

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

June 2011

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10 a.m. to 12 noon on the last Saturday of each month (except November and December), at the Encinitas Community Center, 1140 Oakcrest Park Dr., Encinitas (unless otherwise noted).

## **Membership**

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. Visit us online at [www.PublishersWriters.org](http://www.PublishersWriters.org) for information and to RSVP for meetings.

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Closing date for newsletter contributions is the **last day of each month**. Send contributions to newsletter@publisherswriters.org

If you would like to sign up for a **member profile**, contact Lynette Smith at lynette@allmybest.com

Next Meeting

Date: Saturday, June 25

Time: 10 a.m. to 12 noon

Location: Encinitas Community Ctr, 1140 Oakcrest Park Dr.

Topic: Everything Ebooks: Conversion, Upload, Marketing

Speaker: Signe Nichols

Signe Nichols is owner of Firebird eBooks and Firebird Media Management. Her team understands the excitement *and sometimes confusion* about ebooks, this new way of selling books. They have experience in not only converting manuscripts into ebooks, but also in the different distribution methods available and how to get books available for sale. Whether you are an individual author or a publisher, Signe's company can assist you with this effective new technology and way of marketing your books.

News/Announcements

Sunday, July 24, 1:00 to 4:00 p.m.

Oceanside Cultural Arts Foundation with the Oceanside Public Library present *Write On, Oceanside!* Book Fair honoring Oceanside authors, publishers, self-published fiction, nonfiction

Oceanside Cultural Arts Foundation, partnering with Oceanside Library, will hold "Write On, Oceanside!", a book fair celebrating Oceanside-only authors. The event will be held in the Community Rooms of Oceanside Public Library, 330 North Coast Highway, Oceanside. Admission is free. Visitors will have the opportunity to meet and talk with local authors, get autographs, take pictures and purchase books.

The organizers of this event are currently seeking published Oceanside authors. The "Write On!" committee will consider published, self-published, and independent published works in the following categories: nonfiction, fiction, children's books, teenage, how-to, poetry, comics/graphic novels, science fiction/horror, biography/autobiography, gardening, cookbooks, animals, photography/art, mystery, and spiritual.

For more information on how to be a part of this local event, contact Eliane Weidauer at meliane@cox.net

President's Message

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SEEKING NEW CONTENT

COORDINATOR:

WILL YOU HELP?

Thanks to all who attended May's Open Forum question-and-answer meeting. It was a lively discussion, as usual. We started with presentations by our two Publishing University scholarship recipients, Elaine Masters of Drive Time Yoga and Barbara Wallace of Zingiber Publishing. Please see their articles for gems of wisdom they gleaned at the conference.

My favorite gem is to call self-publishers "micro-publishers." I've been working for years to dispel the stigma around self-publisher, most recently encouraging use of the term "independent publisher" instead. But "micro-publisher" is even better. Thank you, Elaine.

The topic of the day at the open forum was, as expected, e-publishing. Lots of attendees had questions, and a few shared expertise from their own endeavors in this arena. There was quite a bit of discussion surrounding print-on-demand, as well, and specifically the Amazon program, Create Space. These technologies are providing some wonderful opportunities for micro-publishers and changing the face of the publishing business.

If you are interested in delving further into the e-publishing world, don't miss the June meeting (held at the Encinitas Community Center). Signe Nichols of Firebird Media Management, an ebook conversion service, will be joining us to unravel the tangled web of ebook formats and distribution options. Please join us June 25 at the Encinitas Community Center.

As you are all aware, our meetings have been bouncing from location to location this year. We're set for the rest of the year, but we are searching for a permanent meeting space for next year. If you have any ideas, please do not hesitate to contact me. We need to accommodate about 80 people, and our meetings are always the last Saturday of the month. We also hope for a central location with ample parking. Thanks for your help. Karla@publisherswriters.org.

Karla



Read Local Upcoming Events

Read Local Cooperative Street Fair Booths

The spring Street Fair season is over, and I think it was productive for all the authors who participated. Results (i.e., book sales), are not always immediately measurable, but I know some of the Read Local authors did very well. I've also heard stories of connections made that resulted in presentations and appearances.

We're setting up fairs for the fall season. Next up is Poway Days on September 18. I will send out information soon. If you know of a street fair or holiday festival in your area, let us know and we will see if we can secure a booth.

