

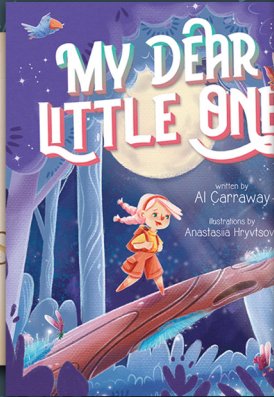
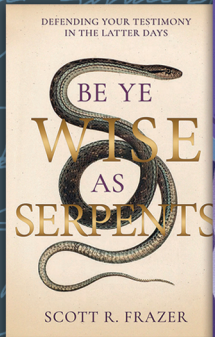
Connecting *Faith,*
Creativity, and *Skill*

**Ninth Annual
LDSPMA Conference**

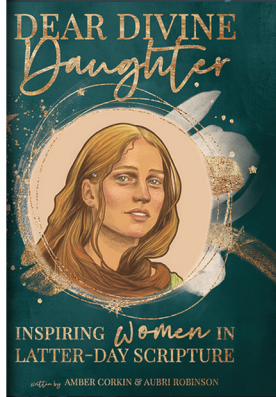
OCTOBER 19–21, 2023

UVU Sorensen Center, Orem, Utah

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Main Conference Schedule

FRIDAY, OCTOBER 20, 2023

7:30-8:15 a.m.	Check-in, photo booth, vendor/ exhibit displays, book drop-off, social media drawing
8:15-8:30 a.m.	Preshow (performance, audience participation, games)
8:30-9:00 a.m.	Opening prayer, performance, presi- dent message
9:00-9:50 a.m.	Opening Keynote: John Bytheway
10:00-10:50 a.m.	Breakout Sessions
11:00-11:50 a.m.	Networking Hour
12:00-12:50 p.m.	Lunch
1:00-1:50 p.m.	Breakout Sessions
2:00-2:50 p.m.	Breakout Sessions
3:00-4:00 p.m.	Keynote: Deseret Book panel
4:10-5:00 p.m.	Mass Book and Media Signing
5:30-6:45 p.m.	Awards Banquet (UVU Ballroom)
7:00-9:00 p.m.	Awards Show (UVU Ragan Theater)

SATURDAY, OCTOBER 21, 2023

7:30-8:15 a.m.	Check-in, photo booth, vendor/ exhibit displays, book drop-off, social media drawing
8:15-8:30 a.m.	Preshow (performance, audience participation, games)
8:30-9:00 a.m.	Opening prayer, performance, presi- dent-elect message
9:00-9:50 a.m.	Keynote: Bonnie L. Oscarson
10:00-10:50 a.m.	Breakout Sessions
11:00-11:50 a.m.	Breakout Sessions
12:00-12:50 p.m.	Lunch
1:00-1:50 p.m.	Breakout Sessions
2:00-2:50 p.m.	Breakout Sessions
3:00-4:00 p.m.	Closing Keynote: Steven Sharp Nelson
4:10-5:00 p.m.	Mass Book and Media Signing
5:00-6:30 p.m.	LDSPMA Leadership Meeting (All conference participants welcome!)

Take advantage of your LDSPMA photo opp

You're invited to take selfies
and videos in front of our
photo backdrop by the registra-
tion desk and tag us at:

#LDSPMAconference
or #LDSPMA
or #LDSPMA2023

Have fun!



Online Vendor Gallery

Scan the QR code to see
which publishers,
authors, and vendors are
here at the conference.



Conference Announcements

Information you need to know to make the most of this conference.

CHOOSE YOUR OWN ADVENTURE

You can attend whichever Friday and Saturday sessions you want to attend (except for Fast Pitch, which had advance sign-ups). But all seating is first-come, first-served. If the auditorium fills up for a general session, there will be overflow seating in room 206-C.

STAY ON SCHEDULE

Session speakers: Please start and end on time. There will not be any bells. If a session goes long, attendees are welcome to leave and go to the next session.

SILENCE YOUR PHONE

Please silence your cell phone now if you have not already done so!

BOOK DRIVE

If you have books to donate, bring them to the registration area on the first floor. Books will be donated to the Little Free Libraries program and to the Utah State Hospital's library for long-term mental health patients.

NETWORKING HOUR

We ask all attendees to participate in the Conference-wide Networking Hour at 11:00 am on Friday. Networking groups will be spread through all of the rooms of the conference. **See pages 12-13.**

BUYING BOOKS, MUSIC, MOVIES

You'll have an opportunity to view and purchase books, CDs, artwork, and other works by conference speakers and individual exhibitors at the Mass Book and Media Signing, held each afternoon at 4:10 pm in Center Stage.

There are also 20 exhibit tables up throughout the whole conference in The Commons, behind the registration desk. A list of all vendors can be found at ldspma.org/vendors.

AWARDS GALA AND DINNER

The LDSPMA Awards Gala will start at 5:30 pm Friday with a banquet and entertainment in the Grand Ballroom, followed by the awards show in the Ragan Theater at 7 pm. The banquet portion (5:30-7:00) is ticketed; you can buy tickets at the registration desk or at ldspma.org/gala. The awards show portion (7:00-9:00) is open admission.

CONFERENCE EVALUATION

Throughout the conference, please make notes about what you like and don't like about the sessions you attend and the conference as a whole. Then sometime between 1:00 and 5:00 pm on Saturday, fill out the online conference evaluation—and receive your choice of two free books. **See the back of this program.**

SOCIAL MEDIA DRAWINGS

If you post on social media about our conference with the hashtag #LDSPMA, #LDSPMAconference, or #LDSPMA2023, you can go to the registration desk (first floor) or info desk (second floor) to enter yourself in a drawing. Prizes include free registration for the 2024 conference, a free mentorship, and discounts to our Master Classes and our Enlightened Business Fundamentals course.

VOLUNTEER WITH US

LDSPMA is a volunteer-led organization. If you enjoy networking, using your talents, and giving back to this community, please volunteer to serve on one of our committees. Volunteers who serve over 12 hours during a year get a FREE ticket to the annual conference. You're invited to attend the LDSPMA Annual Information and Leadership Meeting from 5:00 to 6:30 pm on Saturday in the Grand Ballroom to learn about LDSPMA's upcoming plans, leadership needs, and volunteer opportunities. (There will be sandwiches!) **See page 46.**

CALLED TO CREATE PODCAST

Have you discovered our awesome podcast yet? *Called to Create: An LDSPMA Podcast* interviews two Latter-day Saint creators each month about their creative journeys. Go to ldspma.org/podcast or any podcast platform to check out our latest episodes. **See page 44.**

TAKE THE NEXT STEP

Ready to get serious with your work or your art? Take one of our two intensive programs: (1) Master Classes: a six-week online program where you get expert instruction and personalized feedback in a specific niche. **See page 27.** (2) Enlightened Business Fundamentals: A 40-week online course that will cover product development, marketing, sales, finance, and other business fundamentals. **See page 46.**

Welcome!



Members and Friends,

I warmly welcome you to the Latter-day Saints in Publishing, Media, and the Arts fall conference. It is wonderful to gather with so many people of faith who are all seeking to share the light of Christ with the world through books, music, art, design, editing, podcasting, and other forms of media.

We represent several different fields of endeavor. Some join us with years of experience. They've come to teach and to learn. Others are just beginning their journey, unsure of what, where, how, or with whom the next leg of their adventure will be. But we're all in the right place—a place where we can learn, be uplifted, receive inspiration for our work, and meet other like-minded people.

I encourage you to do two things during this conference: 1) Pray for the inspiration you need to take the next step of your personal journey, and 2) connect with others. Talk to the people sitting next to you in classes, in the networking session, at lunch; talk with the vendors and with conference volunteers. Find out what brings them to LDSPMA and share what brings you here. None of us can achieve our goals alone. By connecting, we support each other.

Enjoy another wonderful conference!

Nicole Bay
President, LDSPMA

Thank you to our sponsors & partners!



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Thursday


OCTOBER 19, 2023

THURSDAY • Deep-Dive Workshops

8:00–12:00

	INSTRUCTOR	TITLE
206-A	 Allie Gardner	Connection Is Key: An Artist's Guide To Successful Performances
206-B	 Scott T.E. Jackson	Book Marketing for Authors: How to Publicize, Promote, and Launch Your Publication
206-C	 Bridget Cook-Burch	Power Storytelling Techniques to Captivate Readers: The Hero's Journey, Writing Juicy, and the Three-Act Play
213-A	 Suzy Bills	Professional Editing: Expanding and Refining Copyediting and Substantive Editing Skills
213-B	 Gale Sears	"My Characters Are Acting Up!"—Using Theater Tools to Write Captivating Characters

1:00–5:00

	INSTRUCTOR	TITLE	
206-A	 Michael D. Young	Then Sings My Soul: Brainstorming, Writing, Recording, and Sharing Inspirational Lyrics and Melodies	
206-B	 Trina Boice	Social Media Marketing Strategies That Sell More, Build Automated Campaigns, and Attract Raving Fans	
206-C	 Kathryn Purdie	Fiction Writing (with a Fantasy Emphasis)	
213-A	 Daniel Blomberg	 Douglas Pew	Building and Marketing a Music Business
213-B	 Sabine Berlin	 Lindsay Flanagan	Getting Published: How to Find the Right Agent, Attract the Right Publisher, or Cost-Effectively Self-Publish Your Book

12:00–5:00

Publisher's Council (by invitation only)

Room 214

Friday

OCTOBER 20, 2023

FRIDAY 7:30–8:15 • Check-In

Badge Pick-Up, Photo Booth, Vendor/Exhibit Displays, Book Drop-Off, Social Media Drawing

THE COMMONS

FRIDAY 8:15–8:30 • Preshow

Introduction to emcees: Trina Boice and Randel McGee

Interactive performance by Devan Jensen

RAGAN THEATER



Trina Boice



Randel McGee



Devan Jensen

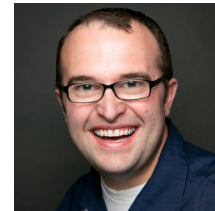
FRIDAY 8:30–9:00 • Conference Start

Opening prayer by Jen Brewer, LDSPMA President Elect

Performance by Michael D. Young

Welcome message by Nicole Bay, LDSPMA President

RAGAN THEATER



Michael D.
Young

FRIDAY 9:00–9:50 • Opening Keynote Session

What I Wish I'd Known Before I Wrote a Book: Adventures and Misadventures in My Publishing Journey

With his trademark humor and practical wisdom, John Bytheway will dissect the flops as well as the triumphs in his writing and publishing journey. "I've had a few terrible titles, some cringeworthy covers, and out-of-print outrages," he writes. "But in writing about everything from golf to Isaiah, I've learned one lesson: trust your instincts and just WRITE!"

JOHN BYTHEWAY

Author of numerous bestselling books, audio talks, and DVDs, John Bytheway earned a master's degree in religious education from BYU and currently teaches religion courses at the BYU Salt Lake Center. John and his wife, Kimberly, have six children and a completely full SUV, which doubles in value when it's full of gasoline. John currently serves as a member of the Young Men's Advisory Council.



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Be obsessed with love and kindness.

