



Creative TAP

Issue 8

October 2022

*“It’s not in the stars to hold our destiny but in ourselves.”
—William Shakespeare*

Candid Conversations: Book Marketing 101

By Sandra Nichols

Join me and your fellow SCBWI-WI members in this first in a series of discussions about the business side of book creation. For this fall edition, I invited two successful self-published authors to discuss what they’ve learned through experience about publishing and promoting books. The conversation focused on pre-marketing, an important step in book marketing and sales that’s often overlooked, and examined timing for pre-marketing and the role an author website and social

media presence plays in this process.



Welcome **Amanda Zieba**, author, blogger, and creator of [WordNerdpolis](#), a website overflowing with inspiration and resources for readers, writers, and educators. Amanda has eleven published

From the Editor

Driving through Central Wisconsin this past week-end, I was enchanted by the rich colors everywhere



I looked. And I wasn’t alone. Just a half mile from Ski High apple orchard outside of Baraboo, families and friends abandoned their cars on the side of the roads to take pictures of the breathtaking scene before them, a hillside of gold, orange, crimson, and russet.

What was also magical were the people, quick to offer “I’ll take your picture if you’d like” to complete strangers.

books and a twelfth expected out soon.

Joining Amanda is **Jessica Kopecky**, graphic designer, architectural photographer, and author and illustrator. Jessica is the magic behind *Secret to Starflower*, an award winning, full-color children's chapter book and its upcoming sequel, *Secret of Starflower: Scorny Returns*. You can find Jessica's illustrations and design gallery at [Jessica Kopecky Design](#).

Let's dive in.



When you think about marketing books, you might picture a queue of readers lining up to a table where you, their favorite author, sits surrounded by stacks of

books ready to autograph and sell.

Or perhaps marketing brings to mind an eye-catching visual on your website displaying your newest book, the BUY NOW link just below it.

You would be right. These are ways to market your book. But what if I told you marketing starts months if not a whole year or more before your book is published?

Jessica and Amanda, you advise us to think of marketing, whether traditional published or self-published, as a cycle: marketing prior to publication, marketing at the time of publication, and marketing following publication.

And because it is a cycle, I felt it made sense to start at the beginning. **But exactly when does the “prior to publication” part of the book marketing cycle begin? A month ahead? Six months ahead? More?**

This mindset of helping and sharing is found among our fellow writers and illustrators. Take our former Wisconsin SCBWI member Ingrid Kallick who shares some illustrator tips from her new home in Pennsylvania. Also in this issue, you'll join Amanda Zieba and Jessica Kopecky, two authors who took the time to sit with me and discuss what they've learned about pre-publishing sale strategies. In a different article, self-publishing consultant Amanda Miller offers advice on using the community to help promote your book.

I asked Pat Zietlow Miller if she could share some pointers on writing picture books. Pat didn't hesitate. Gather up her nuggets of wisdom in the article, “Repeating Elements Create Picture Book Magic.”

And a thank-you to our hard-working PAL coordinators Joyce Uglow and Sandy Brehl who share their time and effort to get the word out on all our members' upcoming books. Get caught up on what's happening via Joyce's PAL update in this issue of *Creative Tap*.

As always, together we are stronger.

Jessica, how far ahead of publication should an author begin marketing?

“How far ahead is different for everyone, but here was my timeline for *Secret to Starflower*: One year ahead from book launch, get the word out on your website/social media such as Facebook, and create onboarding for an e-newsletter.”

Is this your approach, Amanda?

“I’m a learn as you go kind of person. So, for my first books, I found myself treading water without a lot of planning or support. But now that I’ve got my act together, I’d echo Jessica and say a website, social media presence, and e-newsletter are super helpful, but not the only means to promotion available. I do Facebook, Instagram, and YouTube as

well as my e-newsletters and weekly blog.”

So, whether we like the idea or not, creating a website and at least one social media account is important. **But what if I don’t like being on social media? Couldn’t I just get by with a website?**

“If people care about you, they are more likely to care about your projects and books.”

Jessica explains how the two work together. “Social media is what generates the vast majority of my book awareness. Having a website alone won’t do it. The website is functionally just a brochure with order links. No one is going to look for my website unless I post on social media to make them aware I exist. That’s where I funnel

people to my website so they can order books.”

Both of you explained to me that when an author creates this presence way before their book is published—and use social media as one of the tools to make this happen—is what the marketing world refers to as the know-like-trust technique.

“This goes for anything,” Jessica says, “not just books. First people must know you exist. That takes multiple

exposures with consistent branding. Then they have to like you. Perhaps that means you have a brand that they enjoy—think influencers or relatable personalities, like Pioneer Woman. Then you might provide your audience something of value to gain their trust. Don’t try to sell before the trust stage. Once you earn their trust,

they become loyal customers!”

Amanda, would you describe this as nurturing a relationship?

