2010 HARLEM BOOK FAIR PROGRAM & SCHEDULE

Tribute to Book-TV
Presented by Max Rodriguez, Founder – Harlem Book Fair
Schomburg/Hughes Auditorium
11:00a - 11:15a

Tribute to Howard Dodson,
Chief of Schomburg Center for Research in Black Culture
Presented by Herb Boyd; Max Rodriguez; Kassahun Checole
Schomburg/Hughes Auditorium
11:15a - 11:30a

SCHOMBURG C-SPAN PANEL DISCUSSIONS

God Is Not A Christian: Can We All Get Along in A World of Holy Wars and Religious Chauvinism?
Schomburg/Hughes Auditorium (Televised Live on C-Span’s Book-TV)
11:40a - 12:55p

Who is the one true God? Who are the chosen people? Questions like these have driven a thousand human struggles through war, terrorism and oppression. Humanity has responded by branching off into multiple religions—each one pitted against the other. But it doesn’t have to be that way, according to Bishop Carlton Pearson and many others. This New Thought spiritual leader will discuss these and many other burning questions with author and theologian, Obery Hendricks and others.

MODERATOR: Malaika Adero, Up South: Stories, Studies, and Letters of This Century’s African American Migrations, The New Press
PANELISTS: Obrey Hendricks, The Politics of Jesus: Rediscovering the True Revolutionary Nature of Jesus’ Teachings and How They Have Been Corrupted (Doubleday); Bishop Carlton Pearson, God is Not a Christian, Nor a Jew, Muslim, Hindu...God Dwells with Us, in Us, Around Us, as Us (Simon&Schuster), Sarah Sayeed, and others.

Book signing immediately following discussion in Schomburg lobby.

Schomburg/Hughes Auditorium (Televised Live on C-Span’s Book-TV)
1:05p - 2:20p

Barack Obama’s election as the 44th President of the United States upends conventional notions of citizenship, racial justice, and equality that contoured the modern civil rights movement. This panel seeks to critically explore the way in which this watershed event has reverberated to transform the way in which civil rights era definitions of citizenship, equality, and democracy are undergoing rapid change both within, and outside of, American borders.


Book signing immediately following discussion in Schomburg lobby.

American Stories: Creating Life Against Resistance
Schomburg/Hughes Auditorium (Televised Live on C-Span’s Book-TV)
2:30p - 3:45p

These are American stories; the stories of creating one’s vision in spite of odds or expectations. These are stories of how outwardly imposed perception can propel one to success as much as doom one to a life of bitter frustration. Our authors tell their stories and find the common ground of success that is available to everyone.

MODERATOR: Cheryl Wills, Die Free (Bascom Hill Press)

Book signing immediately following discussion in Schomburg lobby.
White and Whatever: Diversity in Children's & Young Adult Book Publishing
Schomburg/Hughes Auditorium (Televised Live on C-Span’s Book-TV)
3:55p - 5:10p

The United States is an extremely diverse nation. But books for children and young adults hardly reflect that diversity. Only a small percentage of the books published every year are written and illustrated by people of color. Many of these don’t make it to the market place. Why, in 2010, when the nation has elected its first African American president, is the book publishing industry still not meeting the need and demand for books that explore the width and breath of our country’s multicultural experiences? This panel will explore the complex issues and suggest solutions to a problem that is garnering a lot of attention.

MODERATOR: Wade Hudson, Publisher, Just Us Books
PANELISTS: Jerry Craft, Mamma’s Boyz; Zetta Elliott, Bird; Cheryl Willis Hudson, My Friend Maya Loves to Dance; Vanesse Lloyd Sgambati, Publicist; Director, African American Children’s Book Project

Book signing immediately following discussion in Schomburg lobby.

From Digital Divide to Digital Inequality: Bridging the Market-driven Literacy Gap
Schomburg/Hughes Auditorium (Televised Live on C-Span’s Book-TV)
5:15p - 6:30p

The advent of digital technology has redefined the very scope of literacy. While African American literacy rates are statistically on par with national averages, the advent of the market-driven digital age threatens timely access to information to the most economically disparaged...less a ‘digital divide’ than a ‘information access' divide. Inequality of bandwidth; autonomy of use; skills level; quality of support; and purpose (whether the Internet is used for increase of economic productivity and improvement of social capital or for consumption and entertainment) are the current pressing concerns. These authors believe that visual representation is the one critical element that will balance the impact of these emerging issues and drive a new generation of readers successfully into this brave, new world.

