



**Publishers Association of Los Angeles**  
EDUCATION • NETWORKING • RESOURCES

## INSIDE:

### Page 2

#### INDUSTRY NEWS

- Why Indie Authors Need Social Media
- The Platform-Building Step You're Missing
- Capitol Hill Books Has DC's Most Curmudgeonly Store Owner
- AP Will No Longer Capitalize "Internet" and "Web"
- Twenty-Three Social Media Tips for Authors

### Page 3

#### IBPA NEWS

- Book Expo and BookCon Report
- Upcoming Events

#### MEMBER & CHAPTER NEWS

- Do You Have News?
- PALA Online
- PALA Listserv
- Recordings of Past Meetings

#### MEETING TRANSCRIPT

- Free Publicity Twelve Months a Year by Joan Stewart



## UPCOMING MEETING

# How to Build a Successful Social Media Strategy

7PM, Monday, June 20, 2016

Using social media is crucial for a successful branding strategy for authors. Although most people use the terms "social media" and "social networking" interchangeably, they are not the same. In this session you will learn the difference between social media and social networking so you can develop an effective social media strategy, attract readers, and learn what content works best on which social media outlet or network.

Fauzia Burke, founder and president of FSB Associates, will cover the following topics:

- Creating an effective plan
- Picking the right elements for your audience
- Setting up a schedule
- Putting the plan in motion
- Creating content that connects

There will be time for lots of questions, too, so don't miss this program with one of the most sought-after social media experts in the country.

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

**Cost:** Free for PALA members; \$10.00 for IWOSC members, \$15.00 for non-members

See the [full announcement on our website](#) for more details on the event and our speakers.

## PRESIDENT'S MESSAGE:

# Upcoming Election

Dear PALA members:

From time to time, we ask you if there are any topics that you would like us to cover in our monthly panel meetings. We often ask in person and will continue to do so, but this is also an opportunity for you to not only suggest some topics that might be helpful to you as a publisher but also let us know if you have general suggestions for PALA that might benefit the membership.

We are also approaching our election in July. You already know that our wonderful treasurer, David Evans, will not be running again. To keep PALA vital and up-to-date, we invite your

*(continued on page 2)*

**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

*President's Message (cont'd from page 1)*

write-ins for the treasurer position or any other position. The at-large position, in particular, is a catch-all and a nice resume credit, and the treasurer position requires minimal time and effort. We understand that our volunteer board members are busy people, so we will never ask you to do more than you can comfortably do. We encourage you to apply.

Gary Young  
PALA President



## INDUSTRY NEWS

## Why Indie Authors Need Social Media

The Internet abounds with examples of Indie authors who use social media to further their publishing careers. Success can be defined in two ways: Some people publish books to expand their clientele and business; others use it to have successful writing careers. In other words, they get to quit their proverbial day job and focus on their writing.

Frances Caballo provides [great examples](#) of how and why authors should amp up their social media presence.

## The Platform-Building Step You're Missing

You've gotten your author platform started. You have a great website, you've started a mailing list, and you've even come up with something to offer in exchange for signing up for that mailing

list that your target audience can't resist. That's all you need, right?

But still you're discovering that maybe it's not quite true that if you build it, they will come. You're at the point where it seems like your platform's growth has come to a standstill.

What's missing? In [this article](#), Jordan Smith shares one last step you need to take to make your platform grow.



## Capitol Hill Books Has DC's Most Curmudgeonly Store Owner

The *Washingtonian* recently featured an article about Jim Toole, owner of Capitol Hill Books for twenty years, five months, three days, two hours, and fifteen minutes at the time of the interview. A man with a distinct sense of propriety, Toole isn't afraid to speak his mind. Here is a sampling of what you can expect if you read the [full interview](#):

**Do people generally follow your rules?** Either that or they go home. People either have to follow the orderly processes here, or they're asked to leave. What am I supposed to do, sit here as the owner of the bookstore and put up with some miscreant? The customer isn't always right. I am. People don't like that. They think I should be groveling—I don't grovel.



## AP Will No Longer Capitalize "Internet" and "Web"

Every year at the American Copy Editors Society annual meeting, the Associated Press announces major changes to the AP Stylebook. Past bombshells include allowing email without a hyphen, allowing over to mean "more than," and allowing writers to begin a sentence with hopefully in the sense of "it is hoped that." These announcements can induce mild rumbling among the attendees and predictable freak-outs on Twitter.

This year was no different: starting June 1, 2016, Associated Press writers will be instructed to lowercase both internet and web. Read more about the decision [here](#).

## Twenty-Three Social Media Tips for Authors

How do successful authors engage their fans on social media? And what can authors post on social media besides links to their own books? In this article, you'll find twenty-three ideas, along with examples from successful authors. Many of

*(continued on page 3)*

*Industry News (cont'd from page 2)*

these tactics can help promote a book, but in more creative and engaging ways than simply posting a link to a book's retailer page. Publishers and agents are encouraged to share [this great article](#) with your authors to help them build more engaging profiles.

