

PACKING A PUNCH

Action flick is a real "Kick."
Family flick is nearly "Perfect."

SPORTS
SIXERS FIRE JORDAN

Could Stefanski be the next to go?



The Philadelphia Inquirer

philly.com

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PHILADELPHIA, PA. (AP) — A massive ash cloud from a remote Icelandic volcano caused the biggest flight disruption since the 2001 terrorist attacks Thursday as it drifted over northern Europe and stranded travelers on six continents.

1,000s of Web cam images, suit says

A motion in the L. Merion case also said school staff, watching, told of loving the "little... soap opera."

By John P. Martin
INQUIRER STAFF WRITER

The system that Lower Merion school officials used to track lost and stolen laptops wound up secretly capturing thousands of images, including photographs of students in their homes. Web sites they visited, and excerpts of their online chats, says a new motion filed in a suit against the district.

More than once, the motion asserts, a laptop camera took photos of Hartman High School sophomore Blake Robbins as he slept in his bed.

The motion, filed in federal court late Thursday by his lawyers, says that each time the camera took Robbins' picture, it fired the image off to network servers at the School District.

Back at district offices, the Robbins motion says, employees with access to the images marveled at the tracking software. It was like a window into "a little LMSD soap opera," a staffer is quoted as saying.

See **WEB CAMS** on A17

Toomey's fund-raising outpaces Specter's

By Thomas Fitzgerald and Julie Farrell
INQUIRER STAFF WRITERS

Sen. Arlen Specter, the Pennsylvania Democrat facing one of the toughest reelection fights in the nation, raised half as much campaign cash as potential Republican challenger Pat Toomey during the first quarter of the year.

Specter reported Thursday that he had collected \$1.1 million through the end of March, compared with \$2.3 million for Toomey.

The five-term incumbent still had \$9.96 million on hand, his campaign reported, but Specter began spending on television advertising this week in his competitive primary race with U.S. Rep. Joe Sestak. Sestak raised just \$442,000 over the last three months, but his stingy-spending campaign said it had \$5.3 million available for an all-out advertising push ahead of the May 18 primary.

"We're right where we want to be," Sestak spokeswoman Jonathan See **CAMPAIGN** on A18

A bustle of construction now means bustling tourism to come



At the eight-acre expansion site of the Pennsylvania Convention Center, workers build the Framework as they aim for a March 2011 deadline for the \$786 million project, a big boost to employment and tourism.

At Convention Center, the boom of progress

By Susette Parulyi
INQUIRER STAFF WRITER



Far above the street, iron worker Andrew Wagner, 53, of Bensalem, welds joints that will hold giant panes of glass.

As construction zooms go, this one is especially hard to miss: a terraces stretching from 18th Street to Broad, Arch Street to Race, inhabited by cranes, mini-lifts and scaffolding.

Local too: a cacophony of mechanical beeps — jack-hammers, saws, generator engines — sounding notes of structural progress.

"It's good for the economy. I love it," said Andrew Yenger, 53, of Bensalem, a

concrete finisher. In workers' Local 400, perched six stories above the street, welding, framing, grinding and smoothing them out — for the glass that will wrap around the Pennsylvania Convention Center.

These days, an army of 450 workers fan out over the eight acres that will become the \$786 million expansion of the center, geared to catapult Philadelphia into the major leagues of convention cities.

The project is 76 percent complete now. The structural skeleton is done, and work on remaining exterior or skin and interior finishes has shifted into overdrive.

Thursday, however, was going up in the new meeting rooms: an escalator (one of five pairs) was installed, and concrete slabs were placed in the small exhibit room to help stage the masonry project out on

See **EXPANSION** on A16

Volcano snarls flights in Europe

Ash cloud grounded jets in worst interruption since 9/11.

By Jill Lawless
ASSOCIATED PRESS

LONDON — An enormous ash cloud from a remote Icelandic volcano caused the biggest flight disruption since the 2001 terrorist attacks Thursday as it drifted over northern Europe and stranded travelers on six continents.

