

# Publishing Trans Voices with Lannie Rose

The transgender community gains allies and wisdom when more trans people raise their voices to tell their stories. Whether targeting a trans audience or the wider public, a rich variety of media are available today to sing your song—from the traditionally published trans autobiography, to self-published works, to Web sites, blogs, and podcasts. In this session, author Lannie Rose uses her experience working in all these media to discuss benefits and challenges of various approaches, and to share some tips on successfully writing, producing, and publishing your own story.



# Contents

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- Why tell your story?
- Media choices
- Writing tips
- Publishing tips



# Books books books!



Everyday Nice: A Memoir

Lannie Rose

Dirty Panities  
...and other thrilling tales  
of my sex change

Lannie Rose

How To Change Your Sex

Lannie Rose

LANNIE

Jamison Green  
Becoming a Visible Man

VANDERBILT

Mark 947

Capernaia Sarah Addams

DRESS CODES

NOELLE  
HOWELEY

KATIEV  
JUST ADD HORMONES

She's Not the Man I Married  
MY LIFE WITH A  
TRANSGENDER HUSBAND

REAL

My Dad, the Lesbian

ROSE  
WRAPPED IN BLUE  
... A Journey of Discovery

LE

RUNNING TO NORMAL

Sandra Clark

ALICE IN GENDERLAND

Richard J. Novic, M.D.

Living a Lie - A Transgendered Journey

Transactions  
Erica Zander

Perseus Publishing

eyes of desire 2  
a clear glbt reader  
raymond luczak, editor

ERRARD  
HEAD OVER HEELS  
When Who Stay  
with Cross-Dressers  
and Transsexuals

WHIPPING GIRL

A Transsexual Woman as Sister  
and the Strangeness of Femininity

NICLA SPARDO

Berkowitz  
my gender workbook  
USED

BRIAN W. FAIRBANKS  
THE LATE SHOW

THE CHANGE

TRUE SELVES

OSSELY BASS

Medical, Legal & Workplace Issues  
for the Transsexual

Stella Kim, M.D., &  
Veronica Spelman, J.D.

MIRRORS  
Portrait of a  
Lesbian Transsexual

ANDY WITTEK  
REBE BLUNT

The Uninvited Dilemma

Christy De Groot, Suway

Fool for Love

Exploring Transsexualities

Lisa Lees

A Queer Circle of Friends

Lisa Lees

Carrick, Juang,  
and Munier  
TRANSGENDER RIGHTS

EEEP

# Why tell your trans story?

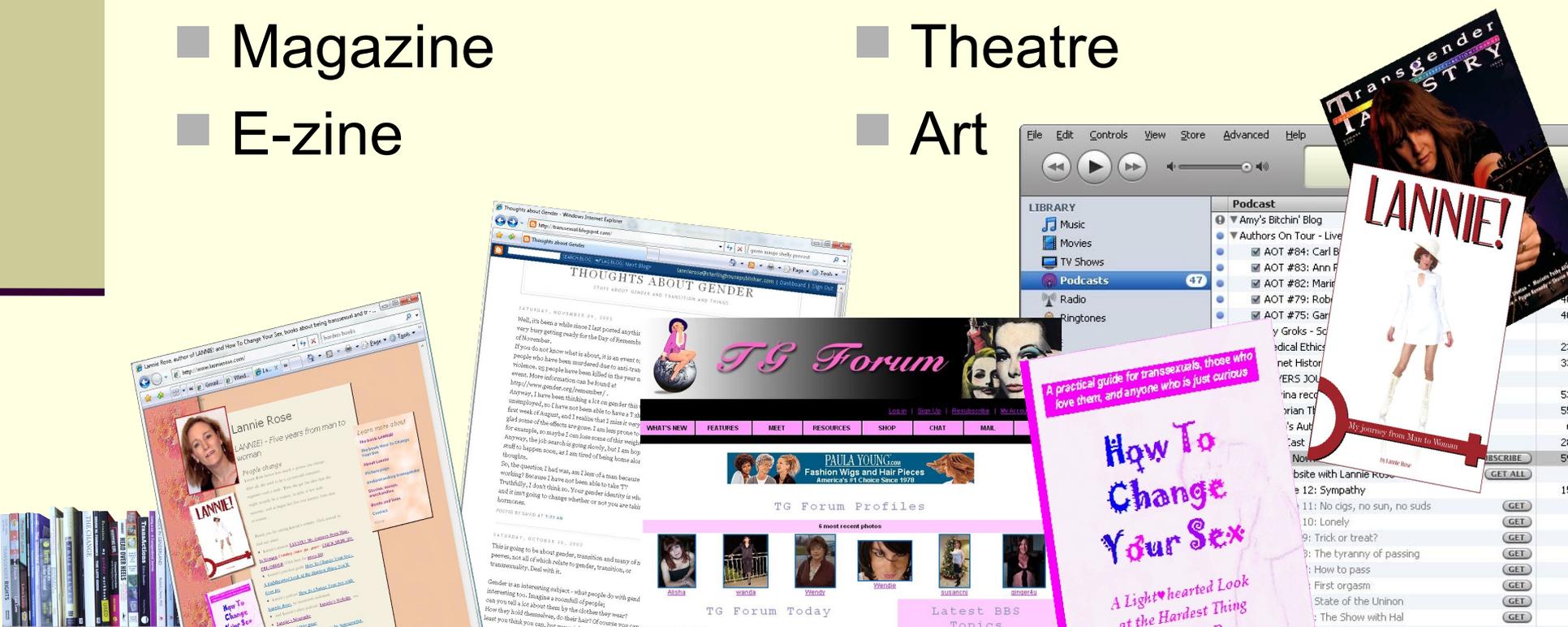
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- Our collective body of stories lets us know each other, and lets the public know us
- You are special!
  - Your story
  - What it means to you
  - How you tell it
- Your story may be the one that reaches just the right person
- It's good therapy