“Yep. This IS the thing. If people care about you, they are more likely to care about your projects and books. If you occasionally slip in a comment about your favorite coffee drink, pet peeve in the school pick-up line—if you follow me on Instagram you already know mine—, and pictures from your family vacation alongside your bookish news, people will hopefully learn about you, find common connection points, and then begin to care about you, your work, and your success.”

That makes sense to me.

But how often are either of you sending a social media message regarding the upcoming book and what type of info are you telling the public? What’s your approach, Jessica?

“I’m a sporadic poster—I only post when there’s something to say about my book/series such as book updates or a public author appearance. In my case, I don’t want to wear out my audience. If my posts get too overwhelming or annoying, I run the risk of having people unfollow my account, then I can’t capture that person when it’s time for presale. There are authors who, for good reason, might disagree with my strategy. Just being honest about what I’m doing.”

What kinds of updates in the year and months prior to publishing are you posting on social media, Amanda?

“I think that sharing your progress and process as you go is a great way to help others feel invested in your final result. If you wait until a few weeks prior to a book’s publication to tell anyone about it, it will be hard for them to really care about it. But if you have been talking

5 Ways to Use Community Marketing to Promote Your Book

By Amanda Miller

Locally and globally, in your community and around the world, it’s possible to create connections and memorable experiences with readers by using fun and interesting ways for them to interact with your book. This only requires a few copies of your book to give away. If the cat scratches the cover, don’t throw it away—use it for one of these nifty, inexpensive opportunities to get others involved in the marketing.

1. [BookCrossing.com](https://www.bookcrossing.com)

Have you ever wondered what parts of the world and whose hands your book has landed in? With [BookCrossing](https://www.bookcrossing.com) you can track your book and its travels. It’s free to register your book and it’s free for those who play. Here’s how it works: After registering, you get a unique BookCrossing ID to place on the inside of your

about it all along . . . way back from I just got the most amazing idea for a new story! To *Ugh*, making my slow slog through the third round of revisions. Then to a cover reveal and *finally* the launch, I find that my promotion efforts are much more effective.”

Amanda, you mentioned a non-techy way to reach your audience. What is one non-tech way an author can stay connected to their audience in the prior to publication part of the marketing cycle?

“My favorite way to reach readers is through snail-mail postcard. People ignore and delete emails all the time, but rarely do they disregard a colorful postcard in their actual mailbox. I make sure to include QR codes for easy ordering! I send these out a week before the book launch, perhaps a couple weeks if you are including information about a launch party and you want people to save the date.”

I appreciate your insight into the marketing cycle and how an author should be building a following and excitement for their book starting at least a year before publication.

Before we end for this time, I’d like to touch on the author website again. You both are adamant that an author, whether they’re comfortable with technology or not, needs a website. I’ve talked to pre-published authors and self-published authors who shy away from creating a website. They’ve told me, “I don’t have anything to put on it” or “That’s just not something I’m comfortable with.”

Amanda, what value do you gain from an author website?

“I credit my professional looking website (www.amandazieba.com) as a huge part of why people take me seriously. I am a no-big deal, middle-class woman from the Midwest. I am not famous or related to

book. When a reader picks up your book and sees the sticker, they are prompted to go to the website and indicate that they have your book. Like throwing a bottle out to sea with a note in it, you get to see who responds and where your book has traveled!

2. Reader’s pass-along

Similar to BookCrossing, a more informal way to connect with readers is to start a reader’s pass-along. First, prep your book by designating a space for readers to write in a sentence or two about what they took away and enjoyed most. Or, you can tuck a one-page insert inside the book for them to fill out. Add a prompt that says, “What did you learn or take away from this book?” Next, leave your book on a bench for someone to find, or even drop it off in a Little Free Library in your community. For every reader who comes across your book, they can list what they learned from your book and pass it on. This is especially great for self-help genres and inspirational books!

anyone who is. Sure, I talk a good game and am an extrovert. I can present myself with confidence. But when people go to my website, they can see the internet thinks I'm the real deal too, and that goes a long way to providing you, as a professional and a creator, credibility and authority."

Jessica, do you agree?

"You need a website. There's no getting around it. Even if you are looking for traditional publishers, you need a website to add credibility to your brand and show you're serious—yes, even if it's not in your wheelhouse . . . for Pete's

sake, writing isn't in mine. Every reputable business has a website. As an author, you're a bit of an entrepreneur, there's no wriggling out of it."

Thanks, Jessica and Amanda. I look forward to continuing this conversation on the marketing cycle and what authors should be doing to get their name out there in the next edition of *Creative Tap*. I hope to draw more members into the discussion.

For those who are interested, here are two companies where you can start building an author website for free:

[Wix.com](https://www.wix.com) and [weebly.com](https://www.weebly.com)

3. Little Free Library

Little Free Libraries can be found in most towns and cities. I've even seen them in airports. You can leave a copy of your book at a Little Free Library for others to "borrow." To make it fun, you can also create a treasure hunt by writing a post on Nextdoor, telling people in your geographical area that your book is hidden in a special place and something awaits them inside the book. As an example, if you are a children's book author, you could offer a \$5 gift card to a local ice cream shop. It supports walking, family time, and reading!

