

In this Issue

- Finding Time to Write: Is Email a Time-waster?
- News from Clients and Students
- Update: Cookbook Goes into Production
- Resources You Can Use
- Just for Fun
- Upcoming Classes and Appearances

=====
===

Finding Time to Write: Is Email a Time-Waster?

When I was a guest on David Lebovitz's blog, http://www.davidlebovitz.com/archives/2007/04/q_a_with_dianne_1.html <http://www.davidlebovitz.com/archives/2007/04/q_a_with_dianne_1.html> , someone wrote in during the Q&A that she couldn't find time to write because she had a full-time job. I wrote back that she should treat writing like a real event she shouldn't miss, and to block out the time in her calendar. She should tell herself that she deserves that time.

Later, I wasn't satisfied by my stern response. I don't have a 9 to 5 job, but I don't make enough time to write for my own pleasure or development either. What's the answer? I had to rethink my use of email.

I admit it: I read my email as soon as I start the day. It's like waiting for the postman, only better because I don't have to comb my hair or go outside. I check email to procrastinate before I take on a task, during the task, and as a reward for when I'm finished. Not to mention when I come back from a break, when I'm bored and when I'm brain dead.

But one day last week, I got up at 6:30 a.m. due to jetlag. I had been away on vacation, with no email for 10 days. I had already combed through my email for the good stuff. Now, awaiting me were dozens of announcements, newsletters and listserves to slog through.

So I opened a Word file instead. I wrote a rough draft of a first-person essay I've been meaning to write. The next morning, I revised the essay before reading email. The day after, I revised it again. And you know what? I got it done. The world did not collapse because I read my email half an hour later. Best of all is that the writing went quickly because I had been rolling the ideas around in my head for a while, but hadn't written anything down.

Yet even email has its advantages. It forces me to write, even if it's only a few phrases and paragraphs. Because it's "just email," my internal censor doesn't hover with the same force as when I take on a writing project. With email I write, all day long, with abandon. And that's part of what writing is all about. The other part is to create longer pieces, a bit at a time, without peeking at incoming mail.

Enjoy the summer,
Dianne

=====

===

News from clients

Jairemarie Pomo's book, *The Hog Island Oyster Lover's Cookbook*, was published by Ten Speed Press

Jackie Mallorca's book, *The Wheat-Free Cook*, was published by William Morrow

Linda Furiya, author of *Bento Box in the Heartland*, got a contract from Seal Press to write a second memoir, a continuation of her first.

Cheryl Rule is now a contributing editor of *Eating Well* magazine.

Andrea Blum broke into *Saveur* with a piece on a Turkish dessert in the June/July Fare section.

Romney Steele broke into *Gourmet* with a piece on adopting peaches in the May Good Living section. Her piece on cheese will appear in the September *Cooking Light*.

Faith Kramer's blog about the Alameda County Community Food Bank was reprinted in the non-profit's quarterly newsletter.

=====
===

Update: Cookbook Goes Into Production

My next book, *Great Grilled Pizzas and Piadinas*, now enters production, with the main edit done. Dorling-Kindersley has published two hardcover, full-color cookbooks that follow a template, kind of like a series. This book will be the third, with 60 photos. The photographer is located in San Francisco. My collaborator, chef Craig Priebe, flies out from Chicago in September to prepare all the dishes for the shoot.

Speaking of things I've written, my website trend piece on food blogs was a finalist for the 2007 Berte Green journalism awards. If you haven't read it yet, it's on <http://www.diannej.com>.

