

February, 2021

GCW Dispatch

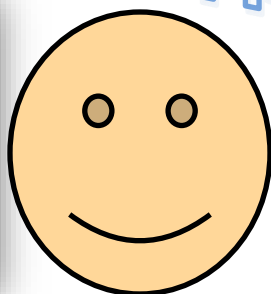
Our mission is to support local writers



The photo above is of Noa Baum, professional storyteller from Silver Springs, Maryland, relating a story of her childhood in Israel.

2021 Auburn Winter Story-telling Festival

Not everything goes as planned. The Auburn Winter Storytelling Festival, sponsored in part by Gold Country Writers, was one learning experience after another. The event in its sixth year was a Zoom presentation. To attend, viewers registered at the national Eventbrite.com website. At first the Zoom limit was set for 100. When that was reached, the limit was upped to 125, then 150 then 175. Those who registered received a link from Zoom BUT they had to be registered at Zoom to get the link. So it was a Catch-22. Some who register as the event was happening never received the link. Then, with good intentions to record the tellers, the recording button was pushed which carefully recorded the tech person over and over so that only a few of the tellers were captured. **Continued on Page 5**



Our **guest speaker** for January 27, 2021 was our own **Robin DeLey**. She gave a wonderful presentation on everything you will ever need to know about **marketing on social media** using the internet.

The ABCs of Social Media:

A-Audience - know your target audience and how to reach it.

B-Brand - develop your own brand and use it on all your sites.

C-Consistency - treat blog and other posting on SM like a job.

-Every author should have their own website and it should be the hub for all their social medias.

-Websites should be clear and straight forward but include:

Homepage with:

A) Recent headshot

B) Book covers

C) Your Brand or Logo

Have them professionally done.

Continued on Page 2

Inside February 2021 Issue

Pg 1-2021 Storytelling Festival, Guest Speaker Robin DeLey, Poetry Contest,

Pg 2-Prose from The Pres, CV-19 Meeting Schedule, February GCW Schedule of Activities, Robin DeLey Continued

Pg 3-Spin-Off Critique Groups, Dues are Due, Officers & Committee Chairs

Pg 4-Inspirational Spin-Off Group, Famous Writer's Quote, Guest Speaker Continued

Pg 5-Storytelling Festival, Cartoon

GCW 2020-21 Poetry Contest

The 2nd Annual GCW Poetry Contest ended January 15. The contest celebration/awards ceremony has been moved to February 17, it will be a virtual celebration with several volunteers hosting the Zoom presentation. Tune in to hear and see the winners read their poems. The chapbook with all of the poems entered will be available at the price of \$5.00 each. Contest entrants will receive theirs free. The winning poems will be featured in the March issue of the *Dispatch*.

PROSE

FROM THE PRES



Well, hello, February and brrr... there is still a chill in the air. The beauty of February is there is always a promise of spring coming down the road.

The white "narcissus" flowers have already blossomed to show their beauty among tall lavender plants in my center garden.

They are always the first to bloom and I'm forewarned of warmer days ahead, and new life.

On February 17, 2021, GCW will be announcing our 2nd annual Poetry Contest winners. I'm excited whenever we have contests to discover the winners.

This year's poetry contest is a challenge since we will not be meeting in person, but on the internet. However, Randy Whitwell, GCW Poetry Chair, has been working on making this year's event another success. We are requesting those members who would like to host the Poetry Zoom Contest event at their residence please let us know. This way all members who do not have access to Zoom meetings will be able to join in.

Please remember to use social distancing, and wear face masks when meeting. The Poetry Contest events will also feature guest speakers, and I will keep that piece a secret for now. But it will be a treat for all of us who enjoy poetry and are eager to learn more about this style of writing.

Thank you all for your continued support.

Susan

CV-19 GCW Meeting Schedule

The Gold Country Writers are meeting by Zoom every Wednesday from 10 a.m. to noon. You don't even have to download the Zoom App from the internet. Sheila Lopez will send you a link a half hour before the meeting and all you have to do is click on it.

FIRST WED.

Combined Business & Board Meeting

SECOND & FOURTH WED.

Drop-in Critique Meeting.

THIRD WED. - Guest Speaker

FIFTH WED. - (When Available)—Party Time

GCW Scheduled Activities

Feb. 3, 2021

- Business/Executive Mtg. (10 a.m.-Noon via Zoom)
- Mixed Genre Grp, 5:45 p.m. soc. dist. at Rebecca's

Feb. 10, 2021

- Drop-in Critique Mtg. (10 a.m.-Noon via Zoom)
- Inspirational Group (12:00 p.m.)