# Media choices

- Web site
- Blog
- Podcast
- Magazine
- E-zine
- Book
- Movie
- Public speaking
- Theatre
- Art



# Choosing your media

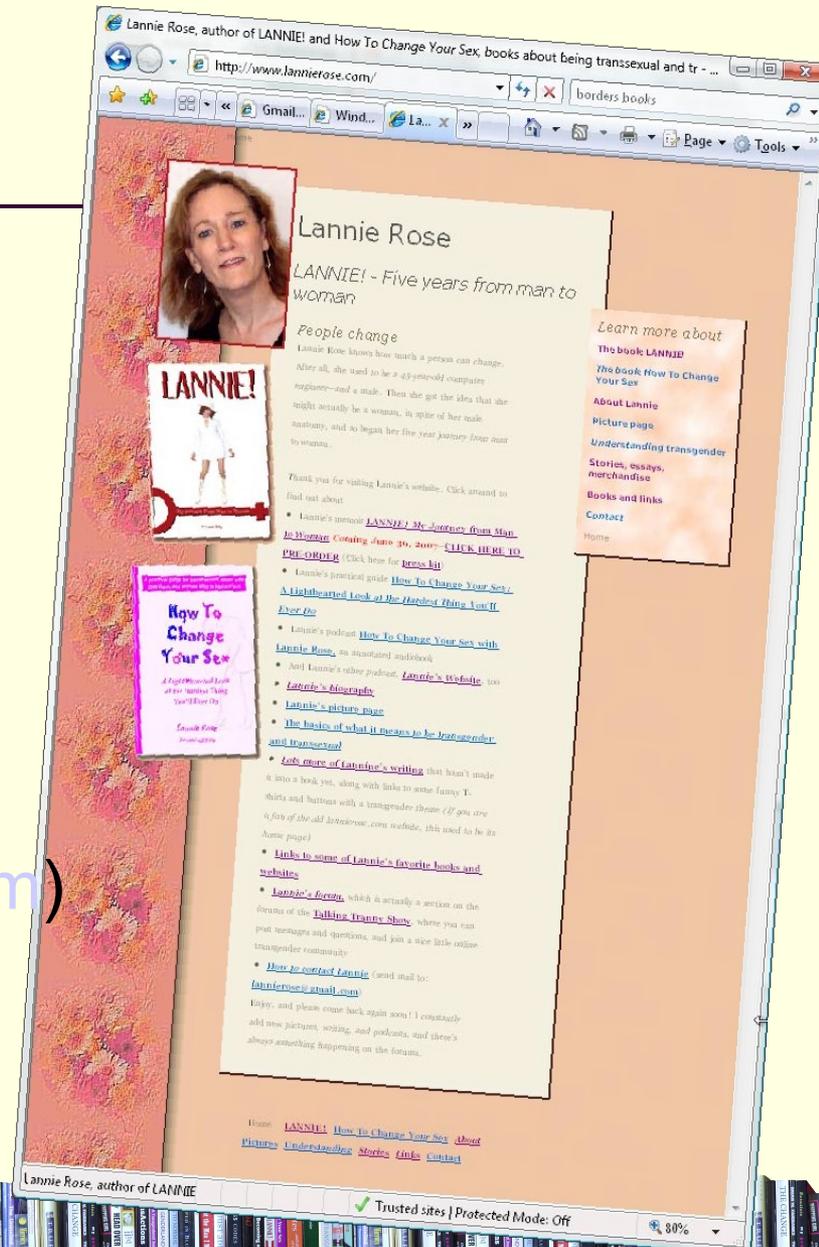
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- What skills do you have?
  - Computer savvy
  - Adobe tools
  - Speaking, acting
- Is your story static (retrospective) or dynamic (on-going)?
- What are you comfortable with?