MODERATOR: John Jennings, Black Comix: African American Independent Comics, Art and Culture (Mark Batty Publisher/Random)
PANELISTS: Damian Duffy, Out of Sequence: Underrepresented Voices in American Comics (Krannert Art Museum), Dawud Anyabwile, Brotherman; Alex Simmons, DarkJACK; Gregory Walker, ZM1

Book signing immediately following discussion in Schomburg lobby.

Schomburg American Negro Theater (ANT)
1:00p – 2:00p
It’s In The Book! (Readers Theater)

Grammy winner, Tony award nominee, multi-talented award winning actress, composer and lyricist MICKI GRANT, will direct It’s in the Book!, a play written especially to nurture the imagination. This delightful play enlightens and promotes reading enjoyment for children and adults.

Miss Bookworm, the friendly librarian, comes to the aid of the Book Family when Mr. Illiteracy threatens to make them homeless. The Books gain strength as they state their cases on why they should be read and a transformation occurs. When the public responds to Miss Bookworm's urgent appeal to save the library, Mr. Illiteracy is forced to reveal a deep dark secret.

READINGS IN THE COURTYARD Schomburg/Courtyard

Peniel Joseph
Black Days, Bright Nights: From 12:00p
Glorious
Bernice McFadden
The Other Wes Moore
Wes Moore
12:40p
Overcoming an Angry Vagina
Queen Afua
1:00p
The Remedy
Supa Nova Slom
1:20p
Fifth Born II: The Hundredth Turtle
Zelda Lockhart
1:40p
Lady B. Moore
Tova Baker
2:00p
The Ex Chronicles: A Novel
Carol Taylor
2:20p
The Wedding Gift
Marlen Suyapa Bodden
2:40p
Black Passenger Yellow Cabs
Stephen F.D. Bryan
3:00p
Being Single Is Not A Disease
Julia Butler
3:20p
More Than One Way to Skin A Dog
April Walker
3:40p
The Brand Within
Damon John
4:00p
Keep Moving: The Michael Jackson Chronicles
Armond White
4:20p
The Interruption of Everything
Terry McMillan
4:40p
Morning Haiku
Sonia Sanchez
5:15p

Book signing immediately following discussion in Hue-Man Central Outdoor Bookstore Café on West 135th Street.
Jumping Off the Page: Young Readers, YA Books, and the New Literacy
Countee Cullen Library Auditorium
11:00p - 12:00p

This panel of YA authors will discuss the ways in which they both educate and entertain today’s teen readers. Why are African American and Hispanic youth struggling to meet or exceed standards when it comes to reading and language arts? If the New Literacy “prescription” calls for high interest books which address the various reading comprehension and vocabulary levels students have, how do/can your YA books help to fill the gap? How have reluctant readers, including male teens been encouraged to read by teen authors and their books? How do you as authors of YA books tackle difficult subjects such as: child abuse, drug and alcohol abuse, teen pregnancy, complicated dating relationships, poverty, crime, materialism, spirituality, depression, and homelessness? Do books for and about African American and Hispanic teens aspire to have the same appeal for TV/film as teen series targeted to other groups, such as Twilight or Gossip Girl?

MODERATOR: DuEwa Frazier, Marbles: Poems for Children
PANELISTS: Torrey Maldonado, Secret Saturdays (Penguin Young Readers Group); Sofia Quintero, Efrain’s Secret (Random House Children’s Books); Tonya Hegamin, M+O 4EVR (Houghton Mifflin Books for Children);

Regina Brooks, Writing Great Books for Young Adults (Sourcebooks)
Book signing immediately following discussion in Countee Cullen Mezzanine.

Attraction for the Other: Race, Culture, and Sexual Preference
Countee Cullen Library Auditorium
12:10p - 1:30p

Black women are over-burdened by the ‘strong woman’ label and continue to be viciously portrayed in popular media; ‘good’ black men are perceived as unavailable; prisons are over-populated with fathers and sons. The current woman-to-woman mantra is “Girl, go get yourself a man.” What does this all mean for black women, the creators of the black community? What impact is created by attraction (by necessity or preference) to the Other? Which holds greater importance: cultural responsibility or individual right?