**IBPA NEWS**

## BookExpo and BookCon Report

As many of you know, IBPA's vision is a world where every independent publisher has the tools and knowledge needed to professionally engage in all aspects of the publishing industry. When it comes to BEA, this means an impressive, professionally staffed booth on the BEA/BookCon show floor where IBPA members can be seen and heard in equal measure to the Big 5. Through careful location selection, we make sure IBPA's cooperative booth is strategically placed year after year. In 2016, IBPA's booth neighbors included Sourcebooks, Ingram, Penguin Random House, and Harlequin, to name a few. This placement—as opposed to placement on the fringes of the show floor—ensures strong foot traffic from interested buyers, librarians, and bloggers.

You can read IBPA's full coverage of both events [here](#).

## Upcoming Events at IBPA

**June 23–28, 2016: American Library Association Annual Conference**

IBPA members can showcase their books at the 2016 ALA Annual Conference.

**July 13–14, 2016: Digital Publishing Innovation Summit**

The Digital Publishing Innovation Summit is bigger and better than ever, with over forty industry experts and more than three hundred attendees. IBPA members save \$300!

**July 31–August 5, 2016: Yale Publishing Course**

This year's Yale Publishing Course will focus on the print-to-digital revolution. IBPA members save 15 percent!

**August 5–6, 2016: Florida Authors and Publishers Association Annual Conference**

Two exciting days of professional development sessions designed to provide authors and publishers with up-to-date publishing resources.

Find details about all these events [here](#).

## MEMBER & CHAPTER NEWS



## Do You Have News?

The PALA newsletter is a great place to share your events, blog posts, books, and other news. Send a link, a title, and a short description, and we'll share your announcements with other members. E-mail Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net), with your info, and we'll announce it for you.

## PALA Online

The [members-only page](#) of PALA's website is user friendly and full of useful information you won't want to miss. As always, your questions, and thoughts about our website are welcomed.

## PALA Listserv

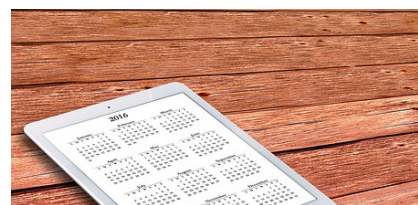
The PALA Listserv is a private group where PALA members and guests ask questions and share resources. It's a great way to tap the knowledge shared by our diverse group. To sign up, go to <http://www.groups.yahoo.com>. If you're not already registered with Yahoo, you'll need to do that first (it's free).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

## 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.

## MEETING TRANSCRIPT:



## Free Publicity Twelve Months a Year

by Joan Stewart

*Here is a brief excerpt from our recent seminar on how to get free publicity throughout the year. Click [here](#) to read the full transcript, which includes a wealth of ideas for how to tie in your expertise and your books*  
(continued on page 4)

**Free Publicity (cont'd from page 3)**

*with holidays, magazine publishing schedules, current events, and more.*

**Gary Young:** There are very few people in the publishing world who show the generosity, the expertise, and the energy that support us publishers to the highest extent, and Joan is definitely one of those people. Publicity expert Joan Stewart is also known as “The Publicity Hound.” She’s a coach and a mentor who works with business owners and authors, just like you all. Most of you are authors who want to use free publicity from traditional and social media. She teaches you how to establish your credibility, enhance your reputation, position yourself as an expert, and sell more products and services. She’s worked with thousands of CEOs, nonprofit executives, authors, speakers and experts who needed to tell their story to the world. She has helped her clients pitch themselves to the media to get on *Good Morning America* and onto the front page of the *Wall Street Journal*. She’s the author of four e-books on publicity and is quoted in more than sixty books on marketing, public relations, and small business.

**Joan Stewart:** Thanks, Gary. It’s great to be here. Let’s go right into the presentation. I’m going to talk about the secrets of getting free publicity twelve months a year plus. I think I have about eighty ideas to help you. They’re all sprinkled throughout the twelve months of the year.

Why should you listen to me? You should listen to me because I know the inside secrets and the rules of the game. And when you’re dealing with traditional media, there is definitely a set of rules that you need to follow. The problem is the media don’t tell you the rules. I know the rules, and I’m going to share them with you tonight.

So let’s talk about a couple of places where you can get publicity. We’ll start with traditional media. And I have to say that twenty, almost twenty years ago when I first got into this, when I quit the newspaper business after

two very long decades working as a reporter and editor, and I started teaching people how to get publicity, the only things that were out there really, were traditional media. I mean, social media hadn’t come along yet. The Internet was just starting to pick up steam.

And so the only places where you could get publicity back then, and still now, are in newspapers, magazines—and magazines would include industry publications, they include your alumni magazine, they include consumer magazines, any magazines that are read by your ideal readers. Also television, and that includes cable shows, that includes local TV, it includes public television. Many of you have public television stations in your communities and a lot of those love authors. Also radio. There are local radio stations in every town. Many of these DJs and talk show hosts have airtime to fill every single day. If they can get compelling guests on, people who are not going to be constantly promoting their books but are going to be offering really good story angles that tie into their book, they will love you.

