

# Manifest

**Ambidextrous, adj;** Able to pick with equal skill a right-hand pocket or a left. - Ambrose Bierce, The Devil's Dictionary

## Editorial

### A business model for airlines and airport operators.

Friends of mine visited me for the Easter holiday. The day before going back to London they asked if I could print their boarding cards.

Once the ticket was printed, I realised that there was a potentially lucrative opportunity to be seized.

Even without compromising much of the passenger privacy, the airline, airport operator and airport businesses, know that this passenger is heading from Boston to London at a particular time and day.

Therefore, why not allow businesses inside the terminal to offer promotions such as discounts on duty free shopping, free coffee with any meal or 50% off the price of a particular book.

If the passenger agrees to reveal more of his identity, age, gender, air mile number etc... he may receive discounts that are even more suited towards his needs: cheaper upgrades, 25% off from specific DVD's, a free companion ticket for the next trip to Boston etc...

Finally, businesses in the arrival airport could also promote their services; from car-rentals to buses to hotels (for business travelers) and museums (for first-time travelers who are likely to be tourists).

While airlines might not be immediately interested, airport operators and businesses should see this as a way to increase customer traffic and eventually increase revenues.

The key to this operation is relatively simple conceptually; a flexible data base which features an intuitive interface for businesses. They ultimately know what kinds of product need to be pushed and might be pleased to be able to decide on a promotion at noon and see the benefits by 4pm.

Wahyd Vannoni

**BRITISH AIRWAYS BOARDING PASS**

Use this Boarding Pass and save 15% on all museums

Flight: BA0212, Date: 12 April, From: LONDON, To: HEATHROW (LHR)

**YOUR FLIGHT DETAILS**

Working Airline: VZ0123, Operating Airline: British Airways, Class of Service: Club World

Next baggage allowance: Please see below, Checked baggage allowance: 23kg, Personal Flyer: BRITFLYER/BA0212

**YOUR NEXT STEPS**

Check in baggage: 17:45, Departure: 18:05



Free coffee with any \$5.00 meal

### 30 thoughts in 30 minutes

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Once upon a time

" 15 April "

1452 – Scientist, mathematician, engineer, inventor, anatomist, painter, sculptor, architect, botanist, musician and writer Leonardo da Vinci was born in the town of Vinci, Florence, in what is now Italy.



## 30 thoughts in 30 minutes

By Elizabeth Adams

A few days ago, I heard about Dana Guthrie Martin's April Fool idea of writing 30 Facebook status updates in 30 minutes - a kind of micro riff on the novel-in-one-month, poem-a-day events that have become fixtures in the blogosphere. I got off Facebook, which I rarely used, a few weeks ago, and have been writing daily micropoems on Indenti.ca and Twitter. But Dana's challenge intrigued me, and this afternoon, between the hours of 3:30 and 4:00 pm, I gave it a try. This is the actual result: neither status updates nor micropoems, just thirty thoughts with an occasional poetic twist; thirty minutes of paying attention to my head and senses, and trying to pull out a few impressions into some sort of coherent thread.

1. Three crows caw in unison and die away, leaving the sound of a fire siren.
2. Water in the street, rush hour traffic spills out of the puddles. Beads of rain hang on the spirea.
3. Can one imagine slowness in the modern city, even with the presence of slow-flying, slow-calling crows?
4. Every second someone passes in a blue or red or silver car, a bus, a truck carrying pictures of vegetables or baked goods.
5. Their sounds at this hour have the regularity of a lullaby. My husband awakens from a nap.
6. Where do I find slowness in my life – in the breathing of the Boston ferns, the dormant orchid awaiting spring?
7. In wine-drinking and love-making, in deciphering the mathematical intricacies of a Bach sarabande?

*Isles of Scilly*

8. My grandparents lived an entire life without rushing, consumed daily bacon and martinis, lived to 90.
9. They did not eat radioactive snow or genetically modified tomatoes grown in dusted Californian fields.

10. My grandfather liked a mess of bullheads for supper; they swam in a pail on the slate steps; were fried in bacon fat.

11. He kept bacon grease in a tin can in the refrigerator, for popcorn-making on Friday evenings, and fried eggs.

12. He cleaned his glasses with gin from one of several bottles kept in various cupboards.

13. My grandmother rarely spoke about this; she loved him and kept knitting.

14. What is a life lived without hurrying, without deadlines, without pressure? I have seen it and didn't find it boring.

15. As children, time is a different horse to ride.

16. When he was young, my grandfather drove the doctor's horse-carriage through the Chenango County hills.

17. And later became a salesman for Henry Ford. At 90 he gave up his last car with sadness but grace.

18. Neither of my grandparents moved quickly, except when my grandfather threw a baseball. But grandma's mind was like lightening.