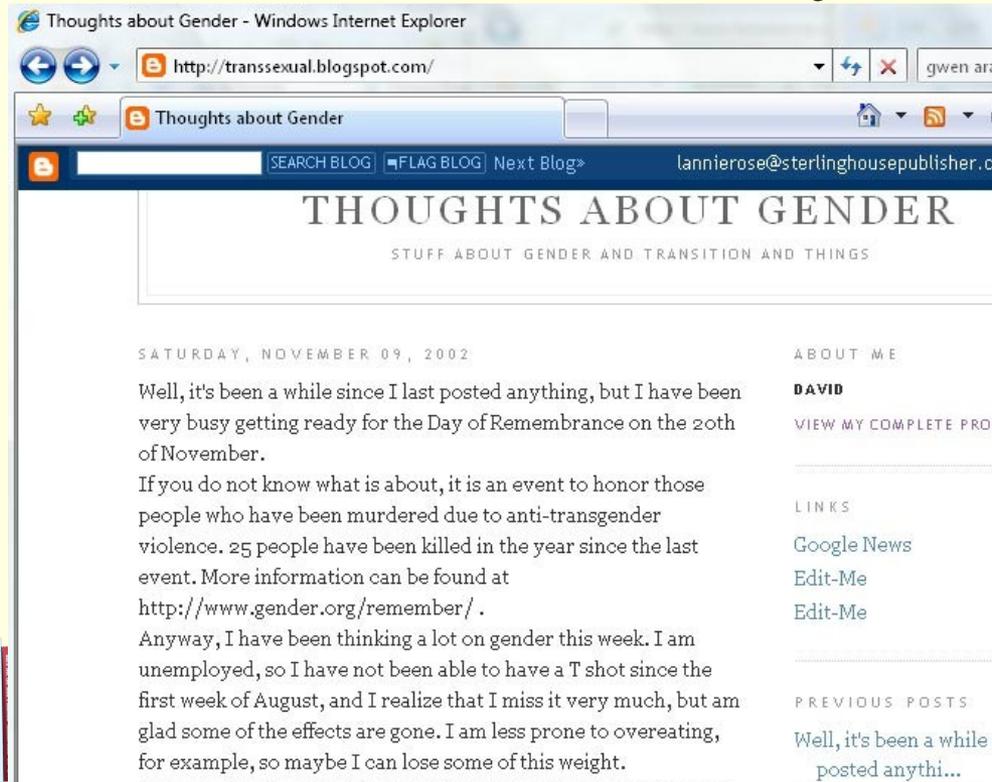
# Web sites

- Persistent, flexible
- Relatively static
- Many tool choices
  - MySpace, Facebook
  - AOL, Yahoo Geocities
  - Google Page Creator (<http://pages.google.com>)
  - HTML coding
  - Adobe Dreamweaver



# Blogs

- Easy to use, easy to update
- Dynamic, needs new content regularly
- More like a diary or conversation than a story
- Many tool choices
  - MySpace
  - Blogger (blogspot)
  - TypePad
  - Blogware



# Blog software

Online Journalism Review's Blog Software Comparison Chart - Windows Internet Explorer

http://www.ojr.org/ojr/images/blog\_software\_comparison.cfm

USC ANNEBERG ONLINE JOURNALISM REVIEW®

Supported by The Annenberg Center for Communication at USC

SEARCH

Go

OJR BY E-MAIL

RSS ARTICLE FEED

LOG-IN

REGISTER

Ads by Google

**Blog AdSense**  
Earn money from your blog with ads targeted to your site. Try AdSense.  
www.google.com/adsense

**Put Your Blog To Work**  
Get Paid Writing Articles on Blogs. Share Your Writing Skills Today!  
www.Hellium.com/BlogWriting

**SuiteTwo Web 2.0 Suite**  
Enterprise Wiki, Blog, RSS Special Year End Offer. Act Now!  
www.spikesource.com/suitetwo

Online Journalism Review would like to hear what you think about the site.  
Would you please [take a moment to complete a short survey?](#)

## Blog software comparison chart

Updated May 18, 2006: This chart is a companion to the article "[Time to check: Are you using the right blogging tool?](#)" published July 14, 2005 in the [USC Annenberg Online Journalism Review](#). Do note that this chart reflects only standard features of the tools' installation, and not every possible extension, plug-in modification... or hack.

