

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

March 2018

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Publishers & Writers of San Diego (PWSD) is a professional association of the San Diego publishing community, with new chapters such as PWOC forming in other parts of Southern California, too. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

Membership
 \$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit www.PublishersWriters.org

Closing date for newsletter contributions is the **1st day of each month**. Send to Glenna A. Bloemen at gab11853@aol.com

Seeking Membership Profile Editor. If interested or for more information, contact Glenna Bloemen at gab11853@aol.com.

Next Meeting: Saturday, March 31, 2018
 10:00 a.m. – 12:30 p.m.

Location: Carlsbad Dove Library
 1775 Dove Ln
 Carlsbad, CA 92011

Topic: Mailing List Magic
Speaker: Penn Wallace

What's the big deal with mailing lists? Marketing experts will tell you it's an important tool in your tool kit. Penn Wallace says it's your second most important marketing tool. You don't have one? Here's how to get started. Need help building and using your list? We'll cover those topics too.

This email marketing session will start with the question "Why do you need an email list?" Once we've discussed the reasons for having a mailing list, we'll move on to how to build your list. We'll dig into the topic of "How do I manage my email list?" Penn will give specific examples of things the students can do today to start building a business tool.

After these preliminaries are complete, we'll move on to how to use your mailing list for fun and profit. We'll discuss such topics as writing newsletters and running promotions, rollouts, and special loyalty rewards programs. All of this leads to the topic of reader loyalty. We'll give concrete examples of things you can do today to start building that loyalty, from giving away special promotional items to how to handle your fan mail.

Presenter Penn Wallace is a happy-go-lucky, Hemmingwayesque adventurer and author of #1 bestselling political satire, Christmas Inc, the #1 bestselling crime novels Murder Strikes Twice and Hacker for Hire, the Ted Higuera Thrillers, and the Catrina Flaherty Mysteries. If Chevy Chase had played Indiana Jones, he would be Penn Wallace. Penn has a thirst for adventure, but nothing ever seems to go exactly as planned. Penn is a pilot and master chef, as well as being a lifelong sailor.



In 2012 Penn left his career as a software engineer in Seattle and set sail for the warm blue waters of Baja California in his 56-foot sailboat. Penn currently resides on his sailboat in San Diego and teaches classes on Indie Publishing, eMarketing, and other writing topics, as well as working on the next Ted Higuera and Catrina Flaherty best sellers, but expect him to set sail for new adventures soon.

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If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter; Contact Lauren Castle at lauren@impress-express.com



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Thank you, John Burke, from FSB Associates, for walking us through what makes an effective author website. You made it very clear and simple, including the terrific new program you offer with PubSite. If you missed it, you can find his slides, covering 10 website essentials, in our blog.

This month Penn Wallace will outline the email strategies he's used to build his fan list and following for his series of novels. John Burke mentioned that collecting emails and following up with news is one of the best ways to keep your fans informed and engaged. Now Penn will tell us what he's learned about the best ways to do that.

In April, Jacquie Jordan will discuss how to pitch yourself and your book to TV. In May, Marla Markman will walk us through a production schedule for a book. One of the biggest mistakes independent publishers make is not planning ahead and giving themselves enough time to create their books to professional standards. You can't afford to miss Marla's presentation.

IBPA's Publishing University is coming up, and you really should consider going to this terrific conference. It will be held in Austin, Texas on April 6-7. These two days are crammed with great speakers and information about independent publishing. Go to <https://www.publishinguniversity.org/> to learn more, and strongly consider attending. I've gone for over 20 years, and I learn something new every year.

Finally, we need someone to help with the member profiles that are featured in the newsletter every month. We thank Sheri McGregor for her past help. If you are interested, please contact Glenna Bloemen at gab11853@aol.com.

PWOC News

PWOC meets in the Rotary Room at the City of Orange Library. Thank you, Janet Williams, for a candid and valuable March presentation about your publishing journey, your successes, and what you learned from your mistakes. In April, Cherie Kephart will share what she's learned about writing your own story, a memoir from the soul. Cherie's book, *A Few Minor Adjustments*, has won many awards and is getting a lot of attention. Her story of a mysterious illness and her path to recovery is fascinating.

Just a reminder for PWSD members: You may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

Continued on next page

President's Message—*continued*

PWSD/PWOC Membership

As most of you know, our yearly dues are an affordable \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or you can send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Member reminder: You must submit your member bio and headshot to webmaster@publisherswriters.org. Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to take advantage of this benefit. If you are not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

IBPA Membership

If you have launched on your publishing journey, I encourage you to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes regional affiliates such as PWSD. You can find information on their very robust and informative website, www.ibpa-online.org.

