the skill and the teamwork required for competition, make it intoxicating for both competitors and spectators alike.

In AKC agility, a dog and his handler must negotiate up to 20 obstacles consisting of jumps, teeters, weaves, dog walks, A-frames, tires, etc. The faster the team gets through the course, the better. Agility requires constant training, not only for conditioning, but also for trust building. The dog must trust that the handler will keep him safe on the course and the handler must trust that the dog will take the obstacle requested.

Agility is a challenging sport, even for the most accomplished competitors. It is stimulating for the body and mind of both canine and human alike. While competing may not be for every team, agility training will aid in daily life. Working with your dog on impulse control, on safely negotiating obstacles and

on paying attention to you while in an aroused state of mind are skills required for healthy teamwork both on and off the course. Training your dog for agility will make for a more balanced, obedient and well-behaved dog.

Any healthy dog of any age is a good candidate for agility training. You can tailor your training program to suit your needs; whether you have a young dog that needs to burn off energy or an older dog that needs to burn off calories, all dogs will benefit. The demands of agility will undoubtedly help keep you both physically and mentally fit. And isn't it better to spend quality time with your dog, instead of sitting in front of the TV eating potato chips while your dog lies around thinking about his next meal? For those of us already involved in agility, let's spread the word on the rewards of getting involved in dog sports. Let's invite our friends to our next agility trial or encourage them to take a class. For those of you not currently involved

See AGILITY pg 18

New Members

PROFESSIONAL MEMBERSHIPS

Karen Fullerton

Freelance
PO Box 17256
Winston-Salem NC 27116
karen@sergeifoundation.org

Kristin Bryant

Freelance
1666 Newton Ave SE
Atlanta GA 30316
leydigbryant@gmail.com

Joe McGinnis

Editor
Doll-McGinnis
8848 Beverly Hills Road
Lakeland FL 33809-1604
jmackg@dmcg.com

Laura Drucker

Managing Editor
Tails Pet Magazine
358 Ridge Road
North Aurora IL 60542
laura.m.drucker@gmail.com

Larry Lindner

Editor
TUFTS - YOUR DOG
22 Water Street
Hingham MA 02043
larrylindner@verizon.net

Beth Stultz

Editor
Pet Sitters International
2013 East Dalton Road
King NC 27021
bethstultz@petsit.com

Member Changes

Rise VanFleet

rise@risevanfleet.com

Suzanne Smith

WustefuchsSS@aol.com

Observance Breeds Awareness

Welcome the Dog “Daze” of Summer

By **Lisa Begin-Kruysman**

You’ve probably heard a long spell of warm muggy summer weather referred to as the “Dog Days.” Many might find it surprising that the phrase the Dog Days of Summer has nothing to do with man’s best friend. The period between the beginning of July through mid-August is when Sirius, the Dog Star, shines brightly in the summer night sky. It could also be said, however, that during this sweltering seasonal period we’re experiencing the Dog Daze of Summer – awed by the number of canines infiltrating American dog parks, beaches and family vacations.

In 2010, the year I launched my blog and book dedicated to *National Dog Week* established by Captain Wm. Lewis Judy in 1928, I became aware of just how many days, weeks, and months of each year are filled with official observances that have been established to create awareness of any number of people, places or things. Some of these observances, ranging from the ridiculous to the sublime, have been around for decades while others seem to be established almost weekly, if not daily.

July not surprisingly is Ice Cream, Watermelon, and Parks and Recreation Month. July also brings Nude Recreation Week and Scrabble Week and is made up of daily observances such as Made in the USA Day, Pina Colada Day and Cheer Up the Lonely Day. August presents Happiness Happens Month, Be Kind to Humankind Week (I know many prefer to be kind to animals, but they need us to get along), and Psychic Week, (but you already knew that).

The Dog Daze also bring us Hot Dog Night, Hot Dog Week and National Get



Photo courtesy of Loren Spiotta-DiMare

Out of the Dog House Day, observances that have nothing to do with our four-legged friends despite that special three-letter word. For our purposes, let’s become aware of some observances that do.

July finds us thinking of how dogs are homed in some parts of the nation with National Dog House Repairs Month. Personally, I’ve never lived in a dog house (too small) but during this observance, those who do use them

to shelter their pups are asked to make sure these structures are well-built, warm and provide a safe haven for their dogs at all times.

August is World Mutt-i-grees Rescue Month. The Mutt-i-grees Movement is a groundbreaking initiative established by the North Shore Animal League that furthers animal welfare in so many ways; encouraging millions to adopt a shelter pet whenever possible. This observance makes us aware that there are

millions of healthy and happy animals languishing in shelters nationwide in need of good homes. They've named these mixed-breed dogs Mutt-i-grees, a "breed" of dog that while not officially classified, is comprised of the great qualities that make *all* dogs special. The site also reminds us that 8-10 million animals enter shelters every year and it's estimated that 3-4 million of these animals will be euthanized. Those are sad statistics indeed.