Functionality	Blogger	TypePad Basic	TypePad Plus	TypePad Pro	Blogware	WordPress	Movable Type	Expression Engine
Comments	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Categories	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Subcategories	No	No	No	No	Yes	Yes	Yes	Yes
Trackbacks	Yes (Backlinks)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Pings	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
RSS	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Atom	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Search	No	No	No	No	Yes	Yes	Yes	Yes
Blogroll/Lists	No	Yes	Yes	Yes	Yes	Yes	No	No
Number of blogs	Unlimited	1	3	Unlimited	1	1 (more with WordPress MU)	Determined by license	Unlimited
News Aggregation	No	No	No	No	Yes	No	No	Yes
Extras	Blogger	TypePad Basic	TypePad Plus	TypePad Pro	Blogware	WordPress	Movable Type	Expression Engine
Moblogging	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Photo Galleries	No	Yes	Yes	Yes	Yes	No	No	Yes
Non-blog pages	No	Yes	Yes	Yes	Yes	Yes	No	Yes
Maintenance	Blogger	TypePad Basic	TypePad Plus	TypePad Pro	Blogware	WordPress	Movable Type	Expression Engine

# Podcasting

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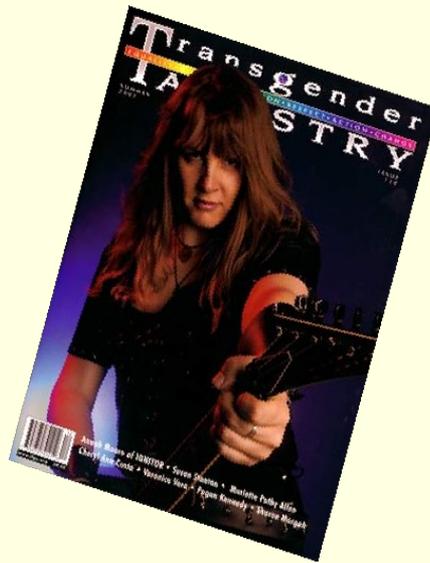
- Dynamic, easy to generate content
- Need to maintain regular release schedule
- Subscription model to distribute episodes
- Production can be technically challenging
- Audio
  - Easiest: [www.podomatic.com](http://www.podomatic.com)
  - Harder—edit for a professional show
- Video—YouTube (channels)



# Magazines

- Traditional

- Transgender Tapestry (ifge.org)



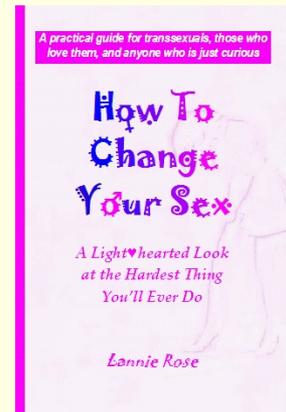
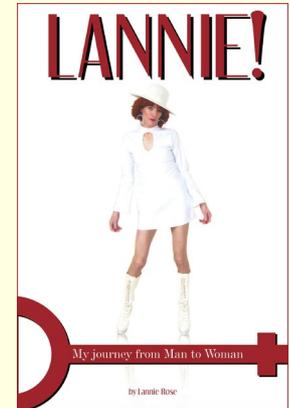
- Online

- Transgender Forum (tgforum.com)



# Books

- Traditional
  - Very difficult to get a contract
  - Very long schedule
  - Expect poor promotion and distribution
- Self-published
  - Quick and easy
  - Easy to revise
  - Good quality
  - Not a route to traditional publishing
- Don't expect to make big \$\$\$\$\$



