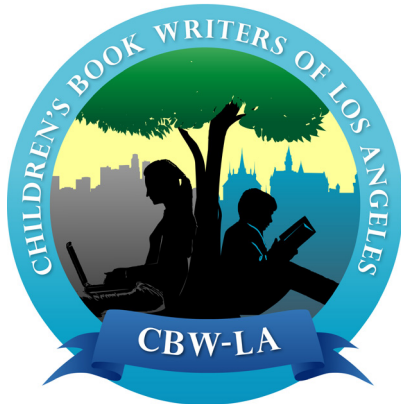


SCRIBBLERS' SCOOP



Children's Book Writers of Los Angeles Educating and Inspiring Writers on the Road to Publication

Vol. 2 No. 2
June 2013

Scribblers' Scoop is the non-profit CBW-LA's newsletter. Available to the public, it is published quarterly in February, May, August and November.

EDITOR'S NOTE

Table of Contents

President's Letter	2
News: Industry and Board	3
June: Anthology Workshop	4
The Writing Life Column	5
July: Revisions Workshop	6
August: Mythology Workshop	7
Query Letter Dos and Don'ts	8
Book Reviews	10
Tip: Creating Great Characters	12
Recap: Blogging Workshop	13
Quarterly Question	14
Brain Boost	14
Membership Information	15
Volunteer Opportunities	16
About CBW-LA	17

June 2013 Newsletter Team

Columnist: Anjali Amit
Editor: Alana Garrigues
Reporters: Stephanie Dreyer, Lucy Ravitch,
Nutschell Windsor

Hello, and welcome back to Scribblers' Scoop, the official newsletter of the non-profit Children's Book Writers of Los Angeles.

The newsletter is published quarterly, and filled with events, news and information that you will not want to miss.

In this issue, Anjali Amit helps us find our writer's voice, Stephanie Dreyer shares two book reviews, Lucy Ravitch lets us know the dos and don'ts of query letters, and Nutschell Windsor gives us tips to develop our characters. Plus, valuable information on upcoming events and the latest CBW-LA news!

Please enjoy your complimentary copy of our newsletter, and feel free to share it with all the writers in your life. Archives will always be available on our website.

We welcome editorial submissions, comments, questions and suggestions. We're also looking for additional reporters, columnists, photographers, illustrators and advertising sales reps to help us out!

Bonne lecture!
Alana Garrigues
CBW-LA Stationer
alana@cbw-la.org

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www.facebook.com/CBWLA



www.tagboard.com/CBWLA

PRESIDENT'S LETTER

Dear Scribblers,

We've now passed the first quarter of the year, and I'm happy to report our group is growing. 27 new members have officially joined us since our first workshop in January, and more new faces are finding us through various online searches and word of mouth.

We continue to encourage members to reach for their writing dreams through our various workshops and critique sessions. In March, we held our Blogging Workshop with Blogging Guru Arlee Bird. The workshop inspired some of the attendees to start their own blogs, and you'll find a list of these new blogs in this issue of the newsletter.

In April we held our big critique at the El Segundo Library for the first time, dividing participants into the Picture Book Group and the Novel Group. Some members attended the critique for the first time and found the experience both informative and enjoyable.

In May, we hosted a Blurbs, Queries and Loglines Workshop with CBW-LA member and nine-times published author Samantha Combs - photos and details from that workshop will be coming up in our August newsletter! The event was well-attended and everyone learned a great deal from Ms. Combs.

Coming up in June, we are hosting our first CBW-LA Writing Day Anthology Workshop, which will be your opportunity to get a publishing credit under your belt! It promises to be worthwhile. Details on page 5. Then in July and August, guest speakers will share insight on the (multiple!) revision process and importance of mythology and storytelling. Details on pages 7-8. Sprinkled in, look out for a query letter critique session and maybe a surprise first pages critique as well!

We are currently lining up more speakers and events for the rest of the year. Look for more workshops and critique sessions in the coming months.

I'd like to thank you all for your continued attendance and your enthusiastic support for the group. All the little things you do help improve and promote our group, whether it's driving all the way from Claremont to attend our workshops, talking about CBW-LA to other writers you bump into, or leaving group reviews and workshop/critique comments on our Meetup page.

Again, thank you for being a part of our wonderful writing family.

Happy Writing,

Nutschell Anne Windsor
CBW-LA Founder and President

NEWSWORTHY

Have you heard about anything newsworthy in the publishing industry? Send me a tip or a news brief in 150 words or less (alana@cbw-la.org) and see it in print in our next newsletter!

Scholastic Imprint Open to Unagented Submissions

Are you an early picture book or board book author? Cartwheel imprint, within the Scholastic family, is currently accepting unagented submissions! Submission must arrive at Scholastic by Friday, July 19 to be considered. This is a rare opportunity. Snail mail only! Please include a SASE.

