

May 2019

[www.norcalpa.org](http://www.norcalpa.org)

# The Pen & Press

**Thursday \* 13 June 2019 \* 6:30pm–9pm**

**Bob Primm \* Attorney**

**Legal Guide to Book Publishing**

Friends, Family, non-members welcome ~ **FREE MEETING FOR ALL**

**Denny's** (in the Private back room)

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

No-host food &/or beverage

**UPCOMING MEETINGS & EVENTS** You might want to bring a light sweater to Denny's.

**2019 GUEST SPEAKERS 2nd Thursday each month 6:30pm-9pm**

- 9 May** \* Yuri Kvichko, Atty ~ Intellectual Properties, Trademarks, Copyright, etc., for Pubs & Authors
- 13 Jun** \* Bob Primm, Atty ~ Legal Guide to Book Publishing
- 11 Jul** \* NO SPEAKER ~ General Chit Chat about Anthology, plus all-things Publishing, writing and more
- 8 Aug** \* Pending Speaker info
- 12 Sep** \* Pending Speaker info
- 10 Oct** \* Pending Speaker info
- 14 Nov** \* Pending Speaker info

**RSVP needed for each Wednesday [norcalpa.org](http://norcalpa.org) ~ Same Denny's ~ 12Noon - 2pm**

**Wed 15 May** \* No Speaker \* just chit chat & other fun &/or informative, but mundane writing stuff

**Wed 19 Jun** \* No Speaker \* just chit chat & other fun &/or informative, but mundane writing stuff

**Wed July** \* **No July Wednesday Meeting \* Fair-Time!**

**Wed 15 Aug** \* No Speaker \* just chit chat & other fun &/or informative, but mundane writing stuff

**Wed 18 Sep** \* No Speaker \* just chit chat & other fun &/or informative, but mundane writing stuff

**Wed 16 Oct** \* No Speaker \* just chit chat & other fun &/or informative, but mundane writing stuff

**Wed 20 Nov** \* No Speaker \* just chit chat & other fun &/or informative, but mundane writing stuff

**Wed 18 Dec** \* No Speaker \* just chit chat & other fun &/or informative, but mundane writing stuff

**NCPA's 3<sup>rd</sup> Annual Holiday Luncheon \* Sun 1 Dec 2019 \* Black Angus**

Sun 1 Dec 2019 ~ 3rd Annual NCPA Holiday Lunch 12Noon -?? \* at Black Angus again

3<sup>rd</sup> Annual NCPA Holiday Lunch 12Noon -?? ~ back at Black Angus again ~

**Everything's the same as the previous 2 years: order what you want; purchase off the menu that day.** No group bill for one of us to try to figure out what everyone owes:

You're given your own bill and you pay Black Angus as you normally would when going out to lunch.

**\* SAVE THE DATE \* 12 Noon \* Sun 1 Dec 2019 \***

## **President's Message**

The banquet last month has me thinking about the benefit of entering one's books into writing contests. One of the most difficult things about writing is letting people see what you've written.

Writing is a deeply personal expression of one's innermost thoughts and ideas, and for many of us, it's an escape from the day to day lives we lead. I know I've written during some of my most difficult periods in my life and it has sustained me. To let someone else into your world makes you feel vulnerable. However, entering contests is something every author should consider.

Now, for full disclosure, I've entered two writing contests in my life. Perhaps this message is a way to force myself to practice what I'm preaching. I admire people who take the chance on entering a contest. It takes courage and resolve and deserves applause. It is something I'm working toward.

What is the benefit of entering a contest? Well, it's two-fold. You get exposure if you win. And you get validation that you have something in your work, something special. I've been both a traditional and indie author, and validation is something I still seek. This is particularly true for indie authors. It can be hard to get the exposure and the attention we deserve. So much space is taken up by those authors who can lay claim to bigger accolades: New York Times Best Sellers, etc.

So, when I decided to make this President's Message about contests, I wanted to find a list of contests that indie authors can enter. Here's one short list: <https://indiereader.com/2018/01/self-published-book-award/>.

However, I think it would be beneficial if we all shared contests that we've come across. In fact, I'd like to see a portion of our website dedicated to contest links. If you send me links for the contests you've entered or found, I'll get them listed on the website. Of course, if you enter a contest and win, please let us know. It's always good to celebrate another author's success.

*Michelle Hamilton*, President NCPA

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**Editor's note:** While doing a search for a website a couple of weeks ago I ran across a few places for submissions, contests, entries and more. This one is for any of the very soft or sweet "romance" books ... plus other genre, for publishing ... possibly even making your book into a movie.

I'm thinking mainly about \*Elaine Faber with her Mrs. Oddbody series, since on one of the pages I went to here, it indicated they specifically were looking for humorous style books, written by a woman. <http://mswishlist.com/publisher/HallmarkPublish>

Keep clicking on things and you'll find contacts for legit editors such as Harper Collins, Source Books, Scholastic ... and legit publishers requesting ALL TYPES ROMANCE submissions, such as <https://www.avonromance.com/impulse/> (*Submissions closed now, but "we" will announce on social media if/when "we" reopen. I suggest you sign up for their newsletter.*) This one takes ALL types romance. There's a lot of stuff in those many-many places to click on re editors, publishers, agents and more ... too much for me to spend time on to vet, so read, and contact, at your own risk. But please, if you do check any out, and find something good or bad about one or more, please let us know, so we can pass the info along to all NCPA members.

And, speaking of NCPA member \*Elaine Faber (above), here's something from her:  
*No Fly Zone - A Short Story from All Things Cat* (Elaine Faber)

*I've posted another short story from my book, ALL THINGS CAT on my website. If you're interested in space aliens or ROSWELL, NEW MEXICO, check it out. Leave a message if you've ever had an encounter of the third kind!! WHOO WEE OOH!!!*

<http://www.mindcandymysteries.com/all-things-cat-a-short-story-the-no-fly-zone/>

**Submissions & Contest URLS** found when doing that website search mentioned above.

**Call for submissions in all genre, for 2019 anthologies** – I did a Google Search, and this is what came up ... I haven't checked ANY OF THEM, so you're on your own. Please let us know if you find anything interesting, good bad or indifferent.