~Allison Hong Merrill

www.AllisonHongMerrill.com



FRIDAY 10:00–10:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction</i> Ragan Theater	 Kiri Jorgensen	Making Middle Grade Middle Grade: Nailing the Tone & Voice	One of the most vital and challenging aspects of writing strong middle grade fiction is getting the tone and voice right. Middle grade is a unique age category, and your readers are very particular. So how can an author get that elusive feel to fit? We'll look at real examples to guide you through specific methods of identifying, strengthening, and truing-up your middle grade tone and voice.
<i>Nonfiction</i> 206-C	 Bridget Cook-Burch	Handling & Healing the Skeletons in the Family Closet	While family stories bring us closer and hold deep meaning, many of us face pesky skeletons in the family closet. Learn how to let courage and unconditional love guide the way to extraordinary healing as you (1) embrace colorful stories and revel in the flavor of your family history, (2) decide to include or preclude specific details (e.g., changing names), and (3) reconcile shame, overcome fear, and prevent anxiety. Gain skills that empower your whole family and may even save lives!
<i>Editing, Design, & Production</i> 206-B	 Jared Garrett	The A to Z of Audiobooks & Podcasting	Learn how to get started producing your own audiobooks, and by extension, your own podcast. Get a detailed introduction to the equipment and software, tips on voice acting, and info on platforms for audiobooks and podcasts.
<i>Musical Arts</i> 206-A	 Oba Bonner	Growing Revenue Streams & Wearing Different Hats as a Music Artist	Learn how to open doors as an aspiring musician or producer by using multiple skills such as writing songs, producing music, and engineering vocals. Get actionable tips and advice from songwriter and producer Oba Bonner, who has worked with popular artists like the Ninja Kidz, Why Don't We, and Queen Latifah.
<i>Visual Arts</i> 206-G/H	 Lovetta Reyes-Cairo	Exploration and Application of Color Theory	Color is among the most mysterious and impactful tools an artist can use. We will discuss color theory and how to apply it. We will debunk some oversimplifications that you may have heard and explore color choices in master paintings. This class will open your mind and train your eyes to see the world and art in a new way.
<i>Marketing Track</i> 213-A	 Joel Campbell	The Print Media Storyteller's Playbook: Capturing Readers' Imagination	Discover the art of storytelling in print media. Learn how to captivate readers and create compelling narratives for magazines and newspapers in order to build credibility and an audience. Elevate your short-form storytelling skills to have a lasting impact on your readers.

Publishing Track
213-B



Brooke Jordan
Lisa Mangum

The Perfect Pitch: How to Get Your Book Noticed!

When the majority of submissions get stuck in the slush pile, how can you make your proposal stand out from the crowd? Hear acquisitions editors share what they look for in query letters and their formula for a powerful proposal. Learn what makes a good hook, how to identify comp titles, and how to tailor your pitch for different publishers or genres. Get examples of pitches that work and resources to help new and aspiring authors.

Media Track
208



Jeffrey Allred

Come Follow Me: Photographing President Russell M. Nelson Around the World

Ever wonder what it's like to follow the prophet and other Church leaders as they minister to Saints around the world? Jeffrey Allred will share his experience and talk about what it takes to make a photographic history of events as they happen: how he is able to capture moments and help others feel like they are there with him.

Interactive Sessions
Center Stage
(1st floor)



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FRIDAY 11:00–11:50 • Conference–Wide Networking Hour



Schedule

SESSION 1 - 11:00–11:13

[Passing Time - 5 minutes]

SESSION 2 - 11:18–11:31

[Passing Time - 5 minutes]

SESSION 3 - 11:36–11:50

Speed-Dating-Type Networking

We'll split into 23 industries/niches/genres, with each group assigned a room or area in the Sorensen Center where they can gather and network. This hour is split into three 13-minute networking sessions. Between each session, you can move to a different room or table to meet new people in the next session.

Your session choice should be guided by who you want to meet, not which category you best fit into. For example, if you are an author looking for an editor, go to the room for editors.

What to Expect

In each room, you will form a group of 5–6. Each of you will take 1–2 minutes to briefly share who you are, what you do, and where others can find you. If time remains in your 13 minutes, you can discuss what kind of help you are each looking for or what kind of person you are hoping to collaborate with. Pass out business cards to quickly share your info!

Please be cognizant of those in your group and give everyone a chance to introduce themselves. Roaming facilitators will help keep each group on track.

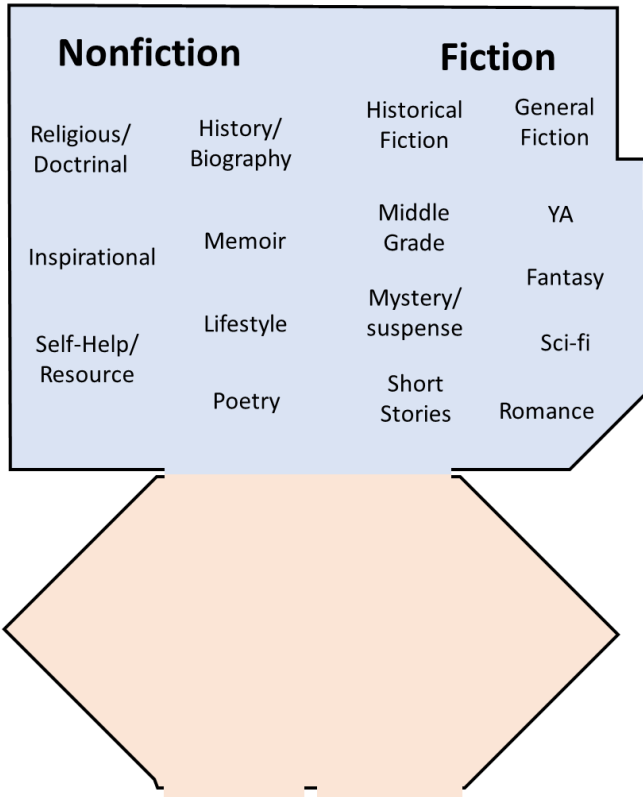
Available Niches & Locations

Please look at the list of niches/genres below, plan out which rooms you'd like to visit, and find them on the map. If a particular room is full, consider attending that one at the next session.

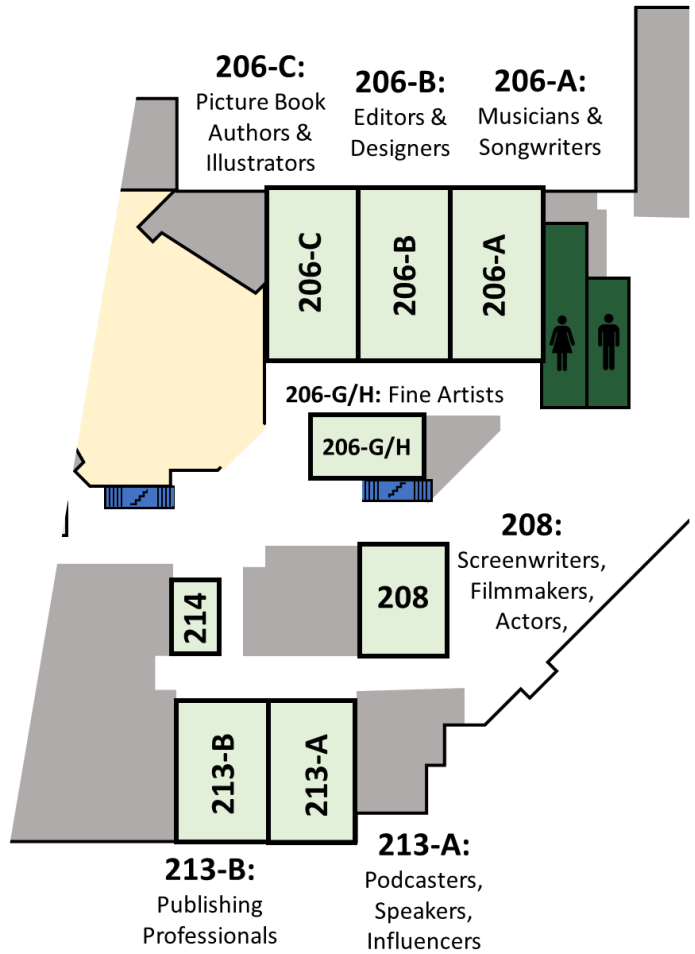
NICHES & ROOM NUMBERS		
<p><i>Fiction Authors: Ballroom (right side)</i></p> <p><i>Historical Fiction</i></p> <p><i>General Fiction</i></p> <p><i>Middle Grade</i></p> <p><i>Young Adult (YA)</i></p> <p><i>Mystery/Horror/Suspense</i></p> <p><i>Fantasy</i></p> <p><i>Sci-Fi</i></p> <p><i>Romance</i></p> <p><i>Short Stories</i></p>	<p><i>Nonfiction Authors: Ballroom (left side)</i></p> <p><i>Religious/doctrinal</i></p> <p><i>Inspirational</i></p> <p><i>Self-Help/Resource</i></p> <p><i>History/Biography</i></p> <p><i>Memoir</i></p> <p><i>Lifestyle</i></p> <p><i>Poetry</i></p>	<p><i>206-C - Picture Book Authors and Illustrators</i></p> <p><i>206-B - Editors and Designers</i></p> <p><i>206-A - Musicians, Songwriters, Performers, Music Producers</i></p> <p><i>206-G/H - Fine Artists</i></p> <p><i>208 - Filmmakers, Actors, Screenwriters, Media Producers</i></p> <p><i>213-A - Podcasters, Speakers, YouTubers, and Online Influencers</i></p> <p><i>213-B - Publishing Professionals</i></p>

Room Map for Networking Hour

Floor 1 Ballroom



Floor 2







FRIDAY 12:00–12:50 • Lunch

GRANDE BALLROOM
(1st floor, behind the check-in area)

Check out the vendor/exhibit displays in the Commons and the award finalist displays in the Ballroom!

FRIDAY 1:00–1:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction</i> <i>Ragan Theater</i>	 Julie Daines	Showing Emotion in Your Writing	Show, don't tell. We've heard it a million times, but what we really need to know is HOW. Clenched fists and pounding hearts—these are not the answer to the Show-Don't-Tell rule. Learn various techniques on how to take emotion to the next level through dialogue, psychic distance, metaphors, objective correlatives, and more.
<i>Nonfiction</i> <i>206-C</i>	Cynthia W. Connell, Devan Jensen, Allison Hong Merrill, and Rachel Rueckert	Spanning the Globe: Building Stories that Unite Our World	Whether it was missionary service, a year-long globe-trotting honeymoon, or starting a life in a new country, each of our panelists has penned works that inform and enlighten readers by providing meaningful context regarding the world's diverse peoples and cultures. Panelists will share both the successes and stumbling blocks they experience while building stories that unite our world.
<i>Editing, Design, & Production</i> <i>206-B</i>	 Heather B. Moore	Navigating the Author-Editor Relationship (Without Burning Your Manuscript to a Crisp)	Before you call your editor the big, bad wolf or drop your manuscript into the firepit page by page while munching on your fifth s'more or (even worse) publish your book as is, please know it's possible to stay objective during the revision process. Author Heather B. Moore will share her strategies for effectively using feedback from beta readers, critique partners, and editors, and how to know the difference between good advice and not-so-good advice. Learn the stages of editing, the purpose and goals of each, when to stet, and when to take a professional's advice.
<i>Musical Arts</i> <i>206-A</i>	 Dave Zimmerman	Navigating the Recording Process: Maximizing Results from Demo to Master	Are you having trouble achieving your desired results in the recording studio? Are you spending too much money and struggling to effectively communicate your ideas to recording engineers and producers? Learn how to optimize your recording process, from pre-production to mixing and mastering. Get practical guidance on how to prepare for the process and achieve recordings that align with your vision.
<i>Marketing Track</i> <i>213-A</i>	 Tyler Carpenter	Careers in Publishing Marketing	Are you interested in working in the publishing industry? Learn all about marketing careers—from what kinds of positions are available, what a day entails, and what career paths look like, to what you can do to prepare and how to get hired.