4. Doctors' and dentists' offices and coffee shops

Who actually looks forward to visiting their doctor's or dentist's office? Help lighten the mood for those in the waiting room by leaving a good read for them to browse through! If you are a children's book author, drop your book off at your local pediatrician's office or children's dentist's office. Books can help distract and keep kids

Did You Know?

The world's first known author was Enheduanna, a Sumerian priestess whose name is engraved on a temple artifact dating over 4,000 years ago.

Famed illustrator and author Leo Lionni is proof you're never too old to follow your passion. Lionni, most famous for his Caldecott winning titles: *Inch by Inch*, *Swimmy*, *Frederick*, and *Alexander* and the *Wind Up Mouse* started his career in children's books at the age of fifty.

Picture Book Tips

By Pat Zietlow Miller

Repeating Elements Create Picture Book Magic

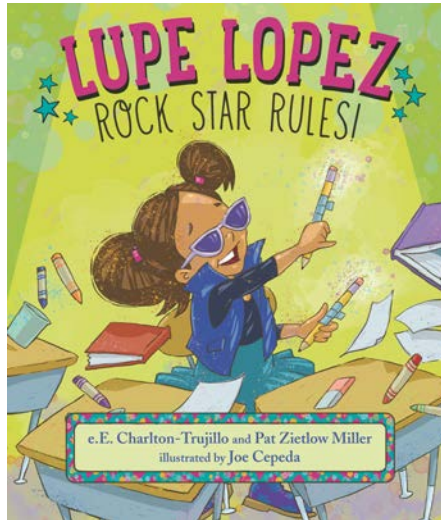
The magic of picture books is how they tell a complete story in few words. To help that happen, picture book authors often use repeating elements.

Repeating elements are words, phrases or sentence structures that occur several times in the story. They provide a strong framework and help the plot hang together as a complete, cohesive whole. They also give readers something to connect with and remember.

There are many ways to incorporate repeating elements into your manuscript. Here are three I've used:

Refrains

In [Lupe Lopez: Rock Star Rules](#), my picture book with e.E. Charlton-Trujillo and Joe Cepeda, Lupe, our main character, is an aspiring drummer with a Texas-sized



personality. Whenever she drums with her pencils, there's a refrain:

Ran! Rataplan! Boom-Tica-Bam!

This pops up several times in the book and gets expanded on when Lupe rocks out in the cafeteria one day:

Ran! Rataplan! Boom-Tica-Bam!

Pit-a-pat. Rat-a-tat. WHAM-WHAM-WHAM!

Refrains can be exactly the same each time they're used or follow a similar format and vary slightly in wording.

Catch-phrases

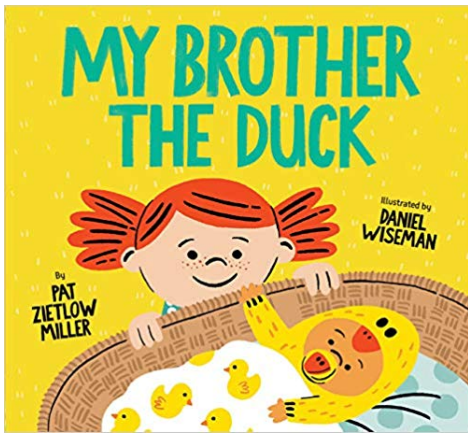
In [My Brother the Duck](#), my

calm during stressful times. Similarly, consider leaving a book at your local coffee shop. Add a note, saying something like, "I hope you pick up this book and enjoy it. After you've read it, drop it in another coffee shop, waiting room, or park bench for someone else to enjoy." It will keep the book fun for readers by tasking them with a mission and connection to the book itself.

5. Local silent auctions and fundraising events

Know of any silent auctions or fundraising events coming up in your town? Ask the organizers if you can donate a signed copy of your book to their event. Make a themed gift basket around the book. For instance, if your book is about travel, you can put little model airplanes and maybe even get the local shoe store to donate a set of sneakers. That increases the value of the total gift, but be sure to leave your book front and center.

For more ways to get readers to interact with your book, check out Jane Friedman's [wonderful interview with Amy Stolls](#).



picture book with Daniel Wiseman, our main character, Stella, is a fledgling scientist. As she tries to figure out what's up with her baby brother, she repeatedly says, "Research was obviously required." That phrase supports Stella's slightly formal personality and underscores the scientific methods described in the book.

Ideally, a catch-phrase should be memorable or clever enough so readers want to say it along with the character and even use it in their own conversations.

Sentence structures

In *In Our Garden*, my picture book with Melissa Crowton, I start my story with a series of hyphenated words with a hint of rhyme:

*It's a day. A gray day.
A breakfast-can-wait, don't-*

be-late day.

I use this structure three more times in the book to denote major steps in the main character's path to creating a school garden.

The idea:

We're in class. Science class.

What-a-plant-needs-besides-seeds class.

