



## SEPTEMBER 2022

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## Southern California Writer's Association September 2022

- **President Larry Porricelli's Message**
- **September's Featured Event: Brian Fitzpatrick at the Regency San Juan Capistrano Theater on September 17, 10 a.m.**
- **Hump Day: Every Wednesday 10 a.m. on SCWA's Facebook Group page.**
- **Debby's Room: Continuing in September on Wednesdays 10:20 a.m. on the SCWA Facebook Group page, on the Rooms tab**
- **Highlights: John C. Hall: Hot Takes on Pitches That Sell**



## Have you subscribed?

Check out our fancy new URL for the YouTube channel:

<https://www.youtube.com/c/SCWAWritersOnline>

## President's Message for September 2022 from Larry Porricelli

### **Inspirations and Truth!**

*"Writing is a socially acceptable form of getting naked in public."*  
—Paulo Coelho

*"When someone is mean to me, I just make them a victim in my next book."*  
—Mary Higgins Clark

*"No Black woman writer in this culture can write 'too much.' Indeed, no woman writer can write 'too much.'" —bell hooks*

*"If it sounds like writing, I rewrite it. Or, if proper usage gets in the way, it may have to go. I can't allow what we learned in English composition to disrupt the sound and rhythm of the narrative." —Elmore Leonard*

*"I can shake off everything as I write; my sorrows disappear, my courage is reborn." —Anne Frank*

*"When I was a little boy, they called me a liar, but now that I am a grown-up, they call me a writer." —Isaac Bashevis Singer*

As writers and authors, we have heard the ultimate truth many times: there are many rules for writing novels, but no one knows what they are.

At SCWA, we are always trying to bring stories of what is perceived as one person's journey to success. Each of us is only one person, and each journey is so very different (thank goodness) from another's.

My journey, traveling as a wild child from the Bronx into rebellion and criminality before finding a right road, is opposite the journey of SCWA member Judy Atkins who made the escape from a collapsing Vietnam to be able to live a beautiful life. But both of us share our hearts and souls on the written page.

That is the truth for writing, for all of us.

Go forth and write.

Let your heart shout to the world.

Even if there are no friends to hear, their voices can speak volumes to us.

Enjoy! A fabulous fall is prepared for you, let your journey be a part of ours, together we live long and prosper!

Larry Porricelli

September 2022



**Visit the Southern California Writer's Association  
Website Today**

**<https://www.southernwriters.org/>**

- **Join SCWA or renew your membership**
- **Sample the books written and published by SCWA members**
- **Get to know our members: Explore member profiles**
- **Dig into our Newsletter Archive for highlights of our speakers and events**



## Have you binged on SCWA's YouTube videos?

- **We love sharing our content!**
- **SCWA Writers Online is FREE to all with over 100 Hump Day interviews with bestselling authors led by Maddie Margarita**
- **See SCWA's workshops and videos of our featured speakers from our monthly meetings**

<https://www.youtube.com/c/SCWAWritersOnline>



## SCWA Events This Month: September 2022

- SCWA Featured Monthly Guest: Brian Fitzpatrick, September 17, 2022, at 10 a.m. PT in person at the Regency San Juan Capistrano Theater.  
Register at: <https://www.southernwriters.org/>
- SCWA VIRTUAL HAPPY HOUR: Every Friday at 4:30 p.m. PT. Join us with your funny stories and libations for good news and good cheer. New members showing up weekly. Sign up on our website and we'll email you a link and password.  
<https://www.southernwriters.org/>
- SCWA HUMP DAY BOOK TOUR: Hump Day has returned! Join us every Wednesday on SCWA's Facebook page. And check out the ones you have missed on SCWA's YouTube channel:  
<https://www.facebook.com/groups/southernwriters>
- Debby's Room: Continuing through September. Every Wednesday at 10:20 a.m. PT. Join **Debby Putman** and **Dot Caffrey** for casual conversation about the writing craft and anything that you wish to bring for discussion. Click on the Rooms tab for Debby's Room on the SCWA Facebook page.

