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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 in-person meetings are held 10:00 a.m. to 12:00 noon on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA). Whenever meetings are virtual, they're held 10:30 a.m. to 12:00 noon. *Always check meeting information in newsletter for current location and times.*

**Meeting:** Saturday, September 25, 2021

**Time:** 10:30 a.m. to 12:00 Noon

**Location:** Webinar—Zoom  
(FREE online meeting)

**Topic:** “The Keys to a Successful Online Book Launch and Beyond”

**Speaker:** Diana Concoff Morgan

**Please watch for the link in the meeting notices sent to your email inbox twice (Tuesday and Friday) during the week before this FREE online meeting.**

### **During this talk you will:**

- Discover the keys to building an online presence for a successful book launch
- Learn the essential elements of a monetizable online presence that will increase your followers
- Learn how to harness the power of the internet to grow your platform and beyond
- Leave with an internet marketing strategy to grow your brand, position yourself as the expert and thought leader in your field, reach your target market

**Diana Concoff Morgan**, as a Marketing Strategist, published author, and national speaker, is a successful serial entrepreneur with over 30 years' experience, including building two businesses using the strategies she teaches.



Diana helps authors, speakers, change makers, and thought leaders who rely largely on relationships and referrals to gain awareness. The Whole Heart Marketing Strategy is designed to increase connections and convert them into book sales with tried-and-tested strategies. She understands the challenges of building a strategic and authentic online presence that will reflect your whole heart message.



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**By Karla Olson  
President, Publishers & Writers of San Diego**

**PWSD News**

I'm so sorry I missed Jennifer Wilkov's presentation, as I hear it was wonderful. Thank you to David Wogahn for hosting while I was on a much-needed vacation.

Happy to be back with you all this September. I wish we were gathering in person, but COVID has other plans for us. I hope to see you all face-to-face next year.

We welcome Diana Concoff Morgan for our September presentation. Diana will share tried and tested strategies for building your online platform for your book launch and optimizing interactions for book sales. I hear she's the best of the best, and we appreciate that she will share her wisdom and experience.

We'll close out this year's programming in October with Bella Mahaya Carter, author of *Where Do You Hang Your Hammock?*, who will share what she's learned during her very successful publishing journey.

We've gotten pretty good at this remote stuff, but there are a few things to remember.

A couple of notes about meeting etiquette. Please be sure you are muted while our speaker is presenting, as background noise is distracting for all other participants. If you have a question during the presentation, please put it in the chat, and the host (me!) will monitor the questions. Please save general questions for the Q&A at the end of the presentation. The host will call on you and ask you to speak if your question needs clarification.

The meetings are not recorded. Instead, most speakers have been sharing their slides, so be sure to go to the [blog](#) to find presentations by many of our past speakers.

*Continued on next page*

## **PWSD-Membership**

We are happy to make these virtual meetings free to participants, and we hope you will support PWSD in the following ways:

1. **Make sure your membership is up to date.** Watch your inbox for a notice if your membership has expired. (If you wish, email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will check your membership.)
2. **If your membership is up to date, please consider paying the meeting fee.** You can do this at [PublishersWriters.org](http://PublishersWriters.org) by clicking on RSVP.
3. **If you are not a member, please consider joining.** Membership is only \$47 per year, which helps us to get the best speakers and provide other benefits to our members. Go to [PublishersWriters.org](http://PublishersWriters.org) to join.
4. **Tell your publishing and author friends and colleagues about PWSD** and have them join us!

When you join PWSD, in addition to the reduced meeting fee, you get many other benefits, as listed on page 5. You can easily join by clicking on the link to PayPal on our website, or you may send a check, made out to PWSD, to P.O. Box 387, Ventura, CA 93002.

## **IBPA Membership**

As you know, on July 1, I officially took over as chair of the Independent Book Publishers Association. I've just been elected to serve another year! I am so honored to lead such a terrific organization.

If you have launched on your publishing journey and you don't know about IBPA, which can be a great support for you, I encourage you to explore the benefits of joining. This is the national association that includes such regional affiliates as PWSD. You can find information on their very robust and informative website at [IBPA-online.org/](http://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.

IBPA has created a helpful COVID-19 Resource Center, specifically for independent publishers, and they are presenting a weekly COVID-19 Roundtable. During this online webinar, experienced publishers are discussing how they are adjusting business or finding support during this unique time, and also taking questions from the attendees. I've joined the last two and found them to be informative, energizing, and comforting (we are all in this boat together). It is great to understand all that publishers, distributors, bookstores, and authors are doing to get through this time. For more information and to join the webinar, go to [IBPA-online.org/events/EventDetails.aspx?id=1354890](http://IBPA-online.org/events/EventDetails.aspx?id=1354890).