The creation:

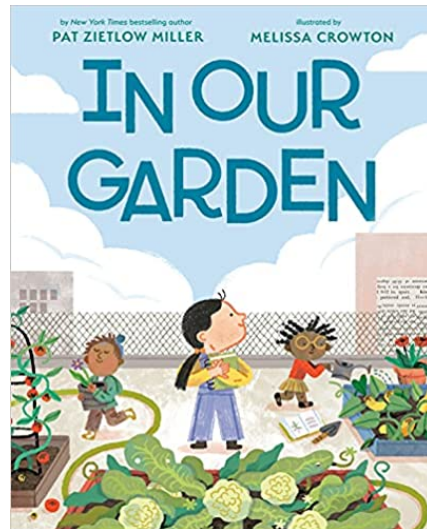
Gardens take work. Hard work.

Lift-high-and-lug, pull-and-tug work,

The harvest:

Check out this garden. Our garden!

Our high-in-the-sky, thought-we'd-try garden.



author of *The Ninth Wife*, where she lends quality advice to authors through her experience working with traditional publishers.



Amanda Miller is a self-publishing consultant with My Word Publishing who is passionate about guiding authors through the maze of self-publishing and helping them bring their written works to life. She is a writer of poetry and has published a collective anthology on limited release back in 2020, titled The I In Politics, where poets worldwide came together to raise money for charity. Amanda currently resides in Connecticut. If you have a book in you, contact Amanda at amanda@mywordpublishing.com

All three of these repeating elements help guide readers through the story and have the added bonus of being fun to say out loud.

So . . . look for repeating elements in picture books you read. And then play around with them in your own writing.

Pat Zietlow Miller is an award winning picture book author. She has eighteen published books to date, several garnering starred reviews including Sophie's Squash (2013) and her most recent book, See You Someday Soon (2022) from Roaring Press. Discover more about Pat at [Pat Zietlow Miller's website](#).



Illustrate to Your Heart's Content

By Ingrid Kallick

Are you looking for a new kind of illustration work? If you have worked on a passion project with a friend or a colleague, you may have already found it. While the gates of the larger trade publishers continue to narrow through consolidation, the gates of indie and hybrid publication have broken wide open.

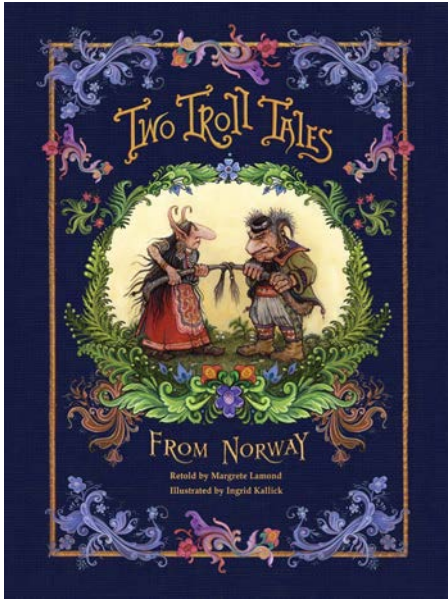


Frontispiece to [Two Troll Tales From Norway](#), Christmas Press, 2016

New possibilities are everywhere. Here are two projects I loved that didn't

fit the typical commercial mold. One was with a startup publisher in Australia, and the other was with a small indie press in Minnesota.

In 2016, *Two Troll Tales from Norway* was published by Christmas Press of New South Wales, Australia. Many of you have seen it, I hope. The image at the top is from the frontispiece to the first story, showing the troll who lives under the hill of



Cover, *Two Troll Tales From Norway*, Christmas Press, 2016

the main character. The second is the cover. Christmas Press is a PAL publisher with Picture Book, Middle Grade and YA lines, but at the time I worked with them, they were just starting up. Compared to many other projects, they offered a tiny advance. It was the subject matter that made me take a chance. Two of my grandparents were from Norway, and all through my childhood we talked about the stories, art, music and food of Norway. So, when they asked if I wanted to illustrate authentic folk tales from Norway, my heart said

yes. It was truly a labor of love.

The publisher made up for the tiny advance with good royalties, a deep discount on copies for resale and special shipping rates from Australia. I was able to resell the books at retail price. A good contract made the project lucrative after all. For that reason, I suggest that when you work with a small press, indie or startup, you add clauses that allow different forms of compensation. That may mean a small advance and advantages in resale or future licensing. But the real value in the project was not just monetary. It was to do a book that was close to my heart and my heritage.

