

# A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



## Dog Days of Summer, 2005

### Strangers with Software

By John Gutekunst

Regarding the Trojan Horse, Virgil said "Beware Greeks bearing gifts," or words to that effect. If he was around today he might change it to "Beware Geeks selling software." Those of us in the graphic and web design business couldn't do our jobs without the computer programs software manufacturers produce, yet they are the very bane of our existence.

Many software manufacturers try to make their products more attractive by bundling lots of extras in with their product packages. They also spend a lot of money on advertising showing attractive young people in coffee shops smiling at their laptops while performing amazing feats of "productivity."

What they don't show is the hours of frustration that most people spend trying to get the software to do things it isn't really designed to do. Nor do they mention that their



word processing/publishing/web/toaster oven programs can't really produce the files needed by printers or designers to output these do-it-yourself projects. That puts designers in the middle.

Typically, a client comes to us and says "I did it myself using X brand software, all it needs is a little tweaking." In their

mind, most of the work is done, and it shouldn't cost much to finish the project and have it printed.

The client doesn't know about is things like graphic resolution, color separations, trapping, and other technical aspects, because the software they are using doesn't deal with these issues. Usually, the files they have given us are barely usable, and it may cost more to fix them than it would have if we had handled the project from the beginning.

So when it comes to software — beware. You don't want to look a gift horse in the mouth, but it may be a gift-Trojan horse. 🐾

### A Closer Look

#### Bruce Mowday



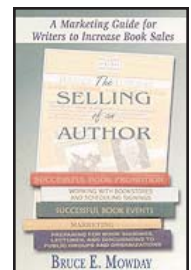
Browsing through the local bookstore the other day, I noticed that one of my favorite authors, Bruce Mowday, had a new book out; *The Selling of an Author*. Bruce is well-known for his books concerning local historical events, including; *September 11, 1777*, *Washington's Defeat at Brandywine Dooms Philadelphia*. I have also enjoyed his photographic histories of Downingtown and Coatesville - lots of great old pictures and postcards.

This new book, however, was different. I thought "Wow! — *The Selling of an Author* — Bruce has an author for sale!" My having to write this newsletter all the time, I had been looking for an author that I could maybe pick up cheap. My literary standards are, after all, not very high.

I cornered Bruce at a book signing he was doing at a local book store, and started to dicker for that author. With \$17 dollars burning a hole in my pocket, I was ready to rock this deal.

[www.DoggerelUnlimited.com](http://www.DoggerelUnlimited.com)

After Store Security released me, Bruce set me straight. He was not, after all, selling an author. His new book is a guide for authors wanting to increase sales of their books. It's a practical guide for anyone wanting to be published. Bruce uses his own personal experiences in promoting his four previously published books to compile useful information for authors. He describes steps for authors to take to help promote their own books, and includes topics ranging from successful book signings to the preparation of public talks.



Bruce's website: [www.Mowday.com](http://www.Mowday.com), has lots of information about his books, as well as the media, political and publishing consulting services he offers.

*The Selling of an Author* is a must-read for all prospective authors. And remember, if any of you out there are looking for an entry-level job at an upscale newsletter, give me a call. I still have that \$17. 🐾

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## Doggerel Unlimited

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**A Mere Paws**  
Nature abhors a vacuum, but feels  
an even greater abhorrence for  
A Mere Paws.



### Baying at the Moon

By John Gutekunst

### Tennis Balls are Fuzzy, But Not That Cute

A certain soft drink producer that runs TV ads during the holiday season with computer animated polar bears — white, fluffy, cute, dewy-eyed polar bears, drinking cola, rolling around in the snow wearing stocking caps with pom-poms. They never depict the polar bears as they actually are — huge vicious carnivores with matted yellowish fur, more likely to be tearing apart a seal carcass than indulging in soda pop. Nor do they wear caps.

Anthropomorphism — attributing human characteristics to animals, objects, etc. — is used a great deal in the advertising industry. Giving people a warm, fuzzy feeling and associating that feeling with your product is more likely to drive increased sales than a seal-carcass-based reality feeling.

The idea is to make people feel good, give them a general sense of well-being. If done successfully, there's no need to actively sell, the good vibes will take care of the sales.

Almost anything can be used. Why not tennis balls? They already have the fuzzy-thing going, all they need are a pair of dewy-eyes, a crazy smile and a quirky yet lovable attitude. Who could resist? 🐾



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## Recipe of the Week

### Stargazy Pie – A Treat from Merry Old England



Stargazy Pie is usually made from pilchards. Unfortunately, these fish are generally not available in this country, but if you actually want to make this pie, substitute some kind of herring or sardines. It really doesn't matter, heck, you can use rubber fish from the dollar store, nobody's going to eat this mess anyway.



#### Ingredients:

- Pie dough
- A pile of Fish
- Chopped Onion
- Whatever herbs you have on hand  
(In place of herbs, you may use shredded leaves or grass clippings)
- A pinch of saffron (Do not substitute)
- 2 tablespoons milk

Remove the fins and scales from the fish. Gut them and fill the cavities with a mixture of chopped onion and herbs. Line a pie plate with pie dough. Arrange the fish around the dish with their heads facing the rim of the plate. Cover with another layer of dough, with slits in it, then pull the fish heads through the dough. Dissolve the saffron in the milk and brush liberally on dough.

Bake in a oven to 350 degrees for 35 minutes. Gawk at for a few minutes, then discard.

**Next Week:** The Zen of Deep-frying. 🐾