The Mutt-i-grees Curriculum is an additional innovative program embracing children's affinity for animals, highlighting the unique characteristics and desirability of shelter pets of any breed mix. Their website states, "The Curriculum teaches social and emotional skills

and is unique in its bridging of humane education and the emerging field of Social and Emotional Learning (SEL)." The curriculum was developed by the Animal League, in collaboration with the Yale University School of the 21st Century, and was graciously funded by The Cesar Millan Foundation."

International Assistance Dog Week (IADW), observed the week of August twelfth, was established by Marcie Davis, author of *Working Like Dogs: The Service Dog Guidebook*. Davis, a paraplegic, created IADW to recognize all of the devoted, hardworking assistance dogs helping individuals mitigate their disability-related limitations. During In-

ternational Assistance Dog Week we're asked to recognize and honor our hardworking assistance dogs while raising awareness and educating the public about how these specially trained animals aid so many in our communities. We're also reminded to honor the puppy raisers and trainers of these dogs and to recognize heroic deeds performed by

nary care for the pets of the homeless so that these animals are cared for and their guardians may find relief from anguish and anxiety.

As you can see, there is no lack of special observances established just to honor dogs and those who love and care for them. Whether serious, stoic, sentimental, spiritual, sensitive or on

occasion seemingly silly, these Awareness Observances shed light on important matters, presenting a Call to Action from those who can help make our nation a better place for humans and their animals in need of our understanding and compassion.

Awareness: it's a good thing. I look forward to sharing more of these observances with you. Happy Dog Daze to all –



Photo courtesy of Loren Spiotta-DiMare

assistance dogs in our communities.

During the second week of August, we're also reminded to be aware of the less fortunate among us during Feeding Pets of the Homeless Week. This initiative is promoted by a group of people who understand the healing power of companion pets, and the human-animal bond that is so important in the lives of many homeless who find "solace, protection and companionship through their pets." In caring for their pets on limited resources, many themselves make do with less. This observance encourages people throughout the nation to think about ways to feed and provide basic emergency veteri-

a special time to relax with your peeps and pups. 🐾

According to Chinese star-gazers, Lisa Begin-Kruysman was born during the Hours and the Year of the Dog. It's no surprise then that she's made canines the focus of her award-winning works of fiction and nonfiction, and social media platform. She is the recipient of the DWAA's Maxwell Medallion and the North Shore Animal League America Award and the author of *Dog's Best Friend: Will Judy, Founder of National Dog Week and Dog World Publisher* (McFarland & Co., 2014). Judy was also a co-founder of the DWAA. Her writing is inspired by the licks and love of her adorable foster-to-forever dog, Teddy.

Triad Dog Games

Life's Ruff. Let's Play!

By **Karen Fullerton**

CEO/FOUNDER

THE SERGEI FOUNDATION

Each year the Triad Dog Games supports The Sergei Foundation, a non-profit that assists low-income people in obtaining veterinary care for their pets. This year, the highly anticipated event for the dog-loving community was held May 20-21 at the Winston-Salem Fairgrounds in North Carolina.

Apart from the event's simple "dog appeal," its popularity stems in part from the fact that it has something for everybody – from the experienced competitor coming from Georgia hoping to win an invitation to a World Championship event, to the owner of a rescued Chihuahua who wants to enter our version of Dachshund races, "Doggie Daches."

You don't have to enter a competition, or even own a dog, to have a good time. Come admire the awesome athleticism of competing canines, visit vendors, eat some food, and help save the lives of sick and injured pets at the same time. Proceeds from admission benefits The Sergei Foundation, a non-profit that helps companion dogs and cats get needed veterinary care both locally and throughout North Carolina. Tickets are \$10 and \$5 for kids 10 and under (additional donations given at the ticket booth will be donor-matched, so please consider "rounding up" or giving an extra dollar or two). For complete event and registration information, visit

TriadDogGames.com.

THE ONLY EVENT OF ITS KIND IN NORTH CAROLINA

Triad Dog Games is a one-of-a-kind event in North Carolina. While there are

many dog sport competitions, none bring them all together in one mega-event that draws about 5,000 people. Nowhere else can the same dog and handler compete in more than one dog sport, on the same weekend, in the same place. The event's founder, Karen Fullerton, is also the founder and CEO of The Sergei Foundation. "Fundraising is especially difficult for smaller organization such as ours," Fullerton said. "My goal was to create unique experience for people and their pets that would stand out from other events in hopes people would give generously for our one-of-a-kind cause."