The second heart-centered project was *A Wee Bit of Irish Lace*, a chapter book published through Minnesota Heritage Publishing. The story was full of Irish folklore. That's not my specific heritage, but the wee folk have always been dear to me. More importantly, this was the final work of a teacher and

writer, Mary Ann Waldron. She was putting her heart into it, and I was happy to help. The project was passed on to me by another SCBWI member who could not fit it in to her schedule. The author's health was declining, and it had to get started immediately. I ended up working directly with the author on the images, something nearly unheard of with large trade publishers. It made the work take longer, with many revisions, but we agreed to build in compensation for that before we started. If you work directly with the author, be upfront with them about the more complicated back-



Chapter heading from *A Wee Bit of Irish Lace* by Mary Ann Waldron, Minnesota Heritage Publishing

and-forth workflow. An art director would normally limit that, but we made sure that



Chapter heading from *A Wee Bit of Irish Lace* by Mary Ann Waldron, Minnesota Heritage Publishing

Mary Ann was able to get her vision into print as close as we could manage.

While changes in the structure of publishing can be confusing or frustrating, there is a lot of freedom, too. Be creative with the workflow, marketing and compensation to get that special story in print. You won't have to be a starving artist, and your heart will surely be full.

Ingrid Kallick is an SCBWI award winning illustrator for books and magazines including recipient of the prestigious 2018 Chelsey Award for Best Magazine



Cover. Formerly a Wisconsin SCBWI chapter member, Ingrid now resides in Pennsylvania where she continues creating imaginative illustrations inspired by folklore and natural history. View more of Ingrid's work at [Ingrid Kallick Creative](#).

Ready! Set! Write!

Surrender

By Laureanna Raymond-Duvernell

"To a mind that is still, the whole universe surrenders." Chang Tzu

About halfway through Thursday night's slapjack challenge, Ben looked up from the group to see a . . . something. Something he didn't recognize right away.

Was it the darkness or the erratic motion of the something that made him pause?



His eyes followed the movements and communicated to his brain: A moth. Wings flapping. Nighttime. Not a butterfly. Not a bird or a bat. It had to be a moth. But a moth larger than any he had ever seen.

The moth seemed to float on its wings, closer to the group huddled around their campsite picnic table. The adults were elsewhere, planning the next day's activities and taking a break from keeping an eye on all of them. Cassie was the one who had suggested slapjack.

"It's such an easy game. And all of us could play if we wanted to. Ben, we know you won't want to," Cassie smirked.

Ben wasn't the kind of kid who jumped in right away. He preferred to watch and think about things before he tried them. Cassie didn't understand.

The moth came closer, and he saw markings on it in the light from the camping lantern. It seemed to have a long tail trailing behind it. And was it . . . green?

The laughs and slaps from the card game became background noise as Ben focused in on the moth. He squinted in the darkness

and realized that the moth was coming right for them. Right for the game, actually, with its slapping motions and teenage craziness.

Without thinking, Ben pushed forward into the group, arms splayed wide as he attempted to give the moth a . . . what? A landing strip? What would this moth do?

Ben barely heard the grunts of surprise from his packmates. Their eyes followed his and locked onto the creature moving into their circle of light.

"What the . . . ?"

"Holy cow!"

"Stop moving!" Ben's voice rang out, and the other kids turned toward him, surprise written on their faces. "Let's just watch it for a bit."

The moth fluttered around the lantern, wings grazing the sides of the light. Finally, it came to rest on the table, and fuzzy red legs reached towards the glow. The kids leaned in closer, examining its wing markings and bright yellow antennae.

Cassie reached a tentative finger forward and prodded one of the lower wings. The moth didn't seem to notice. She tipped sideways as Ben leaned in and placed a cupped hand beneath the

moth's head. It slowly clambered on, one thin foot at a time. Cassie raised her eyebrows and a small "Whoa . . ." escaped her lips.

Ben held it up to the moonlight.

"Luna," he breathed, as the moth flew off into the inky darkness.

*"To a mind that is still, the whole universe surrenders."
Chang Tzu*

Laureanna has been experimenting with writing picture books since 2019. She published Under in the Mud with Orange Hat Publishing in 2020 and was selected as a PB Party Finalist and a PB Rising Star Runner-Up in 2022. She would love to publish more someday, moving forward with a "slow and steady wins the race" mentality when it comes to revising and querying.

What was Laureanna's inspiration in the photo for her Ready! Set! Write! story scene? "The boy in the blue shirt looking into the distance stood out to me—he seemed not quite a part of the group but more concerned with what was beyond."

Interesting Laureanna fact: "I inherited excellent whistling skills from my dad. Give me any tune—I can whistle it back to you."

Ready! Set! Write! Challenge

Looking for a quick, creative challenge to flex that writing muscle? **Ready! Set! Write! Challenge** is your answer. The goal, create a scene up to 500 words based on the visual prompt.

And to help you avoid a scene that goes nowhere, grab some advice from author and writing coach Lisa Cron.

Lisa Cron in her best-selling book *Story Genius* says any neutral “What If” prompt can be turned into a compelling story. How? When an idea strikes, ask yourself, “What’s the point?”

By only focusing on the external “what if” situation, you miss the protagonist’s internal conflict. And we all know the protagonist’s internal conflict is what it’s all about—it’s the heart of the story.

So ask “What’s the point?” which helps identify the protagonist’s internal conflict in the situation.

