

"Publishing and Promoting Books" by Patricia Keith-Spiegel, Joanna Kraus, Duke Robinson and Annegret Ogden

Press Release Written by Barbara Kirbach, PWR Publicity Board Member



Four Published Writers of Rossmoor (PWR) club members who have successfully published and promoted their books or plays will participate in a panel discussion on this topic - publishing and promoting books, at the December 3, 2016 meeting. It will take place on Saturday, from 10:00 am to noon, in the Fairway room, Creekside, Rossmoor.

All four panel members are published writers. PWR Vice President Patricia Keith-Spiegel has written 10 books and many articles on ethical misconduct and scientific fraud. Joanna Kraus has written and produced 18 plays; she has published picture books, articles and interviews. PWR President Duke Robinson has published five books. In 2013 Annegret Ogden was PWR's Featured Author for her novel "Made in Germany." She will be honored a second time for the publication of a new memoir, "I Do What I Like - I Like What I Do: Conversations with Well-Aged Friends."

PWR Program Chair Ron Wren said the club decided to showcase writing, publishing and promoting techniques as a way of helping

other PWR members, some of whom may be writing their first book. Aspiring book authors may eventually encounter challenges in publishing or marketing their literary works that have been resolved by one or more of the members on the panel.

Panel moderator Ron Wren will ask panel members to answer several questions that should be of interest to all meeting attendees: What new approaches to writing, publishing and promoting have you learned during the past year? What have been your successes and failures? What writing habits have led to your success as a published author? The moderator will also ask the speakers to describe how they select a title, cover art, editor or publisher. Finally, the panel members will be asked to share their experiences on out-of-pocket costs of self-publishing, marketing and public relations.

At this final 2016 meeting the PWR club will also celebrate another successful year of hearing from specialists in book publishing and marketing who have spoken at the monthly meetings. Meeting attendees will be asked to identify which monthly presentation topics have been most useful and what other speakers and new topics they want to hear in future presentations.

PWR president, Duke Robinson, said that all members will have the opportunity to display their recently published books and network with each other. So, if you are a PWR member and have published a new book bring it with you to the PWR meeting.

Light refreshments will be served during the meeting.

For more information on the program, please contact Ron Wren by email, ronwren@aol.com.