

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

July 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](mailto:newsletter@publisherswriters.org)

If you would like to sign up for a **member profile**, contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

## Next Meeting

**Date: Saturday, July 30, 2011**




**Time: 10 a.m. to 12 noon**

**Location: Encinitas Library, 540 Cornish Drive**

**Topic: How to Audio Book**

**Speaker: Barbara Whiteside**

Increasingly, new technology is taking the physical book out of the hands of readers. How do you ride this new technological wave and actually profit from it? Downloadable audiobooks are the answer! Find out what you need to know and how to have a new vehicle available for your work while not giving away the majority of your potential income. Talking points include:

-  Why audiobooks?
-  Who's listening?
-  Tips for getting it done!

Please RSVP at [www.PublishersWriters.org](http://www.PublishersWriters.org).

## News/Announcements

**Sunday, July 24, 2011, 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.

Event organizers 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](mailto:meliane@cox.net)

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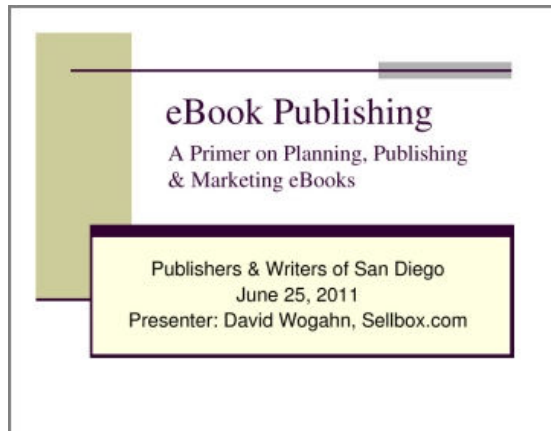
**SEEKING NEW CONTENT  
COORDINATOR:  
WILL YOU HELP?**

**June Meeting Update:  
Everything eBooks Draws Record Attendance**

**By Karla Olson**

Filling in at the last minute for our previously scheduled speaker, David Wogahn presented a 30-minute overview on the state of ebook publishing, conversion basics, and marketing tips for authors and publishers. David is our new "San Diego ebook guy," a local expert in digital media and ebook publishing. He works with businesses and publishers on e-publishing strategies, marketing and ebook conversions.

If you missed the presentation or need a refresher, David has posted his slides on Slideshare or you can view them in the PWSD post on his website at sellbox.com. [www.sellbox.com/2011/06/publishers-writers-of-san-diego-pwpsd-presentation](http://www.sellbox.com/2011/06/publishers-writers-of-san-diego-pwpsd-presentation)



## Ebook Business Round-Up: Hot Topics, Observations and Highlights About eBook Publishing

By David Wogahn

This is the first of what we hope will be a regular look at what is happening with the ebook format as it evolves and shapes the larger world of publishing. Our primary focus will be on interesting business, marketing and technology developments, especially as they relate to PWSD members.

Here are five highlights for June 2011:

- **e-Reader ownership surges** since last November; tablet ownership grows more slowly. A detailed, interesting study by the Pew Internet project. I suspect price has a lot to do with this. Let's also hope people are reading more. (June 27)

<http://pewinternet.org/Reports/2011/E-readers-and-tablets/Report.aspx>

- **A digital rights management (DRM) overview** and why it doesn't make sense. No one wants their work pirated, but the author makes a strong case against encrypting ebooks. This is a big decision every publisher must face. (June 26)

<http://john.nachtimwald.com/2011/06/26/drm-its-all-about-lock-in>

- **J.K. Rowling launching Pottermore** to sell ebooks direct to the public in all formats. Interesting because it bypasses retail stores. Amazon and B&N are both supportive—how can they not be? The rumor is that the books will be DRM-free but will be watermarked. Will other publishers and authors follow the lead? (June 24)

<http://online.wsj.com/article/SB10001424052702304569504576403291417417796.html>

- **Discovery is the new watchword** when it comes to ebook marketing. The new website Byliner, a platform designed to expose writers to readers, is built on this notion. Nieman Journalism Lab calls Byliner “the Pandora of narrative non-fiction.” They are also the publisher behind *Three Cups of Deceit*. (June 21)

<http://www.niemanlab.org/2011/06/a-fan-club-for-writers-byliner-launches>; <http://byliner.com>.

