

**INSIDE:****PAGE 2****MEMBER & CHAPTER NEWS**

The Nuts and Bolts of Self-Publishing  
*Stoopnagle's Tale Is Twisted*  
 Book Selling University  
 What's New?  
 PALA Listserv  
 PALA Online  
 Recordings of Past Meetings

**INDUSTRY NEWS**

Amazon Search Subject Suit

**PAGE 3**

The OpEd Project  
 Is It Fair Use?  
 10 Reasons to Do Teleseminars  
 Book Promotion with Free Newswires  
 5 Lessons in Publishing Success  
 The Publishing World Is Changing  
 Reading Is Good for You

**PAGE 4**

Penguin Random House Sells on Twitter

**IBPA NEWS:** *The Independent Online*;  
 PubU at Home

**MEETING TRANSCRIPT - MARCH 17, 2015:** Print-on-Demand Options for Publishers by Joel Friedlander

**UPCOMING MEETING**

## Pleasures and Perils of Indie Publishing

**7PM, Wednesday,  
 September 16, 2015**

We've pulled together a panel of some of the smartest folks in the world of independent publishing and self-publishing. All successful authors as well as publishers, they'll share the top lessons they have learned from being in the trenches of book publishing—through their greatest successes and best working strategies, as well as disasters and wrong moves to avoid.

Our speakers will be Maggie Marr, Janiss Garza, Carolyn Howard-Johnson, and Gerald Everett Jones. Robin Quinn will moderate.

Learn from those who have been there. Join us for what should be an entertaining as well as informative evening!

**LOCATION:** Veterans Memorial Building, 4117 Overland Ave, Culver City

**COST:** FREE for PALA members; \$15.00 for nonmembers

**QUESTIONS:** Sharon Goldinger, pplspeak@att.net, 949-581-6190

**PRESIDENT'S MESSAGE**

## Programming Committee

Dear PALA members:

With our new season approaching, I want to especially commend our programming staff for the great job they do finding and researching topics for our meetings, producing the events, often moderating, and tirelessly and generously allowing the use of their time for our meetings. We do try to schedule many months ahead, and that takes a lot of planning.

Our programming committee consists of Sharon Goldinger (our leader), Ina Hillebrandt, Robin Quinn, and myself. Special thanks go out to my compatriots.

Having said that, there is always the need for new ideas (from you) and people who would like to help with the process (with help from us) of planning and executing programs. There are always unexpected perks that come from this process. It's worth a little of your time, for yourself and your organization. Please let us know if you are interested in getting involved.

Gary Young, PALA President

**PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)**  
<http://www.pa-la.org>

**President:** Gary Young ([artsy12@earthlink.net](mailto:artsy12@earthlink.net))

**Vice-President:** Sharon Goldinger ([pplspeak@att.net](mailto:pplspeak@att.net))

**Secretary:** Robin Quinn ([quinnrobin@aol.com](mailto:quinnrobin@aol.com))

**Treasurer:** David Evans ([teddytravelerbear@earthlink.net](mailto:teddytravelerbear@earthlink.net))

**At-Large:** Brandi Roth ([brandiroth@yahoo.com](mailto:brandiroth@yahoo.com))

**Facebook:** [facebook.com/PublishersAssociationofLosAngeles](https://www.facebook.com/PublishersAssociationofLosAngeles)

**Twitter:** @PALAPUB

## MEMBER & CHAPTER NEWS



### The Nuts and Bolts of Self-Publishing

If you've ever wondered about self-publishing—or the process of publishing in general—but weren't sure where to go to get good answers, here's your chance.

This information-packed seminar will walk you through every stage of the publishing process: preparation of your manuscript, production of your book, and printing of your book. Learn how to do it right: the mistakes to avoid, the questions to ask, and the steps to take to publish your own book.