MODERATOR: Marc Collins, Founder; The FLOW
Book signing immediately following discussion in Countee Cullen Mezzanine.

Bringing Our Sons and Their Memories Home: A Discussion on AIDS and the Eradication of African American Shame and Silence.
Sponsored by LaVenson Press
Countee Cullen Library Auditorium
2:15p - 3:15p

Surrounding the loss of an undocumented number of African American men to the AIDS virus there is a pervasive silence that looms. Though some may believe this silence is to protect the African American identity, others believe this silence keeps African Americans in a sort of perpetual spiritual mourning, and at a perpetual disadvantage for healing from and defeating the disease. The panel of writers will explore the following question and more: What are the trepidations for African Americans in giving voice to AIDS as a disease that affects their loved ones? In what ways has writing acted as a tool of exposure or a tool of cover-up around the AIDS virus in the African American population? What potentially exists beyond the epidemic?” this conversation will seek to offer a platform for exploring AIDS, Healing, Homecomings and Closure for African Americans.

MODERATOR: Zelda Lockhart, Fifth Born II: The Hundredth Turtle
PANELISTS: Steven Fullwood, FUNNY/Essays; Randall Horton, Fingernails Across the Chalkboard: Poetry and Prose on HIV/AIDS from the Black Diaspora; Pamela Sneed, KONG And Other Works;

Book signing immediately following discussion in Countee Cullen Mezzanine.

Countee Cullen Library Auditorium
3:20p - 4:20p

Getting mothers to believe that parenting is an investment and their sons are princes waiting to be kings. Some topics covered: Discipline and Anger – how to positively communicate and the detriments if not done properly. Education – Understanding the education of black boys. Finance – Money and the black son – a resource that is necessary. Relationships: Sex, trust, boundaries and roles. How the black son and mother can live as a team and work towards a positive future. Not attacking the absent DNA – the value of positive reinforcement. Resources: Embracing the local community hero’s and ‘sheros’ and NOT looking for a celebrity to raise the black son. Parents who choose to participate in parenting have successful outcomes.

MODERATOR: Denise Bolds, Raising Princes to be Kings: A Single Black Mother’s Guide to Raising Her Black Son
PANELISTS: Evangelia Biddy, Junior Magazine for Boys; M.E. Webb, Having Babies by Bums; Cathy Middleton, Girl Get That Child Support!; Nika Beamon, I Didn’t Work This Hard Just to Get Married

Book signing immediately following discussion in Countee Cullen Mezzanine.

COUNTEE CULLEN LIBRARY WORKSHOPS (2nd Floor Mezzanine)

My Choices Make Me Who I Am (A Young Readers Workshop)
Presenter: Mutiya Vision (P)
Countee Cullen Library/Conf Room A
11:00a - 12:15p

Mutiya Vision, award winning children’s book author, attained success against all odds with vision, determination, belief in self, and planning. From an early age Mutiya faced mountainous challenges ranging from being a member of the “differently-abled” community, to the emotional and physical trauma of being the child of an alcoholic mother. Mutiya was born with one hand and fought to maintain her dignity, define herself and create her place in a world that labeled her as disabled, seeing her as incomplete, or as a less valued member of society.

Book signing immediately following discussion in Countee Cullen Mezzanine.

Beautify Your Pocket: A Seminar for Building Health and Wealth
Presenters: Max Rodriguez (Founder, Harlem Book Fair) and Yarina Sencion
Countee Cullen Library/Conf Room A
1:00a - 2:15p

Green is the new market and quality is more important than price. There is a select audience waiting for those who can deliver consistent quality in products that we use every day and in most intimate ways. Join Max Rodriguez, founder of the Harlem Book Fair, in his marketing focus on how you can benefit from products for “Age of Health”.

A Conscious Conversation for the Mind, Body, and Spirit: An Approach to Effective Communication
Countee Cullen Library/Conf Room A
12:30p - 1:45p
Presenter: Alphonso McGriff

This is an interactive Seminar designed for those who are interested in having a Conscious Conversation, or simply want to acquire tools for becoming a more effective communicator. A Conscious Conversation is an informed, reasoned, and progressive approach to Effective Communication. This approach promotes skill enhancement in the areas of Emotional Intelligence, Conflict Resolution, and Critical Thinking. Such skills are essential for navigating and negotiating one’s place in an increasingly global society.

