

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

March 2011

In this Issue

Next Meeting
Meeting Recap
President's Message
News/Announcements
Feature Article
Member Profile
New Members
Member Events & Announcements
Events & Resources
From the Editor
Newsletter Team

~~~~~

**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), usually at the Encinitas Library, but subject to change due to the library's crowded schedule.

### **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.

~~~~~

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.net

Next Meeting

Date: Saturday, March 26, 2011

Time: 10 a.m. to 12 noon

Location: Carlsbad Library, 1775 Dove Lane

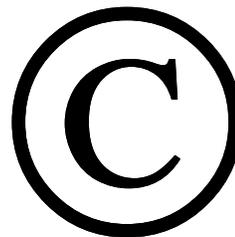
Topic: Copyright and other legal issues

Speaker: Randal Morrison

Please Note: This meeting is NOT at the Encinitas Library!

Copyright infringement, Plagiarism, Fair Use, Trademark, Substantial Similarity, Misappropriation, Intellectual Property... These are baffling, intimidating terms to most authors and publishers. **Randal Morrison**, a lawyer who is also an author, will present the basic concepts, give examples, and (hopefully) answer your questions about what authors and publishers need to know about copyright and related legal concepts.

Randal was a radio broadcaster for 18 years (starting at age 14) before attending law school. Today he has a nationwide practice in First Amendment law, with clients in many states, including four of the nation's 10 largest cities. He's admitted to practice before the U.S. Supreme Court, four of the federal courts of appeals, and all California courts. He's done trademark work at International Chamber of Commerce in London, England. His litigation work has resulted in more than three dozen court decisions that are published in law books or online legal databases. He's a frequent speaker at state and national conventions of municipal attorneys and professional land use planners. Randy writes professional reference works for attorneys and fiction for children.



Meeting Recap

Creating Characters that Live

Julia M. Stroud, Ph.D., The Character Psychologist
www.ShrinkWrite.com

PWSD Officers

Karla Olson
President

karla@publisherswriters.org

Tony Vianna

VP Treasurer and Membership

simpatico1@juno.com

Bob Goodman

Founder

Andrew Chapman

Past President

andrew@publisherswriters.org

PWSD Newsletter Staff

Andrea Glass

Editor

andrea@writersway.com

Lynette Smith

Copyeditor

lynette@allmybest.net

Lauren Castle

Circulation Manager

lauren@impress-express.com

**LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Andrea Glass at
andrea@writersway.com**

Never underestimate your readers. On some intuitive level, they demand authenticity in the story lines, characters, dialogue, and interactions of the novels they read and the movies they see. They sense whether something you've written rings true, and if it doesn't, they're likely to lose interest in your book and drift off to the next thing on their to-do list.

As writers, we strive to create satisfying stories to which readers can relate. A writer's dream come true is to hear that readers became so deeply immersed in their novel that they simply could not put it down.

But how does that happen? How does an author create characters that are so real that they take on lives of their own and become some of our favorite companions? As any writer will tell you, it isn't easy.

However, now that I'm retired from 35 years of psychology practice, I've decided to put my mind to figuring out what makes characters work, what makes stories flow, and how any writer can create satisfying characters and fulfilling plot lines. Following is one technique I've found useful in helping writers enhance their characters. It's part of a process I call creating a Book Bible.

Imagine that you, the writer, are a psychologist and one of your main characters, Bill, has made an appointment to discuss some personal issues. Bill comes in and begins to describe what's happening in his life—maybe something related to another one of your main characters, maybe not.

While you, the writer-psychologist, are listening, you're also making some private observations about Bill: Is he shy or confident, angry or remorseful, intelligent or less so, insightful or aware of the part he's played in the issues he's having? Or is it all perceived as the fault of others?

Now, stop listening and simply observe his behavior, posture, and expressions. If he's anxious or depressed, what does this look like? If he's angry and frustrated, how can you tell if you aren't able to hear what he is saying? Any idiosyncrasies you notice that you can use in your book to differentiate him from other characters? Mannerisms? Oddities of speech? Eye contact? Is his expression engaging or off-putting?

Focus upon your own reactions to him: Does he make you comfortable or uncomfortable? Psychologists call this listening with the "third ear"; that is, paying attention to your own emotional or visceral responses to someone. Often, this is more accurate than getting swept up in the verbal dialogue.