=====

Resources You Can Use

You probably don't need another daily newsletter in your inbox, but I actually look forward to reading the new one from the **Culinary Institute of America**. Designed for chefs and foodservice professionals, it gives a quick summary of food news and trends from newspapers and magazines. Sign up at <http://www.smartbrief.com/news/cia/latestNews.jsp?brief=cia&lmcid=4331145> <<http://www.smartbrief.com/news/cia/latestNews.jsp?brief=cia&lmcid=4331145>>

Like to tell stories? Here's the Poynter Institute's tutorial on how national news correspondent **Bob Dotson**, of NBC's Today show, does it: He says every story should include these elements: "Hey," "You," "See" and "So." Find out why: <http://www.msnbc.msn.com/id/6694528/> <<http://www.msnbc.msn.com/id/6694528/>>

If you're a fan of **Corby Kummer's** writing in the *Atlantic*, you can access a goldmine of

his pieces online:
http://www.theatlantic.com/doc/by/corby_kummer

=====

Just for fun

Blogger Jeff Kay photographed dishes from fast food restaurants and compared them, side-by-side, with publicity photos. Guess how many looked the same?
<http://www.thewvsr.com/advsvsreality.htm>

Got a teenage kid who likes to cook? Cooking Mama: Cook Off, a new Nintendo video game, is an English language version of a Japanese hit. Players use a remote to chop, grate, slice, stir, roll and create 55 dishes from 10 nations in a series of Cook Off challenges. Mama gives them bronze, silver, and gold medals based on cooking quality. In the original Cooking Mama, players prepare recipes using games to chop food, fry and bake. It uses a stylus to chop, slice, mash and fry; and a touch screen to shake a skillet for an omelet, dip tempura in oil and knead pizza dough. Players can blow into the microphone to cool the food. It features 76 recipes.

=====

Upcoming Classes and Appearances

August 12, 2007
10 a.m. - 4 p.m.

Writing Nonfiction Books— Here's How to Do It

The Writing Salon, Berkeley, CA
\$85 members/ \$95 non-members

<http://www.writingsalons.com/classes/index.php?m=20070811&poststart=1&postend=20&cat=12>
<<http://www.writingsalons.com/classes/index.php?m=20070811&poststart=1&postend=20&cat=12>>

If you've always dreamed of writing a non-fiction book, this one-day class tells you how it's done. The primary focus will be on your idea and how to shape it. We'll also cover how the publishing industry works and what you can expect, whether you self-publish or go the traditional route.

August 22, 2007
7:30 - 9:30 p.m.

Food Writing and Memoir, Part of the Jewish Authors in the Bay Area Reading Series
Jewish Community Center of the East Bay
1414 Walnut Street (between Rose and Vine Streets)
Berkeley, CA

As the daughter of Iraqi Jews from Shanghai, who made Jewish-Iraqi, Jewish-Indian, Chinese, and Japanese food, I had a different culinary experience from most American Jews. My parents cooked to preserve their identity, and as a way to keep their memories of the life and family they left behind. Join me for a discussion on the power of food to evoke memory, and on food writing as a form of expression. A signing of *Will Write For*

Food will follow.

September 27 - October 25, 2007
5-week class

Break Into Food Writing

Book Passage

51 Tamal Vista Blvd

Corte Madera, CA

http://www.bookpassage.com/class_detailed.php?id=123

<http://www.bookpassage.com/class_detailed.php?id=123>

If you want to get published in magazines and newspapers, start a food blog, write a cookbook, or write recipes, this class gets you going. Through exercises and assignments, you'll get your thoughts down on the page and start down the path to published success.

Weekly themes include how to create essays drawn from life, from travel, or from eating around a table with friends. Discover your personal voice and writing style, deepen your senses, and tap into the kind of memories that make food writing irresistible. You'll also learn the secrets of choosing the right publication to pitch, the right magazine section, and how to slant the story.

=====
===

Please send this email to anyone you think might be interested. To change your email address or unsubscribe, please email me: dj@diannej.com

I will not rent, trade or sell my email list to anyone for any reason whatsoever.

Dianne Jacob

office: (510) 923-1770

Website: <http://www.diannej.com> <<http://www.diannej.com>>

Author of *Will Write for Food: The Complete Guide to Writing Cookbooks, Restaurant Reviews, Articles, Memoir, Fiction, and More* (Marlowe & Co./Avalon)

Dianne Jacob

office: (510) 923-1770

Website: <http://www.diannej.com>

Author of *Will Write for Food: The Complete Guide to Writing Cookbooks, Restaurant Reviews, Articles, Memoir, Fiction, and More*, and the forthcoming *Great Grilled Pizzas and Piadinas* (Spring 2008)