- **“Barbarians at the Gates of Book Expo America”** is a great editorial by industry insider Richard Nash about what publishers can do to improve the BEA experience: Add a networking event and allow public access. But they won't. Be sure to read the comments too. (June 11)

<http://redlemona.de/richard-nash/blog/the-barbarians-at-the-gates-of-book-expo-america>



***Get out your library cards: Now you can wirelessly download electronic books from your local library using the Apple iPad or an Android tablet.***

Recently, OverDrive Inc. released OverDrive Media Console for the iPad, a free app from Apple's App Store. With the app, you can now borrow eBooks for reading on the go with a tablet. You can already borrow an eBook from a library using an eReader, including the Sony Reader and the Barnes & Noble Nook, but you'll need a PC and a USB cable for downloading and synching. Amazon's Kindle doesn't allow borrowing eBooks from libraries.

OverDrive is the largest distributor of eBooks for libraries. Before you go hunting for your library card, there are a few factors to consider. While there are positives to borrowing eBooks from a library, the process has significant limitations that can be frustrating.

The biggest upside, of course: They're free. In comparison, digital bookstore apps like Amazon's Kindle, Apple's iBooks, and the Barnes & Noble Nook app charge up to around \$10 a book. Local libraries pay for licenses to each eBook, just like they pay for each physical book. Lending periods vary among libraries, from 7 to 21 days, and some libraries let patrons set due dates. Fines or late fees are nonexistent because digital access to the books expires on a set due date, at which point titles lock up and users are prompted to delete the titles.

There's a major downside to borrowing digital books. If the book you want is checked out, you still have to wait until someone returns it to borrow it. OverDrive's licenses allow one book copy per person, so several people can't simultaneously borrow the same eBook. Libraries can buy several licenses for a title so they can have multiple copies of popular books for borrowing.

The idea of waiting for a book with many people lined up to borrow it is enough to inspire even some of the most frugal readers to cough up the dough to buy digital books. Just like with "real" library books, checked-out eBooks shouldn't impact sales of eBooks.

An OverDrive spokesman says, "Libraries set the number of titles that can be checked out by each cardholder at any one time. That number varies from library to library, and the average is about five titles across our network."

Book selection is also a challenge. According to fiscal records, the average library's physical book collection numbers well over two million books, while OverDrive titles total about 11,000 eBooks per library. And only a portion of those were in the EPUB format, which is the only format that works with the Android, iPhone, and the iPad apps. Smaller libraries have even fewer eBooks from which to choose. Users can't borrow digital content from libraries where they don't have library cards.

According to a spokesman, the D.C. library system has more than 25,000 eBook titles, including the OverDrive offerings, and "will be adding new titles in EPUB format weekly as new titles are released and to meet demand." Part of the selection problem is that many libraries are new to the eBook borrowing experience and are in the midst of building up digital collections. Since availability is a problem, it would make sense that users could view books by seeing just those books that are available for borrowing. But OverDrive lacks this feature, so users are stuck searching for—or scrolling through—titles over and over again only to find that they're already checked out by others.

The OverDrive spokesman said a feature that sorts books to display only those available will be out sometime this year. He noted that several libraries are increasing their eBook catalogs to adjust to increasing demand from tablet users. But the process for selecting and downloading books is clumsy. After choosing the correct local library, the OverDrive app sends the user out into the tablet's Web browser to find books in the library's system. OverDrive's spokesman said this preserves library branding but that, in the future, this selection process will be in the app.

To download and read the EPUB formatted book, you must sign in with an Adobe ID. This is in addition to entering your library card number. Actually checking out a book takes very little time. After all, these files contain only text, not large video or audio files.

Once downloaded, books look fine on the iPad and Dell Streak. The screen's brightness can be adjusted using an on-screen slider, and a handy navigation strip at the bottom of each page shows where you are in a book and how many pages remain in the currently opened chapter. Publishers can set the number of font sizes to which text can be adjusted. And with the app, text can't be displayed like pages in a real book (with two columns of text on two pages opened in front of you) when the tablet is held horizontally.

OverDrive serves more than 13,000 libraries with a catalog of 500,000 titles from 1,000 publishers, but it's possible your library may not use this system. (Check [OverDrive.com](http://OverDrive.com) for participating libraries.) The spokesman said the company plans an app for the BlackBerry by June and hopes to enable wireless downloads on other devices in the future.

