

www.norcalpa.org

The Pen & Press

Northern California
publishers & authors

May Meeting: Thursday 10 May 2018

ANGELICA JACKSON ~ Setting up a website through Wix.com

Denny's (in the Private back room)

3520 Auburn Blvd, Sacramento (Auburn Blvd @ Watt Av & I-80)

No-host food & beverage ... it's not mandatory to make a purchase

You might want to bring a light sweater

UPCOMING MEETINGS & EVENTS

NCPA Publishing Seminar Presented by Barry Schoenborn Past NCPA Prez

Wed 16 May 11am-3pm * OR * Thu 17 May 11am-3pm your choice of day ~

\$20 NCPA Member * \$30 Non-NCPA Member * \$10 Student *

Denny's 3520 Auburn Blvd Sacto (Corner of Watt Av & I-80)

Register OnLine Now norcalpa.org & go to **EVENTS** OR **sign up at meeting**
or Mail check & choice of day to: Amy Rogers, 2740 Creekside Ln, Sac 95821

Register
NOW

An Email will be sent a few days to a week prior to EACH WEDNESDAY LUNCHTIME meeting, asking for an RSVP if you plan to attend. If we don't receive the minimum amount required another Email will be sent, notifying that the meeting has been canceled. **PLEASE SEND AN RSVP EMAIL to normathornton@yahoo.com if you plan to attend this month's NOON meeting**. Thank you. It's either this, or stop the Wed meetings completely.

2018 * 2ND Thursday Evening Regular Meetings * 6:30PM – 8:30PM

14 June ~ Rae James: Writing a Series, How to Plot a Mystery * Bouchercon 2020

12 July ~ **NO SPEAKER**: Schmooze-time and Catch-up

9 Aug ~ Jennifer Grainger: Ghostwriting

13 Sep ~ **PENDING**

11 Oct ~ Eleanor Russell: Bringing Other Countries & Cultures to Life & Research Surprises

8 Nov ~ Danna Wilberg: Presentatiuon TBD

3RD Wednesday Luchtime Meetings AT DENNY'S ~ NO GUEST SPEAKERS

NO LUNCHTIME MEETING IN MAY ~ PUB SEMINAR INSTEAD

20 June

NO MEETING IN JULY * FAIR TIME!

15 Aug

19 Sep

PRESIDENT'S MESSAGE

I wanted to begin my first president's message by letting you all know how honored I am to be part of this impressive organization.

Writing can be an isolating task, but having a community of authors who all have a common goal – to publish quality work – is extremely beneficial. I have gained so much knowledge and expertise from my community of authors and I know, without a doubt, that I wouldn't have been able to accomplish what I have without them.

In light of our speaker for May, Angelica Jackson, who will be talking about building a website with WIX, I thought I'd focus my first message on social media.

Whether you like it or not, modern authorship requires the author to be somewhat savvy in social media. I have an author Facebook page, an active Twitter account, and a website. I cannot stress enough how important it is to have a website. If you do no other social media activities, do this.

A website provides your readers with a one-stop shop to find your latest releases, discover your back list, learn about different series you write, or contact you with questions. This is also where you can share some brief anecdotes to showcase your writing ability, and hopefully entice a reader to click the buy button.

Some authors sell copies of their books through their website. Whatever you can do to engage your readers will improve your bottom line. The more often you are in their thoughts, the more likely they are to buy your work.

Of course, you can pay for professional website design, but that can be costly and your money may be better spent on other things, such as advertising or cover design.

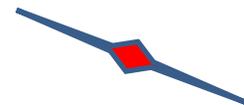
As I'm sure Angelica will discuss, modern web hosting sites offer user friendly templates and assistance so you can design your own site and save money.

Whatever you do, understand that getting readers to buy your novel is more about finding where readers are, than waiting for them to come to you.

Happy May, and the rest of April, and good luck on your latest writing projects. Until next month, write well, fellow adventurers.

