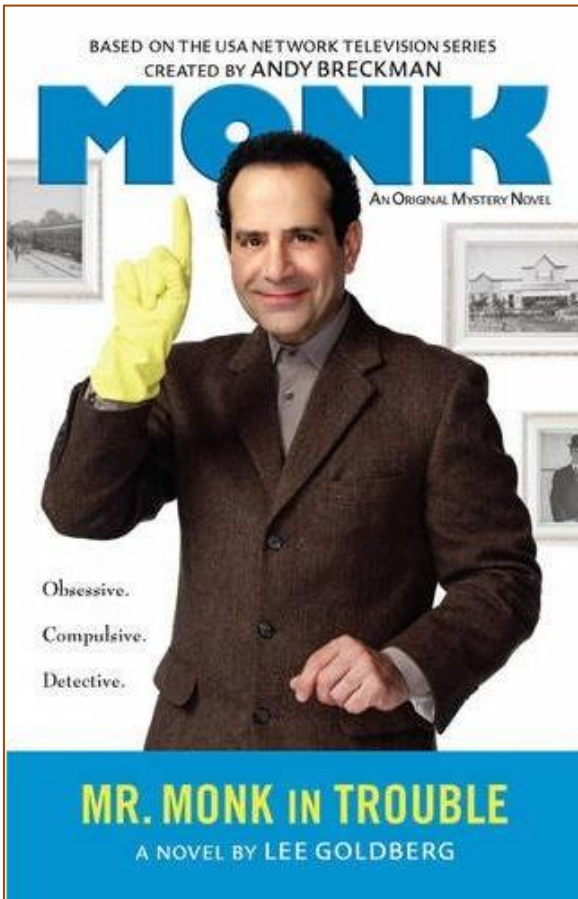




# Tied-In

The Newsletter of the International Association of Media Tie-in Writers



## More Monk

IAMTW Vice President Lee Goldberg can't seem to shake that famous defective detective Adrian Monk. Goldberg has been signed to write four more original Monk books for Penguin/Putnam.

This will keep the series alive into early 2013 and will bring Goldberg's total to fifteen novels in the series. He is currently at work on book eleven. The paperback version of *Mr. Monk in Trouble* comes out June 1.

## Mariotte Gets "Technical"

Jeff Mariotte, longtime IAMTW member, has accepted a technical editing position for a military contractor.

Despite the demands of the job, Mariotte intends to keep his hand in the tie-in pool.

"Taking the job was one of the hardest decisions I've ever made," Mariotte writes. "But the family's financial stability is the most important thing. I hope you're all having better luck in the trenches than I am this year, and I'm sure I'll be down there with you from time to time."

Eastman & Laird's sandbox, in J. R. R. Tolkien's sandbox, in Edward Stratemeyer's sandbox (sometimes known as the sandbox of Franklin W. Dixon), in Stan Lee's sandbox. . . . The list goes on and on, and I've had a great time playing in each and every one of those sandboxes.

All of those tie-in, work-for-hire experiences were cool, and some of them were *amazingly* cool. Eastman & Laird, for instance, not only invited me over to their house to play, they also let me play with all their best toys and do almost anything I wanted with them. Sometimes, they even let me create my own toys while I was at their place, and then take those toys back home with me at the end of the day. (How often do you get to do that?)

And I loved every minute of working with Peter & Kevin's company, Mirage. They had a truly great sandbox!

But do you notice something about all those play dates?

All those sandboxes belonged to someone else; each and every one was at someone else's house. At the end of the day, even when I had a really great time playing in an amazingly cool sandbox, I still had to go home. And, like most freelancers, I pretty much never

## How Big is Your Sandbox?

By Stephen D. Sullivan

Been out to the sandbox lately?

As Tie-In writers, we get to play in the coolest sandboxes in the world. I've gotten to play in Gary Gyax's sandbox, in George Lucas' sandbox, in



cool play dates. All of which is to say that while we freelancers are busy doing our own tie-in/work-for-hire stuff, we need to remember not to neglect our own work.

My favorite saying about this is, “*No one ever got rich working on someone else’s farm.*”

No matter how well I do my job, it’s never going to be “Stephen D. Sullivan’s *Dragonlance.*” Heck, it’s not even *Tracy Hickman & Margaret Weis’ Dragonlance.* Just because you create it, doesn’t mean you own it when you’re doing work-for-hire. (Not unless you’re working for Eastman & Laird.)

