

THE WRITER'S LIFE

San Diego Writers/Editors Guild | www.sdwritersguild.org

Literary Birthdays To Celebrate This Month

1) Ralph Ellison 2) Dr. Seuss
 3) Patricia MacLachlan 4) Johann David Wyss 5) Charles H. Fuller, Jr. 6) Elizabeth Barrett Browning, Gabriel Garcia Marquez 7) Abe Kobo 8) Kenneth Grahame 9) Vita Sackville-West, Mickey Spillane
 10) Ina Donna Coolbrith (California's first Poet Laureate)
 11) Douglas Adams 12) Jack Kerouac, Edward Albee 13) Janet Flanner (aka Genet)
 14) Marguerite de Angeli
 15) Lady Augusta Gregory
 16) Marie Madeleine Pioche de la Vergne, comtesse de La Fayette
 17) Kate Greenaway 18) John Updike 19) Philip Roth 20) Louis Sachar, Lois Lowry, Henrik Ibsen
 21) Phyllis McGinley 22) Louis L'Amour, Gabrielle Roy 23) Roger Martin du Guard 24) Lawrence Ferlinghetti, Dario Fo
 25) Flannery O'Connor
 26) Robert Frost, Tennessee Williams, Joseph Campbell
 27) Budd Schulberg 28) Maxim Gorki, Nelson Algren, Mario Varga Llosa 29) Helen Yglesias
 30) Anna Sewell 31) Nikolai Vasilievich Gogol, Octavio Paz, John Fowles
 [Info via LibraryBooklists.org]



March Speaker: Mark Reichenthal

Are you about to sign a publishing contract, a subsidiary rights agreement, an agency agreement, or any other agreement related to book publishing? Do you know enough to review the fine print and negotiate terms that are fair to you as an author? Which rights and formats are you granting to the publisher? Which specific territories and

languages can your work be published in? This presentation will show writers what to look for – and look out for – in the fine print of the various contracts that book, magazine, and newspaper writers will encounter in author/publisher, author/agent, and writer collaboration agreements.

Speaker Mark Reichenthal practices in the areas of intellectual property, licensing, new media, entertainment law, book publishing, and general business contracts. Prior to joining Branfman Law Group, P.C., Mark was a Senior Counsel at Wiley Publishing, Inc., publisher of the “For Dummies” series, where he was responsible for negotiations and enforcement of all company trademark and copyright licensing. Mark earned his Juris Doctor degree from California Western School of Law in 1995 and a Master of Science Degree in Book and Magazine publishing at Pace University in 1992. He currently teaches Principles of Copyright and Computer & Software Law as part of University of California San Diego’s Extension Program and is admitted to practice law in the state of California. He will join us on Monday, March 27, to share his wisdom on contracts and copyright.

Guild Announcement

At the February meeting, SDW/EG's webmaster, Sandra Yeaman, encouraged members to subscribe to the Guild's website in order to get notifications when new posts are published. Since then, she has discovered a problem with the subscription function. She is exploring options to correct this problem. If you have tried, but failed, to subscribe to the website, please let Sandra know by sending a message to sandiegowriterseditorsguild@gmail.com so she can let you know when the problem is resolved.

Upcoming Speakers

April 24: Penn Wallace, creator of the Ted Higuera thriller and Catrina Flaherty mystery series, will speak on topics such as knowing your target audience, writing a marketing plan, writing an author bio, what should be in your media kit and how to use your website and social media.

May 22: Jeniffer Thompson, Monkey C Media.

June 26: Jonathan Maberry, award-winning author of middle grade, young adult, and adult novels in horror and thriller genres.

July 24: Open Mic Night.

August 28: Fauzia Burke on online publicity, social media, and website development.

What You Missed

by *Mardie Schroeder*



In February Diane Hinds came over the pond to show us that independent writers have the same marketing avenues available as do professional publishers: radio, TV, magazines, newspapers (local as well as national), and social media –

which is becoming the most important. All media is looking to fill their news slots. And authors can access all of these outlets *without* paying a publicist.