Remember, you as a writer are trying to differentiate Bill from the other characters. Creating far more detail in a Book Bible can help you set him apart for the reader, as well as help drive your decisions about how he will act and move through your story lines with authenticity.

President's Message

It's amazing how rapidly the publishing industry is changing these days. Major bookstores declaring bankruptcy, ebook markets exploding, multiple rivals for online sales. Even after 25 years in this business, my head is spinning with trying to make sense of it all. That's why the programs and networking offered by PWSA are so terrific. Find out from others in the business what's working for them, what isn't, and what their perspectives are on all that is going on in the industry. Share your own experiences and reflections on how things work, where it's going, and what to do next. Just getting away from your computer and mingling with others who know what it's like to write and/or publish a book is great and fulfilling.

Now that there are so many ways to disseminate information—books, ebooks, the Internet—authors and publishers are justifiably concerned about protecting their work. In addition, as many authors take on the responsibility of publishing their own works, it's imperative that they understand their rights and the rights of others who publish, as well as copyright and intellectual property. Randal Morrison, an attorney as well as an author, has been exploring these areas for years. At our March 26 meeting, he'll help you get a grasp on everything you need to know to protect yourself and your work and answer all your copyright, trademark, and fair-use questions. Please join us at the Carlsbad (Dove) Library (note location change) on March 26 for this very important presentation.

Our April meeting will be just as relevant to these times, when the author is once again taking center stage in book marketing. Liz Goodgold is a terrific speaker and the author of *Red Fire Branding: Create a Hot Personal Brand and Have Customers for Life*. Luckily, she's agreed to focus her breadth of knowledge on branding specifically for authors. Whether you're writing fiction or nonfiction in today's publishing world of social marketing and building your tribe, you need to understand how to position yourself. At the same time, with all the media available to consumers today, you have to get your unique selling proposition across in even less time than before. Thirty-second elevator pitch? Forget it! Liz will tell you how to get to the core of your message in *seven* seconds. Once again, this is a meeting you can't afford to miss, so mark your calendar for April 30 at the Encinitas Community Center.

May, as always, is our Open Forum meeting. Start collecting your questions and comments now, and be ready to share with the group. See you in March!

Karla Olson

News/Announcements



Read Local Directory Now Open for Submissions

Want more exposure for your book? Interested in speaking opportunities and media coverage? 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 the place for book buyers, librarians, producers, and reporters for micro-publications (*The Coast News*, *Rancho Santa Fe Review*, or *Patch.com*) to find local authors of interest to their readers, buyers, or viewers. Already we've had Read Local authors featured on *San Diego Living* and in local publications. And, we've coordinated Read Local booths at street fairs throughout the county, which increases exposure for you and your book.

But 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. Two levels of submission are available at this time. With a free Basic Listing, your book will be listed under four categories: author name, title, location, and genre. Or, for just \$25 for one year, you can get an Extended Listing, whereby 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.

In addition, we're planning this year's schedule of Read Local street fair events. If there's a street fair in your area, please let us know ASAP and we'll check into costs and availability. We're also open to any ideas you have as to where authors can be featured. If there's a cultural event or festival you think would be even better for local authors, let us know. Thanks for your help!

If you have any questions, please contact Karla Olson at Karla@sandiego.readlocal.org.

Beyond the Bookstore: Holding Book Events in Non-Traditional Venues

If you're tired of hearing "no" every time you try and secure a book signing, take heart. Signings have become a lot more challenging since more books than ever are being published each year and stores are cutting back on events. What's an author to do? If you're hungry for an event and not willing to wade through the endless submission process of a bookstore, consider doing events in non-bookstore markets.

What's a non-bookstore event? Well, obviously it's anything outside of a bookstore but, more than that, it's a unique location, likely in your city or town. We've done events at video stores, electronics stores, grocery stores, restaurants, coffee shops, even Hallmark stores. When you start to dig into this market, the possibilities are really endless. It's just a matter of finding a place that will make sense to host your event.

Picking the Right Venue

The first piece of this is picking the right venue. The venue can depend on a few things; first, you might look at the topic of your book to help generate some ideas. We once had an author who wrote a book on wine/movie pairings—pairing the right wine with a movie. I placed this author in a Blockbuster Video and the results were tremendous. I had another author with a computer book and I placed him at a computer store on a busy Saturday afternoon. He sold out of some 65 copies of his book in one afternoon. Another great venue is a Hallmark or some other gift shop. Why? Because people are going to a gift shop or Hallmark for one thing: a gift. Autographed books make great gifts.