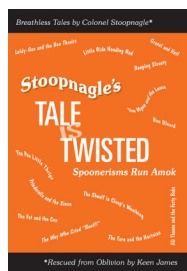
**WHEN:** 9:30am to 1:30pm, Saturday, September 26, 2015

**LOCATION:** Veterans Memorial Building, 4117 Overland Avenue, Culver City

**COST:** \$69 (early bird special: \$49 by 9/8/15)

Reservations required. Details [here](#).

### Stoopnagle's Tale Is Twisted



PALA member Les Boston would like to sell (at cost) the remaining 330 copies of one of his titles. *Stoopnagle's Tale Is Twisted* is a book of fables told in spoonerisms. For more information, call Les at 818-904-9088 or e-mail him at [Friday@stoneandscott.com](mailto:Friday@stoneandscott.com).

## Book Selling University



Do you want to sell more books with no returns? Attend Brian Jud's Southern California Book Selling University and you can become more profitable selling your books in ways you never imagined and to people you never knew existed—in large, nonreturnable quantities. The event will be held September 12, 8:30 a.m. to 4 p.m. at the Skirball Cultural Center, 2701 N. Sepulveda Blvd. Los Angeles.

Jud is the Executive Director of [APSS](#), formerly SPAN. He is also the author of *How to Make Real Money Selling Books*.

The event will focus on special sales and niche publicity and will include lunch. PALA members receive a discounted rate of \$109. (Please use Membership Number 1234567 when registering [here](#).)

## What's New?

We want to know what PALA members are blogging, publishing, and doing. Send a link, title, and a one- or two-sentence description of your blog, event, new book, or other news item to Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net), and we'll share it with other members in the next newsletter.

## PALA Listserv

The PALA Listserv is a private group where PALA members and guests ask questions and share resources and info. Go to <http://www.groups.yahoo.com> to sign up. If you're not already registered with Yahoo, you'll need to do that first (it's free). Then search for PA-LA (don't forget the hyphen). Follow the instructions for joining the list.

## PALA Online

The [members-only page](#) of PALA's website is user friendly and filled with useful information—from transcripts of past meetings to upcoming events you won't want to miss. As always, your questions, suggestions, or other thoughts about our website are welcomed.

## Recordings of Past Meetings

If you missed a meeting or need to hear the information again, we have recorded each of our meetings in MP3 format.

If you would like to receive a copy via e-mail, please contact Gary Young ([artsy12@earthlink.net](mailto:artsy12@earthlink.net)) with the subject line: PALA RECORDING.

Please indicate which *date* AND *program* in your e-mail. He will get back to you with the simple procedure.

## INDUSTRY NEWS

### Amazon Search Subject Suit



Several lawsuits have made headlines over the past few years regarding the use of trademarked phrases in search ads against those that sell the ads (see [Rosetta Stone Ltd. v. Google, Inc.](#) as an example) and against those that purchase the ads (see [PDF of CollegeSource, Inc. v. Academy One, Inc.](#), for example).

However, one of the newest trademark infringement lawsuits against a major Internet player has brought a

(continued on page 3)

*Amazon (cont'd from page 2)*

new twist to the Internet search trademark infringement claims. Multi Time Machine, Inc. (MTM) has brought a suit against Amazon.com based on the search results that appear when looking to purchase an MTM product through Amazon's site.

To read more details about this case, as well as the ins and outs of using trademarks in search terms, check out the [full article](#) from Practical Commerce.

---

## The OpEd Project

Are you interested in pitching op-ed pieces for publication? The OpEd Project is a social venture founded to increase the range of voices and quality of ideas we hear in the world, and they have a quick guide to pitching.

You can find their top 50 publications (plus many more) [here](#), along with key information for pitching, such as topic and formatting guidelines, where to send your piece, and when you should expect to hear back from a given publication.

---

## Is It Fair Use?

One defense against copyright infringement is fair use. Fair use allows you to use someone's copyrighted work without permission. However, invoking fair use is not a straightforward matter.

Attorney Bradlee Frazer recently wrote a helpful guest post for [Jane Friedman's blog](#), in which he provides seven important questions you should ask yourself before claiming fair use as grounds to reuse someone else's material. You'll want to read the [whole article](#) and bookmark it as a handy reference to refer back to.