How to express the point of the story? Express the point of the story in a full sentence:

Stand up for what is right even when the world is against you. (Think *Harry Potter & the Order of the Phoenix* by J.K. Rowling. Harry’s internal conflict? Continue fighting against Voldemort and risk alienation and imprisonment or stay silent?)

Our lives are enriched by accepting others’ differences. (Think *Wonder* by R.J. Palacio. August’s internal conflict? To try to fit in at school and overcome his sense of being an outsider or remain a recluse and depend solely on his family for support and friendship.)

Once you have your protagonist, identify their internal conflict, and answer the question “What’s the point?”, it’s time to Ready! Set! Write!



Ready to start?

Choose one of the characters in the photo prompt and make that character your protagonist. Ask yourself “What’s the situation my protagonist is in? What is the internal struggle? What point do I want my story to make?”

- Send scene submission to Sandra Nichols at nichols.five@hotmail.com
- Type “Ready! Set! Write!” in the subject line
- Include submission as Microsoft Word attachment
- Submission text must be between 250-500 words plus a title
- Include your name and a three-sentence bio describing your writing journey, writing accomplishments, and goals (this is in addition to submission text)
- Write one sentence describing how the photo prompt inspired the scene
- Share one unique interest or fact about yourself
- **Submit by Sunday, February 12, 2023**

NOTE: Authors retain all rights to their writing. All submissions will appear in the fall newsletter around mid-April.

Illustrator's Gallery

"It's not in the stars to hold our destiny but in ourselves."
—William Shakespeare

How did this quote inspire Terri?

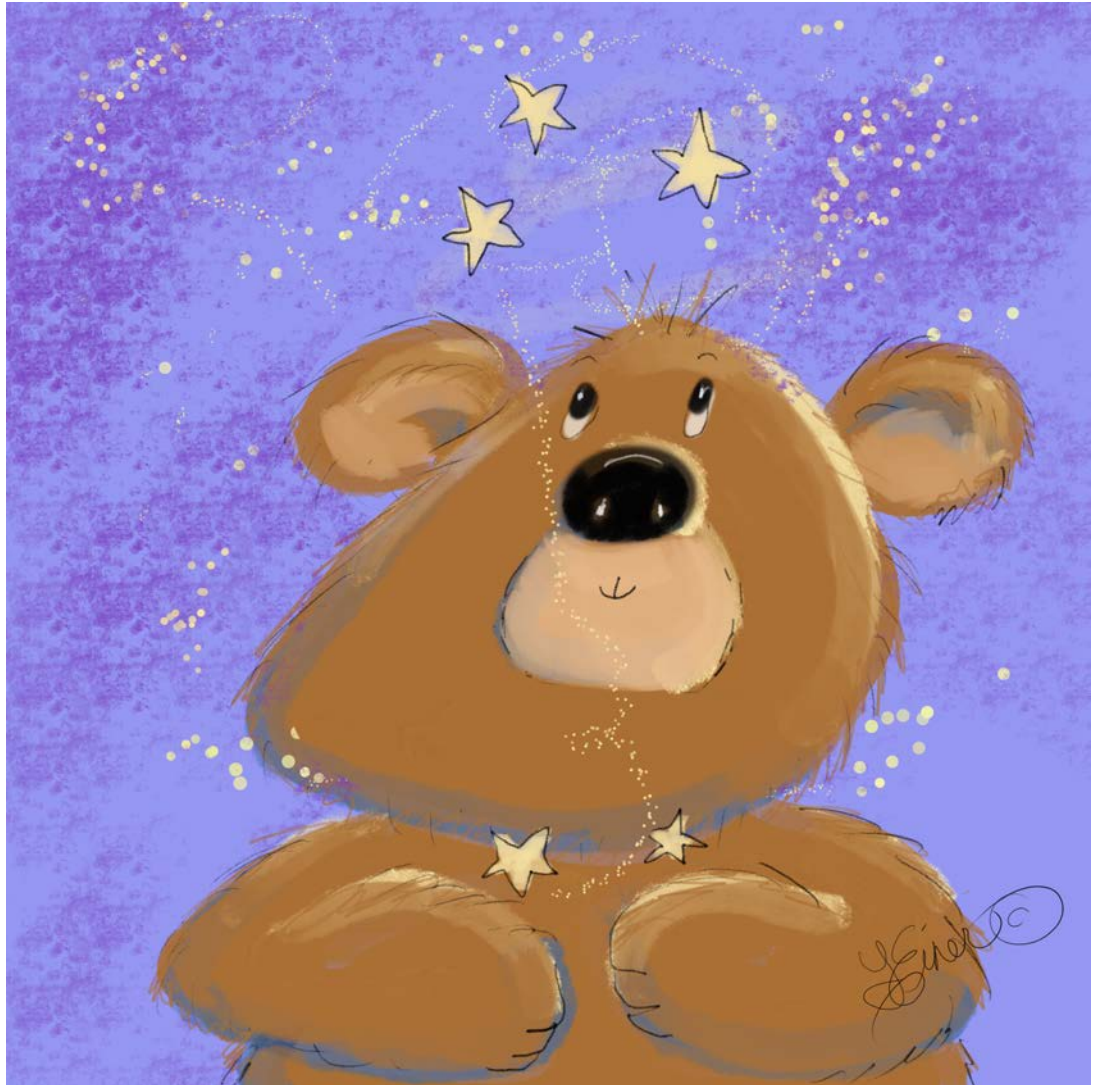
I immediately envisioned this little bear, eyes to the heavens, dreaming of his destiny.