The chances that any of us, through sheer dint of great work, can wrestle our favorite characters and settings away from the multi-national conglomerates that own them are vanishingly small. If Tony Stark – Iron Man himself – has trouble controlling Stark Enterprises, what chance do we non-fictional folk have against MEGACORP?

Someday, sooner or later, no matter how long you play in your favorite sandbox, the

got to bring home any of the toys I played with.

Which is *not* unusual. Even as a kid, you know that when you’re invited to someone else’s house to play, you’re not going to get to take home any of their toys. Tie-in writers know that as well (at least, we *should* – it’s in every Machiavellian contract we sign).

**We forget that we all have  
– or should have –  
a sandbox of our  
very own.**

We know that when we write for *Star Wars*, for instance, we’re not going to take Chewbacca home with us. We know that no matter how many *Teenage Mutant Ninja Turtles* comics we pen, we’re not getting Eastman & Laird’s royalty checks – not even if we write the TMNT Universe entries for the Turtles themselves. (Which I did.)

Those are the rules of the game – the rules of the sandbox.

Unfortunately, a lot of us tend to get so caught up in playing with other people’s toys that we forget about our own toys. We forget that we all have – or should have – a sandbox of our very own. So . . .

**How big is your sandbox?**

Remember, I’m not talking about Stan Lee’s sandbox; we all know how big and cool that is. I’m talking about the sandbox at *your* house, the one you own and can go back to anytime you want without asking someone else’s permission.

Chances are that – like me – while you were busy playing at other kids’ houses, your sandbox has been neglected. Mine looks a bit weedy and shabby around the edges. It’s smaller than I remember it being, too. When did that happen?

It happened while I was having all those really



**IAMTW member Stephen D. Sullivan**

owners are going to send you home. And they're going to keep your sandcastle, too.

Because we're writers – and tie-in writers at that – there's no use me asking "What color is your parachute?" We don't have parachutes. (We're lucky if we get kicked up to Business Class.) But we do have sandboxes.

And the great thing about having a sandbox of your own is that you can make it as big as you want. You just need to put the time, imagination, and effort into building it.

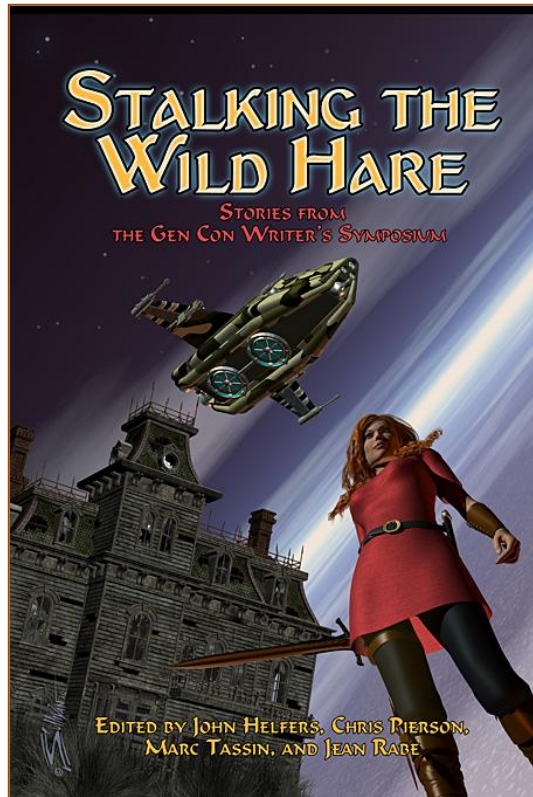
Which is what I'm recommending you do. Not matter how much time you devote to the latest cool tie-in project you're working on, remember to take time out and work on your own stuff. If you don't, the chances of you owning the next *Dungeons & Dragons* is nonexistent.

But if you take that time . . . If you devote just a couple of hours a day to something you own and love . . . Then maybe all of us will be over at your house one day, playing in your very cool sandbox.

Time to pick up that pail and shovel, take them home, and start building.