Book signing immediately following discussion in Countee Cullen Mezzanine.

Finding Center: A Holistic Perspective On Love & Relationships
Countee Cullen Library/Conf Room A
Presenter: Tiffanydenise, Simply Wisdom
2:30p - 3:45p

Tiffanydenise touches on "On Love & Relationships", one lesson from Simply Wisdom. The idea is to give an audience a holistic perspective on the process of relationship, what it means, and how it impacts our lives. With a special focus on unconditional love, the audience will walk away with something truly special.

Book signing immediately following discussion in Countee Cullen Mezzanine.
THE HEART & SOUL RELATIONSHIP & WELLNESS PAVILION

What Do Men Really Want?
Harlem Hospital Auditorium (HHA), 2nd Floor
12:00p - 1:15p

Sisters are on the move and they are not stopping with their rise to the top. Black women everywhere are running boardroom meetings, taking charge at PTA, running for office, owning businesses; and most are juggling these tasks. Where does that leave our black men? How do they feel about our advancements? Heart & Soul takes a look into the minds and hearts of black men as we ask some hard questions, and challenge black men to give hard answers. How do black men really feel about a sister who takes charge? Join the conversation if you want to know what black men really want.

MODERATOR: Edwin Avent, Publisher; Heart&Soul Magazine
PANELISTS: Kel Spencer, Salon Stories Blog; April Walker, More Than One Way to Skin A Dog; Rahfeal Gordon, Excuse Me Miss

Book signing immediately following discussion in Harlem Hospital Auditorium Lobby.

The Current State of Sisterhood: Don’t You Miss It?
HHA – 2nd Floor
1:30p - 2:45p

Women need healthy sister to sister relationships, but do they really exist? What does a healthy sister to sister relationship look like? Are we faring well? Do relationships with our mothers determine the outcome of future sister relationships? It’s definitely time for a sister check up, and a sister connection. Heart & Soul will be there to hook you up! If you think you are an expert on the subject and you’ve mastered sister relationships, then we need you there! If you ever wondered why it seems like the sisters are always hatin’, then this panel is for you! Let’s start by having a conversation about those things that too many of us think about, but seldom say. This conversation is about breaking the ice, and setting a foundation for healthy and honest relationships.

MODERATOR: Kendra Lee, Tomorrow Begins Today: African American Women As We Age
PANELISTS: Nana Brew Hammond, The Powder Necklace; Avis Lynette, The Inner Ground, Karen Arrington, First Ladies

Book signing immediately following discussion in HH Auditorium Lobby.

Behind Closed Doors: Real Sex in the City
HHA – 2nd Floor
3:00p - 4:15p

In the words of Salt-N-Pepa, “Let’s talk about sex baby. Let’s talk about you and me. Let’s talk about all the good things and the bad things that may be.” Sex is everywhere. From the radio playing the latest slow jam, to numerous TV shows showcasing bedroom scenes, there’s definitely a lot of sex going on. Though we may be having sex, are we really talking about it? What’s healthy? How can we boost intimacy? How much is too much—or not enough? Join Heart & Soul as we explore the topics that most people don’t talk about, in the media or in casual conversation with our girls. We plan to air all types of dirty underwear, and perhaps shed some light on the topic, too!

MODERATOR: Tova Baker, Lady B. Moore
PANELISTS: Lilian Blankson Bossman, Rain Love, Carol Taylor, The EX Chronicles, Kurin Keyes, If You Cheat On Your Woman You Do Not Want Her Reading This Book; Ty Adams, Single, Saved, and Having Sex

Book signing immediately following discussion in Harlem Hospital Auditorium Lobby.

EVENTS @ TMA (Thurgood Marshall Academy)

TMA AUDITORIUM

The Life and Works of Literary Icon E. Lynn Harris: Breaking Barriers and His Profound Impact on the Black Community
12:00p - 1:15p

New York Times best-selling author, E. Lynn Harris, captivated the world with his amazing storylines of black gay and down low relationships. His stories wove intricate plots of black men looking and finding love in a taboo world. E. Lynn was a literary icon and trailblazer who was able to bring national attention to the black LGBT community. Women, and men, could not get enough of his novels. His fan base surpassed hundreds of thousands landing him on The New York Times best-sellers list, time after time, helping to bring recognition to black gay love stories.