[https://www.google.com/search?client=safari&channel=ipad\\_bm&ei=LGFtXI\\_yEYP6tAWXlaC4Bw&q=call+for+submissions+anthology+2019&oq=call+for+submissions+anthology+2018&gs\\_l=psy-ab.1.0.0i7118.0.0..4694...0.0..0.0.0.....0.....gws-wiz.z-1G8zT-bfQ](https://www.google.com/search?client=safari&channel=ipad_bm&ei=LGFtXI_yEYP6tAWXlaC4Bw&q=call+for+submissions+anthology+2019&oq=call+for+submissions+anthology+2018&gs_l=psy-ab.1.0.0i7118.0.0..4694...0.0..0.0.0.....0.....gws-wiz.z-1G8zT-bfQ)

**Send Submissions on all things ~ at this time, no monetary compensation, but exposure in other areas.**  
Kings River Life Magazine - originated in Reedley, Fresno, Visalia areas and more around the Central Valley ... now accepting submissions from all over California.

<http://kingsriverlife.com/submissions/>

**Contests:** Wergle Flomp Humor Poetry Contest (**no fee on this one**), but there are more, so I don't know if they're free or not. Again, you're on your own to find out.

<https://winningwriters.com/our-contests/wergle-flomp-humor-poetry-contest-free>

**IBPA stuff: Book Industry Events** - Independent Book Publishers Association

[https://www.ibpa-online.org/events/event\\_list.asp?group=&cid=16425](https://www.ibpa-online.org/events/event_list.asp?group=&cid=16425)

### **AUTHOR SHOWCASE**

**Carmichael library, 5605 Marconi Ave, Carmichael, (916-264-2920) SUNDAY 26 May 1pm - 4pm**

So far, ten authors have signed up to participate in a voluntary "Panel Discussion" during this event.

A brief Q & A session will follow for each author with the audience, along with me being the proctor, asking the authors questions regarding their books.

**SIGN UP NOW!** The following authors have signed up and there's room and tables for eight more:  
Me (as A. K. Buckroth) \* Cedric Cane (SSWC) & Guest (SSWC) \* Sharron Darrow \* Janet Hignight \* Anna Hourihan \* Charlene Johnson \* Lynda Markham \* Nancy Miller \* Norma Jean Thornton \*

### **SPECIAL INFORMATION ON ALL LIBRARY EVENTS**

Books will be available for sale and signings, along with writing and publishing techniques for audience members.

We also generally hold a Panel Discussion where the available authors will sit two or three at a time at one end of the Community Room sharing one of their books at a time. Depending on the number of authors in attendance, typically 5-10 minutes will be spent on open readings for each author.

Excellent opportunity to practice promoting and marketing your books, in a friendly atmosphere, and learn from other authors both what TO do, and what NOT TO do.

### **OTHER UPCOMING Non-Library BOOK EVENTS**

- Aug 2019 Carmichael Founder's Day Celebration **PENDING**
- 8 December 2019 Presentation of the Blessed Virgin Mary Church Craft Fair **PENDING**
- 14 December 2019 "Christmas at the Castle" Preston Castle Holiday Bazaar **PENDING**

Contact Andrea ASAP (info below) to sign up for any or all of the above dates. Some are space-sensitive, and all are on a first-come-first-serve basis.

**Andrea K. Roth (aka: A. K. Buckroth)** #buckroth 916-396-3414 [mydiabeticsoul@gmail.com](mailto:mydiabeticsoul@gmail.com)

NCPA Book Event Coordinator



**Placer Pops Chorale and Orchestra** during the 5 May 2019 “Best of Classic Rock” performance at the Dietrich Theatre in Rocklin \* [www.placerpops.com](http://www.placerpops.com)



**Placer Pops Chorale & Orchestra** upcoming performances in 2019: [www.placerpops.com](http://www.placerpops.com)

**“Hollywood at Harris Center” A Night of Academy Award Winning Music**

\* Sunday 20 Oct \* 4pm Matinee **with Red Carpet Reception** prior to show

**&**

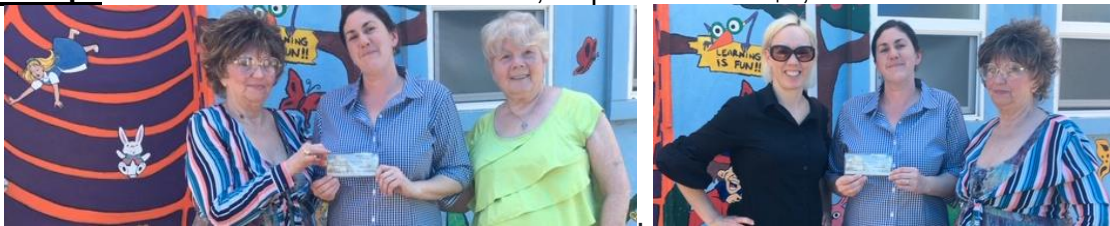
**“Holiday Placer Pops” Chorale & Orchestra 2019** [www.placerpops.com](http://www.placerpops.com)

**Harris Center in Folsom** \*\*\* Sat 14 Dec \* 2pm \* & \* 7:30pm \*\*\* Sun 15 Dec \* 2pm \*

**Dietrich Theatre in Rocklin** \*\*\* Thu 19 Dec \* 7:30pm \*\*\* Fri 20 Dec \* 7:30pm \*

**Dietrich Theatre in Rocklin** \*\*\* Sat 21 Dec \* 2pm \*\*\* Sun 22 Dec \* 2pm

**Placer Pops:** one of our Silent Auction donors, helped us reach \$1,000 for Mustard Seed School



Sharon Darrow, Amy Rogers and Norma Jean Thornton presenting Casey Knittel, Director of Mustard Seed School, with \$1,000 check from the Silent Auction & 50/50 Card-Split during NCPA’s 25<sup>th</sup> Book Awards Banquet (with help from an anonymous donor to reach that \$1,000 mark.)