DOCK JUMPING

A spectator favorite! At the dock jumping or dock diving event, dogs compete in distance or height jumping from a fenced trailer dock into an above-ground pool that holds approximately 20,000 gallons of water. Ultimate Air Dogs (UAD) runs this event and has competitors who come from as far away as Ohio and Florida to earn club points and move to higher divisions. Beginners are more than welcome to enter the competition; UAD's event fees typically start at \$25 if you pre-register. Many pet owners are curious if their water-loving dog will actually take the plunge. Not quite sure? You can decide while you are there to practice with your dog in between the competitive "splashes" as time allows for a \$10 fee.

DISC SPORTS

Sometimes called "Frisbee-Dogs," Triad Dog Games is pleased to welcome Southeast Disc Dogs to run its Skyhoundz disc sport events. Saturday will



Storie at Triad Dog Games. She is a 4-time National Champion with UAD and has been featured on The David Letterman Show and the TODAY Show! Photo courtesy of Wayne Ramsey.

feature a World-Qualifying DiscDogathon. This event is for experienced, canine disc sport competitors. Winners in each event earn an invitation to Skyhoundz's World Championship competition in the fall.

Of the seven competitions in this event, a spectator favorite is definitely Freestyle; it's both a sport and a performance art. Dogs and handlers perform in creative, acrobatic maneuvers with a flying disc – all choreographed to music. Beginners are welcome to try the novice, local competition on Sunday. This is a simple throw and catch event where you try to get to have your dog make as many catches as you can within a set amount of time. Event fees run from \$10 and up depending on your event and how many dogs are entered.

FLYBALL

This is the only event at Triad Dog Games where pre-registration was required through a North American Flyball Association sanctioned team

See DOG GAMES pg 18

Social Media Savvy

How Dog Writers Can Harness the Power of Social Media

By **Carol Bryant**

Making the leap from dog writer to social media influencer in the pet space is no easy feat, so when the folks at DWAA agreed to let me teach our members how, imagine my glee! Here are 10 quick and easy actionable tips to make magic happen on social media for those in the dog space (or anywhere else):



10. Pick a Platform or Two or Three

You don't have to be on every social media platform: You should be where your audience is or where you want them to be.

There is an old saying about not re-inventing the wheel. To get your work noticed, you do not have to rewrite it; in fact, some of your older content can continue to work for you.



9. One Piece of Content: Many Slices of the Social Media Pie

When you write something once, there are many ways to make that content work for you:

- Create a new image and re-pin on Pinterest.
- Pull a quote or question from the reader comments and share on Facebook to encourage more discussion.
- Create a collage from the post images and re-share on social media.



8. Tweet It Out

Not only is Twitter a place to share news, but it is a highly successful platform to engage with your readers, let brands know you exist, connect in ways that could open doors, and attract new visitors to your blog. Spend at least a half hour on Twitter two times each week. This is a half hour that you are actually interacting with people and not just sharing your blog posts or re-tweeting others. Actually engage in a conversation. Join #BlogPawsChat on Tuesday evenings from 8-10 p.m. Eastern Time. The chat occurs every Tuesday except the third Tuesday of each month.



7. Pin It To Win It

There are studies galore online as to when to pin on Pinterest. The right time to pin is when it makes sense for your followers. You can obtain this information through things like Pinterest analytics and Google Analytics. People come to Pinterest to do, to buy, or to try.

Headlines writers can use to make pins:

- 10 Ways to Potty Train a Dog
- How to Stop Your Dog From Pulling
- How Can I Make My Own Dog Bed
- 10 Healthy Homemade Dog Treats



6. Facebook Boosted (Paid) Posts

Use a boost for engagement only. Boosted posts may get shown to people who are not your fans. Paid post engagement is the goal. Boost posts to fans only.



5. Say Cheese

Video integration is a necessary part of a social media and blog strategy. The first six seconds of your video not only have to grab your viewers' attention, but those six seconds have to drive the point across. Script it and practice.



4. Always Give Readers/Viewers a Call to Action (CTA)

At the end of a blog or social media post, a CTA should be in place to encourage readers to act. You can be straightforward and ask for readers to comment or for their thoughts ... or you can be creative. I've ended my dog blog posts with CTAs like:

- The third point in this list really resonates with me. Which one is your favorite?



Photo contributed by Carol Bryant

- Has your dog ever engaged in a behavior like this?
- Would you ever use the above products and which ones?

Be sure to comment back when your readers engage.



3. Embrace Your Inner Insta

Instagram was one of the hottest social media platforms of 2016, and 2017 shows no signs of slowing in the Insta-Space. Choose four Instagrammers with a reasonable amount of followers and shadow them, one Instagrammer per week. Are they someone in your niche or outside your niche? This is a question you should answer first, and then dive in. Watch for:

- What types of images they are creating: Lighting, indoor/outdoor, pets, people involved, quotes? Get to know the type of image.