Selling the Idea to the Venue

This will take a bit of work because it's likely that the venue has never even entertained the idea of doing an event, let alone an author signing. You'll need to make sure they are clear on the WIIFM (what's in it for me): Tell them you'll be promoting the event, marketing it to the media (which we'll cover further on in this article). Make sure they know that you'll handle the book orders (meaning getting the books to the store) if need be. Yes, there is a lot more legwork involved for these events, but the payoff is huge. You may have to sell the books to them on consignment; what that means is that they take the books and can return to you whatever they don't sell. Encourage the venue, however, to keep a stock in their store after the event in case people come by when you're gone. I've done this before, and nine times out of ten the books never get returned to the author and are sold instead. Also, in many cases the store will often reorder and before you know it, you're part of their inventory.

The other piece to this is to try, whenever you can, not to go through their corporate offices. Much like doing an event at Starbucks (which I've also done) and Hallmark, a pitch to corporate could take weeks and even months to approve. Most stores have the ability to approve from 3 to 5 events per year, meaning that they can have events at their store without having to go through the corporate offices. Most major corporations do this so that the stores can provide community support without getting bogged down in tedious paperwork for event approval. If you can avoid the red tape of a corporate approval, do that whenever you can.

Selling the Books

As I mentioned, you will likely have to do a consignment. The inventory part for most major stores gets tricky, and if the books have to be approved for inventory, you'll end up going through corporate again. More red tape. Try to work with the venue as much as you can so you don't have to create an inventory of your books. The upside, however, is that if the inventory process is easy, you will be on their reorder list for the future!

Marketing the Event

This is the easy part, believe it or not. Local media loves local authors; and while that's a good foot in the door, the unique venue location will virtually seal the deal. Market yourself to media well in advance of the event and then again the event day. Also, if you're doing an event in a mall, see if you can get the other stores to participate by doing bookmarks or bag stuffers. Bag stuffers, by the way, are a great way to help the store market your event. You could also do a custom bookmark. With printing so cheap these

days, it might be easier to have event-specific bookmarks made up that you can give to the store to help them push the event to their patrons. Make sure you get the store OK first, before you hand them bag stuffers and bookmarks. Also ask if you can create a poster that includes your book cover and the event information. See if you can get a placement on the venue website and perhaps a notification sent to their mailing list. Unlike bookstores that crank out author events all the time, a unique venue that doesn't see author events all that much will be much more receptive to promotional ideas.

More Venue Ideas

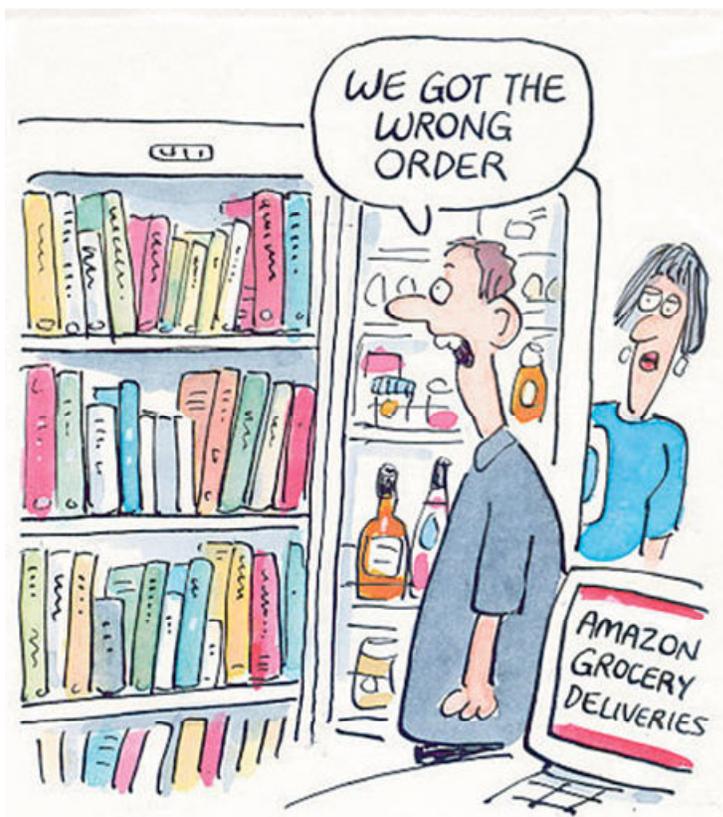
Once you take your eye off of the bookstore focus, the opportunities for book events are endless. Consider the following: street fairs, farmers markets, gyms, yoga studios, wineries, art stores, Starbucks, coffee shops, restaurants, grocery stores, airports. Yes, I said airports. I've traveled a great deal and almost every time I go through the San Diego airport, Dallas Fort Worth or San Francisco, I see an author signing their books. Look out for this: If you're not paying attention you could miss it while rushing to catch your flight.