**You are INVITED** to the **Mustard Seed School’s 30<sup>TH</sup> Anniversary Open House**

**Sat 18 May 12Noon-2pm** \* 1321 North C St Sacto \* 916-447-3626 \* [mustardseed@sacloaves.org](mailto:mustardseed@sacloaves.org)

**\$1,000 from this year's Silent Auction & the 50/50 Card Split at the Book Awards Banquet (plus help from Anony) benefits Mustard Seed School**

The following is partial information from their website through Loaves & Fishes: [sacloaves.org](http://sacloaves.org)

Established in 1989 to help meet every type needs of homeless children, Mustard Seed is a free, private school for children 3-15 years old, which provides a safe, nurturing and positive structured learning environment, for both children and their parents, and assistance in entering or re-entering public schools.

Many school age children do not attend school because of their homelessness; some lack immunizations, birth certificates, or other documents, some are in transit, and almost all lack a support system. In spite of their situations these children are eager to learn and to be accepted.

From fifteen to thirty-five children may attend our school each day, and an average stay is just three to four weeks. Some children have been out of school for a long time and need help to go back. A major goal of the Program is to prepare and enroll homeless children into public schools, and preschool for younger children, when families have found housing stability.

**Since the school began, over 4500 individual children have participated in Mustard Seed.**

Donations can be taken to **Mustard Seed School ~ 1321 North C Street** in downtown Sacramento.

For more information call **916-447-3626** or email us at [mustardseed@SacLoaves.org](mailto:mustardseed@SacLoaves.org)

**You are INVITED to the Mustard Seed School's 30<sup>TH</sup> Anniversary Open House**

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**Mustard Seed Back to School's Wish List**

Quality Sturdy Backpacks \* New socks – all sizes \* New underwear – all sizes \* Pens \* Pencils \* Crayons \* Markers \* Colored pencils \* Watercolor paints \* Washable tempera paints \* Construction paper \* Spiral notebooks \* Composition notebooks \* Lined filler paper \* New one-inch binders \* Dry erase markers and erasers \* Art paper \* Highlighters \* Elmer's glue \* Glue sticks \* Tape \* Note cards

**ADVERTISING FOR MORE OF OUR DONORS, both NCPA members**

**Looking for a detailed critique and line edit? Contact donor Amy Rogers: Science Thrillers Media**

Amy Rogers, independent publisher, beta reader for James Rollins, and former judge for International Thriller Writers' Thriller Awards. [amy@AmyRogers.com](mailto:amy@AmyRogers.com) Web: [AmyRogers.com](http://AmyRogers.com) (916)-712-3334

**Need a Manuscript Evaluation? Contact donor Jennifer Grainger**

Jennifer says a manuscript evaluation is not editing. It is evaluating the quality of the writing, so she will carefully and thoughtfully read your manuscript from beginning to end and provide very explicit feedback for you on what works, what could be better and how to fix the weaknesses.  
[jennifer@JenniferTheEditor.org](mailto:jennifer@JenniferTheEditor.org) [www.JenniferTheEditor.org](http://www.JenniferTheEditor.org) 209-369-6188

**Need a great venue for your Banquet &/or more?**

Both great for Writing Organizations, and Highly recommended by NCPA

**Cherry Island Golf Course \* 2360 Elverta Rd \* Elverta, CA \* [www.golfcherryisland.com](http://www.golfcherryisland.com) \* 916-991-6875**

**Looking for a great decorated cake for ANY event, including that Banquet?**

**Walmart Supercenter Bakery \* 5821 Antelope Rd.\* Antelope 95843, CA \* Bakery: [916-729-6217](tel:916-729-6217)**

May 2019

Work in progress on the anticipated cover for NCPA's upcoming Anthology  
**COMING SOON**

# MORE BIRDS OF A FEATHER

*Another NCPA Anthology*



Authors start your stories now for the 2<sup>nd</sup> Anthology "**MORE Birds of a Feather**"

Just because the deadline is closed on "*Birds of a Feather*" doesn't mean we're through ~ We're starting our 2nd one, "*More Birds of a Feather*" with December the hopeful publishing date, just in time for the holidays

We've learned a lot working on the first one, our very first baby, so we'll have lots of changes on the 2nd one ~ just like with real babies ~ Loosen up regs (like word count), stricter on others (only ONE address to send to, Word doc, not PDF, and more in this one), plus flexible on others, like MAYBE, not just animals. Let's TALK!

Send us your comments, suggestions, or whatever.

## **ANTHOLOGY UPDATE 9 May 2019**

First Proofing is complete, Editing is almost complete, Formatting is in the works with Edit Proofing soon to begin, and then it's off to the printers to be published! Deadline still on track ... we're doin' good!

## **A Collection of More Short Stories about Animals ... and ???**

If you missed the first one, then get busy on your stories NOW for this one ~ only open to NCPA members. If you would like to submit a story to this Anthology, you're welcome to join NCPA if you aren't already a member.

Membership is \$40/year. No other charge to enter a story. No entry deadline as of yet, but anticipated publish date is in time for Christmas.

More information AFTER the Book Awards Banquet. Questions? Come to the **Meeting 6:30pm Thu 9 May 2019 at Denny's \* 3520 Auburn Blvd \* Sacto (@ Watt & I-80)**

Poster for our first Animal Anthology, "*Birds of a Feather*" showing names of all authors, plus 2017/2018 and 2018/2019 Book Award Entries Posters will be on display at the California State Fair Authors Booth during the State Fair, 12-28 July 2019.



## **ANTHOLOGY ~ "Birds of a Feather"**

### **IMPORTANT INFO ON THIS ANTHOLOGY AND THE NEXT ONE**

#### **REPEAT Article ~ so Important it's repeated!**

This was in the April Newsletter, but I ran out of time to get this thing finished before tonight's meeting!

This is our first experience with an Anthology, and we've found at least six (6) things that need to be addressed with the next one ... none are fatal, tragic nor devastating, just a little time-consuming and a bit confusing, but we're learning, and have done amazingly well so far! Look for new regs soon after "*Birds of a Feather*" has published, if not sooner.

