

What makes a good crime writer tick?

◆ Discover the common traits and techniques that separate a best-selling writer from the pack.

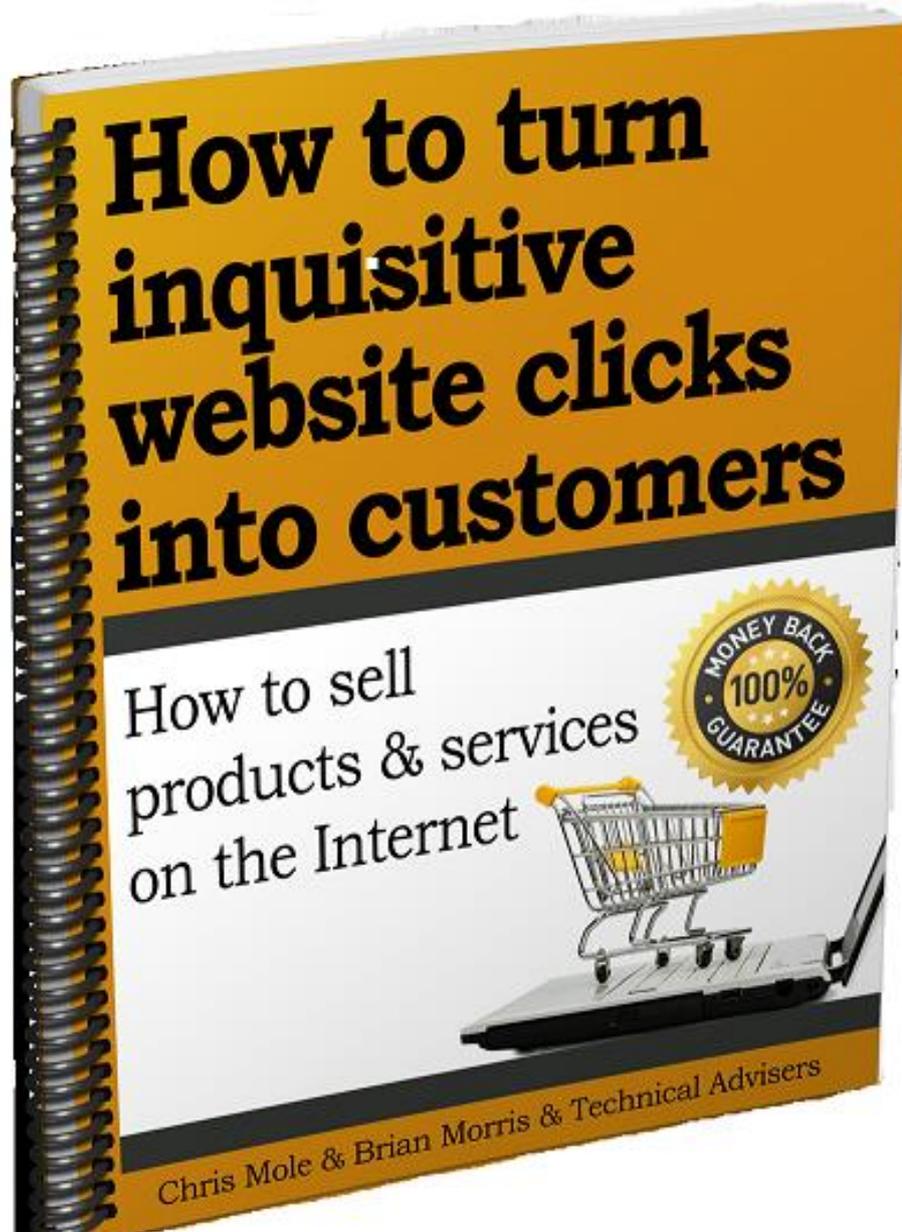
What Dick Francis did all year

◆ How does a major author organise his calendar? The late Dick Francis described a typical writing year.

Its fifty years since that shot in Dallas

◆ In the decades since Ruby shot Oswald, has there been a better Pulitzer Prize-winning picture taken?

New NZIBS Business-At-Home Course: How To Sell Products And Services On The Internet



Executive Apologies

◆ Six steps; a plan of action for communication and damage control to get you functioning again if fertiliser hits the air conditioning.

Vanda Symon makes another literary shortlist

◆ *Fearless* is shortlisted for the Dame Ngaio Marsh Award for Best Crime Novel 2013.

Job Opportunities, near and far

◆ Do you want a new career, or a new part-time position, or perhaps you'd just like to 'see what's out there'?

◆ There are plenty of opportunities including one that's right for you.

The advantages of growing old

◆ How many are there?

Competitions

◆ There are several writing and photography challenges to inspire you. Join in!

Do you want to sell stuff worldwide, using the Internet?

This is the most exciting opportunity the Institute has offered in ages.

Setting up your own business on the Internet means you can sell products or services 24/7. Even while you sleep, the business keeps working.

trade me
Where Kiwis Buy and Sell



Most of us like the idea of setting up a business.

By using the Internet you don't need physical premises, you don't need staff, expensive display cabinets, spotlights and signwriting.

No rent.

No wages.

No insurance.

But you will need an IDEA.

What can you offer that people want to buy?

You'll find an ideas list on page 10: [here](#).

You can sell a physical product like hand-made jewellery, or clothing, or a kitset dolls house, which you SEND to the people who buy.

You can offer electronic items which you EMAIL to buyers, like ebooks, your music, diet instructions, or the plans for building a dolls house, BBQ table or dog kennel.

PayPalTM

When you learn how to set up your website, how to get traffic and how to offer what people want - you'll have a real business.

You will also have a real human NZIBS tutor to guide you. If you've never done this before - welcome.

The whole training course has five parts: five tutorials and five assignments. Allow three months (part time) to be on top of everything, and to graduate.