Michelle Hamilton

President NCPA



WINNERS NCPA'S 24th ANNUAL BOOK AWARDS WINNERS

As you'll note, not all categories had a 1st, 2nd or 3rd place winner, or an Honorable Mention and some had multiples ~ the lists of Criteria for Judging will be elsewhere in this newsletter

Poetry

- 1st: **Frances H. Kakugawa** *Dangerous Woman: Poetry for the Ageless*
2nd: **Deborah LeFalle** *Worthy*
3rd: **Bill Gainer** *The Mysterious Book of Old Man Poems*
Honorable Mention: **Dawn McGuire** *American Dream with Exit Wound*

Children's Books

- 1st: **Christine L. Villa** *Frankie Loves To Burp*
2nd: **Ronald Javor** *Cayla's Special Dark Glasses*

Young Adult

- 1st: **Bitsy Kemper** *Teens and Phobias*

General Non-Fiction

- 1st: **Janet Maker, Ph.D.** *The Thinking Woman's Guide to Breast Cancer*
2nd: **Sharon S Darrow** *Tom Flynn, Medium & Healer*
3rd: **Norma Jean Thornton** *Nonie's 1st Big Bottom Girls' Rio Linda Cook Book 2017*

Non-Fiction: Memoir

- 1st: **Elva Anson** *Wondering Around God*
1st **Janis L. Haag-Publisher (Author Marilyn Reynolds)** *Til Death or Dementia Do Us Part*

Fiction

- 1st: **Mallory M. O'Connor** *American River: Tributaries*
2nd: **Margaret Duarte** *Between Darkness and Dawn*
3rd: **R. Franklin James** *The Bell Tolls* Fiction
Honorable Mention: **Amy Rogers** *The Han Agent*
Honorable Mention **T. R. Leton** *A Cold Blooded Rain: Book One from the Files of Maxwell Floyd, Private Eye*

Trade Publications

- 1st: **Ethel Rohan** ~ *The Weight of Him*

Cover & Design

- 1st: **Janis L. Haag-Publisher (Author Marilyn Reynolds)** *Til Death or Dementia Do Us Part*
Non-Fiction, Memoir
2nd: **Elva Anson** *Wondering Around God* Non-Fiction, Memoir
3rd: **R. Franklin James** *The Bell Tolls* Fiction
3rd: **Elaine Faber** *Mrs. Odboddy - Undercover Courier* : Fiction
Honorable Mention: **Amy Rogers** *The Han Agent* : Fiction
Honorable Mention **Pat Rigley** *The Pitcher Plant* Fiction
Honorable Mention **Dawn McGuire** *American Dream with Exit Wound* Poetry

Pictorial

- 1st: **Angelica R. Jackson** *Capturing The Castle: Images of Preston Castle 2006-2016*

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This & That About the 24th Banquet ... and after

Whew! Another very successful Book Awards and Banquet are over, and (since day-one for four years) my extremely special excellent team of Sharon Darrow (Book Awards, Judges and Programs, plus more) and Amy Rogers (Anything to do with Money or the Website, and the on-site Book Store at the Banquet, plus anything else I ask) have agreed to work with me again next year, for NCPA's 25th Book Awards and Banquet Anniversary. We're looking for suggestions to make it even more special.

Our normal Sunday weekend falls on Easter next year, so we've tentatively set 14 April 2019 as Awards Banquet Day; just need to make sure Cherry Island is available then. We meet next Tuesday for a wrap-up of this year's event, and will set the for-sure date at that time.

Our co-emcees, Sam Shane and Bitsy Kemper were great, and worked well together ... Frances Kakugawa's renditions of her own poetry garnered thunderous applause ... our unique table decorations received a rousing cheer of approval, with many of Chrissi Villa's hand-made paper-flower pencil toppers going home as souvenirs with those in attendance. Chrissi also ran the room as our official photographer, taking plenty of pictures, some of which Amy tells me, are already on the website norcalpa.org and can be found on the [Events page](#).

The crowd wasn't into the Silent Auction as much as in the past, but we still brought in more than \$750 for 916 Ink. Since there are still items left over from the Silent Auction, we'll probably try to do something with them during the Publishing Seminar ... and upcoming monthly meetings, so that amount to 916 Ink might go up. Our 50/50 card split was fun, and a lucky winner walked away with a quick \$80.

We invited, and honored, 916 Ink that evening, as well as Rosa Umbach, for Ken ... Jillian Whitcomb for her mom, Laurie Hoirup ... and for Pam Suwinsky, her close friend Kathy Lawson.

Next on NCPA's agenda is the well-needed Publishing Seminar, given on two days, Wed 16 May **OR** Thu 17 May 11am-3pm both days; your choice of one of the two or take both! They're only \$20 each for members. Flyers were handed out at the Banquet, or you can now go on-line to register, at norcalpa.org and can be found on the [Events page](#).

