

# 'PHREN-Z' LAUNCH PARTY

Santa Cruz's newest literary journal debuts with new work from local writers and a look into the passions of the late poet Morton Marcus

{ **FRIDAY** 5 p.m. Featuring Gary Young, Carolyn Burke, Don Rothman, Clifford Henderson, Micah Perks, Wallace Baine, Paul Skenazy, Farnaz Fatemi, Karen Ackland and others. The Museum of Art & History, 705 Front St., Santa Cruz. Free. [www.phren-z.org](http://www.phren-z.org) }

By **WALLACE BAINE**

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The name is “phren-Z,” and is pronounced “frenzy,” the dash before the Z your clue not to pronounce it “friends” — though, if you think about it, “friends” works too.

Phren-Z — from the Greek “phren” meaning the connection between heart and mind and “Z” for zine — is Santa Cruz County's latest literary creation, an online journey of poetry, fiction, essays and other literary artifacts by local and regional writers. It is the, uh, phren-child of a trio of Santa Cruz writers and teachers — Jory Post, Karen Ackland and Julia Chiapella — operating under the name Santa Cruz Writes.

On Friday, Santa Cruz Writes will hold a live launch event that it hopes will not only start a literary magazine, but a new chapter in the community's rich literary tradition as well.

“What we're looking for is writing that blows off the top of our heads,” said Chiapella of the content Phren-Z.org aims to deliver. The journal went live for the first time on Feb. 14. And, though there have been no reports from local hospitals about exploding craniums, the magazine is featuring new works from former county poet laureate Gary Young, UC Santa Cruz creative writing program co-director Micah Perks, acclaimed biographer Carolyn Burke and novelist Clifford Henderson, among others. Also included is Chiapella's interview with National Book Award finalist Karen Tei Yamashita of UCSC.

On Friday at the Museum of Art & History, all the writers featured in the journal's first issue will be on hand for a live reading, and Santa Cruz Writes will also unveil the subject of its first Floodlight, an ongoing feature in the magazine that will highlight the work of a particular writer or theme. The first subject is the widely admired late poet and teacher Morton Marcus.

“He was so seminal in putting Santa Cruz on the map for writers,” said Chiapella. “He believed that artists should not live isolated lives, but should live as part of a community, and he built a community here.”

Jory Post of Santa Cruz Writes said that Marcus was his first writing teacher at Cabrillo College in 1968. “I remember all those poetry readings in the '70s that he led.”

The Floodlight feature on Marcus will launch Friday at the event, and will feature the words and pictures of the longtime Cabrillo teacher and beloved local film critic. At the

same time, Santa Cruz Writes will announce the establishment of the annual Morton Marcus Poetry Contest, to be announced in the fall with cash prizes for first, second and third place and a special event given in honor of the winning poet. Also, at Friday's event, all attendees will receive a free copy of Marcus' 2008 memoir “Striking Through the Masks,” courtesy of the Capitola Book Company and Ow Family Properties.

Phren-Z is to be published quarterly — submissions for the spring issue out in May are now being accepted. “Surprise us, delight us,” said Post on what the editors are looking for in submissions. “We're looking for poetry, essays, monologues, plays, anything, from people old or young or in between, people who are already published, people who have never been published.”

The new journal is only the most promi-

nent part of an ambitious plan to develop a grass-roots literary community in Santa Cruz County. On Feb. 11, the magazine sponsored the “Love Letters Project,” in which several local writers gathered in various sites around downtown Santa Cruz to write Valentine's Day-themed letters and poems for passersby. The MAH will also use the poems and letters created at the “Love Letters” event in an exhibition called “All You Need is Love.”

And in April, the publishers will hold an event called World Book Night to distribute free books to people who might not ordinarily read as a matter of habit. SCW will also work to help writers network for publishing or workshop opportunities, to establish or join writers groups, as well as to produce poetry and/or fiction contests and generally build a vibrant and well-connected literary community.

To read the inaugural edition of the new online journal, or to get information about submissions or other Santa Cruz Writes events, go to [www.phren-z.org](http://www.phren-z.org).



JANA MARCUS/CONTRIBUTED

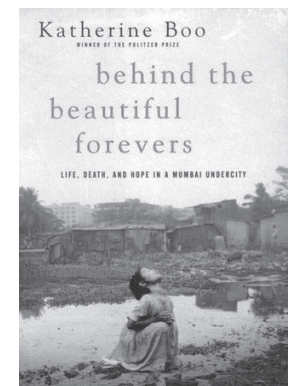
Well-known Santa Cruz poet and film critic Morton Marcus is the focus of the first 'Floodlight' feature in the new literary journal Phren-Z.org.

## NOR-CAL BESTSELLERS

### HARDCOVER FICTION

- 1. The Sense of an Ending**  
*Julian Barnes*
- 2. What We Talk About When We Talk About Anne Frank**  
*Nathan Englander*
- 3. Death Comes to Pemberley**  
*P.D. James*
- 4. 1Q84**  
*Haruki Murakami*
- 5. The Paris Wife**  
*Paula McLain*

### HARDCOVER NONFICTION



- 1. Behind the Beautiful Forevers**  
*Katherine Boo*
- 2. Steve Jobs**  
*Walter Isaacson*
- 3. Unbroken**  
*Laura Hillenbrand*
- 4. Bringing Up Bebe**  
*Pamela Druckerman*
- 5. Quiet**  
*Susan Cain*

### TRADE PAPERBACK FICTION

- 1. The Girl Who Kicked the Hornet's Nest**  
*Steig Larsson*
- 2. The Tiger's Wife**  
*Téa Obreht*
- 3. Visit from the Goon Squad**  
*Jennifer Egan*
- 4. Swamplandia!**  
*Karen Russell*
- 5. The Help**  
*Kathryn Stockett*

### TRADE PAPERBACK NONFICTION

- 1. Bossypants**  
*Tina Fey*
- 2. Lady Almina and the Real Downton Abbey**  
*The Countess of Carnarvon*
- 3. Blood, Bones & Butter**  
*Gabrielle Hamilton*
- 4. The Social Animal**  
*David Brooks*
- 5. Unlikely Friendships**  
*Jennifer S. Holland*

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