Go to [www.ReadLocal.org](http://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.



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join the conversation!**



## Care to Join Us?

**Save more and learn more:** Attend PWSD meetings at reduced member rates! Yearly dues are only \$47—one of the most economical memberships available. As a member, you save \$10 at every PWSD meeting you attend, versus the \$20 nonmember meeting fee. (Get meeting details for PWSD in each newsletter issue.) And take a look in the next section below at all the other extras you get as a member!

## Reminders for Members

**If you're a new or returning member, welcome to the PWSD family!** 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, as you'll see later on this page.

### **Subscribe to PWSD in order to optimize your membership:**

Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list. Go to [PublishersWriters.org](http://PublishersWriters.org) and click on the button that looks like what you see at right. This is necessary for you to receive any and all notices from PWSD.

### Free PWSD Newsletter

✉ **Subscribe to the PWSD Newsletter**  
Subscription is free: get monthly articles from our speakers, writing tips, announcements, upcoming events, and more.

**Get found in the PWSD online member directory:** Email your new or revised bio & headshot to [Webmaster@publisherswriters.org](mailto:Webmaster@publisherswriters.org) as soon as you can, for valuable publicity! Our website is very highly ranked on Google, which means you will get broader exposure by being part of the member directory at [PublishersWriters.org/member-directory](http://PublishersWriters.org/member-directory). You must be an up-to-date member to be in the directory. Unsure when you should renew? Email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will let you know.

**Get a snazzy permanent name badge to wear at on-site meetings:** Your badge will be available at meetings. (Please remember to turn it in as you leave.)

**Participate in occasional regional collaborative marketing efforts:** If you're subscribed (see above), you'll be notified of these events whenever they occur.

**Get a 30% discount on IBPA membership and optionally apply for a scholarship to IBPA's annual Publishing University:** If you've launched your publishing journey, join the Independent Book Publishers Association at [IBPA-online.org/](http://IBPA-online.org/) and use PWSD as the code to get your discount.

**Want to be profiled in PWSD's newsletter?** Contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com). If your membership is current, she will provide you with eight simple questions to answer. Then, along with your answers, send your full contact information, a head shot, and one or two other images, such as book covers or action shots, to her and she will publish your finished profile in *Publishers & Writers Monthly*.

**Do you have newsletter feature articles or ideas?** Send them to Managing Editor Glenna Bloemen at [gab11853@aol.com](mailto: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 Glenna. Thank you for your continued support.



# The Chief Content Officer of LibraryPass Explains the Inconvenient Truth about Library E-Collections

Guy LeCharles Gonzalez

*This article originally appeared in the January/February 2021 issue of [IBPA Independent](#), the magazine for members of the [Independent Book Publishers Association](#).  
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\*[A recent](#) *Wired* article talked about e-books flying off libraries' virtual shelves and noted the industry average of \$40 for library e-book.

That *Wired* article has caused quite a stir, despite being a little behind the story! The e-book pricing cited is a little too broad, but it's on the right track, especially for Big Five e-books, which are what most of these articles tend to focus on.

Jennie Rothschild is a librarian who's been tackling this subject for a little over a year, and [her post on the inconvenient truth about library e-collections](#) is a very insightful read.

The primary licensing model for e-books is one/user, so if a library only has one license for an e-book, only one patron can borrow it at a time, just like print. The ideal holds ratio (patron requests:available copies) is typically 3:1 to limit the amount of time someone has to wait to get a book, but even the most well-funded systems have difficulty maintaining that ratio for the big bestsellers. It's not uncommon for really popular titles to have waiting lists extending a few months, which translates to a 6:1 holds or worse.



The other difference is in pricing; libraries can acquire print books at wholesale prices and own them in perpetuity—or sell them off when it's time to weed their shelves—while e-books are licensed at significantly higher prices (often three to five times the consumer price). All of the Big Five and a few other midsize publishers have variations on metered access where the license expires, typically after 26 or 52 checkouts (generally considered the “fairest” form of metering), or one to two years regardless of how often they're checked out. When the license expires, libraries have to pay to license it again under whatever the current terms are at that time.

Because digital content is still a smaller percentage of libraries' overall collections budgets, most digital acquisition is driven by patron demand, which is predominantly bestsellers—mostly Big Five and licensed via metered access. In order to meet the demand while keeping holds ratios as low as possible, some libraries are putting as much as 25% of their digital budgets toward re-licensing popular e-books,

limiting their ability to acquire midlist, small press, and indie authors in digital formats. When you think about the titles that stay on the bestseller lists for months, like *Becoming* or *Where the Crawdads Sing*, they eat up a lot of digital content budgets, crowding out even the Big Five’s own midlist, never mind indies.