This is a digital illustration created with Photoshop.

- Illustrator Terri Einer

Artist Terri Einer has always loved creating images, and after many suggestions that her art would be perfect for illustrating children's books, Terri was fortunate to have an author contact her in 2019 to do just that. She's now working on her tenth book using both traditional and digital mediums. Terri is a shining example that you are never too old to learn something new—at the age of 62, she retired from the nine to five grind and taught herself digital illustration. Terri says, "I am loving this new journey!"

Check out Terri's other illustrations at her website [Terri Einer—Einer Arts](#).



"Don't make friends who are comfortable to be with. Make friends who will force you to lever yourself up."

— Thomas J. Watson

Illustrator’s Gallery Challenge

Looking to flex your creative muscle? Get your work in front of a wide audience of authors and artists? *Creative Tap's* Illustrator Challenge is the answer.

So, what’s your challenge? **Create an illustration based on the upcoming spring newsletter theme:**

“Writing, like life itself, is a voyage of discovery.”

- Henry Miller



- Send a JPEG of your artwork to Sandra Nichols at nichols.five@hotmail.com
- Type “Illustrators’ Gallery” in the subject line.
- Include your name, description of your artwork (including medium), and how

the illustration relates to the theme.

- Include a three-sentence bio describing your artist journey, accomplishments,

and goals as well as your illustrator website if you have one.

- Share one unique interest or fact about yourself.

- Submit by Sunday, February 12, 2023

NOTE: Artists retain all rights to their artwork. All submissions are included in the newsletter.

Publications Promotions

Spring Releases



Books released between January 1 and June 30



Fall Releases



Books released between July 1 to December 31



Co-Chairs

Sandy Brehl and Joyce Uglow

sbrehlhce@yahoo.com

jpuglow@gmail.com

The Publications Promotions team is here to help YOU get the word out about your book!

The Pub-Pro team promotes SCBWI-WI members' published and listed (PAL) and independently published book releases with ISBNs through seasonal flyers, Zoom get-togethers, and scheduled in-person events.

It's Been a Busy Six Months for The Publications Promotion Team

On April 1, Regional Director, Deb Buschman, sent an email blast on behalf of the Pub-Pro team calling for info on book releases happening in 2022 between July 1 and December 31. Using the cover images of submitted books, illustrator Leah Danz created the eye-catching Fall 2022 Release Flyer showcasing books by Francie Dekker, Janet Halfmann, Carol Paur, Gayle Rosengren, Becky Scharhorst, and Stef Wade.

(Look for seasonal flyers going back to 2021 at <https://wisconsin.scbwi.org/seasonal-release-flyers-archive/>.)

August brought a flurry of activity with in-person

exhibits at conferences and online book release celebrations.

On August 5 volunteers Miranda Paul, Soleil Paul, Gayle Rosengren, Christine Keleny, and Amy Laundrie shared members' work with the more than 470 attendees at the Green and Healthy Schools Conference at Vincent High School in Milwaukee.

Then on August 19 Pub-Pro co-chairs Joyce Uglow and Sandy Brehl shared release seasonal flyers as well as information about SCBWI to area teachers attending Carroll University's Summer Institute for Teaching Reading.

Two book release celebrations took place on Zoom. On August 31 SCBWI-WI members logged on to celebrate *How Can We Be Kind?* by Janet Halfmann, *Moving To Mars* by Stef Wade, and *This Field Trip Stinks* by Becky Scharhorst. The September 28 book release celebration on Zoom featured *Our World of Dumplings* by Francie Dekker, *The Star That Always Stays* by Anna Rose Johnson, *Mackenzie's Last Run* by Gayle Rosengren, and *All the Queen's Crowns* by Susan Manzke.

These free virtual book release celebrations are open to members and held on Zoom. Registration is required and recordings are available to registrants for 30 days following the event. Attendees not only get to hear featured members discuss their books and creative process AND participate in a Q&A, on occasion attendees might win a raffled copy of a featured book. But only those who attend live qualify!

What's Up Next for the End of the Year

October 26, 2022: Book Release Celebration on Zoom 6:30 to 8:00 p.m. (Watch those Listserv emails for sign-up information.)

October's featured books are *Battle of The Bass: Largemouth Vs. Smallmouth* by Bob Allen, *Reach!* by Lisa Gammon Olson, *Gwen Jorgensen: Usa's First Olympic Gold Medal Triathlete* by Nancy, Elizabeth, and Gwen Jorgensen, *There's A Bully in My School* by Linda Teed, *When To Hold On* by Kate McKinney.

