

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

November/December 2010

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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), usually at the Encinitas Library, 540 Cornish Dr., Encinitas.

### **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.net.

Next Meeting

PWSD Annual Holiday Party

Tuesday, December 7

5:30 to 7:30 p.m.,

Encinitas Library

540 Cornish Drive



Join us for Holiday Cheer, Music, and Mingling!

Bring a friend or colleague. This meeting is free to members and nonmembers alike. We are asking all attendees to bring one of their books or a gently used book from their personal library to donate to Traveling Stories. (See President's article.)

News/Announcements

January 2011 Meeting

Date: Saturday, January 29, 2011

Time: 10 a.m. to 12 noon

Location: Encinitas County Library, 540 Cornish Drive

Topic: Morning Coffee with a Literary Agent

Speaker: Claire Gerus

For those of you who (like most of us) wonder how it works with literary agents, Claire Gerus is coming to answer your questions. She'll also give us her assessment of the publishing industry and how it's changing. Claire Gerus has been Editor-In-Chief of two publishing houses; worked for eight major publishers, including Harlequin, Rodale, Random House and Doubleday, John Wiley, Kensington, and Adams Media; written articles for national media; and taught corporate communications to such clients as IBM, Kellogg, Mutual of Omaha, and Procter & Gamble. In 1996, she established a thriving business as a New York literary agent, selling publishers' books on a wide variety of subjects: business, history, memoir, religion, health, spirituality, psychology, politics, pop culture, and women's studies. She has published three books in collaboration with other authors and is presently a literary agent based in Tucson, Arizona.

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**WE'RE LOOKING FOR NEW
CONTENT COORDINATOR;
WILL YOU HELP?**



Read Local San Diego News

Read Local and the authors it supports have been busy this fall, organizing and participating in street fairs and book festivals.

We've had a busy fall, and it isn't over yet! Both the San Diego City College Book Fair and the San Diego County Library Book Festival events were busy for Read Local authors. Upcoming is the Encinitas Fall Festival on November 21. We also have a booth at the Carmel Mountain Ranch Holiday Festival on December 5. We've got a full roster of authors throughout the day, but please come by the booth to support Read Local.

Another winning opportunity was the donation to the Multiple Sclerosis Foundation Fundraiser, also on November 21. I put out the call, and so many authors donated books that I was able to create four baskets: two fiction, one memoir, and one nonfiction and special and local interest. I can't begin to express how proud these collections of books made me feel. We're really producing some wonderful titles here in San Diego, and it's great to see them all gathered together. Thank you so much to everyone who donated.

Thank you also for your patience regarding the Read Local directory. I know I keep saying it's on its way, but we want to make sure we get all the glitches out before we ask you all to sign up. I'll keep you posted, but I hope to open it up to all very soon. I know many of the book buyers, librarians, producers, and event planners are also really looking forward to having access to all these local authors.

As always, I appreciate your support of Read Local San Diego. If there's a street fair or festival in your area, please let us know, and we will look into securing a cooperative Read Local San Diego booth.

Contact Karla at karla@sandiego.readlocal.org.

Let's make books a great holiday gift this year!



Thanks to member Jim Whiting for his monthly entertaining cartoons.

"I don't wonder that you find it difficult to focus."

I'm really sorry I missed October's presentation by Pilar Alessandra on writing a screenplay. I hear it was really terrific. I love it that so many speakers are so generous with their time and knowledge.

Speaking of which, I'm in the process of putting together the program schedule for next year. If you know of someone who has information that would be of interest to publishers and writers, please let me know and I will consider them.

As most of you know, we don't have a meeting in November and traditionally have a holiday get-together in December. This year our party is **Tuesday, December 7, from 5:30 to 7:30**. We'll have wine again (you all seemed to like that) as well as other drinks and appetizers, and Russ Zinszer has agreed to accompany us again on his guitar. It should be a fun and festive evening, and I hope you'll join us. As is tradition, this get together is free, and please bring friends and others you think would be interested to introduce them to our group.

