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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 October 26, 2024  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Carlsbad Dove Library – Gowland Room  
**Topic:** “The Importance of Quality Book Design”  
**Speaker:** Claudine Mansour

What is the first thing a potential reader sees? Your book cover. What do they do next? They open up the book and look inside.

If they don't get a very clear idea of what the book is about from your book cover, they won't open it up. And if they don't see a pleasantly presented and well-organized interior, they won't buy—much less read—your book.

Book design is an extremely subtle art. The goal is to make the author's words comfortable to interact with and easy to access. Pro book designer Claudine Mansour will share the principles and practices of great book design, so you can make sure the “package” of your book enhances—and doesn't detract—from what you have to say.

*Claudine Mansour specializes in publishing, marketing, branding, and music design. She received a Bachelor of Fine Arts degree from Parsons School of Design after attending the school in both New York and Los Angeles. Claudine has worked for companies such as Harcourt, Random House, and Rolling Stone magazine.*



*Claudine's book cover for Blindness by José Saramago has been named one of the top 25 classic book covers in the past 25 years by Entertainment Weekly magazine. Her work has been recognized by The Art Director's Club, Bookbuilder's West, and the Independent Book Publishers Association, and has appeared in the Parsons School of Design catalog and Brides magazine. Claudine has designed more than 800 book covers in over 30 years.*

[www.claudinemansour.com](http://www.claudinemansour.com)

*President's Message*



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

Thank you to Kathi Burns, CPO, for whipping all writers into organizational shape at our September meeting. I'm so bummed I missed it because I definitely need some help. Thank you to David Wogahn for hosting the meeting. I was in North Carolina, yes for torrential rain, though I was far from the devastation of Asheville and environs. What a world!

This month I'm pleased that we will be meeting in person to hear from top-notch book designer Claudine Mansour. I've had the pleasure of working with Claudine on a number of projects over the years. Claudine also designed what I believe is one of the most effective book covers ever, *Blindness* by Jose Saramago. Others agree with me, as it has been included on a number of best book cover lists. Claudine will discuss her process and her goals for presenting an author's work. I'm sure she'll have numerous examples to share as well.

Please support PWSD by making sure your membership is up to date. We do have expenses around hosting the meetings and sending out the newsletters, so your contribution through membership is very helpful and appreciated. We'll send out an update if your membership needs renewal, or please contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) if you are not sure.

Please be sure to join us in the Gowland Room at the Carlsbad (Dove) Library on Saturday, October 26 from 10 a.m. to Noon.

*Continued on next page*

## **PWSD News**

A couple of notes about meeting etiquette at webinar meetings when they are held via Zoom. 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**

In-person meetings are \$10 for members and \$20 for nonmembers. We are happy to continue offering virtual meetings free to participants, but 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.) *Note: we are likely to raise the membership fee in the next few months (darned inflation!), so renew your membership now.*
2. **If you are not a member, please consider joining.** Right now, 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.
3. **Tell your publishing and author friends and colleagues about PWSD** and invite them to 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 send a check, made out to PWSD, to P.O. Box 387, Ventura, CA 93002.

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 status.)
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!

## **IBPA Membership**

If you have launched on your publishing journey and you don't yet 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/). IBPA membership is very affordable, and to make it even better, PWSD members get a \$30 discount. Just enter PWSDibpa30 in the coupon code.

IBPA has a monthly Roundtable that I highly recommend. It allows publishers of all shapes and sizes to share success strategies and brainstorm publishing challenges. I often attend and find them very valuable. Also, IBPA has recently created an education hub called [PubSpot](#), which assembles, in one easy-to-navigate site, all the invaluable information IBPA offers about how to succeed in publishing. From editorial to distribution and more, check out all the great articles and webinars that will help you succeed on your publishing journey.



**“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 PWSDibpa30 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.

## Announcements by and about Members

*We know you have many events scheduled in the upcoming months to promote your books. Please share with your fellow writers so they can attend. Send your schedules to Glenna Bloemen, Managing Editor, at [gab11853@aol.com](mailto:gab11853@aol.com).*

*We would love to highlight you as a member of PWSD. Please contact Andrea Glass, Member Profile Editor, at [andrea@writersway.com](mailto:andrea@writersway.com).*

*Happy Holidays! A new year is almost upon us. Let us know what topics you would like to see in the upcoming newsletters in 2025. Contact me at [gab11853@aol.com](mailto:gab11853@aol.com) with your ideas. I bet you may even have an article yourself that you would love to share.*

## 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.

## 37th IBPA Book Award for Indie Books Returns with New Name and 7 New Categories

The Independent Book Publishers Association is inviting entries for their 37th IBPA Book Award program (<https://www.ibpabookaward.org/>). The prestigious award reserved for independent publishers is now rebranded as the IBPA Book Award—it was formerly known as the IBPA Benjamin Franklin Award—and introduces seven new categories recognizing marginalized communities, namely: AAPI, Black/African American, Disabled, First Nations/Indigenous, Latina/o/e, LGBTQIA2+, and Neurodivergent.

There are 60 award categories; and the entry deadline is September 30 for books published January–September 2024, and December 16 for books published October–December 2024. More details at <https://www.ibpabookaward.org/>



## **Writers Rising 2024**

**October 25–27, 2024, Hollywood, CA or online**

Give yourself the gift of joining other serious writers in the full immersive experience of Writers Rising 2024. We've booked a world-class venue, the famous Ray Dolby Ballroom in the heart of Hollywood, for an unforgettable experience of learning, networking, and transformational deep work.

The livestream experience includes real-time access to all general sessions and activities, a virtual-only host, livestream-only activities, and a virtual lounge where you can connect with other livestream guests.

The live event in Hollywood lets you write with top-tier authors, collaborate with other writers like you, interact with Q&A and audience sharing, attend writing workshops, and get access to full video replays of all general sessions.

For more information, visit <https://awritingroom.com/retreat24/>.



## **Southern California Writer's Conference**

**February 14-16, 2025, San Diego, CA**

Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published successfully or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and almost never reveals how it can be fixed to ensure that it ever will. Founded and run by professional writers the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated well over \$4 million worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking and industry prowess needed to sell their work. And since our surroundings afford it—and we certainly encourage it—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.

Regardless which path to publication you are pursuing, whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers and publishing professionals in a safe, supportive community, do yourself a favor and join us for our 39th Annual Southern California Writers' Conference San Diego. Your words are worth it!

Limited to 175 conferees. Discounted pre-registration opens June 1st. For more information go to: <https://writersconference.com/sd/>.



**San Diego Writers Festival**  
**April 5, 2025, Coronado, CA**

Celebrate the craft of writing by joining the 6th Annual San Diego Writers Festival coming up on April 5, 2025! For more details: [info@sandiegowritersfestival.com](mailto:info@sandiegowritersfestival.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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