

Chicago 2017 Client Connections - Saturday, November 18th 3:30PM - 5:30PM Central

PLEASE NOTE: There will be NO same-day or same-week appointment signups. All lottery selections must be made during the Client Connections signup period: October 30th at 9:00AM Eastern - November 3rd

Client Connections is open to ASJA members ONLY.

Want to become a member and participate in Client Connections? Visit <http://asja.org/How-To-Join/Why-Join-ASJA> and apply for membership for your chance to meet with these and more top editors.

Applicants should apply by the morning of Monday, October 2nd in order to be considered.

The latest clients will be listed at the top.

Linda Konner	
Company Category:	Literary Agent/Book Editor
Company:	Linda Konner Literacy Agency
Pay Range:	Depends on project/publisher
How Freelancers are used:	Write book proposal and book
Desired Skills:	<p>The writers/ ghostwriters I work with are mainly in the traditional self-help/prescriptive nonfiction categories -- health, pop psychology, parenting, relationships, personal finance, but can also include narrative business, cookbooks, pop culture, etc.</p> <p>Ideally they have a project in mind that includes an expert in one of these categories who has a substantial author platform already in place. Writers should be able to write an excellent book proposal, and if they can assist with social media and other promotional activities once the book is published, so much the better.</p>
Organization Info:	Founded in 1996, the Linda Konner Literacy Agency represents approximately 75 authors of adult nonfiction books.
Additional Info:	Please come to the conference with a concrete book idea (or more) accompanied by information about the expert you intend to work with. Remember that nothing can be decided on simply with a pitch; eventually I have to see how you write! So if you can leave a short writing sample behind (which might include writing from the new project you're pitching) that would be good, or else plan to email me your proposal after the conference is over.

Jordan Heller	
Company Category:	Online Publication
Company:	Belt Magazine
Pay Range:	Historically \$200-\$500, but Jordan just started in September 2017 and intends to revamp pay structure.
How Freelancers are used:	We publish longform narrative journalism, investigative reporting, op-eds, and essays that speak to the sociopolitical and socioeconomic concerns of the region. All of our contributors are freelancers.
Desired Skills:	Strong reporting, strong storytelling, deep knowledge of the politics and policy concerns of the Rust Belt and the Midwest. Key topics include: racial and economic injustice, policing reform, corporate welfare, government corruption, industry's impact on the environment, the impact of automation and new industry on regional economics, the rise of populist nationalism and white supremacy, the evolution and de-evolution of political parties in the region.
Organization Info:	Beltmag.com covers the politics, policy concerns, and culture of the Rust Belt and the Midwest.
Additional Info:	When it comes to pitching yourself as a writer for Beltmag.com, what we're most interested in are your ideas. First point of contact should include a story pitch.

Jessica Remitz	
Company Category:	Online Publication
Company:	PawCulture.com
Pay Range:	\$300/assignment
How Freelancers are used:	Write articles and help compile/source photographs and video content for their stories.
Desired Skills:	Willingness to work with and reach out to many sources, the ability to meet deadlines and communicate consistently throughout the writing/editing process. Ability to generate original sources and pitch unique, original content.
Organization Info:	PawCulture.com is part of the publishing arm of PetSmart, which includes PetMD.com, Petcha.com, and AllPaws.com. I'm open to accepting pitches or learning more about writers who are interested in writing for all sites.
Additional Info:	PawCulture's mission is simple—to celebrate the unbreakable bond between pets and their people. We inform, inspire and entertain devoted pet parents with helpful advice, useful tips and superior storytelling on all things pet related. The site features groundbreaking training and relationship features from top dog and cat trainers, animal rescue stories from around the globe, recipes for pet food and treats, and much more.

Jerrold Jenkins	
Company Category:	Literary Agent/Book Editor
Company:	Jenkins Group
Pay Range:	\$10-50k
How Freelancers are used:	We hire experienced, professional ghostwriters to write books, white papers, and blogs.
Desired Skills:	Experienced book ghostwriters who have excellent project management skills.
Organization Info:	Jenkins Group is a custom book publishing services firm. We help independent publishers create books in all genres such as business, self help, children's, sports, corporate history, marketing, food/travel, money, and real estate.

Tara Richter	
Company Category:	Literary Agent/Book Editor
Company:	Richter Publishing
Pay Range:	Varies
How Freelancers are used:	We work with editors, ghost writers, and graphic designers. All writing and editing is on book manuscripts.
Desired Skills:	Grammar, spelling, overall story flow and development. Sometimes we take a rough draft from an author and need someone to flesh it out make it sound better.
Organization Info:	Richter Publishing LLC specializes in writing and publishing non-fiction books in 4-6 weeks. Most of our titles are business books, self-help and history.
Additional Info:	We are an indie publisher, so you pay for our services to write, edit, publish and market your book. Prices depend upon how much help you need during the process. Unlike traditional publishers, we will help you develop your story along the way. We work together on the rough draft to make it a best seller and give you higher royalty cuts.