Instead of a book exchange this year, please bring a book to donate to **Traveling Stories**. I met Emily Moberly, the 24-year-old founder of Traveling Stories, at the San Diego City College Book Fair. Traveling Stories is a local nonprofit organization that exists to fuel kids' minds with stories. They provide books to kids who have none and strive to inspire a love for reading everywhere. Emily started Traveling Stories last January. On November 17 they shipped their first library to Cornerstone Children's Home in Nimule, Sudan, and in March they're traveling to El Salvador to set up four more small libraries.



Emily taught English in Honduras from 2008 to 2009 and was shocked by the lack of access her students had to books. During a trip home for Christmas break, Emily bought 40 classics, which she brought back to her students and introduced as "Ms. Moberly's Library." Most of her students had never read an entire book before, but day after day Emily made them read. At the end of the semester the students published a literary magazine, and today Emily still receives Facebook messages and emails from her students, thanking her for making them read.

Convinced that reading is powerful, Emily started Traveling Stories to give more kids in print-poor communities the opportunity to fall in love with reading. Traveling Stories believes that those who read shall lead. For more information, visit www.TravelingStories.org.

How can we as publishers and writers not support this amazing effort? Bring a copy of your book to the event and we'll display them for all to peruse. Or bring some gently used books from your library. At the end of the night, we'll turn them over to Emily, who will be joining us, to support her dreams! Traveling Stories also sells awesome T-shirts that say, "Reading Is Sexy." They're great looking and \$20 each.



Hope to see you all December 7!

October 30, 2010

How to Turn Your Book into a Screenplay

Pilar Alessandra, Screenwriter Coach & Instructor

Submitted by **Tom Hinton**, Author & Speaker, Member, PWSD

Our October meeting was held the day before Halloween and everyone came dressed up as an author or aspiring screenwriter! Our guest speaker, Pilar Alessandra, is a talented screenwriter instructor and high-energy speaker who delighted a strong PWSD turnout at the Encinitas Library with her anecdotes, tips, and helpful answers to questions about converting our books into screenplays.

Pilar is the author of *The Coffee Break Screenwriter*. She has spent much of her career in Los Angeles working with some of the biggest names in film. As the director of the Los Angeles writing program, On the Page, Pilar has worked as a Senior Story Analyst for DreamWorks and Radar Pictures. She also trained writers at ABC/Disney, MTV/Nickelodeon, the National Screen Institute, The LA Film School, and the UCLA Writers' program.

Pilar told us, "The key is to find the story in your book. To do that, you need to identify the Log Line." A log line is a one-sentence summary of your book that captures the reader's interest. It's almost like the *TV Guide* description of a movie: short and pithy! To identify your log line, Pilar suggests we ask the "What if?" question. For example, what if a young girl is threatened by a mean, old woman who wants to take away her little dog? So, the young girl decides to run away from home just before a nasty tornado strikes. Of course, everyone knows the book and screenplay as *The Wizard of Oz*.

Pilar suggested that authors must think in terms of finding the sizzle in our books so the real story can be told via screenplay. "A book must be able to project a feeling when it's converted into a screenplay," she advised.

Another big hurdle for authors when trying to convert their books into screenplays is deciding what to let go of. Pilar reminded us, "The average movie runs less than two hours in length, and you can't fit everything from your book into a two-hour film. So you need to let go of the non-significant things!" Pilar also told us, "Don't think in terms of losing the good stuff; rather consider how you're going to focus on the best stuff!"

Pilar also recommended the technique of combining several characters into one representative character to simplify your story or remove the complexity of having too many persons in a film version. Many authors have done this successfully in their screenplays without losing the essence of their book.

Finally, Pilar answered many questions and recommended that aspiring screenwriters use *Final Draft* software.

For more information or to attend Pilar Alessandra's screenwriting classes, please visit her website at www.onthepage.tv. Her email address is inquire@onthepage.tv.



November is National Lifewriting Month

Imagine our delight when we discovered there was a month dedicated to Lifewriting, which as you know by now is writing the story of your life. Now November being National Lifewriting Month begs the question, how do we celebrate this glorious month that celebrates the art and the act of writing one's story down on paper? As it turns out, we have a few suggestions for you. Feel free to use these suggestions or come up with your own ways to celebrate this month.

1. **Write in your journal.** This one seems obvious. Already write in your journal? Try to write a bit more this month. Better yet, think of more celebratory life events to journal about. Think of it as allowing yourself to eat even more of your favorite things on your birthday.

