

The Writer's Life

The Newsletter of the San Diego Writers/Editors Guild

Life was much easier when Apple and Blackberry were just fruits (via [Deviantart](#))



www.sdwritersguild.org

October 2012



Covering Covers: Writers write. So thinking about what will be on your cover may be the last thing on your mind as you polish that manuscript, readying it for publication. But your cover is often the first sales piece for your book. It influences everyone from the buyer for the bookstore chain to the online consumer; from the customer who sees the spine while perusing the aisles to the critic who sees it on your arc. What makes a cover great? What elements does every cover need? And if you self-publish, who designs your cover and how much should it cost? Is there really a difference between a graphic designer and a cover designer? What input does the designer need from you, the writer? Just how much and how does your cover really influence the sales of your book?

Join literary publicist and book project manager, and director of the La Jolla Writers Conference, Jared Kuritz for an in-depth discussion of the impact of book covers on book and author success - and some real tips on how to create a cover that promotes sales.

The LaJolla Writers Conference will be held November 2-4, 2012 at Paradise Point Resort and Spa: <http://lajollawritersconference.com/>

The Prez Sez

During the October meeting five members of the Board of Directors for 2013 will be elected. Running for re-election are Gered Beeby, Bob Doublebower, and Rick Peterson. Candidates also include Marcia Buompesario and Fred Crothers.

Results from the Members Survey indicate nearly an equal number of members are writing fiction and non-fiction and slightly more members are self-publishing and publishing digitally than are having work published in periodicals or with standard publishing houses. About half of those who replied have a web site, but few have started a blog. Marketing and writing memoirs led the responses for future programs of interest. There was a good response to having a field trip for touring the new San Diego Library after it opens this summer.

Ruth Leyse-Wallace, President

Anthology Title Selected

The Guided Pen is the title selected for the SDW/EG anthology. Work has now begun on designing and formatting the various sections that any book needs to contain: the front matter, a cover design, page numbers, etc. This coincides with the topic to be presented by our speaker for October — so we can benefit as individuals and as a group from the program.

A Day for Authors

November 1st was recognized in 1949 by the U.S. Department of Commerce as **National Authors Day**. Nellie Verne Burt McPherson of Bement, Illinois, originator of the idea, urged people to write a note to their favorite author to “brighten up the sometimes lonely business of being a writer”.

Enter the 47th Annual Author's Exhibit

If you published a book in 2012, you may want to submit it for the San Diego Public Library's Annual Authors Exhibit. The deadline to register and submit books is Monday, December 10, 2012. Visit the [San Diego Local Authors](#) webpage for more information.

The next meeting will be October 22th, 2012; 6:30 - 8:30 PM

(Networking 6:30. . . Business meeting 6:45. . . Program 7-8:30 PM)

A Tip of the Hat to . . .

Linda Loegel, for the publication of her new book *Twelve Steps to Becoming a Writer*.

Amy Zajac, whose book will be out in two weeks through Amazon as an eBook and in print, titled, *It Started with Patton-Teresa Laska's Story*.

Birgit Dugan, whose book, *FROG (Fully Rely On God everyday)*, has been published by Balboa Press - a division of Hay House Publishers.

Richard Lederer for his *Amazing Words* book signing at Warwicks Books on October 1, 2012.

What You Missed. . . by Ellen Shaw Tufts

Copy Editors Rock, Rule in September

Two outstanding editors within the San Diego writing community spoke on "How Editors Can Help" with uncommon suaveness, joy and energy! Imagine our evening's combined clout with speaking team Shirley Clukey, president of San Diego Professional Editors Network (SD/PEN) teamed with longtime Guild member Larry Edwards, an outstanding professional book editor, coach and writer extraordinaire who recently served as a San Diego Book Awards judge.

