

GLVWG



Welcome to the monthly
Greater Lehigh Valley Writers Group Newsletter

Mostly July 2022/into August 2022

The intent of this newsletter is to give information and tips to our authors.



For the month of July, there is **NO** general membership meeting, **no** afternoon workshop. Nor August. See you in September.



Welcome the new GLVWG Board for this coming year:

President -	Angel Ackerman
Vice President -	Tom Lubben
Treasurer-	Kelly Bender
Secretary-	Laurel Wenson
Conference-	Charles Kiernan / Donna Brennan, co-chairs
Anthology-	Dianna Sinovic
Publicity-	Sara Karnish
Programming-	Phyllis Palamaro
Technology-	Bart Palamaro / Christopher Ochs
Author Advocacy-	John Evans
Writers Café-	Bart Palamaro / Laurel Wenson / Judy England-McCarthy
Newsletter-	Charles Kiernan
Member Reps-	Bernadette Sukley / Elizabeth Nyugen
Hospitality-	Ginny Shephard



Story Shrink

Save the date **October 14th** for our morning, half-day Zoom workshop with Kathryn Craft on developing your synopsis, pitch, and logline. That will be followed in the afternoon by a limited number of one-on-one Zoom sessions with Kathryn (first come first served).

We are still formulating this workshop. There are also plans to again have agent/editor pitches at the 2024 Write Stuff Conference. The October event is to sharpen up your skills in pitching. Stay tuned.



Another Save the Date! Mark your calendars!

GLVWG's 2024 Write Stuff Conference is scheduled for April 11-13, 2024, at the Best Western Gateway Conference Center in Bethlehem, PA. We are still working on the schedule of presenters, but here's what you can expect from next year's event:

- Agent and editor pitches are back!
- Flash Fiction contest
- A full day of breakout sessions on Saturday
- Author head shot appointments
- The ever-popular book fair
- Networking opportunities galore

Save the date and keep watching this space for more information as our planning comes together!



Put Those Design Muscles to Use for GLVWG! By Sara Karnish

GLVWG is all about lifting up our members—celebrating acceptances, lending a supportive shoulder to lean on after a rejection—and spreading the word about the group is a big part of that. A logo is a quick, easily recognizable way to help get a group's name out into the masses.

The board is seeking members' design submissions for GLVWG's first-ever logo. We are looking for a design that represents the diversity of genres represented, and can really be a readily-identified "calling card" for the group.

This logo should have a transparent background and will be used in a variety of formats, from screen printing on a group banner, to digital usage on the GLVWG website, social media, and more. We welcome your designs—however, be sure to submit the design in a format that is easily transferable (.jpeg preferred).

For consideration, please send your submissions to Sara Karnish, GLVWG Publicity Chair, at glvwg.publicity@gmail.com by July 31. GLVWG's board will review entries and choose a winner at the monthly board meeting on August 26. The winner will be notified shortly thereafter and receive a free membership for 2024.

We look forward to seeing your designs!



Member Spotlight : Angel Ackerman

The Spotlight this month is on our new president, Angel Ackerman. She says: Many GLVWG members know me already—if you participated with the organization in the aughts, you may remember my terms as president, publicity chair, and newsletter chair. And we were all a lot younger then.

I've been writing professionally since high school and very much enjoyed a 15-year career in print journalism here in the Lehigh Valley. I've experimented with various jobs, from non-profit communications and development to STEM curriculum design. Periodically, I would get my paranormal women's fiction/urban fantasy novels off the shelf and shop them around, with nibbles, but no success.

Long story short, during the pandemic I decided to self-publish my novels so my daughter could have hard copies, and then other people asked me to publish their books. Now, almost two years later, we are working on book #15. Parisian Phoenix Publishing focuses their efforts on unique voices and perspectives, hoping to bring exposure to marginalized and less commercial voices.

I encourage any of you to check out my personal blog (angelackerman.com) or subscribe to Parisian Phoenix's Substack newsletter—because not only do we discuss upcoming events and releases, but we also feature submission calls and have a good time.



Notices of Contests

GLVWG does not endorse any of these following events—they are supplied to our members solely for informational purposes.

2023 CRAFT First Chapters Contest

Guest Judge: Rebecca Makkai
\$2,800 Awarded

They Say:

We know you have a novel somewhere—currently under revision or hidden in that desk drawer—or at least the start of one. Wherever it is, dust it off and polish it up because we want to read your first chapters! This year, we're thrilled to partner with Guest Judge Rebecca Makkai to find and celebrate the most promising novels-in-progress!

Entry fee: \$20

Deadline: July 30, 2023

Reed Magazine Contests

There are a **series of contests** run by this magazine for fiction, nonfiction, and poetry, with cash prize awards up to \$1000 (or a little more.) Submission dates vary from October 1 to December 1. Some of the contests have no fee, others \$20. Worth checking out.

Entry fee: Free to \$20
Deadline: October 1 to December 1 2023



This month's **Featured Publishers**

[IG Publishing](#)

Founded in 2002, Ig Publishing is a New York-based award-winning independent press dedicated to publishing **original literary fiction and political and cultural nonfiction**. Our books have been reviewed in The New York Times, The Los Angeles Times, The Wall Street Journal, Oprah Magazine, the Chicago Tribune, NPR, among many other places.