# Other media

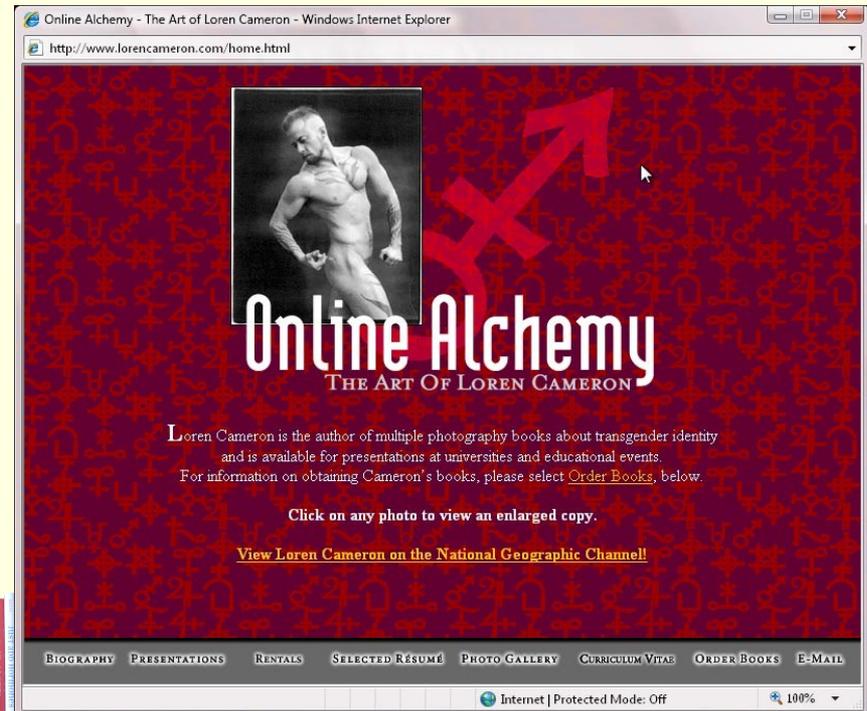
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- Make a movie
  - YouTube
  - A real movie—example: Reel Freedom Films (<http://www.nofreetime.org/>)
- Join an LGBT speakers bureau
  - Triangle Speakers in Santa Cruz ([www.trianglespeakers.org](http://www.trianglespeakers.org))
  - Rhonda Mitchell in Silicon Valley ([rhonda\\_95035@yahoo.com](mailto:rhonda_95035@yahoo.com))



# Art

- Theatre
  - Esmarelda Alderete : *Misery is Optional*
  - Tobias K. Davis: *The Naked I: Monologues from Beyond the Binary*
- Photography
- Sculpture
- Painting
- Poetry
- Mime



# Distributing the product

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- Automatic
  - YouTube
  - Blogs, Web sites
  - Magazines
- Podcasts
  - iTunes
  - Podcast directories
- Books
  - Amazon.com
  - Self-publishing service
- Difficult
  - Bookstores
  - Movies (film festivals)
  - Theatre
  - Art



# Attracting eyeballs

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## Writing is easy; promotion is hard

- Word of mouth
- Web sites
- Blogs and discussion forums
- Cross-promotion
- Personal appearances—book signings, open mic nights
- Advertising?



# Writing tips

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- Pretend you are telling your story to a friend
- Show, don't tell
  - Focus on a few of the most interesting events
  - Describe how you felt emotionally
  - Appeal to all the senses
- Use dialog
- Grab the reader's interest quickly
- Hire an editor



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“ An editor is like a prostitute:  
Integral to the process,  
But not emotionally involved. ”

—Misha Ledebur



# Traditional book publishing tips

## ■ Follow the rules for manuscripts and query letters

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DIRTY PANTIES  
AND OTHER THRILLING TALES OF MY SEX  
BY  
LANNIE ROSE

Dirty Panties/Rose

Psycho Vince Deflowers Lannie Rose

A brunette with eye-catching good looks, tall and thin like a model, walks quickly down the aisle of a large suburban shopping mall. She is wearing a short black skirt, matching jacket with faux-leopard trim at the hems, black stockings, and black pumps with low heels - could she be a Macy's saleslady hurrying back from a break? An observer might notice the woman furtively glancing at her own reflection in the glass of the storefront windows, as if uncertain about her appearance. Closer inspection would reveal a surprise. The woman's face has masculine features and the brunette bob is a cheap wig. Why, she's not a woman, she's a man! She is, in fact, a middle-aged man cross-dressed as a woman. I know that because she is me, Lannie Rose.

I had been cross-dressing as a woman for quite some time. (Actually, a lot more was going on for me than just cross-dressing, but I wouldn't figure that out until some months

11

Elaine Rhodes

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E-mail: lannierose@gmail.com

March 28, 2005

Tracy Brown  
c/o Wendy Sherman Associates  
450 Seventh Avenue  
Suite 1034  
New York, NY 10125-0073

Dear Tracy,

Do you know about the great gender divide over clean underwear? I didn't either, until I changed my sex! Other remarkable things I learned include:

- What goes on inside the women's locker room.
- What makes a woman a woman and a man a man (hint: testosterone has a lot to do with it).
- A rose by another name does NOT smell as sweet.
- Sex reassignment surgery hurts!
- Sometimes, if you're lucky, life lets you have do-overs.

How I made these and many other discoveries is related in my manuscript *Dirty Panties and Other Thrilling Tales of My Sex Change* (H&Rongo double-spaced, 81,869 words, memoir genre).

