



Writers News

Volume 6, Number 3.....March 2007

March 17, 2007 Speaker

Ray Bradbury

literary icon

If You Want to Write....



Ray Bradbury is one of those rare individuals whose writing has changed the way people think. His more than five hundred published works -- short stories, novels, plays, screenplays, television scripts, and verse -- exemplify the American imagination at its most creative.

Once read, his words are never forgotten. His best-known and most beloved books, *The Martian Chronicles*, *The Illustrated Man*, *Fahrenheit 451* and *Something Wicked This Way Comes*, are masterworks that readers carry with them over a lifetime.

His timeless, constant appeal to audiences young and old has proven him to be one of the truly classic authors of the 20th and the 21st Century. In recognition of his literary stature, Mr. Bradbury was awarded the National Book Foundation's *2000 Medal for Distinguished Contribution to American Letters*, and the *National Medal of Arts* in 2004.

(Above text courtesy of www.raybradbury.com)

Don't miss this once-in-a-lifetime opportunity to learn at the feet of a master. Reserve your place, now, for our March 17th meeting, when Ray Bradbury speaks to the SCWA.

ALERT: The meeting place is the same, but the time has been changed. Check-in starts at 10 a.m.; club business meeting at 11 a.m., then lunch at 11:30 a.m. Attendees should be seated by 12:30 p.m. and Mr. Bradbury will speak from

approximately 1 p.m. to 2 p.m. with book-signing to follow.

Although cameras are allowed for photographs, any and all video devices are prohibited. We suggest that all attendees leave cell phones with video capability at home. If anyone is caught video recording Mr. Bradbury with any kind of device, they will immediately be escorted from the premises and their fee will be forfeited.

It is uncertain whether an audio recording will be allowed, but if it is allowed only the SCWA audio cassette will be used. Attendees may purchase the tape of this meeting from the SCWA for a minimal fee of \$5.00 per tape. So, leave audio or video equipment at home or in your car.

<i>In This Issue:</i>	
<i>March Speaker.....</i>	<i>1</i>
<i>President's Message.....</i>	<i>2</i>
<i>February Highlights.....</i>	<i>3</i>
<i>SCWA News & Announcements.....</i>	<i>4</i>
<i>Critique Committee.....</i>	<i>5</i>
<i>The Inside Scoop on Our New Logo.....</i>	<i>6</i>
<i>Writer's Corner.....</i>	<i>7</i>

President's Message

Special Event – Ray Bradbury

On March 17, we shall have the honor of a visit by Ray Bradbury, one of the icons in literature. If you wish to purchase a book by him for his signature, a representative from Borders will have copies of his books available for sale. But please, don't bring an old book of his from your attic. Buy a new one to help support this famous author. Note: We are limiting each person to having only one book signed. Otherwise there may not be enough time for everyone to get a book signed by Mr. Bradbury before we have to vacate the room for the next banquet group.

Mr. Bradbury normally speaks only to groups of 300 or more and has made a special exception for us. The room holds only 100 people (fire marshal rules), so be sure to pay for your reservation early to ensure you have a seat. When we reach the maximum number of RSVPs, we'll have to turn additional people away. Mr. Bradbury is almost ninety years old, so don't miss this opportunity. Mark your calendar right now!

Our meeting schedule will be a little different on March 17. See the back cover of this issue of our newsletter for the new meeting time. We'll meet at the same place, the Claim Jumper in Fountain Valley, but a little later in the morning.

New SCWA logo

You may have noticed that we have a new logo on the front of our newsletter. Belinda Falk won the logo design contest with her excellent design. Thank you, Belinda. We'll be using our new logo on all our marketing materials from now, including our newsletter, website, press releases, letterhead stationary to speakers, etc.

Membership renewals

By this time last year, we had only 33 members paid up. Now we have over 80 paid for this year with more coming in every week. We ended 2006 with 105 memberships and we expect to reach 150 by the end of this year.

Pay your dues for 2007 or this will be your last newsletter in your mailbox. Visit our website to pay via PayPal or send a check to our treasurer (see her address on the back cover of this newsletter).