"I created the training course, in conjunction with Chris Mole, Internet website guru, resident in Christchurch." Brian Morris



NZIBS graduates and students have the first exclusive opportunity to enrol at a special low fee (NZ\$500 including gst). Training begins 16 December 2013.

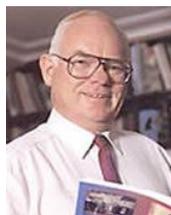
Then in January 2014 the same course will be offered to the world at US\$500 (about NZ\$616.) So be quick with your enrolment.

amazon.com[®]
and you're done.[™]

If you'd like to inspect the first tutorial free before you enrol, email or telephone the registrar and ASK for it: 09,5366182.

Note: The free inspection does not include tutor service.

If you like what you see, ENROL and get the full training package with tutor assistance.



You know NZIBS provide only superior training courses.

Brian Morris ♦ Principal

Former NZIBS student made the 2013 shortlist

Vanda Symon is once again on the short-list for New Zealand's **Dame Ngaio Marsh Award** for the Best Crime Novel.



Dame Ngaio Marsh, after whom this prize is named, was well-known during the golden age of detective fiction as one of the four

'Queens of Crime'.

The award, first given in 2010, is presented in association with the Christchurch Writers' Festival Trust. Adjudicated by a panel of seven local and international judges, it recognises the premier crime, mystery, or thriller novel written by a New Zealander and published during the preceding year.

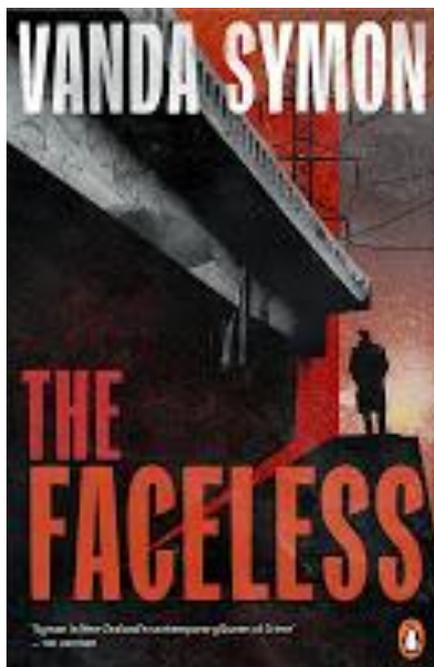
Vanda Symon has been down this road previously, shortlisted for her Sam Shepherd novels *Bound* and *Containment*.



Writer **Vanda Symon**

Faceless is her first standalone thriller.

Praise from critics and readers has been effusive.



Graham Beattie liked it.

During a review on Radio New Zealand, Graham 'Bookman' Beattie, called it "stunningly well written" but warned of its dark content:

"This is probably the most powerful and ambitious writing the author has achieved... something of a cross between the gritty crime fiction of Christchurch author Paul Cleave and the horror of Stephen King."

<http://www.radionz.co.nz/national/programmes/ninetoon/audio/2519801/book-review-the-faceless>

Another review:

New Zealand's contemporary Queen of Crime takes a breather from her excellent series featuring stropky Southern copper Sam Shephard to delve into Auckland's dark underbelly in this confronting standalone thriller.

Told from multiple perspectives, **The Faceless** follows three troubled people thrown together due to a moment of madness.

Bradley, an overworked, underappreciated office worker snaps, imprisoning Billy, a young K Road hooker, in an abandoned warehouse.

Homeless Max, a shell of his former self, is forced to reopen past wounds to save his young friend.

The Faceless takes readers to uncomfortable places.

Vanda was interviewed on <http://booknotes-unbound.org.nz> with other short listed writers and had this to say about the fictional characters she admires:

"My favourite book hero always makes an entrance with style and charm, is sharp, fearless and dresses to kill.

"I'm talking, of course, of the wonderful Phryne Fisher, private detective extraordinaire of Kerrie Greenwood's 1920s Melbourne novels. Her sharp observational skills, quick thinking and tendency to dive into trouble head first make her a delight to follow. Throw in that she drives fast, is gloriously seductive and can even fly a plane and you get a heroine who makes James Bond look like an amateur.

"Villains are another matter – I love a great villain and they have to be cunning, intelligent and ruthless to cut the mustard. Thugs need not apply.

"There are so many fabulous baddies, but I think the one that stands out the most for me is Sebastian Faulks' Mike Engleby. I'm still shuddering . . ."

The four finalists for 2013

The Laughterhouse

by Paul Cleave

(2011 Ngaio Marsh Award winner)

Little Sister

by Julian Novitz

The Faceless

by Vanda Symon

Death on Demand

by Paul Thomas

Congratulations Vanda!

We always follow and celebrate the successes of our students.

Keep up to date with the awards:

<https://www.facebook.com/NgaioMarshAward>

The winner was announced on 2nd December at the Christchurch Writers Festival.

Job Opportunities

[Feature Writer](#), Taupo Times.
Write advertising feature copy for local regional papers.
Closes 12 Dec.

[Copy Writer/Editor](#), Enterprise Recruitment, Christchurch.
Manage and deliver best practice business management content to clients. No closing date.

[Communications Adviser](#), Massey University, Palmerston North.
Seeking writer with electronic media skills. Closes 10 Dec.

[Keyworders](#), Madison Recruitment, Auckland.
Add keywords and captions to images. No closing date.

[People & Culture Coach](#), Lion, Auckland.
Coach leaders through a variety of people-related matters.
No closing date.

[Photographer and Photo Editor](#), Hicam, Wellington.
Real estate photography company seeks reliable person with Photoshop skills. Closes 6 Dec.

[Online Editorial Assistant](#), AGM, Auckland.
Work closely with the Editor of Urbis magazine. Closes 6 Dec.

[Reporter/Field Producer](#), TVWorks, Auckland.
Seeking multi-talented journalist for new news programme with Paul Henry. No closing date.

[Researcher](#), TVWorks, Auckland.
Confidence using social media both for research and for reaching out to viewers would be a plus.
No closing date.

