Next Meeting: September 26!
Saturday, September 26, 2009
HOW TO CREATE AND MAKE MONEY OFF A BLOG
Julia Scott

Julia launched BargainBabe.com in January 2009 to help people across the country take control of their finances and thrive during the recession. Julia makes money off BargainBabe.com by syndicating her content, freelancing and selling advertising. BargainBabe.com has been mentioned in the Washington Post, Reader’s Digest, and the Los Angeles Times.

Julia recently launched a second site, BargainBabeLA.com, where you can find and share the best deals in your neighborhood using Google maps.

Before launching BargainBabe.com, Julia was a blogger, reporter, and columnist for the L.A. Daily News and the N.J. Star Ledger. At The Daily News Julia wrote the Bargain Hunter blog and column, which was so successful she received an offer to syndicate it for 10 years. A number of factors aligned to convince her that the timing was right to work for herself at BargainBabe.com.

Before she was a reporter, Julia was a jazz musician. She studied music at Barnard College and holds a Masters in Jazz History and Research from Rutgers University Newark.

After writing about saving money for more than two years, Julia has become a real cheapskate. She lives in Los Angeles. You can sign up for Julia’s free tips at www.BargainBabe.com.

JULIA IS A DYNAMO AND IN DEMAND AS A SPEAKER. OUR BRANCH IS LUCKY TO HAVE HER AS OUR SEPTEMBER 26 PRESENTER. JOIN US FOR A FASCINATING PRESENTATION …AND BRING A GUEST!
The Valley Scribe

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Vol. 2 No. 1

President’s Message
Ethel Ann Pemberton

I first started pulling out my hair when writing my first query letter. How could I grab an editor’s attention in the first sentence or two, I lamented. But after much research and piles of rejection letters, I’ve come up with a query that works. In fact, I get requests for partials and even full manuscripts now. Although I still get rejections, they’re usually personalized with feedback on the response.

There are two types of query letters, but they both serve the same purpose—to sell an article or manuscript. One is for a finished manuscript and the other is for an idea yet to be formulated.

What should be included in the query letter? Many writers, including myself, place the lead of the article/manuscript in the first couple of sentences to pique the editor’s interest. Next, provide your working title and word count. Supply interesting information about the characters and plot, and a summation in a paragraph or two that makes the manuscript exciting and different. Give the setting, such as L.A., Atlanta, etc. Do show conflict.

Also show that you’re familiar with the publication and why you’re qualified to write the manuscript.

Do list qualifications, but only those that will help you land the assignment. Include past publications, if you’ve been published. If you haven’t been published, tell of any writing classes you’ve taken, professional writing clubs to which you are a member, and whatever else that portrays you as a writer/achiever.

Don’t be cutesy, tell the editor what a great writer you are or what other people think about your idea or manuscript. Never give opinions.

Don’t ask for advice or guidelines in the query. That should have been researched previously. Don’t attach a Synopsis if the Guidelines do not request one. Have a Synopsis ready, however, in case one is requested.

Format: Your name, address, and contact info should be in your letterhead; use a 1-inch margin on all sides; address the query to the editor who handles the material you are submitting. Include a SASE and state you have done so in the enclosure list; single-space the body of the letter and double-space between paragraphs. Tell whether the manuscript is completed or when it will be completed; and thank the editor for considering your material. Keep the query letter to one page. Make sure the query is grammatically correct and the best it can be.

The editor will be able to glean everything he/she needs to know about you and your writing capabilities from this first introduction.

There is no exact formula for a good query; every query must stand on its own merits.

Second step: write a book proposal, preferably before you write the book! Fry stresses that your book is your product and you need to think of it in those terms. Whether you self publish or go through a traditional publisher, you will still be expected to promote your product.

Writing a formal book proposal forces you to do several things. It helps you identify your audience and how you will market to them. This is especially important when writing non-fiction! What platform will you use to attract the target group(s)? Speeches? Websites? Magazine reviews from the same subject or genre publications? Check into similar books to see how they were marketed.

Not only will a book proposal help you focus as you write your book, it will also show the publisher that you have written a marketable product. Many publishers won’t look at your manuscript without one. So be ready! As in school… doing your homework pays off!