Jerry Simmons's Community of Independent Authors

As Jerry says on his website at <http://www.writersreaders.com/>, "There is a new movement gaining momentum within the Independent Writing community. A new marketing program is about to be introduced that is designed to expand the marketplace for Independently Published books."

Victory Crayne

President

victory@crayne.com

FEBRUARY HIGHLIGHTS:

Antoinette Kuritz: *From Book to Best-Seller!*

Literary publicist Antoinette Kuritz presented “From Book to Bestseller!” and obliterated the idea of the struggling writer discovered by an agent who then handles the nasty real-world details. If your intended audience extends beyond family, you are going into *business*, whether you like it or not.

Kuritz discussed the rapid changes the publishing world is undergoing. The original vanity presses, such as Vantage, used to print your book while you handled everything else. Today you can choose among three variations under the “self-publishing” umbrella: A. Register as a business with your own name. B. Use Print-On-Demand services. C. Use one of the co-ops, such as Brown Publishing, who call themselves “facilitators for self-publishers.”

Kuritz commented on each. A. With your own business, you can “sub out” your editing and design. You will buy your own ISBN’s. If you update content, use a fresh ISBN to look current. Use a future publishing date. Meanwhile work hard to create sales and demand so that your book may be picked up by one of the main publishers. To get their attention, your sales statistics must come through regular channels, even the Internet.

With P.O.D. your ultimate goal is also to be picked up by a traditional publisher. However, Kuritz says P.O.D., besides being expensive, “is expected to be a lesser book” because of appearance, lack of expert editing, and common use of the Times New Roman font, which “says self-published.” (Lynn Price, author of *Donovan’s Paradigm*, says TNR is Microsoft’s default font. She suggests Book Antiqua or Garamond.) Major media will not book you, nor will local stores stock your book because of lack of quantity and availability at the right time.

The co-ops will design your cover and do everything else, including *own your ISBN*. They will put your book out to auction for the main publishers. At this point you can fizzle unless you’ve made enough media noise and sales to get their attention.

Whether it’s a big house or self-publishing, Kuritz emphasizes how you must plan ahead to compete with the other 196,000 ISBN’s published in any one year. If your book does make it into the stores, “its self life is between that of milk and yoghurt.” In six weeks your shelf is redone unless you’ve created continuing interest. You as an author will be dropped by the publishing world after one or two books if you haven’t provoked heavy enough sales. All

publishers track all sales.

Your business twin must activate a sales and marketing plan right after your creative self not only conceives but decides if it’s writing for family or the public. How can you spread your appeal beyond your target audience? Where are they to be found and how can you gain visibility? Does your topic relate to what people are watching on TV? “If it makes news, it works.” (Kuritz says not to follow fads unless self-publishing.)

Get your word out to the grass roots of interest in your idea: clubs, schools, Internet groups, etc. For example, if your work is about newborns, will Pampers “put little tips from your book on a slip inside”? A book on money matters with kids? See if a bank will hand out a slip with excerpts when new account are opened.

Check out those who help you. For agents, look at similar books in the stores and see whom the authors thank in their introductions. What kind of a track record does your publisher have and how may you assist?

Seek media training. Learn to “front load your sound bites” before anecdotal material. Focus on the interviewer, not the camera. Keep track of all media exposure for the publisher. “If you’re unknown, it takes 20-25
See *Kuritz*, page 5

SCWA News & Announcements

Reservations for Ray Bradbury

Info on our next meeting: reservations should be made as early as possible using PayPal or a check to my address, 630 Harbor Island Dr., Newport Beach, Ca. 92660. Reservations without payment must be accompanied with a phone number and address, so if the person making the reservation does not attend (and pay our fee), we can bill them after the meeting or communicate to them those reservations are full before the meeting. If they reserve, either by check or online, I will return their money if they let me know they will not attend by March 14.

Those who reserve without payment can also avoid our dunning them for payment if they let me know by March 14. Reservations by e-mail are preferred to those by phone. My personal e-mail is ckimmesmith@ucla.edu. My phone number is (949) 675-4244. Remember: reservations without payment will not be recorded without a name, address, and phone number.