[Part Time Journalist](#), Key Media, Auckland
Write B2B news, analysis and features. No closing date.

[Studio Photographer](#), Pumpkin Patch, Auckland.
Commercial product and model photography. Closes 4 Dec.

[Consultant/Coach](#), Management Search, Auckland.
The role combines the skills of recruiting and career management coaching. Closes 6 Dec.

Inductive Power Transfer

What is it?

Two engineering professors, John Boys and Grant Covic, who were jointly awarded the **2013 Prime Minister's Science Prize**, have the answer.

The question is simple.

"How will we all get around after the petrol and oil supply runs out?"

The answer is:

Inductive Power Transfer.

In essence, the energy needed to run a car, truck or train is picked up from wires embedded in the road. As we drive along we continuously refresh the energy our vehicle needs. This is not battery powered motoring, but a continuous energy supply, without connecting wires.

We could drive along forever. OK, with toilet stops.

We can recharge cars and small appliances by parking them near the energy source.

Boys and Covic, of Auckland University, have licensed Daifuku of Japan, Conductix of Germany plus New Zealand's 3i-Innovation and PowerbyProxi to apply the technology commercially.

Lesson 1: There are still new inventions waiting to be discovered.

Lesson 2: There are worthwhile inventions coming out of our universities.

Lesson 3: If any of these licensed companies develop a replacement for the petrol/diesel engine, New Zealand will benefit from the royalties for many years to come.

Lesson 4: We can anticipate clandestine blocking actions by those with huge investments in oil wells, petrol refineries, shipping tankers and internal combustion engine factories.

It surprises me that companies like Ford, BMW and Toyota haven't got into this new field yet. Did they not learn anything when the Swiss clock and watch industry was decimated by digital technology?

Pssst:

Watch out for spies lurking around Auckland Uni. ❑

Fifty years on

The shot seen around the world

The former *Dallas Times Herald* news photographer Robert "Bob" Jackson shot this picture with his Nikon S3 Rangefinder camera just milliseconds after Dallas night club owner Jack Ruby shot Lee Harvey Oswald, alleged assassin of President John F Kennedy, with his .38 Colt Cobra pistol.

Oswald died in hospital.

It happened 50 years ago, two days after United States President John Kennedy was assassinated in Dealey Plaza, Dallas, Texas.

Lee Harvey Oswald, Kennedy's alleged assassin, was shot and killed by Dallas night club owner Jack Ruby, as police were about to transfer him to the county jail. The photo shows Ruby lunging forward with a gun, firing at Oswald.

Jackson's shot captured history and the Pulitzer Prize winning photo has become one of the most recognisable images in the world.

It was also captured on live television, yet it is the still picture that had the **most impact**.

This image is etched into our collective memory. It is so much more than just a photograph—it is wonderful photojournalism, telling a complete story in a single image.

The faces of seven other people are clearly visible in the photograph. However, at the instant the shutter clicked, only one of them, Detective James Leavelle, (in the light suit) has realised what is happening.

The retired detective, in his nineties now, reflected that he knew immediately what was going to happen, but of course in that brief moment he couldn't change the outcome.

Jackson says knowing one's photography equipment and what you can do with it has much to do with whether a photograph will be an award winner.

Luck is also involved in taking spot, or breaking news, photos.



Jack Ruby's moment of notoriety, by Robert H Jackson.

Jackson, who was 29 in 1963 when he witnessed Ruby shooting Oswald, recounted how he managed to be in the right place, and got the shot.

He had been one of the media crowd waiting in the Dallas police headquarters basement for Oswald to be brought out for transfer to the County Jail.

Jackson says word came that the police were about to move Oswald in five minutes. He was to be transported in an unmarked car, which was brought into the basement via the ramp from outside.

"I had to watch so they didn't run over me as I leaned on the car fender," Jackson said.

Jackson said he pre-focused his camera to a little more than 10 feet.

"'Here he comes,' somebody yelled and then somebody stepped out from my right and was going to block my view," Jackson said.

The obstacle was Jack Ruby, Dallas night club owner.

"He took two steps and fired, and I shot," Jackson related. This all happened at 11:21 a.m.

"It just came together better than I could have planned," Jackson said. "If I would have known what was going to happen, I might have missed it," he said.

Jackson wound on his camera film and shot again. He remembers a police officer pushing him back and putting his hand over Jackson's camera.

"I told him to get his hand off my camera. I could see he was upset."

Job Opportunities

Events Planner & Marketer

Part time, Auckland.
New position. P/T 20 hrs pw.
Promote Te Puru community centre. Ideal venue for public events you organise. Contact John or Nicola 09,5365360 for details.
Be quick. www.tepuru.co.nz
Closes Friday 6 Dec.

Chief Information Officer,

Queenstown.
Trojan Holdings operate transport, ski tours, hiking, Hermitage hotel etc. Send CV and letter to: careers@trojanholdings.co.nz
No closing date.

[Senior Advisor \(Media\)](#), Ministry of Health, Wellington.

You will be the first point of contact for journalists.
Closes 8 Dec.

[Personal Assistant](#), Velocity, Wellington.

Draft correspondence; coordinate and proofread documents and reports. No closing date.

[Guidance Writer/Technical Writer](#), The Johnson Group, Wellington.

Take the lead in creating a new set of industry standards and guidelines. No closing date.

[Technical Writer](#), Kelly Services, Christchurch.

Software development company seeks technical writer with commercial experience.
No closing date.

[Principal Communications Advisor](#), Ministry of Education, Wellington.

Take up a communications account management role. Closes 11 Dec.

[Rehabilitation Coach Assistant](#), Bupa Rehab, Hastings.

Assist clients towards their own goals and towards independence.
No closing date.

[Kiwi Can Leader](#), Adecco Personnel, Christchurch.

Coach and mentor youth in a life skills and values programme.
No closing date.