August in Review:
Patricia Fry’s Two Steps to Successful Publishing
By Elisabeth Cooke

“These aren’t the only steps; they are, in my opinion, the most important,” opens Patricia L. Fry, author, freelance writer, editorial consultant, speaker and new Executive Director of SPAWN (Small Publishers, Artists and Writers Network).

First step: educate yourself on the publishing industry. The more you know about the industry, the better you can navigate its waters. How? Use every available resource. Read books, subscribe to writers magazines and newsletters, join and participate in writers groups (that one’s done), conferences and workshops. Blog! Every person you talk to will have an experience in the industry to share with you. This is how you learn the pitfalls of publishing! I have copies, if anyone needs one, of Fry’s resources handout. Just ask me!
KUDOS KULOM
by Erica Stux
(If any member has good news to share, such as getting an agent, selling a
book, script, essay, or even getting a personalized rejection letter, contact me at:
ericastux@aol.com. We are interested in everyone’s successes.)

We are a little short on news this month, but it’s still important news. Gil Roscoe will be
the featured poet at a poetry reading on Saturday, Sept. 26, 7 pm, at the Barnes & Noble
Bookstore, 16461 Ventura Blvd, Encino.

Richard Schmorleitz is an advocate for Amazon’s Kindle project. He was the Internet
publisher of Merideth Rose’s “Winter’s Crown Series,” first as an E-book and then as a Kindle
offering, which has greatly increased its distribution.

Perhaps other writers should consider putting their published books into the Kindle
format.

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The Beaded Purse Poetry Contest
(Poetry only!)
Theme: “Catching Dreams Bare-Handed”

Each winner wins a lovely beaded purse
Plus 1st place: $25, 2nd place $15, 3rd place $10
The judges may award Honorable Mentions.
Rules (Deviation will disqualify entry)
· Deadline: November 1st, 2009.
· Up to three (3) submissions per person.— No Fee.
· Original, unpublished work.
· Must fit theme.
· No hate language, racial slurs or inappropriate slang.
· Submissions must be no longer than 60 single-spaced lines.
· For mail in entries: DO NOT put any writer information
just the title and your name. Include address and phone/email address on SEPARATE sheet of paper.

Enter at www.LenoraSmalley.com OR email to www.
beadedpurse@hazelst.com (MSWord or txt attachment.)
· Or mail in your entry to:
Hazel Street Productions (Beaded Purse), PO Box 5936, Sherman Oaks, CA 91413
· We need TWO means of contact with your entry.
Criteria for judging
· Fits the theme? Well written? Moving?
Winners will be published at www.LenoraSmalley.com.
Spread the word!!

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The Wright Word – by Ray
“What’s Your Sign?”

Last month, I told you the advice I give writers is, “Always tell
the truth, and always write as if your reader were someone you
wanted to seduce.” I promised to explain the “seduce” part,
this month. And so I shall. Those of you who were hoping
for “Ten Great Pick-up Lines” will be disappointed. Writing is
very different from a “Singles Bar.”
Or is it?

My dictionary defines “seduce” as “entice into sexual activ-
ity.” But it goes on to cite (pay attention): “attract, allure, lure,
tempt, entice, beguile, inveigle, maneuver.”

Now-a-days, people are deluged with words. You are, in ef-
effect, just one voice in a huge bar filled with shouting people
— each one seeking to “get the girl” (or guy, as the case may
be). How do you become the one person he or she “goes home
with?”

You must get, and keep, their attention. Strangely enough,
there are writers who believe, “If I write it, people will read it”
— just as there are people who feel, “If I talk, people will lis-
ten.” It just ain’t so! If your goal is just to talk, or just to write,
fine. But if your goal is to be listened to or to be read, you have
to give people a reason. And it has to be a more compelling
reason than the other voices which are shouting.

Sometimes, “who you are” is enough. We’ve all read incredi-
bly boring autobiographies, solely because we were familiar
with the author’s name. We don’t repeat the mistake.

Sometimes, the author’s reputation will do it. But, we’ve all
had the experience of watching a favorite writer turn into a
“hack.” We walk away.