Carolyn Kimme Smith
Treasurer

Member's Book Signing Scheduled

Lynn Price, author of Donovan's Paradigm and editorial director of Behler Publications
Borders-South Coast Plaza
(Next to Crate & Barrel)
3333 Bear St.
Costa Mesa, CA 92626
Phone: 714.432.7854
Saturday, March 24
2-6 p.m.



SCWA Welcomes 5 Talented New Members

Evelyn Lewis actually joined in late December. **Ben Culhane** is a literary writer who also enjoys writing short stories, Essays and Op Ed pieces. **Marta M. Hiatt** wrote *Remembrances of Things Past*, a nostalgic look at the era of Model-T Fords, stay-at-home moms and vinyl long-playing records. The book includes 250 pictures. Betty White, the author and actress who played

in the *Golden Girls* said of the book "One cannot dip into this book without staying awhile – you'll be surprised at what you recall." **Donna Holland** has a broad interest in writing. **George Chalagonian** is the author of *The Sage Brush Rebels*, a book about Arizona politics. George had his book at the February meeting, but it was gone when I went to see if it was still available. We hope to see more of these wonderful writers at future meetings.

In addition, author **Bert Millsbaugh** brought examples of two of his books which combine science fiction and local history

and color: *The Deadly Seeker*, about a humanoid from Venus seeking to recover a Venusian child, and his latest, *The Mystical Vortex*, which uses the Sedona locale. Bert also has information regarding a method of publishing books of special interest, such as scrap books and memoirs.

Thirteen of our members also renewed their memberships for 2007.

Shelia Cassidy
V.P. Membership
rivme@pacbell.net

Contact Writers News Editor Mary Michel Green at (949) 361-6581 or green.mary@cox.net.

Speaker Outlines Author's Marketing Needs

Kuritz, continued from page 3:

contacts before you get on producers' Rolladexes. They have to be convinced you're worthwhile to spend time on."

Kuritz recommends making appearances translate into sales this way:

- Be likable on the air.
- Have a web site.
- Have provocative or impelling information to give.
- If the topic isn't grim, you'll be entertaining. If you've connected to the listeners and they like you, they figure they'll like your book.

Antoinette Kuritz is the founder of the La Jolla Writers Conference and the host of the Writers Roundtable Radio Show. Go to www.worldtalkradio.com/show.asp?sid=11.

Glenda Brown Rynn

Member

grynn@cox.net

NEXT MONTH'S SPEAKER:

April 21—Sara Lewis

Published fiction and non-fiction author for more than 20 years

The Power of Intuitive Writing

Dear Readers:

Due to my delay, Belinda Falk will not take over the job of proofreading the newsletter until the April issue. All errors in this month's issue are mine alone. Your Editor, Mary Michel Green

SCWA Critique Committee

Open to Members of SCWA

Nonfiction & Fiction

Roy King 3kings@urs2.net

Roy will take any amount of writing for critique. He prefers to see the entire ms at one time.

Please mail your manuscript to Roy at:

15772 Heatherdale Road, Victorville, CA 92394

Poetry

Dr. Joyce Wheeler

Joyce will critique up to five poems.

Please mail your work to Joyce at:

3801 Chestnut Avenue, Long Beach, CA 90807

Executive Committee

President Victory Crayne
V.P. Programming Lynnette Baum
V.P. Membership Shelia Cassidy
Secretary Janet de Marco
Treasurer Carolyn Smith
Publicity Director Larry Porricelli
Webmaster Tony Stoklosa
Newsletter Editor Mary Michel Green
Associate Editor Belinda Falk
Tape Librarian Sharon Walters