Unfortunately the world lost literary icon, E. Lynn Harris, on July 24, 2009. He suffered a heart attack while in Los Angeles at the young age of 54. This panel discussion features authors Terrance Dean, Stanley Bennett Clay, and James Earl Hardy, along with E. Lynn’s former editor, Janet Hill, as they discuss the impact and
works of E. Lynn Harris. They provide an intro- and retrospective look into a man who took the literary world by storm and became a one-man dynasty.

The authors will also read excerpts from their recently released best-selling tribute anthology to the late author, “Visible Lives: Three Stories in Tribute to E. Lynn Harris”.

**PRESENTERS: Janet Hill, Editor; Terrance Dean, Stanley Bennett Clay, and James Earl Hardy**

*Book signing immediately following discussion in TMA Auditorium Lobby.*

**CONVERSATIONS: TERRY MCMILLAN AND BERNICE MCFADDEN**

The Future of African American Fiction

ONE BOOK/ONE HARLEM

TMA AUDITORIUM

1:30p - 2:45p

In the 1920s, the Harlem Renaissance catapulted Harlem’s artistic achievements onto the global literary stage. In 1999, the annual Harlem Book Fair emerged to show the world that the tradition of Langston Hughes and Zora Neale Hurston is alive and kicking. In 2002, Hue-Man Bookstore moved into Harlem to further establish the neighborhood as a major hub of 21st-century literary creativity. Now, in 2010, the Harlem Book Fair and Hue-Man Bookstore team up to select the novel *Glorious* by Bernice L. McFadden as the inaugural title in a groundbreaking annual program: ONE BOOK, ONE HARLEM.

Join bestselling novelist Terry McMillan and author Bernice McFadden as they discuss Bernice’s acclaimed new release, Glorious, and the future of African American fiction. In a glowing review of *Glorious* (published May 2010, Akashic Books), Booklist writes: “McFadden interweaves fiction with the historic period of the Harlem Renaissance in this novel about a woman’s struggle against hate and disappointment.” *Glorious* has also been hailed by The Oprah Magazine as “riveting” and “brilliant”; Publishers Weekly describes it as “powerful” and “triumphant.”

**Haiku and Handgrenades: Sonia Sanchez @70, A Tribute**

TMA AUDITORIUM

3:00p - 4:30p

Sonia Sanchez was born Wilsonia Benita Driver on September 9, 1934, in Birmingham, Alabama. After her mother died in childbirth a year later, Sanchez lived with her paternal grandmother and other relatives for several years. In 1943, she moved to Harlem with her sister to live with their father. She earned a B.A. in political science from Hunter College in 1955. She also did postgraduate work at New York University and studied poetry with Louise Bogan. Sanchez formed a writers' workshop in Greenwich Village, attended by such poets as Amiri Baraka (LeRoi Jones), Haki R. Madhubuti (Don L. Lee), and Larry Neal. Along with Madhubuti, Nikki Giovanni, and Etheridge Knight, she formed the "Broadside Quartet" of young poets, introduced and promoted by Dudley Randall.

Sanchez began teaching in the San Francisco area in 1965 and was a pioneer in developing black studies courses at what is now San Francisco State University, where she was an instructor from 1968 to 1969. Ms. Sanchez is the author of more than a dozen books of poetry, including *Morning Haiku* (2010), *Shake Loose My Skin: New and Selected Poems* (1999); *Like the Singing Coming Off the Drums: Love Poems* (1998); *Does your house have lions?* (1995), which was nominated for both the NAACP Image and National Book Critics Circle Award; *Wounded in the House of a Friend* (1995); *Under a Soprano Sky* (1987); *Homegirls & Handgrenades* (1984), which won an American Book Award from the Before Columbus Foundation; *I've Been a Woman: New and Selected Poems* (1978); *A Blues Book for Blue Black Magical Women* (1973); *Love Poems* (1973); *Liberation Poem* (1970); *We a BaddDDD People* (1970); and *Homecoming* (1969).