[Graphic Technician](#), Methodist Mission Southern, Dunedin.

Can you translate the ideas of others into something better than they hoped for? Closes 4 Dec.

Jackson had no place to go after police officers wrestled Ruby to the floor.

The unmarked car was taken out and an ambulance was brought into the basement.

Oswald was carried out and Jackson snapped some photos of him on the stretcher.

With no cellphones in 1963, he found a landline and called colleague John Mazziotta, who asked Jackson what he had for photos.

"I told him, 'I think I have some good pictures,'" Jackson said.

Mazziotta apparently said United Press International was "screaming" for his film and told Jackson how the newspaper would send a runner to pick up the film.

Jackson knew he had something good.

"There's no way I will give the film to a runner. What happens if he gets hit by a bus?"

Jackson stayed at the Dallas police station until 2 pm, when he was relieved by another photographer.

When he arrived at *The Times Herald*, he was shown the wire machine and asked if he had anything as good as a photo taken by Jack Beers of the *Dallas Morning News*. This photo showed Ruby about to fire his .38 pistol at Oswald.

"I will let you know when I run my film," Jackson told his colleagues.

"My worry was whether I pushed the button before the bullet entered his body," Jackson said.

He went into the darkroom and developed his film while Massiotta waited outside.

"I let out a yell after putting the film to light, seeing what I had," Jackson said. Jackson said he had to "burn in", or darken, the back of Ruby's hand.

After making a wet print, he carried the 11-by-14 print into the newsroom.

"It was a hard picture to print because of the dark suits and the dark gun," Jackson said.

To date, 79-year-old Jackson is the only person who has ever printed the photo from the negative. He currently keeps it in a safety deposit box.

"We knew we had beat the *Dallas Morning News*; that was an exciting Sunday," Jackson said.

"I did go home with a headache, however," he added.

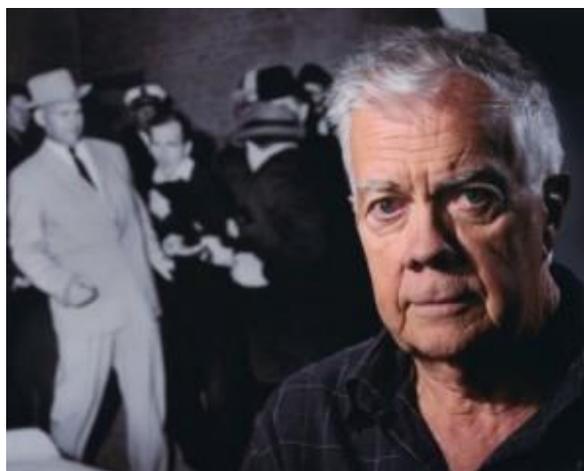
Jim Chambers of *The Times Herald* negotiated with United Press International and the Associated Press for the rights to the Jackson photo. *The Times Herald* would not release the photo to the UPI or AP until *The Times Herald* had hit the streets of Texas at 11 a.m. the next day.

"Nobody in Texas saw the photo until Monday," Jackson said.

He did receive a bonus for his prized photo. Each wire service reportedly wrote \$1,000 cheques, unheard of in those days, Jackson said. The newspaper also gave Jackson the rights to the photo.

Jackson received the Pulitzer Prize in May 1964. A certificate and cheque for \$1,000 was mailed to him. No presentation ceremony was held.

Now, Pulitzer photo winners receive \$10,000 at a special



ceremony.

The Warren Commission called Jackson as a witness. He testified mainly about seeing a rifle pulled from the sixth floor of the Texas School Book Depository building on November 22.

His belief: Oswald acted alone. □

Society of Authors

The NZ Society of Authors works in the interests of authors in New Zealand. The Society is guided by values of fairness, accountability and responsiveness.

The mission of the Society is to support the interests of all writers in New Zealand, and the communities they serve.

Join here:

<http://www.authors.org.nz/>

Tell me the truth, doctor!

In hospital, do you get the feeling people are holding out on you?

When you read this ebook you'll discover things doctors and nurses don't normally share with patients. Find it on Amazon:

<http://tinyurl.com/lph7v5q>

The Poets Society

Membership of the New Zealand Poetry Society entitles you to their bimonthly magazine and reduced fees in their annual competition.

Several other benefits include a **members-only** website page.

<http://www.poetrysociety.org.nz/join>

New Zealand Freelance Writers' Association

Have you found their site yet? You can't always find a writers group, so here's another place you can go to connect with writers.

<http://www.nzfreelancewriters.org.nz/>

Romance Writers of NZ

This non-profit organisation was founded in September 1990 by Jean Drew (NZIBS tutor) RWNZ has over 260 members (published and unpublished writers) from NZ, Aust, USA, UK and SA.

<http://www.romancewriters.co.nz/>

MEDIA caps for NZIBS graduates

- ❖ Journalist,
- ❖ Sports Journalist
- ❖ Photographer
- ❖ Travel Writer.

If you'd like one, please send \$10 and a letter detailing your name, postal address and former student number. White. One size fits all.



Getting old? You should be so lucky!

From Graduates Club Newsletter 715

Recent newspaper headlines told of teenagers killed in a high speed car crash. Sadly, they denied themselves the joy of ever being old. The news prompted today's story.

The other day a young person asked how I felt about being old.

I was taken aback, for I do not think of myself as old. Upon seeing my reaction, she was immediately embarrassed, but I explained that it was an interesting question, and I would ponder it, and let her know.

Old age, I decided, is a gift. I am now, probably for the first time in my life, the person I have always wanted to be. But, oh, not my body! I sometimes despair over my body's wrinkles, my baggy eyes, sun spots and bumps, and my saggy bum.

Often I am surprised by that old person who lives in my mirror, but I don't agonise over those things for long.

I would never trade my amazing friends, my wonderful life, my loving family for less gray hair or a flatter belly.

As I've aged, I've become kinder to myself and less critical of myself. I've become my own best friend.