Sometimes, the title or subject will entice you. But how
many “Become A Millionaire With (fill in the blank)” books
have you abandoned in the middle?

No. The only real way to “get the girl” is to immediately
attract her attention, and then NEVER let it stray. Any work
of art — any work of communication — is a manipulation
of attention. Actors, magicians, painters, writers, all know this.
They guide the eye, the ear, all the senses, in the direction they
wish them to go — revealing, concealing, implying. They “at-
tract, allure, lure, tempt, entice, beguile, inveigle, maneuver”
— all to hold and manipulate attention.

You cannot control your reader’s environment. If the phone
rings, the dog needs to go for a walk, his chair bursts into
flames, your reader must want to come back to reading your
piece. Urgently.

And when they’ve finished, they must feel rewarded enough
to come back again, and introduce you to their friends.

One more surprising correlation. You must have a dialogue
with your readers. Surprised? Don’t be. Nothing turns a girl
off like a guy who’s all about “him.” They must get to partici-
pate. How? You must represent them. You must mirror them in
some way. They have to see themselves in your writing.

I don’t know of any greater compliment that a reader can
give me than to say, “You spoke for me.”

Kub every bottle!
You never know where the Genie’s hiding.
This month, I’m including open contests that offer cash prizes. Get busy and submit your work! You just might win!!

**Glimmer Train’s Fiction Open** This contest is for all themes, all lengths (2,000-20,000 words), and all writers. Open the entire months of September through December. Winners will be called and results announced in various ways. Fee: $20/story. 1st prize: $2,000, publication in Glimmer Train Stories, 20 copies of that issue; 2nd: $1,000 and consideration for publication; 3rd: $600. Contact: Linda Swanson-Davies. Web site: www.glimmertrain.org E-mail: eds@glimmertrain.org Address: Glimmer Train, Inc., 1211 NW Glisan St., Suite 207, Portland, OR 97209 See complete writing guidelines and submit online at website.

**Glimmer Train’s Short-Story Award For New Writers** Contact information is the same as above. Phone: (503)221-0836 Fax: (503)221-0837 Fee: $15/story. 1st prize: $1,200 + same as above; 2nd: $500; 3rd: $300. Offered for any writer whose fiction hasn’t appeared in a nationally-distributed publication with a circulation over 5,000. Must be 500-12,000 words. Open Nov. 1-30. See website for more information.

**American Short Fiction Short Story Contest** Deadline: December 1. Submissions accepted only via online submission manager on website. See website for guidelines. Fee: $20. 1st prize: $1,000 and publication; 2nd: $500. Contact: Stacey Swann. E-mail: editors@americanshortstory.org Web site: www.americanshortstory.org.


All winners and selected honorable mention will be published. For previously unpublished poetry. Address: Val-Tech Media, P O  Box 394, Perham, MN 56573. E-mail: writersjournal@writersjournal.com Web site: www.writersjournal.com Contact: Esther M Leiper.

**James Wright Poetry Award** Open to all writers not associated with Mid-American Review or judge. Offered for unpublished poetry. Deadline: October 2. Fee: $10. Prize: $1,000 and publication in Spring issue. Web site: www.bgsu.edu/midamericanreview Address: Mid-American Review, Dept. of English, Box W, Bowling Green State University, Bowling Green, OH 43403.

**Benjamin Saltman Poetry Award** Deadline: October 31. This award is open for unpublished poets to publish a winning book of poetry. Open to any writer. Name on cover sheet only, 48 page minimum. Send SASE for notification. Contact: Kate Gale. Fee: $25. Prize: $3,000 and publication. Address: Red Hen Press, P O  Box 3537, Attn: Benjamin Saltman Award, Granada Hills, CA 91394. E-mail: editors@redhen.org Web site: www.redhen.org Phone: (818)831-0649

**The Atlantic Monthly** Please, be aware that this is not a market for beginners or intermediates. Study this magazine before sending your best, most professional work. Looking for nonfiction, fiction and poetry. Contact: C. Michael Curtis, fiction; David Barber, poetry. Web site: www.theatlantic.com Address: 600 New Hampshire Ave. NW, Washington, DC 20037. Phone: (202)266-6000 Send query or nonfiction manuscript with SASE to “Editorial Department” at above address. Length: 1,000-6,000 words. Fiction length: 2,000-6,000 words. Poetry: buys 30-40 poems/year.