Excerpt from Debbie Ohi at www.inkygirl.com:

If you have a submission geared for 0-5 year-olds (board book, novelty, or picture book), we'd love to take a look!

*Please snail mail your manuscript to:
Scholastic Inc.
Attention: Cartwheel Inkygirl Submissions
557 Broadway
New York, NY 10012*

Note from Debbie: I asked Celia if she'd be the person who would be reviewing submissions and what kind of submissions was she especially looking for/not looking for, plus if she was open to submissions from illustrators who are NOT writers. Celia says that she'll be the primary reviewer though other editors may also take a look. From Celia:

"In terms of what we're on the lookout for: holiday; tried-and-true subjects like transportation, community, or new experiences; interesting novelty formats; and new ways of addressing core concepts. Things that we're not looking for are nonfiction, anything older than 1st Grade, and "love" books. And we can certainly take a look at illustrators who aren't writers! They can send a postcard with their url to their portfolio."

ADVERTISE IN SCRIBBLERS' SCOOP

Reach more than 200 local Los Angeles writers and get a link on our website!

RATES

1/4 page ad = \$50 / year

1/2 page ad = \$75 / year

full page ad = \$100 / year

(1 year = 4 issues)

SPECIALS

CBW-LA member discount: \$20 off

Author promo: 1/4 page = \$25 / year

Contact CBWLANewsletter@gmail.com
to reserve your ad space now.

CBW-LA BOARD SHORTS

The CBW-LA Board is still looking for a Herald. We want a social media whiz to join our team and help spread the word about the club! To request an application, please email outgoing Herald Tiffani Barth: tiffani@cbw-la.org. Tiffani was promoted from Herald to Chamberlain, a.k.a. the Club Treasurer.

The board voted to offer guest speakers an option to include one copy of their book with the admission fee. Members will continue to receive a \$10 discount for online advance payment and a \$5 discount at the door off all workshops.

All event RSVPs are now processed through the club website www.cbw-la.org. We will continue to post events on meetup, but they will include a link to the CBW-LA page and appear as waitlist only.

WRITING DAY ANTHOLOGY WORKSHOP

Writing Day Anthology Workshop: Get Published with CBW-LA



Do you want to see your name - and story - in print THIS summer? Are you looking for that extra inspiration to take your writing to the next level? Do you feel ready to dedicate a full day to the craft?

Register for the Writing Day Anthology Workshop at www.cbw-la.org and do all three!

Join your fellow writers on the road to publication for an intensive day of creative writing, and see your work published in an anthology this summer.

CBW-LA Founder and President Nutschell Windsor will lead attendees on a whirlwind adventure through the writing process, complete with prompts, tips, games, time for reflection and revision ... complete with food and socializing along the way! Nutschell's positive, organized and inspirational approach to working with writers has resulted in 60 glowing reviews on meetup.com.

By the end of the workshop, you will have a minimum of two pieces ready for publication in this year's CBW-LA Anthology.* All writers will receive one complimentary digital copy of the finished product - and additional print and digital copies will be available through Amazon and at future CBW-LA events! It will make a great stocking stuffer for your biggest writing fans on your holiday shopping list. Anticipated publication date Sept. 15, 2013.**

Register early. Space is limited!

The Details

Date: June 22, 2013

Time: 10:30 a.m. - 4:00 p.m.

Place: El Segundo Library Conference Room

111 W Mariposa Ave, El Segundo

Price: \$60

SAVE \$10 if you register and pay online by June 10! (Just \$50 for a full day writing workshop, lunch and complimentary publication in an anthology!)

Includes:

Full day writing workshop

Lunch, snacks and beverages throughout the day

1 digital copy of the finished anthology**

Professional editing, book design

Materials and handouts

FREE door prizes

Inspiration and publication!

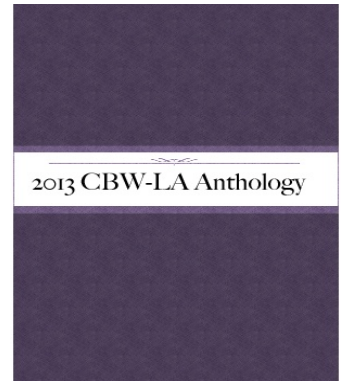
YOUR name and work in print!

Ready to register?

Visit www.cbw-la.org NOW to complete your online registration.

Online payment \$50 before June 10.

\$60 at the door (registration required) or online after June 10.



**Additional copies of the 2013 CBW-LA Anthology will be published and available in digital or print form on Amazon. Great stocking stuffers, and a fabulous way to share your writing journey with friends and family! Anticipated publication: mid-September

COLUMN: THE WRITING LIFE

Finding your Voice by Anjali Amit

Listen to a group of people talking. Each voice is different. Amidst all those voices you still recognize your own. A speaking voice is hard to lose. But the moment you put finger on keyboard, or hold pencil in hand, laryngitis strikes. Your voice disappears. What is it about the act of writing that makes you forget yourself?