A few major things we quickly learned: \* **All stories MUST be sent in word doc, NOT PDF** \* **All stories MUST be sent to ONE (1) Email address (not to THREE (3) different ones, nor to the PO Box)** \* **the minimum and maximum word counts need to be changed** \*

"*More Birds of a Feather*" will be hot on the tails of this one, (pun intended), giving everyone ample time to get that second story ready to go ... forget the 1,000 minimum, and it's ok to go a little over the 2,500-word maximum, but don't go crazy until we give the numbers. You have WAY more than the 6 weeks we gave you on this one, to get your next one finished ... but that last 6 weeks I'll start in again with the Email, if we're not meeting expectations.

Unsure right now if the theme will be strictly animals, but based on the title; most likely it will. \* Spacing \* Font \* Font size \* will be the same as this one, so get started now ~ don't forget to PROOFREAD (out loud) your own work prior to sending ... and if you don't already belong to a critique group, it's a good idea to find one.

We'll be more lenient on some things this next time, but tighter on others

Much of the problems could have been resolved prior to submitting, had the authors done their own proof-read ... and a suggestion: read your piece aloud. That helps tremendously in catching errors.

While you're waiting, get started on your next story, for "*More Birds of a Feather*" hopefully published by Dec 2019.

### **MORE UPCOMING Non-Library BOOK EVENTS**

- **Saturday 21 September 2019 8am-4pm** \* 7<sup>th</sup> Annual Rio Linda/Elverta Country Faire  
\$35 per 10'x10' booth. Contact Cheryl Cook [rlevendors@yahoo.com](mailto:rlevendors@yahoo.com)
- **Saturday 12 October 2019 10 am-4 pm** \* Great Valley Bookfest \* The Promenade Shops at Orchard Valley, AKA: Bass Pro Center, Hwy. 120 at the Union Road Exit, 280 Lifestyle Road, Manteca, CA. "**Featured Author Applications**" available at [www.greatvalleybooksfest.org](http://www.greatvalleybooksfest.org).

**Andrea K. Roth (aka: A. K. Buckroth)** #buckroth 916-396-3414 [mydiabeticsoul@gmail.com](mailto:mydiabeticsoul@gmail.com)  
NCPA Book Event Coordinator

## **MINUTES \*\* March 14, 2019 NCPA Meeting ~ Audio Books, Kelley Hazen**

Kelley Hazen – Guest Speaker ~~ Attendees: Elva Anson \* Everett Anson \* Bob Irelan \* Paul Zimmer \* Richard Steele \* Jerilyn Ring \* Tammy Andrews (Brandon) \* Mary Lou Anderson \* Elaine Russell \* Julie Beyers \* Ken Champion \* Linda Champion \* Jason Hinojosa \* Frances Fuller \* Ann Chehak \* Jim Perry \* Kate Zarrella \* Charlene Johnson \* Norma Jean Thornton \* Sharon Darrow \* Chrissi Villa \* Michelle Hamilton \* Barbara Young \* Andrea Roth \* Jennifer T. Grainger

### **Awards Banquet Discussion** - April 14

38 Books entered ~~ Great keynote speakers ~~ Purchase banquet tickets online ~~ Installing new officers  
Watch for election ballot email

Members can start sending in 2019 book submissions as soon as awards banquet is done. The sooner the better.

Looking for top people in literary field to be judges – let Sharon know.

### **Birds of a Feather Anthology**

36 stories in for anthology – Team process of editing and getting back to authors if needed

## **Audiobooks Presentation by Kelley Hazen, assisted by Michelle Hamilton**

Michelle and Kelly have collaborated on 31 audiobooks together. Kelley has been in the entertainment industry for 36 years as a theatrical professional. She started recording Christmas stories as Christmas gifts for her family. It was a low cost, easy to send as CDs through email. She has a recording studio in her house. She and her husband work together on audiobook projects. Her husband is a musician in LA. Kelley has 100 titles on audiobooks and has sold over 32,000 in audiobooks in six years. Her biggest collaboration to date has been with Michelle with over 30 titles and 7000 downloads of audiobooks. This meeting was the second time Kelley and Michelle have been face to face. Why an audiobook? Audiobooks are the only growing segment of the publishing industry.

### **Some Statistics**

People still prefer to read books

It was thought eBooks would create a greater readership.

Market has shifted but has not increased.

The number of people who read paperbacks and hardcovers has stayed the same.

The number of people who read eBooks has gone down.

Audiobooks was a \$2.8 billion business in 2017 and the numbers have not yet come in for 2018, but it is thought it will increase by 30%.

If you're going to compete or be present in the marketplace, having an understanding and a place in audiobooks is essential.

It's significant to know the New York Times has started a top ten bestselling audiobooks list. Many of the big publishers are deciding to go straight to audio because audiobooks are out performing print and eBooks. In the entertainment world, a lot of films and television shows are based on books. The industry is beginning to use audiobooks to promote the first launch for a film or television show.

Example – *Murder on the Orient Express*. Kenneth Branagh recently did a new version of the film and recorded a new version on audiobook to release and launch prior to the release of the film as a way of getting word out and ramp excitement up for the film.

### **Who's listening to audiobooks?**

The number one reason listeners like audiobooks is because they can do other things while they listen.

The number two reason listeners like audiobooks is because they can do it anywhere. Example – smart phones

The number three reason listeners like audiobooks is because it is comforting to be read to. It's nostalgic.

Women listen more than men which is similar in the book world. Women buy more books.

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**March 14, 2019 NCPA Meeting ~ Audio Books, Kelley Hazen Continued (1<sup>st</sup>)**  
**Audiobooks Presentation by Kelley Hazen, assisted by Michelle Hamilton**

57% of audiobook listeners listen at home \* 32% listen in their cars.

Of the 57%, 68% do it while they are cleaning house or doing chores, 65% do it while they are cooking, 57% listen while they exercise, 30% do it while crafting or doing hobbies.

The number one audio genre, second only to self-help is mysteries and cozy mysteries followed by science fiction and fantasy, followed by career and money.