Indies that price their e-books similar to the Big Five and opt for metered access are basically pricing themselves out of the library market unless they have a big bestseller that’s getting a lot of national attention to drive demand, or have a compelling local angle. Those with lower prices and/or offering perpetual access are more likely to see librarians take a chance on them—whether to fill gaps in popular genres, or be positioned as readalikes for popular titles they can’t keep up with demand for.

The standard, predominant licensing model is one book/one user. The expensive license does not mean a library can lend a single copy to multiple users at the same time. The Internet Archive’s National Emergency Library unfortunately caused a lot of confusion for people, conflating their rogue approach with traditional libraries.

There are other models publishers can offer, though, like cost-per-circulation where libraries can set a budget cap and offer a wider selection of titles; or unlimited, simultaneous access where royalties work more like streaming—but you’ll rarely see them used for front-list or popular backlist, and almost never from the Big Five publishers.

[OverDrive](#) supports a variety of models, but it’s up to individual publishers to offer them, while some other platforms specialize in alternative models and only work with publishers that offer them, resulting in smaller, more targeted digital collections, like [Hoopla](#), [Biblioboard](#), or [LibraryPass](#).

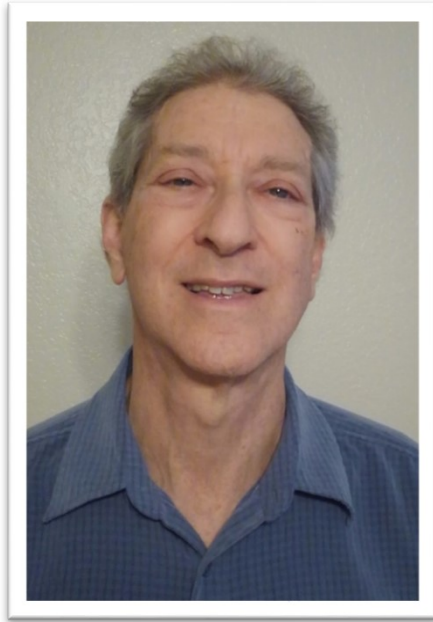
There’s a lot of nuance to it that my explanation doesn’t cover—which is partly why media coverage always gets some of it wrong—so the best perspective would really come from a library vendor that supports multiple models, or the alternative model you’re most interested in. Barring that, however, I hope this is helpful.

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*Guy LeCharles Gonzalez has worked in the media business for over 25 years and is currently the chief content officer for [LibraryPass](#). Previously, he was the project lead for the [Panorama Project](#).*

*Editor’s Note:* In April 2020, IBPA joined [Panorama Project](#)’s cross-industry Consumer Research Committee to help spearhead an “[Immersive Media & Reading 2020](#)” consumer survey that will measure immersive media consumption and buying behaviors across key formats and platforms. Guy LeCharles Gonzalez served as committee lead until October 2020.





***M. A. Richter***

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**PWM: What aspect of writing or publishing are you involved in?**

**MAR:** I've been writing for decades. I recently became a (rank novice) self-publisher via Amazon.

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

**MAR:** As to writing, it was my high school AP English teacher, a PhD in English, who encouraged us to write anything at all, just write. As to publishing, it was the idea of getting my book out so people can read and enjoy it, maybe more to come.

**PWM: How long have you been writing or publishing?**

**MAR:** Since high school; seriously writing since 1988.

**PWM: As a writer, what kind of books do you write? Any published?**

**MAR:** I write fantasy adventure epics, and I've tried my hand at Sci-Fi. I just self-published my first novel, *Mystic Prince*.

**PWM: What was your most recent project?**

**MAR:** Self-publishing my first novel, *Mystic Prince*.

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

**MAR:** Marketing *Mystic Prince* to build an audience while I work on a sequel.



**PWM: How long have you been a member of PWSD, and why did you join?**

**MAR:** I've been a member since February of this year. A friend of mine from Toastmasters invited me. I joined because I felt the membership was in my best interests, and I hope to contribute to the group as well.

**PWM: What benefits have you gained as a member?**

**MAR:** I've attended some truly excellent workshops. Also, I found my editor through members in the group, and she has helped me enormously.

**PWM: What would you tell prospective members about the organization?**

**MAR:** It's a fantastic place to meet other writers and publishers, to learn more about the industry and what we need to do to succeed, and maybe help out with my professional skills other than writing. (I'm a longtime software engineer.)

**PWM: What's something unique or special about you, that you'd like others to know?**

**MAR:** I've been a software engineer for over 41 years, and I have a fascination with mythology, fairy tales and fantasy adventure that goes back even further, more like over 60 years.