2. **Write on something unusual and unexpected.** You know when you're out and about and a memory brushes past you or you get an idea but you left your notebook at home on the kitchen table? This month, give yourself permission to get creative with your writing apparatus. We're not advocating writing on other peoples' walls, but get MacGyver with it. Here are some suggestions:

- a. Napkin
- b. Side flap of a cardboard box
- c. Big dried leaf (after it's fallen off a tree)
- d. Backs of pages of an old calendar
- e. Receipt (with a glittery pen)

3. **Think of a pleasant scent that takes you back to your childhood.** If there's a way to get that scent, do. Then set a timer and set yourself up in a place where you cannot be disturbed. Smell that scent, luxuriate in it, and write about the memories that come up.

4. And while we're on senses, let's engage that oh-so-pleasurable sense of taste. **Think of your favorite food(s) as a child.** If they're compatible with your grown-up diet, go get it. Allow yourself to sink into one of your fondest memories with this food. Create a ritual around it and really enjoy it. Celebrate it. Then write, maybe on a (clean) napkin or the back of a (clean) paper plate, about the experience and all that it brought up. The following quote by Marcel Proust in "The Remembrance of Things Past" backs me up on numbers 3 and 4. He said, "When nothing else subsists from the past, after the people are dead, after the things are broken and scattered, the smell and taste of things remain poised a long time, like souls, bearing resiliently, on tiny and almost impalpable drops of their essence, the immense edifice of memory."

5. **Celebrate your life... MORE!** We could morph National Lifewriting Month into Giving Thanks for Lifewriting Month. We could also call it Giving Thanks for Life Month. And Lifewriting is about writing your life. So why not live a life this month that is worth writing a bonus chapter for. Live, love, laugh, A LOT! And WRITE!

We think those are good starts, but you go for it. Get swept away. So as you go forth this month, take our celebratory suggestions or create your own; but for National Lifewriting Month, or National Giving Thanks for Writing Month, please honor your life and WRITE!

Member Profile

Alice Karow

OneTalkTranscription

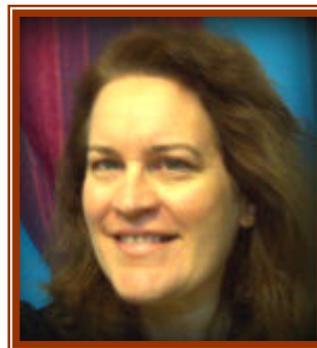
Carlsbad, California

858-361-8957

AliceKarow@gmail.com

www.CookFromYourHeart.com

www.OneTalkTranscription.com



PWM: What aspects of publishing or writing are you involved or interested in?

Alice: I have written and self-published *Cook from Your Heart: Recipes for Transformation*, which came from my years of cooking for clients as a personal chef. It also expresses my spiritual side and encourages a conscious approach to living and eating.

OneTalkTranscription is the name of my transcription/editing/writing service. I volunteered for several years at Tony Robbins' events doing live transcription, so I thought if I could volunteer for him, maybe I could turn that skill into a business. It has turned into a platform to offer many author-support services: I edited David Morehouse's *Remote Viewing: The Complete User's Manual for Coordinate Remote Viewing* published in 2008 by Sounds True, Inc., and I helped coordinate radio and print PR for them. I have also written copy for websites and brochures. Today, the business is primarily transcription, although I welcome editing and writing projects, too. I've transcribed talks for authors, including Eckhart Tolle. At this writing, I'm transcribing interviews for Lama Foundation's oral history project and business meetings for the CEO of a technology company. I'm always learning something new!

PWM: What first attracted you to these fields?

Alice: Writing my own book came about because there were so many simple but important things about conscious eating and cooking that I wanted to share with people—a book seemed like the best way to get the word out to an audience beyond my personal-chef clients. I've always been extremely creative. My major in college was fine art, and I've played guitar since I was eight years old. It's funny though, that my writing career started because I kept getting positive feedback about my emails and how well I could write. One friend even told me that one of my emails should win a Pulitzer Prize because it was so vivid, he felt like he was at the event I had described!

PWM: Did you previously have related experience in publishing and writing?

