

PWR Newsletter



*I self-publish
my e-books!*



J. K. Rowling

(July 31, 1965 –)



PUBLISHED WRITERS OF ROSSMOOR



PUBLISHED WRITERS OF ROSSMOOR



A Club to Celebrate and Support Aspiring and Published Authors



October 6, 2018

Volume VII, Issue 10

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Coming up!

PWR's Monthly Meeting

This Saturday, October 6, 2018

From 9:45 A.M. to 12:00 P.M.

In the Fairway Room at Creekside Clubhouse

Come early and enjoy complimentary coffee or tea!

Printed courtesy of



October's Speaker: Kelley Way on How to Find, Create, and Negotiate Author-Friendly Contracts

BY PETER LI



Peter Li

Kelley Way, a Walnut Creek attorney who specializes in copyright, trademark, and estate planning law, will discuss the importance of protecting intellectual property at PWR's October 6 meeting.

In her illustrated talk, Kelley will discuss how to find, create, and negotiate an author-friendly publishing contract, specific clauses to look for (and look out for), guidelines on royalty percentages, and rights to grant. Her talk will also include tips on how to negotiate with prospective publishers.

Kelley is a graduate of the University of California, Davis, with a major in English, and received her Juris Doctorate in 2010 from the UC Davis Law School. She is a member of the Contra Costa Bar Association and an aspiring writer of young adult fantasy

novels.

This will be Kelley's second appearance before the members of PWR, having first appeared in 2017. □

(The Published Writers of Rossmoor meets monthly at the Fairway Room of the Creekside Clubhouse, with complimentary refreshments at 9:45 A.M. and a formal meeting and presentation from 10:00 A.M. until noon. Published and aspiring writers are invited to attend the meetings and learn about the benefits of membership, which may include appearances on Rossmoor's Channel 28, book launch parties, and assistance in publishing and promoting your books.)



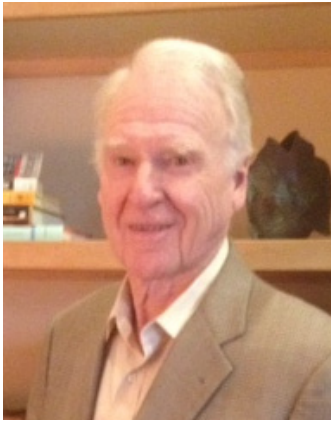
Kelley Way



J. K. Rowling

The President's Page

BY RON WREN



Ron Wren

What happened to 2018? It's almost over! So we better move quickly.

October 6 will bring Kelley Way back to PWR to talk about contracts and the legal aspects of publishing. Under penalty of law, don't miss her Power Point presentation.

Immediately after the meeting, Eric Maisel will be conducting a series of nine one-on-one presentations on the arcane art of online classes. If you're interested, be sure to deposit a check for \$25, made out to PWR, in our box at the Administration office by October 1. Include your phone number and e-mail address. You will be contacted with a proposed meeting time.

November brings with it the Fall Bazaar, with fourteen of us signed up to participate. Contact Lee Gale Gruen for details (gowergulch@yahoo.com). There will be no regular PWR meeting in November.

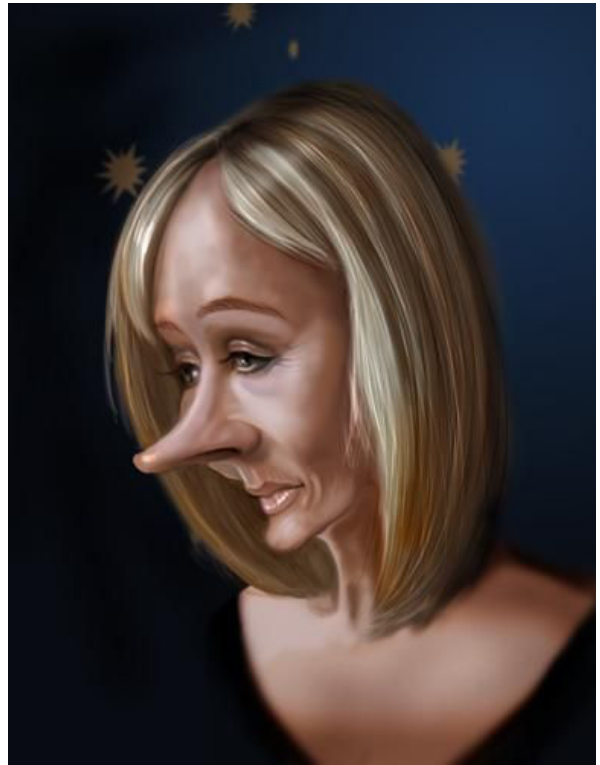
December is party time. Your Board is

now planning an exciting and fun event for December 1. □

(The Published Writers of Rossmoor meets monthly at the Fairway Room of the Creekside Clubhouse, with complimentary refreshments at 9:45 A.M. and a formal meeting and presentation from 10:00 A.M. until noon. Published and aspiring writers are invited to attend the meetings and learn about the benefits of membership, which may include appearances on Rossmoor's Channel 28, book launch parties, and assistance in publishing and promoting your books.