Maybe it is because in writing you are creating a new world. It is your interpretation of the world, one degree removed from the immediate. And you, dear writer, are not confident of your creation. Maybe I should write in the voice of a successful author, you reason, and in the process lose your own voice. Think for a moment though. If a reader wants to read about Hogwarts, for example, would she read a Harry Potter books or your imitation of it?

You will only be successful if you tell your story your way. It may be a story told a thousand times already. School stories, school adventure stories, school magic stories, are a dime a dozen. What Rowling did was to take all these common story lines and put them together in her own voice, to create the hugely successful Harry Potter series. Write in your own voice.

How? you may ask. How do I find my voice? It does seem a difficult endeavor. **Here are ten exercises to help you find your voice.** Truly speaking, finding your voice is an exercise in finding yourself. The better you know yourself the more authentic your voice will be.

1. **List all the things you like and give the reasons why.** The more details you can think, the stronger your voice will be.
2. **What do you dislike?** Again, first list all your dislikes, and then analyze them. Why is it that you dislike a particular person, place or thing. Your reasons will add more depth to your characters and places. A mere description or statement of facts makes for flat writing.
3. **List the people you admire.** What traits in them do you admire? their perseverance? sense of humor? work ethic? Do you admire people who've overcome great challenges? mediators? moderators? A combination of these and other traits? Your choices tell you about yourself.
4. **Record yourself reading aloud.** Replay the tape, noting each change of voice and inflection. This is your authentic speaking voice. Now you can give your characters individual voices, so they do not all sound like they are reading from the tax code!
5. **Take improv classes.** If you cannot go to a class do the next best thing. Videotape a meeting with friends. Watch the video by yourself and answer these questions: when did I speak, what did I say, why did I say it, how did I say it? How did I interact with the others? Analyze your contribution. Do you like what you see? Is this how you speak?
6. **Who are you writing for?** As an author, you categorize your reader by age group, but within each group there is a vast array of genres. **What genre would you like to write in?**
7. "We teach best what we most need to learn." **Knowing what you want to write about gives you insight into your self.**
8. **Find your voice by silencing your inner critic.** The critic arises out of discomfort and lack of confidence in your own capabilities. So imagine yourself as another person, JK Rowling for example, and write as her. Your critic can't argue with success, can it?
9. **Do a core dump.** Write as yourself, and give yourself permission to write bad, sloppy, disjointed prose. Write in genres you would not think of writing. This is the process of self-discovery. Allow yourself to break free of preconceived notions.
10. **Describe yourself.** Put a word limit, so you are not overwhelmed, for example 'five words that best describe me'. After you have tagged yourself, and not before, ask your friends and acquaintances to describe you in five words or less.

"This above all: to thine ownself be true," said Polonius to Laertes. A writer can think of no better advice than that.

REVISIONS WORKSHOP

Writing Between the Lines: The Power of Multiple Revisions A Workshop with YA Author Carmen Rodrigues

Interviewer: How much rewriting do you do?

Hemingway: It depends. I rewrote the ending of Farewell to Arms, the last page of it, 39 times before I was satisfied.

Interviewer: Was there some technical problem there? What was it that had stumped you?

Hemingway: Getting the words right.

--Ernest Hemingway, "The Art of Fiction," The Paris Review, Interview, 1956

Our first job as storytellers is to birth the story onto the page, but a first draft is just that--a draft. How do you transition from first draft to final product? One word: Revision. A true craftsman knows that the power of storytelling is found during the revision process. Here, you can step back to consider the bigger picture, and then work diligently towards finding the right words and the right moments.

In this workshop, we will discuss the power of multiple revisions, as well as participate in several writing exercises designed to help you craft your story. You'll also learn how to open yourself up to the process and how to determine whose advice--if any--to follow.

About the Speaker:

Carmen Rodrigues is the author of three young-adult novels: *34 Pieces of You*, a finalist in the Young Adult category of the SIBA Book Award (Simon Pulse, 2012); *Carry You With Me* (forthcoming from Simon Pulse, Summer 2014); and *Not Anything* (Berkley Books, 2008).

Ms. Rodrigues earned her M.F.A. in creative writing from the University of North Carolina Wilmington. In past lives, she was a reader for a NYC literary agency, a reporter, and teacher.

DATE: July 20th, 2013

TIME: 1 – 4PM

VENUE: El Segundo Library 111 W. Mariposa Ave, El Segundo, CA 90245

FEE: \$30*

*Fee includes workshop materials, handouts, worksheet and a copy of the author's book *34 PIECES OF YOU*

CBW-LA Members: Get a \$10 Discount when you register online!

