

The Writer's Life

www.sdwritersguild.org

April , 2016



Our doubts are traitors and make us lose the good we oft might win by
fearing to attempt. William Shakespeare



Richard Lederer: The Legacy of William Shakespeare

2016 marks the 400th year since William Shakespeare's death, but *Union-Tribune* language columnist Richard Lederer will demonstrate through excerpts from the Bard's plays and sonnets that Shakespeare is alive and well and living robustly in San Diego.

Shakespeare and Lederer have in common the love of words: Shakespeare added 1,700 common words to the English language, words such as besmirch, green-eyed, moonbeam, and gnarled. Lederer is known in San Diego as founding co-host of "A Way With Words" on KPBS

Public Radio and has been named International Punster of the Year and is a Toastmasters International's Golden Gavel winner. He is the author of more than 50 books about language, history, and humor, including his best-selling *Anguished English* series and his current books, *Amazing Words*, *Lederer on Language*, and *Monsters Unchained!* His weekly column, "Lederer On Language," can be found in the Saturday San Diego Union-Tribune.

Lederer serves as an advisor to the Board of Directors of The San Diego Shakespeare Society and has traditionally participated in the Annual San Diego Student Shakespeare Festival which will be held on Saturday, April 30th, 2016, from 12:30 PM – 4 PM in Balboa Park.

Join our favorite verbivore on April 25th for a wonderful evening.

Anthology Submissions Deadline

The deadline for submissions for the Guild's anthology, *The Guilded Pen*, is July 31, 2016. Submissions must be submitted digitally, with a limit of 2,500 words.

Full author guidelines can be found at the website: www.sdwritersguild.org/anthology. Authors need to submit a current Authors Agreement form with their manuscript. Copies may be downloaded from the SDW/EG website. Ownership of the copyright of published entries remains with the author.

"In the Spring, I have counted 136 different kinds of weather inside of 24 hours." Mark Twain

Open Mic Night in July

The meeting on July 25th is set for the popular Open Mic Night. The meeting will be devoted to members reading aloud a timed three-minute segment of their work. Members may take the opportunity to give written feedback to each reader.

When you have selected what to read, submit your name and the title to Ruth Leye-Wallace, rthlys@cox.net with "OpenMic" in the subject line.

Readers will be scheduled on a "first-come, first-served" basis. The three-minute limit allows for twenty members to read their selection.

More on Shakespeare

The San Diego Shakespeare Society holds a monthly open reading of excerpts from plays by Shakespeare at Upstart Crow Bookstore in Seaport Village on the first Tuesday of the month starting at 6:45 PM. Anyone can join in the reading or just come along to listen. Parts are re-assigned before each scene so everyone who wants to can read. There is no charge.

Tip of the Hat to

Bette Blaydes Pegas for her slide show and presentation, "Chasing a Dream in the Galápagos: A Personal Evolution," on February 20 at the Anza- Borrego Desert State Park Visitor Center.

Corey Fayman for his book signing at Unicorn Books & Gifts on March 5th in Ramona and interview on radio JAZZ 88.3FM, celebrating the third in his series featuring Rolly Waters, detective.

Ruth Leyse-Wallace, PhD, for being one of six presenters at the "Nutrition and the Mind" seminar held at Patton State Hospital for 200 professional and public attendees.

Phil Pryde for his presentation to the San Diego Women's Club along with a book signing of his new 5th edition of *San Diego: An Introduction to the Region*.

What You Missed . . . by Mardie Schroeder and Ruth Leyse-Wallace

The three panel members interviewed at the March meeting shared perspectives on writing their books that were sometimes in agreement and sometimes diverse.

Dennis Lynch wrote thirty pages about covering the trial of Saddam Hussein, found an agent, learned how to tell a story and wrote the book in eight weeks. He then waited for five years while finding a publisher. Leslie Johansen Nack's story of childhood wasn't begun until her own children were grown. During five years of writing and coaching, the book was whittled down to the three years between ages 12-14 years when she took a sailing trip to French Polynesia with her abusive but inspiring father, and two sisters. Lauri Taylor, becoming the spokes-person for the family, collaborated with various police departments and, over several years, investigated the disappearance and murder of her mother. She wrote the book in four months once she started, and had a published book in two years.