I don't chide myself for eating an extra Anzac biscuit, or for not making my bed if I don't feel like it, or for buying that one million candlepower torch I didn't need, but now I can see things 100m away at night.

I say I am entitled to overeat, to be messy, to be extravagant. I have seen too many dear friends leave this world too soon, before they have made their music, or understood the great freedom that comes with aging.

Whose business is it anyway if I choose to read until 4am, then sleep until noon?

I will dance by myself to those wonderful tunes of the 50s and 60s, and if at the same time I want to weep over a lost love, I will.

I'll walk along the beach in my swimsuit stretched over a bulging body and I will dive into the waves with abandon if I choose to, despite the pitying glances from the bikini set.

They, too, will get old - if they allow themselves the privilege.

I know I am sometimes forgetful. But there again, some things in life are best forgotten.

Anyway, I eventually remember the important things.

Sure, over the years my heart has been broken. How can your heart not break when you lose a loved one, or when a child dies, or when a loved pet gets hit by a car?

Broken hearts are what give us humans understanding, strength and compassion.

A heart that's never been broken is sterile and will never know the joy of being imperfect.

I am so blessed to have lived long enough to have my hair turn gray, and to have my laugh lines forever etched into deep grooves on my face. So many young people have never really laughed, or died before they have lived.

I count every day above the grass as a blessing.

I can say "no" and mean it. I can say "yes" and mean it.

As I get older, I find it is easier to be positive. I care less about what other people think.

I'm so lucky being old. I don't question my own motives anymore. I've even earned the right to be wrong. But not often.

So, to answer your question, Miss, I like it. It has set me free.

I like the person I have become. I am not going to live forever, but while I am still here, I will not waste time lamenting what should have happened, or what could have been, or worry about what will be.

I shall break a few rules. I'll begin a sentence with and. And I shall eat dessert every single day. So there! ❑

Ranfurly Shield goes around and around ...

by **Brian Morris**



This season was made a sports journalist's delight by the peripatetic Ranfurly Shield.

Waikato had it, then lost it to Otago. The men from O hadn't seen it for 56 years.

But they only held it for nine days before Hawkes Bay wrested it from the south.

Napier hadn't seen it for 44 years, but its stay was short: six days. Then Tana Umunga's Counties/Manukau side, which had never seen the Shield, took it to Pukekohe.

Sports reporters love the merry-go-round. So much to say and write about a simple "log o'wood".



Wouldn't you like to report next season from the Press Box? http://nzibs.co.nz/?page_id=60

The Chinese way with words ...

"Show your tender heart by leaving the green leaves untouched."

"Polite people please wait here." (Who would dare rush forward?)

"Onion explodes the distant Senate" (But does it taste good?)

"Wrinkly Old Folks Clothing" (More expressive than second-hand.)

"Keep valuables snugly. Beware people press close to you designedly!"

Proofreaders of the world, unite!



First there were two towns: **Dull** and **Boring**.

Now there's **Bland**, too.

The rural community in New South Wales has teamed up with the two banal-sounding towns - in Scotland and the United States - in a three-way effort to attract tourists.

"Dull and Boring basically have a tourism relationship. We heard about it and thought it would be even better if it became Bland, Dull and Boring," Neil Pokoney, the mayor of Bland Shire, said.

"It's good for us to be able to take a light-hearted look at a name that many would see to be a weight around our necks."

Job Opportunities

[Marketing and Communications Coordinator](#), Barnardos, Wellington
Requires Adobe InDesign and social media skills. Closes 3 Dec.

[Designer](#), Auckland Transport, Waitakere. Produce and proofread marketing material. No closing date.

[Content Producer Sport](#), TVNZ, Auckland. Do you know how to tell stories in text and video? Apply! No closing date.

[Communications Advisor](#), Hutt City Council. Manage the Mayor's relationship with the media. Closes 6 Dec.

[Reporter](#), Western Leader, Waitakere, Auckland. Write stories for the Western community in Auckland. Closes 3 Dec.

[Online Content Manager](#), Kathmandu, Christchurch. Develop, manage and implement the online content strategy. Closes 5 Dec.

[Digital Content Editor](#), TV3 & Four, Auckland. Create and aggregate website content. Closes 7 Dec.

[Freelance Video Journalist](#), Key Media, Auckland. Shoot, produce and edit videos for a business news website. No closing date.

[Freelance Writer](#), Ubiquis UK, Auckland. Produce transcripts and/or summaries of a range of corporate, legal, regulatory and parliamentary meetings and events. No closing date.

[Corporate/Life Coaches Wanted](#), YB 12 NZ, Auckland. Work from home; choose your own hours. No closing date.

[Privacy & Official Information Editor](#), Ministry of Social Development, Wellington. Respond to requests for information made pursuant to the Privacy Act and Official Information Act. Closes 5 Dec.

Online Openings

for editors and proofreaders

When searching online, search for variations of what you want, ie:

- Proofreading
- Proof reading
- Book editing
- Editing
- Manuscript correcting

Get creative. Some more ideas:

Craigslist.org

Remember this international billboard of opportunities.

<http://auckland.craigslist.org/>



Online Writing Jobs.com

<http://www.online-writing-jobs.com/jobs/freelance-proofreading-jobs.php>

Virtual Vocations

The whole spectrum of vocations are here – so use a targeted search to find your specialty.

<http://www.virtualvocations.com/jobs>



Freelance Writing Gigs

Online references, contract jobs and plenty of contacts.

<http://FreelanceWritingGigs.com>

Freelance Writing

This site gives links to writing, proofreading and editing work:

<http://FreelanceWriting.com>

How Crime Writers Do It

From Graduates Club News 511

Reproduced for educational purposes.

by **Judith Spelman**, in *Writers News*.

Crime and thriller writing has long engaged the imagination of the reading public.