19. How can we recapture that grace, the grace of libraries and peony beds, waltzes and wisteria vines? Impossible.

20. The rain is harder, the cars pass faster.  
All week I've thought it was Friday, a week of days tumbling toward its end.

21. Is it possible to be now, even in meditation, even in sleep, even in the midst of a bite of chocolate?

22. The red glass vase sits next to a candle, quietly bleeding its color into the grey afternoon.

23. It has shoulders like a woman and a dark mysterious heart, beating so slowly it can't be felt.

24. A lone crow flies across the landscape. A man in a black parka. A woman with a black umbrella walks in the other direction.

25. Time passes: almost a half hour of poetry, of breaths, of rapid thoughts slowed intensively. Thoughts on beta-blockers.

26. My ancestors read poems: Tennyson, Longfellow, Sandburg, Frost; committed them to memory.

27. At twelve my great aunt gave me a blue-bound book of favourite poems she had written out by hand: a treasure.

28. Civil war poems, fairies in glens, Victorian love poems written out by a spinster school teacher who loved history, art, reading.

29. Have I done them justice, these gentle souls who taught me to think and look at a world slowly passing?

30. When I think of them, time almost holds still for us.

Elizabeth Adams speaks with an experienced and balanced voice on the divisive issues of worldwide religion and politics, and on Anglican and Episcopalian politics in particular. Readers and reviewers of her writing frequently cite her ability to step back from the issues and speak from a broader viewpoint.

Her 2006 biography, *Going to Heaven: The Life and Election of Bishop Gene Robinson*, is a case in point, blending perspective with specificity in a way that opens a discussion, rather than closing it. Instead of being a dense tome of church-speak, her book navigates the currents of the ongoing controversy while at the same time offering a close and faceted portrait of the person at the center of an international storm and division.

Adams' well-read blog, *TheCassandraPages*, is entering its seventh year as a place where she expands her focus, and is joined by responses from her widespread and diverse readership. Her topics are culture, society, place, and spirituality, and these subjects also inspire her essays and articles, published in periodicals and on the web.

She grew up in the rural northeast of the United States, and currently resides in Montréal and Vermont with her husband, photographer Jonathan Sa'adah. She is a member of PEN Canada and the Quebec Writer's Association.

<http://www.cassandrapages.com/>

## On publishing one's first novel

*Born in Romania, Calin Neacsu is Bureau Chief for Agence France Presse in the former Yugoslavia. He is based in Zagreb, Croatia and has recently published his first book, "La Mort du Rabin" (The Death of the Rabbi).*

*"Manifest" has interviewed him and asked him to share his experience as a novice, novel, writer.*

**Have you always known you wanted to write a book, or was it a recent development?**

Since my adolescence, I had always wanted to be a writer. I suppose that like any teenager, I made a few attempts at poetry (in my mother tongue). but I did showed my poems to close friends.

Presumably by shyness, I never dared to venture beyond this threshold. I showed them to people whose advise I valued.

I wanted to participate in literary coteries, not necessarily to show the product of my imagination, but to learn. The same timidity has meant that it remains a dream today.

Then I had a moment where I stopped writing literary attempts. At age 27, in 1990, I became a journalist with Agence France-Presse, and my need to write was somewhat assuaged, this time in french, which became my language.

The need to write though, was still itching and a few years after I produced my first manuscript. a thriller based on international events. I had the opportunity to show it to someone I consider today as one of great Fench thriller-writer: Gerard de Villiers.

Praises from the director of its publishing house made me believe that its publication was not far away. However, for reasons that I will keep silent, my dream was not fulfilled. My disappointment has resulted in more than ten years of abstinence from literary writing, while concentrating on my writing for work. This soon gave me unexpected rewards; the joy of travel, even in conflict-ridden places, for instance.

Today, my first manuscript (of course revised and updated) is in the hands of a publisher.

To come back to my answer, here is a real story, which I included in "The death of the rabbi." At

the age of 14 years, I used to go into bookshops in Bucharest, and for "fun", I asked the librarians if they had not received novels of a famous author ... who bore my name .

**How did you start? How did the you select your storyline?**

For the first manuscript it was pretty simple. I had a "good story", rather daring, and a range of international news which I imagined could interest many readers.

As I am passionate about the Middle East I



*Sketch in shop window, Jerusalem photo by Tom Spender*

wanted to reconcile Israelis and Palestinians while creating a state for the Palestinians. I found the "solution" through fiction.

Regarding "The Death of the Rabbi," it was totally different. A sort of thunderbolt struck me accidentally for a character who quickly became my "baby".

**How did you develop your characters?**

Again there are two "versions". For the thriller, I "knew" from the beginning I knew who the heros were going to be: one man and one woman. I drew their profile in my head, on paper and then I left then develop their personalities as the story progressed. For the hero of "Death of Rabbi" it was, from beginning to end, improvisation.