Among the many honors she has received are the Community Service Award from the National Black Caucus of State Legislators, the Lucretia Mott Award, the Outstanding Arts Award from the Pennsylvania Coalition of 100 Black Women, the Peace and Freedom Award from Women International League for Peace and Freedom (WILPF), the Pennsylvania Governor’s Award for Excellence in the Humanities, a National Endowment for the Arts Award, and a Pew Fellowship in the Arts. Sanchez has lectured at more than five hundred universities and colleges in the United States and had traveled extensively, reading her poetry in Africa, Cuba, England, the Caribbean, Australia, Nicaragua, the People's Republic of China, Norway, and Canada. She was the first Presidential Fellow at Temple University, where she began teaching in 1977, and held the Laura Carnell Chair in English there until her retirement in 1999. She lives in Philadelphia.

Book signing immediately following discussion in TMA Auditorium Lobby.

Overcoming An Angry Vagina
PRESENTER: Queen Afua
TMA Library
1:00p – 1:30p

Overcoming An Angry Vagina Journey to Womb Wellness is a self-help guide to womb empowerment, tracing a global timeline of womb damage right across the globe. It presents traumas and triumphs told by both women and men who have witnessed and experienced the fallout and recovery. The book is a journey through a storm of female challenges offering the reader a guide to Womb Wellness through strategies for reclaiming balance and wellness. Included are teachings on: Diet, Herbs, Oils & Formulas, Hydrotherapy, Body Work, Soul Work, all for the restoration of body, mind heart and spirit.

Book signing immediately following discussion in TMA Auditorium Library.

The Remedy
PRESENTER: Supa Nova Slom
2:00p – 2:30p TMA Library

SUPA NOVA SLOM is an inspirational life force galvanizing a new tomorrow for today’s generation. The son of a world-renowned healer, a by-product of the hiphop renaissance, and a survivor of the streets, Supa Nova is empowered with the gift and know how to reach across cultural lines, generational gaps, and neighborhood divisions. One of today’s most profound and prolific young adult personalities, Supa Nova is a dynamic musical artist, an established author, a wellness advocate, and a community activist who has appeared on Jay Leno, The Today Show, ABC, BET, and CBS. Supa Nova Slom, whose name literally means “Shining with the brilliance of a hundred million stars,” has worked with people ranging from Bill Cosby, Erykah Badu, Dr. Ben Chavis, Common and Ice-T, to well accredited medical doctors and local street organization leaders. He is the pioneer of the “Chlorophyllion” super green lifestyle, the founder of Unify the Hood, Heal the Hood, and a social catalyst that has mobilized thousands of young people with his music and movement.

Book signing immediately following discussion in TMA Auditorium Library.

Deconstructing Fatherhood: More Than Just Being There
TMA – Classroom 303
2:00p - 3:15p

What is Fatherhood? Is it a role, a frame of reference, a behavior, or just a set of socially sanctioned activities? We often hear about the value of fatherhood. Is it more than just being present in the home? How essential are father’s as opposed to having a healthy home environment and caregivers? At one time fathering meant being a good provider, not a nurturer or a homemaker. Today the role of a father has greatly expanded? Has it evolved to reflect who we are as a human being as opposed to a narrowly defined behavior? Is fatherhood something innate to men or a process to be understood, and developed based upon our own personal histories?

MODERATOR: Marc Collins, Founder; The FLOW
PANELISTS: Cassandra Mack, The Black Man’s Little Book of Encouragement; Robert T. Gardner, The Choices We Make; Dr. Carlton Payne, Triumph Over Tragedy; Terrance Dean, Hiding in Hip Hop

Book signing immediately following discussion in Hue-Man Central Outdoor Bookstore Café on West 135th Street.

QBR & AALBC.com’s Publishing YOU-niversity!

Publishing YOU-niversity I: Using a Website to Generate Business
TMA – Classroom 211
12:00p - 1:15p
PRESENTERS: Troy Johnson and Kara Smith

We will discuss the importance of having a website. Since April of 1993 when CERN announced the World Wide Web is free to use by anyone, over a quarter of a billion websites have been created (according to Netcraft Web Server Survey, December 2009). More than 76 percent of the US population has internet access. Internet penetration will continue to increase as people gain access via cell phones and other mobile technology. The importance of a website is undeniable; this workshop will discuss: What are the most important characteristic of a website; should you build your own website or pay a professional; how to you get others to find your website.

