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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.

Meetings are held on the last Saturday of each month (except November and December). If held in person, they take place from 10:00 a.m. to noon, usually at the Carlsbad Dove Library (1775 Dove Lane, Carlsbad, CA 92011). If held virtually, they take place from 10:30 a.m. to 12:00 noon. *Always check meeting information in the newsletter for current location and times.*

- Meeting:** Saturday, August 26, 2023
- Time:** 10:30 a.m. to 12:00 Noon
- Location:** Webinar—Zoom (watch for details)
- Topic:** “Crowdfunding for Authors”
- Speaker:** Charmaine Hammond

**Please watch for the link in the meeting notices sent to your email inbox twice during the next few days before this FREE online meeting**

Charmaine Hammond, an 11x best-selling author (five traditionally published books and featured in 11 other books including *Chicken Soup for the Soul*, twice!) is an expert at using sponsorship to fund book launches, virtual and in-person book and speaking tours, and making your book a business. Learn how sponsorship can help you, and, as an added bonus, you will learn some tips on crowdfunding your book.

*About the Speaker:* Speaker and consultant Charmaine Hammond is the author of several business books, including *Bounce Forward: Building Inspired Resilient Teams*; is co-author of *GPS Your Best Life—Charting Your Destination and Getting There in Style*;



and is a featured author in *Road Map to Success* with Dr. Ken Blanchard and Dr. Deepak Chopra. She is also featured in five other books, has authored a children’s series of books, and has been published in numerous publications including *Workplace Health & Safety Magazine*, *Workplace.ca Magazine*, *Human Resources Institute of Alberta*, *ACSW Advocate*, *Be Fabulous Magazine*, and *Womanition Magazine*, to name a few.



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

**PWSD News**

Thank you, Carter Wogahn, for a clear, focused, and information-packed review of audio books and podcasts in July. Covering the process, the technology, the distribution options, and the marketing, Carter gave a great overview of how and why it is important to add audio to your book promotion toolbox. Carter generously shared his slides, and you can find them [here](#).

This month, in our virtual meeting, best-selling author, speaker, and consultant Charmaine Hammond shares everything she's learned about sponsorship and crowdfunding your book project. Charmaine has published over 10 books and other media projects, and she's learned a lot about how to finance them. You won't want to miss this essential program.

**A couple of notes about meeting etiquette at webinar meetings held in even-numbered months.** 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, 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.

**PWSD Membership**

We are happy to meet in person on alternating months; when we do, the regular \$10/member and \$20/nonmember meeting fees apply. Our virtual meetings, taking place on the remaining months, are free to participants. We hope you will support PWSD in the following ways:

*Continued on next page*

*President's Message—continued from previous page*

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 even at virtual meetings.** You can do this at [PublishersWriters.org](http://PublishersWriters.org) and 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 4. You can easily join by clicking on the link to PayPal on our website, or send a check, made out to PWSD, to P.O. Box 387, Ventura, CA 93002.

## **IBPA Membership**

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 robust and informative website at [IBPA-online.org/](http://IBPA-online.org/).

Membership is very affordable. To make it even better, PWSD members get a \$30 discount. Just enter PWSD30 in the coupon code.



**“PWSD likes Facebook!”**  
**[Visit us on Facebook today](#)**  
**to let us know you like us  
and 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!

## Member Welcome and Reminders

**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 in-person 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 PWSD30 as the code to get your discount.

**Want to be profiled in PWSD's newsletter?** Contact Andrea Glass at [Andrea@writersway.com](mailto:Andrea@writersway.com). If your membership is current, she will provide you with nine simple questions to answer. Then, along with your answers, send her your full contact information, a head shot, and one or two other images, such as book covers or action shots, 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 Glenna. Thank you for your continued support.