Read Local Directory Now Open for Submissions

Do you want more exposure for your book? Are you interested in speaking opportunities and media coverage in and around your hometown? Check out Read Local, which features a database of local authors in San Diego and beyond. Searchable by zip code, town, or metropolitan area, the Read Local Directory is just the place for book buyers, librarians, producers, and reporters for micro-publications (think *The Coast News*, *Rancho Santa Fe Review*, or Patch.com) to find local authors who are of interest to their readers/buyers, viewers. Already we've had Read Local authors featured on *San Diego Living* and in local publications. In addition, we've coordinated Read Local booths at street fairs throughout the county, which increases exposure for you and your book.

However, "you have to be in it to win it." It's easy to submit your information to the Read Local Directory. Just visit www.readlocal.org and click on Join Us. There are two levels of submission at this time. With a free Basic Listing, your book will be listed under four categories: author name, title, location, and genre. For just \$25 for one year, with an Extended Listing, your book will also be listed with a book description, author bio, retail source, book cover illustration, author photo, and whether you are available for speaking. This is all the information book buyers, librarians, and other media people need to feature you and help you sell your books.

Go to www.readlocal.org today and check it out. Please note that some of the activation emails sent after you have registered have been going into spam, so if you signed up and you didn't get an activation email, let us know.

In addition, we are planning this year's schedule of Read Local street fair events. If there is a street fair in your area, please let us know ASAP and we will check into costs and availability.

We are also open to any ideas you have as to where authors can be featured. If there is a cultural event or festival that you think would be even better with local authors, let us know.

Thanks for your help!

If you have any questions, please don't hesitate to contact me at Karla@sandiego.readlocal.org.

IBPA Publishing University 2011
Scholarship winner, Elaine J. Masters

The moment I discovered that I'd been awarded a scholarship to attend the IBPA Publishing University and Book Expo America in New York, a panic hit. Now what? I'd been to NYC before but never solo and never for business. Before long all was in place. Terry Nathan, IBPA, and Karla Olson, PWSD, were very helpful and connected me to possible roommates. The entire trip went smoothly. I came home with the New York buzz and look forward to attending again.

As a writer and "micro-publisher," (that was the term attending writer/publishers seemed most comfortable with), working in isolation is often a part of the job description. So being with the writer/publisher community was like finding a lost tribe. I was home. True, that home was in the bowels of the Javits Convention Center on the other side of the country, but I've returned to San Diego with new friends and great contacts to propel my business forward.

Once I survived the red-eye flight, I somehow caught the last shuttle from the Roosevelt Hotel to the Convention Center. Adrenaline pulled me through my first day. Once registered, I was directed to a circle of other scholarship recipients. We introduced ourselves and new connections were formed. We commiserated and helped each other over the next 36 hours.

I'd chosen the online/digital publishing track of sessions. Each speaker offered great information, case studies, and forecasts. There was a debate about whether publishers were dead and discussions on whether it would hurt me as a writer to work with a big publisher. There were moments of poetry as when Richard Nash, Softskull Press, said, "Publishers are the cities of the reading society." It was a noble sentiment as, not a few moments earlier, Rudy Shur, Square One, dove into the art vs. commerce debate.

Christopher Kineally, Copyright Clearance, spoke about what's next in e-reading, citing that over 15 million ebooks were sold last year to 5% of the American public. There followed discussions about different formatting choices and companies to work with. Ami Greko, Kobo, emphasized the importance of tracking plus the ability to experiment and test with digital publishing in ways otherwise impossible.

I followed that up with an energizing session about Amazon success stories and look forward to investigating their Create Space publishing option. "Ebooks sell tree books," said Jon Fine, Amazon. My last afternoon session was a forum on Foreign Rights. I came away feeling more intrepid about publishing overseas, knowing that if I can partner with a publishing house, an agent, or second agent "on the ground" there are great opportunities and manageable trade-offs.

The IBPA made it easy to get from session to session with their information desk in the central lobby, clear signage, and the Ingram Content Group hosted the opening night reception. I had a great chance to talk directly with several of the speakers and left soon after to walk through mid-town with my roommate and another scholarship recipient. We closed the evening toasting Dorothy Parker and her noted roundtable over tea at the Algonquin Hotel.

Monday was packed, starting with a nice continental breakfast. Any Pub U "student" could sign up for a brief private session with speakers and representatives. I talked with Amazon and Brilliance Audio reps, with marketing maven Sharon Castlen, and with Dave Marx of PassPorter Travel Press.