## 10 Reasons to Do Teleseminars

There are so many webinars done now that you may think teleseminars are a thing of the past. Au contraire!

Teleseminars are easier for you to present, and easier for your audience to consume. They are still an effective and powerful way to reach your audience and build relationships with them.

In a recent blog post, Cathy Stucker, the [Idea Lady](#), provides [ten solid reasons](#) why you should be doing teleseminars.

---

## Book Promotion with Free Newswires

Newswire services allow you to post stories, which they then distribute to various news organizations. There are three types of newswire services—the major ones (Associated Press, for example), paid ones, and free ones.

[BookMarketingBuzzBlog](#) recently shared a [list of 26 free services](#) where you can send that press release you already wrote and potentially widen its exposure.

---

## 5 Lessons in Publishing Success

In a recent blog post, Jane Friedman summarized five key publishing lessons she learned from a recent talk by [Bella Andre](#). Friedman describes Andre as “a traditionally published author with 7 titles in 2010” and a “self-published

phenom with millions of titles sold and an 8-figure annual income.” From speaking up about your successes to seeing your work as worthwhile and part of the journey, read the [full article](#) to learn from Andre's success.

---

## The Publishing World Is Changing

Recent data seem to show that, for publishers, [the growth in the retail e-book market has slowed down or stopped](#) (at least for the moment), while Amazon's e-book sales apparently continue to grow. The share of the market controlled by the publishing establishment—the Big Five publishers and others—is starting to be slowly eroded. This does not yet suggest that an author's best bet is to go out on his/her own and we may be a very long way from that. But it does suggest that life may get increasingly difficult for publishers.

Read the [full article](#), from Mike Shatzkin, to learn more about the changes that are happening—and are yet to happen—in publishing.

---

## Reading Is Good for You

PALA members knew this already, of course, but a new study has shown that reading improves relationships and reduces depression symptoms, according to a recent [Independent article](#).

The study's authors found that the benefits of reading “include increased empathy, better relationships with others, reduced symptoms of depression and risks of dementia and improved well-being throughout life.”

## Penguin Random House Sells on Twitter

The [Good e-Reader blog](#) recently highlighted an interesting development in the world of social media: Penguin Random House is using Twitter to actually sell books. Now, when you click on book-related branding by the press, such as a Tweet about a latest bestseller, you'll be taken to a dedicated product page where you can check out tweets by others talking about the book, view the description of the title, and, if you like what you see, click a buy button and Twitter handles the payment processing.

Find out more in the [original post here](#).

IBPA NEWS



## The Independent Online

IPBA's *Independent* magazine articles are now available to access online for free (no login required). You can access IBPA's full online archive of articles, which are filled with all kinds of helpful information for indie publishers, [here](#).

## PubU at Home



Did you miss Publishing University this year? Not a problem—you can attend PubU from the comfort of your own home (or anywhere)! You can purchase audio recordings (on CD or MP3) of most of the PubU 2015 sessions for just \$10 each. Find out how to purchase session recordings [here](#).

## MEETING TRANSCRIPT: MARCH 17, 2015

## Print-on-Demand Options for Publishers

by Joel Friedlander

Here is a brief excerpt from Joel Friedlander's teleseminar on the ins and outs of print on demand for publishers. Click [here](#) to read the full transcript, which includes lots of suggestions from Joel, as well as audience questions like the following:

- Is it true that when you self-publish with CreateSpace you can make corrections any time or add to the material?
- Which print-on-demand service does the best job with books containing multiple photographs?
- Do you have to have a DBA to use IngramSpark or CreateSpace?

Sharon Goldinger: Joel is an accomplished interior book designer, author, publisher, blogger—you're in for a treat tonight, an explanation of print-on-demand from one of the best in the business.

Joel Friedlander: Thanks, Sharon, I really appreciate that.

What is print on demand? You know, it seems like kind of a simple question, but I've had numerous problems explaining exactly what print on demand is to people. The reason for that is print on demand is really kind of a hybrid system with two distinct and separate parts.