**Good Old Days** Monthly magazine for first person nostalgia, 1935-1960. Looking for strong narratives showing life as it was for people who lived and grew up in this era. Guidelines available online. Query or send complete manuscript (publishes about 8 months after acceptance). Responds in 2 months to queries. Length: 500-1,500 words. Pays: $20-100, depending on quality and photos. Address: 306 E. Parr Rd., Berne, IN 46711. E-mail: editor@goodolddaysonline.com Web site: www.goodolddays.com They prefer the author’s individual voice, warmth, humor and honesty over technical ability.


 Something to Ponder: “Nothing great was ever achieved without enthusiasm.”

—Ralph Waldo Emerson
Time’s Gravity.
by Gil Roscoe

It was 34 years ago right about now.
I watched a gray haired man fall off the sidewalk and into the bushes.
He didn’t trip over anything.
His legs just stopped holding him up.
He went down like one of those dynamited buildings.
I offered him my hand and hoisted him back to the cement.
He dusted himself off as I held him up.
He shook out his legs as if trying to jump start their necessary functions.
After a mumbled “thank you,” he looked up at me.
“I’m getting too damn old,” he said with a hollow voice and a blue eye that traveled my road to being him.
He is surely gone now and the other day my right leg wobbled as I got out of bed.

September Silence

Sunlight dapples leaves on a Sycamore tree outside my study.
Leaves still full and green give shade and solace for a white butterfly I watch from the window as it flits in ecstatic zig-zags along its path, to me a wistful sign of summer’s end.

Before cold nights crackle them brown leaves green and friendly wave and flutter in a gentle breeze like silent wind chimes that celebrate today— not a smell of coming winter, not a sound of tomorrow.

Lenora Smalley

Pet-antic
by Ray Malus

My dour cat springs on my bed without an invitation.
She stalks across my knees with not a hint of hesitation.
She troumps upon my stomach without any consultation, and sets her haunches on my chest with smug determination.

Her eyes are fixed on distant things with dreamy expectation.
She squints and peers into the void in solemn contemplation.
Imagining utopia — or humankind’s damnation?
Or maybe seeing phantom mice for feral depravation.

She calls out once — a plaintive cry — a mewl of desolation, and snaps her claws into the sheet, in pet-ish consternation.
“Dear Puss, is this internal pain a mystic divination?
Or just a hair ball in your craw? Or kitty constipation?”

She shades her eyes with tasseled lids in cattish concentration, and from her throat, there comes a thrumming uvular vibration.
She pads her paws upon my breast in pumping palpitation, ignoring me — in blissful waves of self-preoccupation.

Oh Cat, what is the chimera that causes such elation?
Is this a case of furtive catnip-caused intoxication, or psychedelic pussy dream-inspired exultation?
Is it some feline fantasy, or merely meow-sturbation?

By Darina Watts

Microphone, microphone
In your mouthpiece people drone.
Talking ’till their breath is gone just to find out... you're "not on!"

1..2...3??

TESTING

by Darina Watts
We are pleased to announce that Stephanie Sharf has accepted the position of Hospitality Chair. We can’t thank her enough for stepping up to the plate. Stephanie can use an assistant, however, to help purchase supplies and refreshments, set out the snacks, and make members and guests feel welcome at our meetings. Please email her at StephanieSharf@yahoo.com to offer your assistance. Remember, your club can only be as great as the members who volunteer and take part in it.

The Power Of Punctuation!

An English professor wrote the words: “A woman without her man is nothing” on the chalkboard and asked his students to punctuate it correctly.

All of the males in the class wrote: “A woman, without her man, is nothing.”

All the females in the class wrote: “A woman: without her, man is nothing.”

Homework Assignment:
Punctuate the following so it makes meaningful English:

that that is is that is not is not that is it is it not

(Solution and source, next month.)

GOOD NEWS FOR MEMBERS

Your Board of Directors has approved of members’ displaying flyers to tout their written works and writing-related activities. A special table will be set up at meetings for this purpose.