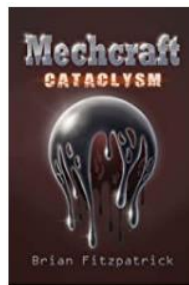
Have you missed an SCWA event? We will upload replays as they are edited and ready on SCWA's YouTube channel at:

<https://www.youtube.com/c/SCWAWritersOnline>

Featured Monthly Speaker: September 17, 2022  
Brian Fitzpatrick  
Guts, Grit, and Genre—Writing in 2022



In this month's program, Guts, Grits, and Genre, award-winning author, screenwriter, and producer, Brian Fitzpatrick will map his transition from screenwriting—to novel writing—then back to screenwriting—and producing; discuss world building and character development in sci-fi and fantasy versus other genres; as well as talk about his hard work, perseverance, and what to do when your masterpiece is finished!



**When:** Saturday, September 17, 2022

**Time:** 10:00 am PDT

**Where:** Regency Theater, (Adjacent to the San Juan Capistrano Train Station)  
26762 Verdugo Street, San Juan Capistrano, CA 92675

**Cost:** VIP In-Person Admission: Members \$25.00

VIP In-Person Admission: Nonmembers \$35.00

**Seating is limited. No walk-ins.**

Your safety and health are important to us.

**We welcome vaccinated members and guests.**

For those who can't join us in person, sign up for:

Zoom (Speaker Only): \$10 10:15 to 11 a.m.

You must Pre-Register by 12:00 p.m. Friday, September 16 at

<https://www.southerncalwriters.org>

**VIP Admission includes:** Continental breakfast, networking, speaker, and light lunch, plus a private link to a recording of the meeting.

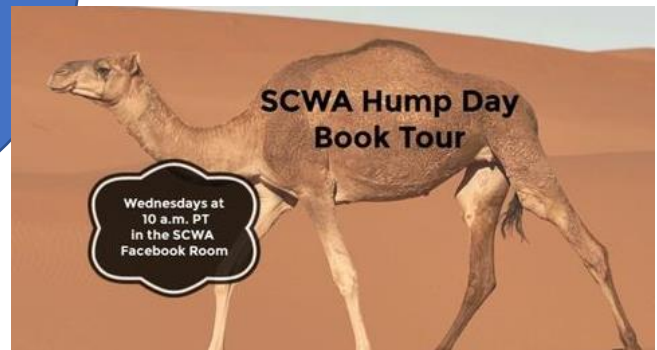
Doors open at 9:30 for light breakfast and networking. Meeting starts promptly at 10 a.m.

For information about SCWA and membership please go to

<https://www.southerncalwriters.org/>



Join us every Wednesday at 10 a.m.



**Hump Day episodes stream on SCWA's Facebook page.**

Look for our SCWA group on Facebook. Scroll through the posts for the most recent guests. When we are LIVE, click on the Events tab to join us!

<https://www.facebook.com/groups/southerncalwriters/events>



## **LIT UP!**

### **A Conversation with Orange County Readers and Writers; a monthly salon with authors reading and discussing their book hosted by Maddie Tighe Margarita**

New authors—new works—new worlds. Find your next favorite author or become a new fan. LIT UP Orange County is currently accepting submissions from authors interested in sharing their work with Orange County readers and writers. Submissions should be fiction or memoir, 6-8 double-spaced pages, and engage our audience. Interested writers please contact @MadelineTigheMargarita for more details!

**HIGHLIGHTS: August 2022**  
**John C. Hall**  
**Hot Takes on Crafting Pitches That Sell**

#### **“Hot Takes on Crafting Pitches That Sell”**

John C. Hall, who's been in the film, television, and theatre business for 30 years, said, “All the people in this business know each other.” He advised his SCWA audience to attend and meet people at gatherings like book and film festivals. Professionals you connect with there can introduce or guide you to others who can advance your creations.