A note about social media: It removes any boundaries, it's a direct connection to your audience, you get feedback, and you get it there first.

Public Relations creates your reputation, gives you third party endorsements and credibility. It's also free. And you can control it.

Press Release: This is the most important document you can create – one page with a professional photo, a headline, a paragraph containing relevant details, notes for editors, and finally your contact information. This introduces you to your audience.

Compile a database of contacts, beginning with local media sources. Then call and follow up with your press release.

Who is your target audience, and what are their demographics? Where would they most likely find or hear about your book?

Diane advised us to send our book information out way before the actual launch date. This creates interest and anticipation, and notifies your audience of the book launch.

Be sure you have an ISBN code, and a company (book) website. A blog will generate interest as well.

Upcoming Events

March 16: SD Pen hosts "Technically Speaking: The Nuts and Bolts on Technical Editing and Writing" from 6:30-8:30 PM. For more information, see <http://sdpen.com>. **AND:** The San Diego Society of Professional Journalists hosts their annual Report Card on the Media in TV Studio at San Diego City College (1313 Park Blvd) from 6-8 PM. For more information, see <http://bit.ly/2n2908L> or follow the event live on Twitter @GradeTheMedia.

March 24-26: Cal Dreamin' Writers Conference and Book Camp. Cost: \$325-399, \$99 for Book Camp. Register online at <https://caldreaminwriters.com>.

March 25: Creative Industry Expo at the University of Phoenix San Diego Campus (9645 Granite Ridge Drive, San Diego 92123), from 9 AM to 2 PM. Attendance is free. For more information, see <https://www.facebook.com/Creative-Industry-Expo-1809674285970049/>.

April 22-23: The Los Angeles Times Festival of Books will be held at the University of Southern California Los Angeles. For more information, see <http://events.latimes.com/festivalofbooks/>.

April 28-29: Yallwest Santa Monica Book Festival will be held at Santa Monica High School. For more information, see <https://www.yallwest.com>.

May 20: Border Voices Poetry Fair will be held at SDSU. For more information, see <https://bordervoices.com/border-voices-poetry-fair/>.

Calls for Submissions

The Guild is currently accepting submissions for the sixth edition of its annual anthology, *The Guided Pen*, through July 1, 2017. Short stories, poems, and imaginative essays are all welcome. Submissions should be limited to 2,500 words total; poetry submissions should run no longer

than 35 lines, and authors are welcome to submit up to 3 pieces for consideration. Email your submissions and to Marcia Buompensiero at guidedpensubmissions@gmail.com, or for more information, see <https://sdwritersguild.org/anthology-2/>.

Aionios Books is launching an annual competition for outstanding indie author of the year, in recognition of Carlsbad native and Pulitzer Prize nominee Victor Villaseñor.

The contest is open to Southern California residents of all ages, with completed novel-length fiction manuscripts (60-100,000 words) in the following genres: thriller, mystery, horror, fantasy, science fiction, dystopian fiction, and young adult.

Submission deadline is August 1, 2017.

For more information and complete submission guidelines, see <http://aioniosbooks.com>.

Reedy Press publishes local interest book titles for the trade market. Their book topics include story-driven history, nostalgia, curiosities, sports, food, and the outdoors. With a multitude of guidebook series on cities throughout the US, they are actively seeking writing candidates who are friendly, write well, hit deadlines, and market aggressively. Writers will work directly with dedicated production, marketing, publicity, and sales professionals at Reedy to help ensure the best possible product and sales outcome. Please contact them with any questions at nstevens@reedypress.com or (314) 397-1707.

**More submission calls with March deadlines are available on the Guild's website: <https://sdwritersguild.org/submissions-wanted-with-march-deadlines/>.*

San Diego Writers/Editors Guild
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Publication Info & 2017 Board of Directors

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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/Networking

6:45 PM - Business Meeting

7:00 PM - Speaker/Program

Location: San Diego County Health Services Complex
3851 Rosecrans, San Diego, CA 92110
For a map see: www.SDWritersGuild.org

Membership: \$36 per year

Guests: \$5 per meeting

Board of Directors

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