Publishing YOU-niversity! Workshops I – IV are $10 each and include a free copy of Kara Smith’s book..
**Publishing YOU-iversity II: How to Use Facebook to Build Your Personal and Professional Brand**
TMA – Classroom 211
1:30p - 2:45p
**PRESENTERS:** Troy Johnson and Kara Smith

With more than 400 million registered users, you’re probably very interested in learning how to take full advantage of one of the fastest growing social media resources in the world. Facebook sees us as connected not just to other people — our friends — but to myriad things all over the Web. These things could be favorite bands, book authors, restaurants, or finding a law firm, It’s a potentially powerful idea – Facebook allows users to uncover all these interests and predilections and let us share them with our friends, find joint venture partners, and build relationships with strategic alliances and potential clients.

**Publishing YOU-iversity III: What is Twitter All About?**
TMA – Classroom 211
3:00p - 4:15p
**PRESENTERS:** Troy Johnson and Kara Smith

The amount of interest in Twitter continues to soar. But, even with its popularity most small to mid-size businesses still haven’t figured out how best to use it. Areas of Discussion include: How to use Twitter to generate traffic to your blog and website; the importance of sharing resources with Twitter; how to Educate Your Audience; using Twitter to Add Connections; building Your Community With Twitter; how to Cultivate Collaborations.

**Publishing YOU-iversity IV: Social Media Beyond Facebook and Twitter**
TMA – Classroom 211
4:30p - 5:45p
**PRESENTERS:** Troy Johnson and Kara Smith

We will discuss ways authors and small to midsize businesses can build brand recognition and generate new business by utilizing social media platforms in addition to Facebook and Twitter. Discussion will cover LinkedIn is the world’s largest professional network with over 65 million members. MySpace one of the pioneers of social networking is will be covered as well as several other important platforms including: YouTube, Digg, Flicker, Foursquare and others. Areas of discussion: How to optimize and raise the visibility of your LinkedIn profile; a description of the different types of social media platforms; understanding the Pros and Cons of various social media platforms; researching to customize your social media conversation.

**Publishing YOU-iversity V: Sell Your Diamond In The Ruff: How Not to Be a Starving Artist**
Presented by Joe Young, *Diamond Ruff*
TMA – Classroom 303
12:00p - 1:15p

Within the “Sell Your Diamond in the Ruff” workshop Mr. Young will show participants how to get your manuscript edited, find money for publishing, and sell and promote your book through various local and national distribution channels. Joe will also discuss how to make your book an Amazon National Bestseller, also how to create TV/Movie opportunities from your book. The objectives of “Sell Your Diamond In The Ruff” workshop is inspire and instruct people how to get their manuscript printed and sell it to the public. The workshop will appeal to aspiring authors as well as anyone in the general public who wants to know how an independent author can get published.

**Joseph (Joe) Young Jr.,** author of *Diamond Ruff* and President and Founder of Young Studios, has over 20 years of experience in the business of art. In the late 80’s he was nationally syndicated with his Scruples comic property. The Scruples holiday special airs annually on local and national television. Since then he started the Joe, Picture This Show, Inc., a 501 (c) 3 youth arts agency. The agency is well known for creating The Hartford Animation Institute, a program that teaches young people the art and business of digital animation. He has produced graphic and film work for celebrities, small and large organizations. Joe and his work have appeared in People, Ebony, Jet Magazines, The New York Times, Boston Globe, C-Span and other national media outlets. In 1999 Joe received the prestigious “Point of Light” award from the White House for bringing the arts to disadvantage youth.

**Publishing YOU-iversity VI: Make Your Writing Work For You!**
**PRESENTER:** Grace Edwards, Novelist
TMA – Classroom 307
1:30p - 2:45p

Explore various techniques designed to enhance your particular writing skills: including point of view, dialogue, and setting. We will discover the one universal theme that interests all readers, the two basic stories from which all other stories flow. The three forms of conflict, the six basic plots, and more importantly, how ideas, memories, and fragments of the imagination ultimately become stories. And we will explore how to capture the sound and rhythm of our words in order to understand what works and what doesn’t. Bring a notepad.
Grace Edwards is the director of the Harlem Writes Guild and author of the Mali Anderson mystery series. She is the author of the novel In the Shadow of the Peacock, and of three Mali Anderson mysteries, If I Should Die, A Toast Before Dying (a featured alternate selection of the Mystery Guild), and No Time to Die. Grace F. Edwards was born and raised in Harlem and now lives in Brooklyn.