Come to our next monthly meeting at **Denny's ~ 6:30pm Thursday 10 May 2018 to hear Angelica Jackson's presentation on setting up a website with Wix.com**, and meet NCPA's newly elected President, Michelle Hamilton.

UPCOMING NCPA EVENTS FOR 2018

- Wed 16 May ~ 11am-3pm NCPA 4-hour PUBLISHING SEMINAR: Barry Schoenborn, Past Pres
- Thu 17 May ~ 11am-3pm NCPA 4-hour PUBLISHING SEMINAR: Barry Schoenborn, Past Pres (Seating will be limited to 10 each day. 1st come, 1st serve. Save your date today! We're now taking reservations, online YOUR CHOICE of either day ... or if you like it so much, take it twice!)
- 14 June ~ **Rae James: Writing a Series, How to Plot a Mystery, & Bouchercon 2020**
- 12 July ~ NO SPEAKER: Schmooze-time and Catch-up
- 9 Aug ~ **Jennifer Grainger: Ghostwriting**
- 13 Sep ~ **PENDING**
- 11 Oct ~ **Eleanor Russell: Bringing Other Countries & Cultures to Life & Research Surprises**
- 8 Nov ~ **Danna Wilberg: Presentatiuon TBD**
-
- Sunday 2 Dec 11:30am-2:30pm ~ 2nd Annual Holiday Luncheon, Black Angus :
- 13 Dec ~ NO Speaker: **BOOK DISPLAY**, Sell, Share & Schmooze
- 19 Dec Wed Lunchtime meeting **** NEW**** ~ NO Speaker, **BOOK DISPLAY**, Sell, Share & chmooze during Wed meeting, also, but you must RSVP for this one.

A HUGE THANK YOU AGAIN to EVERY ONE who played even the smallest part in the success of this year's Book Awards and Banquet ... that includes all donors, sponsors, bidders on the silent auction, ½-card buyers, attendees, set-up and clean-up crew ... our emcees, poet, photographer, judges, Cherry Island for the special perks and donation, all kitchen staff ... and especially our historical record-breaking 32 Authors who entered their Books to be judged. Without you folks, we wouldn't be! LET'S DO IT AGAIN NEXT YEAR! I've already thanked them elsewhere, but once more, my special thanks to Sharon and Amy ... and very special thanks to Sharon's husband Stan Darrow and her mom, June Azevedo, for doing all that extra stuff.

If I've left anyone out, I apologize profusely, but please know you're included in the HUGE THANKS!

Norcalpa.org Publishing Seminar UPDATE

NCPA 4 hour Publishing Seminar: YOUR CHOICE: 11am-3pm Wednesday 16 May 2018
OR 11am-3pm Thursday 17 May 2018

Purchasing food or drink will not be necessary, but always appreciated by Denny's.

REGISTER NOW ~ 1st Come, 1st Serve ~ only 10 attendees each day

Former NCPA President, long-time owner of Willow Valley Press and Publisher for Kiyu Sato's Saroyan Award-Winning book, *Dandelion through the Crack*, Barry Schoenborn, will teach the seminar, and is donating his services: proceeds go to the NCPA PROJECTS FUND

\$10 Student * \$20 Member * \$30 Non-member (Drop-ins, add \$10)

NCPA Publishing Seminar ~ 11am-3pm Wed 16 May or Thu 17 May : your choice of day, or take both days

DENNY's * 3520 Auburn Blvd, Sacto * at corner of Watt Av & I-80

\$20 NCPA Member * \$30 Non-NCPA Member * \$10 Student, * \$40 membership dues

Register OnLine Now norcalpa.org and go to Events or Sign up at meeting or Mail check and choice of day to: Amy Rogers, 2740 Creekside Ln, Sac 95821

Timed especially right after the Book Awards, by one of our Judges for the 2018 Awards. If you have generic questions, Barry can answer them ... however, he will probably NOT answer any questions specific only to the judging of your individual book, if you had one entered. You can find the criteria that all judges went by on pages 8-11 in this newsletter.

GOOD DAY SACRAMENTO is now running a Weekend Book Club. email **Tina Macuha** gooddaytina@kmaxtv.com Info from non-members of NCPA, Elizabeth & Hannah Jorgensen their book, *I Love You More*, was featured Sat 3 March 2018. (That's Channel 31)

Note regarding SUBMISSIONS TO NEWSLETTER (N/L)

I'm more than happy to add things to the newsletter (N/L) but don't always have time to look them up for more info. Please, if ANY of you want something included in the N/L, either send it written as if it's your by-line, or at least give more information. I can always edit and rewrite as necessary, if for no other reason than space, but I don't always have time to do the research on an item.