Definition of art – whatever medium you are working in; the experience is not complete unless you have an audience. You must put your work in front of someone and allow them to experience it.

If you want to reach your audience, the audience today is digital, virtual. You need to have a working understanding of how to reach that audience.

Audiobooks are a viable income stream. Kelley said she paid her mortgage last month in LA with the royalties from her audiobooks.

Michelle said she never thought about the growing population of older people whose eyes are deteriorating but their brains were very active and want to be told a story. The audiobook fills that need. Also, the millennials who grew up with podcasts. It's a quick transition from that to audiobooks and they are making that transition.

Audiobook listeners listen to over 15 audiobooks per year. The independent audiobook listener listens to a lot more. They go across the genres. If they are hooked on cozy mysteries and will cross over to fantasy.

**Where to go to create an audiobook**

It happens online and you need to be versatile with the internet.

There is no hardcopy exchange between Kelley and Michelle. Michelle sends Kelley doc files and she puts them on her iPad and reads from it so there is no sound of page turning. Her husband edits in Pro Tools, software for the MAC, then uploads to a site where Amazon takes them, finishes them and distributes them. The consumer then downloads the book.

Storyteller Productions – Kelley and her husband's company. It's a one mic studio. She does the storytelling and he does the editing and production.

**If you need a lot of help, there is a website to check out – Findaway.com**

**Kelley focused on ACX.com.** It's the site she and Michelle use the most. It is hands down the cheapest way to produce your audiobook. It does require you to be hands-on and have a good understanding of what you are doing.

If you self-publish through CDP, Amazon owns Audible and ACX so there is a very fluid connection in terms of their systems and it's hard to argue with their ability to distribute.

Go to ACX.com and explore it. ACX stands for Audiobook Creation Exchange. It's platform on the internet that allows authors and publishers who have books to connect with narrators and producers.

You will have a large variety of women's voice to choose from. You can listen to samples. You can filter by voice type, age group, language, etc. and narrow down your search.

You can also Google making an audiobook and there are a number of sites. Must have a video tutorial to watch and get a feel for how the site works.

Kelley said she has narrated a variety of voices.

**How to Choose a Narrator?**

On ACX, you can listen to a sample and review a narrator's profile. You can ask a narrator to audition and offer them the audiobook.

How to choose a narrator is guided by your book and the different character voices needed in your book.

You will see a wide range of experience in narrators from years of experience to new in the field. Do you have to have a narrator with a lot of experience? It depends on your book, what you are looking for and how you want your book to sound.

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**March 14, 2019 NCPA Meeting ~ Audio Books, Kelley Hazen *Continued (2<sup>nd</sup>)***  
**Audiobooks Presentation by Kelley Hazen, assisted by Michelle Hamilton**

A question from a member – Is there a pathway to making your book into a movie? Kelley suggested searching on Google. There are ways to do it. The best way is for your book to end up on a best seller's list.

Michelle talked about her first experience with turning her book into an audiobook and how to pick a narrator. She knew what she wanted for her character. She wanted an adult female voice. She auditioned several until she found Kelley and knew she wanted Kelley to narrate her book. Hearing Kelley perform her book, transformed Michelle's writing.

On ACX, there's a form you can fill out where you can give a brief synopsis. You can choose to give the narrators you want to audition as much or as little information as you feel is necessary.

The scene in the book Michelle picked to hear Kelley read was highly emotional and a very difficult scene. Most people pick the first few pages but she wanted to hear how Kelley handled something very emotional.

Michelle said doing audiobooks has transformed how she does her writing because she thinks about how Kelley is going to perform it. You don't want to micro-manage your narrator. You have to trust the narrator to do your work justice. Your narrator needs to embody your characters. Michelle does give Kelley the information she needs before she starts recording.

On ACX, there's a recording process called the **First Fifteen Minutes** in which the narrator will record the fifteen minutes, usually from the first chapter. Before the narrator can go any further, you have to approved the fifteen-minute recording. It's your opportunity to make sure you and your narrator are on the same page.

**The Financial Relationship on ACX**

The author puts up a sample on ACX and narrators troll ACX on a regular basis. You can choose to go into a royalty share (share in the profits with your narrator). Note that Amazon takes 60% off the top. If you go into a royalty share, you will split that 40% with the narrator. Or you choose to pay the narrator a paper finished rate and keep the 40% for yourself. A paper finished rate means if a narrator's rate is \$300 per finished hour and your book is three hours long, you would pay the author \$900. The 40% royalty goes to you.

One of the things you want to check out is if the narrator is active on Twitter and Facebook and how are they active and are they marketing the audiobooks. When you do a royalty share, you hope you and the narrator are marketing the audiobooks to help you move them.

There's a variety of free social media to use to market – Twitter, Facebook, LinkedIn, Instagram, etc. You don't have to do them all. Do the ones you like.

On Findaway.com, a committee will help you get your audiobook made. They will talk to you about what you're looking for and give you 5 additions of narrators they think will suit your work. Findaway.com only works on paper finished rates.

In order for a narrator to determine if he or she is interested in narrating your book, the narrator may go to your website, your Facebook or Twitter to see if you are an author who pushes your books. It will determine if they want to do business with you.

The listeners are more interested in the author than the narrator.

Michelle played samples of Kelley's narration.

Kelley suggested author listen to audiobooks or podcasts if you haven't done so.

**Member Questions:**

On ACX or Findaway.com or similar sites, is there a catalog of sound effects?

No. You can ask the narrator if they have the ability to produce.

Are there romance books on audiobooks?

Yes. Listeners like longer audiobooks. Shorter audiobooks don't sell as well.

Michelle sold 500 audiobooks in February. That was only a few titles.

*Continued on next page.*

**March 14, 2019 NCPA Meeting ~ Audio Books, Kelley Hazen Continued (3<sup>rd</sup>)**  
**Audiobooks Presentation by Kelley Hazen, assisted by Michelle Hamilton**

How many different voices has Kelley performed?

Forty voices for a story with many animals. She uses memory markers in the recording to remember the voices if she needs to go back to them.