Publishing Track
213-B



Laurel C. Day



Christopher Robbins

Understanding the World of Book Publishing for Authors

Book publishing is a global industry that is a maze to navigate successfully. Join the CEOs of Deseret Book and Familius as they give you the nickel tour of book publishing and share what every author should know.

Media Track
208



Josh Sales

The Why & How of Making & Marketing Music Videos

Learn everything you need to know from the beginning stages of producing music videos to getting these music videos seen by the most people possible. We'll cover questions like "Why should I film a music video?," "Now that my music video is done, now what?," and "How do these music videos make me revenue?"

Interactive Sessions
Center Stage (1st floor)



Fast Pitch

Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)

NEW from M.D. HOUSE ...

Only the superstitious call this fiery Christian teacher a witch ...

amazon

BARNES & NOBLE







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FRIDAY 2:00–2:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction</i> <i>Ragan Theater</i>	 Dennis Gaunt	Dissecting the Frog: How (and Why) to Use Humor in Your Writing	E. B. White said, “Analyzing humor is like dissecting a frog. Few people are interested, and the frog dies of it.” With that ringing endorsement in mind, this class will analyze humor: why it’s important to read and write humor, and practical tips to include more humor in your story. Learn how virtually every genre can be improved by adding humor. Come ready to laugh and have fun. (Also, no actual frogs will be harmed).
<i>Nonfiction</i> <i>206-C</i>	  Devan Jensen Kenneth L. Alford	Publishing Tips from the Trenches: Venues, Copyrights, & Angst	Listen as two experienced authors and editors (1) spotlight many academic and general interest venues for publishing Latter-day Saint nonfiction, (2) discuss copyright restrictions for using quotations and images and how to obtain permissions, and (3) share stories from the trenches about the agony and ecstasy of publishing.
<i>Editing, Design, & Production</i> <i>206-B</i>		Real-Time Reactions: Book Cover Designs	Hear a panel of designers and publishers share what immediately attracts their interest and what turns them off as they react on-the-spot and give feedback on real book cover designs submitted in advance by conference attendees. Panelists: Shara Meredith (Deseret Book), David Miles (Bushel & Peck), Staci Olsen (Immortal Works), & Brooke Jorden (Familius)
<i>Musical Arts</i> <i>206-A</i>	 James Stevens	The Essential Role of Arranger/Producer in the Three-Act Story of a Song	Learn the three fundamental stages of a song, with a focus on arranging and production techniques that industry pros regularly use to take songs from demo to distribution, including how to enhance your value in the writers room, the “Three-Act Story Song Strategy,” and the Arranger/Producer Toolbox.
<i>Visual Arts</i> <i>206-G/H</i>		Art Mart Showcase: How to Show and Market Your Visual Arts	5 visual artists will share how they show, promote, and market their particular art: <ul style="list-style-type: none"> • Tom Holdman, who sells art glass to public and private institutions worldwide • Matt Watts, an illustrator, 2D animator, and UVU art instructor • Cindy Bean, who practices scherenschnitte, or paper cutting • Rob Adamson, an award-winning landscape painter • Sharyl Myers Adamson, a production artist and monotype artist

Marketing Track
213-A



Scott Proctor
Maurine Proctor

From Scratch to Success: The Journey of Building Meridian Magazine Online

How do you build an online magazine from scratch? Learn as the creators of *Meridian Magazine* discuss everything from their early struggles to their transition to online. Their lessons can be the foundation for your next project.

Publishing Track
213-B



Heather B. Moore

Self-Publishing: A-Zs of Creating a Professional Product

Learn what it takes to be your own publisher from *USA Today* bestselling author Heather B. Moore, a hybrid author who writes for traditional publishers and self-publishes through her imprint Mirror Press. Learn how to decide on titles and series titles, choose your cover, work with a freelance editor, add front and back matter, set release dates, and create marketing strategies. Learn how to present your book at the same competitive level as traditional publications.

Media Track
208



Spanky Ward

From Script to Screen: How to Make Independent Films

Get step-by-step instructions on creating independent films from beginning through production.

Interactive
Sessions
Center Stage
(1st floor)



Fast Pitch

Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)

Ora Smith

Free Ebook at www.orasmith.com

"Beautiful descriptions, memorable characters"

"Ora Smith is a researcher. She is a compelling writer. She puts her whole soul into her books."



historical novels based on true stories



11 Ways Christian Musicians Can Have More Impact With Their Music

Dr. Douglas Pew & Daniel Blomberg, founders of the Christian Music Business Academy, have reached millions of people all over the world with their music. From Carnegie Hall and the grand cathedrals of Europe to International Radio, Latter-day Saint Sacrament meetings, and all over the internet and major streaming platforms.

Here are 11 of the things we have learned about creating greater influence and impact with our music.

1. Know your audience. Before you begin writing, understand who you're trying to reach. Are they young adults, families, or from another denomination?

The more you know who you're writing for and can empathize with them, the more your music will reach them on an emotional level.

2. Authentic storytelling. Share personal stories and testimonies related to your music—from your life or the lives of others.

This form of communication creates a powerful emotional connection with your listeners. They see and hear their own story inside your story, making the music mean much more to them personally.

3. Engage on social media. It's not about self-promotion. It's about building a community. Share behind-the-scenes moments, the origins of your music, the songwriting process, and engage genuinely with your followers.

4. Build an email list. It's one thing to have fans follow you on social

media, but gathering your fans within your own email list is far more powerful. Now you can always reach them even if your favorite social media platform disappears.

Plus, when you're ready to offer something for them to purchase, using email as your channel is far more effective.

5. Use "ministry" marketing. Always give value before you ask for money. Whenever you're in communication with your fans, lead with service, like a good shepherd.

6. Have a system for managing your money. The more you manage your finances properly, the less stressed you'll be, and the more you can focus on creating new music for your fans to enjoy.

Want to reach more people with your music?

7. Help people get what they want. Most musicians focus too much on themselves, "look at me." Help your fans get what they want and they'll stick with you forever.

8. Collect testimonials. If you change someone's life with your music, encourage them to share their story. Word of mouth is powerful.

9. Get influencers to share your music. Imagine if David Archuleta shared your song with his Instagram audience and told them how much he enjoys singing it. Your fan base would grow by leaps and bounds.

Find someone who has already gathered the audience you want to tap into and find a way to serve them so they'll enjoy sharing your music.

10. Offer workshops. Share your expertise. Whether it's songwriting or voice training, teaching others how to do what you do creates super fans.

11. Sharpen the double-edged sword of "craft" and "inspiration." Continue to develop your musical craft AND the craft of inspiration. Together, they can work miracles.

How to Apply These Principles In Your Music Business

These are just a few of the techniques for impact and influence we've used over the years of our professional music careers.

We are passionate about sharing these lessons and strategies with as many Christian musicians as we can.

FREE Consultation!

We're offering a FREE 1-on-1 strategy session for attendees of the LDSPMA conference. If you'd like to take one of these limited spots, please visit cmba.biz/call and book your free session today.



Get Your FREE 1-on-1 Strategy Session!

YES! I want a FREE strategy session to help me have more impact with my music!

I understand that when I sign up for a FREE strategy call at cmba.biz/call, I will talk directly with Christian Music Business Academy Co-Founder Daniel Blomberg about how to increase my impact as a musician.



Dr. Douglas Pew
Award-winning composer & marketing expert.
Co-Founder of CMBA.



Daniel Blomberg
Renowned producer & successful business owner.
Co-Founder of CMBA.

FRIDAY 3:00–4:00 • Keynote Session

Emceed by Trina Boice and Randel McGee

The Many Dimensions of Diversity, Equity, and Inclusion in Publishing: How the New Deseret Book Intercultural Team Is Confronting Challenges and Applying What They Learn

Diversity, equity, and inclusion (DEI) are among the biggest issues throughout the publishing world. Hundreds of publishing companies already have major DEI initiatives underway and are making changes in their policies, practices, and publications. In this frank and candid discussion, the new Deseret Book intercultural team—consisting of the company president, DEI liaison, DEI content specialist, and director of intercultural strategy—will share what they have learned over the past three years, what initiatives they have undertaken, what difficulties they have encountered, and how they are seeking to overcome these difficulties in increasing diversity, equity, and inclusion throughout Deseret Book. Their discussion will cover DEI issues and actions in all publishing areas, including author selection, company staffing, publication content review, company operations, and marketing strategy.

DESERET BOOK MULTICULTURAL TEAM:

Laurel C. Day: Deseret Book president

J. Teresa Davis: Diversity, equity, and inclusion manager

Jalynne Geddes: DEI content specialist

Levi Heperi: Director of intercultural strategy


See pages 36-42 for their bios

Closing prayer by Rosario Monge, LDSPMA Volunteer Coordinator

RAGAN THEATER



FRIDAY 4:10–5:00 • Session

	TITLE	DESCRIPTION
Center Stage (1st floor)	 Mass Book and Media Signing	<p>Meet many conference speakers as well as other authors and artists participating in the conference; view their books, audios, videos, and other works; purchase any you are interested in; and get them signed by the authors and artists.</p> <p>See a list of vendors at ldspma.org/vendors</p>

FRIDAY 5:30–9:00 • Awards Gala and Dinner

The LDSPMA Awards Gala will start at 5:30 pm Friday with a banquet and entertainment in the Grand Ballroom, followed by the awards show in the Ragan Theater at 7 pm. The banquet portion (5:30–7:00) is ticketed; you can buy tickets at the registration desk or at ldspma.org/gala. The awards show portion (7:00–9:00) is open admission.

Take time to ponder

The Questions We Should Be Asking

Listen to the 2023 MI Podcast





23RD ANNUAL
ZIONS 2024
INDIE FILM FEST 4

**GATHER
CELEBRATE
CONNECT**



*Check out
ZIFF23
highlights!*

Formerly the LDS Film Festival, ZIFF is the fastest growing faith based & family friendly film festival in Utah. Showcasing feature films, documentaries, short film blocks, music videos, script competitions, workshops, & special red carpet premieres.

FEB 28 - MARCH 2, 2024 | SCERA CENTER, OREM UT

ZionsIndieFilmFest.com

Submissions are now open on **FilmFreeway**



Lifetime Achievement Award Recipients

The LDSPMA Lifetime Achievement Award honors individuals in publishing, media, and the arts who have made outstanding positive contributions to the world, who have promoted and personally exhibited excellence for many years, and who are an inspiration, mentor, and support for others. These individuals' work is known and beneficial in Latter-day Saint communities and supports standards of "being honest, true, chaste, benevolent, virtuous, and . . . doing good to all men" (Article of Faith 1:13).

LIFETIME ACHIEVEMENT AWARD IN PUBLISHING



Lyle Mortimer

Lyle Mortimer has left an indelible mark on the publishing world. Lyle earned a degree in theater and cinematic arts from BYU, where he cultivated a deep appreciation for storytelling, creativity, and the transformative power of visual expression.

In 1986, Lyle founded Cedar Fort Publishing & Media. Under his leadership, Cedar Fort emerged as a prominent publisher of Latter-day Saint content, releasing over three thousand titles that have resonated with millions of readers worldwide, including the widely recognized Made Easier series and the Beyond the Veil series.

Throughout the years, Lyle has actively engaged in community theater and embraced various roles as an actor, singer, director, set builder, and producer. His extensive experience in theater provided him with a profound understanding of the intricacies of form, fueling his love for the craft.