Andrea Susan Glass

*WritersWay*

Cardiff, California

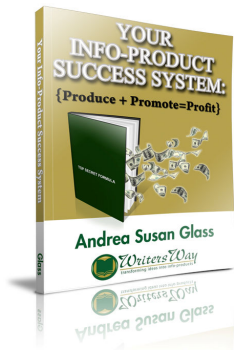
858-350-5235

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



**Andrea:** My business, WritersWay, offers ghostwriting, copyediting, and coaching services for individuals and business owners who need help getting their books or ebooks written and published. I also teach classes on writing books and ebooks as well as marketing for copyeditors for UCSD, Cal State San Marcos, and Mira Costa College. I've written two of my own ebooks (one on hybrid cars and one on infoproducts) and self-published several books on personal growth.

**PWM:** What first attracted you to writing?

**Andrea:** I've always had creative outlets, and writing was one of them. In grade school I wrote poetry, created songs for school plays, and made little books. I felt I'd be a writer someday but got sidetracked into teaching because I was advised it was a more "stable" profession and not many people made a living as a writer. So I didn't write for a number of years, but from time to time I took writing classes, and ultimately I had to start writing again regularly. I was coming up with too many ideas for books to not put pen to paper, and eventually to disk!

**PWM:** Did you previously have related experience in writing?

**Andrea:** I didn't have any previous experience professionally until around 1990 when I began my professional writing career with my first gig as a columnist for *Encinitas Magazine*. After several years with the magazine, I began seeking publishers for some of the books I was working on in the personal growth field, unfortunately without much success. Ultimately I began writing books for others, as it was more lucrative and rewarding to help others get their ideas into form. At some point I hope to get back to my original goal of writing and publishing personal growth books.

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

**Andrea:** I joined well over 10 years ago, maybe more, as PWSD was one of only two writing/publishing/marketing organizations in San Diego. I've been involved in writing groups and classes for over 20 years and enjoy keeping company with and learning from others in my industry. Through PWSD, I've made many wonderful connections. I've met several prospects who became clients, I've increased my knowledge on myriad topics that I've used in my career as an author as well as in helping my clients, and I've made several great friends and business associations. PWSD has grown into the premiere organization of its kind in San Diego, and I feel honored to have helped it grow by serving as the newsletter editor and PR person.

**PWM:** What are you working on now?

**Andrea:** I'll be writing the several courses I'll be teaching in the fall at Mira Costa College and Cal State San Marcos. I'm also planning to develop an online writing university where I'll be offering courses on all aspects of book/ebook writing, publishing, and marketing. I'm putting together ideas and seeking other team members to teach courses and partner with me in the marketing of the university. And from time to time I set aside a few hours to work on one particular personal growth book I'm determined to complete and publish in the next year or two.

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

**Andrea:** As I've been a writing group member and leader for longer than I can remember, I encourage anyone who is looking to build a career in writing/publishing to join an organization such as PWSD. And truthfully, I've invited so many people to meetings, I can't keep track. When I meet someone who's just starting on their first book or just published a book and is stuck in the book marketing maze, I immediately extend an invitation to PWSD. I also would encourage new members to volunteer for some opportunity—whether setting up chairs or contributing to the monthly newsletter. It's a way to give back and meet more people, which becomes more challenging as the group grows. Also, I enjoy the fact that I find no competition and only cooperation among members. The programs we've had over the years have ranged from interesting to outstanding, and we can always learn something—if not from the speakers, from each other. So each meeting I attend is an opportunity to learn something new, to meet potential clients, and to forge new relationships. I rarely miss a meeting, for all these reasons.



## Break-Resistant Spacing Tips for Your Book's Body Text

By Lynette M. Smith

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In your book, when you mention dates such as *July 24, 2011*, or personal titles such as *Mr. John Jacobs*, the month and date or the personal title and first name should never be split between lines. Further, if the body text is left justified (ragged right margin), visual appeal is preserved if the last word of an unusually long line of text is moved to the following line and “locked” to the next word.

You can achieve these effects by inserting a nonbreaking space between the two elements. Here's how.