Ig is a family endeavor, run by the husband and wife team of Elizabeth Clementson and Robert Lasner, with occasional assistance from their two young sons.

To get an idea of what kinds of books we publish, please check out our website. Our fiction tends to be very literary—we don't generally publish genre—with a realistic and often gritty feel. Among the fiction honors we have received over the years are several PEN awards, a 5 under 35 pick, several New York Times Editor's Choice, Center for Fiction awards, several ALA notable selections, and many others.

[Unnamed Press](#)

The Unnamed Press is a leading independent publisher of **fiction and non-fiction**, based in Los Angeles and founded in 2014. Our books represent a diverse list of voices—ones that challenge conventional perspectives while appealing to a broad general audience: exciting, radical, urgent. We nurture emerging talent and partner with more established authors to help their platform grow.



The Author's **Resource Well**

[When to Use Semicolons: 4 Rules and Examples](#)

Reedsy blog

This is an exhaustive explanation of semicolon (and colon) usage. Be prepared to spend a little time.

[The Story Behind “This Is Not My Story”](#)

By Ryan Uytendewilligen

This is a guest author piece written for Authors Publish, about the journey one children's author's traveled toward publication of a picture book.



Our **CaféZoom!** sessions continue. The Café is every Wednesday via Zoom. Details will be on the web site on the previous Friday. You must register to read and/or attend. However, they fill up pretty fast, so pay attention to the event listings on our website and signup for the next one.

Here is the link for more information and to register for The Writers Café. There is a waitlist for those who can't register in case someone doesn't show up.

<https://greaterlehighvalleywritersgroup.wildapricot.org>

We are now allowing up to 20 participants to be readers. The Writers Café format has two parallel sessions (breakout rooms) with 10 readers in each. You can still join the meeting, but only the first 20 to register will be able to read their work. There will be a waitlist for readers, so have something available to read in case someone doesn't show up.

Total registration will be limited to 25 people, any more would be unmanageable.

We will be using Zoom, and those who have registered will get an invitation via email and be notified again on the day of the Café. The meeting will start at 6:55 pm, with no particular end time. If you have signed up, be prompt!



Here is our **Bi-Monthly Column** (as in every other) by **Angel Ackerman**



Last time, I transitioned you from storytelling podcasts to my favorite writing-related podcasts. If you missed that list you can check previous GLVWG newsletters, the blog at ParisianPhoenix.com or the Parisian Phoenix newsletter on Substack. If you don't already have a favorite way to listen, many podcast players/ streaming services (like Spotify) offer free versions. So consider the possibility of podcasts being a mini-retreat or a reflection to help you in your creativity.

In this column, I, Angel R. Ackerman, publisher at Parisian Phoenix, will share with you the podcasts I believe will help you hone your talents. If you have a Spotify account, you can look for my profile— I'm the one in glasses, cuddling a cat. I curate longer lists of podcasts there. You can contact me at angel@parisianphoenix.com.

Today we will look at podcasts that will help you build and improve your author email newsletter. If you find my Spotify profile, you will find all of these and more on the playlist “writer newsletters and mailing lists.”

BUILDING A BUSINESS NEWSLETTER

- THE EMAIL MARKETING SHOW with Rob and Kennedy at Email Marketing Heroes. This series focuses on email newsletters for any business, not specifically writers. I encourage you to listen to any of their episodes that sound interesting—because as writers, we often forget to treat our writing as a business. Topics include: Email marketing vs. Social Media, How We Used a Facebook Group to Build Our Email List, and 9 Psychological Things We Use in All Our Campaigns.
- THE SIDE HUSTLE SHOW with Nick Loper, specifically episode 544 “\$1300/Mo in Under a Year: Growing a Paid newsletter” with Danielle Desir who founded the Grants for Creators Newsletter. Not only might this newsletter help you find money for your writing, but she also used Substack for her success. The transcript of the episode is available at sidehustlenation.com
- NOVEL MARKETING with Thomas Umstattd Jr. Thomas appeared on last month’s list, so now I want to point to two specific episodes: “How to Get a Professional Email Address” and “How to Use QR codes to Boost Book Sales & Grow Your Email List.” I’m recommending these two because I think he offers easy and inexpensive ways to make life more efficient and to promote yourself in the most professional way.
- BOOK MARKETING SIMPLIFIED with Jenn and Marcus DePaula of Mixtus Media. I think all of their podcasts are anywhere from 10-20 minutes long and these particular episodes give some practical direction about building a newsletter.
- “Three Things Authors Need to Start Their Newsletter”
- “How to Grow An Author Newsletter”
- “Newsletter vs. Blog Subscriber”
- “How Authors Can Generate Content Ideas”

Newsletters aren’t a sexy topic, so next time (September) I’ll delve into my “Life as a Writer” playlist, and we might talk about inspiration, but we most certainly will talk about failure.



We hope to be helpful!

Charles B. Kiernan