Feb. 11 & 25, 2021

- Novel Grp. Mtg. (2:00 p.m.-4:00 p.m.)

Feb. 17, 2021 10 a.m.

- [Poetry Contest Celebration](#) via Zoom
- Mystery Grp. Mtg. (1:00 pm)

Feb. 20, 2021

- Open Mic. (1 p.m. via Zoom)

Feb. 24, 2021

- Drop-In Critique Mtg. (10 a.m - Noon via Zoom)
- Science Fiction/Fantasy Mtg. (5:45 p.m.)

Robin DeLey Continued—Social Media Tips

How to develop a mailing list:

- Run specials like contests or write a precall to your book that people give e-mail addresses to enter or read
- Have a blog with the subscription fee for their e-mails
- Be sure to add friends and family members

-Website homepages should follow the 60-30-10 rule of thumb—60% one color, 30% complementary color, 10% accent color. (Good example— Janet Evanovich's website)

-Choose which social media you use according to genre.

-Start by doing an Assessment of Social Media. Keep track of what you post and the results following.

-Pick a few sites and stick with them.

Continued on Page 4

Specialty Spin-off Critique Groups

Coordinator – Rebecca Inch-Partridge

Note: Contact group leaders to learn the current CV-19 schedule for your group.

Children's Lit: Contact Norma Lehr. Temporarily suspended due to the pandemic.

Science Fiction/Fantasy: Contact John Vester. Meets the 4th Wednesday of each month at 5:45 p.m.

Memoir: Contact Susan Thompson. They meet at members' houses once a month.

Novel: Contact Mary Helen Fein, meets via Zoom on 2nd & 4th Fridays from 2—4 p.m. Closed to new members.

Evening Mixed Genre: Contact Rebecca Inch-Partridge. Meets 1st Wednesday each month, Drop-in suspended due to Covid-19, Preread meets in small social dist. groups 5:45 p.m. at Rebecca's. No new members.

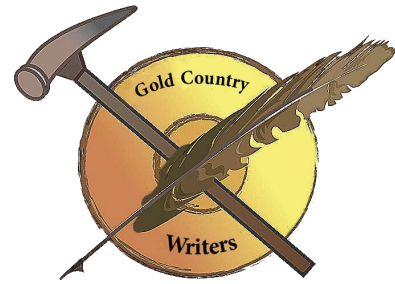
Flash Fiction: Contact Chery Anderson. Suspended due to COVID-19.

Poetry: 4th Wed. Contact Randy Whitwell. Sharing poems online with members. Meeting 1:00 p.m. via Zoom, 4th Wed.

Inspirational: 2nd Wed., 12:00 p.m. Contact Michael O'Haver

Mystery (New Group): Contact Robin DeLey, will meet 3rd Wed. at 1:00 p.m. Call for info. for place & method.

For group leader contact information, consult your membership roster.



GCW Officers, Board Members & Committee Chairs

President: Susan Korn

Genre ~ Self-Help & Corporate Culture

V P - Internal Affairs: Karen Clay

Genre ~ Nonfiction & Memoir

V P - External Affairs, Marketing & Events:

Frank Nissen

Genre ~ Historical Fiction

Treasurer: Bill Baynes

Genre ~ Science Fiction, Children's Books

Secretary: Barbara Young

Genre ~ Photography, Nonfiction

Assistant Secretary and Author Opportunities:

Betsy Schwarzentraub

Genres ~ Christian Nonfiction, devotions,
book reviews

Guest Speakers: Margie Yee Webb

Genres ~ Gift Books & Flash Fiction

Membership: Jody Brady

Genres ~ Short Stories & Self-Help

Public Relations & Read & Review:

Chery Anderson

Genre ~ Short Stories

Web Master, Graphics & Cyber Security:

Skip Michael

Genre ~ Science Fiction

Spin-off Critique Groups Coordinator:

Rebecca Inch-Partridge

Genre ~ Science Fiction

Newsletter Editor: Michael O'Haver

Genres ~ Christian Children's, Memoir, Non Fiction,
Historical Fiction & Science Fiction

Submit newsletter material by the 15th of each
month to GodsScribeMike@gmail.com

For Contact Info. see GCW Roster



Winter in the Sierra Foothills

Dues are Due

2021 Dues are half-price: Only \$24.

Pay online at Zelle to Gold Country
Writers

at (650) 595-8667 or mail check to

P.O. Box 5991, Auburn, CA 95604

GCW Hapenings & Events

INSPIRATIONAL SPIN-OFF CRITIQUE GROUP

The former Spiritual/Religious/Inspirational Spin-Off Critique group is being lead now by Michael O'Haver. He would like everyone to think of it as a strictly inspirational group without any religious or spiritual connotation. What writer doesn't need inspiration to write? The group offers support and critique in the areas of self-help, personal growth, inspiration, and motivation. The next meeting will be February 10, noon, via Zoom. Please bring something from someone who has motivated you personally or your writing. Contact Michael if you are interested in joining this group.