The above info from a non-member is an example of short, yet full info.

Since DNA has been big in the news this past week ... plus the biggest response to all Email sent athrough the websiote, and opened, had to do with Genealogy I decided to leave this info in for at least another month.

FYI the DNA test for Ancestry.com will be on sale for \$59 until Sun 29 April at ancestry.com

(plus \$9.95 shipping for total \$68.95 ~ but regular price is \$99)

GENEALOGY ~ CLASSES & More : Interested in Genealogy, doing Family research, want to, and don't know where, or how to begin? Did the **DNA** test, so now what? Find classes below:

Also FYI : Reruns of **Long Lost Family** is back on the TLC Station on TV if you're interested in watching real **DNA** help in finding lost families. Hopefully the new season will start soon.

- **Ancestry.com FREE on computers at all Sacramento County Libraries**
- **LDS Family Research Library on Eastern Av:** Public Classes and Research are FREE, and **ALL** are welcome. You do **NOT** have to be a member of the Church to visit the Library and use their services.. Check out their Pubic Classes and more,. at <http://www.sacfamilysearchlibrary.org/> (Thanks NCPA member **Kristy Taylor** for info)
- **Central Library** 828 I Street, downtown Sacramento has FREE Classes on Genealogy. All lectures are on **Sundays, 1:00–2:30pm**, in the West Meeting Room on the 1st floor. There is no registration. For information, please contact Beth Daugherty, Librarian, at bdaugherty@saclibrary.org Sacramento Central Library, 828 I Street, Sacramento, CA 95814, Phone: 916-264-2920. Website: <http://www.saclibrary.org>

Following upcoming classes scheduled at CENTRAL LIBRARY:

- April 29: The Top 10 Skills Every Genealogist Needs – Nancy Loe
- May 6: Johnny's Gone for a Soldier: Civil War Records Prolific & Powerful - James Baker
- June 24: GEDMatch and Managing Autosomal DNA Test Results -- Carol Dove
- July 15: Getting the Most from Internet Archive – Gena Philibert-Ortega
- Aug 12: So Many Stories So Little Time : Why the Back Story Matters Kathryn Marshall
- Sept 16: Understanding Land Records -- Melinda Kashuba
- Oct 7: Open Pandora's Box: DNA Finds Unexpected, Improper Ancestors James Baker
- November 4: Who's In Your F-A-N Club? – Glenda Gardner Lloyd
- Dec 2: Key Decisions When Conceptualizing Your Family History Book Kathryn Marshall

If you need a copy of the handout for any presentations Beth Daugherty will be happy to send them. Contact her at: (916) 264-2979 or bdaugherty@saclibrary.org – To watch videos of some of Central Library's previous genealogy presentations, go to the library's YouTube webpage. Watch those videos anytime by clicking on this link: https://www.youtube.com/playlist?list=PLwtrWI_IBMJszRsNrcDauSLtHwGWXeQ6Rmjn

The Central Library is located at 828 I Street in downtown Sacramento. When you enter the library on I Street, the West Meeting Room will be immediately on your left in the lobby. Street parking near the library is free on Sundays. If you park in a garage, the least expensive option is the City of Sacramento garage, located on 11th Street, just south of I Street. It has a flat rate of \$5.00 on weekends. You can also find information about parking on the website Parkopedia (<http://www.parkopedia.com/>). Type in the zip code "95814" and then select the hours for your arrival and departure. There is a charge to park in the Sacramento County Jury parking lot between 8th, 9th, F and G Streets.

Beth Daugherty Genealogy/Reference Services Librarian Sacramento Public Library Central
(916) 264-2979 | bdaugherty@saclibrary.org

NCPA Participant Authors for

April 28 Rancho Cordova * Elva Anson * Everett Anson * Frankie Barrera * Sharon Darrow * Christina Enquist * Elaine Faber * June Gillam * Tom Kando * Joanne Kenzy * Cathy McGreevy * Judy Pierce * Andrea Roth (w/a A.K. Buckroth) * Norma Jean Thornton * Chrissi Villa * Naida West * Donna Wiersbowski (w/a Donna Del Oro) *

May 12 Elk Grove * Frankie Barrera * Vashek Cervinka,* Sharon Darrow * Christina Enquist * Gini Grossenbacher * Ronald Javor * Judy Pierce * Andrea Roth (w/a A.K. Buckroth) * Norma Jean Thornton

16 June Georgetown: Sharon Darrow * Frances Fuller * June Gillam. * Tom Kando * Andrea Roth (w/a A.K. Buckroth) * Norma Jean Thornton *

COME MEET THE AUTHORS ~ OR JOIN THEM!