Clukey, who preceded Edwards in this delightful presentation into the subtleties of editing, noted that copy editors have been called "*snobby, nitpicky, condescending*" by super-sensitive clients. But, as Edwards pointed out, the recent wave of self-publishing has made in-house (publishing) editing almost obsolete---and therefore good, thorough copy editing is more imperative than ever. Former *San Diego Union-Tribune* copy editor extraordinaire Dave Feldman, from the audience admitted about his past editorial post: "*I was the most hated guy in our U-T newsroom....*"

The good word from both Clukey and Edwards: "We want to help you! We're not the enemy! A good editor will help your book sell!" A client/editor relationship must be teachable, flexible and approachable, according to Clukey, who added, "I'm brutally honest with writers who come to me for advice in discussing the levels of editing."

The dynamite evening was loaded with superb handouts, advice about *spellcheck*, the problems of "plothes," misplaced modifiers, and active vs. passive verb usage. Anyone who would like a copy of handout test "Catch 'em if you Can", may contact Clukey at sdpen.org.

Editor/Publisher Carl D. Fredsti gave a pitch for his new Mountain Tales Press "Whisperings" in Julian.

Local Authors' Provide Variety

In addition to the local authors familiar to SDW/EG members after hearing their presentations at our meetings, you may want to check out the following:

Ken Druck, PhD, grief counselor, national leader in personal transformation, founder of the Jenna Druck Center, *The Real Rules of Life: Balancing Life's Terms with Your Own*.

Louis R. Franzini Professor Emeritus, SDSU, *Just Kidding: Using Humor Effectively*.

Debra Ginsberg, San Diego writer of a psychological suspense novel, *What the Heart Remembers*.

Mark Holmes, San Diego photographer, *Digital SLR Photography eLearning Kit for Dummies*.

Andrew E. Kaufman, writer of mysteries and thrillers from Jamul, *The Lion, The Lamb, The Hunted: A Psychological Thriller*.

Jesse Kellerman, La Jolla author of satire and suspense, *Potboiler*.

Susan Madden Lankford, A San Diego writer, *Born, Not Raised: Voices From Juvenile Hall*.

Kadir Nelson, Four-time prize winner in children's literature and graduate from Crawford High School, *Heart and Soul; The Story of America and African Americans*

Chrisanna Northrup, client relations specialist at a La Jolla financial institution, *The Normal Bar: Where Does Your Relationship Fall?*

Larry Rosen, Professor at Cal State Dominguez Hills living in from Solano Beach, *iDisorder*

Michele Scott, Jamul mystery writer who often uses the name A.K. Alexander, *The Grey Tier*.

C. R Stewart, LaJolla business strategist, *The Five Great Principles for Life: Focus, Strength, Success, Wisdom, Responsibility*.

Isolde Ulrich, author from Carlsbad, *The Romance of Kilimanjaro: Anatomy of a Midlife Crisis*.

Don Winslow, crime novel and screenplay writer from Solano Beach/Julian, *The Kings of Cool*, which became the screenplay *Savages*.

An all-day workshop "Promote & Profit with Ebooks" will be held by SDWEG member Andrea Glass and Bruce Fischer on Saturday, November 10, 2012 from 10:00 AM to 5:00 PM at Coco's Restaurant, in Encinitas. For more information and registration contact The Ebook Academy at 858-350-5235 or visit www.TheEbookAcademy.com/Courses111012.

American Trivia by Richard Lederer and Caroline McCullagh

SDW/EG members Richard Lederer and Caroline McCullagh are the proud parents of a bouncing baby book, *American Trivia: What We All Should Know About U.S. History, Culture & Geography* (Gibbs Smith Publisher, 2012). Over a span of three years, the co-authors will share with you their journey through American history.