Famous Writer's Quote

The only thing I was fit for was to be a writer, and this notion rested solely on my suspicion that I would never be fit for real work, and that writing didn't require any.

– Russell Baker

Snapshots at jasonlove.com



The writer: Someone who spends a lifetime in solitude for the sake of communication.

Robin DeLey Continued—Social Media Tips

- Make a plan for each social media site
- Learn how to use hashtags
- Social media influencers are those individuals who show success in their media, look for up-and-coming ones
- Eliminate inactive sites and spammers who just ask you to buy their books
- You can have multiple Twitter accounts
- Wednesday is the most popular day for all social media
- People love “The Most Popular _____” lists
- Look for authors in your same genre to group with
- Some authors pay for reviews (Bad Idea).
- Amazon purges reviews that look like are from pros.
- Impossible to get them back after being purged
- Look for on-line events to join—Christmas is popular
- Review other's books, it shows you are a team player.
- Look for your one unique niche, like having recipes in all of your books.
- Don't react negatively to bad reviews. Be sugar sweet or don't say anything at all.
- Minimize the negative and emphasize the positive.
- Social Media is Image Heavy, develop your Image Kit:
 - A) Backdrop
 - B) Light source - windows are good natural source
 - C) Coffee or tea mug - make it unique
 - D) Something to eat like candy or cookies
 - E) Most important is “your book”
 - F) Any image you put on social media should have your watermark
 - G) All pictures you post should have your watermark
- People love graphs and charts proving your points
- Canva.com -good website for graph & charts templates (free)
- You can attach text info. to your internet pictures
- Images are good because it draws people's attention and holds them there longer—the longer the better

Summary of Important Points:

- ♦ Don't buy book reviews
- ♦ Get an Author's Page on Amazon
- ♦ You're not on social media to sell books, you're on it to sell yourself
- ♦ Make your headshot and banner engaging
- ♦ There is power in group marketing
- ♦ Do all you can to increase traffic from one social media site to another.

Auburn Winter Storytelling Fest

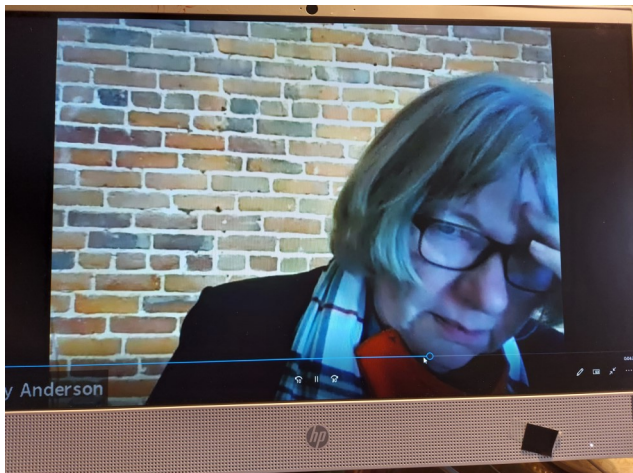


Storytelling Festival Continued

AND there is no sound on those recordings.

Thirty-seven households were connected for the hour-long Children's Stories in the morning. In the afternoon Rebecca Partridge, a GCW member, participated in the Open Telling event along with 65 others. The largest audience was for the evening program where 92 people from around the nation watched the event. At each introduction the emcee, Mark Berry, thanked the sponsors including the Gold Country Writers.

The five evening tellers were from varied cities and told stories for 20 minutes. They ranged from a spooky Japanese story of a woman who weaves a kimono for her husband, several stories of gold seekers in California, and a story of a woman washing the body of her deceased husband that juggled humor and tears. The event was free to the public and will be presented live on stage on January 22, 2022.



Chery Anderson as she realizes she is recording herself not the teller.



Chery Anderson at General Gomez Art and Event Center recording the tellers, masked and socially distanced from other techs.