*Dirty Panties* is NOT yet another transsexual autobiography. This is just the good stuff: These short stories and essays, along with a few poems and songs, explore my journey from cross-dressing man, through sex reassignment surgery, to beginning life as a new woman. The style is upbeat and plainspoken, with a gentle sense of humor. A pinch of sexual content is handled tastefully. The reader is left with the impression of a happy, successful woman who has overcome unusual challenges to achieve a normal lifestyle not unlike the reader's own. Because *Dirty Panties* entertains as well as informs, it is marketable not only to the hundreds of thousands of transgender people who have a natural affinity for this subject matter, but also to a wide audience of readers around the world who are curious about this fascinating and titillating topic.

My previous book, *How To Change Your Sex: A Lighthearted Look at the Hardest Thing You'll Ever Do*, is an amusing and practical guide for transitioning transsexual women and men (available at [www.hdo.com](http://www.hdo.com)). Over fifty of my essays, including many pieces which have been reworked for this manuscript, have been published in the online *Transgender Forum* ([www.tforum.com](http://www.tforum.com)). Two of my essays were incorporated into the Diverse Johnson Award-winning play *The Naked J. Manologues from Beyond the Binary* by Tobias K. Davis.

I found your excellent endorsements on the Publishers Marketplace Web site. I would be pleased to have you represent me.

*Dirty Panties* is a completed project; the manuscript has been professionally edited and is ready to be published. May I send you a copy? I have taken the liberty of enclosing three sample chapters and the table of contents for your immediate review. (A letter SASE is also enclosed, please do not bother to return the chapters.) I look forward to hearing from you. Thank you for your consideration.

Sincerely,

Elaine Rhodes

Enclosures: SASE, three sample chapters, table of contents



# Traditional book publishing tips

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- Get an agent
- **They pay you!!** (Don't pay them)
- Be patient
- Do your own promotion



# Self-publishing tips

- Lannie recommends Lulu.com, it's free



- Others: iUniverse, PublishAmerica
- Design your book in MS Word or with OpenOffice
- Don't forget the back cover!
- For a professional finish, hire an editor & book designer