BAD NEWS FOR NON-MEMBERS NOW RECEIVING THE VALLEY SCRIBE

This is your third and final complimentary issue of The Valley Scribe. To access future issues, go to http://www.cwc-sfv.org. This is just another reason to join the San Fernando Valley Branch of the California Writers Club.

In addition, non-members will no longer receive special notices about meetings, and they will be missing out on speakers of note who provide writing techniques, how to get published, marketing material, and tips to effectively network.

WHY MISS OUT – JOIN TODAY.

Being a fan of “Citizen Kane,” I feel it is traditional to start my tenure with a statement to you all. My name is Ray Malus, and I am your new editor.

I am not an editor by nature. Rather, I am a writer — the natural prey of editors (C’mon, you editors, it’s a joke!) — so it is with some trepidation that I take on this task. I have one advantage: I am not replacing an existing editor (Ethel Ann was generous enough to act as “Temporary Editor,” and did a wonderful job), so hopefully I will not be facing conflicting loyalties and comparisons.

So what are my aims as editor?

Well, two: I would like “The Valley Scribe” to present a dynamic and attractive face to the community at large — to reflect the energy and creativity of our membership. I would also like it to be a “lab,” where our writers can experiment and explore the boundaries of literature.

I will not be working alone. We have a staff, both credited and un-credited, that will assist in this: proofreaders, columnists, and — most important — contributors. You.

As editor, I feel it is our job to insure that published pieces are within certain guidelines of punctuation, grammar, spelling, formatting, layout, and… — well that’s about it. Content is mostly your affair. Your name is on the piece. We assume you carefully think out the ideas you express and the words you choose. We will try never to change these.

Within very broad guidelines (and space permitting), we will try to publish what you submit faithfully. On rare occasions, we may suggest changes. If you do not wish to accept them, we will either publish as submitted or (in exceptional cases) drop the piece. We will not re-write.

We recognize that our membership has a broad spectrum of sensibilities. However, we also believe that a “Writers’ Publication” should allow as much latitude in content as possible. Therefore, occasionally, controversial pieces will be put in a supplement — at the very end of the newsletter — called “For The Adult or Curious.” If you are neither, simply skip this section.

Please understand that “proofing” and “paste-up” are complicated and arduous processes. Therefore, submissions MUST be received within ten days after the monthly meeting. (Publication will be the second week of the month.)

We also strongly encourage you to discuss our content during social breaks at our meetings. Acknowledge contributors, and be generous! Mean-spirited criticism is never heard.

In this spirit of generosity, I am announcing a CONTEST. (YAY!) The first person to give me a hard time will win! The prize? You will be appointed the new Editor of “The Valley Scribe!”

Good luck! —rm—

### The State Of The State (Announcements from Other Branches)

#### San Francisco/Peninsula Branch

The San Francisco/Peninsula California Writers Club is hosting a Jack London Writers Conference on October 10 and 11, 2009 at the Crowne Plaza Hotel, Foster City.

To glean more information, go to [www.cwc-peninsula.org](http://www.cwc-peninsula.org) or [jacklondonwritersconference.org](http://jacklondonwritersconference.org)

#### Berkeley Branch

**Know any spies?**

Bill Roller, a 25-year member of the Berkeley Branch is working on a book of first-person accounts by children of CIA, FBI, Secret Service, and other similar operatives, domestic and foreign.

Contact Bill in confidence at [HTTP://WWW.THEDEADAREDANCING.COM](http://WWW.THEDEADAREDANCING.COM) or [VIVBILL@AOL.COM](mailto:VIVBILL@AOL.COM). Or call him at (510) 525-9215.

#### The Centennial Celebration for the California Writers Club is October 17.

Please mark this date on your calendar and help us celebrate!

ALL JACK LONDON AWARD WINNERS, PLEASE PAY SPECIAL HEED.

You are invited to be a guest at the Celebration, whether you are from the San Fernando Valley Branch, or any other branch of the California Writers Club. We want to welcome you and honor you. If you plan to attend, please RSVP to Ethel Ann Pemberton, President at 805/383-1002 or to Glenn Wood, Exec. V.P. at 650/279-9436 on or before September 30, 2009.