**In Microsoft Word**, instead of just pressing the Spacebar between the two words you'd like to lock together, press Control-Shift-Spacebar to insert a *nonbreaking space*. (If you're curious and want to click on the Show/Hide Formatting icon—which looks like a paragraph symbol, ¶—to display the codes, you'll see the nonbreaking space displays as a degree symbol instead of a dot between the words.) Even if this text is now flowed into an InDesign document or saved as a PDF, the nonbreaking space still works.

**In Web/Kindle text entry (HTML)**, don't type a regular space between the two words you'd like to lock together. Instead, while in the HTML view, insert a nonbreaking space between the two words by typing these six characters and symbols: &nbsp;

When you apply these Word and Web tips to your book's body text, your wonderful writing will look great, too!

*PWSD member Lynette Smith owns ALL MY BEST Business and Nonfiction Copyediting ([www.AllMyBest.com](http://www.AllMyBest.com)), where she regularly applies these and other formatting tips to her clients' manuscripts. You can reach her at [Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com).*

## Welcome, New PWSD Members

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**Congratulations on joining PWSD!** Just remember you need to sign up to get on the mailing list ([www.publisherswriters.org](http://www.publisherswriters.org)) and you need to contact the webmaster to get your listing in the directory ([webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org)). Also, sign up for the PWSD Yahoo group ([www.groups.yahoo.com](http://www.groups.yahoo.com); type PWSD in the group search box) to stay in touch with other members.

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**John Woods** announces that *Return to Treasure Island* was the recipient of the Prestigious San Diego Book and Writers award for Young Adult Fiction. This is the 17<sup>th</sup> year of the awards. Their website is [http://sdbookawards.com/winners\\_2011.php](http://sdbookawards.com/winners_2011.php)

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**Nesta Aharoni** announces she is launching a new company, "Character Building Counts Book Awards." CBC Awards celebrates honorable living by recognizing and awarding fiction and nonfiction books that deliver a character-building message. Authors receive the acclaim they deserve while CBC Awards promote character development in children and adults. Visit the website at [www.CBCAwards.com](http://www.CBCAwards.com) to learn more about the awards. CBC Awards is seeking judges. If you can volunteer judge (by reviewing and scoring incoming books), please let them know. They accept books in many categories, from children's and juvenile to adult fiction and nonfiction. Being a judge looks good on a résumé and is a great way to contribute. You can receive as many or as few books as are comfortable; for more info: 760-729-7222, [www.CBCAwards.com](http://www.CBCAwards.com).

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**Join the Coastal Writers' Group**, which meets weekly, offering writers and seasoned authors a venue to hone their craft. Writing coach and author Lesley Vance leads the Coastal Writers' Group, providing one-on-one coaching in a small-group atmosphere to help others accomplish their writing goals. The summer session begins Friday, July 15, 2011, from 9 to 11 a.m. The location is Encinitas and directions will be emailed upon sign-up. The cost is \$30 for each 2-hour session and includes a 10-page workbook. Reserve your spot by contacting [Lesley@LesleyVance.com](mailto:Lesley@LesleyVance.com) and visit <http://lesleyvance.com/writing-workshops> for more information.

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**How to Publish & Market Your Book, Friday, August 5, 2011, from 11:00 a.m. to 2:30 p.m.** at Bellefleur Winery & Restaurant, 5610 Paseo del Norte, Carlsbad, CA 92008. Writing coach and author Lesley Vance will teach six key strategies for publishing and marketing your book. This half-day workshop will lead you on the path to publication (independent-publishing vs. traditional publishing) and show you how to market your book to your target audience. Reserve your spot by contacting Lesley at 619-807-1987 or [Lesley@LesleyVance.com](mailto:Lesley@LesleyVance.com) and visit <http://lesleyvance.com/writing-workshops> for more information.

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**A Word with You Press** has the following events taking place at 802 South Tremont St., Oceanside.