Register now:

<http://cbw-la.org/events?eventId=689623&EventViewMode=EventDetails>

MYTHOLOGY AND STORYTELLING

Potent World-Making: What's Myth Got to Do With It? with Reece Michaelson and Pamela Jaye Smyth

Creating irresistible worlds is the main strategy we have as book writers to compete with entertainment modes that move at the speed of speed. And snagging a young reader's interest is all about the world you bid them enter, one they will co-create (as we writer's know, in our civilization's past, video games were called "imagination").

Why should they enter the world you've made for them? The ancient storytellers –mythmakers dialed in to the art of getting their audience to make the leap...and you can be, too.

Join Reece Michaelson and Pamela Jaye Smith, authors of THE JOURNALS OF PETRA VOLARE-- SCROLL I: FROM THE SHADOWS, a book with a new archetype for girls, as they share their ABC's for creating irresistible worlds for readers.

www.petravolare.com

Speaker Bios:

When **Reece Michaelson** decided it was time to generate a new archetype for girls, she knew the one person who could help make it fly was Mythworks™ consultant Pamela Jaye Smith. With her considerable background in applied mythology and esoteric teachings, Pamela had provided insights on the mythical underpinnings of an original series idea Reece pitched to noted SciFi scriptwriter/executive director Rockne S. O'Bannon (DEFIANCE, ALIEN NATION, FARSCAPE, SF ONE) which resulted in an irresistible idea that snagged O'Bannon's interest, and the subsequent pilot script was bought by ABC/Touchstone. As well, having been mentored at NYU by some of the great icon-creators of our time, including Arthur Laurents (WEST SIDE STORY) and Stephen Schwartz (WICKED), Reece could see that Pamela Jaye's sense for combining education with spot-on storytelling would help nail the most iconic aspects of the tale.

Pamela Jaye Smith is a writer, international consultant and speaker, and award-winning producer-director with over 30 years in the media industry, from feature films to music videos, commercials to documentaries. She is the author of INNER DRIVES, THE POWER OF THE DARK SIDE, BEYOND THE HERO'S JOURNEY, and SYMBOLS.IMAGES.CODES: The Secret Language of Meaning in Media. As well as in-person classes here and abroad, Pamela teaches online on Mythic Themes, Archetypes, and Symbols for a number of venues. She is the founder of MYTHWORKS and co-founder of the Alpha Babe Academy and Mythic Challenges. She has presented workshops for the Children's Book Writers of LA in 2011 and 2012.

Date: August 17, 2013 Saturday

Time: 1 – 4PM

Venue: El Segundo Library

Fee: \$30*

*\$10 Discount for CBW-LA Members who pay online in advance, \$5 Discount for CBW-LA Members who pay at the door

*Fee includes workshop materials, handouts, worksheet and a copy of the authors' book THE JOURNALS OF PETRA VOLARE SCROLL I: FROM THE SHADOWS

Register now:

<http://cbw-la.org/events?eventId=701508&EventViewMode=EventDetails>

SAGE WRITING ADVICE

The Dos and Don'ts of Query Letters by Lucy Ravitch

You've finished your book and you're ready to find an editor or agent who will sell it. Now what? It's time to write the query letter - a brief letter to a publishing industry professional introducing your manuscript and yourself. Here are some best practices to follow when seeking representation.

When submitting a query or work to an Editor or Agent...

Do...

- Research! Make sure they represent/print your kind of manuscript.
- Address the Editor or Agent specifically, making sure you spell their name correctly.
- Be brief and to the point. Have a hook to draw them in without spilling all the beans.
- Follow their submission guidelines. The most up-to-date guidelines would be found on their website.
- Give comparative titles to describe your work: "Mary Poppins meets 2001: A Space Odyssey"
- Show your personality while still keeping it professional.
- Tell them how you know them and give a compliment or two.

Don't...

- Make assumptions: "You're going to love this." "It's the next Harry Potter!"
- Tell them how much someone else loved your work.
- Forget to have your contact info in the letter or email.
- Send your query to too many agents and editors at the same time.
- Be vindictive if they pass on your work.

FOR MORE GREAT ADVICE ON HOW TO COMPOSE A GREAT QUERY LETTER,
READ THE SUMMARY OF SAMANTHA COMBS'
QUERIES, BYLINES AND BLURBS, OH MY!
CBW-LA WORKSHOP
IN THE NEXT NEWSLETTER.

SAMPLE QUERY LETTER

Sample Query Letter for a Novelty Book

Lucy Ravitch
Email Address
Address line 1
City, State Zip
Phone number

Mr. Paul Rodeen
Rodeen Literary Management

Hello Mr. Rodeen,

I found you through Internet searches of children's literary agents. The artwork on your site is amazing! I also noticed you include educational authors among your submissions you accept, and I do children's books with educational content--mainly math concepts.