## Late Justice

Lee Foster

Author of

### *An Author's Perspective on Independent Publishing*

Reprinted with permission. This article was first published in the September/October 2018 issue of *IBPA Independent* magazine and can be read online [here](#)

*After almost 20 years, a writer receives compensation for copyright infringement.*

A check for \$2,935.66 appeared in my mailbox on April 30, 2018. The check was for a little late justice, about 20 years after the offense. Checks of varying amounts went to 2,494 of my fellow writers, who received portions of a \$9,456,000 legal settlement funded by thousands of offending publishers. This has been the most dramatic example in my lifetime of writers standing up for their infringed rights and receiving some compensation, suing publishers who knew they were in the wrong but went ahead anyway for their profit. The case was called the Copyright Class Action Lawsuit.



*Lee Foster*

Some of the public announcements since 2011 about it can be seen from the Claims Administrator at [copyrightclassaction.com](http://copyrightclassaction.com). The more precise name of the case is Literary Works in Electronic Databases Copyright Litigation. The issue goes back to the 1980s and 1990s. Copyright law and custom at the time dictated that freelancers selling content to magazines and newspapers were selling one-time print rights.

I sold content in that period to almost every major travel magazine and newspaper in the US. With the birth of the internet, however, publishers had a potential new income stream. They could put the print articles into electronic databases and sell them there. Publishers did not have the legal right to do this, but they did have an opportunity to profit. Publishers could have gone back to their writers and secured a license for the new electronic rights they wished to exploit. I encouraged publishers in my circles to do that. But most believed that would have been too messy. Besides, writers would have wanted, of course, compensation.

Most publishers went ahead with the advice of their attorneys, which was: Just do it; publish your print content in online databases, make money, and wait to see if the writers sue you. The US Supreme Court stepped in in 2001 (*New York Times Co. v. Tasini*) to affirm that owners of online databases and print publishers had indeed infringed the copyrights of writers by reproducing their work electronically without first getting their permission. A settlement would need to occur, but writers would have to band together to achieve it. The class action to force a settlement started in 2001.

Advocacy organizations, such as The Authors Guild and the American Society of Journalists and Authors, led the way. Many individual writers, including myself, joined the movement. Getting writers organized is not easy. It is difficult to get writers to agree to pursue any cause. Getting writers on board for a political effort of this magnitude is sometimes compared to herding cats. But, in this situation, enough writers did get mobilized by 2002 to mount a credible case. The case wound its way through mediation and then the courts in an especially tortured path. Publishers fought it every step of the way, with considerable legal assets.

The process for filing a claim was extremely tedious and had to be completed by September 2005. It took many hours of my time and that of my editorial assistant. I had published in almost all the leading travel magazines and newspapers in the 1980s and 1990s, and the custom was they would often send me clips of the publication. I had boxes upon boxes of these clips. I had to get them all organized and photocopied to substantiate my claims. My costs in my time and the salary of my assistant were substantial. I ended up with 146 documented claims of infringement.

The Supreme Court stepped in again in 2010 to clarify that the case could go forward for both “registered” and “unregistered” published writings. Registration with the Copyright Office was the secure route for writers to protect copyright, but most writers had not done this for most of the articles in question. This entire struggle occurred within a context—the gradual electronic of media, the transition from print to print-plus-electronic-publishing. I had been watching and participating in this electronic publishing revolution with acute interest from roughly 1980. It was disappointing to me that in the 1990s the publishers just went ahead illegally, rather than spend money to acquire rights.

Writers would have welcomed a small additional payment for the right to use their content in electronic databases. But most publishers determined that would be too difficult. I was not a Luddite wishing to smash the machinery. I delighted in the new machinery. I encouraged publishers to do the right thing, but few took my advice.

That revolutionary period of the 1980s and 1990s in many aspects of electronic/internet publishing was an exciting and dramatic time. I had put all my travel writing on CompuServe in 1983 in return for a 10 percent royalty on their premium content fees, and they sent me a check each month between 1983 and 2001. I published a travel guidebook in that era, ironically about Silicon Valley, that was one of the first printed books ever laid out from the author’s computer disks.