Hall's experience has taught him “what is worth making in a movie.” As SCWA's notice sheet said, Hall is not only a published author himself, but he has served as Executive Vice President of Distribution & Marketing at Universal Pictures. He's worked on the marketing and distribution campaigns for “more than 375 theatrical releases, including major franchise



titles, Oscar Winners, and dozens of mega blockbusters." In addition, he's "a producer on several short films and Broadway productions." He's also worked around "all the famous actors."

Our speaker said he "loves helping others" and recently spoke to 100 students at the Univ. of California, Irvine about making movies. He personally gets a kick out of the combination of "business and the art." "There is no one way to make a movie. Individuals have their own versions." Being realistic is another necessity Hall likes. He commented that Broadway is very tricky. The film, *The Producers*, he claims is a totally accurate portrayal. "You're either going to lose all your money or buy another house [not clear if that comment is from the film or not]."

His recommendation: Check out **Deadline.com**. It's a constantly updated site with daily news in the entertainment industry.

**THE PITCH:** Spend 10 weeks on creating and perfecting your pitch.

Practice on all kinds of people.

- A. If you haven't finished your book or script yet, don't bother yet with formulating your pitch. You need a good, relevant story.
- B. Hall does NOT advise "winging it." "Do it like a verbal trailer."
- C. If the story is involved with your family, do not mention that in the pitch.
- D. Do not lead with the story but with the character/characters.
- E. **Plan your elevator pitch for a 30-second delivery in two sentences.**
- F. **Give the name of your script, introduce the protagonist and his goal, and state the conflict or obstacles that restrict or prevent him.**

Attendees who wanted to try a pitch on Mr. Hall were invited to come down to the front of the room and use a microphone. We had time for only about six or seven. Hall gave each "pitcher" a critique and told him/her what had been effective or not. Besides some compliments were these assessments: "Name your script first," "You have a logline, not a pitch," "It borders on being a short synopsis," "Don't say it's a horror story or a comedy, etc.," and "Don't lead with the story but with the characters." On one involving an important historical event, Hall said, "Infuse the time frame."

When one member asked how to get a published book into a screenplay, Hall answered that that part usually comes through a literary agent or it could be taken to an on-screen agent. Hall then inquired how popular the book is/was. "Does it have an audience already?" Since there

are fewer studios now than 10 years ago, today's conglomerates need a built-in audience.

Because the professionals in this type of entertainment all seem to know each other, Hall again advised everyone to do research and get/stay connected with others within these overlapping fields. He himself now has 11,000 connections on LinkedIn.com. If you are new, he suggested setting up your profile with smaller companies such as STAGE 32 or SLATED.com, another free one. "Be real with yourself and your product. You have to have people tell you your project is great." However, "if you hear the same [poor] opinion from three people, you better listen and change." "You might have a favorite script, but nobody else is enthusiastic about it." A co-writer can also be brought in on-spec. Slated.com can score your work. In addition, you can shop for a director on Slated.com, which is global.

Continue your networking. The Santa Barbara International Film Festival (SBIFF) is very popular. For \$50, you can submit your ideas to them for evaluation. But Mr. Hall reminded us of a great irony here: "The Executive Producer is the one to get the Oscar."

Glenda Brown Rynn, Reporter

[grynn@cox.net](mailto:grynn@cox.net)

## RESOURCES FOR WRITERS

### ARTICLES WORTH READING

Authorspublish.com will keep you up-to-date on opportunities to submit your work to a wide array of publisher. Their articles always contribute to the conversations about writing that we enjoy:

<https://authorspublish.com/why-writers-need-to-read-to-be-readers/>

<https://authorspublish.com/how-to-create-realistic-writing-goals/>

<https://authorspublish.com/41-themed-submission-calls-for-september-2022/>

## How to Leave a Review for Your Friends' Books

- Log in to your Amazon account
- Go to the products page, then select the book
- Scroll down to the Customer Reviews section and click on "Write a Customer Review"
- Rate the book
- Write your review and "submit"
- You'll see: "Thanks for your review"

How do you find your way through the ocean of resources available online for writers like us? Check out this sampling of what we have found to be of interest. Links are included so you will be able to investigate further.