**Never Again: The Future Is Africa**
TMA – Classroom 203
4:30p - 5:45p

Based upon his recently published book, NEVER AGAIN: Africa's Last Stand, Dr, Etuk examines and analyzes the history of Africa from the pre-colonial, colonial, and post-colonial eras, pointing out what slavery was really like in Africa, the aftermath of slavery and the colonial era from 1884 to 1960. Dr. Etuk debunks the notion that Africans sold their own people, and that there is a genuine case for reparations both for Africans and African Americans. The sad experience of post-colonial rule is blamed for the consequences of the colonial impact and Dr. Etuk offers his challenge as a way out for the future of the race.

TMA – Classroom 319
3:00p - 4:15p

Louis Reyes Rivera is the Chair of the New York Chapter of the National Writers Union who is passionate about author rights in a constantly encroaching digital world. A recipient of over 20 awards, including a Lifetime Achievement Award (1995), a Special Congressional Recognition Award (1988), and the CCNY 125th Anniversary Medal (1973). Rivera has assisted in the publication of well over 200 books, including John Oliver Killens' Great Black Russian (Wayne State U., 1989), Adal Maldonado’s Portraits of the Puerto Rican Experience (IPRUS, 1984), and Bum Rush The Page: A Def Poetry Jam (Crown Publishers, 2001). This is a ‘must-do’ workshop for published and aspiring authors of any type of creative work.

**Ama Ata Aidoo: The 2010 Flora Mwapa Award Recipient**
HBF MAIN STAGE
1:30p - 2:45p

Ama Ata Aidoo is a Ghanian writer who has depicted the role of African woman in modern society. Aidoo has noted that the idea of nationalism has been used by new leaders as a tool to keep people oppressed. Aidoo has criticized those educated Africans who profess to love their country but are lured away by the material benefits of the developed word. She believes in a distinct African identity, which she sees from a female perspective.

She was born in Abeadzi Kyiakor, Gold Coast, now Ghana. Her father was a chief of Abeadzi Kyakor, a political individual, as Aidoo's grandfather who was killed by the British. Because of her father's position, Aidoo grew up in a royal household with a clear sense of African traditions. She graduated from the University of Ghana in 1964. In the early 1960s Aidoo worked with Efua Sutherland, founder of the Ghana Drama Studio. While still studying, she started to publish poetry.

Aidoo's work falls into various genres: fiction, drama, and poetry. Often her stories deal with the role of women in the process of change. From the beginning, Aidoo has based her plays more or less on earlier tradition. She gained first notice with the play THE DILEMMA OF A GHOST (1965), which concerned the problem of conflict between traditional culture and Western education and values. NO SWEETNESS HERE (1970), written from the mid-1960s, was a collection of short stories. Her second play ANOWA (1970), based on the legend of a girl who defied her parents in choice of her husband, was produced in Britain in 1991, on the same year when her second novel CHANGES appeared. Changes won the 1993 Commonwealth Writers Prize for the Africa region.
Aidoo has taught for many years in the United States and Kenya. She has been a professor of English at the University of Ghana and a fellow at the Institute for African Studies, where she wrote and researched Fanti drama. In 1974-75 she served as a consulting professor to the Washington bureau of the Phelps-Stokes Fund’s Ethnic Studies Program. She has attended an advanced creative writing course at Stanford University and she has been at the Harvard International Seminar. In 1983-84 Aidoo was Minister of Education under the government of Jerry Rawlings. Between 1970 and 1985 she published little, but in 1986 appeared a collection of poetry, SOMEONE TALKING TO SOMETIME, which was followed next year by THE EAGLE AND THE CHICKENS, a children’s book. Besides Ghana, Aidoo has lived in Harare, Zimbabwe from 1983, where she has worked for the Curriculum Development Unit of the Ministry of Education. She has also been active in the Zimbabwe Women Writers Group.

Book signing immediately following discussion in Hue-Man Central Outdoor Bookstore Café on West 135th Street.