I had a CD-ROM product published in 1993 about my California travel content, called *California Travel*, which had 750 photos in it, something no physical printed guidebook had ever achieved. I had one of the first viable travel websites (still up today as [fostertravel.com](http://fostertravel.com)) when the internet broke in roughly 1995. Because of my expertise, the *New York Times* asked me for three years in the 1990s to write an annual eight-page special section for them on travel and the internet. I’ve also prided myself over the years on having good relationships with all my publishers.

Publishing is a complicated process. For it to be profitable, successful, and sustainable for all parties, good things must happen for all. I’ve had travel photos in more than 300 Lonely Planet books and have recently done a third of a big travel book on California, titled *Back Roads California*, for the current leading worldwide travel publisher of books, Dorling Kindersley.

I’ve had good relationships with all the magazines and newspapers that I’ve worked with over the years. But on this infringement issue, I could not say to my friends in publishing at the *Los Angeles Times* or *Travel + Leisure* that this was OK. They did not have the right to use my content and the content of their

other contributors in this new electronic opportunity without an agreement and compensation. But they went ahead anyway. I cheered on writer Jonathan Tasini as he pushed forward his landmark case, arguing that electronic rights remained with the creator unless purchased by the publisher. He was eventually victorious for all writers in the landmark 2001 Supreme Court case, referenced above, that bears his name.

After that 2001 Supreme Court decision, publishers tightened up all of their contracts for the future, requiring writers to give them print and electronic rights. Whether writers succeeded in negotiating a better price for their work in the new contracts is a debatable question. So now, 17 years later, I and the other writers finally got a little cash compensation, after all these years. How much did the offending publications earn from content they sold illegally in electronic databases? I wish I knew. What would perhaps 10 percent of those many sales be worth, even rejecting the call from many of my writer colleagues for 50 percent of the revenue? I wish I knew. 2018 dollars are not worth as much as 1990s dollars. That is another reality.

The public can glimpse a bit of this seemingly eternal struggle by following the tortured reports of the Claims Administrator from 2011–2018 at [copyrightclassaction.com](http://copyrightclassaction.com). There is even an alphabetical List of Publications, A-Z, from the offending publishers. The numbers are staggering. For the letter T, for example, as in travel, there are 2,309 offending publications. Publishers fought the final resolution and payout on the case every step of the way. At one point, publishers challenged 41,000 claims of infringement. Each and every one had to be resolved, delaying the final payout. In what may be the irony of all ironies, I received a press release recently indicating that April 26, the day the checks were sent, is also, coincidentally, in a calendar of annual events, a celebration called World Intellectual Property Day.

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**Lee Foster** is a successful travel and literary book author who has 18 books on his [Amazon Author Page](#), including four indie books. He has more than 250 worldwide travel writing/photo articles on his website at [fostertravel.com](http://fostertravel.com) and has published in all the major US travel magazines/newspapers.



## **Book Marketing Support Group**

The purpose of this group is to share book marketing ideas among published nonfiction authors. We'll share what has worked and what has not, and how we can improve. We'll consider collaborative marketing efforts such as shared giveaways and reviewing each other's books, for those in the same genre. Attendance will be open to all nonfiction authors who are interested in improving their marketing efforts. There's no membership, and attendees can come to any meeting. We meet the second Monday of the month at 5:00 p.m. Pacific Standard Time (8:00 p.m. Eastern) in my Zoom room. Anyone interested should email me, Andrea Susan Glass, at [andrea@writersway.com](mailto:andrea@writersway.com) for more information.

## *Calendar of Events*

Some conferences and workshops could go online or be cancelled, due to pandemic or other considerations, so check the newsletter or event websites for updates.