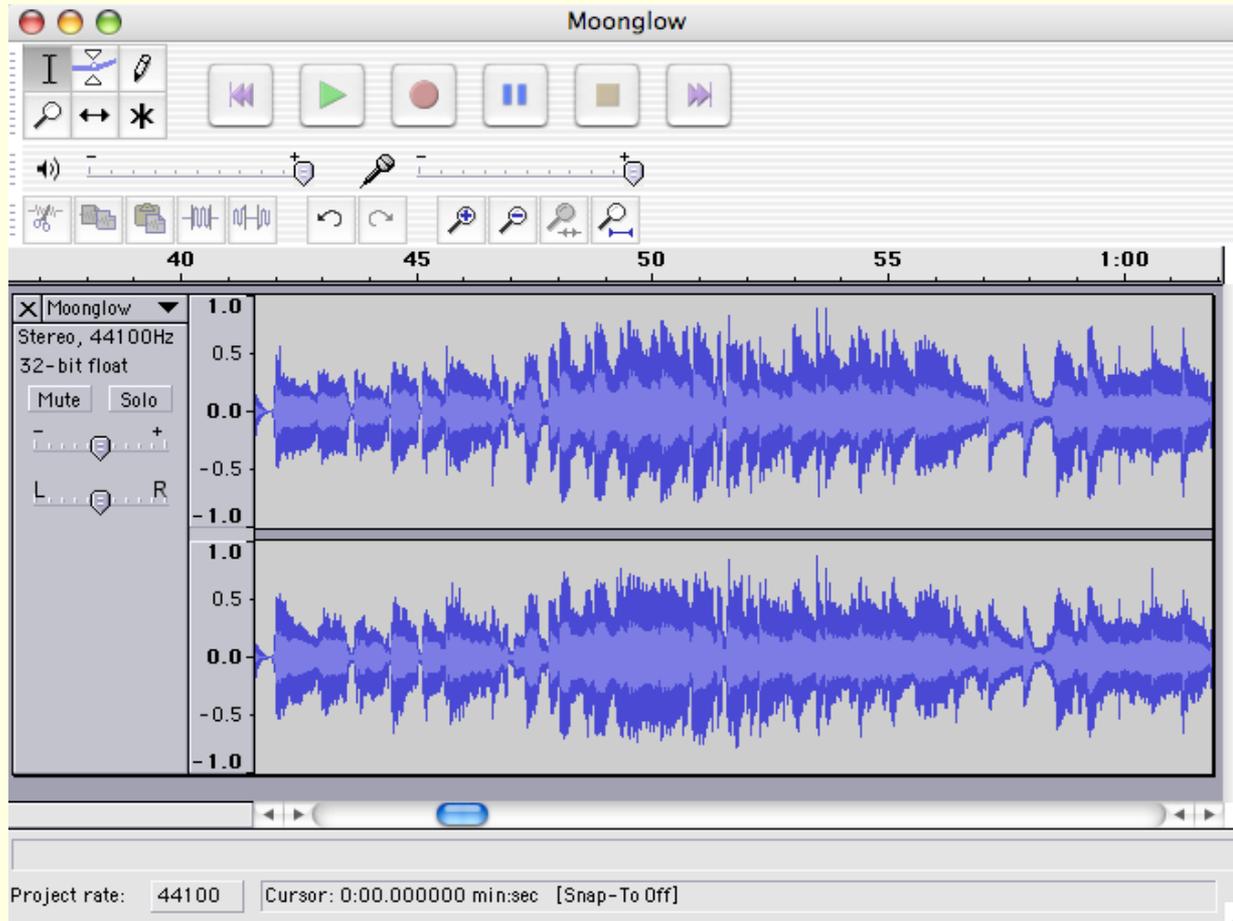
# Podcasting tips

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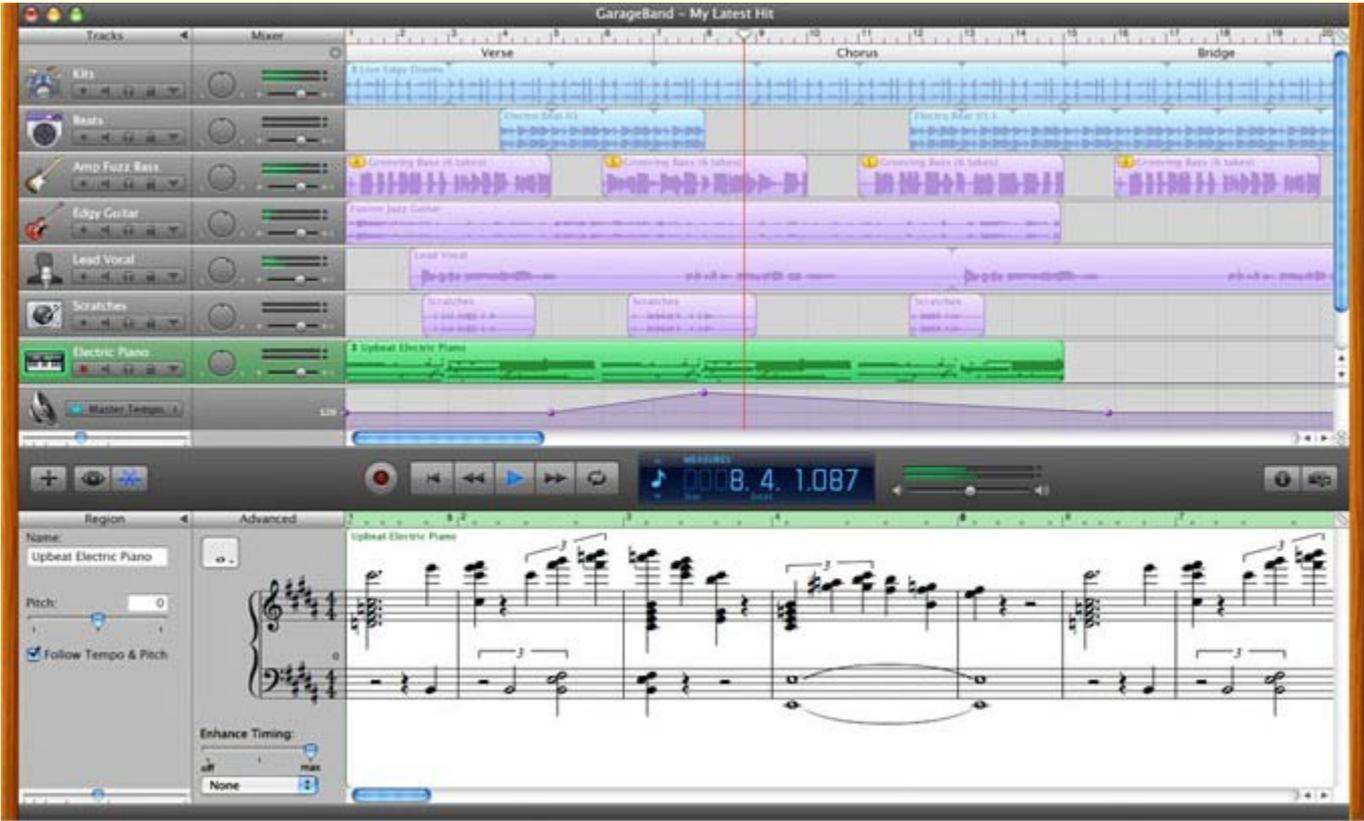
- [www.podomatic.com](http://www.podomatic.com) is the easy way
- Editing software
  - Audacity (free, multi-platform)
  - GarageBand (iLife)
  - Acoustica Mixcraft (for Windows, \$49.95)
- Driven by an rss file
- rss file validator: <http://www.feedvalidator.org/>
- Post on iTunes, podcast directories, [transfm.org](http://transfm.org)
- Publish on a regular weekly schedule