Other Benefits to Doing Non-Bookstore Events

The benefits of these types of events are pretty significant, especially if speaking and events are part of your marketing tool kit. Book events held in these exclusive markets will not only take you off the track of competing for space in a bookstore, but because they are unique they will draw much more attention both from the media and readers.

Having a traditional book signing is always great. It will help you get into the bookstore market and might even get your book on their shelf. But if bookstores aren't open to an event, don't let that discourage you from planning one. Being unique will not only help you gain more attention, but it will help to keep you out of the rejection funnel that often comes from competing in a high-traffic market. Also, venue events outside of bookstores are a fun way to build an audience, get your feet wet doing events and speaking, and grow your career as an author!

Penny C. Sansevieri, www.amarketingexpert.com



Louise M. Watkins

Author (Pen Name: C. L. Woodhams)
Carlsbad, California; 760-635-9334

watkinlm@roadrunner.com or clw@clwoodhams.com
www.clwoodhams.com



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

Louise: I am an author who writes in the mystery and suspense genres, both novels and short stories. I have judged for the San Diego Book Awards and Southwest Manuscripters contests. I've also edited for others. My work background includes many years as a technical writer.

PWM: What first attracted you to it?

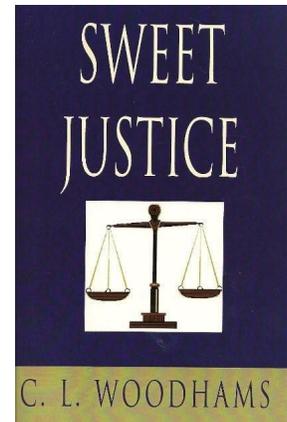
Louise: I've been making up stories in my head since childhood. I was well into adulthood before I gained the nerve to write them down. The mental aspects of technical writing intrigue me. Plotting and timelines challenge me.

PWM: Did you previously have related experience in these areas?

Louise: In 2002 I self-published a collection of my short mystery stories, *Sweet Justice*. I have written and negotiated business contracts, have authored presentations and support documents, and pride myself on creating "complaint letters that work." Some of my current work is featured on my website.

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

Louise: I've been a member of PWSD since 2006, back when they met in the community center and we sat around a conference table. The group had been recommended to me by a fellow member of the Southwest Manuscripters in Torrance. I went to the meetings initially looking for a recommendation for a critique group (found a great one) and stayed because the meetings were so helpful. I enjoyed working on the committee that identified local authors for Read Local San Diego, an organization I first became aware of through PWSD.



PWM: What are you working on now?

Louise: I have just finished a suspense novel, *The Outreach Committee*, and am shopping for an agent. The book tells the story of an LA charity's subcommittee, which helps abused women by arranging fatal accidents for the abusing husbands. I have started work on a mystery novel, *Widows Walk*. The story takes place in a fictional northern California beachside town. My first novel, *Graphic Murder*, remains in a drawer, begging for a rewrite.

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

Louise: If you write, always introduce yourself as a writer. Remember your audience while you write. Join a critique group and attend regularly. Have your work reviewed and edited by others—and accept their input; excessive pride of authorship can defeat you. Remember, writing is a business; work with professionals in those areas in which you do not excel. Links to my critique group, editor, and Web designer may be found on my website, www.clwoodhams.com. PWSD members offer many talents that may help you.