The Pancake Menu: What will you order? is a 445 word math-concept novelty book for 7-10 year old children that comes with an ordering pad and play menu money. The manuscript is at the bottom of this email. This book is for a child like I was: a reluctant reader who loved to play with math and numbers, could spend all afternoon pretending with friends, and wanted to learn how to cook and bake. I am also mindful that the book can help children who struggle in math. Common Core math standards are practiced while children play with the book.

Another important part of this work is kidsmenubooks.com. Menu money and ordering sheets will be there for downloading and printing. Kids will also find math activities and questions, share drawings or photos of their cooking/baking concoctions, and find written recipes and cooking videos. The current bare bones site shows the types of things I hope it will provide.

Beyond a set of books, I envision Kids Menu Books branded products and videos: aprons, cooking supplies, play food, and a YouTube instructional cooking series.

I am extremely excited about my work and enjoy giving school visits and public speaking. I am a member of SCBWI, secretary of Children's Book Writers of Los Angeles, and have a supportive critique group. My degree is in elementary education and I love teaching math.

I am submitting to you and two other agents. I am awaiting a response from a Scholastic editor I met at an SCBWI Conference that I have been in touch with and who asked for another submission with changes.

Sincerely,

Lucy Ravitch
Author: kidsmenubooks.com
Blogger: Kids Math Teacher

CRAFT BOOK REVIEW

Writing Craft Book Review
by Stephanie Dreyer

Reviewed:
Writing Picture Books
by Ann Whitford Paul
© 2009 by Writers Digest Books

I have read my share of books on craft and have also taken a respectable amount of writing classes. Writing Picture Books stands out among the best of them. Ann Whitford Paul has given picture book writers a textbook resource to be used and referenced throughout our careers. In this must-have guide, Whitford Paul tackles everything in the writing process, including story ideation, story structure, language use, character building, and story starters and endings. She includes two chapters on rhyme and poetry, as well as a how-to chapter on creating a dummy book. Once you have made it to the last part of the book, you will have polished your manuscript to perfection, and then gives you a whole section on critique groups, market research, publishers, agents, and marketing.

The chapters include exercises to complete as the reader follows her through the book. They proved productive and fruitful in my own writing process. The end of each chapter includes assignments to finish before moving on to the next page. These are equally beneficial to the reader.

More than a book, this is a writing class that one can take again and again, and reference. The book's topics and layout are perfect. I was equally impressed with the amount of new knowledge I gained from this text. Whitford Paul gives the writer new tools and ways to break down one's manuscript, as well as critical things to think about when writing for children. I cannot fathom writing or editing another book without this wonderful gem by my side.

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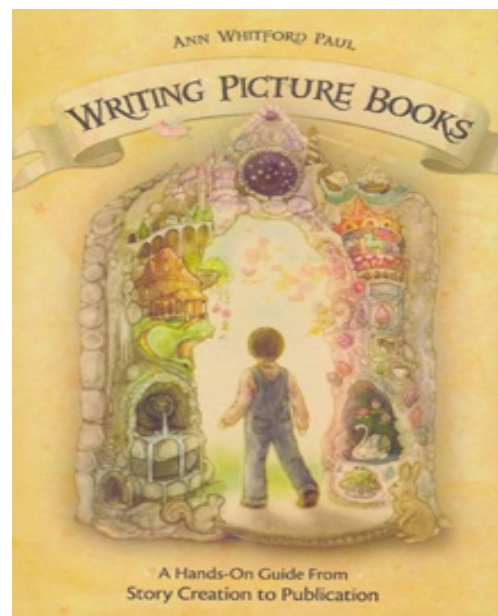
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SPECIALS

CBW-LA member discount: \$20 off
Author promo: 1/4 page = \$25 / year

Contact CBWLANewsletter@gmail.com
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PICTURE BOOK REVIEW

Picture Book Review
by Stephanie Dreyer

Reviewed:

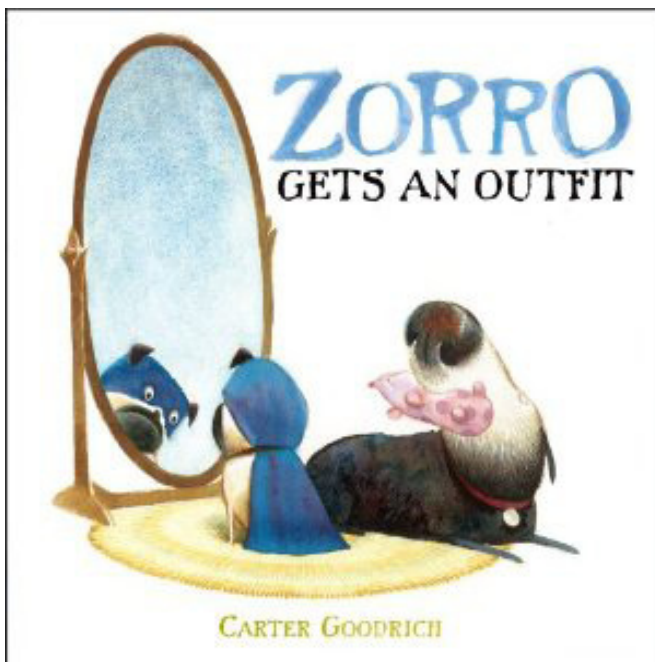
Zorro Gets An Outfit

by Carter Goodrich

© 2012 by Simon & Schuster Books for Young Readers

In this darling story, Carter Goodrich tells the tale of two canine friends, Mr. Bud and Zorro, who do everything together. All is well in their world until Zorro's owner makes him wear a new outfit that embarrasses him in front of all of his friends. Zorro doesn't want to do any of their usual things, leaving Mr. Bud worried and frustrated. All is lost until Zorro sees another dog, who also is wearing an outfit, and he realizes that his clothes may not be so bad after all.

The author/illustrator does a great job at letting the pictures tell the story, using his words to guide and punctuate the story line. His use of dialogue is used creatively in the book, both between Zorro and Mr. Bud's owner, as well as between the dogs themselves. The typography of both sets of dialogue is depicted as part of the illustrations, and enhances the "read aloud" fun of the book. Goodrich is a true master at his craft, demonstrating the perfect balance of words and pictures, and giving aspiring writers a look at how a successful picture book is done.



Interested in submitting a book review?

We welcome reviews on PB/MG/YA and Writing Craft books.

Please email alana@cbw-la.org if you'd like to submit a review.

We are also looking to add more:

- reporters
- columnists
- photographers
- illustrators
- ad sales reps

volunteers to the newsletter team! Email Alana and specify your interest.

GREAT CHARACTERS

The Character Arc by Nutschell Anne Windsor

Whether we are writing picture books or young adult novels, it's important to create characters that our readers can care about.

The most memorable characters are the ones we can relate to, sympathize with, and the ones whose potential for good often outweighs their flaws.

All characters are a mix of strengths and weaknesses. A character's weaknesses, flaws and even his strange quirks help make him more human and therefore more relatable to readers. His strengths, on the other hand, help readers see his potential for greatness. Readers love to see how characters are able to achieve a great task, despite their human weaknesses.

A great task doesn't necessarily mean saving the world, or defeating the ultimate evil villain. It can be something simple like subduing a fear of heights, overcoming one's proud nature in order to say sorry and make things right or even gaining the courage to admit one's true feelings out loud.

This is what is known as **Character Arc**.

A Character Arc is the personal growth a protagonist experiences during the course of a story. Personal growth happens when a character finds the motivation to overcome either a physical or emotional limitation, weakness or fear.

In his book Plot Versus Character, Jeff Gerke identifies five different parts of a Character Arc:

- The **Initial Condition** describes the state of the character when the story begins. The "Knot" is the problem the character currently has, which will hopefully be worked out by the end of the story.
- The **Inciting Incident** is the event that pushes the character's life into a totally new direction. This is the moment when the character's life changes from ordinary into story-worthy.
- The **Escalation** details the long journey the character undertakes in order to resolve his Knot.
- The **Moment of Truth** is when the character is forced to make the most important decision of his life: to change or not to change. Happy endings occur when the character chooses change, and unhappy endings when the character ignores all he has learned from his journey and refuses to change.
- The **Final State** shows us the state of the character at the end of the story.

Here are a few examples of character arcs in stories:

In Harry Potter and the Sorcerer's Stone, Harry grows from an unloved and bullied boy into a wizard hero. What he wants more than anything else is to belong to a family who will love him. The villain Voldemort tempts Harry into joining his side, by offering Harry the one thing he wants most. Harry gives up his one chance to see his real parents, because it's the right thing to do. This is what makes him a loveable character.

In Where the Wild Things Are, we are introduced to Max, who is an imaginative and stubborn boy. He gets into trouble and is sent to his room as a punishment. He escapes to a fantasy world of his own making, where he can be a wild thing without rules. As he spends more time there, he begins to realize that despite how angry his mother had made him feel, he still loves her. He decides to bid his new friends farewell, and return to his own home.

As we write our stories, we should make sure that our character arcs are believable. We should show the natural, step by step way in which our character develops through little conflicts that slowly reveal his innermost flaws, and the experiences that force him to see how these flaws directly affect him and the people around him.

Change is always difficult, and a character's growth and development is rocky and uncertain. The journey they undertake in order to grow or change for the better is what makes a story interesting.