**Stephen D. Sullivan**, creator of adventures and monsters, continues to build his own sandbox at:

[www.stephendsullivan.com](http://www.stephendsullivan.com). If you come and play in Steve & Jean Rabe's *Blue Kingdoms* sandbox, you can even take your toys home with you! And while you're visiting, why not sign up for Steve's mailing list? He promises not to spam you or sell your address to pirates – or MEGACORP.



## Wild Hares & Gen Con

Several IAMTW members are involved in the Gen Con Game Fair in Indianapolis each August . . . and they all embraced a "wild hare" of an idea to produce an anthology at this summer's show. The notion was conceived a little more than a month ago and has been rushed into production. Tie-in writers participating: John Helfers, Michael Stackpole, Tim Waggoner, Donald J. Bingle, Jean Rabe, and Stephen D. Sullivan (who graciously agreed to publish the collection). Sullivan also designed the cover. The book will be available at the convention, later on Amazon, and through some of the authors' web sites. Genres include horror, sci-fi, fantasy, urban fantasy, romance, and military.

## Matthew's Miles

IAMTW member John Passarella is promoting Matthew's Miles, the annual walkathon, set this year for May 15<sup>th</sup>.

He writes: For those of you who have followed my family's charity walkathon and auction—Matthew's Miles—in the past, there's a new way to follow us going forward: on Twitter. Matthew's Miles raises money for pediatric brain tumor research. We skipped an October 2009 event (because lots of other walks/runs were happening in that month

and the weather was always problematic) to move our 7th annual walkathon to May.

May is National Brain Tumor Awareness month, and the weather should be better. In our first six years we've raised more than \$109,000 for the American Brain Tumor Association and the Children's Cancer Foundation, both non-profits.

Our son Matthew was diagnosed with an inoperable brain tumor when he was 7 years old and given 6 to 9 months to live. Since then, he's had four brain tumor operations and radiation therapy. In September 2009, he celebrated his 16th birthday. He's now a sophomore in high school. He has problems with his right leg and fatigue walking, but is doing well otherwise.

My wife began the walkathon as a way to say thanks and to promote research toward finding a cure for pediatric brain tumors. Part of the walkathon is the after-auction.

In the past we have auctioned off items online (eBay) and locally. We've auctioned off signed scripts from the Angel TV series, along with signed celebrity photos, golf outings, week-long stays at a vacation home, autographed books, and sports memorabilia. Lately, the auction has stayed mostly locally, with signed books and with sports items signed by our local sports teams: the Phillies, Eagles, Flyers and Sixers. We got our first sports item for the local auction, a 8x10 glossy color photo signed by one of the Eagles defensive ends. We're hoping to get more items from the pro teams and will probably auction off some books as well.

Our goal for this year is \$10,000.

## A Fistful of Good News

By Matthew P. Mayo

In late March, a friend, novelist Larry D. Sweazy, congratulated me via email on my 2010 Spur Award nomination in the Short Fiction category. This news caught me by surprise, and I rooted around on the Web until I found that yes, my short story, "Half a Pig," published in a 2009 anthology, *A Fistful of Legends*, by Express Westerns, was chosen as a Finalist in the Western Writers of America's 2010 Spur Awards, Short Fiction category.

For anyone who's unfamiliar with the Spurs, they are the WWA's Edgars or Oscars, given out each year in

various categories (16 or so) including Best Long Novel, Best Original Mass-Market Paperback, Best Non-Fiction Historical, Best Juvenile Fiction, Storyteller Award (won this year by Sandra Day O'Connor), Best Documentary, etc.