Does Kelley recommend audiobooks for children?

Yes. The art of listening is important.

If you want to get familiar with audiobooks, there is a website where you can listen to free audiobooks - Audiobooks.com

Storyteller Review Team – contact Kelley if you are interested in experiencing an audiobook and are willing to give an honest review.

Can you get CDs for ACX and Audible?

You download the audiobooks. There is an Audible app to use to download. You can download to your iPad, phone, desktop. It may be possible to burn a CD. 19% of listeners are listening to audiobooks on their Amazon Echo and Alexa.

What is the breakdown of the audience?

48% of listeners are under age 35 but it doesn't mean that people of all ages aren't listening.

The bigger publishing houses are pushing for the younger people.

Michelle said people are reading the books and then buying the audiobooks to listen to the book again.

If you have a series or a box set, a good time to push your audiobooks is in the summer and during spring breaks while people are on vacation. Audiobooks are also good beach reads.

You use the same techniques to market your audiobook as you do books but they are different audiences. The vast majority of listeners listen, book readers read. Know the audience you're going after.

Is there a standard length for audiobooks?

Average audiobook is 8 to 10 hours. The length may be shorter for younger people but if the book is good, people will listen regardless of length.

Travelogues, poetry, anthology are all on audiobooks.

Are YA books bought by kids or their parents?

Yes, teenagers buy audiobooks. Parents buy them for younger children.

60% of Americans have listened to at least one podcast.

Does ACX narrate for articles?

No but check the web for sites that may do it.

Would Kelley have the time to review a book to determine if it would make a good audiobook?

Yes. Let her know you were part of this meeting and send her a chapter.

Are there certain genres that lend themselves to audiobooks?

Not necessarily. Go to the Audiobook Boom website – it has 25 different genres to choose from. You can listen to an audiobook for free as long as you give a review.

If you decided to do the audiobook yourself, are there difficulties involved?

On ACX, there is a tab to click if you're an author who wants to narrate your own book and they will take you through how to do that. If you decide to do it, you need to make sure you have the skills to use the software needed to do it.

In what situation would you advise a writer to narrate their own book?

You will know if you are able to speak or read well enough to read out loud. It's a skill. Memoirs lend themselves to self-narration but listen to audiobooks before you make that decision. Using a professional studio is costly.

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**March 14, 2019 NCPA Meeting ~ Audio Books, Kelley Hazen Continued (4<sup>th</sup>)**  
**Audiobooks Presentation by Kelley Hazen, assisted by Michelle Hamilton**

Michelle Obama narrated her book, *Becoming* and it was one of the highest selling books of 2018 and it wasn't released until November. An author named Neil Diamond also read his own book. You could listen to those as examples.

Do voice changes in audiobooks make a difference?

There are styles to narrating. Some authors want it read as if you are just reading it and there are author and narrators who choose to embody the characters. When looking for narrators, listen to their silence. Listen for background noise in between. If you hear it in a recording you're listening to, let the narrator know.

\*\*\*\*\*

**MINUTES 11 APRIL 2019 MEETING ~ Chrissi IBPA notes**

Christine Villa Guest Speaker ~ \* Attendees: Elva Anson \* Charlene Johnson \* Norma Jean Thornton \* Sharon Darrow \* Christine Villa \* Michelle Hamilton \* Tammy Andrews Brandon \* Elaine Russell \* Julie Beyers \* Sam Ortega \* Lynda Markham \* Roberta Davis \* B. Young \* Anna Hourihan \* Amy Rogers \* Frank Barrera

**Sharon Darrow**

Today is the last day to purchase a ticket to the banquet. They are \$30. If you have a book submitted, you're covered. There are a wonderful group of authors and speakers, the lineup is going to be very special. Come even if you don't have a book in the contest. Come and cheer on the people you know. It takes courage to enter a book in a contest. Even if you don't win, you still are a winner.

**Norma Jean Thornton**

Almost everyone at the meeting was going to the banquet. She needed to know who wanted regular and who wanted vegan meals.

There are some great items for the silent auction. The proceeds are going to the Mustard Seed School.

**Michelle Hamilton**

Birds of a Feather Anthology

Michelle has been going through the stories and doing the edits. She will be sending them out to the authors. Once the final edits are done and she gets them back, she'll mark them as done. The anthology will get formatted and sent to Sharon to get printed. It should be ready by July. There are a lot of good stories in the collection this year.

Sharon asked the members to introduce themselves and tell the group why they got into writing.

**Christine Villa's IBPA Conference Report**

Christine said she always dreamed big things and it was her dream to go to the conference. After two years, she was able to attend. She thanked Frank Barrera for helping her fill out the questionnaire for the scholarship and she won it. She learned a lot from the conference and encouraged the members to attend whether on their own or through the scholarship program. She talked about how to maximize your stay and tips on what to do.

- The scholarship from NCPA is \$500. She got a discount flight by signing up for Southwest Rewards. So, her flight was \$150 (including the Southwest Membership)
- With the money she saved on her flight, she signed up for more workshops before the conference. The conference is two days. Breakfast and lunches were included.
- She also attended the IBPA Benjamin Franklin Awards. She said seeing all the books made her dream that her books would be there. She reviewed the books in her genre to get a feel for the competition.
- The remainder of the money she had left went towards her hotel room.

[Continued on next page.](#)

**11 APRIL 2019 MEETING MINUTES ~ Chrissi IBPA notes Continued #1**

- Friday, she had breakfast with all the children's authors.
- Also, on Friday, they had signups for 'Ask the Expert'. You were allowed fifteen minutes per appointment and seven appointments with different experts.
- You must plan ahead for your classes. The classes are an hour long and there are three classes per hour so you must choose the classes you want to attend.
- Christine chose her classes and made her appointments with the experts. Sitting down with an attorney during the 'Ask the Expert' session was informative and helpful for an issue she was having.
- There were sponsor tables to visit and she brought back business cards.
- She said the classes were great because you could ask questions during the sessions and afterward as well.
- The conference also offered free headshots.
- She bought CDs and MP3s of the classes. They offered CDs/MP3s from the previous conference. CDs/MP3s for the current conference were also available.
- She didn't learn very much from the Ingram Sparks session.
- Jody Blanco was a great speaker. She told the audience that authors were better off being independent rather than going through a traditional publisher because you had more control. She said to be proud of what you were doing. Other things she discussed were how to sell yourself, putting together press kits, how to write your narrative and your byline.
- Making friends and networking was an important part of the conference.
- The deadline for the 2020 scholarship is November.