Sat 28 April 12:00N-2:30PM Rancho Cordova Library 9845 Folsom Boulevard, Rancho Cordova, CA
Sat 12 May 1:00PM- 5:00PM Elk Grove Library 8900 Elk Grove Boulevard, Elk Grove, CA 95624
Sat 16 June 1:00PM- 5:00PM Georgetown Library 6680 Orleans, Georgetown, CA 95634

If you'd like to join us in May or June, please contact Andrea Roth (w/a A.K. Buckroth) 916-396-3414 mydiabeticsoul@pacbell.net or me, normathornton@yahoo.com

NCPA member Andrea Roth has coordinated with NCPA to set up a series of FREE Book-selling events she's titled "**Authors Showcase ~ Meet the Authors!**" and is working on more.

The following library dates and locations are scheduled. NCPA members and potential members (one-time) only. Please be sure to provide website address OR other address where your book(s) may be located, plus your Email address and phone number.

Upcoming Author Showcase Events Date & Library so far:

If you're interested in being one of the authors, would like to join us for any upcoming Library Events, or would like your local library to be included in upcoming events, please contact: Andrea Roth (w/a A.K. Buckroth) 916-396-3414 mydiabeticsoul@pacbell.net or normathornton@yahoo.com

- **Saturday 28 April 12Noon-2pm Rancho Cordova**
- **Saturday 12 May 1pm-5pm Elk Grove**
- **Saturday 16 June 1pm-5pm Georgetown**

Andrea advertises with press releases to the Rio Vista Beacon * Sacmag.com * American Messenger * Around Here Magazine (includes readers through the Carmichael Times and Arden Arcade newspapers), and contacts * Nextdoor Neighbor * American Towns * plus adding to FB.

Reinforcing the mantra that we have to promote ourselves, Andrea encourages everyone to do the same with their area media outlets, and suggests if an outlet requests a picture, use the poster/flyers that she will send you.

Thank you Andrea, for taking on this huge task for all NCPA members

Annual Publishing Awards
Criteria for Judging Fiction

Title: _____

Author: _____

Rate each item on a scale of 1 to 10, with 1 being Weak, 5 being Average, and 10 being Excellent.

Total Score: _____

- ____ 1. The story works. It is convincing, draws you in, is moving or exciting; or you learn something, you are amused, or you simply enjoy the reading it.
- ____ 2. The plot is well-handled. The characters engage meaningfully with each other. The story builds to a climax.
- ____ 3. The characterization is well-handled. The characters come alive as real people. They are three-dimensional and do things that stimulate interest.
- ____ 4. Style: Details differentiate the characters, acts and places. The scenes are visual. The writing flows. The content is clear, accessible, interesting and creative.
- ____ 5. The dialogue is effective. Exchanges among the characters build in tempo or content.
- ____ 6. Technical mastery: The book doesn't contain spelling, punctuation or grammatical errors, poorly chosen words, an abundance of adjectives or adverbs, or overuse of the passive voice.
- ____ 7. The structure is tight and clear. There is a strong lead/beginning. There are smooth transitions. The closing is effective.
- ____ 8. Presentation: The cover is attractive, clean and inviting. The title and cover give a good clue as to the type of book the reader will encounter. The audience is clearly defined or understood from the presentation.
- ____ 9. Originality: The author uses a new or interesting approach. The content delivers a pleasurable read.
- ____ 10. Marketplace appeal: The book has audience appeal. It will attract the attention of a wide range of readers or members of a well-populated niche.

**The above Criteria for Judging Fiction is what each sheet actually looks like, minus the long space between each, allowing for comments from the Judge for each item.
The following six Criteria are edited to smaller sizes for space.**

Annual Publishing Awards Criteria for Judging Best Design/Layout/Cover

Title: _____ Author: _____

Rate each item on a scale of 1 to 10, with 1 being Weak, 5 being Average, and 10 being Excellent.