New Members

Welcome, New PWSD Members:

Diane Dunham, Oceanside, diane@etcpublishing.com, publisher, non-fiction
Gary Dunham, Oceanside, bramble@etcpublishing.com, publisher, non-fiction
Helen Kaufmann, Del Mar, helen-kaufmann@san.rr.com, writer
Helle Brisson Pearson, HelleBrisson@yahoo.com, writer, non-fiction and fiction
Ralph Rogers, Encinitas, mibux@sbcglobal.net, writer, fiction
Christine E. Miller, M. S., Oceanside, millerwrite@yahoo.com, writer, book proposals
Linda Geitner, Carlsbad, geitnerhome@gmail.com, writer, children's books

Member Events & Announcements

Saturday, March 26, 9:00 a.m.: A Word with You Press constructs the "Igloo in Oceanside." We'll have 85 flanged cardboard triangles painted white to serve as the personal canvas or computer screen of our future Nobel laureates. They can paint upon it, send a message to the universe, or staple on a story they wrote. After everyone's triangle is completed, we will assemble the triangles into a geodesic dome fuller than Buckminster. We'll pair kids who like to write with adult mentors for a series of group activities and one-to-ones designed to create confidence and pride in the ability to "put it down on paper." Our graduates of this free program will be rewarded by being published in an anthology of their own, along with their peers, and will be afforded all the rights and privileges that come with authorship, including a book signing event at the HQ of A Word with You Press. The event will be catered by our new neighborhood eatery, The Flying Pig. The event will be professionally videotaped and will be on YouTube. Find out more at www.kidxpress.us and www.awordwithyoupress.com. **Thorn Sully** of A Word with You Press is looking for a full-time director for Kid Expression.

Fox & Quill 2011 Poetry "Throw-Down" contest deadline is Thursday, March 31—but please don't wait until the last minute! Member **John Wolf** has announced that by popular request this contest is now open to anyone and everyone who writes poetry. The prize is *Poetry Speaks* (369 pages + 3 audio CDs bearing the work of 47 poets, including James Joyce, Robert Graves, Jack Kerouac, Gwendolyn Brooks, Sylvia Plath, and Walt Whitman). No length limit per poem, but no serial pieces accepted either. (Nor will inflammatory, racially motivated, sexually explicit, or other unsuitable submissions be accepted.) Writer retains all copyright to the material. Send your submission(s), email address, snail-mail address, and entry fee (\$5 per poem or five poems for \$20) to John Wolf, 13552 Ridley Road, San Diego, CA 92129. (If paying via PayPal, include your contact information in that payment message.) You may optionally include a bio or a brief discussion of how your poem came to be; this information may be published later. All poems received in March will appear for voting in the April issue of *Fox & Quill* (www.FoxAndQuill.com) on a page with each poet's name and the poem's title, along with a voting box to check the favorite. (One vote per entry from a reader and, yes, it's okay to vote for your own submission.) Winner will be announced in May issue.

Save the date—Thursday, April 14, 5:30 to 8:30 p.m.: Make-A-Wish Foundation Fundraiser. Member **Lauren Castle** of Impress Express (www.impress-express.com) has organized and is leading this unique and fun annual networking event benefiting the Make-A-Wish Foundation. It's similar to "speed networking," and last year's event was a huge hit. Come on out and make some new friends and contacts. Hosted by Brooks Brothers in their elegant La Jolla retail location on Wall Street. Wine & hors d'oeuvres will be served. \$15 in advance, \$20 at the door. For more details or to RSVP, call 858-354-1010.

Member **Janet F. Williams** proudly announces that her book, *You Don't Ask, You Don't Get*, was named Best Specialized Instruction Book of 2010 by Kirkus Discoveries.

Saturday, April 30: *The Books, The Bus, and The Banter!* Los Angeles Times Festival of Books, USC campus, Los Angeles. Oceanside publisher **Thorn Sully** of *A Word with You Press* has leased a booth at the festival. He will be heading up early with fellow authors David Boyne, Dr. Don Hanley, Elizabeth McCall, Isabelle Rooney, and Pulitzer Prize winner Jonathan Freedman. He's negotiated a great price for a luxury tour bus to take book lovers to the festival and bring them home at a cost of just \$40 per person, which includes coffee and continental breakfast on the way up, junk food on the way home, and maybe some open mic readings to pass the time. The *L.A. Times* Festival of Books is a writer's and reader's dream come true. Hundreds of authors selling their books, great speakers, and special events taking place, and most of them free. This will be perhaps the most inspiring day in your writing career. Last year 140,000 people attended. It's a great way to spend the day, buy books, see and hear famous authors and innovators, network, and visit your friends at the booth of *A Word with You Press*. Reservations must be paid in full before the event by sending a check for \$40 made out to *A Word with You Press*, 802 South Tremont Street, Oceanside, California, 92054. Tickets are refundable with notice of cancellation given before April 20, the date on which the checks will be deposited. Estimated departure time is 8:00 a.m. Saturday, April 30th, returning to Oceanside by 7:00 p.m. Actual times may be adjusted dependent upon traffic considerations. You can gather early (7:00 a.m.) for coffee and donuts at the clubhouse before boarding. Send an email to thorn@awordwithyoupress.com for details and visit <http://events.latimes.com/festivalofbooks/general-information> for more info on the event.