Alice: I love the craft of putting together a beautiful book and a meaningful experience for readers, whether it's in the capacity of writer or editor. Publishing *Cook from Your Heart* taught me (and I'm still learning) a lot about self-publishing and book publicity. Editing *Remote Viewing* taught me about working with conventional publishers.

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

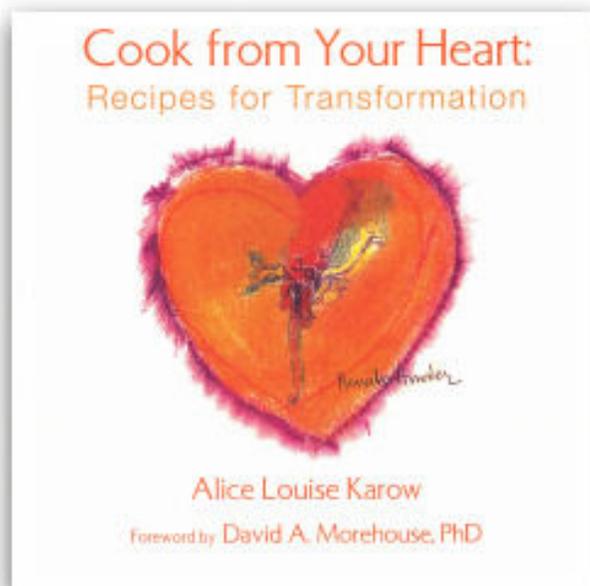
Alice: I've been a member for about a year and a half. The meetings have been informative, especially on topics related to the business of being an author. I've made friends with other members, who helped rekindle my enthusiasm for finishing *Cook from Your Heart* and finally publishing it this year (February 2010). It's a wonderful peer group. Read Local San Diego has connected me with book-signing opportunities and even gotten me a TV spot on a San Diego morning show!

PWM: What are you working on now?

Alice: I'm learning to balance the writing and cooking aspects of my life. I write the San Diego Food Examiner column for www.Examiner.com, so if you have a food-related book, product, or event, let me know and maybe I can write about it. Also, I occasionally write a restaurant review for www.SanDiegoRestaurants.com. I'm looking for ways to publicize *Cook from Your Heart* and also supporting efforts to keep our food supply healthy, safe, and abundant. I've paired up with Olive Elementary School in Vista through Michelle Obama's *Let's Move* initiative, to help teach kids about healthy food. I'm also available to cook for special events and just participated in a benefit event for *Lean and Green Kids*. And, of course, I'm available for transcription, editing, and writing projects, too! I've got a second cookbook in mind, *Orchids and Hot Chocolate: Recipes for Romance*.

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

Alice: Take good care of yourself. Listen to your heart and stay true to your values and your highest standards. Live in total honesty and integrity. There are tons of scams out there waiting for people who "want to be a writer." Whether you self-publish or get accepted by a conventional publisher, you're responsible for creating a following and making your book earn a living for both you and your publisher! One thing I've come up against is how much all my great ideas cost! Even though Facebook and Twitter are free, be prepared to spend money on publicity, marketing, etc. It's been said before, and I find it to be true, that the smallest part of being an author is writing the manuscript! My best guidance is to participate, say yes to as many opportunities as you can, and help other authors and aspiring authors as much as you can. You never know who you're talking with or where a casual "hello" might lead!

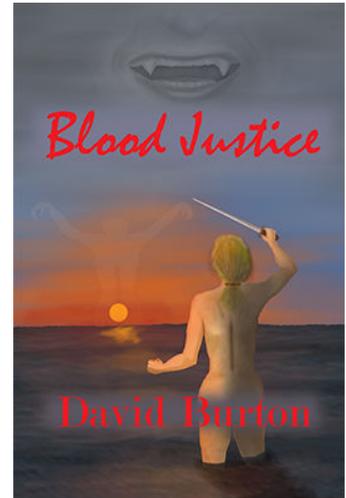


Welcome to our newest members!