Our National Symbols

- Benjamin Franklin wanted the wild turkey to be the national bird. In a letter to his daughter after the bald eagle was included in the design of the Great Seal of the United States, he complained that the eagle was “a bird of bad moral character” because it stole food from other birds. The turkey is, “in comparison, a much more respectable bird . . . though a little vain & silly, a bird of Courage.” He is even credited with putting forth a case for adopting the rattlesnake as the symbol of the U.S. in a letter to a magazine in 1775. He wrote that the rattlesnake, unique to America, was a symbol of “wisdom, vigilance, magnanimity, and true courage.”
- Uncle Sam was first mentioned during the War of 1812. He is thought to have originated in a reference to one Samuel Wilson, who sold beef to the U.S. Army. J.M. Flagg painted the most famous representation of Uncle Sam for the cover of *Leslie’s Weekly* of July 6, 1916. The painting was used to create the famous recruiting poster, prominent in both world wars, that shows Uncle Sam pointing his finger at the viewer and insisting, “I Want You for U.S. Army.” A similar patriotic figure, Columbia, was the female personification of the country. She first appeared in 1776, but started fading in popularity by the 1920s. Lady Liberty took her place in the popular imagination.
- Thomas Nast, perhaps the most famous political cartoonist in our history, was responsible for the popularity of two party animals. During the election of 1828, opponents of President Andrew Jackson labeled him a “jackass” for his populist beliefs. Jackson was entertained by the notion and ended up using it to his advantage on his campaign posters. Nast is credited with making Jackson’s donkey the recognized symbol of the Democratic Party through one of his cartoons that appeared in *Harper’s Weekly* in 1870. Four years later, also in *Harper’s Weekly*, Nast drew a donkey clothed in lion’s skin, scaring away all the animals at the zoo. One of those animals, the elephant, was labeled “The Republican Vote.” That’s all it took for the elephant to become associated with Republicans.
- From left to right, the images of presidents George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln appear on 5,725-foot-high Mount Rushmore, located in the Black Hills of South Dakota, 23 miles southwest of Rapid City This national monument was created under the direction of sculptor

continued >>>>

Revising Tips . . . by Laurie Richards The Parallel Universe

Ideas expressed in parallel form strengthen nonfiction or fiction writing *if* the expression is grammatically balanced. Single words should be balanced with single words, phrases with phrases and clauses with clauses. And – the words, phrases and clauses should also match grammatically. That is, nouns should be balanced with other nouns, phrases containing gerunds should be balanced with other phrases containing gerunds and a phrase or phrases containing verbs should be balanced with another phrase or phrases containing verbs.

For example, the sentence: *Glenda Jackson enjoys acting, reading and a walk with her dog*, is strengthened when expressed as: *Glenda Jackson enjoys acting, reading and walking her dog*. Note that “acting, reading and walking” are the single words (gerunds) being balanced. Without that balance, the rhythm of the sentence is disturbed.

Another example: *When he’s at home, he helps with the dishes, dusts his room and has vacuumed the carpet*. Try this: *When he’s at home, he helps with the dishes, dusts his room, and vacuums the carpet*. The first sentence is written with a jarring change in verb tense (present, present, present, past perfect), while the second balances the tense (present, present, present, present).

Tip: Embrace parallelism, but listen for a balanced rhythm. An imbalance may jar readers, and readers jarred once too often might stop reading your work.

Coming Soon to SDW/EG

November 26th - SDWEG members Richard Lederer and Caroline McCullagh will share their co-adventure writing, publishing, and marketing *American Trivia: What We All Should Know About Our Great Nation*.

December 17th – Holiday party for members & invited guests, Usual time and place; Pot Luck refreshments.

“Internet Fair for 50+” will be held at Cal State San Marcos at no charge on 10/27/12, 10 AM – 3 PM with presentations on 40+ topics such as Kindle, Flip phones, etc. Call Oasis for more information: (619)574-0674 or (760)796-6020.

Our National Symbols, continued

Gutzon Borglum (1867-1941), who worked on the project from 1927 until his death. The heads are about 60 feet high and represent the nation’s founding, political philosophy, expansion, conservation, and preservation.

San Diego Writers/Editors Guild
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 The Fourth Monday of each month
 6:30 P.M.- Sign-in and Networking
 6:45 P.M.- Business Meeting
 7:00 - 8:30 P.M.- Speaker/Program
Location: 3851 Rosecrans
 San Diego County
 Health Services Complex
Visit our web site for a map
 www.SDWritersGuild.org
Membership: \$36.00 per year
Guests: \$5.00 per meeting

Board Of Directors		Term Expires December 31st
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Mission Statement
of
The San Diego Writers/Editors Guild

The Guild shall promote, support, and encourage
the writing art for adults and youth.