THE AUTHOR PLATFORM: BLOGGING

In March, blogger Arlee Bird visited CBW-LA to speak about the importance of blogging and the author platform. Beyond managing four blogs, Arlee is the mastermind behind the A to Z Challenge, a worldwide collection of bloggers who blog for 26 days every April. The challenge celebrated it's 4th round this year.

Several CBW-LA members launched a blog immediately following his talk and dove right into the annual April A to Z Blogging Challenge.

New CBW-LA member blogs:

Lucy Ravitch	www.kidsmathteacher.com
Chontali Kirk	chontalikirk.blogspot.com
Michael Cahill	nouveauscarecrow.wordpress.com
Kate Conrad	katloveswriting.blogspot.com
Christina Romero	amamhc.blogspot.com

Our members who already had blogs discovered ways to gain more followers and make more connections online.

Samantha Combs	www.samanthacombswrites.blogpost.com
Alana Garrigues	writercize.blogspot.com
Jennifer Carson	jennifercarson0423.wordpress.com
Nutschell Windsor	www.thewritingnut.com

Arlee's blogs:

http://tossingitout.blogspot.com/	Tossing It Out
http://wrotebyrote.blogspot.com/	Wrote By Rote
http://afarawayview.blogspot.com/	A Faraway View
http://psalmsunday.blogspot.com/	A Few Words

During the workshop, Arlee encouraged us to think about why we write—whether it be for fun, for self-expression, or for publication. He said that our answers will also define why we blog.

Lee defined the Author Platform as:

- Who you are
- What you can do
- Where you can be found
- Who your audience or customer base is
- What you have done

Through blogging, we are able to establish our author platform by:

- Building relationships
- Displaying our abilities
- Sharing our news
- Creating a community via our interaction with other bloggers
- Establishing credibility
- Building our SEO skills

Arlee also discussed other social media venues where we can expand our following/author platform such as Twitter, Facebook, Triberr and Google Plus.

Meeting summary excerpt and photo courtesy Nutschell Windsor's blog, The Writing Nut.



Interested in covering a future event for Scribblers' Scoop?

Let me know at alana@cbw-la.org.

Event reporters will receive a deeply discounted admission to the event they are assigned to cover.

Event handouts from ALL events are now available on cbw-la.org under the Members Only section.

WRITING INSPIRATION

QUARTERLY QUESTION

We want to know:

Are you a plotter or a pantser?

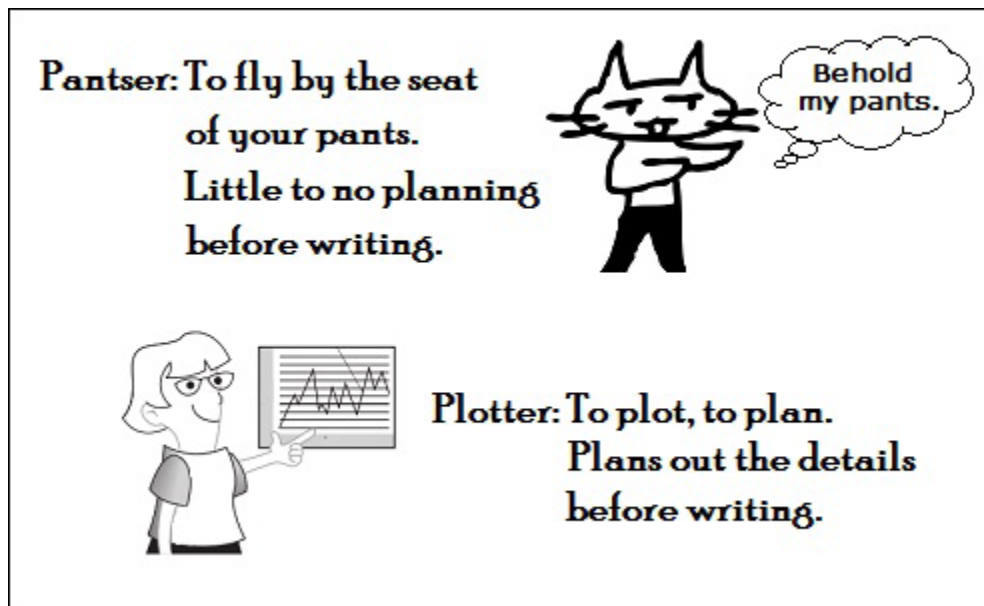


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BRAIN BOOST

Quarterly Writing Prompt for Children's Book Authors

Challenge yourself with some flash fiction! Writing with concision is a wonderful tool to exercise your query and book blurb muscles, as well as picture book word limits.

**In 150 words or less,
write a story about the first day of school.**

See if you can write it through the eyes of a child! Pick any age from preschool through college to fit your genre and age range within PB to YA. We'd love to see how this prompt inspired you.