On one end, we have digital book printing. Now what that means is that your books are not going to be printed on a big printing press; they're actually imaged on a xerographic machine, and if you know what xerographic means, you know that they're actually produced on a copier. They're not printed, they're copied, and the interior of the book, which on most

books is black and white, is printed on a black-and-white xerographic printing copier, and the covers are done on a color copier, and then they're laminated. The two pieces are joined together, they're glued, the book is trimmed to size, and voila, we have a book.

The beauty of print on demand is that, because it's that kind of process, we don't need a big press with huge sheets of paper and tons of printing ink. We don't need to produce 100 or 1,000 or 10,000 books just to get one copy. In print on demand, we can actually print, economically, one copy at a time if we want to. So that's a pretty big innovation.

And then we then marry that part, the digital printing of books, to a distribution system. The distribution system connects the print-on-demand vendor, who has the equipment to produce books this way, to retailers, and the retailer sends the order in to the print-on-demand vendor. The print-on-demand vendor prints one copy, if that's what's ordered of the book, and fulfills the order. That's kind of incredible. It's amazing that we can do this at the price that's available to us from these vendors.

So print on demand has the opportunity to eliminate a lot of the financial risk in book publishing, and because of that, it started the self-publishing revolution. And that's really why it started, because of print on demand.

So the whole system actually operates completely automatically.

The three main operators when looking for a print-on-demand vendor are Lightning Source, which is a division of the Ingram Book Company. Ingram is the biggest book distributor in the world, and they're headquartered in the United States, but they sell in 130 countries. Lightning Source was the original print-on-demand vendor. They pretty much created the entire industry.

The second big operator you're going to run into is CreateSpace, which used to

(continued on page 5)

*Print-on Demand (cont'd from page 4)*

be called BookSurge. That is owned by Amazon, the world's biggest book retailer. So on the one hand we have a book distributor, that's on the wholesale side of the business, and on the other side we have a book retailer, so that's an essential difference between these companies.

The third operator is the newest, and it's also an Ingram company. It's called IngramSpark. And the reason that Ingram started IngramSpark when they already had a print-on-demand vendor, Lightning Source—you'd think, well, what do they need two for? But the problem is that Lightning Source was really intended to be a print-on-demand facility for major book publishers, not self-publishers like you and me, but people like Random House.

When people discovered that they could get into LightningSource and print one book and get these great benefits . . . all the self-publishers started to flock into Lightning Source. . . . [Lightning Source was] not set up, nor were they ever trained, to deal with individual self-publishers, and this created a lot of problems because it just wasn't cost efficient for them.

They struggled with this for years, and they eventually decided to set up IngramSpark, and now if you go to open up a print-on-demand account with Lightning Source, it's very likely that they're going to say no to you, unless you're publishing 10–20 books a year.

If you're a self-publisher . . . if you're thinking about doing this on your own, what it really boils down to is that you're going to have to make a decision between publishing with CreateSpace and publishing with IngramSpark because those are the only places that are really going to be readily available to you.

The fact of the matter is that in terms of their services, these two companies are very similar.

Probably the biggest difference is that Ingram produces trade paperbacks and

hardcovers. CreateSpace, on the other hand, does not produce any hardcovers; they only produce paperbacks. So if you're thinking about doing a hardcover book, and you're thinking of using print on demand, you're going to, out of necessity, use IngramSpark.

*To read the full transcript of Joel's presentation, click [here](#).*

## PALA Officers and Board

Your PALA officers and chairs are

President: Gary Young,  
[artsy12@earthlink.net](mailto:artsy12@earthlink.net)

Vice President/Membership Chair:  
Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net),  
949-581-6190

Secretary: Robin Quinn,  
[quinrobin@aol.com](mailto:quinrobin@aol.com)

Treasurer: David Evans,  
[teddytravelerbear@earthlink.net](mailto:teddytravelerbear@earthlink.net)

At-Large: Brandi Roth,  
[brandiroth@yahoo.com](mailto:brandiroth@yahoo.com)