Google and American Book Publishers representatives later spoke about how publishers can partner with their organizations, but I felt much of it remains software speak. Google is a huge presence online, but how they can actually help independent publishers still needs testing from my perspective. My brain got a rest at the hosted lunch where Skip Prichard, President/CEO of Ingram Content Group, gave an entertaining presentation about "Paths to Success in a Changing World."

At the last classroom session, I got great value out of the "Do you Need a Distributor/Wholesaler?" discussion. I had several "Ah-Ha" moments, and this session really set me up for future sales success. I was better prepared to enter the "Speed Dating Your Distributor" roundtables with an outline of questions.

The Ben Franklin Awards topped the Pub U experience with a buffet dinner and the fairly rapid presentation of awards. It was an education to see the winners, hear their stories, and to study their books at the pre-reception tables.

Book Expo America was held upstairs at the same site over the following few days. It was easy to walk the aisles, visit the extensive IBPA booths, see speakers and celebrities, and discover the myriad services that comprise what appears to be a robust publishing community. I sat with prolific writer Margaret Atwood, collected several pre-pub book copies, met overseas publishers, listened to Michael Moore, and talked with several audio and ebook distributors. It was both exhilarating and daunting. With my IBPA badge I had access to an upstairs lounge area that allowed me to sit quietly and recharge. Everywhere I met interesting new connections for my travel writing/publishing.

If you're serious about flourishing as an author/publisher, I'd recommend the Publishing University and BEA next year. Do yourself a favor and stay a few extra days. I had visited New York as a tourist before, but being there as writer/blogger/publisher/radio host gave this trip a new perspective. I spent a day at Blog World, attended their receptions, and connected with the NYC She Writes members and the Meet, Plan, Go New York contingent. Several of these meetings have already led to speaking engagements, new friendships and continuing communications with writer/publishers who will be coming through San Diego for conferences soon. I look forward to putting all I learned to work and to nurturing these new connections. Thank you, IBPA and PWSD.



Publishing University

Barbara Wallace, Zingiber Publishing

It all began on Sunday morning at 11:00 with what was billed as “The Great Debate.” The proposition: “Authors and readers are all that matter. Publishers will soon be irrelevant.” The conclusion: Those believing that publishers are NOT irrelevant tipped the scale, but it wasn’t a landslide.

E-publishing was a hot topic woven through much of Pub U and the General Session kicked that off. In the presentation entitled “E-Magination: What’s Now and What’s Next in E-Reading?” we heard from panelists representing e-publishers and ebooks stores. Among other things, they discussed pricing of ebooks and described the two most common pricing models: Agency (where the author or publisher sets the price of the book) and Wholesale (where the retailer has the ability to discount the price—such as Amazon does). Interesting statistic: 5% of the population have electronic reading devices. But that means that 95% do not, so there is certainly still a place for paper books—at least in the immediate future. Interesting factoid: Today 15% of the market is in ebooks, and over 50% of them are provided free.

“Amazon Success Stories” was a popular session. Amazon was represented by its Director of Author and Publisher Relations, who was joined on the panel by a POD publisher. One catchy line that stuck with me was “Ebooks sell tree books.” One suggestion was to bundle a “tree” book with an e-book for a few dollars more. The “Search Inside the Book” feature was extolled, as was “Author Central” and “Author Pages” as means of reaching more buyers. They also cautioned publishers to use shelving codes on the back covers, but no more than three off the BISAC code list. The consequence of not selecting codes? The book would likely end up in Art and Photography, presumably because that’s the first code category.

Breakout session: “Ten Tips for Start-up Success”

The important points were get educated and stay educated; have a business plan and an endgame; build media relationships; publish what you know and love. The hot tip of that session was for free (yes, free) software called Publisher’s Assistant that can help even very small publishers with accounting and financial management. (www.upperaccess.com).

Breakout session: “Book Promotion in an E World”

Three energetic presenters provided inspiration as well as usable tips on how and where to promote your books, and how to build your audience using such formats as Blog Talk Radio and Meetup.com social networking. They talked of the importance of an electronic press kit on your social media, of video book trailers, and of query services such as HARO; and they discussed how to brand a publisher using LinkedIn. They reminded us that the publication of your book is *not* news; it’s the content that’s the news.

