

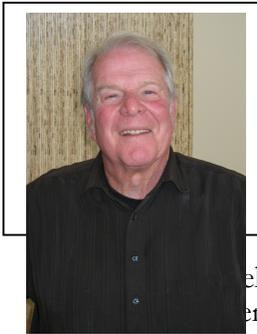
# The Writer's Life

The Newsletter of the San Diego Writers/Editors Guild

Nourish the mind like you would your body. The mind cannot survive on junk food. John Roth

[www.sdwritersguild.org](http://www.sdwritersguild.org)

November 2012



## Appreciate our National Treasures in November

SDW/EG Members Richard Lederer and Caroline McCullagh have written *American Trivia* to make our nation's history live for their readers. The authors hope that those who share the story of the United States will find even more precious our national gifts of life, liberty, and the pursuit of happiness. More than 90 illustrations enliven the panoramic history of our great nation – from how America got its name to our favorite foods, movies, and sports; from Lady Liberty to the Statue of Liberty. Rich and Caroline will talk about what they learned from writing *American Trivia* and their experiences as co-authors.

Richard Lederer is the author of more than 40 books about language, history, and humor. His Presidential Trivia series appears daily on the front page of the San Diego *Union-Tribune*. Caroline McCullagh is the author of four novels, a cookbook, and a student opera, and writes monthly garden book reviews for the San Diego Horticultural Society.

## The Prez Sez . . .

Congratulations to newly elected Board of Directors members Marcia Buompensario and Fred Crothers and welcome back to returning members Gered Beeby, Bob Doublebower and Rick Peterson.

The final stages of The Guided Pen anthology are underway. Put December 17<sup>th</sup> on your calendar for the unveiling!

Notices for 2013 membership will be arriving in your mailbox. Returning them promptly will earn you a discount! Planning for the 2013 Member Directory begins early, so check to be sure your information is what you wish.

Preliminary planning is underway for a Writer's Resource page in the 2013 Directory, so if you know anyone who might like to inform SDW/EG members about their event, service, or product they may contact a member of the Board.

The new online newsletter *San Diego Writers Network* (SDWN), edited by Marni Freedman, among other features, included information about SDW/EG.

Ruth Leyse-Wallace, President

## San Diego Local Author Exhibit

Authors who published a book in 2012 are encouraged to exhibit their book at the San Diego Public Library Local Authors Exhibit in February 2013. The event includes a reception and being listed in the online website.

For details you may call Rachel Esguerra at (619) 236-5817. The application form may be found at <http://sandiego.communityguides.com/localauthors>.

## Kobey's Swap Meet Opportunity

Kobey's Swap meet offers a no-cost space to non-profit organizations twice a year. Permits and other required paper work is required in advance. SDW/EG could take advantage of this opportunity to exhibit and market member's books. If someone is interested in organizing or participating in such an event, please contact any member of the Board of Directors.

## Think Ahead: Holiday Party Raffle

A raffle will be held at the Holiday party. If you would like to donate a copy of your book contact any board member.

**The next meeting will be November 26, 2012; 6:30 - 8:30 PM**

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



## A Tip of the Hat to . . .

If you, or someone you know, has published a book, scheduled a book signing, or some other accomplishment to share, please contact Linda Loegel at [noirons@cox.net](mailto:noirons@cox.net) to be included in our next newsletter. Let your light shine!

## What You Missed . . .

### Tips For Your Future Best Seller:

#### Kuritz on Covers – by Ellen Shaw Tufts

San Diego's early autumn night morphed into a hot gathering when book publicist Jared Kuritz gave his dynamic "Book Covers" talk at our monthly meeting. As director of the annual La Jolla Writers Conference (Nov. 2-4 this year), Kuritz is known as a savvy book marketer.

Kuritz kept our audience intensely focused as he discussed the marketing significance of book covers, illustrating how a cover can stand out at the bookstore or library among a sea of colorful, intriguing volumes. His high-speed speech velocity held the Guild audience captive.

After defining seven established types of publishing (traditional, self-publishing, small press, co-operative, Print-On-Demand, vanity and electronic) and the six components of publishing (writing, editing, interior design, cover design, printing and distribution) he offered two steps in making a book cover selection:

**Step One:** Ask yourself, *Why are you marketing this book? What message do you want to send to bookstore browsers and anyone else who happens upon your cover? Do you understand the special requirements and intricacies of the highly competitive publishing industry, now intensified by the internet?*

**Step Two:** Remember, book distributors depend on the quality of your cover, a primary tool in marketing! Graphic artists are great but choosing a specialized cover designer who knows the book industry is imperative for a marketable book!

He introduced his audience to many, "in-house" terms such as: spine, flaps, French flaps, bleeds, bar codes, ISBN, print fonts, endorsements, (big-name, no-name, celebrity), branding tools, as well as Canadian book prices, authors photos, and the psychology behind cover color choice! As a generous finale, Kuritz bestowed sample books on members who answered questions about points covered during the evening.

## Coming Soon to SDW/EG



**December 17<sup>th</sup>, 2012** (The *third* Monday) 7:00 PM Holiday party; Unveiling of *The Guilded Pen* anthology; Members and invited guests; Potluck refreshments-bring a favorite of yours. (Come at 6:30 if you can help with room set-up.) A raffle will be held of books donated by our authors.

**January 28<sup>th</sup>, 2013** – the first meeting of 2013.

## From A Ghostwriter

The Christian ghostwriter who worked with Sarah Palin writing *Going Rogue*, and who lives in San Diego, was interviewed for *The New Yorker* recently. Trivial to the story, but catchy, are some abbreviations used by Lynn Vincent, the ghostwriter:

- \* A comment that a suspense author relishes:  
ICPID – "I couldn't put it down"
- \*What Vincent feels readers want most:  
PEE – A Powerful Emotional Experience
- \*Formula for writers to maintain progress:  
(B+C-I-P)n [(Butt plus Chair minus Internet minus Phone) times Number of words you can write without breaking a sweat]. Twice a day = ~700 words for Vincent ; = two chapters or two articles

by

the end of a week.