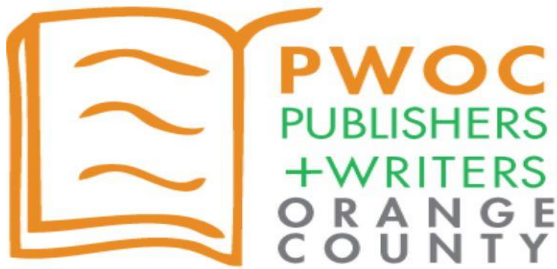
Membership is very affordable, and to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.

Read Local



We are planning to participate in the Encinitas Street Fair in April, with a co-op booth for authors. If you have a book to sell, please sign up for the Read Local newsletter for more information about how to sign up for an author slot. Go to www.readlocal.org.

Please visit www.readlocal.org to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



www.PublishersWritersOrangeCounty.org

IN THE OC OR VICINITY?

Come Join Us on the
First Saturday of the Month!

10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library*
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

**Always check the meeting announcement
or website to confirm the location.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit www.PublishersWritersOrangeCounty.org and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly *al fresco* lunch. **Other PWOC questions?** Email Lynette Smith at Lynette@allmybest.com. Remember, as a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



Join Us on April 7 for

“Soul Therapy: The Spiritual Side of Writing Memoir” Presented by Cherie Kephart



Writing a memoir is a journey beyond words. It is a soulful experience. Enter the unwritten and learn about writing a memoir from a spiritual vantage point. It's about relinquishing the power your story has over you. By learning to let go of the story that is holding you back, you can craft the story you were meant to tell. In this workshop, we will explore the fears that block us, the truth behind our intentions for writing our stories, how to discover the real message we are communicating to the world, what to focus on, what to let go of, and how this entire experience transforms us.

Cherie Kephart's book, *A Few Minor Adjustments*, is the winner of both a 2017 San Diego Book Award and a Bookvana Award. It was also featured in the San Diego Annual Memoir Showcase and performed onstage at the Horton Grand Theater. Cherie's essays, stories, and poems have appeared in publications and events such as the San Diego Poetry Annual, The San Diego Writers Ink Anthology, Oceanside Literary Art Walk, Wild Lemon Project, Magee Park Poets Anthology, and in the Transform Your Life classes.



See Next Page for PWOC Meeting Recap

“Positioning Yourself for Publishing Success”

Presented by Janet F. Williams

I love listening to authors tell about their writing journeys. No two are ever the same—how could they be?

We were delighted as Janet F. Williams, triple-award winning self-help book author of *You Don't Ask, You Don't Get: Proven Techniques to Get More Out of Life* and also, under her pen name, Zoe Amos, *Superior: Adventure Romance*, shared her publishing journey with us, emphasizing how you can position yourself for a better outcome.

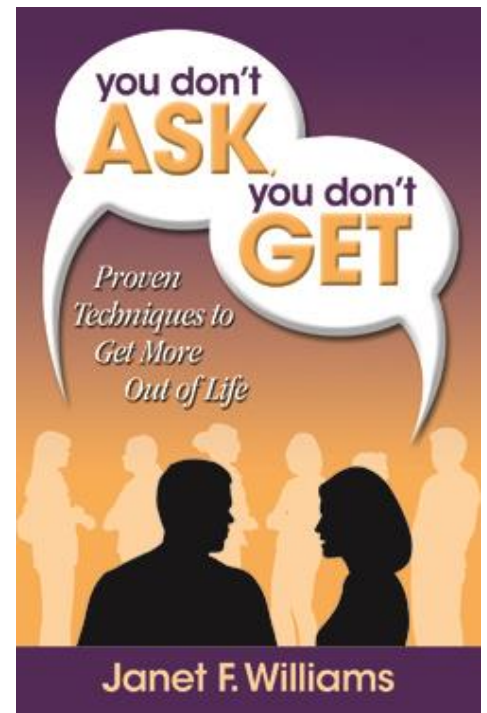
She teaches creative writing workshops at the Southern California Writer's Conference and elsewhere. She edits manuscripts, writes and edits business materials, and speaks on a variety of topics. In her spare time, Janet likes to write the stories she wants to read.

As Janet began her speech intimating that she “had careers instead of children,” we prepared to be informed as well as amused. Woven throughout her speech about the writer's life was a unique blend of a person's journey gleaned lessons along the way—all worth heeding. Janet talked about how you set yourself up in life often for what you do later... you take baby steps along the way. Then you put yourself in a position to where you really want to go.

She's worn many hats—artist, author, car salesperson, art manager, video assistant director, cartoonist, and editor. However, a definite theme in her life is being imaginative and analytical, willing to do the work and learn what she doesn't know, and able to think on her feet.

“Everything you do in life,” she said, “comes back to you later and will be of some use.” Janet regaled us with her tales of transitions... one moment married, 22 years old and helping run a successful company of 22 employees and 3 locations with her then husband, to finding herself divorced and an art department manager and dealing with the rampant drug culture of *Creem* magazine, which she later left to seek a less volatile environment. At one point she was even married to her first love—an avocado farmer.