**PWM: What request might you have of other members? (joint venture promotions, launch team, referrals, reviews, advance readers...)**

**MAR:** All of those, support and advice for how to proceed to success, how I can be of help to them, etc.



## **Marketing for Copyeditors, an online course through UCSD Extension taught by PWSA member Andrea Susan Glass September 20, 2021 – October 17, 2021**

As an elective in the Copyediting Certificate program at UCSD Extension, in Marketing for Copyeditors: How to Get the Word Out, you'll learn how to build a professional copyediting business. You'll find the right niche for your business and learn ways to promote your services through online and offline strategies. By the end of four weeks, you'll have a 90-day marketing plan to put into action. Class size is limited, so sign up early at <https://extension.ucsd.edu/courses-and-programs/marketing-for-copyeditors-how-to-get-the-word-out>



## *Calendar of Events*

Due to COVID-19, conferences and workshops may be subject to cancellation or go online. Watch the newsletter for updates as the times get closer. BE SAFE.

## **Southern California Writers Conferences September 17–19, 2021, in Irvine, CA Feb 18–20, 2022, in San Diego, CA**

Southern California Writers Conference is specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work. Plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level. For more details go to: <https://writersconference.com/la/>.

## **La Jolla Writer's Conference October 22–24, 2021**

Aspiring writers of all levels, come and learn more about the art, craft, and business of writing at one of the nation's top conferences. The LJWC provides guidance and support to help maximize every writer's full potential, whether you are a casual writer looking to improve your craft or a practiced author looking for an agent. Faculty include *New York Times* bestselling authors, nationally recognized agents, editors, and publishers who teach in an intimate setting with class sizes averaging fewer than 25 people. This event includes lectures, workshops, and pitch sessions, and proves to be an invaluable experience for any writer. For more details go to <https://sandiegowriters.org/>.

**Have more resources to share? Please email them to Newsletter Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com), and we will be happy to include them in this list.**

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|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Best Literary Agents Seeking Submissions in San Diego</b> .....            | <a href="http://Blog.Reedsy.com/literary-agents/san-diego/">Blog.Reedsy.com/literary-agents/san-diego/</a>                                                                                                                         |
| <b>California Resources for Writers</b> .....                                 | <a href="http://WriteByNight.net/California">WriteByNight.net/California</a>                                                                                                                                                       |
| <b>California Writer’s Club</b> .....                                         | <a href="http://CalWriters.org">CalWriters.org</a>                                                                                                                                                                                 |
| <b>City of San Diego Public Library</b> .....                                 | <a href="http://SanDiego.gov/public-library/news-events/localauthors/resources">SanDiego.gov/public-library/news-events/localauthors/resources</a>                                                                                 |
| <b>Independent Writers of Southern California</b> .....                       | <a href="http://IWOSC.org/writer-resources/">IWOSC.org/writer-resources/</a>                                                                                                                                                       |
| <b>Mystery Writers of gab11853America</b> .....                               | <a href="http://MysteryWriters.org">MysteryWriters.org</a>                                                                                                                                                                         |
| <b>Romance Writers of America</b> .....                                       | <a href="http://RWA.org">RWA.org</a>                                                                                                                                                                                               |
| <b>San Diego Writer Resources</b> .....                                       | <a href="http://SanDiegoBookAwards.org/resources">SanDiegoBookAwards.org/resources</a>                                                                                                                                             |
| <b>San Diego Writers Ink</b> .....                                            | <a href="http://SanDiegoWriters.org">SanDiegoWriters.org</a>                                                                                                                                                                       |
| <b>SDSU 2021 Writers Conference</b> .....                                     | <a href="http://EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t">EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t</a> |
| <b>Sixty Writers Conferences for Authors, Bloggers, and Freelancers</b> ..... | <a href="http://TheWriteLife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</a>                                                                                                                                   |
| <b>The Top Online Writers’ Conferences</b> .....                              | <a href="http://SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021">SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021</a>                                                           |
| <b>University of San Diego—Creative Writing</b> .....                         | <a href="http://SanDiego.edu/cas/creative-writing/">SanDiego.edu/cas/creative-writing/</a>                                                                                                                                         |
| <b>The Writers for Hire—Ghostwriting and Books</b> .....                      | <a href="http://TheWritersForHire.com/services/ghostwriting">TheWritersForHire.com/services/ghostwriting</a>                                                                                                                       |
| <b>The Writers Room</b> .....                                                 | <a href="http://WritersRoom.org">WritersRoom.org</a>                                                                                                                                                                               |
| <b>Writing Conferences and Events</b> .....                                   | <a href="http://NewPages.com/writers-resources/writing-conferences-events">NewPages.com/writers-resources/writing-conferences-events</a>                                                                                           |



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The Facebook logo, consisting of a blue square with a white lowercase 'f' and the word 'facebook' in a smaller font below it.

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