All speakers agreed you can't start thinking too early about how you will market your book. There was a difference of opinion about the value of contracting with a publicist. All felt a community of friends, colleagues, family, agents, editors and publishers were helpful and supportive, but that a lot of personal energy needs to be spent in marketing activities.

Different approaches were used by these authors re obtaining permission or changing the names of those described in their stories. All agreed the final book was truly their own perspective. Dennis, Leslie, and Lauri all described their own personal growth in attitudes, maturity, and understanding through the process of writing their experience.

Success was defined as finishing a chapter, getting a contract, holding an actual book in your hands, finding your audience, whether it be sailing enthusiasts at yacht clubs or conferences of people concerned with mental illness. Each author has plans for future writing – reporting other true crimes, a TV pilot, and more articles so others will know their stories.

(For more details on the authors' discussions, see the website: www.sdwritersguild.org)



Charlotte Thompson, MD, Tom Leech and Margaret Harmon, members of SDW/EG, exhibited at the La Jolla Library "Meet the Authors" event March 26, 2016.

Jellybooks ?

Jellybooks is a company based in London that gives readers free ebooks, possibly before publication. The Jellybooks look over a reader's shoulder and record when they read, for how long, and other reading behaviors. The findings may be used in planning the publisher's marketing strategies.

San Diego Union Tribune 3/19/16



A Career in Writing

Ruth Leyse-Wallace, Marcia Buompensiero and Simone Arias represented SDW/EG at the Correia Middle School Career Fair on March 17, 2016. In four half-hour sessions, they introduced many facets of writing as a career: non-fiction as a professional, fiction as a mystery or short story writer, as an editor of other's work, and journalism as a career that opens the door to many possibilities. A total of 86 students attended the sessions and heard about the San Diego Writer/Editors Guild and our activities.

SEO: Search Engine Optimization

Why is SEO relevant to authors? If you market your book, or your availability as a speaker, how do people who don't already know you, find you? They often do a "search" on the internet. Search engines comb terms used on websites, blogs, etc. The terms you use to describe your work and yourself will determine if a search engine finds you and includes you in the search results of others.

Jeniffer Thompson, of MonkeyCMedia, has tips for creating the best chance of being found on searches.

- * Size your website images to fit your webpage.
- * Name your images using all lowercase letters and hyphens instead of spaces between terms.
- * Use links to additional material within your website .
- * Use categories to organize content and help readers find material similar to their original interest.

Jeniffer notes that Wordpress automates some of these functions for their users.

For more information, see www.jenifferthompson.com

The 2016 Las Vegas Writers Conference, hosted by the Henderson Writers Group will be held April 28-30 at Sam's Town Hotel and Gambling Hall. Sign up at www.lasvegaswritersconference.com

Writer's Digest Contest: Early Bird Deadline

May 6, 2016 is the deadline to enter Writer's Digest 85th Annual Writing Competition for your chance to win cash, a paid trip, interviews or other prizes.

Categories for entries include:
 Inspirational Writing (Spiritual/Religious)
 Memoirs/Personal Essay
 Magazine Feature Article
 Genre Short Story (Mystery, Romance, etc.)
 Mainstream/Literary Short Story
 Rhyming Poetry
 Non-rhyming Poetry
 Stage Play
 Television/Movie Script
 Children's/Young Adult Fiction

For details go to

<http://www.writersdigest.com/writers-digest-competitions/annual-writing-competition>

Mark Your Calendar

May 23rd, 2016 – Larry Edwards will present aspects of marketing on social media.

June 27th, 2016 – Wendy Patrick, Deputy District Attorney, Special Operations

Division, will speak on the dark and safe sides of social media and "catfishing" on the web.

July, 2016 – **Open Mic Night** – sign up to read three minutes of your work aloud and receive feedback..

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Meetings: The Fourth Monday each month
Marketing Support Group:
5:30-6:30 PM
General Meeting:
6:30 PM - Sign-in/Network
6:45 PM - Business Meeting
7:00 PM - Speaker/Program

Location: San Diego County
Health Services Complex
3851 Rosecrans, SD, CA 92110

For a map see: www.SDWritersGuild.org

Membership: \$36.00 per year

Guests: \$5.00 per meeting

Mission Statement

The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.

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