Her analytical skills always seemed to help her strategically move her life forward. Given the extreme lows and highs, it seemed like she was part cat, leaping from one challenge to the next and always landing on her feet. Between job changes, she even managed to take off and travel the world for about a year and half, finally landing in San Diego, where she's been since 1984.



As is often the case, Janet's storyline exemplifies the fact that it is rare for a person's life to travel in a straight path; twists and turns abound. One interesting sidebar in her past was that she ended up being the assistant director for a video with Ed Asner that became a cult favorite. It was called “Less Stress in 5 Easy Steps.”

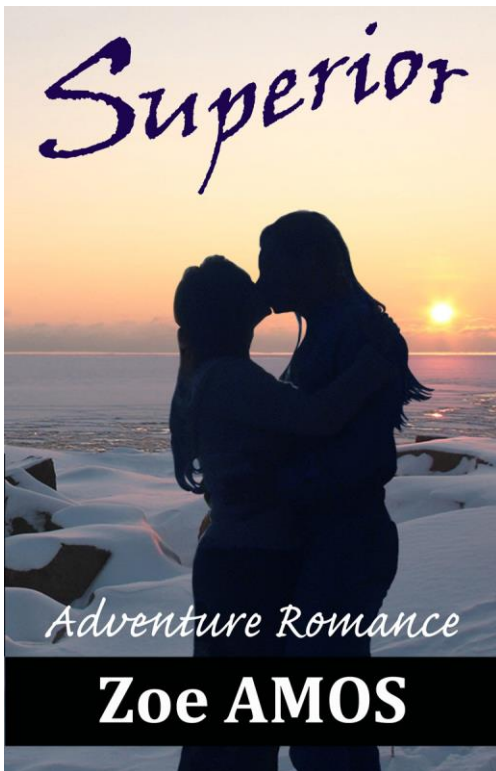
One editorial skill she honed amidst drawing as a cartoonist was how to be succinct. (Since that's an area I struggle with, it made me feel briefly like maybe I should take up drawing—but then I realized I'd have to get beyond remedial stick figures first.)

Artistic proficiency didn't necessarily provide her with the happy ending to her publishing story for her comic strips, but she was able to publish other books that varied in their topics from her popular, award-winning *You Don't Ask, You Don't Get* and also *Superior*. From business/life-lesson books to lesbian romances, her interests vary.

What it did train her for was to get used to hearing “No,” which she acknowledges is what you often hear in the publishing business. I think that’s one of the many reasons indie publishing has become so popular. It’s much easier on those with a less-than-stiff upper lip and with the desire to control what happens with their work. A major downside however, is coming up with the cash to accomplish the publishing goal.

Janet acknowledged there *could be* problems with your work, or often the reason they rain on your parade may be simply it isn’t what they need at this time—it isn’t necessarily you. This is sage advice for life in general. Life is transacted by each individual’s personal story and most often has nothing to do with us. Keep that in mind and it will save you lots of grief!

In the mid 1990s, Janet woke up with a story idea in her head and set about writing her first novel. As extreme luck would have it, she was blessed with a mother who was a bona fide professional editor. Dressed in editor’s clothing, her mom was able to help her spit-shine her work. Couldn’t we all use such accessible help in the next room and in our genes?



Beyond relying on her mother, she put out the effort to study grammar and took classes to learn both the craft of writing and the business of publishing, where she discovered query letters, agents, and the Land of No.

She struggled with “embracing rejection letters” as is the oft-touted advice of fellow writers. Unless you need the piles of them to form a warm blanket because you can’t afford a wool one—they suck! Traditional publishing is a roller coaster ride that requires a significant investment in Pepto Bismol.

After making several disparate and at times desperate career moves, Janet took steps to shore up her skills and learn what she needed to know for her next change of position while paying the bills with jobs that she could do but didn’t necessarily love.

Janet advised that if you look at your career path and see a skill you need to acquire, put out the effort to learn it. She follows her own advice. When she needed to improve her speaking skills, she turned to Sheryl Roush, an acclaimed speaking coach. One important marketing lesson she learned from Sheryl was that all of your materials have to match. Make sure your book, postcard, bookmark, and business card look like they belong in the same professional family; what we’re looking for here is cohesion.

While deciding on her book cover, Janet researched answers to these questions: *How is my book different from other books? What is the appeal?* She insisted you are responsible to find out those answers, not others. It’s time for some soul searching.

One appealing personality trait is Janet’s deep understanding of the psychology of sales. She realized, and covered in her book, the seven motivations that drive behavior, and these were the reasons we either got or didn’t get what we wanted. Both negotiation and subterfuge played in this game. Were the participants willing to acknowledge to each other or even themselves what they truly wanted? Janet said, “If you can find out what the real motivation is, and can meet the buyer with what they want, you can get a sale or a result both parties can live with.”