Lyle has devoted his life to service in The Church of Jesus Christ of Latter-day Saints. Alongside his wife, Sheila Hunter, he served as a senior missionary in the Philippines Manila Mission from 2015 to 2016 and the New Zealand Auckland Mission from 2019 to 2020, specifically the island of Niue where Lyle served as a youth. They are currently serving a service mission from home. They reside in Springville, Utah and find joy in their loving marriage of forty-eight years, their seven children, their thirty-five grandchildren, and their two great grandchildren.

LIFETIME ACHIEVEMENT AWARD IN THE MEDIA



Jared Brown

Jared F. Brown is the co-founder of Living Scriptures Inc. and Nest Entertainment. Over his career he has helped produce almost two hundred hours of dramatized audio stories, sixty-nine animated films on scripture stories and heroes, thirty-one live-action docudramas on Church history and the modern prophets, and one national theatrical release with ten full-length sequels.

When he co-founded Living Scriptures in 1974 with his partner Seldon Young, Jared's mission was to create vivid audio stories that engaged families and adults in the scriptures. But it wasn't until 1986 that Jared realized his most important mission: to visually translate the scriptures into a language young children could easily understand and enjoy—animation. To accomplish this, he enlisted the talented writer Orson Scott Card, gifted musician Lex de Azevedo, and former Disney director Richard Rich. For ten years, this vibrant team created beautiful films that, more than thirty-five years later, still encapsulate the power of Christ's gospel through fun and moving stories.

These animated films have reached an audience of hundreds of millions of people throughout the world. They have been translated into eight languages, were among the first outside shows to play in Russia after the fall of the Iron Curtain, and became the main curriculum library for children in thousands of Christian churches. Living Scriptures has received hundreds of stories of how these films have inspired people to join the Church, serve missions, or dramatically change their lives for the better.

In 1994, Jared was the executive producer for the film *The Swan Princess*. This film, based on the ballet *Swan Lake*, was an ambitious project whose major competitor was Disney. *The Swan Princess* has since become one of the longest running full-length franchises, with ten full-length sequels over twenty years.

Jared's business and mission continues today through his son, Matt, who has expanded Living Scriptures into a popular streaming service, reaching hundreds of thousands globally with over five thousand family-friendly films, original series such as *Line Upon Line* and *Latterday News*, and of course, the still very popular original films Jared and others produced to make gospel learning fun.

LIFETIME ACHIEVEMENT AWARD IN THE ARTS



Michael McLean

Michael McLean is a songwriter, composer, author, performer, playwright, and filmmaker with a career spanning five decades.

Born in Utah in 1952, Michael's family moved every few years as he was growing up. While attending high school near Chicago, he played the role of Harold Hill in *The Music Man* and took second place in the Illinois High School State Speech Competition for an original monologue.

From 1971 to 1973, Michael served a mission for The Church of Jesus Christ of Latter-day Saints in Southern Africa. While there, he discovered his passion for songwriting when he performed in a musical group known as The Family Band. After his mission, he formed a band called Light, which scored and performed the music for the film *The Life And Times of Grizzly Adams* and created musical jingles for several regional and national clients. His first break came in 1976 when he was hired to be the radio and television broadcast producer for The Mormon Tabernacle Choir. This led to him producing *Mr. Krueger's Christmas*, a film for television starring film legend James Stewart.

Since 1983, Michael has written music and lyrics for more than thirty albums, which have sold over two million copies. Since 1991, he has starred in a theatrical version of *The Forgotten Carols* to sold-out audiences on his yearly holiday tour. Michael was the original story writer, producer, and director of *Nora's Christmas Gift*, starring Academy Award winner Celeste Holm. Other films he has written and directed include *Together Forever*, *The Prodigal Son*, and *What Is Real?*

During his seventeen years in the advertising industry, Michael received numerous national and international awards for advertising, including the prestigious Clio Award, National Addy Award, New York Ad Club's Andy Award, two National Emmy Finalist awards, and the Bronze Lion at the Cannes Film Festival.

Michael and his wife Lynne have three children and two grandchildren.

Why It's Your Duty to Share Your Gift with the Community, and the World

How Latter-day Saint Creators Can Increase Their Impact & Influence

By Jennifer Brewer
LDSPMA, President Elect

Want your work to have more impact? Then you've got to stop hiding it under a bushel.

I know many Latter-day Saints with great creative gifts. Things they want to share. But for some reason, they aren't doing it.

How Sad!

Your work can do so much good. It can help people all over the world. The problem is, they "know not where to find it." (D&C 123:12)

If you're one of those creatives, I understand. It's hard. You don't want to come across as selfish. You don't want to brag. And the type of promos and marketing tactics you see others use don't go along with your values.

Your Duty

That's why you need to find a way to develop your products and share them in a way that fits with your comfort level. So you can fulfill your duty to "hold up your light that it may shine unto the world." (3 Nephi 18:24) Then, one day, He will say to you, "Well done, thou good and faithful servant." (Matthew 25:21)

This is why I'm so pleased to tell you about what Dr. Douglas Pew and Daniel Blomberg have agreed to do for members of this conference. They will be the hosts of a brand-new

LDSPMA professional program to help you grow your impact and influence. This program is called...

Enlightened Business Fundamentals

Through this program, we will help you, our members, to...

- **Magnify** your gifts and talents...
- **Amplify** your connections and reach, and...
- **Elevate** your career goals.

So, you want to be a professional?

We take the duty to help you share your gifts and grow your impact seriously. But it really takes an experienced expert to do this. Which is why we've partnered with Doug and Daniel to lead this program.

They have a track record of excellence. They've built successful businesses for themselves, and have helped others do so. We have fully vetted them. We know and trust them, and we love the way they teach from the heart.

But, the opportunity to enroll will not last long. Additionally...

We Have Limited Seating...

and we expect it to sell out. If you'd like to learn more about, or enroll

in the all-new **Enlightened Business Fundamentals** program, please visit ldspma.org/coaching so you can have a private chat with Doug and Daniel.

Don't Miss Their 2 Sessions!

I hope you'll have a chance to see both of their sessions at the conference this year. This is the best way to get a better idea of who Doug and Daniel are and the business principles they teach.

Anyone can attend their sessions, which are on Saturday, Oct. 21st, 2023, at 10 a.m. and 11 a.m. in room 206-A.

Let's work together so you can bless the lives of many more people!



Jennifer Brewer is an author, teacher, and speaker who travels the world helping families overcome the poverty cycle and fight malnutrition. Her books include *Be the Chocolate Chip*, *Stop Dieting and Start Losing Weight for Good*, *The Bench*, *The Kindness Snowflake*, and *Cooking Beyond the Box*. She lives with her husband and 7 children in Rochester, MN.

Committed to Helping You Become a Professional in Ways that Are Consistent with Your Values



Dr. Douglas Pew is an award-winning composer of opera and other classical music genres. He is also a marketing strategist for online educators. He helps

authors, artists, musicians, and other creatives **launch and scale their businesses to high 6 and even 7 figures a year.**



Daniel Blomberg runs his own world-class music production business. In addition to producing Latter-day Saint artists such as Shawna Edwards, he coaches musicians to

grow their reach and impact, and has even **helped some to double their monthly music-business income.**

Saturday

OCTOBER 21, 2023

SATURDAY 7:30–8:15 • Check-In

Badge Pick-Up, Photo Booth, Vendor/Exhibit Displays, Book Drop-Off, Social Media Drawing

THE COMMONS

SATURDAY 8:15–8:30 • Preshow

Games and audience participation—emceed by Trina Boice and Randel McGee

RAGAN THEATER

SATURDAY 8:15–8:30 • Conference Start

Opening Prayer by Jackie Nuttall, LDSPMA Interactive Sessions Manager

Piano performance by Ling-Yu Lee & James Wilson

Leadership message by Jen Brewer, LDSPMA President-Elect

RAGAN THEATER



Ling-Yu Lee



James Wilson

SATURDAY 9:00–9:50 • Keynote Session

Faith and Discipline in the Creative Process: How We Change the World One Person at a Time

To create something original and inspiring—something that will touch others' lives—is to follow the example of the ultimate Creator. Bonnie Oscarson's callings and assignments have required her not to create great literature, but to communicate inspired truths. In this session, Bonnie will share what she has learned about the creative process. That process involves developing new abilities and connecting with heaven through the Spirit. It involves overcoming self-doubt, trusting ourselves and God, and being willing to work harder than we have ever worked before.










BONNIE L. OSCARSON

Bonnie L. Oscarson served as the Young Women General President of the Church from 2013 to 2018. She and her husband, Paul, served as mission president and companion in the Sweden Gothenburg Mission in the 1970s and returned to Sweden thirty years later as temple president and matron for the temple in Stockholm. Bonnie is the author of *What Makes Us Sisters* (Deseret Book, 2015). Bonnie and Paul have seven children and twenty-nine fascinating grandchildren.

RAGAN THEATER

SATURDAY 10:00–10:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<i>Fiction</i> Ragan Theater	 Annette Lyon	Writing Suspense: Beyond Red Herrings	Questions, structure, misdirection, and payoff: cozy mysteries, psychological thrillers, and other suspense genres rely on these pillars to craft a satisfying read. We'll dive into each one so you'll have the tools to weave an un-put-downable story. Oh, and spoiler alert: these tools belong in any fiction writer's toolkit, regardless of genre. It's suspense that keeps readers turning pages right to the very end.
<i>Nonfiction</i> 206-C	 James Goldberg	Choosing Characters in Memoir & Nonfiction	When writing about true events, how do you choose which people to feature and how to present them? Drawing on his experience as a co-writer of <i>The Burning Book</i> , <i>Song of Names</i> , and <i>Saints Vol. 1</i> , and on recent memoirs like Allison Hong Merrill's <i>Ninety-Nine Fire Hoops</i> and Rachel Rueckert's <i>East Winds</i> , James Goldberg offers guidance on how to curate a cast of supporting characters in a work of nonfiction.
<i>Editing, Design, & Production</i> 206-B	 Liz Kazandzhy	Ten Time-Saving Tips for Editors: How to Maximize Productivity without Minimizing Quality	Editors often must perform quickly while also delivering high-quality work. Though this is difficult to accomplish, there are ways to speed up your editing process without compromising on quality. From adopting a "division of labor" workflow to taking time to "sharpen your saw," discover how to maximize your productivity as a top-notch editor.
<i>Musical Arts</i> 206-A	 Daniel Blomberg  Doug Pew	Enlightened Business Systems That Support Your Creative Ministry	Any organization needs solid systems to succeed, and your creative ministry is no different—even if it's just you writing songs in your bedroom. This is a class on entrepreneurship for musicians and any other creator. You will learn how to set up systems in marketing, sales, business finance, and more, so you can move toward your goals in an organized and efficient way and bless people's lives.
<i>Visual Arts</i> 206-G/H	 Steevun Lemon	Artificial Intelligence & the Artist: Friends or Foes?	AI (artificial intelligence) is here to stay, and it is only going to improve what it can do. What is it today, and how do creatives/artists/writers embrace and protect themselves from the changes to the marketplace AI will bring?
<i>Marketing Track</i> 213-A	 Hal Boyd	Writing the Now: A <i>Deseret News</i> Editor's Guide to Engaging Modern Audiences	How can you use your passion for writing to tell the stories of what is happening right now? An editor at <i>Deseret News</i> explains the techniques used to target audience segments.

Media Track
208



Ben
Lomu

Finding Success with 3 Simple Steps: Be Curious, Be Confident, Be Kind

Gospel principles can be found in everything you do. Finding success doesn't have to mean lowering your standards or pretending to be someone you are not. Learn how to use simple gospel principles to be able to communicate, work, and connect with others from all walks of life.