- What text do they use to accompany their images? Is it long or short? Funny or serious? A combination of both? Pay attention to what they are saying in conjunction with the image.
- What hashtags are being used and where are they placed? I use my phone's Notes feature to store hashtags for different platforms and then copy and paste them as needed.
- What are followers saying to the Instagrammer? Is there engagement and likes? You might want to follow some of your favorite Instagrammers followers, too.

Take notes as to what you are finding. You are likely to see patterns emerge, even if you chose four Instagrammers in four different niches.

Carol Bryant is the Marketing and Social Media Manager for BlogPaws and runs her own dog blog, Fidose of Reality and its fundraising arm, Wigglebutt Warriors. When not busy playing with her Cocker Spaniel, Dexter, she stays far away from cooking. Her trademark is her mantra and is tattooed on her arm: My Heart Beats Dog.



2. Put the Social in Social Media

Perhaps one of the biggest mistakes that newbies and veterans alike make on social media is expecting engagement without giving it. Put the social in social media and comment on posts, visit social media pages, LIKE and Re-Tweet, say hello, etc.



1. Join the BlogPaws Social Learning Community

Growing from its annual pet blogging and social media conference to a member-driven online community, BlogPaws has a professional level learning environment open to DWAA members.

The Social Learning Community (SLC) features ongoing training focused on the evolving skills, tools and techniques needed for your success as a blogger and influencer online 24/7

Sign up for free! <http://community.blogpaws.com>

Creating and growing a social media presence in this ever-changing digital landscape takes dedication and planning. There are literally hundreds of social media platforms these days. You need not be on all of them. Plant your social media seeds and nourish them with care. 🐾

Special Awards Categories

Continued from pg 8

positive outcomes for pets and people. The award is sponsored by Sally and Tom Reeder and consists of a \$300 grant.

DWAA Distinguished Service Award

Sponsored by the American Kennel Club, this award honors extraordinary achievement and communications excellence. It recognizes the person who, by word, deed, exemplary conduct, public communication and professional excellence, best promotes the interest of the sport of dogs. The award consists of a plaque and a \$1,000 cash grant. Do not apply for this award.

Benefits of Agility

Continued from pg 12

in dog sports, I tell you this; the bond you'll forge while training your dog and the memories you'll make with him will last a lifetime. 🐾

Christina Potter is an author, and winner of the 2016 DWAA Captain Haggerty Award.

She is also a Media Dog Trainer & On-set Handler. You can find out more about her and the adventures of Chester, her Berger Picard, on her website www.chestergigolo.com or via Facebook, <https://www.facebook.com/ChesterGigoloDiaryOfADogStar/>. You can follow her on Twitter at <https://twitter.com/HudsonDogStar>

Buy Chester's books on Amazon: http://www.amazon.com/Christina-Potter/e/B01BKNUNDY/ref=ntt_dp_epwbk_0

Dog Games

Continued from pg 15

in North Carolina, South Carolina, Virginia and West Virginia. Come watch these lightning-fast dogs as teams race against each other – over hurdles – to a spring box that releases a tennis ball to be relayed to the next dog in line. Flyball is the only inside event, so it is air conditioned should it get too hot outside! First in Flight Flyball Club of Winston Salem is running this event. They will have plenty of information about the sport and how to become involved locally, including flyball training opportunities.

OTHER EVENTS

Instead of having a formal agility competition, Triad Dog Games is opening up this popular sport as a training and practice event. Enter to try the agility obstacles and get training tips from professional trainers. More experienced? You may pay for timed runs. Brylin Obedience Specialty School of King, N.C. and Dog Gone Fun of Kernersville, N.C. are hosting the agility events. They are also hosting Rally and Fast CAT.

Doggy "Daches" is our version of Dachshund races. It allows all small dogs under 20 pounds to race. In past years, Chihuahuas, small Poodles, Miniature Doberman Pinchers and other small dogs have raced alongside Dachshunds in this very-quick, 30-foot race. Don't blink or you'll miss the finish! 🐾

New Member Karen Fullerton is founder and CEO of the Sergei Foundation. She can be reached at karen@sergeifoundation.org

Founded in 2009, The Sergei Foundation has helped thousands of people in lower-income families receive critical veterinary care for their companion dog or cat. Visit SergeiFoundation.org for more information, to donate, and to read the wonderful stories about the pets we have helped.

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IS OUR "AGENCY OF RECORD."

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FOR YOUR HELP PROMOTING
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Lauren Darr, Secretary
8926 N. Greenwood, #293
Niles, IL 60714

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In The Next Issue

Theme: "The Doctor is in"
Medical and research breakthrough(s).
Writing for veterinary and specialty venues.

Send story ideas and/or submissions to
Merrie Meyers at merrie.meyers@gmail.com.

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