It was clear to me that Janet was the consummate salesperson. Why is that important for an author? Because we want our readers to enjoy our books and recommend them to their friends. Sure, we have important heartfelt messages we need to get across, but we need to understand how to speak to readers so they want to listen and even look forward to the tale through use of true stories because they are relatable.

Another point she stressed throughout her talk is to let some respected parties read your manuscript for feedback before you press print. If several are all saying the same thing, *listen*. It may save you lots of grief and a garage filled with unsold books.

If you are self-publishing, hire experts for editorial, cover design and interior layout. It may seem to cost more upfront, but it will save you time and cash to prevent costly mistakes. An additional benefit is learning the tricks of the trade only those with experience can provide.

Janet told us of another valuable lesson she learned when she decided to get a larger print run to reduce the cost per book. She was advised by the expert to have sets of five or ten books wrapped in plastic. In this way they were easier to count and were protected in storage and in shipping of bulk orders.

Pay attention to timelines for awards, conventions, etc. One hard lesson she learned was that you don't want to miss out like she did on an opportunity by launching your book too late to meet the deadline for an important competition—IBPA's coveted Ben Franklin Award.

She told us one inspiring story that would surely put a smile on any of our faces if we were the author...

She said, "One of the best things that ever happened to me was when I was selling jewelry at a craft fair. A woman approached me and said, "I have your book and I just read it. I want you to know my husband passed away recently. I was depressed—before he died, I hadn't thought about life without him. Your book was so empowering it lifted me out of my depression."



L-R: PWOC member Flora M. Brown and presenter Janet F. Williams

So, you see, there is a reason we write: We have messages and stories to tell. Sometimes they're powerful ones that can help people, and other times they merely entertain—still an enjoyable type of service. No matter. Time to stop reading and go write—someone is waiting to relish your gift!

*PWOC Scribe Penny S. Tee is a nonfiction writer and blogger (<http://www.pennystee.com/>). She is currently writing her book, *Blasted from Complacency*, the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites and cowering in bomb shelters. It's a tale of touring, terror, and transformation. Part of Penny's story appeared June 2016 in the *Memoir Showcase* at the Grand Horton Theatre in San Diego. The impact of being human targets caused a dramatic shift in her life, moving her to want to work on Peace. She also is the founder of *Writers4Writers*, a writers' support group that is switching from local library meetings to online meetings the second Monday of every month, 6:30–8:00 p.m. The last meeting will be held at the Rancho Santa Margarita library on Saturday, April 21, 2018, 2:00–4:30 p.m., where participants will be doing readings for feedback; <http://pennystee.com/event/writers4writers-meeting-rancho-santa-margarita-library-april-21-2017-2-430-pm/>. On May 14, in the *Writers4Writers* first online meeting, Teri Rider of Top Reads Publishing will be presenting the "Industry Standards Checklist for a Professionally Published Book," released by the Independent Book Publishers Association (IBPA) in March 2017; <http://pennystee.com/event/writers4writers-host-penny-s-tee-speaker-teri-rider/>.*



Have newsletter feature articles/ideas? Send them to Glenna Bloemen at gab11853@aol.com.

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

Want to be PWSD's Member Profile Editor? Contact Glenna Bloemen at gab11853@aol.com.

Glenna can provide you with more information about coordinating this fun job, asking six simple questions of the member being profiled, obtaining from the member (a) responses to those questions, (b) full contact information, (c) a head shot, and (d) one or two other images, such as book covers or action shots. Then just submit the finished profile in MS Word to Newsletter Editor Glenna Bloemen by the first of the month for that month's issue of *Publishers & Writers Monthly*.

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org.

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olson at karla@publisherswriters.org, and she will let you know.

Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, you save \$10 at every PWSD and PWOC meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4) in each newsletter issue.



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Basic Information about BISAC Codes

Information obtained on line from

Book Industry Study Group

232 Madison Avenue, Suite 1400 New York NY 10016; 646-336-7141; info@bisg.org

(Note the article was not reprinted in total; some sections were deleted)

What does BISAC stand for?

BISAC is an acronym for Book Industry Standards and Communications.

What are BISAC Subject Headings? What do they look like?

The BISAC Subject Heading list is an industry-approved list of subject descriptors, each of which is represented by a nine-character alphanumeric code. The descriptor itself consists of two, three, or four levels in the manner described below.

For example, the code for the descriptor representing general southern travel in the United States is TRV025070, and the related descriptor is "TRAVEL / United States / South / General." There are 52 major sections, such as COMPUTERS, FICTION, HISTORY, and TRUE CRIME. Within each major section are a number of detailed descriptors that represent sub-topics the BISAC Subject Codes Committee has deemed most appropriate for the major topic.

How are the BISAC Subject Headings used?

The BISAC Subject Heading list was developed to standardize the electronic transfer of subject information. The headings can be used for transmitting information between trading partners, as search terms in bibliographic databases, as access points for database searching, and as shelving guides. Many businesses require that publishers use BISAC Subject Headings when submitting data for all formats (physical and digital).