Officials said that it could take days for the skies to become safe again in one of aviation's most congested areas.

The cloud, floating miles above Earth and capable of knocking out jet engines, wrecked travel plans for tens of thousands of people, from tourists and business travelers to politicians and royals. They couldn't see the source of their frustration — except indirectly, when the ash created vivid red and lavender sunsets.

Nonemergency flights in Britain were canceled, and most will stay grounded until at least midday Friday. Authorities in Ireland, Denmark, Norway, Sweden, Finland and Belgium also closed their air space. France shut down 24 airports.

See **VOLCANO** on A15



Smoke and steam rising from the volcano in Iceland Wednesday as a medieval ice, forcing hundreds to flee Woodstock.

ONLINE SPINLIGHT

Take a virtual tour of the expanded Convention Center, and watch a video promoting it, at <http://go.philly.com/convention>

Phila. Free Library's book festival this weekend hosts writers well-known and obscure.

Local fairs, Facebook replacing the book tour



Philadelphia's Zoran Zervanos is setting up his own booth to publicize his book.

By Tirداد Derakhshani
INQUIRER STAFF WRITER

The Free Library of Philadelphia's book festival this weekend boasts a slew of impressive headlines, including Oprah biographer Kitty Kelley and Sophie, whose novel, *Push*, inspired the Oscar-winning film *Precious*.

It also features Jim Zervanos.

Um — Jim who?

"I've rented an exhibit's table" at the festival "to get word out about *Love Park*," says Zervanos, a Palm Beach

resident who describes his debut novel as a mordant "Cocci, tragedy meets American dream" take on a dysfunctional Greek-American family living in a Philly suburb.

Zervanos is a newbie with a tiny publisher — it's up to him to drum up his own business.

Yet, in an era when major publishers are cutting expenses, even established authors can find themselves in Zervanos' situation: finding for themselves as a

See **BOOKS** on A12



It's All About Books

Where, readers, will all music will be come together at the fourth annual Free Library Festival. Weekend

INSIDE TODAY'S INQUIRER



WEATHER
High 73,
Low 51

Rain developing later Friday. Showers may linger into the weekend, but quality. Good to moderate. NBC10 forecast, 11.

PHILADELPHIA
Change at the top of Art Museum board

Constantine H. Williams, a former state legislator, will succeed H.P. "Gerry" Lentini, 81.



NATION
Obama earned \$5.5 million in '09

Most of the income came from book sales. They paid \$3.792 million in federal taxes, AP.

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Books

Continued from A1
crowded media marketplace. It's a path that takes them to the Web, community bookstores, and local literary festivals.

Zervino, 40, whose book came out last May, has spent much of his free time over the last 10 months attending conferences, book festivals, and writers' workshops across the country — all at his own expense.

His publicity campaign, he says, has cost him \$10,000. "I had put aside a savings account for the book," says Penncrest High School English teacher says, laughing.

"I know going into my relationship with my publisher [Wisconsin-based Cahoon Publishing] that I would be more or less responsible for manufacturing a book tour of my own."

Bestfriend's Dennis Tadoy is published by a major New York press, but feels orphaned by the industry.

"Even some best-selling authors don't get a ton of support from their publishers," says Tadoy, whose latest mystery, *The Witness of Fairmount Park*, is due in June from J.P. Martin Press.

"I think some [composers] feel that by publishing your books, they're lending you their brand name as a major publisher and that's enough."

Random House publishing David DeLuz, who is coordinating Kelly's appearances, says only a few A-list authors still enjoy the classic paper book tour.

"Kitty is doing an old-fashioned tour: Fall media and event appearances in 10 cities over three months," he says. "But for many mid-list authors, the economics of putting an author on the road are forbidding."

Fantasy, horror, and romance writer L.A. Banks, 50, makes the good old days.

"You would sit down with marketing folks to come up with a campaign," she says. And that? "Publicists?" she says, adding a sigh for effect.