She comments that for a ghostwriter, credit can be "By" or "With", which both amount to writing for hire. Sales of the book bear no relationship to your paycheck. Vincent also noted "Collaborators are denied one of a writer's principle satisfactions: creative

## Events of Interest

**Authors Under the Stars:** Nov 15<sup>th</sup>, at Fiesta de Reyes, 2754 Calhoun St, Old Town, 5:30-7:30 PM. Meet and greet local authors. For more information call (619) 252-8282. Free

**San Diego Book Awards Read and Critique;** workshop with Larry Edwards and Laurie Richards, Nov. 10; 9:30-Noon, \$25; For more information go to [www.sdbookawards.com](http://www.sdbookawards.com)

**Los Angeles Book Fair;** March, 2013 for books published after 1/1/09. Deadline for submission: 1/25/13; prize of \$1500. For more information go to <http://LosAngelesBookFestival.com>

## 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.

### Lady Liberty

The Statue of Liberty Enlightening the World was a gift of friendship from the people of France to the people of the United States commemorating the alliance between the two nations during the Revolutionary War. The statue arrived in the United States aboard the French freighter *Isere* as 350 individual pieces packed in 214 crates. Lady Liberty was dedicated on October 28, 1886, designated as a National Monument in 1924, and restored for her centennial on July 4, 1986.

The Statue of Liberty is a universal symbol of freedom and democracy. A bronze plaque inside the base of Liberty displays the Emma Lazarus poem "The New Colossus," written in 1883, with its eternally luminous line: "Give me your tired, your poor, your huddled masses yearning to breathe free":

*Not like the brazen giant of Greek fame,  
With conquering limbs astride from land to land;  
Here at our sea-washed, sunset gates shall stand  
A mighty woman with a torch, whose flame  
Is the imprisoned lightning, and her name  
Mother of Exiles. From her beacon-hand  
Glows world-wide welcome; her mild eyes command  
The air-bridged harbor that twin cities frame.  
"Keep, ancient lands, your storied pomp!" cries she  
With silent lips. "Give me your tired, your poor,  
Your huddled masses yearning to breathe free,  
The wretched refuse of your teeming shore.  
Send these, the homeless, tempest-tost to me.  
I lift my lamp beside the golden door!"*

Sculptor Frederic Auguste Bartholdi had modeled Liberty's face on his mother's. The copper skin is 3/32 inch thick and is supported by an iron framework designed by Alexandre Gustave Eiffel, the engineer who later designed the Eiffel Tower. In 1876, Liberty's original torch was the first part constructed. In 1984, it was replaced by a new copper torch covered in 24-karat gold leaf, which is lit by floodlights. With a

continued>>>

## Workshop with Matthew J. Pallamary

At the October San Diego Book Award workshop Matthew Pallamary, author and publisher (Muse Harbor Publishing), shared insights applicable to many genres. Advising writers to write and visualize simultaneously, he recommended careful choice of action verbs to increase the energy of a conflict. A conflict may be an 1) inner conflict of the protagonist/hero, 2) conflict within a personal relationship, 3) conflict with institutions (marriage, banking), or 4) with nature (earthquakes). Conflict may involve the conscious, explicit goal of the character (think "freedom" early in *Thelma and Louise*) or an unconscious one, (think "death wish/acceptance of fate," later in *Thelma and Louise*).

Transformation of the hero is the resolution of the conflict. The hero may be the Reluctant Hero, who is transformed by circumstances he didn't anticipate (think *The Godfather*).

Every character in a story may be seen and used effectively by the author as a reflection of an aspect of the protagonist's character. Each character's action reveals more depth of the hero and may elicit empathy or other emotion in the reader.

Pallamary described comic relief as the episodes separating the peaks and resolution of escalating conflicts. (think the "Who stole the chicken" scene in *Schindler's List*)

Pallamary will be serving as a reviewer of manuscripts at the Southern California Writers Conference in San Diego, Feb 15-18, 2013.

...the true value of great business books is in their ability to expand your thinking – to create a unique environment for intellectual wrestling – whether you own a bakery or a biotech." From *I'm There For You Baby* by Neil Senturia and Barbara Bry.  
(Don't you love the idea of books creating an "environment for intellectual wrestling?" RL-W, editor

### Lady Liberty, continued

height of more than 151 feet and a waist 35 feet thick, she may be the most massive woman in America. With her pedestal, the entire Statue of Liberty reaches 305 feet, which made her the tallest structure in the United States when she

San Diego Writers/Editors Guild  
 Post Office Box 881931  
 San Diego, CA 92168

**The Writers Life** is published by  
 The San Diego Writers/Editors Guild  
 P. O. Box 881931  
 San Diego, CA 92168  
 Telephone: (619) 445-6656

**General Meetings:**

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](http://www.SDWritersGuild.org)

Membership: \$36.00 per year  
 Guests: \$5.00 per meeting

Board Of Directors		Term Expires December 31st
President	Ruth Leyse-Wallace	2013
Vice President	Bob Doublebower	2014
Secretary	Barbara Crothers	2013
Treasurer		
Membership Chairman	Rick Peterson	2014
Directors-At-Large	Gered Beeby Marcia Buompensario Fred Crothers Linda Loegel Ellen Shaw Tufts	2014 2014 2014 2013 2013
Past President	Sam Warren	