What terms are used to describe elements in the BISAC Subject Headings list?

The following terms are generally used in describing various aspects of the headings:

- **Code** – refers to the nine-character element attached to each subject listing. The code begins with a three-character alpha segment which is usually mnemonic (e.g., HIS is used for the HISTORY subject terms) and is followed by a six-character numeric segment. In Version 1 of the BSHL, the codes had hierarchical meaning, but this is no longer the case. They should be treated simply as surrogate codes.
- **Heading** – the English language description attached to each code, i.e., the subject heading itself. The heading description is constructed in two, three, or four parts, with each part (or level) separated by a forward slash (/). A two-part heading would consist of the section name (e.g., HISTORY) and a subheading presenting a major aspect of the section, such as "Medieval." Such a term would read "HISTORY / Medieval." Many headings consist of only two levels; however, for more detail in some subject areas, a third level is added. An example of such a term is "HISTORY / Military / Vietnam War." Occasionally four levels are used, e.g., "HISTORY / Africa / South / Republic of South Africa."
- **Descriptor** – synonymous with "heading," defined above.
- **Literal** – synonymous with "heading," defined above.
- **Term** – synonymous with "heading," defined above.
- **Value** – synonymous with "code," defined above.

- **Tree** – refers to a group of headings with a common first and second level. For example, “GARDENING / Flowers” are the first two levels in a tree that contains headings for Annuals, Bulbs, Orchids, Perennials, Roses, and Wildflowers in a manner such as “GARDENING / Flowers / Roses.” The first term in a tree almost always ends with “General” (e.g., “GARDENING / Flowers / General”) following which are the more specific terms.
- **Branch** – refers to a distinctive third level literal that belongs to a tree as defined above (in the above example, “Roses” is the branch).

Who uses the BISAC Subject Headings?

Many businesses within the North American book industry, including Amazon, Baker & Taylor, Barnes & Noble, Bookscan, Bowker, Indiebound, Indigo, Ingram, and most major publishers, use the headings in a variety of ways. Some libraries are also utilizing the BISAC Subjects to facilitate the browsing experience for patrons.

How do I get a copy of the BISAC Subject Headings list?

The entire list is available on the [BISG website](#) free of charge. Organizations whose needs exceed the free online look-up service and/or who require a way to incorporate the list into their internal systems and databases can [purchase the licensed version](#) in Word, Excel, and PDF file formats for a fee or [become members](#) of the Book Industry Study Group.

Do I have to pay for the BISAC Subject Heading List?

If your company is a member of BISG, the headings list is free as part of your membership benefits. A nominal fee is charged to non-members.

Who can create BISAC Subject Headings?

The Headings list is maintained by BISG's [Subject Codes Committee](#) consisting of members of BISG interested in the intellectual challenge of creating, revising and amending an authority list of terms for the industry. Terms and codes not appearing in the official list authorized by the Committee would not be considered BISAC Subject Headings.

Are there definitions for the various subject headings?

As a general rule, the subjects are not defined. The Committee attempts to create clear and succinct subject descriptors that are not duplicative within the list. Definitions and guidelines are provided at the major subject level. (See the Specific Usage Notes section of the BISAC Subject Headings list for guidelines specific to each major subject.)

Are there standards for the placement of the subject on the book?

At this time, there are no such guidelines. The subject descriptor may be placed on the book in a convenient location based on the design of the book but does not need to be placed on the book at all. It is recommended that the nine-character code not appear on the book or in catalogs; the code is merely designed for EDI exchange of information about the book. If it is desired to reference the subject heading represented by the code, use the descriptor itself, e.g., “BIOGRAPHY & AUTOBIOGRAPHY / Presidents & Heads of State.” Because of its length, it is not advisable to connect the term to the barcode, although it may be placed near the barcode. The most useful position would be the lower left-hand corner of the back cover or jacket cover.

How do I choose the BISAC Subject Heading for a specific book?

The first step in determining the proper heading for a book would be to identify which of the 54 major areas within the list is most appropriate for the title. Once that section is identified, look for the term that most closely fits the content of the book. If the title has numerous facets, it is recommended that the process be repeated for other relevant major sections.

If database systems are sophisticated enough, a recommendation is to do a Keyword or Find search on the entire list in order to identify all the terms that may be appropriate for the book. This is especially effective if it is

difficult to determine the proper major section for the term one imagines would be used. This will also help alert the user to cases where similar subjects appear in different sections to reflect different ways of approaching the topic (e.g., “HEALTH & FITNESS / Sexuality,” “PSYCHOLOGY / Human Sexuality,” “RELIGION / Sexuality & Gender Studies,” “SELF-HELP / Sexual Instruction,” not to mention related subjects under JUVENILE FICTION, JUVENILE NONFICTION, YOUNG ADULT FICTION, YOUNG ADULT NONFICTION, and SOCIAL SCIENCE).

How do I look up the BISAC Subject Heading assigned to an existing book?