**What were the difficulties? Did you ever get stuck for several months without being able to write a page?**

Here too, I have two versions. For the thriller, the difficulties were not for lack of inspiration rather, I stopped writing for several months, for "lack of confidence."

I told myself that it is not worth much so why bother to continue. Then, for reasons completely unknown, the confidence back and I wrote dozens of pages per day.

For "The death of the rabbi," it was totally different. I wrote as if it were dictated to me, on a daily basis for two months.

**Did you share the fact that you were writing a book or did you keep it to yourself for a while?**

I am quite modest about my writing. I shared the idea that I wrote with three people: my wife, my twin brother and a very good friend.

The desire to show other people existed of course, but I learned that friends are not necessarily interested in "the torments of thy mind", so I've not said anything.

**How did you find an editor? What should a novice writer know about this process?**

I wrote "The death of Rabbi" in French, so I had to find a publisher in France. Unlike the United States, where one can not approach a publisher without a literary agent, in France it is always possible to "contact" directly the publishing house, i.e., send the manuscript. I did it too, thinking that it would not work.

I have a lot of letters saying 'dear sir, your work is so bla-bla-bla and bla-bla-bla, but unfortunately it does bla-bla-bla and bla-bla-bla. " I decided to look for and I managed to find a literary agent. It was he who, after reading my manuscripts said "yes" and went in search of a publisher.

**What other advice might you give to novice writers?**

Write with your soul and hope that the planets will align for you and your success.

**What's next for Mr Neacsu?**

I was already working on two other projects: a thriller and a more philosophical one.

I am still concern about being creative. I hope I can meet the demands of the publishers and those of the readers as well.

*"La Mort du Rabin" in French.*

*Auteur : Calin Neacsu*

*Date de parution : 18/12/2008*

*ISBN : 9782358360371*

*Edition : TDB Editions*

*Dimensions : 14X22 cm*

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## How Social Media Really Works

By Matthew Haughey

Matthew is an American programmer, web designer, and blogger best known as the founder of the community weblog *MetaFilter*, where he is known as *mathowie*. He has a personal weblog called *A Whole Lotta Nothing* and a photoblog titled *Ten Years of My Life*, in which he records daily photographs, many of himself. *Ten Years* was named 3rd-best photo blog by *Forbes* in 2004.

Earlier this month, my wife and I were thinking of what to get our daughter for her upcoming fourth birthday, and upgrading her small plastic swingset that she was out growing was high on our list. I had started scouting around the web trying to find companies that did custom playground stuff that wasn't just huge because we don't have a ton of room in our yard. Everyone thinks bigger is better, but I was looking for smarter, for small spaces.

A few days later I'm reading RSS feeds in Google Reader, which consists mostly of friends and writers I admire. Lilly from *Girlhacker* posted a great entry about the Obamas getting a swingset playground (March 10th entry) for their kids to have a somewhat normal childhood, and it was the first playset at the White House since the Kennedy family. The post also paints the awesome mental image of an ex-military man on some swings and testing out slides for the Obamas. Lilly does the classic blogging thing that in addition to pointing to the news story she found out about it, she dug up the manufacturer of the swingsets and a few archival photos.

I visited the manufacturer's site, ordered a catalog, and found out I had a local seller. The local seller has a nice big lot where they encourage anyone in Portland to come down and try everything out (yes, including adults, the sets are heavy duty), so we did just that. A few days of figuring out what would fit, and we ordered the set, which got delivered and installed today, just a week after buying it.

I mention this entire story because there are thousands of people all over twitter and blogs that think throwing thousands of dollars at people that describe themselves as a "marketing guru" is the way to increase their company sales. I'm here to say I think that may very well be a waste of money, time, and energy. The *Rainbow* company makes awesome stuff, has a great website (pretty damn slick all-CSS one at that), and helpful catalog materials (both online and off). They got on my radar when a friend dug up their details for a blog post, in a way no marketing budget could influence.

So maybe instead of getting your company on twitter, paying marketers to mention you are on twitter, and paying people to blog about your company, forget all that and just make awesome stuff that gets people excited about your products, hire people that represent the company well, and when your stuff is so awesome that friends share it with other friends, you may not even need "social media marketing" after all.

<http://a.wholelottanothing.org/>

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## *Be Published!*

Manifest is interested in publishing original ideas and creations.

You may send your article, poem, book-review, opinion, short-story, feedback, pictures, interviews, essays to the following email:

*info@mediacodex.com*

If you wish to remain anonymous please say so; otherwise, include one, some or all of the following: your name, age, nickname, location, short profile and a picture.

Attachments should be kept under 3 megabytes.

Submissions may be edited for clarity.

## *Important Change to subscriptions*

Due to the ever-growing number of subscribers, this is the last issue in which Manifest will be sent directly to your email. Manifest will be available as always, through its website

<http://manifestmagazine.wordpress.com>

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