Membership Information

Sheila Cassidy, V.P. Membership
membership@ocwriter.com

Meeting Reservations

Carolyn Smith, Treasurer (949) 675-4244

The Inside Scoop on our New Logo

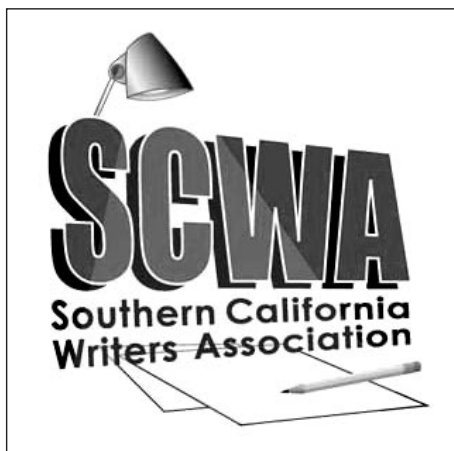
Almost everyone has one these days—everyone who does business, that is. Companies pay hundreds of dollars to have one designed for them, and hundreds more to put it on their letterheads, Web site, ad copy and business cards. And now, my friends, we have one! Our logo design contest has produced a winner, and SCWA now has ... a logo!

What makes having a logo so important these days? I can tell you in a word: identity. Businesses, associations, and institutions want to be known. A logo is a picture, word or symbol that captures the essence of who we are—what we do, what we stand for, or what products or services we provide. Once people see a logo a few times and associate it with a group's name, it becomes a visual cue that instantly brings to mind all they know about that group. Then it's more likely they'll consider using their services when the need arises.

Interestingly, a logo can also help foster a sense of identity within a group. It gives the members tangible evidence of the fact that they belong together.

SCWA is made up of writers, proofreaders, editors, publishers, screenwriters, and writing coaches (if I left anyone out, come and tell me next meeting!), but we all have one thing in common: the written word. Our new logo reminds us of this.

When Victory, our president, received my entry for the contest, she commented that I must've put a lot of thought into it. Yes, she's right about that, and as the happy winner of our contest, I'd like to share the thought that went into the new logo, so that when you see it up on the Web or on someone's business card, you'll know its intended meaning.



First, I wanted the logo to state our name boldly, the way a billboard would. After seeing the logo a couple of times, people should remember what the acronym SCWA stands for. I also wanted to keep the design simple. The lamp is a copy of one I found after browsing through several online catalogs; I picked it for its simplicity. (And by the way, my friend Victor Archer is the artist who translated my original sketch into a computer graphic. He did a terrific job of it.) The lamp shines down onto the paper and pencil below the lettering. That's all there is to the logo. But the lamp, light, paper and pencil tell something about who we are.

When do most writers write? Every minute they can find

to do it... They cram it in around work hours and family needs, often in the wee hours when a good lamp is indispensable. The lamp says this: we make time for writing. We're that serious about it.

Writers not only need a good lamp to work by, they need another kind of light—we call it inspiration. It shines into writers' minds, enabling them to shed light on the conflicts and concerns of their readers. Light streams in; light shines out.

Then there's the paper... It starts out blank, nothing on it. Writing means tapping into one's mind, imagination, resources, experiences, and knowledge, in order to put something on paper. We're a creative bunch. With just pencil and paper (I chose the most basic writing tools), writers produce works that entertain, thrill, inform, or provoke thought and action.

So our logo identifies us as writers of Southern California, creative, resourceful, willing to do all it takes to produce good writing. This little discussion has allowed me to give you the inside scoop, but my hope is that anyone looking at our new logo will be able to take in the name, lamp, light, paper and pencil, and immediately get a feel for the Southern California Writers Association and what they can expect of us. We write, and we shed light.

Belinda Falk
Associate Editor
cleargaze@peoplepc.com

Writer's Corner

The Missing Links to Successful Authorship

Part I

By Patricia Fry

It happened again today. A new author contacted me through the SPAWN Web site asking for—no, begging for—help with promoting his book. Like so many hopeful authors, he wrote the book of his dreams and then signed a contract with the first publisher who expressed an interest in his manuscript. In this case it was AuthorHouse, but it could have been PublishAmerica, Lulu, Trafford or any number of other “self-publishing” services.