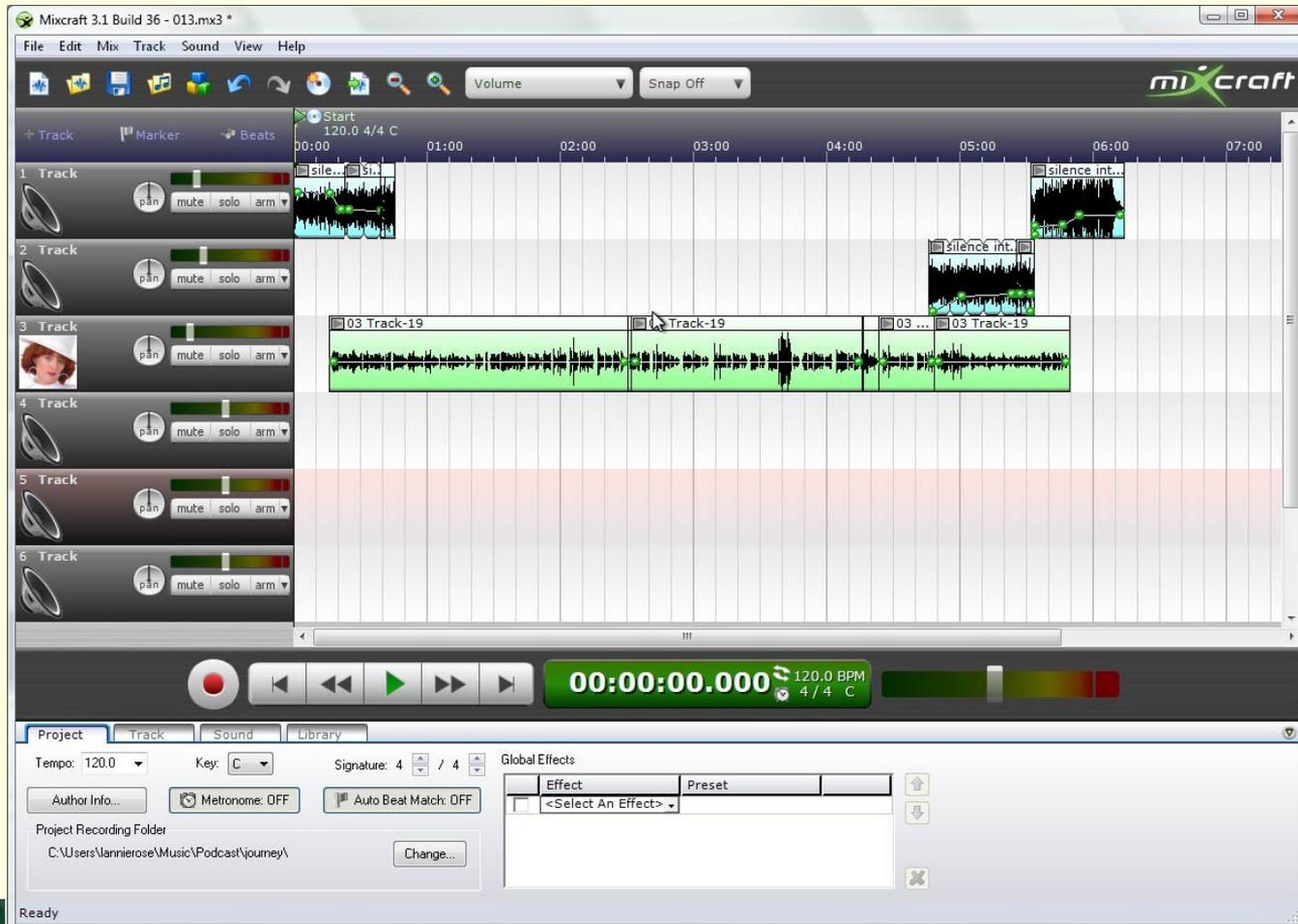
# Audacity



# GarageBand



# MixCraft 3.0



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# Shameless self-promotion

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- LANNIE! My Journey from Man to Woman
- How To Change Your Sex: A Lighthearted Look at the Hardest Thing You'll Ever Do
- [www.lannierose.com](http://www.lannierose.com)
- Podcasts on iTunes:
  - Lannie's Website with Lannie Rose
  - How To Change Your Sex with Lannie Rose
  - Preview of LANNIE! My Journey from Man to Woman by Lannie Rose