Barbara Bohn	
Company Category:	Trade Magazine
Company:	HOTELS Magazine
Pay Range:	\$1/word or per project
How Freelancers are used:	Online, print, idea generation (HOTELS magazine in print; hotelsmag.com online)
Desired Skills:	Experience in business and finance journalism required; a background in the hotel industry is very helpful. Engaging, authoritative writing style.
Organization Info:	HOTELS is a trade publication covering the global hotel industry, including finance, development, design, F&B, sales & marketing, operations and tech. Based in Chicago, but we have an international perspective and voice.
Additional Info:	We are a small-staff, big-ambition publication. If you are a business journalist with a flexible mind, ability to access expert voices that challenge the status quo, and can engage an international audience with strong storytelling skills, I'd like to talk to you, even if you don't have direct hotel experience. If you have done hotel reviews or your primary experience is in consumer-facing publications, we aren't for you.

Tina Schwartz	
Company Category:	Literary Agent/Book Editor
Company:	Purcell Agency, LLC
Pay Range:	Depends on publisher
How Freelancers are used:	I don't work with freelancers, we sign a contract to work on a particular project.
Desired Skills:	Organization, creativity, professionalism
Organization Info:	We are a literary agency that focuses on Middle Grade & Young Adult literature, along with some Women's Fiction.

Marcy Posner	
Company Category:	Literary Agent / Book Editor
Company:	Folio Literary Management
Pay Range:	Depends on project. Most are at least book proposals
How Freelancers are used:	Write book proposals and then write the book.
Desired Skills:	Previous book writing experience.
Organization Info:	Folio uses a number of ghostwriters for different projects as we represent many experts in their fields.

Gwen Walker	
Company Category:	Literary Agent / Book Editor
Company:	University of Wisconsin Press
Pay Range:	Royalties basis
How Freelancers are used:	We work with freelance copy editors and book cover designers.
Desired Skills:	Research and writing.
Organization Info:	Gwen Walker, executive editor at the University of Wisconsin Press, acquires books on the history and natural environment of Wisconsin and the Upper Midwest. Representative titles include field guides to the region's streams, grasses, and wildflowers, and deeply researched, well-written regional histories such as <i>Sister: An African American Life in Search of Justice</i> (https://uwpress.wisc.edu/books/5084.htm) and <i>Worse than the Devil: Anarchists, Clarence Darrow, and Justice in a Time of Terror</i> (https://uwpress.wisc.edu/books/5608.htm). She would love to work with an author like Eric Larson, who combines meticulous research with a command of narrative to offer compelling non-fiction accounts. Walker also acquires scholarly works in U.S. history, human rights, and Russian and East European studies. She has a Ph.D. in Slavic Languages and Literatures from the UW-Madison.

Lindsey Anderson	
Company Category:	Consumer Publication
Company:	Milwaukee Magazine
Pay Range:	\$50 for web articles, .50/word for print articles
How Freelancers are used:	We regularly hire freelancers to write articles for our print magazine (published monthly) and our website (updated daily). Mostly we look for writers who can draft short-form and long-form third-person articles about local notables and events, but we also invite essayists to pitch long-form first-person essays if they have a clear Milwaukee connection.
Desired Skills:	Local connections, detailed reporting, a compelling authorial voice
Organization Info:	We generally prefer to work with freelancers living in or around Milwaukee, though we may accept a particularly strong pitch from a writer living further afield.

Eve Becker	
Company Category:	Consumer Publication
Company:	Chicago Health Magazine
Pay Range:	.50 cents/per word
How Freelancers are used:	The magazine comes out in print twice a year (fall and spring). We update our website, chicagohealthonline.com , every other week with original new stories. We are looking for story ideas that cover a range of health topics and source local experts. Our In the Know department stories are typically 850-900 words and quote at least two local experts and a patient.
Desired Skills:	Good ideas and good, accurate writing
Organization Info:	Chicago Health magazine is a consumer magazine that covers a range of vital health care topics. Stories quote local physicians, experts and patients and provide important resources and information for readers.

Colleen Paretty	
Company Category:	Consumer Publication
Company:	WebMD
Pay Range:	.75 cents/\$1 per word
How Freelancers are used:	Feature articles, news stories, slideshows, medical reference articles
Desired Skills:	Health journalism background knowledge of health and medicine basics excellent writing style
Organization Info:	We are a consumer health website and magazine. Our audience is everyday Americans who are motivated to take part in their health and wellness.
Additional Info:	Read WebMD Magazine (www.WebMD.com/magazine). Look at the site: WebMD.com .

