UPCOMING MEETING

Get Answers to Your Most Puzzling Publishing Questions

7:00 PM, Tuesday, July 10, 2018

Want some feedback on potential titles for your next book?

Need help with finding a distributor?

Have an opinion about a potential cover design?

YOUR questions can be answered at the next PALA meeting.

Our July meeting at a PALA member’s home (near the San Diego Freeway and the Pico exit) will be a gigantic brainstorming session. Bring your books, cover design drafts, marketing ideas, requests for referrals, and anything else related to publishing and get answers from the other members in our group. Take advantage of the collective wisdom of your fellow publishers and publishing colleagues.

PLEASE NOTE: This meeting is open to PALA members only. No guests for this meeting.

Cost: FREE for PALA members

RSVP by July 8, 2018. See our website for more details.

PRESIDENT’S MESSAGE

Keeping Up with the Industry: Your Summer Reading List

The summer heat has begun, but don’t let any perceived slow-down lull you into simply catching up on well-needed rest. Heaven forbid. Now is a great time to research the most up-to-date information on the rapidly changing face of publishing. As of this date, the following sites allow you to sign up and receive periodic updates on the latest industry news:

- Publishers Weekly
- What’s New in Publishing
- Electric Speed
- The BookBub Partners Blog
- Book Marketing Buzz
- New Shelves Books
- The Book Designer
- The Passive Voice
- The Independent
- Folio:
- Wired
- STM Publishing News
- IBPA
- Just Publishing Advice
- Editor & Publisher
- Book Business Insight

LinkedIn groups such as Ebooks, Ebook Readers, Digital Books and Digital Content Publishing

(contr’d on page 2)
Once you begin receiving your cutting-edge information, you will most likely find it easier than ever to stay in the loop with interesting ways to do new things, shortcuts for some established tasks, and money-saving ideas.

Gary Young
President
Resources from David Gaughran

David Gaughran’s latest marketing newsletter has advice and a number of valuable resources for authors and publishers, including how to make effective graphics and how to do a better job of tracking your performance. You can read his entire newsletter here.

What Is Dot Gain?

Joel Friedlander writes about the challenges of reproducing photographs in books that are otherwise mostly text. It’s the task of a book designer to prepare these photos so they reproduce as well as possible, despite the reality of dot gain. Learn about what dot gain is and what you can do about it in this post.

Selling Your Message to the News Media

What exactly is the message you want to convey and sell to the news media so journalists, broadcasters, and social media sites will want to cover you and your book? If you don’t have an answer to that question, you need to think more about what your pitch is and how you’re presenting it to the media. Read more here.

Updates on Bookstores and Tools for Independent Publishers

The Independent Publisher recommended a series of articles for independent booksellers and publishers, including this article spotlighting independent bookstores in Santa Fe and this article about the best independent bookstores in NYC. They also shared this piece about the annual meeting of the American Booksellers Association and this article about the rise in independent bookstores selling new and used books.

3 Tools to Target Media Topics for Your Pitch

Authors can be more appealing to media outlets if they find popular, timely, or trending media topics that they can use when making their pitch. This allows authors to stop talking exclusively about their book and instead establish themselves as an authority on a topic. You can read about how to accomplish this 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. Email Sharon Goldinger, pplspeak@att.net, with your info, and we’ll announce it for you.

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.

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.

Audio Recordings

We’re pleased to announce a new member benefit: audio recordings of our meetings. We have started to upload past meeting recordings on our website. While there’s nothing like being at a meeting in person—to gain the benefits of networking with fellow members and having the opportunity to ask your questions directly to our speaker—if you miss one, you can now go the members-only portion of our website (www.pa-la.org) and listen to a past meeting.
PALA Officers and Board

Your PALA officers and chairs are

President: Gary Young, artsy12@earthlink.net
Vice President/Membership Chair: Sharon Goldinger, pplspeak@att.net, 949-581-6190
Secretary: Robin Quinn, quinnrobin@aol.com
At-Large: Ina Hillebrandt (coachina@inathememoircoach.com) and Linda Lichtman (lalichtman@aol.com)

Allura Printing is pleased to be a sponsor of the Publishers Association of Los Angeles. Book printing is a passion of ours. In fact our team wears white gloves when handling your book covers. This is because we want nothing to get in the way of a great first impression when your books arrive. So look to Allura for high quality softcover, perfect-bound books printed on state-of-the-art digital presses and binding equipment. We are specialists in flexible short-run and print-on-demand services. You can print smaller quantities to reduce your inventories, test the market, save warehouse space, and minimize cash flow impact. Turn to Allura for your printing needs solved. You’ll have the peace of mind that your books will be printed on time, on quality, and on budget whether it is ten or ten thousand. Call 888.799.9948 or visit www.alluraprinting.com/ for more info.