Breakfast session: “Google EBooks: How Publishers Can Maximize Ebook Sales—On and Off-Line”

A representative from Google explained Google’s Ebookstore and how the American Booksellers Association partners with them alone for e-books. The info I liked best from that presentation was that when a reader downloads an ebook from Google it will not be on the device but in “the cloud,” which means it can be accessed on any device, anytime, and it will pick up right where the reader left off. Here’s the link that will get you started if you’re interested in knowing more:
www.books.google.com/ebooks.

Breakout session: “Library Marketing in the 21st Century”

The hot tips from the library session were not to cut corners by leaving out an index, glossary, bibliography, or CIP data, as libraries won’t generally buy your book without them; and having accurate meta data that follows industry standards. We were reminded that there are many kinds of libraries besides the regular public library.

Breakout session: “Protecting Your Book Online: Copyright Challenges in the Digital Era”

Copyrights and piracy in foreign markets were discussed, and an interesting conclusion surfaced: that it might be better for you to have even a low-yield agreement with a licensee in a foreign country than no deal at all, for that licensee will keep its eyes open for infringements to protect their interest in that country.

Laura Johnston Kohl

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PWM: In what aspect of publishing or writing are you involved or interested?

Laura: My personal writings fall into four categories.

1. I finished writing my first book, *Jonestown Survivor: An Insider's Look*, in the summer of 2009. I self-published it with iUniverse in March 2010.
2. For the past 12 years, I have written a number of articles about my experience in People's Temple for the annual *Jonestown Report* published by the Jonestown Institute (jonestown.sdsu.edu). These are all available online.
3. For the past three years, I have written scholarly research papers and have delivered them at the national Communal Studies Association Conferences, which are held at historical communities around the country. I have submitted my Abstract for another presentation this year.
4. I have written one article, with more to come, for my Quaker (La Jolla Society of Friends) website. I will be writing more Quaker-related articles and publishing them there.

The other aspect of my writing is on my job—I am a bilingual educator. For over 12 years, I have written plays for my students. My 6th graders in El Centro performed my play, *Martin Luther King, Jr.*, for the El Centro community. My adult students learned English through dialogues and plays I wrote for them. This year, my 6th graders in Escondido have performed a number of plays that I wrote or I assigned them to write and perform. They have performed for other teachers and for officials in my school district. All aspects of theater are wonderful learning tools.

PWM: What first attracted you to writing?

Laura: I survived a horrible tragedy in 1978 and held that experience inside me for the next two decades. Often I developed great friendships with people who had no idea about my experience. During this 20-year period, I rebuilt my life into a stable one. I married, had a wonderful son, completed my education, and became employed as a teacher. I was then ready to begin my journey.

In 1998, I reunited with the handful of other survivors from People's Temple, and I started talking about my life. I was interviewed locally, nationally, and internationally. I appeared on Anderson Cooper 360 on CNN, on NPR with Melissa Block, on Fox News, and in a number of documentaries and movies. I was interviewed for many newspapers and magazines and by many students and researchers. And I presented at many public speaking events.

I always came away feeling that I hadn't shared some of my most important thoughts and insights. Finally, I decided to follow my friends' advice and write my autobiography. I put it all in my book. I had my friends from each decade of my life give me feedback, especially from my People's Temple friends. I wanted the whole experience to be available to those who wanted the whole picture. It really felt like it completed my need to lay it all out and to give dignity to my good friends who died in Jonestown, Guyana, on November 18, 1978.

PWM: How long have you been a member of PWSD, and what role has the organization played in your success?

Laura: I joined in early 2011 and I have really enjoyed it. I have met many other authors and received a lot of support. I have been to celebrations for authors and great presentations sponsored by PWSD, and I have a whole group of fellow authors who have worked through some of the daily challenges I've encountered. At each event, I gain at least one extremely valuable nugget of information. I learned how to advertise internationally, how to convert an ebook to Kindle, how to set up a website, and a number of other things. Also, I have found out about events which help spotlight my book in local libraries and events.