There is a discount if you are an IBPA member or are a member of NCPA.

Amy Rogers has 2015 & 2016 conference CDs and will lend them out to members. She said IBPA has an excellent magazine and online resources.

**Elaine Russell – Benjamin Franklin Awards Discussion**

Fifteen hundred books in 54 categories. Each category had 3 to 4 finalists, with anywhere from 30 to 100 books in each category. Elaine was a finalist in the Historical Fiction category. She encouraged fellow authors to enter contests.

**Need a special gift for Mother's Day? ~~ It's SUNDAY 12 May ~ just 3 more days!**

**Do you need a donation to your non-profit event?**

Check out the fine jewelry at Sharif's ~ He's very generously donated to NCPA for 10 years, and asked me to pass along his information for others looking for donations.

**Sharif Jewelers \* 1338 Howe Ave**, Sacramento, CA \* [www.sharifjewelers.com](http://www.sharifjewelers.com) ~ 916-927-0542

There are three (3) locations, total ~ check out their website for the other ones.

**How about an Outdoor event for Mother's Day ~~ OR Father's Day ~ Sunday 16 June**

**Roaring Camp Mining Company in Pine Grove, CA** just 1-1 ½ hours south east of Sacramento ~ Roaring Camp has BBQ Cookouts, Guided Gold Mine & Gold Panning Tours & Dinners, All Day Adventure & Gold Panning Tours & more ~ Camping or Cabins available

[www.roaringcampgold.com](http://www.roaringcampgold.com) ~ 209-296-4100 ~ [info@roaringcampgold.com](mailto:info@roaringcampgold.com)

**OR an Indoor Stay for Mother's Day or Father's Day ~ on the way to Roaring Camp**

**Grand Oaks Inn B & B** ~ Joe & Ann Mehrten 21941 Buena Vista Road P.O. Box 518

Clements, CA 95227 [grandoaksinn.com](http://grandoaksinn.com) 209 759-3453 or 209-759-3713 [grandoaks@inreach.com](mailto:grandoaks@inreach.com)

Grand Oaks, Sharif & Roaring Camp Mining Co have all generously donated to NCPA for every Silent Auction

**\*Bouchercon2020.org Registration now open**

World Mystery Convention Bouchercon is coming to Sacto!  
**\*15-18 October 2020**, NCPA's own Rae James is Chair of  
Bouchercon 2020 at the Sacramento Convention Center

**Gold Country Writers meeting Wed 15 May 10am-12Noon**

NYTimes Best Selling Author **John Lescroart**  
Auburn City Hall, Rose Rm \* 1225 Lincoln Wy (park in back)  
FREE MEETING

NCPA member **Frances Kakugawa** will speak to  
**Gold Country Writers \* Wed 17 July 2019 10am-12noon**  
Bethlehem Lutheran Church \* 1279 High St \* Auburn, CA  
(enter and park in the back)  
MEETING IS FREE

**FREE MEETING**

**Cap Crimes meeting Sat 18 May 1pm**  
Rancho Cordova Library 9845 Folsom Blvd  
Manny Alvarez, FBI Special Agent  
Questions? Contact Kathy Asay:  
[klawriter@surewest.net](mailto:klawriter@surewest.net).

**CWC meeting Sat 18 May 11am-1pm**

Heather Lazare Guest Speaker  
Cattleman's 12409 Folsom Blvd R.C\  
\$.15 member \$25 Non-member, lunch incl  
.....  
1<sup>st</sup> Friday each month at Coco's on Sunrise  
3<sup>rd</sup> Sat each month at Cattleman's on Folsom

**26th NCPA  
BOOK AWARDS  
BANQUET  
5pm-9pm  
Sun 26 April 2020**

**\*Sacramento Suburban Writers Club (SSWC) 2nd Mon ea/mo**

**7pm-9pm ~ 2<sup>nd</sup> Mon each month 2019** [sactowriters.org](http://sactowriters.org)  
Crossroads Fellowship Christian Church, 5501 Dewey Dr, Fair Oaks,

**CAP CRIMES: SIT, LISTEN, WRITE! 3rd Session\***

More than Setting: Building Worlds for your Characters in ANY Genre  
**Sat 1 June 2019 10am-3pm** Location: TBA  
**\*\$35 each session includes lunch**

**Genealogy Presentations at Central Library 2019**

**Please note: New time is 10:00 am – 11:30 am**

- June 2: Researching Revolutionary War Ancestry – Melinda Kashuba, PhD
- July 14: (Topic to be Announced) – Gena Philibert-Ortega
- August 11: Southern States Research -- Kathryn Marshall, PhD
- Sept 8: Picture This: Cataloging Digital Family Photographs -- Nancy Loe
- October 6: What GEDmatch Can Do for the Genealogist's DNA Research – James Baker, PhD
- November 3: Jewish Genealogy: How Is This Research Different from Other Research? – Janice Sellers
- December 1: (Topic to be Announced) -- Deborah Sweeney

All lectures are on Sundays, 10:00 – 11:30 am, in the West Meeting Room on the 1st floor. Please note the new time! Since these programs are being held before the library is open, please enter the building through the Old Foyer (the door east of the main entrance on I Street). This entrance has steps, so contact [bdaugherty@saclibrary.org](mailto:bdaugherty@saclibrary.org) if you need a more accessible entrance.