Interactive
Sessions
Center Stage
(1st floor)



Fast Pitch

Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)



Master Classes

MARCH-APRIL 2024

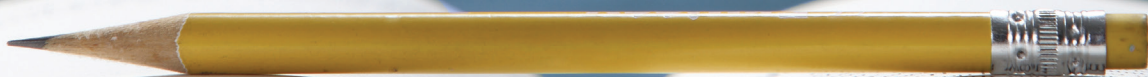
2024 Master Classes include:

- Power of Podcasting by KaRyn Lay
- Narrative Art and Its Power: Learn How to Compose Your Visual Story by Adam Heesch
- Others to be announced on our website







Learn from an expert in weekly two-hour Zoom sessions (14 hours of total instruction), participate in peer critiques, and take the next step in accomplishing your creative goals.

In addition to your two-month Master Class, you will get free access to the Topics in Publishing classes. Topics include Preparing a Nonfiction Book Proposal, Self-Publishing, All About Editing, and more.

Watch the LDSPMA newsletter and ldspma.org
for more information.



SATURDAY 11:00–11:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION	
<i>Fiction</i> <i>Ragan Theater</i>	Heather B. Moore, Annette Lyon, James Goldberg, Kaela Rivera	Author Panel: The Path to Publishing	Hear various authors share how they have navigated the publishing path, including self-publishing, hybrid, traditional, and collaboration. There are many paths to follow to become a published author. Attend this session and you may discover yours.	
<i>Nonfiction</i> 206-C	 Krista M. Isaacson	Mining Your Memories	Whether you're writing creative nonfiction or family histories, great stories should include vivid, relatable details that pull us into the action and make us feel like we're actually there. In this interactive class, you'll practice using your own life experiences to write with enhanced sensory depth. Be prepared to choose a simple personal experience, mine your memory for specific details, and share your progress as we turn your tiny tale into a masterpiece.	
<i>Editing, Design, & Production</i> 206-B	 Rebecca Connolly	Alpha/Beta Reader Fraternity/Sorority	Alpha reader? Beta reader? Do we need readers for all Greek letters? No, but we do need some for a well-constructed, well-written, and well-edited novel. Learn about the different types of beta readers (friends, fans, paid reviewers, sensitivity readers, advanced readers, etc.), where each should fall in the writing/revision/publishing timeline, how to find willing beta readers, and how to sort through feedback and apply it (or not) to your manuscript.	
<i>Musical Arts</i> 206-A	 Doug Pew	 Daniel Blomberg	Enlightened Marketing: How to Sell Online without Sleaze	How can you sell your works or products without being pushy or annoying? To turn your music, writing, or art into a viable business, you need to master a new style of communication. You need the right words that turn browsers into buyers and fans into life-long customers. But you don't have to go back to school to figure this out. All it takes is the simple 5-part M.U.S.I.C. formula you'll get during this session.
<i>Visual Arts</i> 206-G/H	 Monica Ewing Jensen	Design for Non-Designers	Good design is not as subjective as you think. Learn the rules of graphic design, plus tips, tricks, and tools to elevate your designs from mediocre to professional, whether you're making newsletters, social media posts, web pages, flyers, logos, or posters. Learning best design practices will help you create beautiful, clutter-free, attention-grabbing materials that people will actually read—and act upon.	
<i>Marketing Track</i> 213-A	 C.D. Cunningham	Unleash the Power of AI: Supercharge Your Marketing & Outpace the Competition	Transform your marketing game with AI! AI tools have flooded the market this year. They can help you optimize the work you are doing so that you can keep up with much bigger publishers. Learn prompt smithing to enhance visibility, target your audience, and amplify your reach in the ever-evolving digital landscape.	

Publishing Track
213-B



Christopher
Robbins

Understanding Your Author's Contract

You have an author contract! Fantastic! But what does it mean? Join 30-year publishing veteran Christopher Robbins as he helps you navigate the author contract—from your grant of rights to royalties to indemnification and warranties to everything you'll expect to see and want to understand.

Media Track
208



Media Showcase

Four media creators will share an excerpt of their recent project, then take questions and feedback from the audience:

- Marianna Richardson - Women Read Scripture (Come Follow Me podcast and YouTube show)
- Brynn Hardy - Measuring Success Right (Business podcast)
- Bryan Barba - Las Caras del Exito (Spanish podcast)
- Kimberly Kofoed - Kofoed Family Music (Music video)

Interactive
Sessions
Center Stage
(1st floor)



Fast Pitch

Pitch your book project to agents and publishing company representatives. (Advanced sign-ups required.)

SATURDAY 12:00–12:50 • Lunch

GRANDE BALLROOM (1ST FLOOR, BEHIND THE CHECK-IN AREA)

Check out the vendor/exhibit displays in the Commons and the award finalist displays in the Ballroom!

Join us
in the Public Square







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SATURDAY 1:00–1:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<p><i>Fiction</i> Ragan Theater</p>	 Kaela Rivera	<p>Writing Flawed Characters Well, & Why It Matters</p>	<p>If your characters are too perfect, no one can relate with them. But if you go too far with your characters' flaws, you can accidentally enable and perpetuate abusive characteristics. We'll look at why writing flawed characters is important, how to implement flaws that are essential to the lifeblood of the story, and how to responsibly differentiate flawed characters from abusive ones.</p>
<p><i>Nonfiction</i> 206-C</p>		<p>Real-Time Reactions: Nonfiction Book Proposals</p>	<p>Hear a panel of acquisitions editors and publishers share what immediately attracts their interest and what turns them off as they react on-the-spot and give feedback on real proposals for nonfiction books, submitted anonymously in advance by conference attendees.</p> <p>Panelists: Terri Baranowski (Gateway Literary), Marci Monson (Gibbs Smith), & Christopher Robbins (Familius)</p>
<p><i>Editing, Design, & Production</i> 206-B</p>	 Lisa Mangum	<p>The Editor Is In: A Live Editing Demonstration</p>	<p>Lisa Mangum, managing editor of Shadow Mountain Publishing, will live-edit the first two pages of a project from someone in the class. She will discuss her thought process about what she changes—and what she doesn't—and why.</p>
<p><i>Musical Arts</i> 206-A</p>		<p>Real-Time Reactions: Songwriting</p>	<p>In this session, 3–4 songwriters will share a 2-to-4-minute excerpt of a recent or in-progress song. They will then receive feedback from audience members and from a panel of professional musicians.</p> <p>Panelists: Oba Bonner, Allie Gardner, Ben Fales, Daniel Blomberg, & Chelsea Stevens</p>
<p><i>Visual Arts</i> 206-G/H</p>	 Alan Fullmer	<p>Harnessing the Power of Light in Photography</p>	<p>Learn the fundamental principles of photography and how to use light to create stunning images. Topics will include the types of cameras and lenses and how to choose the equipment you need, understanding light and its importance in photography, the types of light and their properties, exposure and how to control it, lighting techniques for different situations, and practical applications of photography.</p>
<p><i>Marketing Track</i> 213-A</p>	 Trina Boice	<p>Profit-Driven Writing: Boost Your Book Sales with Pre-Writing Research</p>	<p>Many authors write books THEY want to write and then are shocked when sales are low. Learn how to research profitability BEFORE you write a single word. Watch how to do keyword research with tools like KDSpy, Publisher Rocket, Amazon records, and Google searches. Find out how to include your research results in the title, book description, and marketing to attract buyers.</p>

Publishing
Track
213-B



Kiri
Jorgensen

Tools of the Trade: How to Start a Small Publishing Company

Would you like to help authors get their books out into the world? Starting your own publishing company may seem like a daunting task, but with a handful of pinpointed action plans, the process becomes manageable. In this workshop, Kiri Jorgensen will guide you through those action plans, give real-world tools and examples, and provide the boost you need to guide you toward your dream.

Media Track
208



Ana
Katia

Capturing Your Beginning Steps into the Film Industry with Informational Topics, Tips, & Storytelling

Get tips about safety in film and modeling, first-time headshots, networking, preparatory calming, film crew set lingo, crew jobs, navigating film and modeling opportunities (gigs) for pay, personal film storytelling experiences, and what to wear, prep, and have available off and on set.

Interactive
Sessions
Center Stage
(1st floor)

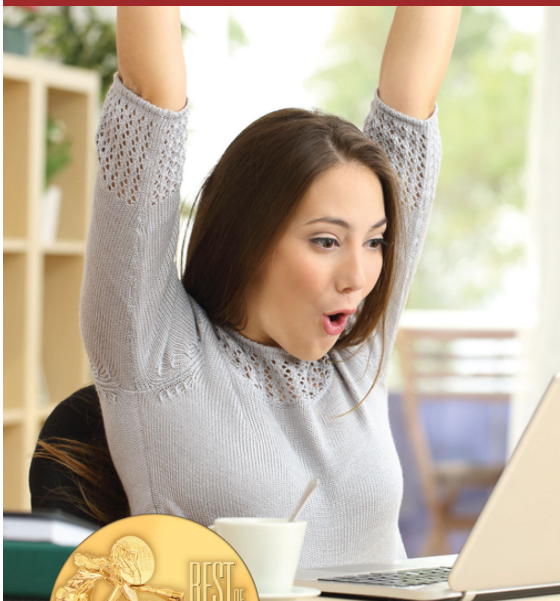


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SATURDAY 2:00–2:50 • Sessions

	SPEAKER	TITLE	DESCRIPTION
<p><i>Fiction</i> <i>Ragan Theater</i></p>		<p>Real-Time Reactions: Fiction Query Letters</p>	<p>Hear a panel of acquisitions editors and publishers share what attracts their interest and what turns them off as they react on-the-spot and give feedback on real query letters for fiction books, submitted anonymously in advance by conference attendees.</p> <p>Panelists: Lisa Mangum (Shadow Mountain), Kiri Jorgensen (Chicken Scratch Books), Emma Heggem (freelance; formerly Future House), & Holli Anderson (Immortal Works)</p>
<p><i>Nonfiction</i> <i>206-C</i></p>	 <p>Darlene Young</p>	<p>Moving Beyond “Warm Fuzzies”: Bearing Testimony in Literary Art</p>	<p>You are a writer of faith. You want to write honestly about the whole human experience, which includes faith. Good! The world needs more art that addresses faith honestly and well. But that’s the trick: how do you tell the truth as you see it, including bearing testimony, without lapsing into sentimentality or didacticism? Learn how to bear testimony in literature in ways that respect the reader’s agency and retain a sense of both humility and artistry.</p>
<p><i>Editing, Design, & Production</i> <i>206-B</i></p>	 <p>Angelica Hagman</p>	<p>Book Covers: Crucial Considerations & Secrets to Indie Success</p>	<p>Whether you are a designer or a publisher or author planning to work with a designer, come learn how to make more informed book cover decisions. We will discuss basic principles of cover design and other important considerations (including how to not get sued). Learn about size requirements, selecting the right designer for your cover, and avoiding the book cover mistakes that thousands have made before you.</p>
<p><i>Musical Arts</i> <i>206-A</i></p>	 <p>Ben Fales</p>	<p>How to Get Your Black Box Songwriter Royalties before Someone Else Does</p>	<p>Explore one of the least-understood aspects of music publishing: how a songwriter must register their compositions with the proper agencies in order to claim royalties that would otherwise end up in a “black box” and eventually be distributed to other songwriters across the world.</p>
<p><i>Visual Arts</i> <i>206-G/H</i></p>	 <p>Manelle Oliphant</p>	<p>The Illustrator’s Process: Taking the Spark of an Idea & Turning it into an Illustration</p>	<p>Learn the process of creating an illustration, starting with your initial idea and developing it into a full-color illustration that can be used for books, websites, posters, or magazines.</p>

Publishing Track
213-B

Dru Huffaker, Christopher Robbins, Marci Monson, J Teresa Davis, Levi Heperi, and Steve Piersanti

What 5 Different Publishers Are Doing to Advance Diversity, Equity, and Inclusion (DEI): Challenges, Practices, and Policies across Many Publishing Dimensions

Leaders at five publishing companies—Cedar Fort, Familius, Gibbs Smith, Deseret Book, and Berrett-Koehler—will describe the challenges they are encountering, the initiatives they are taking, and what is working and not working in advancing DEI in their companies. They will cover DEI considerations for (1) finding and selecting authors, (2) vetting and editing content, (3) creating visuals, (4) company staffing, and (5) adjusting company policies and operations.