"It kind of stunk in my craw last year when I wasn't sent to Comic-Con," she says, adding a sigh for effect.

The entertainment industry's premiere sci-fi and fantasy convention, in San Diego, to publicize the last volume of her best-selling *Vampire Hunter* series.

But she is generally sanguine about the brave new world of publishing.

"All the little niceties that go with [book tours] have started drying up," she says, adding a laugh.

"I'm paying the poor new people coming on board who doesn't have an established name as a writer," she says.

Tina Jordan, vice president of the Association of American Publishers, which represents the publishing industry, says things aren't dire as Banks seems to think.

"Budgets are tight, but marketing and publicity is always a collaboration between author and publisher," she says.

Do writers today have to bear the bulk of the responsibility for publicizing their work?

"Again, it's a collaboration," she insists.

But the economy is only half the story.

"The media landscape has changed so much in the past two or three years" that the nature of authorship and book publishing needs to be rethought, she says.

He cites the "decline of local print media and the consolidation of TV and radio stations" and the revolutionary rise of digital media and networking.

Ben Laurio, founder of Pure Publicity, represents generalist author Stephen Meyer. He says the "decline of local print media and the consolidation of TV and radio stations" and the revolutionary rise of digital media and networking.

He says the priority today should be to find "new ways to market books" in an era when traditional venues such as book stores and libraries can't generate enough publicity to justify marketing dollars.

"Facebook and Twitter have become powerful avenues to reach readers," he says. "The media won't be the same as it was even two years ago... [and authors] need to reinvent the wheel."

Publishers Weekly features editor Andrew Albanese says some authors find it empowering to market their work.

Consider Barbara Skibot, he says — a science writer who devised and mounted her own publicity campaign for her new science, *The Intellectual Life of Henrietta Lacks*.

"She's now on the crux book tour... and she's getting huge crowds... She did it by using social media to personally reach out, almost by one, to readers," Albanese says. "She really moved the needle here."

As Skibot showed, Albanese concludes, when it comes to marketing, it's not just important, "the Web is the ball game."

But the Web just doesn't do it all.

Authors today have to face another major paradigm shift: They have to stop being authors and reinvent themselves as celebrities.

"That Skibot found," Albanese says, is that "it's really important for authors to look like celebrities in industries."

He adds, a little ruefully, "Yeah, it's not a popular way for aspiring authors to think" of themselves.

That's certainly not the case for Robin Schneider, a 33-year-old University of Pennsylvania graduate student who has already had two popular young-adult books to her credit, including the starry fests life guide *The Social Climbers' Guide to High School*.

She seems to relish the media game.

"It's an essential necessity for writers to learn how to market themselves," says Schneider, who works as a publicist for a children's book publisher and for a blog she wrote as a teenager.

She says she works with her audience via every electronic outlet imaginable. She even hosts a Web 2.0 talk show.

"Kids today expect authors to have a brand and a range of online stuff," she says.

"They grow up forming [online] relationships with J.K. Rowling and Twilight author Stephenie Meyer."

Philly native Jonathan Maberry, author of the action thriller *The Dragoon Shore*, also has embraced the new digital world — so much so that he teaches seminars for other writers on how to use social media.

"It's such a large part of the start marketing plan. It's huge... You can't really get anything done in publishing without social media."

He also helps fellow writers with a more low-tech strategy: He confounded the Philadelphia literary collective, The Liars Club.

He says that whenever he and fellow authors socialized, they'd spend most of the time complaining about the state of the publishing industry.

Three years ago, Maberry and Banks, who have known one another since Cromwell Middle School in the North-east, and a handful of other friends decided to pool their resources to form a club that they would use to market their work collectively. Today, the Liars Club has 14 members, including Tadoy.

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you have to pay for your own book tour, chances are you'll concentrate on time close to home, Banks points out.

"Just as Philly was a great fertile ground for the music industry in the '70s, it has developed a great art and literary scene. Philly is so rich. It's an embarrassment of riches," she says.