Total Score: _____

- ____ 1. Title: The title is provocative and grabs the reader's attention.
- ____ 2. Cover design: The cover is professional, distinctive, effective and has punch. The back contains information that makes you want to open the book. The spine is easy to read and contains both the title and the author's name(s).
- ____ 3. Style: The book demonstrates artistic style and graphic excellence, overall.
- ____ 4. Interior Design: The layout of the pages is attractive. The font size and style are appropriate for the subject matter.
- ____ 5. Workmanship: The binding is sturdy and well made. The type is legible. The paper is durable. The production quality makes reading a pleasurable experience.
- ____ 6. Integration: The design, cover and layout facilitate the impact of the text.
- ____ 7. Features: Interior photographs, illustrations, diagrams or other graphics are used to enhance and augment the text. Information about the author is readily available.
- ____ 8. Benefits: What readers stand to gain from the book is made clear on the cover.
- ____ 9. Support of experts: The cover contains endorsements by people who possess expertise in the field/genre of the book or who are regarded as experts by virtue of being famous.
- ____ 10. Marketplace: The book has audience appeal. It will attract the attention of a wide range of readers or members of a well-populated niche.

Annual Publishing Awards Criteria for Judging Children's Books

Title: _____ Author: _____

Rate each item on a scale of 1 to 10, with 1 being Weak, 5 being Average, and 10 being Excellent.

Total Score: _____

- ____ 1. The story works. It's convincing, the reader/listener will learn something or simply enjoy the contents. The style is appropriate to the subject, theme and target audience?
- ____ 2. Illustrations: Do the illustrations and the story fit well together? Do the illustrations add value?
- ____ 3. Originality: Does the book take a new or interesting approach to the subject? Is the topic covered in an innovative way?
- ____ 4. Presentation: Is the audience clearly defined or understood from the presentation? Do the title and cover give a good clue about the contents? Where rhyme or rhythm are used, is their use accomplished and imaginative?
- ____ 5. Writing style: Is the book well-written and readable? Are the style and language suitable for the implied reader/listener? Do dialogue and narrative work effectively together? Is the main message expressed clearly?
- ____ 6. Design: Does the text size make reading a pleasurable experience for the intended audience? Does the design make information easily accessible?
- ____ 7. Characterization: Are the characters believable (even imaginary creatures and animals)? Are the characters creatively developed? Do they interact with each other convincingly?
- ____ 8. Respect for the reader: Does the author make a sincere effort to communicate with readers/listeners? Does the author appear in control of the plot? Is the final resolution of the plot credible in relation to the rest of the book?
- ____ 9. Technical mastery: The book doesn't contain spelling, punctuation or grammatical errors, poorly chosen words or overuse of the passive voice.
- ____ 10. Marketplace: Does this work meet a need or create a niche in the marketplace? Would this book appeal to young readers/listeners

Annual Publishing Awards Criteria for Judging Young Adult Books

Title: _____ Author: _____

Rate each item on a scale of 1 to 10, with 1 being Weak, 5 being Average, and 10 being Excellent.

Total Score: _____

- ____ 1. **The story works.** It's convincing, the reader/listener will learn something or simply enjoy the contents. The style is appropriate to the subject, theme and target audience?
- ____ 2. **Illustrations:** Do the illustrations and the story fit well together? Do the illustrations add value?
- ____ 3. **Originality:** Does the book take a new or interesting approach to the subject? Is the topic covered in an innovative way?
- ____ 4. **Presentation:** Is the audience clearly defined or understood from the presentation? Do the title and cover give a good clue about the contents? Where rhyme or rhythm are used, is their use accomplished and imaginative?
- ____ 5. **Writing style:** Is the book well-written and readable? Are the style and language suitable for the implied reader/listener? Do dialogue and narrative work effectively together? Is the main message expressed clearly?
- ____ 6. **Design:** Does the text size make reading a pleasurable experience for the intended audience? Does the design make information easily accessible?
- ____ 7. **Characterization:** Are the characters believable (even imaginary creatures and animals)? Are the characters creatively developed? Do they interact with each other convincingly?
- ____ 8. **Respect for the reader:** Does the author make a sincere effort to communicate with readers/listeners? Does the author appear in control of the plot? Is the final resolution of the plot credible in relation to the rest of the book?
- ____ 9. **Technical mastery:** The book doesn't contain spelling, punctuation or grammatical errors, poorly chosen words or overuse of the passive voice.
- ____ 10. **Marketplace:** Does this work meet a need or create a niche in the marketplace? Would this book appeal to young readers/listener?

