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## hot off the press

Our marketing efforts paid off handsomely this quarter:

- \* Our octogenarian author, the 86 years young [James Hart](#), had an interview on The Metro Show Y-98 FM in St. Louis. Not to be outdone, our multitalented June Marshall was also on the air in the Donna Sebo Show, hosted by KLAY 1180 AM in Seattle.
- \* We submitted and had all of our print titles included in Amazon's "Search Inside the Book" program. This also makes them available on [A9.com](#), Amazon's own search site. Cool!

## hot on the burner

Our new iWords eBookstore is taking shape with the BitPass micropayment and digital rights management solution! [Visit it now](#) to download or read online these favorites:

- \* *Booby Trapped: Ladies Beware!*
- \* *From Love to Triumph*
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## editorial flash

Engaging YOU

Jim Feeley, the editor of DV (Digital Video) magazine asks in one of his musings, "Why don't you write to us anymore?" (That is, *Letters to the Editor*.) Better than just asking, he answers his own question:

"In the past, a letter to the editor was just about the only conduit for one reader to reach a large number of other readers.

A magazine - or any other publication - is no longer the solitary oracle speaking to the masses from on high. The masses can speak for and to themselves. Readers can voice their unedited opinions in online forums, email lists, and elsewhere on the Internet. And unlike letters to the editor, those postings evolve into ongoing exchanges with other people."

As people pick up and respond to different threads at different times, communication becomes nonlinear. But story telling is different - it is more linear and narrative. DVDs seem to have it about right: Provide a linear, narrative viewing experience, but give viewers control over how they want to engage that narrative, and toss in some other stuff that people may or may not want to watch. Now let me ask: Do we deliver our "stuff" engagingly?

Your editor, *Steven Kingsley*

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