Photos courtesy of Thorn Sully, LA Times Book Festival, 2010

Events

Monday, March 21, 6:30 to 8:30 p.m. San Diego Writers/Editors Guild will have its monthly meeting. The speaker is Tom Larson, a local author with two books out, a long history teaching memoir writing in San Diego, and years of journalism at the *San Diego Reader*. His new book is *The Saddest Music Ever Written*. All meetings are on the 4th Monday of the month (except this month) and are held at the County Health Facility, 3851 Rosecrans Street in the Sports Arena area. See the website for directions, www.sdwritersguild.org.

Book signings and events at Oceanside Barnes & Noble, El Camino North Shopping Center, 2615 Vista Way, Oceanside, CA 92054, 760-529-0106.

Saturday March 12, 2:00 p.m. Mimi Donaldson, author of *Necessary Roughness*. When Mimi speaks, people listen. And they laugh, even if they weren't expecting to. And they learn—a lot! But mostly, they never forget the entirely new perspective Mimi gives them.

Tuesday March 15, 6:00 p.m. Alyson Noel, author of *Shimmer* and other young adult novels. Join us for the launch of Alyson's newest release. You'll meet Alyson, hear a reading from the book, and can get your own signed copies of her works.

Thursday March 17, 6:00 p.m. Nancy Holder, author of *The Screaming Season* and other occult novels. Join us for the launch of Nancy's newest release, the third book in her "Possessed" series. Meet Nancy, discuss her books, and get your signed copies!

Saturday April 02, 2:00 p.m. "How to Write Paranormal/Urban Fantasy" Writers' Workshop and Author Panel. Attention aspiring authors! Join authors Chris Marie Green, Linda Thomas-Sundstrom, and Linda Wisdom for a workshop on writing paranormal/urban fantasy.

Sunday April 03, 2:00 p.m. Carrie Ryan, author of *The Dark and the Hollow Places*. Calling all zombies! Carrie Ryan is back with another tale in the struggle of the living to survive in your world. Meet Carrie, get the book (personalized and signed, of course!), and help support the Oceanside Public Library. Dress in your zombie best!

Saturday & Sunday, April 2–3, 9:00 a.m. to 5:00 p.m. The Writer's Workshop. The Westin Gaslamp Quarter, San Diego: Get the inside information you need to get published! Hosted by Hay House, the international leader in self-help and inspirational publishing and led by four industry experts: a *New York Times* best-selling author, a critically acclaimed novelist, a marketing executive who has launched more than 30 *New York Times* best-selling books, and the president of Hay House publishing, Reid Tracy. One workshop attendee will be awarded a publishing contract and \$10,000 advance! Cost \$550. Visit www.hayhouse.com/event_details.php?event_id=1312 or call 800-654-5126 for details.

CONTESTS

2011 HOLLYWOOD BOOK FESTIVAL CALL FOR ENTRIES

The sixth annual event will be held July in Hollywood, CA and celebrates books that deserve greater recognition from the film, television, game, and multimedia communities. The Festival will consider published, self-published, and independent published non-fiction, fiction, children's books, teenage, how-to, audio/spoken word, 'zines, comics, e-books, fan fiction, wild card (anything goes!), unpublished stories, screenplays, genre-based works, and biographical/autobiographical works. This is a story-oriented competition and there is no date of publication restriction. A panel of entertainment and publishing industry judges will determine the winners based on the following criteria:

- 1) The story-telling ability of the author;
- 2) The potential of the work to be translated into other forms of media

All entries must be in English. The grand prize for the 2011 Hollywood Book Festival Author of the Year is \$1500 and a flight to Hollywood, CA for the gala awards ceremony. Entry forms are available at www.hollywoodbookfestival.com.

