

The Writer's Life

A good sentence, in prose or poetry, is a pleasurable, and earned, thing. Thomas Lux

www.sdwritersguild.org

June 2012



In Praise of Poetry . . . Welcome Our Special Guests

Juan Felipe Herrera, appointed Poet Laureate of California on March 22, 2012 describes poetry:

“A poem is like a rocket, and the words are the boosters.

After it's launched, the words fall away, and something else goes on.”

Meet special guest Bill Harding, novelist and publisher, from Garden Oaks Press, who will have a few words about publishing poetry and his *San Diego Poetry Annual*. Another guest will be Jack Webb, founder of the Border Voices Poetry Project and the 100 Thousand Poets for Change, who will tell us about these events. Seretta Martin, who serves on the editorial staff for Poetry International Journal, hosts the New Alchemy Poetry Series at Upstart Crow Bookstore and Coffee House in San Diego, and is a founding member of Haiku San Diego will also be with us to share her work.

Gary Winters, SDW/EG's own poet will read from his work. Linda Loegel will read poems from several generations of poets in her family. Invited poets from Alpine as well as poets invited by our special guests will read their work.

A short slide show reviewing types of poetry with examples of poetry through the ages will open the evening. It will include a Haiku poem written by Ellen Shaw Tufts and a limerick by Ruth Leyse-Wallace. If you have composed a poem but didn't get around to calling to be scheduled in the program, other member's poetry will be included as time allows. Join the fun!

Contracts and Copyrights

Writers who publish their work, (whether self-publishing or through a publishing house), invariably need to understand and sign contracts.

Types of agreements may differ depending on whether the work will be published in periodicals, professional journals, e-books, hardback, and paperback books. Individual companies within these types may also differ. Contracts may be called “boilerplate”, or standard for the industry or company, but may be individualized with negotiation.

Contracts always include a clause or clauses concerning copyright, licensing, or permission to use as the author. Contract wording may address a] which rights (copyright, publishing rights, licensing rights, exclusive, non-exclusive, full), b] format of publication (print, electronic, digital, video rights, derivatives), c] duration of contract (full term of contract, a specified number of years, all renewals, extensions, d] locations included (North America, world-wide, world-wide web,) e] language (English, translations), and f] treatment/actions (excerpt, modify, transmit, store, right to license to others, inclusion in collective works).

Due to the complexity and possible legal and financial consequences involved, it seems justified to review contracts with an attorney who specializes in intellectual property. continued →

San Diego Writers/Editors Guild “Virtual” Library

Once upon a time the Guild maintained a hardcopy lending library. At the suggestion of Gered Beeby this was discontinued a few years ago. Most of the books were given away at the Guild Christmas party, December 2009.

Since then there have been efforts to create a lending library, exclusively for Guild members. An initial list has been formed with inputs from Gered, Ruth Leyse-Wallace, and Linda Loegel. This “Virtual Library” is now accessible via the Guild web site.

There would be no set lending rules. Each loan transaction will be resolved by the members involved – agreements between one professional and another. This vast amount of information can be shared for the benefit of everyone.

For those members wishing to make their books available to loan, simply provide the information to Gered (geredbeeby@aol.com or Phone: 760-436-6312). Be sure to include your e-mail and telephone contacts.

The following reference is available for review through the SDW/EG Virtual Library: *Negotiating a Book Contract* by Mark L. Levine, 2009, Asphodel Press, Kingston, Rhode Island.

Movies are like life with all the dull parts left out. The same should be true of your books. Alfred Hitchcock, film director

Linda Loegel's Tip of the Hat to . . .

Richard Lederer, who has a new daily "Presidential Trivia" column in the UT SD, and a weekly column titled "Lederer on Language."

Charlene Baldrige, former board member of SDW/EG and arts writer/critic, for producing a memorial to her daughter, Laura Morefield, a gifted poet, at the ION Theater on May 21, 2012. The production was called "The Warriors' Duet."

