Berkshire Museum Press Release

For Immediate Release: March 2, 2015

Media contact: Lesley Ann Beck, Director of Communications
413.443.7171 ext. 320; lbeck@berkshiemuseum.org

Berkshire Museum presents “Think Like an Editor” with Robin Catalano

March 20 workshop part of the 2015 Berkshire Festival of Women Writers

[PITTSFIELD, MA] — Berkshire-based writer and editor Robin Catalano will lead a workshop, Think Like an Editor: How to Make a Good Manuscript Great, on Friday, March 20, from 3 to 4:30 p.m., as part of the 2015 Berkshire Festival of Women Writers. This helpful workshop will feature a variety of tips on the process of self-editing, from evaluating strengths and weaknesses to avoiding common writing pitfalls. Appropriate for writers at all levels of experience, the workshop is free and open to the community, but space is limited; please call 413.443.7171 ext. 360 to reserve a seat.

Ever heard the adage that great writing is more about revision than the act of putting pen to paper (or fingers to keyboard)? Whether your goal is to submit a fiction or nonfiction manuscript for publication or simply to be the best writer you can be, this seminar, led by longtime writer/editor Robin Catalano, will optimize your chances by teaching you to become your own first editor.

The workshop will cover:

• What editors are looking for when they evaluate the publishing potential of a manuscript
• How to develop your own unique voice and carry it throughout your writing projects
• The best and worst times to self-edit
• How to identify and improve on weak aspects in your writing, and highlight your strengths
• How to correct patterns of repetition in sentence structure, word choice, and style
• How to create your own style sheet, just like professional editors do, to ensure plot and stylistic consistency in your manuscript
• When to stop editing, and how to avoid getting in the way of your writing process
• How to identify when your manuscript is ready is ready for "prime time"
• The pet peeves of professional editors -- aka, how to become your editor's best friend

Robin Catalano is the managing editor and senior copywriter for The Annie Selke Companies. She has worked as a professional journalist, copywriter, and book and magazine editor for nearly 20 years, with articles appearing in Gourmet, Culinary Trends, Berkshire Magazine, Stage Directions, Let’s Live, and Berkshire Living, among others. She has edited more than three hundred fiction and nonfiction titles for publishing companies such as Penguin Putnam, Simon & Schuster, The Harvard Common Press, Workman, and Inner Traditions International. Robin lives in upstate New York.

The annual Berkshire Festival of Women Writers offers a robust schedule of talks, readings, workshops, seminars, book signings, and other events during the month of March. For more information, visit www.berkshirewomenwriters.org.

About the Berkshire Museum

Located in downtown Pittsfield, Massachusetts, at 39 South St., the Berkshire Museum, a Smithsonian Affiliate, is open from 10 a.m. to 5 p.m. Monday through Saturday, and noon to 5 p.m. on Sunday. Admission is $13 adult, $6 child; Museum members and children age 3 and under enjoy free admission. For more information, visit www.berkshiremuseum.org or call 413.443.7171.

In association with the Smithsonian since 2013, Berkshire Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian's resources with the nation.
Established by Zenas Crane in 1903, Berkshire Museum integrates art, history, and natural science in a wide range of programs and exhibitions that inspire educational connections between the disciplines. *If/Then* is on view January 24 through May 3, 2015. *Objectify: A Look into the Permanent Collection* is currently on view. Little Cinema is open year-round. Feigenbaum Hall of Innovation, Worlds in Miniature, Aquarium, and other exhibits are ongoing.

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