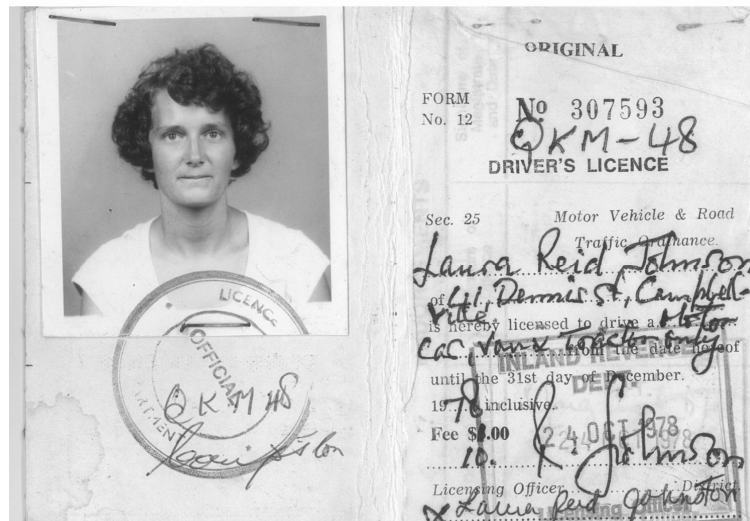
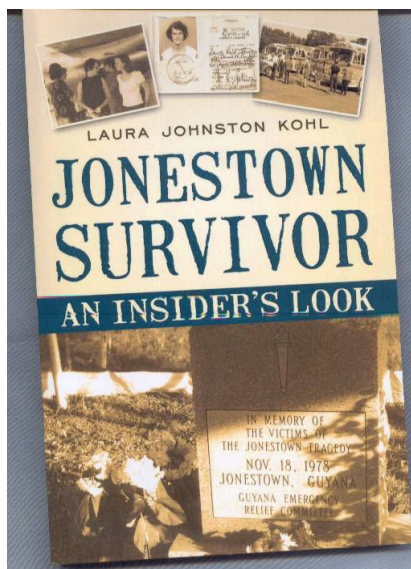


PWM: What are you working on now?

Laura: I just returned from a Book Tour to my hometown library in Rockville, Maryland, and several Quaker venues in Washington, DC. I was asked to return to Washington in early August. I am still putting up over 1,400 People's Temple photos on flickr.com and attending local street fairs with photos from People's Temple, where I sign and sell my books. I am also writing about six articles for the annual *Jonestown Report*. I've submitted my Abstract for a scholarly paper to be presented in Kentucky in October, so I will write and create my multimedia presentation. I'll have a Book Talk at the Claremont Branch Library on June 22 at 7 p.m. My website is in the final stages. When that is done, I'll have my ebook converted to Kindle. Those are the scheduled events, but I attend three events a month, so will add more to the calendar. And, of course, I still teach 6th grade Language Arts in San Diego full time and am active in the La Jolla Society of Friends as Clerk of the Peace and Social Order Committee.

PWM: What guidance or lessons learned can you offer the members?

Laura: One thing I push myself to do is ASK, ASK, and ASK. There is so much I don't know as a first-time author. I ask a lot of questions—enough so that I can compare answers and find what makes sense to me. I make sure I learn in every situation. This year, I have said "yes" to almost everything, because I don't yet know what works and what doesn't. So, that is my advice: "Ask and just say YES!"



COPY OF GUYANESE DRIVER'S LICENSE

Welcome, New PWSD Members:

Donald Middleton, San Diego, Self-Help, icunod@sbcglobal.net

Simon Mayeski, San Diego, Ebook Publisher, simon@mayeski.com

Kym Raines, San Diego, Non-Fiction Writer, kymraines@yahoo.com

Mara Hoover, Oceanside, Non-Fiction, mara.m.hoover@gmail.com

Karen Marquardt, Carlsbad, Designer/Publisher, karenmarq@mindspring.com

Lesley Vance, Encinitas, Author and Writing Coach, lesley@lesleyvance.com

Michelle Howe, Irvine, Book GhostWriter, michelle@InternetWordMagic.com.

PWSD MEMBERS, please send up your news so we can fill up this page: book releases, book signings, radio shows, workshops, anything about you and your book!

Events & Resources for the Publishing & Writing Community

Saturday, June 18, 11:00 a.m. to 2:00 p.m. The **Veterans Writing Group** invites veterans and active duty military interested in writing to attend their next monthly meeting at the Mission Branch Library, 3861 Mission Blvd., Oceanside. Each session offers an opportunity for writers of all levels to participate in round table discussions with talented guest mentors. June's guest mentor from the Writer's Guild Foundation will be screenwriter/playwright Ken LaZebnik. Email contact is vwgsdcounty@gmail.com, or call (760) 277-3141, or visit the group's Facebook page at "Veterans Writing Group San Diego County."