Please send your efforts (150 word limit for Brain Boost, no word limit to Quarterly Question) to CBWLANewsletter@gmail.com and we'll pick a few top answers to publish in August. Subject to editing for length.

Do you have a great question for your fellow authors?
Is there a writing prompt that gets you going every time? Send it in!

MEMBERSHIP INFORMATION

Join us! Support the Children's Book Writers of Los Angeles through an annual membership, and enjoy some great benefits such as discounted workshops and access to members-only online forums!

Your membership is a great way to show your commitment to our organization, and you'll be pleased to know agents and editors will notice your membership on those query letters.

We appreciate each and every one of you who attend our workshops and critique sessions throughout the year.

THREE MEMBERSHIP LEVELS

One-Year Membership

\$30.00

- CBW-LA Welcome Letter & ID
- CBW-LA Pen
- CBW-LA Button
- Save \$10 on advance purchase workshop and panel tickets or save \$5 when paying at the door
- FREE critiques (\$10 savings per critique)
- Online access to workshop handouts/worksheets
- Discounted newsletter advertising rates for authors

Two-Year Membership

\$50.00

- One-Year Membership Benefits listed above, plus ...
- CBW-LA Tote Bag
- Savings of \$10 over the course of two-year membership period

Supporters

\$20.00 / Year

Agents, Editors, Bookstores & Publishers may join CBW-LA for access to panels and workshops, discounted advertising rates, and recognition as a supporter to CBW-LA writers seeking representation.

HOW CAN I JOIN?

To join, request a membership form from cbwla2012@gmail.com or join online at <http://www.cbw-la.org/joinus>.

Payment is accepted online or by check, payable to CBW-LA. Checks may be mailed to: CBW-LA / PO Box 4376 / Torrance, CA 90510. We also accept cash payments accompanying membership form in person at any CBW-LA workshop or critique session.

VOLUNTEER OPPORTUNITIES

Help Wanted

CBW-LA is recruiting.
We have several openings for highly talented and spirited volunteers!

BOARD POSITION OPEN: CBW-LA HERALD

We are looking for a social media master to join the CBW-LA Board of Directors. The Herald will be responsible for constant communication with our membership through various social media, including Facebook and Twitter. Potential opportunities to expand our social media presence to YouTube, blogging and Pinterest. Herald will also be responsible for expanding our reach and enhancing CBW-LA recruitment through use of #CBWLA hashtag across media. Must be passionate about social media.

Time commitment: frequent, regular online research and updates plus quarterly CBW-LA board meeting

Benefits: complimentary CBW-LA membership, media exposure, leadership development

Interested? Contact Nutschell: nutschell@cbw-la.org

Additional Volunteer Opportunities:

Events Committee (nutschell@cbw-la.org): day of event set up, clean up, videographer
Newsletter Committee (alana@cbw-la.org): reporters, columnists, photographers, comic strip, book reviewers

Newsletter Ad Sales (alana@cbw-la.org)

Fundraising Committee (angie@cbw-la.org): grant writers, solicitation letter writers

Publicity Committee (nutschell@cbw-la.org): flyer distributors, graphic designers

Query Facilitators (nutschell@cbw-la.org): inquire about training to become a future CBW-LA query facilitator

Please email the respective board member listed above

KUDOS

to our current board members, newsletter reporters and photographer:

Nutschell Windsor, Lucy Ravitch, Tiffani Barth, Alana Garrigues, Angie Flores,
Anjali Amit, Stephanie Dreyer, Kate Conrad

THANK YOU all for your hard work and commitment to the club!

ABOUT CBW-LA

Children's Book Writers of Los Angeles, a non-profit 501(c)3 organization, provides education and inspiration for published writers and writers on the road to publication. We also provide a venue for sharing knowledge and information between writers, illustrators, members of the publishing industry, booksellers, educators, librarians and other members of the community who wish to be involved in promoting children's literature and literacy for children.

***** GROUP REVIEWS *****

"CBW-LA is an incredibly helpful organization that addresses the many issues that are critical to writers. Meetings, speakers and workshops offer amazing information!" – D.A. Anton

"Ms. Windsor impressed me highly. She is without a doubt one of the most professional persons I have had the pleasure of meeting. An obvious expert in her area, she has domain of literary jargon, and an editor's eye for detail and improvement on her delivery of a critique. She makes the uncomfortable heat, inconvenient distance, and traffic battle very worth ones' while." – L. Donovan

"An excellent resource for writers of all kind." – A. Flores

"Very professional and friendly people! Well put together!" – Lisa

BOARD OF DIRECTORS

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PUBLICITY & SOCIAL MEDIA COORDINATOR

VACANT! Could it be you? Email Nutschell to apply.

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