Media Track
208



Brian Howard

Video Basics for Telling Your Story & Marketing Your Creative Work

Aspiring authors, artists, and creatives want to share their stories with video but don't know where to start. This session provides tools and training to turn your smartphone or iPad into a personal production studio. Topics include shooting and editing video, smartphone apps, and affordable video peripherals.

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SATURDAY 3:00–4:00 • Closing Keynote

Emceed by Trina Boice and Randel McGee

Note: All LDSPMA board members, conference committee members, and year-round volunteers should be on the stage by 2:55 for photos and recognition.

Turning Crisis into Crescendo: Using the Power of Creativity and Grace

Creativity and crisis seem to be enharmonic—notes with the same pitch but different names. Why were Beethoven’s finest works created on the heels of personal devastation? What do we do when our art seems to miss more than it hits? Or when burnout turns what we love into what we loathe? In his signature style that has earned worldwide acclaim, Steven shares scientific data corroborated by heartwarming and hilarious stories from his roller-coaster career as a cello-playing “Piano Guy,” all mixed into live musical performances of favorites and special tunes rarely heard. Journey with him as he seeks to answer the question of how to turn a midlife, faith, health, or artistic crisis into crescendo using creativity and the power of grace.



STEVEN SHARP NELSON

Steven Sharp Nelson is widely considered one of the most watched musicians in the world and a pioneer of “classicool music” via his twelve years of cello work with The Piano Guys. His content is listened to or watched 3 million times every day. Steven has performed or spoken to over 2 million people from Tooele to Tokyo, including appearances on *Today*, *Good Morning America*, and *The Tonight Show*. He draws his inspiration from his soulmate Julie, his “superpower” ADHD, the great composers in history, and most of all from his best friend, Jesus. His favorite thing in the world is that all four of his children, ages 10-17, still call him “Daddy.” Sometimes even out of love.

Closing prayer by Jere Clune, LDSPMA Vendor and Sponsor Outreach Manager

RAGAN THEATER


SATURDAY 4:10–5:00 • Session

	TITLE	DESCRIPTION
<p>Center Stage (1st floor)</p> 	<p>Mass Book and Media Signing</p>	<p>Meet many conference speakers as well as other authors and artists participating in the conference; view their books, audios, videos, and other works; purchase any you are interested in; and get them signed by the authors and artists.</p> <p>See a list of vendors at ldspma.org/vendors</p>

SATURDAY 5:00–6:30 • LDSPMA Information & Leadership Meeting

TITLE	DESCRIPTION
<p>Grande Ballroom</p> <p>LDSPMA Information Meeting and Leadership Meeting</p>	<p>Come and learn about open leadership and volunteer roles for 2024! All conference attendees and LDSPMA members are welcome. Sandwiches will be provided.</p>

SATURDAY 4:30 & 6:00 • Tours

LOCATION	DESCRIPTION
<p>300 W 2230 N Provo UT</p> 	<p>Tours of the LDS Motion Picture Studio</p> <p>Take a 90-minute guided tour of the LDS Motion Picture Studio, an integral part of the Church's audiovisual department and the studio that produced films including <i>Johnny Lingo</i> (1969), <i>How Rare a Possession</i> (1987), <i>Mr. Krueger's Christmas</i> (1980), and the Bible and Book of Mormon video series. (Visit the Registration Desk to see if spots are still available.)</p>

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Presenters

(ORGANIZED BY FIRST NAME)

Alan Fullmer has been into photography and music for over thirty years. His father was a portrait photographer and his grandfather was a landscape oil painter. He takes great pride in combining his ancestry of both fine painting and photography in creating his own works of art. Alan enjoys mentoring up-and-coming photographers and artists. Explore his work at alanfullmer.com.

Allison Hong Merrill is a Taiwanese immigrant and the author of *Ninety-Nine Fire Hoops: A Memoir*, which won an LDSPMA Praiseworthy Award in 2022. She is an editor at *Dialogue Journal* and a keynote speaker, instructor, and panelist at various writers' conferences nationwide and in Asia. She also appears on TV, radio, and podcasts and in magazines, newspapers, and journals.

Ana Katia is a sought-after actress, appearing frequently on Utah film, television, print, and digital media, including multiple Church productions. She founded adopted4change.com and wrote *Fourteen Days*, the story of her adoption and her return to Costa Rica to find her birth mother. Ana is also an advocate and model for the Saprea Haven Retreat, a certified Rape Crisis Center facilitator, and an Operation Underground Railroad (OUR) volunteer.

Angelica Hagman is an indie book cover designer and a writer, which means she frequently tortures herself by selling book covers she wishes she could write the stories for herself. In addition, she has published over sixty short stories and nonfiction articles in print magazines, is a certified life coach, and enjoys living room dance parties.

Annette Lyon is a *USA Today* bestselling author known for her women's fiction, historical fiction, and romance. Her first suspense novel, *Just One More* (Scarlet Suspense, New York), came out to rave reviews in March 2023. Among her accolades are nine Best of State medals in Utah, a Praiseworthy Award for short nonfiction, and a Whitney Award.

Ben Fales has 20+ years of experience developing BYU's global music brand. As head of BYU's record label, Fales has driven the production, marketing, and distribution of albums and music videos featuring BYU's

performing groups, including 100+ YouTube videos that have garnered 330+ million views. Fales also runs There Is a Reason Music Publishing, which registers works and collects audio and video streaming royalties on behalf of songwriters and publishers.

Ben Lomu has hosted over 150 episodes for BYUtv's show, *Come Follow Up*. He has over fifteen years of experience working in the entertainment industry as an actor, model, and spokesperson. He has been a religious educator for almost twenty years and is currently an institute instructor at the UVU Institute.

Brian Howard teaches social and digital media, video journalism, and mass media courses at BYU-Idaho. He is the host and executive producer of *Latter-day Profiles* on BYUtv. His side business, Shoebox Story, produces videos for local businesses, online news outlets, live events, and personal history videos to preserve family memories.

Bridget Cook-Burch, called "The Book Whisperer" by her clients, is a *New York Times* bestselling author, mentor, humanitarian, and speaker known for riveting, transformational stories. Her books and authors have been showcased on *Oprah*, *Dateline*, *Netflix*, *Paramount*, *A&E*, *CNN*, *NPR* and in *People*, among others. Her company, Your Inspired Story, helps people discover the importance of their own story.

Brooke Jorden is an award-winning editor and book designer and is the editorial director at Familius, where she oversees new acquisitions, manages editorial production, and provides art direction to illustrators. Brooke is the author of over twenty books, including the Lit for Little Hands series; *I Dig Bathtime*; and *How Does Our Food Grow?*, a collaboration with the UN organization Kitchen Connection.

C.D. Cunningham is the managing editor of *Public Square Magazine*. After graduating from BYU-Idaho, he studied religion at Harvard University.

Christopher Robbins is the co-founder and CEO of Familius, a publishing company founded in 2012 with a mission to help families be happy. Familius has been

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one of the fastest growing independent publishers in the U.S. for the past five years. Christopher has worked in publishing since 1990 as the CEO of Novelocity.com, editorial director of NPI, CEO of Gibbs Smith, president of American West Books, and co-founder of Hummingbird Digital Media. He has served on numerous boards including Writers@Work, the Children's Book Council, and the Independent Book Publishers Association.

Cynthia W. Connell is a multicultural writer with over thirty-five years of experience. Her articles, essays, and poetry appear in national and international publications. Along with writing, Cynthia works in Native American advocacy and education. She has lived in Polynesian, Asian, Native American, and Spanish-speaking communities and served as a Lamanite Cultural Specialist on Temple Square. Cynthia is an LDSPMA Spark Award winner for 2023.

Daniel Blomberg built a six-figure music production company in just over three years with his wife and business partner Kathryn, making mainly religious music, in a place where musicians are often viewed as a "dime-a-dozen" commodity. Blomberg Music Productions works with professionals and hobbyists alike, including several of Utah's household music names, to help flood the Earth with God's music.

Darlene Young's poetry collection, *Homespun and Angel Feathers*, was published by BCC Press in 2019 and won the Association for Mormon Letters prize for poetry. Darlene teaches creative writing at BYU and has served as poetry editor of *Dialogue* and *Segullah*. Her work has been noted in *Best American Essays* and nominated for Pushcart prizes. She and her husband have four sons and live in South Jordan, Utah.

Dave Zimmerman is an accomplished recording engineer and producer and the owner of Noisebox Studios. He has worked with renowned artists such as GENTRI and Mat and Savanna Shaw, whose music has achieved multiple top-three rankings on the Billboard Charts. With a seventeen-year career in the recording industry, Dave has worked on close to ten thousand songs with hundreds of artists.

Dennis Gaunt has been a writer ever since that fateful day he pulled a magic pen from a stone. At least, that's

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what he tells people. The truth is that he has been working with Deseret Book and Shadow Mountain as a slush-pile reader since 2000, and in that time, he's seen it all and then some, and is eager to share what he's learned. Dennis is a long-time youth speaker and teacher and has published books and talks for young adults with both Deseret Book and Covenant Communications.

Devan Jensen is the executive editor at the BYU Religious Studies Center and has edited hundreds of books and magazine and journal articles. He has written six books and fifty-eight articles or chapters. His latest book is *Battlefields to Temple Grounds: Latter-day Saints in Guam and Micronesia*. He enjoys cycling, singing, and performing magic tricks.

Douglas Pew is an award-winning composer of classical music. He is also a sought-after marketer and online business coach who has helped his clients make millions selling their expertise in the form of digital courses, memberships, masterminds, and coaching programs. Doug's music is published by Boosey & Hawkes, Schott Music, Santa Barbara Music Publishing, Jackman Music Corporation, and his own publishing house, Blue Shore Music.

Dru Huffaker is the executive vice president of sales and marketing, acquisitions, and events for Cedar Fort Publishing & Media. She oversees the entire sales team and spearheads global account management for partners such as Costco, Deseret Book, and Ingram. She has previously held senior leadership roles in several other organizations, including Blendtec and UVU.

Hal Boyd is an editor and writer for the *Deseret News*. Previously, he was an associate professor of family law and policy at BYU. He is a fellow of the Wheatley Institution.

Heather B. Moore is a *USA Today* bestselling author of more than ninety publications. She writes primarily historical and #herstory fiction about the humanity and heroism of the everyday person. Recent publications include *Under the Java Moon*, *The Slow March of Light*, *In the Shadow of a Queen*, and *Hannah—Mother of a Prophet*. Heather attended Cairo American College in Egypt, the Anglican School of Jerusalem in Israel, and BYU.