ALL MEMBERS AND GUESTS are invited to celebrate and to pay tribute to these individuals of distinction.

Refreshments will be served and a copy of a *Murder She Wrote* script signed by Thomas B. Sawyer will be given to the lucky winner of a FREE DRAWING.
MEETINGS...
WILL BE HELD AT 12:30 P.M. ON THE 3RD SATURDAY OF EVERY MONTH EXCEPT FOR SEPTEMBER (WHICH WILL BE HELD ON THE 4TH SATURDAY) AT ST. MARTIN-IN-THE FIELDS EPISCOPAL CHURCH Hannibal Hall 7136 Winnetka Avenue, Winnetka – South of Sherman Way (Directions & Map on last page) UPCOMING MEETINGS September 26, 2009 October 17, 2009 Speakers and other meetings TBA in future newsletters.

UPCOMING
October 17, 2009 — Featured speaker to be announced.
November 21, 2009 — Featured speaker will be Stathis Orphanos. Details, next month!! Watch this spot!

Member Gil Roscoe will be the featured poet at a poetry reading at the Barnes and Noble in Encino (16401 Ventura Blvd) on Saturday, September 26th at 7 pm.

SUBMISSIONS
Members are encouraged to submit writing contributions to The Valley Scribe. This is your newsletter, and you should be part of it. Submit your prose and poetry to humorist@verizon.net

It will then be proofed and sent to the Editor. Type “Submissions” in the subject line. If submitting a hard copy, please bring it to the meeting and hand it to the Editor, Ray Malus, or to the President.

Articles/Essays - 400 words or less Short Stories - 800 words or less Poetry - Limited to 30 lines

Submit your writings within ten days after the monthly Open Meetings.

The Editor (or President) has license to accept or reject any work submitted based on available space or editing problems. All submissions must include an email address or a phone number. Writings will not be returned and may be included in future issues.

REMINDER: MEMBERSHIP DUES
After September 30, 2009 DUES are delinquent, and the new fee will be $65 for renewing members and new members. If renewing members pay before the deadline, they will save the $20 processing fee.

For further information check out our website: www.cwc-sfv.org

GUEST FEES
There is a $5 charge to guests attending meetings, but members pay no admission fee. Guests pay no fee when paying for membership at the door.

For more information, contact Lenora Smailey, Membership Chair, at the meeting entrance or email membership@cwc-sfv.org.
ST. MARTIN-IN-THE-FIELDS
7136 WINNETKA AVE
CANOGA PARK, CA 91306

From San Fernando Valley
Take 101 Fwy to Valley. Exit Winnetka. Go
North (From Hollywood, turn Right. From
Ventura, turn left) past Vanowen (almost to
Sherman Way). Church is on East side (Right
side) 1 Bl. before Sherman Way.

From Simi
Take 118 Fwy to Valley. Exit DeSoto. Go
South to Sherman Way. Turn East to Winnet-
ka. Turn South 1. block. Church is on East side
(left side) 1 Bl. after Sherman Way.
Walk into the campus. Hannibal Hall is at
North end.
Membership Application

CALIFORNIA WRITERS CLUB-SFV

Membership Term
The current membership year is July 1, 2009 to June 30, 2010

Fees

$45 Renewing Members

$65 New Members

(The extra $20 is a one-time processing fee)

$20 Dual Membership dues, if joining another branch of the California Writers Club, such as West Valley, Long Beach, etc.

(Payable to the second branch — in addition to the $45 dues paid to the primary Branch.)

$475 Lifetime Membership dues for this Centennial Year only. (Normally $675)

Make your checks payable to “California Writers Club-SFV”

Return checks and applications to:

California Writers Club-SFV

c/o Lenora Smalley

6545 Franrivers Avenue

West Hills, CA 91307

Your Contact Info

Name: _____________________________________________________________________

Address: ___________________________________________________________________

Phone No.: _________________________________________________________________

Email: _____________________________________________________________________

Please list areas of interest, such as fiction/nonfiction/novel/short story/articles

___________________________________________________________________________

___________________________________________________________________________