- **Writers' meet-up read-and-respond session, Wednesdays, July 6, 13, 20, & 27, 6 p.m. to 7 p.m.** BBQ/pot luck first, then read three to five pages of your work, with minimum 10 copies to pass around. Donation optional to cover cost of food.
- **Kid Expression free writing workshop for kids 7 to 17 years of age, Saturdays, July 9, 16, 23, & 30, 10 a.m. to 12 noon.**
- **Sunday, July 17, 9 a.m. to 2:30 p.m. Marketing and digital media workshop** with Nesta Aharoni and David Wogahn. Active participation from all attendees to help you format your books for e-commerce and to market what you write. Cost is \$65 in advance or \$80 at the door. Includes lunch and one chance in 15 to win a Barnes & Noble Nook. Class is limited to the first 15 paid attendees. For details go to <http://www.awordwithyoupress.com/2011/07/01/brave-new-worlds-remember-the-elevator>.
- **Sunday, July 31, 10 a.m. to 12:30 p.m. "Tough love from J.V. Jones: What Editors Want" workshop.** Ms. Jones is a professional bestselling author of fiction and invites you to bring in your works in progress for discussion. Not for the faint of heart. Cost is \$45 in advance, \$55 at the door. Class size limited to 10. Includes lunch and one in 10 chance to win a Barnes & Noble gift card for \$50. Details are at [www.awordwithyoupress.com/calendar](http://www.awordwithyoupress.com/calendar).

Note: A Word with You Press needs mentors to help with Kid Expression, our free program for kids. Send an email expressing interest to [thorn@awordwithyoupress.com](mailto:thorn@awordwithyoupress.com).

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**Bob Lundy and Elizabeth Yahn Williams**, aka *Hither & Yahn*, will present a creative writing commentary entitled "Picture Books, Poetry, and Romance: Writing in Today's Market" on Friday, July 22, 2011, from 7 to 9 p.m., at the Village Idiots Literary Society (located at Gallery 204 on 204 Main Street, Vista, CA 92084). The Partners-in-Rhyme will also discuss their upcoming anthology on Homeowners Associations now open for submissions and with the working title *Attack of the Goose-Stepping Grass Nazis*. For more information, e-mail [JoyInPoetry@yahoo.com](mailto:JoyInPoetry@yahoo.com).

*PWSD MEMBERS, please send us your news so we can fill up these pages with book releases, book signings, radio shows, workshops, or anything about you and your book!*



**Thursday, July 21, 6:30 p.m., San Diego Professional Editors Network** meets at the Joyce Beers Community Center, 3900 Vermont Street. Free to members of SD/PEN; \$10 for nonmembers. ***Editing Beyond Words: Graphic Design and Typography***. Presenters Jennifer Rey, owner of Second Star, and Rob Tirsbier, instructional designer, will discuss the benefits and how-tos of blending graphic design and typography with well-crafted words. Together, they possess over 25 years of combined experience with international corporations, the defense industry, healthcare, instructional design, and other fields. Both agree that a holistic approach, which gives equal weight to clarity of text and aesthetics, provides the most effective communication. See samples of their work, and pick up resources for clip art, photo libraries, and font options. Learn how to bring your words to a new level of excellence! More information at [www.sdpenn.com](http://www.sdpenn.com).

**Saturday, July 23, 10 a.m. to 4 p.m., Annual Summer Writing Marathon** with Judy Reeves. Cost is \$90 for members, \$108 for non-members at The Inkspot, 710 13th Street, Suite 210, San Diego. An all-day writing workout that's guaranteed to get the ink flowing and the ideas exploding. We'll do timed focused writing to prompts, exercises with props, free-for-alls, and who knows what other sort of creative madness. Bring works in progress or generate something new. Fiction, creative non-fiction, memoir, memories, maybe even a poem or two—you choose. For more details about SDWI programs, visit [www.sandiegowriters.org](http://www.sandiegowriters.org) or contact Rob Williams, Program Director, San Diego Writers, Ink, 858-334-5191.

**Monday, July 25, 6:30 to 8:30 p.m., The San Diego Writers/Editors Guild** monthly meeting with its Showcase of Talent. Start your decision process: What shall I bring to the "Show your Stuff, Share your Stuff, Sell Your Stuff, Speak Your Stuff" event? Bring your published books, journal and magazine articles, plays, poems, games, calendars, CDs, songs, etc., to show and share with SDWEG members and guests. Feel free to sell your work. This year's table exhibits will be complemented with a "Speak Your Stuff" Open Mic night. Select a three-minute reading for the "Speak Your Stuff" portion of the evening and, if you want, receive feedback from attendees. Those who want to "Speak Your Stuff" need to reserve a time slot on the evening's schedule, which will be on a first-come, first-served basis. Call Ruth Leyse-Wallace at 619-445-6656 to sign up for a time slot or find out more information. All meetings are on the 4<sup>th</sup> Monday of the month at the County Health Facility located at 3851 Rosecrans Street in the Sports Arena area. See the website for directions at [www.sdwritersguild.org](http://www.sdwritersguild.org).