What interests me is the different types of crime novels available. Elmore Leonard, Raymond Chandler, PD James, Patricia Cornwell, Patricia Highsmith, and Simon Brett all write totally different crime books.

They may concentrate on the minutiae, the actual detection piece by piece in greatest detail, or take a broader view that brings in conflicting circumstances and outside influences.

Some, like Ruth Rendell, take a psychological approach, writing as Barbara Vine, or a violent approach like Frank Delaney in his Nicholas Newman series.

Like Minette Walters, they can write 'one-off' crime novels or, as Janet Laurence, Colin Dexter, Ruth Rendell and many others have done, write a series of crime novels with one character connecting them all.

Do crime writers approach their tasks in a similar manner even though they home in with their own unique style?

Gerald Seymour sets his books in foreign parts. These settings are believable because, after all, he was ITN's foreign correspondent for years. He had to verify information in that role and as an author he continues to do his research competently. He takes ideas from a variety of sources.

"The trigger for a book comes from a simple original story," he says. "Triggers are very small but once you have the core of a story other ideas materialise."

He takes six months to research, writes an outline for the whole book and a page of notes for each chapter detailing the characters and their actions.

What is Gerald Seymour's secret of success for a crime writer?

"You must reflect," Seymour says. "You need to know the flowers, the weather, the animals. These are very precious little things. We live in a world contemptuous of error and laziness. You must be right."

Colin Dexter likes to suggest he has a more casual approach – or does he? I don't really believe him.

"I muddle along," he told me. "I remember I had a letter from someone who asked me what happened to Morse's eyes. In the first book they were grey and now they are blue. She said, if you look in your filing cabinet you'll see they were grey. I have never had a filing cabinet. I think characterisation is not half as hard as some people think."

Peter Robinson believes it is great fun writing scenes of dialogue and confrontation. He likes to 'explore inside people'. He believes crime writing accounts for some of the best writing today.

"It says as much, if not more, about the world we live in than a lot of literary fiction does. At best", says Robinson, "it can illuminate character and society. Readers are demanding more."

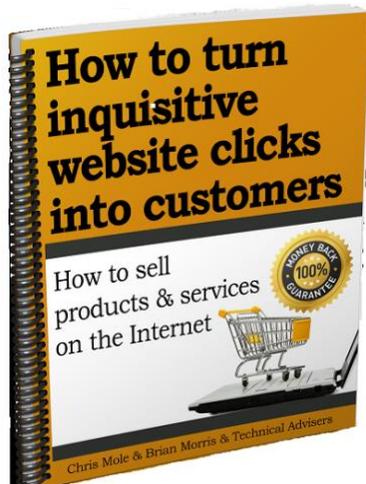
Crime writing has changed in recent decades. "Having an upright, easily understood protagonist is not essential to good writing.

"In the crime tradition, and particularly in the golden age of detective fiction (1930-1950) it was almost *de rigeur* that your detective character had to be a fine, knowledgeable person," says Minette Walters. But Patricia Highsmith started writing in a way that undermined the lead character. That style is much more common now."

Nevertheless, as Colin Dexter says "you must keep your eye on the real purpose of the book.

"Characterisation and plot are subsumed by the story. The story has to come first. Characterisation and plot don't make people turn pages. Their interest depends on whether they are hooked on what's happening." □

What could you sell online?



Here are the 20 most popular items being sold on the Internet.

Amazon sold \$61Billion of stuff in 2012. Even more this year.

There are thousands of ordinary people doing nicely in a much smaller way.

- 1 Women's Apparel
- 2 Books
- 3 Computer Hardware
- 4 Computer Software
- 5 Apparel
- 6 Toys / Video Games
- 7 Videos DVD's
- 8 Health and Beauty
- 9 Consumer Electronics
- 10 Music
- 11 Jewellery
- 12 Office Supplies
- 13 Linens / Home Decor
- 14 Flowers
- 15 Sporting Goods
- 16 Footwear
- 17 Small Appliances
- 18 Tools and Garden
- 20 Gifts

When you learn how to set up your website, how to get visitors and how to offer what they want, you can sell any of these things. Learn how in the NZIBS course **How to Sell Products and Services on the Internet**.

To inspect Tutorial 1, FREE, email or call the Institute and just ask for it. 09,5366182.

On our website

Learn new skills and make a new career for yourself.

Freelance Travel Writing and Photography:

http://nzibs.co.nz/?page_id=40

Journalism and Non Fiction Writing

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Professional Freelance Photography

http://nzibs.co.nz/?page_id=130

Proofreading and Book Editing

http://nzibs.co.nz/?page_id=56

Information on any course we provide is available by telephone:

09 5366182 or **0800 801994**.

You already have one foot on the first rung of a ladder. Your climb could take you to the stars.

Call **Carol Morris**, Registrar.

Job Opportunities

[Magazine Editor](#), FishHead, Wellington

As editor of FishHead you will tell the capital's story. No closing date.

[Training Presentation Writer](#), Xero, Auckland

Use your accounting knowledge whilst demonstrating your passion for writing and marketing. No closing date.

[Professional Photographer](#), Andrew Simms Motor Group, Mankukau
Photograph vehicles for sale on TradeMe. No closing date.

[Picture Editor](#), NZ Magazines, Auckland
Take charge of the images that go into New Idea and Girlfriend magazines. No closing date.

[Communications & PR Manager](#), Momentum, Auckland
Manage the business' social media channels and write marketing collateral. No closing date.

[eCommerce Content Editor](#), Farmers, Manukau
Write and edit SEO-optimised product and feature content. No closing date.

[Communications Advisor](#), PowerHouse People, Wellington
Assist in stakeholder engagement, research, writing and analysis services. No closing date.

[Product Photographer](#), Farmers, Manukau
Photograph incoming products for eCommerce. No closing date.

[Child Care Photography](#), Little Images, Auckland
Requires an interest in photography and excellent people skills. No closing date.