Larry Edwards, who is leading the SD Book Awards Writers' Workshop on June 23, 2012, entitled, "It Was A Dark and Stormy Night, Part II."

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 to be included in our

What You Missed . . .

John Wolf's presentation focused on what it takes to create your own book trailer to extend your marketing prowess. He illustrated with several personally-generated trailers for use on web sites, YouTube, or other digital marketing venues.

Projecting the computer screen for the audience to see, John used "Power Director" software from CyberLink (cost \$70-\$100) to demonstrate the process of using photos or videos he had captured, transitions between them, and the addition of music, narration, and text. He explained establishing a timeline which coordinates all aspects of the final video file.

He advised that knowledge of Adobe's Photoshop software is essential for achieving effective use of still pictures within videos. Other tips included: www.smartsounds.com as a source of royalty-free music for individuals, and use of low-resolution (72 dpi is sufficient) stock photos from www.istockphoto.com or other online sources.

He suggested selecting a few essential descriptive words that capture the essence of your book for a running time of 1.5 to 2 minutes. It takes about 5 seconds to scan and read a few words on the screen.

Although it may take significant time to become proficient at making trailers, John said the process of learning and the satisfaction of creating his own product are worth it to him. Compared to contracting with a commercial videographer, dollars saved over time could be substantial.

A New Kind of Sentence

A white collar criminal pled guilty and was sentenced for providing false information to a pharmaceutical company. The sentence: \$5000, 2 year probation, and writing a 75,000-word book.

Work in Progress Bob Doublebower Circling Through the Years – part II

Time to Write

Back around the time 'The Circling Bench' was born, and substantially pre-self-employment, I held down an 8 to 5 job. Now, these are notorious for intruding on time better spent writing, but it did provide me with one valuable resource. Lunch hour. I had found that, in order to move the story forward, I had to re-immense myself in it at each sitting. Personnas had to be devised, and characters had to be recalled. It would take concentration powers far greater than I possess to do this amid interruptions, or, for that matter, even the possibility of interruptions. Keeping even one half of one sense tuned to the world around you is not immersion.

Enter the lunch hour. It's so routine, so dependable. You disappear from work at noon, beeline for some quiet place with pad and pen in hand, and re-appear an hour later. It's mid-day, and you're just back from some far-off realm where you've made imaginary people do and say things. Only an hour, sure, but it was enough time to move Anders one step closer to his fate.

And then it vanished. With self-employment, the lunch hour faded into another work hour. Work trumped writing almost every time. Now, years into the new order, the discipline to find that quiet place is spotty. Still in need of a climactic, final chapter, I'm pursuing the first re-write to sweep away those rookie mistakes and make a presentable Work.

Freelance Journalism in Health Care

Freelance writers in health fields can find many resources at <http://www.healthjournalism.org/>. This site features freelance opportunities, access to databases, mentoring, contests, fellowships, tips for buying liability insurance for freelance writers, freelance apps and other tools, and suggestions for maximizing networking while working on your own. Health care providers who write columns, blogs, broadcasting, or otherwise reporting health information to the public may find this resource a value for the price of membership.

SDW/EG 2012 Anthology . . . Plan to Write !

There are ~ 100 days before the deadline for submitting your work to be included in the SDW/EG 2012 Anthology. That is an average of 15 words/ day to compose your entry (although that might be the hard way to go about it)! If you have time to write once a week, you need to 110 words each week for those 14 weeks. Just do it!

Contact Linda Loegel, Anthology Editor at noirons@cox.net for an Authors Agreement form or to submit your entry.

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.

It's a Grand Old Flag

Our star-spangled banner is the most visible symbol of America. Walk through any downtown, and you will see the flag flying at the post office, the police station, the fire station, and any number of commercial buildings. Walk through any neighborhood, and you may see a flag flying in front of a home. People wear flag pins and flag-themed clothes. Cars sport flag decals. And the flag's stars and stripes and its colors—red, white, and blue—appear on many products in our stores.