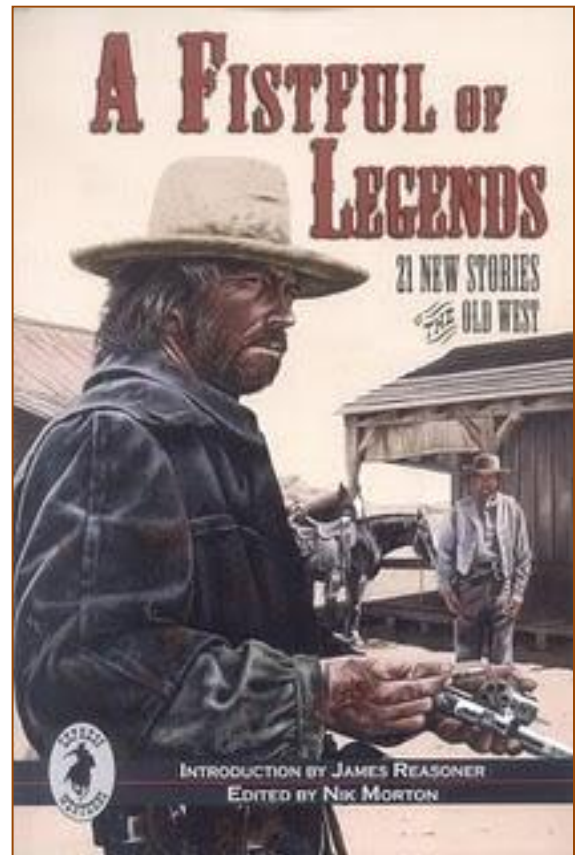
The Spur nomination put a spring in my step, and better yet, it's brought the anthology, *A Fistful of Legends*, lots of positive attention on the Web. The book is a great read, jam-packed as it is with 21 blazing new tales of the Old West, written by veteran writers for the Black Horse Westerns line, and a mix of other seasoned pros and talented newcomers. Plus, it sports a fine introduction by IAMTW member James Reasoner. I'm proud to have my story included, and pleased as punch with the Spur nomination.

Visit me on the Internet at [www.matthewmayo.com](http://www.matthewmayo.com).

## GO East to GO West

By Matthew P. Mayo

Yep, pard, for the first time since its founding in 1953, the Western Writers of America (WWA) will hold its annual convention east of the



Mississippi River. This June 22-26, Knoxville, Tennessee will play host to a few hundred folks sporting cowboy hats and toting typewriters.

Heading east is a decision that the WWA did not arrive at lightly, and it came about through a few motivating factors: Attendance by New York-area agents and editors has dropped off at these conventions in the past few years, and the WWA is hoping that a

location closer than, say, San Antonio, Texas, will entice more Big Apple publishers to turn out and woo potential talent for their lines. Plus, though many WWA members write traditional cowboy yarns, many associate more closely with the phrase "frontier fiction," and as we all know, at one time Knoxville was indeed the nation's frontier....

The 2010 convention looks to be a corker, and events will include, due to proximity to Nashville, WWA's official vote on the greatest Western songs of all time, plus panels on the business side of writing, music, and film, and panels on Indian writers, the Trail of Tears, Davy Crockett, and more.

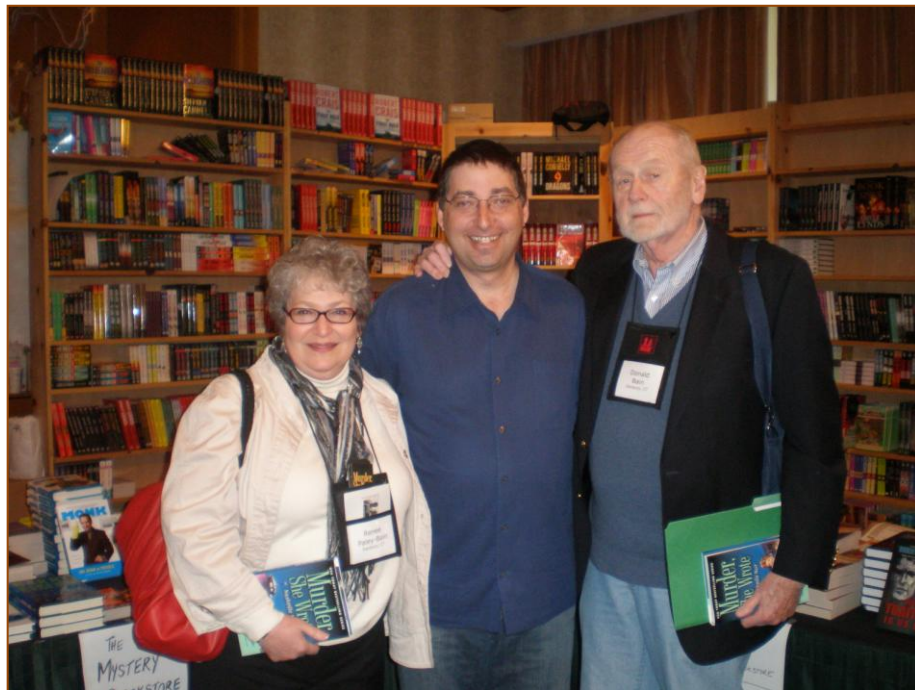
Planned side trips include a visit to Cumberland Gap National Historical Park and a visit to the Eastern Band of the Cherokee Indians. In addition, there will be an agents and editors panel and sign-ups for pitch sessions. Also planned is the annual mass book signing and Spur Awards banquets. And Pulitzer Prize winner, N. Scott Momaday, will be presented with this year's Owen Wister Award for lifetime contributions to the literature of the American West.