[Marketing Manager](#), Koanga Institute, Wairoa.
Copywriting, online PR & website content management. No closing date.

[Digital Media and Communications Coordinator](#), Open2view, Auckland
Requires a working knowledge of social media and a strong flair for writing. No closing date.

International Writers' Workshop

Meets on 1st and 3rd Tuesday of each month, February to November inclusive, at the Lake House Arts Centre, Takapuna, Auckland.

<http://www.iww.co.nz/>

Hibiscus Coast Writers

Members enjoy workshops and six competitions a year including poetry, short stories, drama and non-fiction, all judged externally.

<http://hibiscuscoastwriters.weebly.com/>

Photography Clubs

They are everywhere - nationwide. Photography clubs keep you up to date with events, seminars, competitions, and more.

NZ Photographic Society details:

http://www.photography.org.nz/clubs_map.html

Kiwi Write 4 Kids

Kiwi Write4Kidz is an organisation for adults who like to write tales for children. If you want to learn more about technique, you can hear it direct from the mouths of the finest Kiwi children's authors.

<http://www.kiwiwrite4kidz.co.nz/>

Jimmy Cassidy is 50 years young



Who said being a jockey is a young man's game? Jimmy Cassidy celebrated his 50th birthday with a glance down memory lane.

He was just 20 when he came from last position going into the straight to Melbourne Cup victory on Kiwi in 1983.

Since then he has won 100 Group One races in Australia, including a second Melbourne Cup. He was inducted into the Australian Racing Hall of Fame.

Sports journalists can always get a fresh story from a brief chat with Jimmy Cassidy. He's been there, done that. Good Kiwi bloke. □

Marriage is really tough because you have to deal with feelings ... and lawyers. —Richard Pryor

A year in the life of author Dick Francis



How did Dick Francis spend his years?

Each January, he would sit down to write, aware of his next impending deadline.

"My publisher will come over in mid-May (to the Cayman Islands where he lived)," he said, "to collect the manuscript, so it's got to be done."

Publication usually happened in England during September, with American publication the following February.

Once the manuscript was out of his hands he'd take the summer off, spending some of the time thinking about new plot ideas.

Research on the next book began in late summer and continued through the autumn. Meanwhile, he'd gear up for a tour to promote the just-published book.

In January he would sit down to write the next one.

Francis didn't like book tours. He was not one for making personal revelations, major life changes, or sharing intimacies with strange interviewers. He said he got tired of answering the same questions again and again.

He shunned the lecture circuit. He preferred to let his 40 novels and his 60 million book sales speak for themselves. And though he didn't love the act of writing - and he could have easily retired - he found himself planning another new book as each summer ended.

"As I write each one," he said, "I think to myself, 'This is the last one,' but then by September I'm starting over again. If you've got money, and you're just having fun, people think you're useless."

Until her death in 2000, Francis collaborated extensively with his wife Mary on his books. He credited her with being a great researcher for the novels. When revealed, this fact surprised some readers and reviewers.

In 1981, Don Clippinger interviewed them both for *The Philadelphia Inquirer* and wrote, "When Dick Francis sits down each January to begin writing another of his popular mystery-adventure novels, it is almost a certain bet that his wife, Mary, has developed a new avocation. For instance, in *Rat Race*, (the protagonist) operated an air-taxi service that specialised in carrying jockeys, trainers and owners to distant race courses. Before that book came out in 1970, Mrs Francis achieved a pilot's license and was operating an air-taxi service of her own.

"Francis' novel, *Reflex*, is built around photography, and sure enough, Mary Francis has become accomplished photographer, both behind the camera and in the darkroom. In their condominium they set up the subject of his 20th novel *Twice Shy* - a computer. While he is touring the country, Mary is working on new computer programs."

Francis says, "At least the research keeps her from going out shopping."

Dick's older son, Merrick, was a racehorse trainer and later ran his own horse transport business, which inspired the novel *Driving Force*.

His business manager (and also co-author of his later books) was his son Felix, who left his position as a school physics teacher to work with his father.

Felix was the inspiration behind a leading character who was a marksman and physics teacher in the novel *Twice Shy*.

Father and son collaborated on four novels. After Dick's death in 2010, Felix carried on, with his father's name in the titles (*Dick Francis's Gamble* and *Dick Francis's Bloodline*).

The list of Dick Francis novels: <http://tinyurl.com/mfz6gsb>

Student Discussion Board Competitions



Have a go! 😊

For details of all competitions, click the links and join in!

Winners' names are posted on the SDB after the competitions are judged at month's end.

See the competitions here:
<http://nzibs.org/forums/forumdisplay.php?f=11>

And here for the photography challenge:
<http://nzibs.org/forums/forumdisplay.php?f=4>



The GKBCinc International Short Story Competition is open for submissions all year round. It is a Bi-Annual competition, so runs twice a year. There is no entry fee. The theme for the current competition is CRIME.

Next closing date is Dec 31

Writer's Relief

30 day 'Know Thyself' challenge
 Define who you are as a writer – and there's a prize... but you do need a Facebook account.
<http://www.facebook.com/writersrelief>

The Story Mint

Participate in a serial here:
<http://thestorymint.com/story-mintery>

GLIMMER TRAIN



FICTION OPEN

Open to all subjects, all themes, and all writers.

Most entries run from 2,000 to 8,000 words, but stories from 2,000 to 20,000 words are accepted. Held quarterly:

Next deadline: Dec 31.

Photo Competitions

200+ competitions are listed here:
<http://www.photographycompetitions.net>
 Among them all, **there will be at least ONE you'll like. Enter it.**

The Fish Awards Short Story and Poetry

Stories on any theme written in English, maximum 5,000 words.

The 2014 competitions will be open soon. Details here:

<http://www.fishpublishing.com/writing-contest-competition.php>



Do you think you can write a great story in less than 1,500 words? Enter the Annual Writer's Digest **Short Short Story Competition** for your chance to win \$3,000 in cash. **Entry closes Dec 16.**

<http://www.writersdigest.com/competitions/short-short-story-competition>

The winning entries will be on display in the 14th Annual Writer's Digest Competition Collection.