Monday, June 27, 6:30 p.m. to 8:30 p.m. The **San Diego Writers/Editors Guild** monthly meeting will present **Seretta Martin**, poet, teacher, and author of *Foreign Dust Familiar Rain*; regional editor of the San Diego Poetry Annual; and coordinator/Poet-Teacher for www.bordervoices.com. All meetings are held on the 4th Monday of the month at the County Health Facility, 3851 Rosecrans Street, in the Sports Arena area. See the website for directions at www.sdwritersguild.org.

You Are on the Air

"Dialogue: Between the Lines" airs every Thursday morning at 10:00 a.m. This Internet radio show for writers is co-hosted by Joshua Graham, author of *Beyond Justice*, and Susan Wingate, author of *Easy as Pie at Bobby's Diner*. The co-hosts of the show want to provide a platform for other writers and authors interested in talking about their books. Your show will also be available in the Archived Section, and you may either listen to or download the recorded archive podcast after the live show concludes. www.blogtalkradio.com/dialogue

Global eBook Awards Taking Submissions

Dan Poynter has opened submissions for his Global eBook Awards. Through June 30, 2011 (midnight, Pacific Time), you can enter any eBook released before July 1, 2011. The awards are open to English-language eBooks from authors, publishers, illustrators, and photographers, whether self-published or traditionally published, regardless of company size. The site says that “eBooks are evaluated as objectively as possible with scores on several items. Judging panels will consider cover design, content quality, layout when not straight text, originality, etc.” Finalists will be announced July 20, 2011, and will be awarded at a ceremony in Santa Barbara, California, on Saturday, August 20, 2011. Entry fees: 1–3 entries, \$59; 4 or more titles, \$49. To enter go to: www.mediabistro.com/ebooknewser/dan-poynters-awards-for-ebooks-calls-for-submissions_b5994

Dream Quest One Poetry & Writing Contest.

Write a poem of 30 lines or fewer on any subject, or write a short story of five pages maximum, single or double line spacing, on any subject or theme, fiction or non-fiction. Multiple entries are accepted. Postmark deadline: July 31, 2011. Awards: Writing Contest First Prize is \$500; Second, \$25; and Third, \$100. Poetry Contest First Prize is \$250; Second, \$125; and Third, \$50. All contest winners will be published online in the “Dare to Dream” pages, on August 31, 2011. Entry fees: \$10 per short story, \$5 per poem. Include title of poem or story, name, address, phone number, email, and brief biographical info. Tell a little about yourself on the coversheet; add a self-addressed stamped envelope for entry confirmation. Entry fees payable to: “DREAMQUESTONE.COM”. Mail to: Dream Quest One Poetry & Writing Contest, P.O. Box 3141, Chicago, IL 60654. Visit www.dreamquestone.com for details and to enter.

Ebook Figures Increasing

By 2014, ebooks will represent 13% of total U.S. book publishing revenue, up from 3% in 2010 and 6% in 2011. However, average selling prices for ebooks typically are 40% lower than those of paper copies, driving the deterioration in price. Meanwhile, shipments of ebook readers are expected to more than triple during the period of 2010 to 2014. Global unit shipments of ebook readers will rise to 30 million units in 2014, up from 9.7 million in 2010. <http://bit.ly/jM657k>

Bookstore Sales Down in March

March bookstore sales fell 5.8%, to \$906 million. For the first quarter of 2011, bookstore sales were down 1.8%, to \$4.03 billion. <http://bit.ly/j6JQ8o>

Kindle-Generated Revenue Will Top \$5.4 Billion in 2011

Amazon’s eReader and ebooks continue to dominate. Ebooks are taking off because the three necessary elements have come together: hardware, software, and content. Amazon was first to supply the content. www.topcomputertablets.com/tag/2011-kindle-revenue

*If you hear of an event or discover a valuable resource for publishers or writers,
please send it to newsletter@publisherswriters.org.*

From the Editor, Andrea Glass

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of www.PublishersWriters.org for membership information and the home page to sign up for this newsletter.

The closing date for newsletter contributions is the **last day of each month**. Send your contributions to newsletter@publisherswriters.org.

Would you like to appear in a **member profile**? If so, contact Lynette Smith at lynette@allmybest.com.

Would you like to help out by taking **notes at our monthly meeting** and writing up the meeting recap for this newsletter? If so, contact Lauren Castle at lauren@impress-express.com. She's accepting signups for 2011. We're looking for one volunteer a month so we can have each meeting covered.

Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing Community!

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