J Teresa Davis is the diversity, equity, and inclusion manager for Deseret Book. She studied behavioral science at UVU and academic advising at Kansas State. Her DEI work has included trainings, helping with the writing of a strategic plan, and sitting on various committees to effect change. J Teresa is a proud native of Chicago.

Jalynne Geddes is the DEI content specialist at Deseret Book. She has studied at the Tourism Training Institute of British Columbia, the Saskatoon Business College in Saskatchewan, Portland State University, and the University of Alberta, and has worked with local Indigenous nonprofits in Saskatchewan and with the National Indian Child Welfare Association. She is also a successful beadwork artist. Jalynne is Cree/Nehiyaw from the Beardy's and Okemasis Cree Nation in Saskatchewan, Canada.

James Goldberg holds an MFA in creative nonfiction from BYU. In his work at the Church History Department, he is constantly choosing which source material to use to represent larger patterns. Goldberg is also a poet, novelist, essayist, playwright, literary translator, and editor, known for his work on Latter-day Saint themes.

James Stevens is a singer-songwriter, arranger, and producer whose music has reached millions of listeners, earned time on billboard charts, and appeared on TV and radio and in performance halls around the world. He is currently pursuing the songwriter/sync artist path, relying heavily on his roles as an arranger and producer. His favorite role is being a member of the "family band" that includes his wife and four talented children.

James Wilson is a recent graduate of the Eastman School of Music. He is currently studying for his MM at BYU. He has won or placed highly in several regional, national, and international piano competitions and has performed at Carnegie Hall, the Kennedy Center, and throughout Europe and Asia. James is also a cancer survivor, which motivates his fascination with performance-related injuries, various forms of therapy, and kinesiology.

Jared Garrett (pen name Gerry Ironspear) is an accomplished actor and audiobook and podcast producer. His *Tales from a Cult Insider* has over 27,000 listens and counting. He has produced nearly one hundred hours of audiobook and voiceover work and has published twelve

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books across multiple genres. When he was a child, books saved him from a bleak existence in a weird end-times cult, so it's only fitting that he writes books during every second of spare time he has.

Jeffrey Allred has been a photojournalist for thirty-seven years. He shoots for *The New York Times*, *USA Today*, *The Deseret News*, *The Church News*, and the *Associated Press*. Allred has documented President Russell M. Nelson's visits to thirty-two countries. Allred's recent coverage includes the Rose Bowl; temple dedications in Japan, Guam, and Brazil; the Haiti earthquake; two Olympic games; NBA finals; the NFL; and various collegiate sports.

Joel Campbell is an associate teaching professor in journalism at BYU. He worked for nearly twenty years as a reporter and editor for newspapers in Salt Lake City.

Josh Sales is a videographer who has made music videos for The Church of Jesus Christ of Latter-Day Saints, Mat & Savanna Shaw, Rise Up Children's Choir, BYU Vocal Point, Madilyn Paige, and many more. Josh's videos have accumulated over 250 million views over the past seven years.

Julie Daines is an award-winning and bestselling author. She spent eighteen months living in London, where she studied and fell in love with English literature, sticky toffee pudding, and the mysterious guy who ran the kebab store around the corner. She picks Captain Wentworth over Mr. Darcy, firmly believes in second breakfast, and never leaves home without her vervain.

Kaela Rivera is the award-winning author of the Cece Rios series. When not crafting stories, she works as a managing editor for a marketing company. She aims to write hope-filled adventures that help children (and readers of all ages) process, progress through, and thrive after trauma. Visit her at kaelarivera.com.

Kenneth L. Alford is a professor of Church history and doctrine at BYU and a retired U.S. Army colonel. Ken served in numerous assignments during almost thirty years of Army active duty—including the Pentagon, teaching computer science at West Point, and as a professor of strategic leadership at the National Defense University in Washington, DC. He has published ten books and over one hundred book chapters and articles on a wide variety of subjects.

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Kiri Jorgensen is the publisher and senior editor at Chicken Scratch Books. Her career in children's literature spans three decades and includes teaching, writing, editing, and leadership. Her passion is all books middle grade, and then teaching kids how to embrace those books too. Kiri loves bragging about her four amazing kids. She lives with her husband and a plethora of animals in rural Montana, where she cooks her meals on a wood-burning cookstove and is grateful every day for being right where she is.

Krista M. Isaacson is a married mother of six children—including a daughter who has earned her angel wings. She is the award-winning author of *Unbearable Burden: One Mother's Decision to Trust God When He Asked the Impossible*. Krista has spoken at BYU Women's Conference, BYU's Life After Loss Conference, and BYU TV's *Come Follow Up*, and on several podcasts and church videos. She loves vintage children's books, pumpkin spice, and her mountain bike named Breezy.

Laurel C. Day has been the president of Deseret Book since 2021. Prior to that, Laurel ran Deseret Book's Time Out for Women program and led a major rebranding of the company's retail chain and catalog business. Laurel is deeply committed to ensuring that Deseret Book's content and products better represent the worldwide membership of the Church. Laurel is the author of several messages for teenage girls and has traveled around the country speaking to both girls and women.

Levi Heperi is the director of intercultural strategy at Deseret Book, where he oversees the company's DEI initiatives and develops the strategy to take Deseret Book to international markets. He earned a master's degree in adult learning and higher education from the University of Oklahoma (OU) and has worked as an inner-city elementary school teacher in Oklahoma, at OU's school of social work, and as the assistant director of BYU's multicultural student services. Levi is Mohawk Native American and Māori.

Ling-Yu Lee is originally from Taiwan and relocated to the U.S. to further her music studies. She is a candidate for the Doctorate of Musical Arts at the Eastman School of Music. She ran Lee's Academy of Music from 2018 to 2023, offering courses in music, foreign languages, robotics, and coding. Ling is now working toward an

MBA from BYU, seeking to merge her musical background with business expertise.

Lisa Mangum has worked in publishing since 1997 and has been the managing editor for Shadow Mountain since 2014. She is also the author of four national best-selling YA novels, several short stories and novellas, and a nonfiction book about the craft of writing.

Liz Kazandzhy has worked as a freelance editor since 2019. She began her editing career specializing in academic and nonfiction work on the website Upwork, where she was consistently among the top three percent of freelancers on the platform. Later, she landed her dream job with Cedar Fort Publishing & Media doing line editing and interior layouts for Latter-day Saint nonfiction.

Lovetta Reyes-Cairo earned her degree in education from BYU and has studied art at Beaux-Arts Academy. Her art has been featured in various publications, most recently *Dear Divine Daughter: Inspiring Stories of Women in Latter-day Scripture*. Her work often uses figures as symbols to explore ideas about motherhood, spirituality, and love.

Manelle Oliphant's love of art and stories began with the books and movies she enjoyed as a child. It was a happy day when her mom finally let her get her own library card. (Then she accidentally ran it through the washing machine, but that's another story.) She received a bachelor's degree in illustration from BYU-Idaho and since then has illustrated many children's books, both working with publishers and self-published authors. See her work at talesfantastic.com.

Marci Monson is the marketing and publicity manager at Gibbs Smith Books. She markets and works with authors from her 1908 barn office, producing over eighty book and gift products per year. She is from Smithfield, Utah, and loves bright colors, traveling, and cross-stitching.

Michael Young played for several years with the handbell choir Bells on Temple Square and is now a member of the Tabernacle Choir at Temple Square. He is the author of the novels in The Cantic Kingdom Series, The Last Archangel Series, the Chess Quest Series, and the Penultimate Dawn Cycle (*The Hunger*), as well as several nonfiction works, including *An Advent Carols Countdown*, *The Song of the Righteous*, and *As Saints We Sing*.

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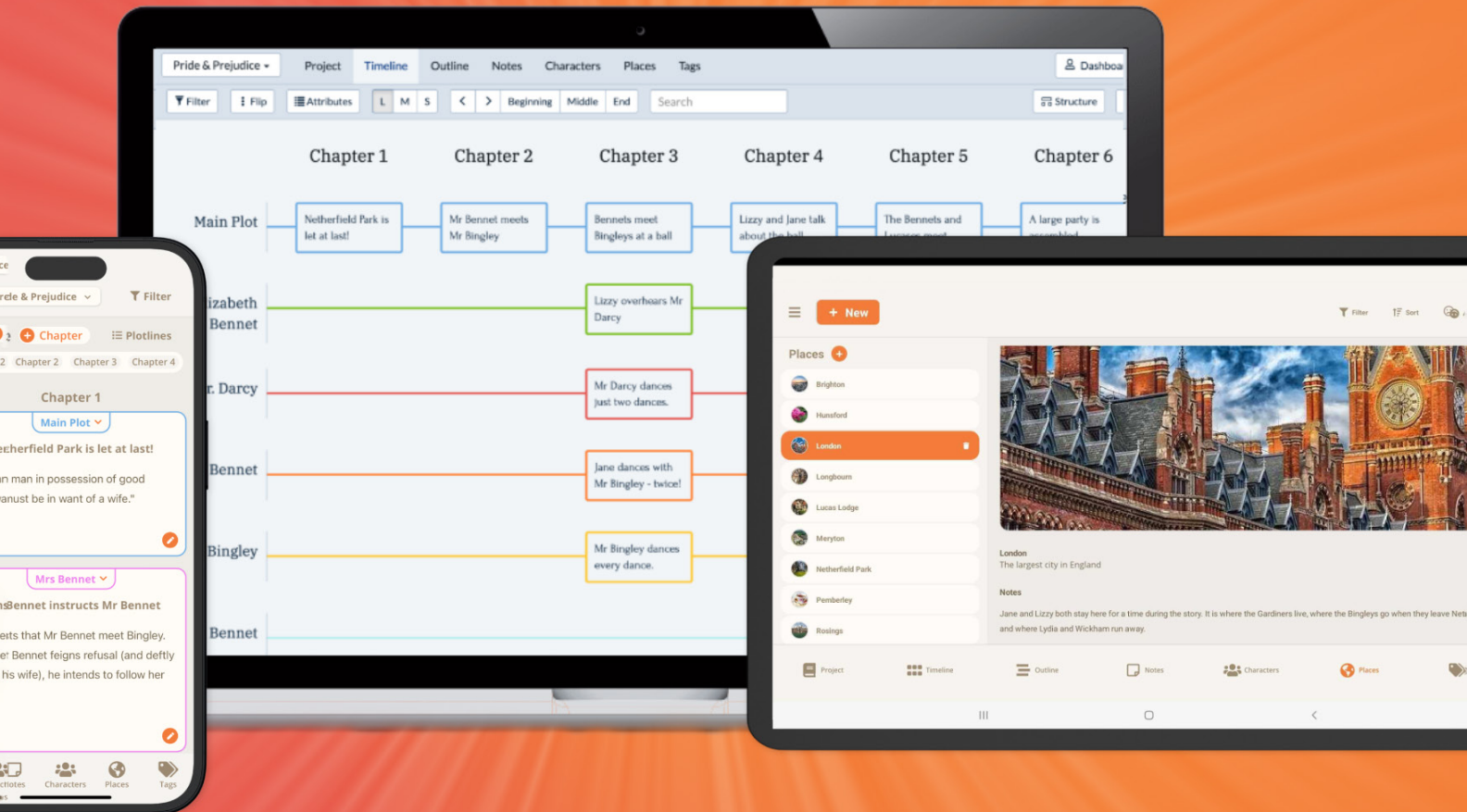
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Monica Ewing Jensen is the design director at AAA, where she designs for *Via* magazine and the marketing department. She was previously a designer at *Real Simple* and *Sunset* magazines and a freelance website designer. In her free time, she blogs about her home-decorating crafts, retouches photos for her friends, and writes a science-fiction four-book series, which is seven years in the making and counting.