Submission Page:
<https://app.wizehive.com/apps/login/WDSHORTSHORT13>

Job Opportunities

[Course Writer](#), Open Polytechnic, Wellington
 Help redevelop a 'Writing for the Web' course. No closing date.

[Technical Writer](#), Talent International, Manukau.
 Write release notes, online help updates, user guides, troubleshooting guides, etc. No closing date.

[Senior Writer/Editor](#), Inside Executive Recruitment, Wellington
 Provide proofreading expertise for the company's communications channels. No closing date.

[Senior Reporter](#), Pharmacy Today, Auckland.
 Sub-edit stories for a busy website and for the business section of the print issue. No closing date.

If you're looking to find work **now**, look on the SDB NOTICEBOARD regularly. And check your local papers, too.

If a job closing date has passed, **call and ask if anyone was appointed.** The position may still be open.

[Journalist](#), Review Publishing, Auckland.
 Seeking a foodie with excellent writing skills who can also take photos. No closing date.

[Communications & PR Manager](#), Momentum, Auckland.
 Provide first-class writing for business publications. No closing date.

[Graduate Editorial](#), Castleford Media, Auckland.
 If you are a recent graduate or you're looking for your first proper writing job, this could be an ideal place for you. No closing date.

[Economic/Business Journalist](#), Selerity, Wellington.
 Report on breaking Statistics New Zealand government data releases and announcements. No closing date.

[Professional Studio Photographer](#), Seddon Portrait House, Hamilton.
 You must provide a varied portfolio of images that promote your unique photographic style and flair. No closing date.

The Executive Apology, and Fixing the Problem

How to avoid making things worse after you've screwed up

Inspired by **Sandra Fathi**

At some point in their career all corporate executives will screw up. They or their company will make a mistake.

Some issues are small. The problem won't go beyond affecting a few people. Other problems will be external, possibly causing harm to a wide audience, which can result in prime time TV news coverage.

Whether you run a company of five or 5000, you're probably awake at night worrying that a small problem will grow into a major crisis. Maybe it already has.

Executives who have developed a well thought out communications plan will have a head start on fixing these issues. Part of that plan should specify how to react wisely and fairly when a mistake happens.

Step 1: Apologise. Even if it's not your fault

Because it's the right thing to do, even if you're technically not at fault. Every parent knows this from experience. Your normally well-behaved child punched his playmate's nose and made it bleed. Although you didn't do it, you apologise.

Apologising immediately shows you acknowledge that something wrong has occurred. Showing you are sorry about the outcome does not equate to admitting any wrongdoing. It is possible to be regretful about an incident even if something isn't your fault.

Step 2: Take immediate action

Take control of the situation before it escalates. The worst thing corporate leaders can do when faced with bad news is to assume they can get through the crisis by doing and saying nothing. Their plan is to wait until the issue "blows over". It often won't.

Burying your head in the sand to avoid danger is just as foolish as it sounds. The people involved are

much more willing to accept an immediate apology than watching prolonged evasiveness and prevarication.

By taking immediate proactive action the person in charge can avoid a negative response among audiences.

It is possible to defuse a crisis before it explodes.

It's important to be the first out of the gate to acknowledge the situation and its impact on the victims.

Waiting to take action until after all the facts are known when there is already an uproar is a certain way to guarantee your positive action is lost amid negative reactions.

Step 3: Be sincere

Focus on the emotional impact of the problem, not the legal issues. Audiences, both internal and external, want to know the person speaking actually cares.

While the need for sincerity should be axiomatic, it's in the midst of a crisis when real sincerity becomes most important.

If the issue at hand impacts on lives, finding the right words to communicate thoughts or actions becomes doubly important.

When it comes to offering an apology it's far more important to show sincerity than to mimic 'corporate speak' or communicate in 'legal platitudes'.

A perception of being insincere can galvanize an audience against a company and its leaders, resulting in ongoing damage even after the crisis has passed.

Step 4: Respond where it happened

Did the crisis first break on TV? Newspaper? Twitter? Facebook? or YouTube?

Leaders should use the forum where the crisis initially broke, or where it has received the most attention.

Leverage the same platform for your apologies and responses. That an issue came to light in a certain place indicates that's where the company's public is active. That's also where they will look for a response.

If a company's audience is active on FaceBook, first communicate there and then extend that communication to other platforms.

It's important to show that the company is willing to go where its customers are.

Step 5: Commit to an investigation

It's not enough just to say "Sorry".

Corporate leaders should show they want to understand how and why a situation happened to make sure it doesn't occur again.

In addition to committing to investigating a situation, corporate leaders should clearly indicate they plan to share their findings with the public once the facts have been gathered and analysed.

Committing to an investigation shows the company is taking the issues seriously. Equally important, holding an investigation gives the company time to discover the relevant details of the problem, while providing the aggrieved people time to lament knowing that appropriate action will be taken.

Step 6: Remedy the situation

If you or your company is at fault, apologies and put it right.

Quickly.

Make the policy changes necessary to prevent the situation from occurring again and deliver appropriate compensation to those who were impacted.

If your organisation is not to blame, do whatever is necessary to bring a just resolution to the situation.

Move to put safeguards in place to protect your customers and the public.

Mistakes happen. The steps corporate executives take to manage problems when they come up will determine their future career success.

An immediate, sincere apology which commits the organisation to taking action will resonate with key audiences. Such action can be effective in mitigating damage and salvaging a reputation.

In some instances, an organisation's quick and generous response to a problem can actually build customer loyalty and restore damaged relationships.

Now, about that \$3.4 million in compensation Judge Jane Farish authorised should be paid to the Pike River mine disaster families by those responsible.

So far, those families have received nothing. Shame!

Would you like to hear the six steps again, John?