

THE WRITER'S LIFE

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

Literary Birthdays To Celebrate This Month

1) Edmond Rostand 2) Hans Christian Andersen, Emile Zola
 3) Washington Irving 4) Maya Angelou, Marguerite Duras
 5) Booker T. Washington 6) Merle Haggard 7) William Wordsworth
 8) John Fante, Barbara Kingsolver 9) Baudelaire 10) Joseph Pulitzer
 11) Leo Rosten 12) Beverly Cleary 13) Samuel Beckett, Nella Larsen, Eudora Welty 14) James Branch Cabell, Arnold Toynbee 15) Henry James 16) Anatole France, Sir Kingsley Amis 17) Karen Blixen (aka Isak Dinesen), Cynthia Ozick, Thornton Wilder 18) George Henry Lewes 19) Etheridge Knight, Sarah Kemble Knight 20) Julian Michael Leiris 21) Charlotte Bronte 22) Henry Fielding, Louise Glück 23) William Shakespeare, Vladimir Nabokov 24) Daniel Defoe, Sue Grafton, Anthony Trollope, Robert Penn Warren 25) Padgett Powell 26) Marcus Aurelius, David Hume, Bernard Malamud 27) Ludwig Bemelmans 28) Harper Lee, Terry Pratchett 29) William Randolph Hearst 30) Annie Dillard, Alice B. Toklas

[Info via LibraryBooklists.org]

April Speaker: Penn Wallace



Penn Wallace is the author of #1 bestselling political satire, *Christmas Inc.*, the Ted Higuera Thrillers, and the Catrina Flaherty Mysteries.

Penn teaches classes on Indie Publishing, eMarketing, and other writing topics.

If Chevy Chase had played Indiana Jones, he would be Penn Wallace. Penn has a thirst for adventure, but nothing ever seems to go exactly as planned.

After his wife died, Penn decided that life should be lived for today, you never know if tomorrow will come.

In 2012 Penn left his career as a software engineer and set sail for the warm blue waters of Baja California in his 56-foot sailboat, the Victory. Along the way, he acquired a gorgeous blonde and her Great Dane. His stories of living on a sailboat with a giant dog, "Great Dane on Board," have been his most popular blog posts.

Penn recently returned to San Diego after spending four months living on a jungle island in Panama. Expect him to pull up anchor and set sail for new horizons while he continues his writing.

On April 24, join us to hear Penn present Marketing 101, a presentation on topics such as knowing your target audience, writing a marketing plan, how to write an author bio, what should be in your media kit, and how to use your website and social media.

Tip of the Hat to...

Larry Edwards for releasing his latest book, *Food & Provisions of the Mountain Men: A Guide to Authentic Provisions of Fur Trappers, Traders and Explorers in the Early American West*.

Tom Leech for releasing his new book, *Fun On The Job: Amusing and True Tales from Rosie-the-Riveters to Rocket Scientists at a Major Aerospace Company*, now available as an ebook and paperback.

Brian Sherman for publishing *Spy By Night*, a middle grade novel, under his pen name Boyer DePaul.

Gary Winters for having his poem, "barmaid," accepted for publication in the April 2017 issue of the Magee Park Poets Anthology.

Upcoming Speakers

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

Save the Date

Submissions to this year's (6th) edition of *The Guilded Pen* are due July 1!

What You Missed

by *Mardie Schroeder and Ruth Leyse-Wallace*

After a colorful account of his history in publishing, contracting and law (which included acting as in-house attorney for the publisher of the "For Dummies" series), March speaker Mark Reichenthal gave members and guests a lot to think about – which may or may not lead to consulting with an attorney.

Mark stressed two main subjects in his talk:

1) Copyrighting: For \$35 or \$55, it's the most powerful tool against anyone else having control over your work. Anything that's fixed in a hard format is copyrighted. You own it. You control it. Go to copyright.gov and fill out the form online. The government will walk you through the easy process.

You can register for copyright after the fact, but it preferable to do it within three months of publication. Processing may take a while, but a certificate of copyright will be issued to the author. This will serve as protection in case the author ever needs to file a lawsuit for infringement of his work.

A title cannot be copyrighted, nor can facts, recipes, concepts or ideas.

Mark cautioned that you must not assume you can use anything off the internet. Giving credit is meaningless – you must get permission.

2) Contracts: Whether written or oral, they are similar. An agreement is a bargain for exchange. Be careful what you sign up for in a publishing contract. Make a term contract (ex. 5 years) with reversion of rights and termination provisions. Remember that there is always a divorce at the end of the term. This protects your rights. Get everything down in writing. Understand everything in the contract.

If you sign with a publisher, it typically takes 12-15 months to publish a book. They will print, publish and sell your work. You get a royalty percentage of the net profit. These are considered *primary rights*.

If you want to make a movie of your work, put it in large print,

What You Missed (Cont.)

audiobook or ebook format, or release it in a foreign language, this is a *subsidiary right*, and most of the time the publisher is not the one doing it. Mark cautioned against giving publishers rights they can't do anything with.

The main differences between self-publishing vs. traditional are that you get the money and control but not the distribution in self-publishing, and in traditional publishing you don't get the money or the control, but don't have to worry about distribution.

For more information, or to contact Mark with additional copyright or contract questions, see www.branfman.com.

Upcoming Events

April 15: "Mystery on the Shelf" free one-day conference, sponsored by the San Diego Public Library and Partners in Crime (SD chapter of Sisters in Crime). From 10 AM to 5 PM at the Central Library (330 Park Blvd.), featuring keynote speakers Cara Black and Kate Carlisle, along with SDW/EG member Corey Lynn Fayman. For more information, see <http://sistersincrimesd.org>.

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 27-30: StokerCon, the annual convention of the Horror Writers Association, will be held at The Queen Mary (1126 Queens Highway) in Long Beach. For more information, see <http://www.stokercon2017.org>.

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

April 29: Independent Bookstore Day. Mysterious Galaxy will be hosting events from 10 AM to 5 PM, and will have a half dozen exclusive

Independent Bookstore Day goodies, including items from the Night Vale creators, Michael Chabon, Bloggess Jenny Lawson, Mo Willems, Rainbow Rowell, and a collection of literary cocktails. For more information, see <http://www.mystgalaxy.com/event/independent-bookstore-day-o>.

April 30: Mysterious Galaxy and Partners in Crime hosts "The Shetland Tea Murder: A DIY Murder Mystery" by Ann Cleeves. Starting at 2 PM, Mysterious Galaxy will serve tea, and four actors (including members of Partners in Crime, the San Diego chapter of Sisters in Crime, and Write Out Loud) will read the script. Attendees can then show off their deductive skills, and share their solutions. Minotaur Books has provided copies of Ann's Shetland series as prizes for some participants. For more information, see <http://www.mystgalaxy.com/event/shetland-tea-murder-mystery-reading>.

May 3-5: Nonfiction Writers Conference, an online conference featuring 15 speakers over 3 days. For more information, see <http://nonfictionwritersconference.com>.

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

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

Publication Info & 2017 Board of Directors

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P.O. Box 881931

San Diego, CA 92168

Phone: 858-342-2891

Email: sandiegowriterseditorsguild@gmail.com

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

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(mardiewho@yahoo.com)

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(lonzahn2@cox.net)

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