There is no single source for determining what BISAC heading has been assigned to a published or forthcoming book. BISAC Subject Headings for existing titles can usually be found on the sites of retailers, data aggregators, or the original publisher of the book.

What is the intended age range of the JUV and JNF sections?

The juvenile headings are intended for literature targeted to children (ages 0-11; preschool–grade 6). A specific age and grade level can be defined in the designated metadata fields.

What is the intended age range of the YAF and YAN sections?

The young adult headings are intended for literature targeted to young adults (ages 12–18; grades 7–12). A specific age and grade level can be defined in the designated metadata fields.

What do I do with the cross-references?

Use of the cross-reference terms (which only appear in the Word and online versions) will vary according to the database and other infrastructure within which the terms are used. The cross-reference terms are designed to assist an individual searching for the proper term in finding its location within the overall list. Cross-references generally describe alternative ways of thinking about the content of a title or represent subjects that have had their literals changed and have been re-sequenced.

If I need a heading that is not in the list, what can be done?

The Subject Codes Committee considers all requests from members of BISG and the industry at large for topical content currently not covered by the terms in the headings list. For your suggestion to be given consideration, please specify where the suggested heading belongs and provide at least three title examples from multiple publishers.

Are the BISAC Subject Headings available in other languages?

The list is currently only available in English.

What do I do if I have a question that is not answered here?

Please feel free to email the Committee Chair at info@bisg.org. The Chair will do her best to answer your question based on the full Committee's collective experience.

Who on my staff should apply the subject to the title?

The best person to assign the headings to your titles is the person who knows the most about the content of the book. Most likely this will be the editor or, perhaps, a marketing department associate.

How many subject headings can I use per title?

The Committee recommends no more than three headings depending on the complexity of the title. In truth, the answer to the question is dependent on your system and that of your trading partners; theoretically, an unlimited number of headings may be used. The most specific subject(s) applicable to a product should be provided. The practice of supplying both a specific and a general subject heading on a given product is discouraged; use of the most specific heading possible is strongly encouraged. While there is no limit in ONIX to the number of codes that can be supplied, best practice is that only up to three subjects be supplied for each

product. One of those subjects should be considered the “main subject” of the product; generally, all subjects should be listed in their order of importance. For example, if “HISTORY / Military / World War I” has been chosen, “HISTORY / Military / General” would not be used by those that follow this philosophy.

How do I assign additional headings?

Subject headings added in addition to the primary heading should be logical and not conflicting. For example, in most cases a heading from the FICTION section should not be used with a heading from one of the nonfiction sections. Also, headings from the JUVENILE FICTION, JUVENILE NONFICTION, YOUNG ADULT FICTION, or YOUNG ADULT NONFICTION sections should not be used with each other or with headings from any other section (as those sections describe books for an adult audience).

Should I apply the BISAC Subject Headings consistently across formats?

Yes.

What items should be assigned a BISAC Subject Heading?

Any item that has an ISBN should be assigned a BISAC code. An item without a subject or content (e.g., address book, blank journal, stuffed toy) should be assigned NON000000.

What are the benefits of using BISAC Subject Headings?

BISAC Subject Headings:

- Provide the publisher with the opportunity to tell the retailer and the general book trade of the primary and secondary store sections within which the title will best fit (and, hopefully, sell best). There is further benefit in that the language of this suggestion is standardized.
- Assist retailers in getting the titles on the appropriate shelf.
- Enhance discoverability in the online retail environment.

How do I tell my trading partner(s) which code applies to my books?

The best way is to use the ONIX protocol, an XML document designed to convey metadata about books between trading partners. For details on ONIX, see the [documentation](#) on the EDItEUR website. Some of your trading partners may have other electronic vehicles that include elements for the BISAC code.

I already categorize my titles for my catalogs and jackets; how should the BISAC Subject Headings be related?

The Committee recognizes that many publishers have long-standing marketing and merchandising subject-oriented schemas. For those who do not want to abandon these, it is suggested that the proprietary syntax be mapped to the BISAC Subject Heading List.

Are there best practices for assigning a BISAC Subject Heading?

Yes. The Metadata Committee has created [Product Metadata Best Practices](#), which includes guidelines for assigning BISAC Subject Headings.

How do retailers use the headings; do they all use the same headings?

Retailers use the headings in a variety of ways:

- Assist in shelving the book with others of a similar topic. Some retailers have developed mappings between the BISAC Subject Heading List and their store sections, so that any title on a given topic is always initially shelved in the same section.
- Retailers use the subjects as online searching terms in order to assist the consumer in finding titles on topics of interest. Some retailers use the terms directly; others map them to their own merchandising schema.

- Online book retailers (e.g., Amazon, Barnes & Noble) use the headings in a variety of ways including browsable subject pages, subject feature pages, subject specific discounts and sales, customer recommendations, etc.
- Online retailers may have their own best seller lists based on the BISAC Subject Heading.
- Retailers use the headings for reporting sales information to vendors who report POS data.
- All retailers should use the same official list of headings—although if they were mapping the headings to an internal schema, the mapping itself would vary.