Annual Publishing Awards Criteria for Judging Nonfiction Memoir

Title: _____ Author: _____

Rate each item on a scale of 1 to 10, with 1 being Weak, 5 being Average, and 10 being Excellent.

Total Score: _____

- ____ 1. Does the memoir tell a good story, dealing with issues of cause and effect in life either overtly or covertly?
- ____ 2. Is the memoir vivid and specific, so that the reader can "see" what's happening?
- ____ 3. Is the memoir written in an authentic voice, avoiding oversimplification and generalizations? Is there something unique, fresh and new about the way the experience is recounted?
- ____ 4. Does the memoir focus on a set of meanings or themes, "cutting to the chase" so that the reader knows precisely what the work is about?
- ____ 5. Is the memoir written in such a way that someone who knows absolutely nothing about the author can understand it and relate to the characters?
- ____ 6. **Technical mastery:** The work doesn't contain spelling, punctuation or grammatical errors, poorly chosen words, an abundance of adjectives or adverbs, or overuse of the passive voice.
- ____ 7. **The structure is tight and clear.** There is a strong lead/beginning. There are smooth transitions. The closing is effective.
- ____ 8. **Presentation:** The cover is attractive, clean and inviting. The title and cover give a good clue as to the type of book the reader will encounter.
- ____ 9. **Originality:** The author uses a new or interesting approach and identifies provocative issues. The content delivers a pleasurable read.
- ____ 10. **Marketplace appeal:** The book makes a contribution to the field and fills a publishing void. It has audience appeal & will attract the attention of a wide range of readers or members of a well-populated niche.

NCPA Annual Publishing Awards Criteria for Judging Nonfiction

Title: _____ Author: _____

Rate each item on a scale of 1 to 10, with 1 being Weak, 5 being Average, and 10 being Excellent.

Total Score: _____

- _____ 1. Definition & purpose: The features and benefits of the book are apparent. Readers will readily understand what the book has to offer.
- _____ 2. Credibility: The author is an authority on the subject matter and/or cites experts in the field. The book includes an index.
- _____ 3. Organization: The table of contents suggests an organization plan for the book. The first chapter provides a hook. Topic sentences introduce the reader to each chapter. There is an absence of unnecessary repetition.
- _____ 4. Content: The topic is presented in an interesting way. The information helps readers better understand a subject. The use of quotes, statistics, and anecdotes adds value. The content accomplishes what it purports to do.
- _____ 5. Style: The subject matter is approached in a coherent, logical manner. The writing flows well. The main message is clearly expressed.
- _____ 6. Technical mastery: The work doesn't contain spelling, punctuation or grammatical errors, poorly chosen words, an abundance of adjectives or adverbs, or overuse of the passive voice.
- _____ 7. The structure is tight and clear. There is a strong lead/beginning. There are smooth transitions. The closing is effective.
- _____ 8. Presentation: The cover is attractive, clean and inviting. The title and cover give a good clue as to the type of book the reader will encounter.
- _____ 9. Originality: The author uses a new or interesting approach and identifies provocative issues. The content delivers a pleasurable read.
- _____ 10. Marketplace appeal: The book makes a contribution to the field and fills a publishing void. It has audience appeal and will attract the attention of a wide range of readers or members of a well-populated niche.

Annual Publishing Awards Criteria for Judging Poetry

Title: _____

Author: _____

Rate each item on a scale of 1 to 10, with 1 being Weak, 5 being Average, and 10 being Excellent.

Total Score: _____

- _____ 1. Overall, the poetry enables the reader to see, feel, or think about the subject in a new, more compelling way.
- _____ 2. Poems evoke an emotional or intellectual response in the reader.
- _____ 3. Poems create visual imagery that is powerful and memorable.
- _____ 4. Language is used with originality, precision, and economy, avoiding clichés and forced rhymes.
- _____ 5. Words are alive with sound as poetry is meant to be read aloud.
- _____ 6. The forms and structure for the poems complement their content.
- _____ 7. The poet's voice is identifiable and consistent.
- _____ 8. The poems achieve intensity through imagery, rhythm and symbols.
- _____ 9. Symbols in the poems express an accessible literal meaning.
- _____ 10. The overall mechanics of the poems demonstrate control of the form.

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... *Norma Jean Thornton*, editor *The Pen & Press*