The convention is open to members and non-members, and, as always, promises to be a solid convention jam-packed with activities, business, and perhaps a bit of time left over for bellying up to the bar. Visit [www.WesternWriters.org](http://www.WesternWriters.org) for the full feedbag. See you there, pard.

## Left Coasters Focus on Crime

By Lee Goldberg

The annual Left Coast Crime convention, one of the four major conventions in the mystery/thriller world, was held in Los Angeles in early March and tie-in writers were a big part of the programming. The 400+ attendees were given free copies of Lee Goldberg's *MONK*



### Renee Paley-Bain, Lee Goldberg, and Donald Bain

and Tod Goldberg's *BURN NOTICE* books and IAMTW Grandmaster Donald Bain and his wife & co-author Renee Paley-Bain, Lee Goldberg, William Rabkin, Tod Goldberg, and Scribe winner Christa Faust were all featured panelists. Faust was on a panel about sex in mysteries, so it was surprise not to also see the Bains sharing the stage to talk about Jessica Fletcher's ribald adventures.

But the Bains were on-hand, along with William Rabkin and Lee Goldberg on a panel about writing partnerships. Donald Bain is the only writer we know of with three writing partners—two of whom are women, one of whom is fictional and one of whom he sleeps with. He may also sleep with the fictional partner, but we didn't dare ask.

The ubiquitous Donald Bain was also on a panel about novelists who dabble with Hollywood, a discussion that

also included Lee Goldberg, among others.

Tod Goldberg joined his brother Lee for a two-man talk that generated an hour of laughter among the packed audience . . . even though the brothers meant the discussion to be a dead serious, earnest, and provocative examination of literature. All in all, the conference allowed IAMTW writers a rare and welcome opportunity to talk about their craft to enthusiastic readers who might not be very familiar with tie-ins.

**Scheduled to attend a convention this fall? Promote it in Tied-In. Serving as a guest or a panelist at one of the big summer cons? We'd like to hear about your adventures. Send the information to: [jeanrabe@hotmail.com](mailto:jeanrabe@hotmail.com).**



Authors at Gen Con: John Helfers, Chris Pierson, and Anton Strout. Pat Rothfuss stands in the background.

# Convention Calendar

## WWA Con

June 22-26, Knoxville, TN, at the Crown Plaza, 401 W. Summit Hill Drive. Call (865) 522-2600 for hotel reservations. Visit [www.westernwriters.org](http://www.westernwriters.org).

## Origins

June 23-27, Greater Columbus Convention Center, Columbus, Ohio. For more information, visit [www.originsgamefair.com](http://www.originsgamefair.com).

## Cyphan

June 25-27, Westin Chicago North Shore in Wheeling, IL. Features costuming, meet-and-greets with sci-fi stars, breaking into comics panels, and more. Visit [www.cyphan.com](http://www.cyphan.com) for a complete list of guests and events.

## Comic-Con International: San Diego

July 22-25, at the San Diego Convention Center, 111 W. Harbor Drive. A special preview night will be held July 21. According to the convention website, all memberships have been sold out. Many IAMTW members are scheduled to attend this event, where the annual Scribe Awards will be presented. For more information, visit [www.comic-con.org](http://www.comic-con.org).

## Gen Con Game Fair

August 5-8, Indianapolis, IN, convention center. IAMTW members will be out in force participating in the Writer's Symposium . . . including: Matt Forbeck, Michael Stackpole, John Helfers, Donald J. Bingle, Jean Rabe, Tim Waggoner, and more. Visit [www.gencon.com](http://www.gencon.com) for more information.

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