## **20th Annual Southern California Writers' Conference: A Weekend for Words September 15–17, 2023, Irvine, CA**

“The Great White Art” is what John Gardner called it, what it is that we writers do, crafting pages from blank. While artists we may be, today's publishing realities mandate that, in order to win over the needed, passionate advocates of our work, we must also become *entrepreneurial* authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it. But excellence in craft and a meaningful book still matter most. For more information, go to [WritersConference.com](http://WritersConference.com).



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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|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Best Literary Agents Seeking Submissions in San Diego .....                                            | <a href="http://Blog.Reedsy.com/literary-agents/san-diego/">Blog.Reedsy.com/literary-agents/san-diego/</a>                                                                    |
| California Resources for Writers .....                                                                 | <a href="http://WriteByNight.net/California">WriteByNight.net/California</a>                                                                                                  |
| California Writer's Club .....                                                                         | <a href="http://CalWriters.org">CalWriters.org</a>                                                                                                                            |
| City of San Diego Public Library .....                                                                 | <a href="http://SanDiego.gov/public-library/news-events/localauthors/resources">SanDiego.gov/public-library/news-events/localauthors/resources</a>                            |
| Independent Book Publishers Association (IBPA) .....                                                   | <a href="http://IBPA-online.org">IBPA-online.org</a>                                                                                                                          |
| IBPA's Distributors and Wholesalers ( <i>distinctions and list</i> ) .....                             | <a href="http://IBPA-online.org/page/distributors">IBPA-online.org/page/distributors</a>                                                                                      |
| IBPA's Hybrid Publisher Criteria .....                                                                 | <a href="http://IBPA-online.org/page/hybridpublisher">IBPA-online.org/page/hybridpublisher</a>                                                                                |
| IBPA's Industry Standards Checklist for a<br>Professionally Published Book .....                       | <a href="http://IBPA-online.org/page/standardschecklist">IBPA-online.org/page/standardschecklist</a>                                                                          |
| Independent Writers of Southern California .....                                                       | <a href="http://IWOSC.org/writer-resources/">IWOSC.org/writer-resources/</a>                                                                                                  |
| Mystery Writers of America .....                                                                       | <a href="http://MysteryWriters.org">MysteryWriters.org</a>                                                                                                                    |
| Radio Guest List ( <i>free subscription for interview offers delivered to your email inbox</i> ) ..... | <a href="http://RadioGuestList.com">RadioGuestList.com</a>                                                                                                                    |
| Romance Writers of America .....                                                                       | <a href="http://RWA.org">RWA.org</a>                                                                                                                                          |
| San Diego Writer Resources .....                                                                       | <a href="http://SanDiegoBookAwards.org/resources">SanDiegoBookAwards.org/resources</a>                                                                                        |
| San Diego Writers Ink .....                                                                            | <a href="http://SanDiegoWriters.org">SanDiegoWriters.org</a>                                                                                                                  |
| Sixty Writers Conferences for Authors,<br>Bloggers, and Freelancers .....                              | <a href="http://TheWriteLife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</a>                                                                              |
| The Top Online Writers' Conferences .....                                                              | <a href="http://SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021">SoYouWantToWrite.org/blogs/syww/<br/>Top-25-online-writers-conferences-in-2021</a> |
| University of San Diego—Creative Writing .....                                                         | <a href="http://SanDiego.edu/cas/creative-writing/">SanDiego.edu/cas/creative-writing/</a>                                                                                    |
| The Writers for Hire—Ghostwriting and Books .....                                                      | <a href="http://TheWritersForHire.com/services/ghostwriting">TheWritersForHire.com/services/ghostwriting</a>                                                                  |
| The Writers Room .....                                                                                 | <a href="http://WritersRoom.org">WritersRoom.org</a>                                                                                                                          |
| Writing Conferences and Events .....                                                                   | <a href="http://NewPages.com/writers-resources/writing-conferences-events">NewPages.com/writers-resources/writing-conferences-events</a>                                      |

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