2011 BEACH BOOK FESTIVAL CALL FOR ENTRIES

This contest will consider self-published or independent publisher non-fiction, fiction, biography/autobiography, children's books, teenage, how-to, science fiction, romance, comics, poetry, spiritual, compilations/anthologies, history, business and health-oriented books published on or after Jan. 1, 2007. Submitted works will be judged for general excellence, i.e., the potential of the work to be an engaging beach read this summer season. More information on the festival and entry forms are at www.beachbookfestival.com. Regular registration deadline is May 25, 2011.

2011 GREEN BOOK FESTIVAL

This contest has issued the call for entries to its annual competition honoring books that contribute to greater understanding, respect, and positive action on the changing worldwide environment. They will consider published, self-published, and independent publisher works in non-fiction, fiction, children's books, teenage, how-to, audio/spoken word, comics/graphic novels, poetry, science fiction/horror, biography/autobiography, gardening, cookbooks, animals, photography/art, e-books, wild card (anything goes!), scientific, white paper, legal, business, mystery and spiritual. The grand prize is \$1500 and transportation to the May 15 awards in San Francisco OR an equivalent amount donated in your name to the environmental charity of your choice.

A panel of judges will determine the winners based on the following criteria:

- 1) The overall writing style and presentation of the work;
- 2) The potential of the work to enhance understanding of the environment and its issues;

Entry forms are available at www.greenbookfestival.com.

Resources

Best Blogs for Writers to Follow

WD Blogs

- [There Are No Rules](#), by Jane Friedman
- [Questions & Quandaries](#), by Brian Klems
- [Guide to Literary Agents blog](#), by Chuck Sambuchino
- [Promptly](#), by Zachary Petit
- [Poetic Asides](#), by Robert Lee Brewer

Poetry Blogs

- [Silliman's Blog](#), by Ron Silliman
- [Harriet, the Blog](#), by Poetry Foundation
- [The Best American Poetry blog](#), by the BAP team
- [32 Poems blog](#), by the 32 Poems team
- [Chicks Dig Poetry](#), by Sandra Beasley
- [dbqp: visualizing poetics](#), by Geof Huth
- [Jessie Carty blog](#), by Jessie Carty

Fiction Blogs

- [Neil Gaiman's blog](#), by Neil Gaiman
- [Writer Unboxed](#), by a superstar team of bloggers
- [InkyGirl](#), by Debbie Ridpath Ohi
- [Writer Beware Blog](#), by Victoria Strauss
- [Paperback Writer](#), by Lynn Viehl
- [Evil Editor](#), by an evil editor
- [Nathan Bransford blog](#), by former agent/current author Nathan Bransford
- [Flogging the Quill](#), by Ray Rhamey
- [The Writings and Opinions of Dean Wesley Smith](#), by Dean Wesley Smith
- [A Newbie's Guide to Publishing](#), by JA Konrath

Other Forms of Writing (including nonfiction)

- [Copyblogger](#), by Brian Clark
- [Freelance Writing Jobs](#), by a team of freelancers
- [The Urban Muse](#), by Susan Johnston (and a team of guest bloggers)
- [Word Count](#), by Michelle V. Rafter
- [Bob Bly, Copywriter](#), by Bob Bly
- [ProBlogger](#), by Darren Rowse
- [Beyond the Margins](#), by a team of writers
- [Kris Writes](#), by Kristine Kathryn Rusch
- [The Traveling Writer](#), by Alexis Grant

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.net. Lynette is taking signups for the June, July, and August issues.

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 2010. 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!

Newsletter Team



Andrea Glass

Ghostwriting & Copyediting
leader in personal & professional development books, ebooks, blogs
www.WritersWay.com
Andrea@WritersWay.com
tel: 858.350.5235
fax: 760.635.7839

Newsletter Editor

All My Best

**Business and Nonfiction
Copyediting**

Lynette M. Smith
"Get the Results and Respect Your Writing Deserves!"
714.777.1238
www.AllMyBest.net
Lynette@AllMyBest.net

Copyeditor



"You never get a second chance to make a first impression!"

Lauren Castle

image management specialist

858.459.7400
www.impress-express.com
lauren@impress-express.com

Circulation Manager

**LOOKING FOR NEW CONTENT
COORDINATOR.**

**YOUR HELP EACH MONTH TO
FIND INTERESTING CONTENT
WILL HELP KEEP THIS
NEWSLETTER GOING.**

**SEND AN EMAIL TO ANDREA AT
newsletter@publisherswriters.org
TO LET US KNOW OF
YOUR INTEREST!**

Content Coordinator