November 2-3, 2022: Volunteers needed both days from 7:00 a.m. to 5:00 p.m. at the SCBWI-WI booth at Wisconsin Library

Association (WAL) Annual Conference. The conference is held at the Grand Geneva Resort and Spa in Lake Geneva, Wisconsin. Publications Promotions co-chairs Joyce Uglow and Sandy Brehl will host the SCBWI WI booth. Volunteers are there primarily to promote SCBWI PAL titles and share info on the resources SCBWI-WI members can offer to teachers, librarians,

and families. This is a service to our organization and an opportunity to make professional library staff aware of SCBWI-WI and the work of our members, including you!

November 30, 2022: Book Release Celebration on Zoom 6:30 to 8:00 p.m. November's featured books are *The Shell Box* by Kathy Groth, *Mrs. Wiggles and The Numbers* by Lisa Konkol, *Just A Minute* by Joseph Luther, *Early Summer* by Carol L. Paur, and *Gay Giant* translated by Kelley Salas.

Save These Dates for 2023

Book Release Celebrations on Zoom:
January 31, February 28, March 28, April 25, May 30, June 27, July 25, August 29, and September 26

Other Spring 2023 Activities:



Joyce Uglow

April 13, 2023: SCBWI Wisconsin's Publications Promotions plan to host a booth at the Wisconsin Title I Association Conference at the Glacier Canyon Convention Center in the Wilderness Resort, Wisconsin Dells. Please watch for the call for volunteers.

Publications Promotions Co-Chairs:
Joyce Uglow
jpuglow@gmail.com
Sandy Brehl
sbrehlhce@yahoo.com



Sandy Brehl

The most important thing in writing is to have written. I can always fix a bad page. I can't fix a blank one.

– Nora Roberts

Upcoming Events, Workshops and Retreats

SCBWI Virtual Events

SCBWI has a wide range of affordable Regional Virtual Events opportunities happening from now until April including these two 90 minute Webinars:

Befriending the Ghosts in Your Stories with Tanya Aydelott happening on Sunday, October 30, 2022, 6:00 p.m. Eastern/5:00 p.m. Central/4:00 p.m. Mountain/3:00 p.m. Pacific AND *First Pages Webinar* with Kat Brzozowski, Senior Editor at Swoon Reads/Feiwei & Friends on Tuesday, November 1, 2022, 7:00 p.m. Eastern/6:00 p.m. Central/5:00 p.m. Mountain/4:00 p.m. Pacific. The cost? Just \$15 for SCBWI members and \$25 for nonmembers. For a full listing, log on <https://www.scbwi.org/>. Click on EVENTS, then REGIONAL VIRTUAL EVENTS for a complete listing of upcoming webinars. Many of the events include a critique.

Get Noticed! Participate in a Book Fair

Three fall book festivals that happen in fall. Start thinking NOW about next year's

festivals and how you can be a part.

Wisconsin Book Festival

held in partnership with Madison Public Library Foundation each October: <https://www.wisconsinbookfestival.org/> Keep an eye on this site for proposal opportunities.

Central Wisconsin Book Festival

(CWBF) takes place around the second half of September. What began as an initiative of the Marathon County Public Library in Wausau, expanded in 2021 to include the participation of the Portage County Public Library in Stevens Point, WI and McMillan Memorial Library in Wisconsin Rapids, WI.

Email proposals for the 2023 CWBF to cwbf@mcpl.us with information about yourself and your book(s), contact info (including any social media), and ideas for your event.

Chippewa Valley Book Festival

(CVBF) takes place in October each year. Author deadlines are in November for the following year. To *send submissions* for the 2023 festival, click on the

link: <https://www.cvbookfest.org/contact>.

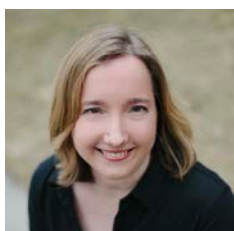
UntitledTown Events

UntitledTown, based in Green Bay, offers author and reader events throughout the year, often in conjunction with the Friends of the Brown County Library and Brown County Library. Check out their Facebook site for updates.

November 15, join a virtual workshop with The Peninsula Pulse's Hal Prize in nonfiction winner Joanne Nelson, beginning at 6:00 pm.

Spend time writing, trying out new ideas, and getting feedback about your fiction, nonfiction, or poetry. This class, appropriate for the beginner as well as the experienced writer, will offer participants proven techniques to enhance creativity, opportunities to gain new insights about the writing process and time to write in a safe and nurturing environment.

For more info, go to https://www.facebook.com/pg/untitledtown/events/?ref=page_internal



Newsletter Designer Erica Dimka has been a writer for as long as she can remember, from short stories for her dad to news articles as a former journalist and copy editor. Now, in addition to teaching English, Erica loves writing YA fantasy and science fiction, as well as traveling and hiking. A member of SCBWI since 2017, she enjoys connecting with other authors.