Michelle M. Jones, michmjones@yahoo.com; Fiction

Alex DeVolpi, waterfaxq@gmail.com; Non-fiction

Blood Justice, the third novel by Oceanside author, **David Burton**, has just been published by By Light Unseen Media. *Publishers Weekly* says about *Blood Justice*: "Revenge and vampires play key roles in Burton's horror-mystery-thriller blend, which follows single mother Justine Krofft's attempts to kill the men who raped and murdered her teen daughter... a fast-paced, mildly entertaining vengeance quest that quickly broadens from a simple murder case to a conspiracy with sinister blood-sucker Stephan Sinakov at its core... tight plotting and memorable characters...." *Blood Justice* is available for review, and David is available for interviews at dcburtonjr@gmail.com. *Blood Justice* is also available as an e-book at www.smashwords.com/books/view/24998. More information on print editions can be found at <http://bylightunseenmedia.com/bj.htm>. David's first published book was a mystery, *Manmade for Murder*. *Hell Cop*, a supernatural adventure story, was his second published novel. He has also written screenplays, including an adaptation of *Hell Cop* and his unpublished novel, *Fear Killer*.



Robert Goodman and Camryn Oliver Lemmon announced that Silvercat, a San Diego publishing and book packaging firm since 1988, and Oliver Consulting Group, an integrated marketing, media, and public relations firm, based in Homewood, Alabama, for the past 10 years, have formed a Joint Venture to be called Silvercat Publishing & Promotions. Serious professionals now have a cost-effective way for their books to be edited, designed, published, placed, and promoted with full-scale media planning by Silvercat Publishing & Promotions. With their combined 50+ years of experience, Lemmon and Goodman will walk a client through the entire process of establishing a successful business and publishing books for promoting their business. Professionals who might choose Silvercat Publishing & Promotions include coaches, public speakers, business consultants, doctors, lawyers, and other entrepreneurs. Silvercat Publishing & Promotions will provide high-quality book publishing and innovative strategies to promote books and clients to the trade, media, and publishing industries, including print, radio, television, the Internet, and social and business networking sites to help clients gain recognition as leading experts in their chosen industry. Contact Robert Goodman at www.silvercat.com and (858) 794-1597.

Kathi Burns, author of *How to Master Your Muck*, was featured in a 4-page article in the November issue of *Horse and Rider Magazine*. The article was titled *Organize Your Barn (Yes, You Can!)*

KJ@addSpaceToYourLife.com; www.addspacetoyourlife.com.

John Wolf will be giving a talk on "The Internet and the Wired Author" for the Sarasota, Florida-based Florida Writers Association on November 17. John wouldn't expect to see San Diegans in the crowd, but if so, don't mention the Padres or Chargers, as he doesn't want to be fed to the 'gaters. John is the author of *Fantastic Tales*.

<http://johnwolfbooks.com>; <http://foxandquill.com>; <http://generalspecifics.blogspot.com>



Thursday, November 18, 6:30 p.m.: The San Diego Professional Editors Network (SD/PEN) will sponsor a workshop, "How to Get the Job: Creating a Realistic Estimate." Three facilitators will lead small-group discussions focusing on small, short-term projects, and each group will create a realistic estimate for a specific editing project. Group leaders will include Shirley Clukey, discussing how to work effectively with multiple managers to create marketing materials; Larry Edwards, focusing on editing book manuscripts for individual authors; and Barbara Hendrickson, addressing jobs editing employee handbooks and similar technical documents for corporations. Each group leader will share a project with "before" and "after" samples, explaining the level of editing required, projecting hours for a job, discussing how to explain the editing process to the client, creating the timeline and deadlines, determining costs, and writing a contract/agreement. Meetings are held at Joyce Beers Community Center, 4065 Vermont Street, in the Uptown Shopping Center in Hillcrest. The meetings are free for SD/PEN members and \$5 for non-members. For more information visit www.sdpen.com or call (619) 281-6951.

Thursday, November 18, 7 p.m.: **Debra Ginsberg** will discuss and sign her new book, *The Neighbors are Watching*, at The Book Works in Del Mar. At 5:30 p.m., before the regular author event, she will also be holding a Private VIP Reception. Spots must be prepaid and reserved at The Book Works. This private reception allows you the opportunity to talk in an intimate setting with Debra, other elite local authors, and book community members, over some appetizers and desserts. Payment includes the treats, a signed copy of *The Neighbors are Watching*, and a special treat from Debra herself! Please note that space is limited for this private event. Please call The Book Works for pricing and additional information. For more information on Debra, visit www.debraginsberg.com. To watch her book trailer, visit www.youtube.com/watch?v=CQ1qKicZOJs.