Becky Lang	
Company Category:	Consumer Publication
Company:	Discover Magazine
Pay Range:	\$1 to \$2 per word for print; \$200-\$350 for online stories
How Freelancers are used:	We hire freelance writers for print stories in the magazine's front-of-book, columns and features. We also hire freelancers for posts on our website, to our news blog as well as one that focuses on longer, analytical pieces.
Desired Skills:	Writers must be able to spin an engaging, thoughtful and accurate story. Weaving health/medicine/science with narrative is tricky; all the pieces must be there.
Organization Info:	Discover, a national consumer science magazine, aims to capture readers' curiosity about all areas of science, whether it's the latest finding in archaeology, cutting-edge research on obesity or the next slew of exoplanets. Our readers want engaging, entertaining and authoritative stories on science, driven by the characters of researchers themselves or the stories — and backstories — of the science itself.
Additional Info:	We are making a particular push into more medical /health coverage, and are seeking shorter and feature-length pitches. These stories must be grounded in science and new research, and have popular appeal, in terms of topic.

Jen Kent	
Company Category:	Consumer Publication
Company:	M: Milwaukee's Lifestyle Magazine
Pay Range:	.25 per word
How Freelancers are used:	About 40 percent of our editorial content is written by freelance writers. The other 60 percent is usually handled by myself or my editor. I don't receive as many pitches as I'd like to, so much of the content creation and story ideas are also developed in-house.
Desired Skills:	Timeliness, fact-checking and accuracy, delivery of a compelling story (vs. one that sounds like a press release), attention to AP style.
Organization Info:	We're a lifestyle magazine, and our circulation is controlled: We target affluent Milwaukeeans who are educated, have a sizable discretionary income, and are interested in dining out, wellness, style, and attending social events. Our focus, first and foremost, is capturing the energy of Milwaukee and its people, but we also keep our reader — and his/her interests — top of mind.

Karman Hotchkiss	
Company Category:	Consumer Publication
Company:	Meredith Corporation, BHG Special Interest Media
Pay Range:	roughly \$1 per word, depending on topic and amount of research
How Freelancers are used:	When we hire a freelance writer, it's usually to tell the story of a particular home, garden, or design professional that we have already identified and photographed. (Those stories are usually 300-800 words, plus hardworking captions.) Occasionally we also hire writers and market editors for product-driven stories (gift guides, etc.).
Desired Skills:	Knowledge of home design, architecture, kitchen/bath design, design trends, remodeling, light DIY, crafting and how-to, garden design, plant/botanical expertise.
Organization Info:	Our magazines are very photo driven. Most of our home and garden stories start with a location--a beautiful home or garden that we decide to photograph. Or with a concept that is photographed in the studio. So we are generally looking for writers with subject area expertise, rather than for pitches for long-form pieces.
Additional Info:	I manage a portfolio of about 60 issues per year in the home and garden area. Any non-food magazine that says "Meredith Specials" or "BHG Specials" near the UPC probably comes from my group. It's valuable if a writer is familiar with our magazines--especially those in his/her area of expertise--before we chat.

Charmaine Houck	
Company Category:	Consumer Publication
Company:	Midwest Meetings
Pay Range:	\$.50/word
How Freelancers are used:	Freelance writing is used primarily for print but has been utilized for white papers and blogs in the past.
Desired Skills:	The ability to understand what I am looking for and search out planners and suppliers to fit the topics at hand. Someone comfortable reaching out for interviews, with or without a soft introduction.
Organization Info:	Midwest Meetings is a quarterly publication geared toward Midwest meeting and event planners focusing on Midwest venues and outings. We include special features on; Resorts, Lodges, Spas, and Golf; Sports; Casinos and Waterparks; and CVBs.
Additional Info:	Humor is always helpful.

Amy VanStee	
Company Category:	Content Marketing Agency
Company:	StayWell
Pay Range:	\$0.90 to \$1 per word
How Freelancers are used:	In most cases, our freelance writers produce articles for print pubs and e-newsletters. Length and format varies, but the average is about 350-450 words. Articles fall into two categories: (1) those written based on interviews with a client's sources, such as doctors, nurses, and patients, and (2) those written based on research, using sources such as government websites and peer-reviewed medical journals.
Desired Skills:	Experience writing about health and wellness; skilled at writing for consumers with health literacy in mind. Depending on the type of assignment (see categories noted above), polished interviewing skills or strong research skills/ability to parse medical studies. Ability to write keeping the reader's priorities and concerns in mind while meeting the client's objectives. Experience writing for newsstand magazines a plus.
Organization Info:	StayWell produces custom print publications and digital solutions for health care organizations, in most cases for consumers. Our content aims to educate people on health and wellness issues and empower them to take better care of their health.

Rob Golub	
Company Category:	Newspaper
Company:	Wisconsin Jewish Chronicle
Pay Range:	\$85 to \$150
How Freelancers are used:	Newspaper articles - mostly features
Desired Skills:	Clarity, reader engagement, find an angle, make deadline. Helpful if Jewish knowledge but not required.
Organization Info:	Jewish knowledge not required but helpful.