Some other places to get publicity, and these are fairly new, and these weren’t around twenty years ago: electronic newsletters. There are a lot of electronic newsletters that are put out, that are very topic-specific. And a lot of those e-zine editors, and I’m one of them, have very loyal readers. I’ve got about five thousand people who subscribe to my newsletter, my e-mail tips twice a week. You can just do a search online for e-mail newsletters on whatever your topic happens to be. Also, podcasts. The world of podcasting is like its own universe. I will be very honest with you. One of the biggest mistakes I have made in my business in the almost two decades I’ve been in business, is not having started a podcast a long time ago when podcasting first started coming on to the scene, I want to guess maybe seven years ago. It has grown tremendously. And podcasters have their own radio

shows that people can access through iTunes. Many of them have audiences, topics that are very narrow. And their listeners are very loyal. So think about pitching podcasters who tie in to your topic. Okay? So those are just some of the ways to get publicity.

Let’s talk about what news is, anyway, because a lot of people, especially authors, are confused about this. News is what happens, that’s different. I think that it falls into three specific areas. You have to have something that’s interesting, something that’s helpful, or something that’s entertaining. And you never want to pitch your book, ever, ever. That’s a huge turnoff. You want to pitch your expertise in a specific topic. You want to pitch an interesting book hook or an angle.

I had an item in my newsletter today, as a matter of fact, about a woman. She teaches women how to dress nicely, how to do their hair and makeup and clothes and all that. And she wrote a book on that. And she didn’t pitch her book topic at all. She pitched, “How to Dress Skinny” so that you look skinny when you—she’s an image consultant, that’s what she does. I couldn’t think of the word. She pitched a story on how to dress skinny. And when she also pitched, “Let’s Take a Look at Your Closet: The Good, the Bad, and the Ugly.” What woman wouldn’t want to listen to a radio show with those two things mentioned. She never mentioned the title of her book, but the DJ knew she was an author, and the book gives you credibility. But the book isn’t the news. So you have to find an angle or an interesting hook to tie in to.

Several of you said you were writing books about how to relieve stress, how to meet your goals. We know that this is a very stress-filled world. We also happen to know that a lot of people procrastinate, and that’s a reason they don’t meet their goals. So you can come, if your expertise is the solution to a big problem out there, you can get publicity for yourself.

*(continued on page 5)*

*Free Publicity (cont'd from page 4)*

News is also the local angle to a national story. A couple weeks ago, the World Health Organization came out with a study that said prepackaged meat, when you eat too much of that it can give you cancer. That was a huge story that everybody was talking about. If you happened to be the local angle to that and you can work in something local, maybe you're a cookbook author. You can pitch your local TV station with some local restaurants that have gotten away from even serving red meat because it's just not healthy and it's not what people are going after. Piggyback onto trends that you're seeing out there. Trends in industry, trends in culture, trends in entertainment, any trends that you can tie in to.

Also, piggybacking onto holidays, and not only the major holidays, like Christmas, Easter, Thanksgiving, and Halloween, but the thousands and thousands of obscure holidays, like Hug Your Grandkids Day and Sky Awareness Week and Love Your Lawyer Day—which I'm going to talk about; it's on November 5.

News is taking a stand on a controversial issue. There are a lot of controversial issues out there right now: abortion, gun control, letting refugees into the United States, and state by state, some of the states are not letting them in and some are welcoming them. There are many controversial topics, and if your book can tie in to one of them, and if you're an expert on that topic, you can probably deliver a fairly good program.

Also: the story behind why you're writing a book. There are so many of you who have fascinating stories about how your book came to be. What was the traumatic event in your life, or the breakthrough event in your life, that led to you writing your book? Many authors don't view those as interesting stories that they can tell, but remember, the world loves stories and the world loves storytellers.

I want to talk about a couple of myths and a couple of secrets with public-

ity. I'm going to talk about the biggest myth about publicity, and I want to put this one to bed right now. The myth is, spraying and praying works. Spraying and praying is when you take an idea for a story and you spray that idea out there, to three hundred websites, magazines, newspapers, radio stations, TV stations, podcasters, bloggers, all those people!

Here's the problem: today's media audiences are really fragmented. There's a TV show for whatever floats your boat. There are special interest magazines that go only to people who eat vegan, or only to woodworkers, only to baby boomer woodworkers. That's why you can't take the same story idea and pitch it all over the landscape. I call that spraying and praying. You're spraying it out there and then you're praying that somebody calls. And it never works. I would much rather see you just pick a couple media outlets or a couple people to pitch it. And that's publicity secret number one: you want to pitch fewer media outlets, not more of them. And your goal, before you pitch anybody, is to make every journalist or blogger or podcaster whom you pitch say to themselves, "Wow! That idea is perfect for our audience! They would love this idea! It's perfect."

To read the full transcript of this presentation and hear Joan Stewart's brilliant ideas for pitching stories throughout the year, 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,  
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Treasurer: David Evans,  
[teddytravelerbear@earthlink.net](mailto:teddytravelerbear@earthlink.net)

At-Large: Brandi Roth,  
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