Are mappings to other global schemas available?

A BIC 2.1 to BISAC 2015 mapping and Thema 1.0 to BISAC 2015 mapping are currently available through BISG.

What is the latest version of the BISAC Subject Heading List?

The 2016 Edition, which was approved in September 2016 and officially released by BISG in December 2016, is the latest version.

When should I update to the latest version?

You should update your systems to the latest version of BISAC as soon as it is released.

How often is the BISAC Subject Heading list revised?

A new version of the heading list is released in the fall of every year. Revisions accepted by the Subject Codes Committee throughout the year do not become active until a version including that revision is officially released through the BISG office.



Creative EXPRESSION

Laurenn Barker Is a Celebrated Author and Talented Artist

by BECCA BARR | photo by Mark Hopkins Photography

Carlsbad resident Laurenn Barker has long been a champion of children's causes. "I have served on boards and organizations related to children's welfare in three states. I have always thought that the care, support, and education of children to grow up to be loving citizens and stewards of the world are some of the most important focuses that we can have," Laurenn related. "They are the future."

To that end, Laurenn authored an eight-book children's collection, the Lae Lae series. These books, which are meant to be enjoyed by readers ages two to six, include activities for both child and adult to promote the bonding experience. "Each book includes a read-along story, a story telling section, activities, games, and fun facts about each book's subject," Laurenn said. Her Lae Lae books have won numerous awards, including the Family Choice Award. Most recently, Literary Excellence Incorporated of Canada chose her book *A Birthday Party for Mother Earth* as their top book in children's education. She is self-published; her books are available for purchase on both her website and Amazon.

In addition to being an author, Laurenn is an artist. "I enjoy the ability to express myself through artistic creation," she shared. She has studied sculpture worldwide, including in Colorado, Canada, the Loire Valley of France, and Italy. She currently has two sculptures in private collections in Carlsbad. Laurenn has been involved as an arts commissioner with the Carlsbad Arts Commission for two years. "The mission is to support and promote the arts and arts education in Carlsbad," she explained.

Laurenn also finds time to volunteer. Besides the Carlsbad Arts Commission, she participated in the Carlsbad Citizen's Academy in the Fall of 2017, and has been on the founding auxiliary of Miracle Babies in San Diego for several years. She is a former co-president of an American Association of University Women (AAUW) branch. Finally, she participates with organizations such as the Rancho Coastal Humane Society and Agua Hedionda Lagoon Foundation through donating her books and reading and working with local children.

When not writing, sculpting, or volunteering, Laurenn can be found travelling, creating jewelry, golfing, watching happy movies, and playing board games. She loves living in Carlsbad, where she's resided for the past seven years. "I feel that Carlsbad offers tremendous services and activities for its citizens no matter what your focus is," Laurenn said. ■



MEET LAURENN

- Name:** Laurenn Prater Barker
- Community:** South Carlsbad
- Profession:** Artist/writer
- Hobbies** Environmental, animal, and children's causes; travel; creating jewelry; board games; watching movies
- & Interests:**
- Favorite Local Spots:** The library and the community parks
- Websites:** www.laelae.com, www.expressionstudio.net

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Membership Directory Update

Attention PWSD Members: Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn't already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions, and more! Check out <http://publisherswriters.org/member-information/pwsd-website-inf/> where not only will you find more details on how to expand your listing, but you'll find a discreet link in the first paragraph to Jeniffer Thompson's slides from a presentation she made to PWSD.



Welcome, New and Returning PWSD Members!

Congratulations on joining Publishers & Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. **Subscribe to PWSD** at www.PublishersWriters.org. This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to www.PublishersWriters.org to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at j@monkeycmedia.com. (See announcement at top of this newsletter page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday (except on holiday weekends)—both offering educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & Writers Monthly***, containing information about local, regional, and national publishing activities;
- **Discounts on national membership dues** for Independent Book Publishers Association (www.ibpa-online.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate**, a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

Karla Olson, President, PWSD
Jeniffer Thompson, Web Design, PWSD

2018 Events Calendar

**Have an event/resource to report to the publishing and writing community?
Send your information to Newsletter Editor Glenna Bloemen at gab11853@aol.com**

The Westgate Literary Tea with Acclaimed Author Mark Sarvas

Saturday, March 17, 2018, 2:30 to 5:00 p.m.

Le Fontainebleau Room, The Westgate, 1055 Second Avenue, San Diego, CA 92101

While enjoying an exquisite three-course afternoon tea with champagne, you will bask in a marvelous afternoon in the company of Mark Sarvas, highly acclaimed author of the debut novel, *Harry, Revised*. Help celebrate his second book, *Memento Park*, the story of a son who begins to unravel the story of his father after he acquires a mysterious piece of art. This breathtaking narrative will have you considering not only family history and father-son dynamics but also the nature of art itself and the infinite ways we come to understand ourselves through it. *Books will be available for purchase online and signing during the event; signed hardcover book is \$30 additional.* Event cost is \$45 plus tax, gratuity, and ticketing fee; \$3 parking validation.