What's wrong with this picture? Isn't the author's ultimate goal to get published? Yes, but the author who goes directly from writing to publishing is omitting some essential and vital steps toward his success—there are missing links. If you've searched the Internet for a publisher within the last few years, you know how many companies are pushing to get your business. Type in “book publisher” at the Google prompt and your screen is filled with promises to publish your book for a fee. Choose one, almost any one, and they will tell you what a wonderful manuscript you have and quickly offer you a publishing contract.

Now there's a thrill. You call your mom, aunt Mary, cousin Sid and all of your former co-workers to share the exciting news. After giving it a quick glance, you sign the contract and then sit back and wait for your shipment of three (four or six) books. You order several more copies to give to mom, aunt Mary, cousin Sid and your favorite former co-workers.

In the meantime, I'm counting the minutes, hours and days until you contact me (or someone like me) asking for help. Because, at some point, you will suddenly realize that it is your responsibility to promote your book and you don't have a clue where to begin. It's true! As the author, promotion is your responsibility whether you land a traditional royalty publisher, go with a fee-based POD publishing service or self-publish your book.

Some of you will also go back over the contract you signed and figure out that where it says, “We will make your book available to bookstores,” doesn't mean “Your books will be sold by the thousands through bookstores nationwide.” Instead, it means, “If a bookseller comes asking for a book like this, we will tell them about your book.”

Yes, I speak to many disappointed, disillusioned authors every year. That's why I'm currently on a mission to find authors before they start making expensive, heart-breaking mistakes. Now this is not to say that signing with a fee-based POD publishing service is necessarily a mistake. The mistakes occur when the author is not industry savvy—when he or she makes uninformed decisions.

So what constitutes the missing links I speak of? What are the steps an author should take after placing of the last period on his manuscript and before signing a publishing contract? See below.

Note: Actually, I'd rather you follow these steps even BEFORE you write the first word of a novel, memoir or nonfiction book.

1: Determine your motivation for writing this book. If you have a book inside that just must come out and you're interested only in sharing it with family and a few friends, go ahead and do your thing your way. On the other hand, if you are driven by the desire for fame and fortune—if you want to be published and widely read—keep reading. It could make the difference between pitiful failure and wild success.—Next month we will print Part II of this article, with more points to successful authorship.

Patricia Fry is the author of 25 books, including *The Right Way to Write, Publish and Sell Your Book*. www.matilijapress.com/rightway.html. Visit her blog often: www.matilijapress.com/publishingblog.



**March Meeting:
Saturday
March 17, 2006**

RAY BRADBURY

If You Want to Write...

SPECIAL MEETING TIME THIS MONTH ONLY...SEE BELOW

Happy

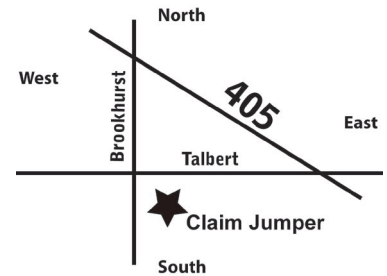


St. Patrick's Day!

LOCATION: Claim Jumper Restaurant

Banquet Room Entrance, rear of building
1805 Brookhurst St., Fountain Valley, CA
Restaurant telephone: (714) 963-6711

Registration & Networking:	10:00 - 11:00 a.m.
Club Business Meeting	11:00 a.m.
Lunch:	11:30 a.m.
Afternoon Program with Ray Bradbury:	12:30 p.m.



WALK-INS & GUESTS ALWAYS WELCOME — \$25 AT DOOR

MEMBERS WHO DO NOT RSVP PAY \$25 AT DOOR

MEMBERS WHO DO RSVP PAY \$20

RSVP before March 10: Carolyn Kimme Smith, Treasurer, 630 Harbor Island Drive, Newport Beach, CA 92660
Check must accompany reservations. Make checks payable to SCWA.

After March 10: Carolyn Kimme Smith, Treasurer, (949) 675-4244

BE SURE TO RSVP ASAP - WE HAVE A LARGE TURNOUT EXPECTED THIS MONTH! . . . Or register online at
www.ocwriter.com/meetings.html

Southern California Writers Association

Writers News

Mary Michel Green, Editor

204 Avenida Barcelona

San Clemente, CA 92672

editor@ocwriter.com