"I don't think the general public really knows how many of us are local."

Contact Inquirer staff writer Ted Demme at 215-662-7700 or ted@philly.com.



From top cover: L.A. Banks for authors, "the media won't be the same as it was even two years ago... [and authors] need to reinvent the wheel."



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15th & Chestnut St	215.381.2868	215.381.2868	908.363.1462
20th St & Market St	215.381.2868	215.381.2868	908.363.1462
36th & Chestnut St	215.381.2868	215.381.2868	908.363.1462
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42nd St & Market St	215.381.2868	215.381.2868	908.363.1462
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70th St & Market St	215.381.2868	215.381.2868	908.363.1462
74th St & Market St	215.381.2868	215.381.2868	908.363.1462
78th St & Market St	215.381.2868	215.381.2868	908.363.1462
82nd St & Market St	215.381.2868	215.381.2868	908.363.1462
86th St & Market St	215.381.2868	215.381.2868	908.363.1462
90th St & Market St	215.381.2868	215.381.2868	908.363.1462
94th St & Market St	215.381.2868	215.381.2868	908.363.1462
98th St & Market St	215.381.2868	215.381.2868	908.363.1462
102nd St & Market St	215.381.2868	215.381.2868	908.363.1462
106th St & Market St	215.381.2868	215.381.2868	908.363.1462
110th St & Market St	215.381.2868	215.381.2868	908.363.1462
114th St & Market St	215.381.2868	215.381.2868	908.363.1462
118th St & Market St	215.381.2868	215.381.2868	908.363.1462
122nd St & Market St	215.381.2868	215.381.2868	908.363.1462
126th St & Market St	215.381.2868	215.381.2868	908.363.1462
130th St & Market St	215.381.2868	215.381.2868	908.363.1462
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It's all about books

Volumes for kids and grown-ups will be front and center with the people who write them at the fourth Free Library Festival.

By Tirdad Derakhshani
PHOTOGRAPHS BY PHILIP WITTE

What do extraterrestrials and the Bernstein Bears have in common? What about love-sick werewolves, Oprah Winfrey, and an awkward high school fencer named Alivers Carstairs?

No, these aren't guests for *The View*. Don't think TV. Think books.

The Free Library Festival, Philadelphia's premier books celebration, will bring those and dozens of other book topics alive with author appearances, discussion panels, children's events, and an outdoor street fair.

literary marketplace, and live music all day Saturday and Sunday at the Free Library on the Parkway.

Now in its fourth year, the festival will feature 60 regional and international authors, including Sapphire, whose power-

ful novel *Push* was the basis for the Oscar-winning film *Precious*; controversial biographer Kim Kelly, who debuts the dirt in *Oprah: A Biography*; gospel singer Tina Campbell, who tells it like it is to teen girls in need of inspiration with *Be U: Be Honest, Be Beautiful, Be Intentional, Be Strong, Be You!*; as well as children's writers Judy Schachner, Andrew Clements, Matt Phelan, and Jane Yolen.

Event co-organizer Sara Goddard says Philly's festival may be young compared to other major book events around the country — the Miami Book Fair International is entering its 27th year and the Baltimore Book Festival its 19th — but it attracts a wide range of authors.

"We're still relatively new to the festival scene," she says, but the Free Library Festival "has the ability to deliver a big show and draw A-list authors, and a strong regional character."

Last year the festival drew 35,000 participants, a nice

jump from the 25,000 who attended in its inaugural year, 2007.

Goddard believes that while the local area has a lively literary scene, including local book fairs in Collingswood and Chester Hill, it thrived for a very different reason: Most of all it keeps alive the library's mission.

"You hear people's frustrations and anger when their branch may be closed," Goddard says. "The FLF is about those same people — reconnecting with what a library really offers: discovery and inspiration."