There is no registration. For information, please contact Beth Daugherty, Librarian, at [bdaugherty@saclibrary.org](mailto:bdaugherty@saclibrary.org)

Sacramento Central Library, 828 I Street, Sacramento, CA 95814,  
Phone: 916-264-2920. Website: <http://www.saclibrary.org>

**MAKING CONNECTIONS CORNER with our Local Sister Writing Organizations**

**California Writers Club (CWC) (Sacramento Branch)**

- Monthly Luncheon Meetings generally **3<sup>rd</sup> Saturday** of each month ~ 11am – 1pm  
\$15 members, \$25 non-members, includes lunch **Rancho Cordova Cattlemen's**
- Writers Network 9-11am 1<sup>st</sup> Fri monthly **Coco's** 7887 Madison Av @ Sunrise, Citrus Heights  
Open to public, pay for your own breakfast (**NEW LOCATION**)
  - For information & prices on joining, go to: **cwcsacramentowriters.org**

\*

**Capitol Crimes (Cap Crimes) (Sacramento Chapter of Sisters in Crime)**

If you write anything crime-related, or want to, then check out Cap Crimes.

- **FREE** monthly meetings, generally the **3<sup>rd</sup> Saturday** of each month, generally with guest speakers, generally crime-related. They normally meet at **1pm** at the **Rancho Cordova Library 9845 Folsom Blvd in Rancho Cordova**
  - No-Host lunch 11:30am prior to meetings usually at Perko's 9647 Micron Av  
Must be a member of Sisters in Crime (\$50) to join Cap Crimes (\$20) **Capitolcrimes.org**

\*

**Gold Country Writers (GCW)**

- **3<sup>rd</sup> Wed Monthly Speaker Programs ~ 10am-12Noon: FREE & open to Public**
  - Bethlehem Lutheran Church, 1279 High St, Auburn, CA 95603  
"Writers Working Together to Promote and Improve their Work" <http://goldcountrywriters.com/>  
Questions contact Margie Yee Webb [mywebb@sbcglobal.net](mailto:mywebb@sbcglobal.net)

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**Sacramento Suburban Writers (SSW)**

- **Meets 2<sup>nd</sup> Mon of each month 7pm- 9pm**  
Crossroads Fellowship Christian Church, 5501 Dewey Dr, Fair Oaks, CA
  - Meetings, generally with guest speakers, are FREE ~ (\$40 membership fee)
  - Like with NCPA, you don't have to be a member to attend **Sactowriters.org**

\*

**Sacramento Valley Rose (SVR)**

**(Sacramento Chapter of Romance Writers of America {RWA})**

If you write Romance, or want to, then check out SVR ~ they generally meet at 10am at the White Rock Community Clubhouse, 10488 White Rock Rd, Rancho Cordova

- **4<sup>th</sup> Saturday of each month** \$20 for members \$30 for non-members
- Contact: Deb at [debjulienne@gmail.com](mailto:debjulienne@gmail.com) for RSVP information & directions
  - Debbie Putnam, President: [DebbiePutnam.SVR@gmail.com](mailto:DebbiePutnam.SVR@gmail.com)
  - **Suggest you go to their site for their rules & stipulations**

Must be a member of Romance Writers of America (\$99+) before joining SVR (\$30)

**Sacramentovalleyrose.com**

\*

**Society of Children's Book Writers & Illustrators (SCBWI) (California North/Central)**

If you're interested in writing ... or illustrating ... for kids of any age, this is the premiere INTERNATIONAL organization to belong to! **Your first year of SCBWI membership is \$95, with an ongoing annual renewal fee of \$80.** No monthly meetings, but there are occasional Schmoozes, Workshops, Intensive-Events, Special Events, and Critique Groups, as well as a great Holiday Party in December, and a discounted Spring Spirit Conference ... plus more ...

Go to their website for full information: <https://canorthcentral.scbwi.org/>\*

**NCPA Board of Directors**

**norcalpa.org**

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*Note that the Executive committee consists of president, vice president, secretary, treasurer, and communications director, the five elected officers*

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Norma Jean Thornton  
normathornton@yahoo.com  
916-991-5751

**Evening meetings with guest speakers** are the **2nd Thursday of each month**

6:30pm to 8:30pm Denny's 3520 Auburn Blvd

**Daytime meetings with NO guest speakers** are the **3rd Wednesday of each month**

12 Noon to 2pm Denny's 3520 Auburn Blvd **RSVP's REQUIRED**

Meetings are always FREE ~ Visitors are always welcome.

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[www.norcalpa.org](http://www.norcalpa.org)

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The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Readers are free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

### **Other News, Announcements, and Comments**

All submissions for this section of *The Pen & Press* including short items about NCPA members or otherwise of interest to writers, editors, publishers and allied folks, are welcome.

### **A Note from the Editor**

Send your articles and announcements to [normathornton@yahoo.com](mailto:normathornton@yahoo.com)

Please type either **NCPA N/L** or **NCPA NEWSLETTER** as the email subject heading, to help me find newsletter submissions easier.

Please provide submissions in Microsoft Word (or compatible) format, or in plain text. **NO PDF**, please, since I have to retype anything sent by pdf to make it fit.

If you have any suggestions, an article idea or any other questions or comments about the newsletter, feel free to email or phone ... [normathornton@yahoo.com](mailto:normathornton@yahoo.com) or 916-991-5751

Any news of members' books, activities, marketing, speaking engagements, and/ or other accomplishments are greatly appreciated.

Also: any information on members' insights into the challenges and opportunities of writing and/or publishing, or information on regional resources for authors and publishers works well.

Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep file sizes reasonable. When in doubt, call or email editor in advance.

**Submissions for each issue will be the 5<sup>th</sup> of each month, unless otherwise noted** ~ and ~ **if you have something after the 5<sup>th</sup> call me (916-991-5751), then send it anyway** ~ I'm flexible, so we'll probably be able to work it in, since the monthly Pen & Press publishing date depends on time available for the editor to complete and send out; sometime after the monthly meeting, held on the 2nd Thursday of each month, and as late as the last day of each month.

The goal of the current editor is to publish one Pen & Press each month, with two in April every year in order to cover the Book Awards Banquet ... one prior to the event, and one after.

... *Norma Jean Thornton*, editor *The Pen & Press* 2016-2019