**Actor/Producer Wins Contest for Bookcover Art.** Award-winning poets Carolyn Howard-Johnson and Magdalena Ball announce the winner and runners up of their first-ever contest for cover art of their poetry chapbooks. When published in July 2011, *Deeper into the Pond* will celebrate, support, and inspire women. Jacquie Schmall's winning entry reflects the powerful energy of women in the process of co-creation. Thus it seemed an ideal image for a chapbook conceived and published by Ball and Howard-Johnson that has resulted in this, the fifth in their award-winning series. Magdalena Ball runs the highly respected [www.CompulsiveReader.com](http://www.CompulsiveReader.com) review site. She is the author of the poetry book *Repulsion Thrust*, which was published to unanimous five-star reviews. Her novel *Sleep Before Evening* was a Next Generation Indie Book Awards Finalist. Carolyn Howard-Johnson's poetry appears frequently in review journals. She is listed in *Poets & Writers* and her chapbook of poetry, *Tracings*, was published by Finishing Line Press ( [www.budurl.com/CarolynsTracings](http://www.budurl.com/CarolynsTracings)) and was given the Award of Excellence by the Military Writers Society of America. One of her poems recently won the Franklin Christoph Poetry Prize. She is also an award-winning novelist, short-story writer, and instructor for UCLA Extension Writers' Program. For more information on any of the chapbooks in this poetry series, contact either of the authors or visit media rooms at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com) or [www.magdalenaball.com](http://www.magdalenaball.com). To learn more about artist Jacquie Schmall and to see selections of her work, go to <http://jacquie-pleasecallmelater.blogspot.com/2011/06/paintings-by-jacquie.html>.

## Resources

### Add these books to your writing/publishing library:

- *Self-Publishing Manual, Volume 2: How to Write, Print and Sell Your Own Book* (ParaPublishing, 2009) Dan Poynter
- *The Complete Guide to Self-Publishing: Everything You Need to Know to Write, Publish, Promote and Sell Your Own Book* (Writer's Digest, 2009 or 2010) Marilyn Ross & Sue Collier
- *Doing Business by the Book: How to Craft a Crowd-Pleasing Book and Attract More Clients and Speaking Engagements Than You Ever Thought Possible*, Sophronia Scott (Advantage Media Group, 2008)
- *1001 Ways to Market Your Book*, John Kremer (Open Horizons, 2009)
- *Red Hot Internet Publicity*, Penny Sansevieri (Cosimo, 2009)
- *Get Published Today*, Penny Sansevieri (Lulu Publishing, 2010)

### Great publishing blogs to check out:

- **The Self Publishing Review**; <http://www.selfpublishingreview.com>  
A central site devoted to self-publishing news and reviews. Also a social network where writers, readers, and everyone can join and connect. The aim of the site is to improve the attitude toward self-publishing and help authors find readers.
- **POD People**; <http://podpeep.blogspot.com>  
POD People is a review and commentary site devoted to self-published books.
- **Nathan Bransford**; <http://blog.nathanbransford.com>  
Author of a middle-grade novel, formerly a literary agent, and now a publishing civilian working in the tech industry. He offers essential publishing advice about literary agents, queries, proposals, etc.
- **MobyLives**; <http://mhpbooks.com/mobylikes>  
MobyLives began in 1998 as a weekly syndicated newspaper column about books and writers.
- **Holt Uncensored**; [www.holtuncensored.com/hu](http://www.holtuncensored.com/hu)  
A blog by Pat Holt on books, the book publishing industry, and reviews.
- **The Book Deal**; [www.alanrinzler.com/blog](http://www.alanrinzler.com/blog)  
An inside view of publishing; a blog for writers and book people, with a veteran editor's insider take on the way books are published and the big changes going on in the business today.
- **Galleycat**; [www.mediabistro.com/galleycat/?c=rss](http://www.mediabistro.com/galleycat/?c=rss)  
The first word on the publishing industry.

*If you hear of an event or discover a valuable resource for publishers or writers,  
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*From the Editor, Andrea Glass*

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