The Golden Son Free Library Adventure with Bestselling Author, Shilpi Somaya Gowda

Saturday, March 24, 2018, 2:00 p.m.

Carlsbad City Library, 1775 Dove Lane, Carlsbad, CA 92011

Adventures by the Book™ is pleased to partner with the Carlsbad City Library for a *Free Library Adventure* with bestselling author Shilpi Somaya Gowda. Delve into Shilpi's latest novel, *The Golden Son*, an unforgettable story of family, responsibility, love, honor, tradition, and identity, in which two childhood friends—a young doctor and a newly married bride—must balance the expectations of their culture and their families with the desires of their own hearts. This free *Adventure* includes a book discussion, Q&A, book signing, and the opportunity to meet the author up close and personal. As a child of immigrant parents, Shilpi has a deeply personal perspective of what it is like to be from a family whose choices were often rooted in the traditions of India. Drawing from personal experience and extensive research, Shilpi will enlighten the audience on how she was inspired to write this stunning novel. Meet this incredible author and get your hands on a signed copy of *The Golden Son* at this *free event*. Seating is limited.

The Idea-to-Published-Book Bootcamp

April 5–7, 2018—Earlybird Discount Extended to PWSD Members!

Marina Village, 1936 Quivera Way, San Diego, CA 92108

A 3-day high-energy event with powerful talks and training from bestselling authors, speakers, and experts. Expect to learn how to plan your book for success before you even write, so it explodes your business, grows your investment, and catapults your life; learn the process and structure for writing bestselling books, so you get your book done with ease, clarity and confidence; and learn how to set up your own publishing house -- selling on Kindle, Amazon and Audible -- so you fully own and control your content. PWSD members get \$100 off the regular \$299 registration fee; use promotional code IPBAffiliateEarlyBird when registering at <https://je174.isrefer.com/go/IPB/PWSD/>. For inquiries, call 619-738-0309.

IBPA Publishing University

April 6–7, 2018 (Pre-conference sessions April 5)

Sheraton Austin Hotel at the Capitol, Austin, Texas

The premier educational event for indie publishers and self-published authors. There are hundreds of book conferences you could attend this year, mostly filled with fluff that's irrelevant to small presses and self-published authors. That's why the Independent Book Publishers Association has established IBPA Publishing University! For nearly three decades, this has been the indie publishing community's must-attend networking and educational event. Why? Because its expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you! For more information, visit <https://www.publishinguniversity.org/>.

Chinese Dinner Adventure with Amazon 2016 “Best Book” Author Jade Chang

Thursday, April 19, 2018, 6:30 p.m.

Chef Chin Chinese Restaurant, 4433 Convoy Street, San Diego, CA 92111

Adventures by the Book® is excited to take on *The Wangs vs. the World* with a fun Chinese Dinner Adventure. Join us for a delicious Chinese dinner as author Jade Chang discusses what brought her to write her critically acclaimed debut novel. Your \$40 *Adventure* includes dinner, beverage, tax, gratuity author talk, book signing, and the chance to meet the author up-close and personal in an authentic and intimate setting. Jade Chang is the much-acclaimed author of *The Wangs vs. the World*, the quirky, energetic, hilarious, and heartbreaking story of the Wangs, an unforgettable immigrant family whose spectacular fall from glorious riches to rags brings them together in a way money never could. Her debut novel has earned multiple rave reviews and accolades. *Notes: No physical tickets will be issued. Due to the special nature of this event, no refunds are available after April 12, 2018, or for no-shows. Only books pre-ordered or purchased at the event will be eligible for signing.*

San Diego Festival of Books

August 2018

Location to be announced

The San Diego Festival of Books is a celebration of reading and writing and the important role they play in our lives and our communities. Its goal is to provide a place where readers and authors can connect to share stories, ideas, and enthusiasm for the traditions, culture, and values of the written word. The *San Diego Union-Tribune's* inaugural 2017 event was a huge success with nearly 10,000 attendees, more than 60 exhibitors, and hundreds of authors. Expect another great festival in August! For more information on the 2018 event as details unfold, go to <http://sdfestivalofbooks.com/general-info.html>.



From the Editor

If you're an 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 visit the home page to sign up for this newsletter.

The closing date for newsletter contributions is the 1st day of each month. Send your contributions to Glenna Bloemen at gab11853@aol.com.

To apply to become PWSD's next Member Profile Editor, contact Glenna Bloemen at gab11853@aol.com.

Would you like to help out by taking notes at one of our monthly PWSD meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at lauren@impress-express.com. 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 and OC Writing and Publishing Communities!

Newsletter & Social Media Team

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