Are you afraid of scams and rip-offs when you consider publishing your book? Writers need never go it alone with a watchdog like Writer Beware to have your back.

**Writer Beware's mission** is to track, expose, and raise awareness of scams and other questionable activities in and around the publishing industry.



After many years on the Blogger platform, we have finally transitioned to WordPress, which offers much greater flexibility in terms of design, control, and ease of use.

We also have a new, easy to remember web address: [www.writerbeware.blog](http://www.writerbeware.blog).

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*5 Freakishly Helpful Amazon Tricks Every Author Should Use (2022)*  
From Shayla Raquel:

<https://www.shaylaraquel.com/blog/amazontricks?fbclid>

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LitNuts was created to share the “Best of the Indies” with booklovers.

- Subscribers get a free newsletter featuring only indie books.
- Authors and publishers get an affordable way to share their work with engaged readers.

<https://litnuts.com>/LitNuts promotes *only* books from independent presses and authors. Details on its website:

<https://litnuts.com/pages/authors-and-publishers>



## Benefits of SCWA Membership

### **WELCOME, WELCOME, WELCOME!**

- ❖ **Active members receive up to 60% off admission to SCWA meetings.**
- ❖ **Members are eligible for a free 30-minute consultation from book shepherd Sharon Goldinger on any publishing contract.**
- ❖ **Discounts are available for active SCWA members for registration for the La Jolla Writer's Conference and for early registration for the Southern California Writers' Conference.**
- ❖ **Access to professional network of publishing, business consultants and editors.**
- ❖ **Participation in SCWA marketing platforms on [southerncalwriters.org](http://southerncalwriters.org) and SCWA social media platforms.**
- ❖ **Opportunities to showcase your book on the SCWA website in our bookshop, Members showcase, and on your profile.**
- ❖ **SCWA Member's Only group on Facebook where we rewind and replay recent featured guests and their presentations.**



## SCWA Board of Directors

President .....	Larry Porricelli
Vice President.....	Steve Jackson
Vice President of Finances .....	Don Westenhaver
Vice President of Programming .....	Madeline Margarita
Vice President - Social Media & Production .....	Diana Pardee
Newsletter Editor.....	Pam Sheppard
Membership Chairman.....	Karen Walker
Scribe and Speaker Reporter.....	Glenda Rynn
At-Large.....	Sharon Goldinger

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**Southern California Writer's Association**

**[www.southerncalwriters.org](http://www.southerncalwriters.org)**

### TERMS OF USE AND CONTENT INFORMATION DISCLAIMER

The SCWA encourages open, respectful communication between individuals interested in the craft of writing through a variety of social and traditional media, such as Facebook, SCWA website and emails. Any individual using inappropriate language, discussing inappropriate topics, or commenting in a disrespectful way will be removed from access to any future SCWA communication methods.

The SCWA communication sites should only be used for dialogues related to the craft of writing. Non-writing related topics should be done via other forms of personal communication. Please review the content disclaimer located in the newsletter via the SCWA website [www.southerncalwriters.org](http://www.southerncalwriters.org) or on the About page of the SCWA Facebook page. The SCWA does not endorse individual opinions placed of any of its sites.

The SCWA receives information on various services, writing contests, and events. As a courtesy, we will forward the information to our members. Unless otherwise indicated, the SCWA does not discourage, encourage, or recommend any of the services, contests, or events. Many of these services, contests and events cost money; therefore, we recommend that you evaluate the opportunities based on your individual situation and interest. Because of our membership email protection policy, please do not forward information to the general membership directly. **We request that all members forward any information to the SCWA President for approval and forwarding to the membership.**

SCWA members wishing to share appropriate writing-related information and resources are welcome to do so via the SCWA Facebook page. The SCWA Board members and Newsletter Editor will determine the information to be contained in the SCWA on-line newsletter, which is primarily used for official SCWA information.