Oba Bonner is a songwriter and music producer. Since he began writing songs from start to finish at age eleven, Oba has been no stranger to making music. Oba has worked with notable mainstream artists like Jojo, Queen Latifah, Why Don't We, Ninja Kidz, and others. His unique style is a breath of fresh air to the pop music world.

Rachel Rueckert is a writer, editor, and teacher. She holds an MFA from Columbia University, an M.Ed from Boston University, and a BA from BYU in English and anthropology. Rachel serves as editor-in-chief of *Exponent II*. She authored *East Winds* (BCC, 2023) and *If the Tide Turns* (Kensington, 2024), two books that required sensitivity and careful research when depicting diverse cultures and people.

Randel McGee has traveled the USA and Asia performing as a storyteller and ventriloquist for more than 40 years. He has co-produced and starred in two award-winning video series on character education for elementary-aged children. He has written and illustrated 16 craft books for kids and a picture book about ancient China.

Rebecca Connolly is the author of more than two dozen novels. She's always been a bookworm, and her grandma would send her books almost every month so she would never run out. Book fairs were her carnival, and libraries are her happy place. She has been creating stories since childhood, and there are home videos to prove it! She received a master's degree from West Virginia University and is a hot-cocoa addict.

Scot and Maurine Proctor are the founders of *Meridian Magazine* and have written several books together. They were formerly the editors of *This People* magazine. Maurine Proctor has written for McGraw Hill magazines, the *Chicago Sun-Times*, various television documentaries, and The Spoken Word for the Tabernacle Choir on Temple Square. Scot Proctor is a professional

photographer specializing in the photo-documentation of sacred sites throughout the world.

"Spanky" (Dustin) Ward is a producer, director, and writer known for *I Love You, Riot* (Dolph Lundgren, Chuck Liddell), *Ruling of the Heart*, *Christmas Break-In* (Danny Glover, Denise Richards, Cameron Seely), and *The Santa Box*. He has written, produced, and directed features and over seventy short films and commercials. He has also optioned or sold over a dozen screenplays, and is in the process of turning his screenplays into novels.

Steevun Lemon is the president and CEO of Havenlight Publishing, one of the largest fine art publishers of religious imagery in the world. Beyond the retail and online distribution owned by the company, Havenlight's partners include The Chosen, Angel Studios, Deseret, Costco, Hallmark, and Sam's Club. Steevun led a rebuild of the business through culture change, vertical integration, financial controls, international sourcing, and acquisitions.

Steve Piersanti is a senior editor at Berrett-Koehler Publishers, where he acquires books on business, leadership, personal growth, organizational change, societal transformation, economic justice, and diversity, equity, and inclusion. Steve has forty-six years of experience in book publishing, including forty-one years of editorial experience and thirty-four years of executive experience as the CEO of Jessey-Bass Publishers and then Berrett-Koehler (which he founded). Steve is an Italian American who grew up in Jackpot, Nevada.

Trina Boice is a bestselling author of thirty-one nonfiction books and an author coach at FromBooks2Business.com. She was named the California Young Mother of the Year in 2004, an award which completely amuses her four sons. She teaches online for BYU-I and Arizona College of Nursing and creates online courses for professional development at LifelongLearningEducation.com. She's a movie critic at MovieReviewMom.com and has a daily podcast called "Daily Inspirational Quote."

Tyler Carpenter is the marketing manager for Cedar Fort Publishing and Media. He is also the host of the successful YouTube show *Draw and Talk*, where he discusses comic book marketing with the writers and artists themselves.

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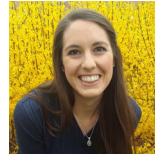
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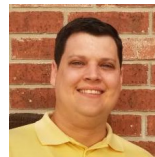
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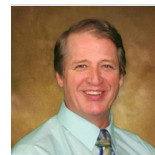
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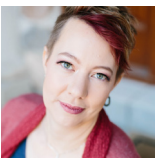
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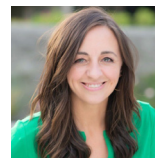
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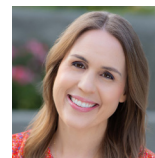
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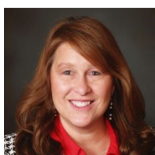
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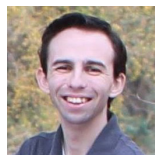
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Kaylee Long
UVU Student
Chapter President

Plus about 30 other volunteers and committee members!

Our Mission

We believe that, because of the restoration of the fullness of Christ's gospel, Latter-day Saints have unique perspectives, values, and truths to offer the world—as well as a divine call to share those truths.

But in today's oversaturated media landscape, it has become increasingly difficult for disciples of Christ to achieve reach and impact—much less to make a living while doing so.

Our mission is to offer programs and resources to help Latter-day Saints in publishing, media, and the arts magnify their talents, amplify their impact, and network with other professionals.

Our vision is to create a world where Latter-day Saints (1) serve alongside others from varied backgrounds and religions in positions of leadership in media and publishing outlets worldwide and (2) flood the earth with books, music, art, and media that reflect the light of Christ

Help Move Our Mission Forward!

Come serve on our board or one of our committees! Please see a list of open positions—and apply to any that interest you—at ldspma.org/volunteers. You are also welcome to attend our leadership meeting on Saturday from 5:00 to 6:30 pm in the Ballroom.

Don't have the time or energy to volunteer? Support us financially at ldspma.org/donate.

Called to Create

an LDSPMA podcast

Gathering, supporting,
and celebrating
Latter-day Saint
creators.



CONNIE SOKOL
host



ANTHONY SWEAT
author and BYU religion instructor



JENNY DOAN
quilting icon



STEVE YOUNG
quarterback and author



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LDSPMA Podcast



We want to feature you on our social media!

Our new **Creator Highlight** posts will spotlight creatives in the LDSPMA community. Be the first to share a little about yourself, what you create, and how you feel called to create!

How have you benefited from listening to the Called to Create podcast? We'd love to share your **Listener Story!**

Email us at podcast@ldspma.org and put "Creator Highlight" or "Listener Story" in the subject line.



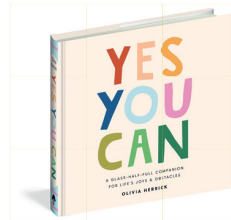
“At Familius, we understand that families have challenges.”



We publish books, articles, and videos to help families be happy, because every family deserves to be happy.”

FAMILIUS

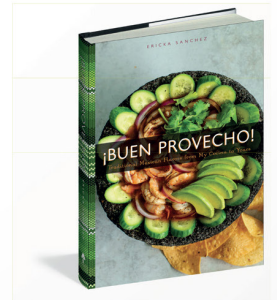
Helping Families Be Happy



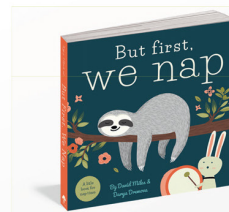
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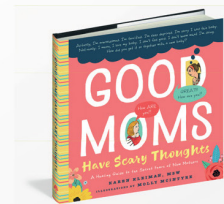
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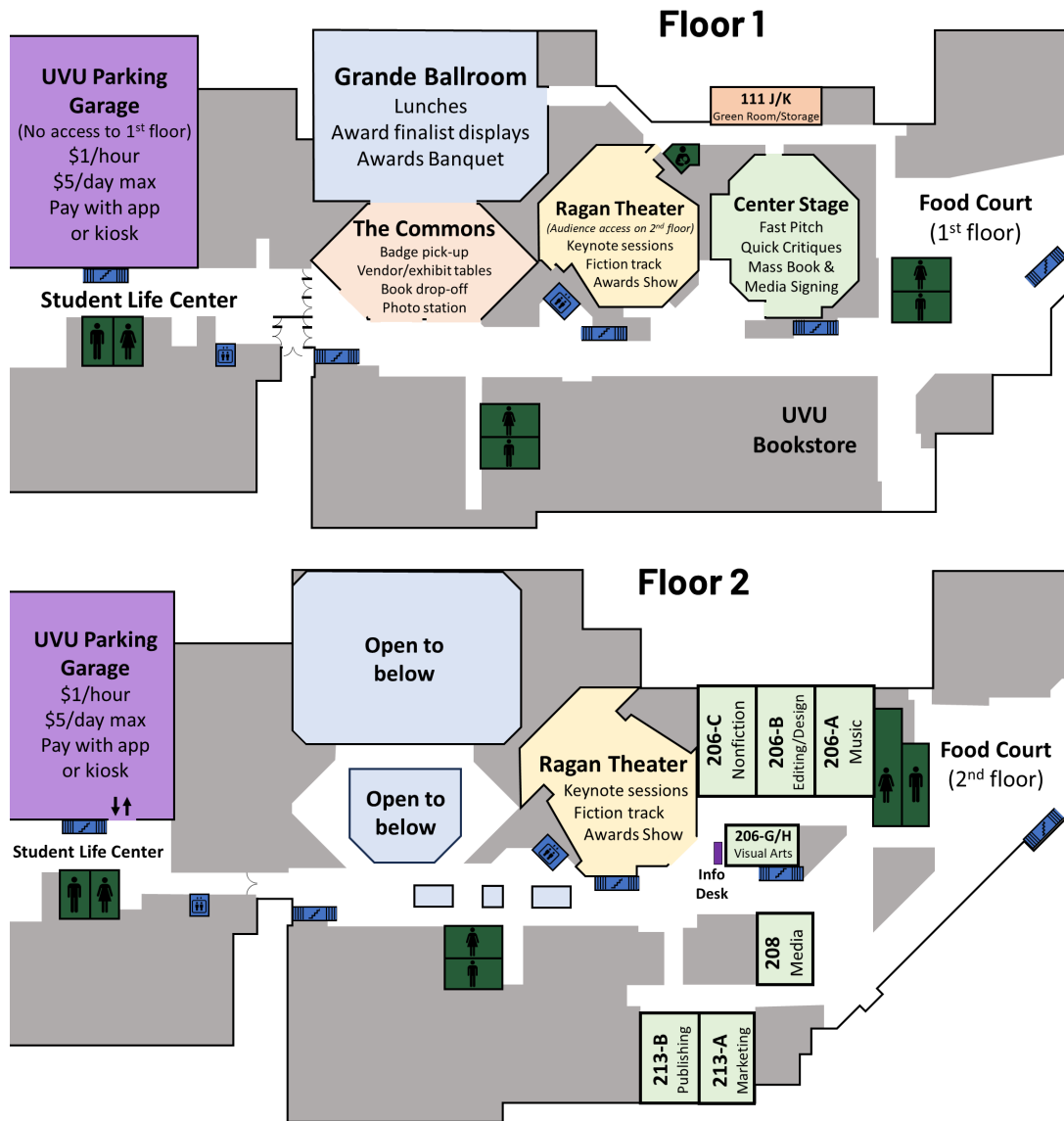


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UVU Sorensen Center

Room locations for the 2023 LDSPMA Conference



Scan to open
the Conference
Evaluation



We're Bribing You to Complete the Conference Evaluation

We really need everyone to rate the conference sessions and speakers. Everyone who does so can select two free books from various different popular titles gifted to us by our sponsoring publishing companies. To complete the conference evaluation (which will take about 10 minutes), scan the QR code or go to bit.ly/ldspma2023.

After you have completed the survey, to pick up your two free books, go to the LDSPMA Info Table (outside the Ragan Theater on the second floor) sometime between 1:00 and 5:30 pm on Saturday. You're on the honor system: if you've completed the evaluation, you get your choice of two free books.