The Second Continental Congress officially adopted the flag on June 14, 1777. The law read “that the flag of the thirteen United States be thirteen stripes alternate red and white: that the union be thirteen stars, white in a blue field, representing a new constellation.”

How the American flag was created is one of the classic stories of the founding of the United States. Some historians give credit to Francis Hopkinson, one of the signers of the Declaration of Independence; but the story of Betsy Ross seems to have captured the imaginations of more Americans. And although there is scant historical proof of the specifics of the story, there is agreement about the course of Betsy's life.

She was born Elizabeth Griscom, the eighth of 17 children, on January 1, 1752. She was a fourth-generation American, raised as a Quaker and apprenticed to an upholsterer. At 21, she eloped with John Ross, a fellow apprentice. Betsy and John opened an upholstery shop in Philadelphia, where they did general sewing for the home.

These were times of political ferment. When the Revolutionary War flared up in 1775, John Ross joined a militia and was killed in January 1776, when a cache of gunpowder he was guarding on the waterfront exploded. After two years of marriage, Betsy was a childless war widow struggling to keep her upholstery business alive.

As the story goes, in May 1776, a committee of the Continental Congress composed of George Washington, Robert Morris, and George Ross, her late husband's uncle, came to Betsy and asked her to make a flag following a sketch that Washington had created. Betsy suggested alterations to the design, in particular changing the six-pointed stars to five-pointed since she could create them with one cut of her scissors. The committee was impressed with Betsy's demonstration, and she began her task and created the first American flag in June 1776. She continued to make American flags for another 50 years as part of her business.

Married and widowed twice more, Betsy Ross bore seven daughters. She retired in 1827, turning the business over to family and nine years later died at the age of 84.

Revising Tips by Laurie Richards

Knowledge Is Power. This tip deals with only a few entries out of thousands in a good usage dictionary. What's correct: Toward or towards? Bloom or blossom? Brang or brought? The answers to those questions depend on the answers to such questions as: Are you British or American? Are you referring to a cherry tree or a rose? Does the speaker generally use formal or colloquial words? As to these pairs: “Towards” is standard British use, while “toward” is standard American. Thus, if a character uses “towards,” know that the use is nonstandard. A cherry tree blossoms, while a rose bush blooms. “Brought” is the standard past tense of “bring,” and “brang” is regional speech. Another example from a usage dictionary: “Blonde” is the preferred spelling when dealing with females (e.g., *the blonde in the red dress*), but use “blond” when referring to males (*the blond guy hit first*).

Tip: Your personal library should contain a good (i.e., widely accepted) usage dictionary, such as *The New Fowler's Dictionary of Modern English Usage* (Oxford University Press). Buy one and browse it. Knowledge of correct usage leads to more powerful writing.

Playwright Project – Senior Playwright's Alert

Begun in 1985 for nurturing screen writing in schools, a new program teaches 55+ seniors how to turn moment from their lives into theater. “Lifestyle Reflections” scripts will receive full productions and staged in rotation with plays of other participants. For more information on this program, deadlines, and performances see <http://www.playwrightsproject.org/index.htm>

Google will discontinue its reseller program that allows independent bookstores to sell eBooks through Google's platform. Starting on January 31, 2013, Google Play will be the only way to purchase eBooks through Google.
from <http://www.mediabistro/GalleyCat>

Coming Soon to SDWEG



July 23rd – Bettie Youngs, author, publisher, and talk show guest, will explain the new Espresso Book Machines from Xerox and the 8-minute process of going from digital file to soft-cover book. She will discuss the publishing business and her books.
August 27th – Hear Laurel Corona, historical novelist and professor at City College. Winner of 2009 Book of the Year by the San Diego Book and Writing Awards. Her titles include *Finding Emilie* and *Penelope's Daughter*.

Fiction is when a story starts with “Once upon a time”.
Nonfiction begins with “When I was your age”.

John Allen, *Nest Heads* UTSD, 6/16/11

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The Fourth Monday of each month

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

*Mission Statement: The Guild shall
promote, support, and encourage
the writing art for adults and youth*

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