Monday, November 22, 6:30 to 8:30 p.m.: The **San Diego Writers/Editors Guild** will have its monthly meeting with program speaker, well-known writer, wordsmith, and TV star, **Richard Lederer**. All meetings are on the 4th Monday of the month at the County Health Facility at 3851 Rosecrans Street in the Sports Arena area. For more information visit www.SDWritersGuild.org.

AWARD & EXHIBIT OPPORTUNITIES

The San Diego Public Library's 45th Annual Local Authors Exhibit is nearing, and the Library is calling resident authors for submissions. If your book was originally published in 2010, we would like to display it in the exhibit, which will run the entire month of February 2011 in the lobby of the Central Library. To register for this event, please visit our brand new San Diego Local Authors web page (also accessible from the San Diego Public Library's website, www.sandiegolibrary.org). Then mail your book(s) to: San Diego Public Library, Attention: Rachel Esguerra-Circ, 820 E Street, San Diego, CA 92101-6478. **The acceptance deadline for books is December 1, 2010.** All submissions to the Local Authors Exhibit become gifts to the San Diego Public Library for possible inclusion in the collection. After submitting your book, you will receive an acknowledgement and information regarding a special January exhibit preview and reception, a great networking opportunity. If you have any additional questions or comments, please contact the Exhibit Coordinator, Pamela Sanderson, at 619-236-5847, or email her at psanderson@sandiego.gov.

San Diego Book & Writing Awards is calling for books published in 2010 as well as unpublished works. Unpublished manuscripts are due by **January 15, 2011**; published books are due by **February 5, 2011**. Submission guidelines are at www.sdbookawards.org. Awards are given at the banquet in June. If you are interested in being a judge, contact the San Diego Book & Writing Awards through its website.

The 2011 National Indie Excellence Awards are open for submissions. Books published by self-published authors, small press, and independent publishers can be submitted for consideration in the categories of their choice. Winners and finalists will be announced nationally in mid-May, 2011, in time for Book Expo America. Top prizes include national book publicity campaigns and the ability to highlight the awards in marketing endeavors. NIEA recognizes excellence in independent- and self-published books, a category that accounts for a rapidly growing segment of a publishing industry going through almost constant transformation. For information about the contest, including how to submit books, please visit www.indieexcellence.com. **The deadline for entries is March 31, 2011.** Contact Ellen Reid, 310-862-2573, ellen@indieexcellence.com for more information.

The 2011 Nautilus Awards recognizes and honors books, audio books, and e-books that promote a better world. Nautilus Books Awards is committed to seeking, acknowledging, and honoring books that inspire and connect our lives as individuals, communities, and global citizens. Dedicated to excellence and the highest of standards, Nautilus Awards winners receive excellent recognition, media coverage, outstanding marketing opportunities, prestige, industry exposure, and SALES! For more information, including guidelines for entering, a list of categories, and a downloadable entry form, visit [www.nautilusbookawards.com/Guidelines for Entering.html](http://www.nautilusbookawards.com/Guidelines%20for%20Entering.html).

Resources

(These resources are not necessarily recommended by PWSD; please check these out on your own)

Host your own talk show for just \$59! This is the best offer Global Talk Radio has ever had... and we'd love you to take advantage of all we offer:

- Promote your business, book, or website!
- A 25-minute talk show with no commercial breaks
- You can have a co-host and guests (but not listener calls)
- Your program will air live and be recorded for on-demand streaming
- **NEW!** You can download an MP3 of your talk show and post it on your own website!
- No experience necessary, we handle everything. All you need to dial is call into the studio to record your show.

This is a limited time offer. Visit www.globaltalkradio.com/hostaonetimeshow.htm.

Guide to Literary Agents: www.guidetoliteraryagents.com/blog. Learn where and how to find the right agent to represent your book.

Idiom Dictionary: www.idiomdictionary.com. Enter a word or phrase and find the meaning of over 5,000 idioms.

*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.

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!

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