Don't worry, we haven't forgotten the extraterrestrials. They'll arrive, so to speak, Saturday with Paul Davies, who will discuss his 20th book, *The Cosmic Silence: Seeking Our Search for Alien Intelligence*, which argues that we need to mount an aggressive search for civilizations beyond our planet.

The renowned theoretical physicist finds it refreshing to speak to nonacademics.

"I think people are fascinated, a bit in awe of scientists. But the problem is, many scientists are not good communicators," he says. "I make it part of my mission to be accessible to the general public."

Alivers Carstairs, the awkward high school fencer, is the heroine of Jane Yolen's *Foiled*, which is written for readers ages 12 to 14. It's the first graphic novel by the 71-year-old prolific writer, author of 170 children's and more than 50 adult books, including the *PI Dragon* series and *Owl Moon*.

The Bernstein Bears will be on hand Saturday at noon, as part of a parade of storybook characters including Curious George, Cleopatra, Clifford, and Peter Rabbit.

Looking for literary fiction? Chang-ae Lee, author of the best-selling *Alibi*, will read from *The Surrendered* on Saturday.

"The book concerns the impact of war on the minds and hearts of three characters, who come to know each other during the Korean War," says Lee, who teaches at Princeton University.

Poetry will be served all weekend at the Poetry Salon,

with readings by Charles Bernstein, Michael Dickman, Sonia Sanchez, and Edward Hirsch.

On Saturday, eminent literary critic and Harvard scholar Helen Vendler will discuss *Last Looks, Last Books: Stevens, Plath, Lowell, Bishop, Merrill*, a study about how aging poets shift their writing style to reflect their mortality.

"It's easy to write a poem saying 'My body is failing and dying, yet my mind is still alive,'" Vendler says. "It's harder to show the co-presence of those opposing ideas through an actual change in style and syntax."

The lives, minds, and hearts of dogs will be discussed Sunday at a panel featuring canine experts Susannah Charleson, Alexandra Horowitz, and Michael Currie Schaffer, a former inquirer staff writer.

Horowitz, who teaches cognitive science at Barnard, will talk about her study *Inside of a Dog: What Dogs See, Smell, and Know*.

"I tried to use this flurry of cognitive and behavioral research over the past dozen years to address my own questions as a [dog] owner," she says. Those include *holy dogs* "extraordinary sense of smell" so radically colors their experience that theirs is almost a different world than ours.

And the love-sick werewolves?

They moan, howl, and growl in *Never Cry Werewolf*, the latest supernatural thriller from Philly's best-selling horror, fantasy, and romance writer, L.A. Banks, who will participate Sunday in a panel with three fellow members of the local literary collective, Liars Club — Jonathan Maberry, Ed Parris, and Dennis Taylor.

"It basically deals with kind of a ... paramilitary civil war between the werewolf community versus Vampires versus The Fair, you know faeries and elves," Banks says. So is there much romance?

"Oh man, yeah!" she says laughing. "There are a lot of hot love affairs going on!"

Contact staff writer Tirdad Derakhshani at 215-654-2736 or td@phillynews.com.



A child hugs Corduroy during the 2007 festival. Corduroy returns, with other storybook characters, for a parade at noon Saturday.

If You Go

The Free Library Festival and Street Fair & Literary Marketplace at the Free Library of Philadelphia, 10th & Vine Sts. (Both streets will be closed for the outdoor street fair.)

Hours: 11 a.m. to 6 p.m., Saturday and Sunday

Admission: Free
Information: 215-686-6322 or <http://www.freeibrary.org/bookfestival/>



Jane Yolen's heroine in "Foiled" is a high school fencer. Yolen has written 170 books for youngsters, more than 50 for adults.



Philadelphia's Jim Zervanos is the author of "Love Park," a novel about a Greek family living in the City of Brotherly Love.



Alexandra Horowitz, a teacher at Barnard, will talk about her study of dogs. They are a very different animal than we are, she found.



DAVID BURNETT
Chang-ae Lee will read from his novel "The Surrendered." Lee, a Princeton professor, also wrote the best-seller "Alibi."