For further information, contact Ronwren@aol.com)





The Odd and Kinky Customs of Famous Writers

BY RICHARD MCLEAN



Richard McLean

Writers through the ages have half-believed that those blinding moments of creativity come not from themselves but from the muses, inspirational Greek goddesses of literature, science, and the arts. However, these fickle helpers bestow their favors capriciously, and their gifts must be teased out. Following are a few of these weird rituals.

John Steinbeck wrote his first drafts in pencil and always kept twelve perfectly sharpened pencils on his desk. He used them so much that his editor sent him round pencils to alleviate the calluses that Steinbeck had developed on his hands from using traditional hexagonal pencils.

Jack Kerouac composed on a scroll so that he wouldn't have to waste time changing paper. He claimed that he wrote *On the Road* in one furious session and presented it to his agent in one scroll. The agent finally translated it into manuscript form, which sold to

Viking Press after multiple rejections from other traditional publishers.

Edgar Allen Poe, who is considered the father of the modern short story, put his drafts on different pieces of paper, which he then attached to a scroll with sealing wax.

James Joyce scribbled his texts as he lay on his stomach in bed. Sometimes he used a blue pencil and sometimes crayons, because his eyesight was impaired. For paper he used large pieces of cardboard.

Friedrich Schiller put an apple in a bottom drawer and let it rot until the odor permeated his workspace. He claimed that the pungent smell triggered his creative thrust. Mrs. Schiller stood the stench until it became overpowering. Then her husband had to find a plump apple and start again.

Aromatherapy is reported by many writers as necessary to get their creative juices flowing. Popular choices: lavender, orange, and rose.

Alexander Dumas needed stimulation from the color of the paper on which he composed: fiction on blue paper; poetry on yellow; articles on pink. Once, when he was traveling, he was forced to write on cream-colored paper and claimed that his work suffered from the change.

Charles Dickens always used blue ink, but not for inspiration. Blue ink dried faster than black, so Dickens did not have to blot.

Lewis Carroll preferred purple ink because, as a teacher, he had always

corrected pupils' papers with purple ink and felt that his prose flowed more smoothly with purple ink on fresh white paper.

Victor Hugo resolved to create *The Hunchback of Notre Dame* with one bottle of blue ink. Hugo had agreed to an impossible deadline for delivery to his publisher, so to discipline himself he locked away his clothes and lived in a shawl and knitted outfit that reached down to the floor. He met the deadline just as the ink bottle emptied.

Truman Capote never started or finished a work on a Friday. He also changed hotel rooms if the numbers on his hotel telephone added up to thirteen. Capote allowed only two cigarette butts in ashtrays at once. If necessary, he would stuff one butt in his pocket.

Jane Austen cared deeply for her characters and felt they were living beings in her life. Long after a book was finished, Austen would tell friends about how these characters were doing in their late lives. (NOTE: Psychiatrists describe a common depression that writers feel when they have finished a major work. Writers complain of loneliness and a sense of being unmoored. Therapists help them to realize that after the book is completed, the characters that the writer has lived with are gone—like having friends move away. Is there any other reason for sequels?)

William Faulkner loved to drink while he was writing, as did Sherwood Anderson. Scott Fitzgerald claimed he

could write a whole short story on one bottle of vodka. Most writers never drink while writing, comparing themselves to athletes who must be in top shape to compete. William S. Burroughs tried marijuana when writing *Naked Lunch* and confessed that he “maybe got one useable page.”

Luigi Pirandello conducted interviews with his characters on Sundays to let them argue for better treatment or more starring attention. He allowed them to speak their minds freely. Little wonder that his major play was entitled *Six Characters in Search of an Author*.

Working hours for most writers seems to be from 8:00 A.M. to 1:00 P.M. However, some authors, such as Balzac, worked from 1:00 A.M. until late in the day. He died young because of his exhaustive work schedule and addiction to coffee, which reached fifty cups per day. Balzac left a prodigious body of work, including *The Human Comedy*, but was constantly on the edge of bankruptcy.

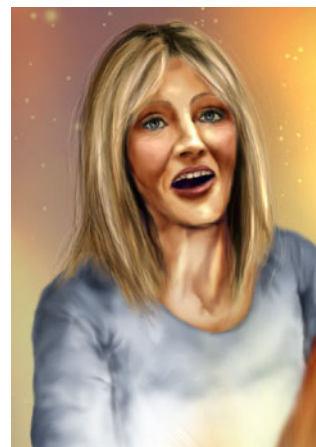
The J. D. Salinger Syndrome has affected writers time and again. It has three dimensions: (1) Early spectacular success generates anticipation of more great works to come—which don't. (2) Compulsive editorial perfectionism overpowers the writer. Salinger nearly fired his agent over a semicolon that the agent couldn't get the *New Yorker* to cut. (3) Excessive thin skin demolished Salinger's willingness to continue after the scathing reviews of his last short works. He continued to write and store

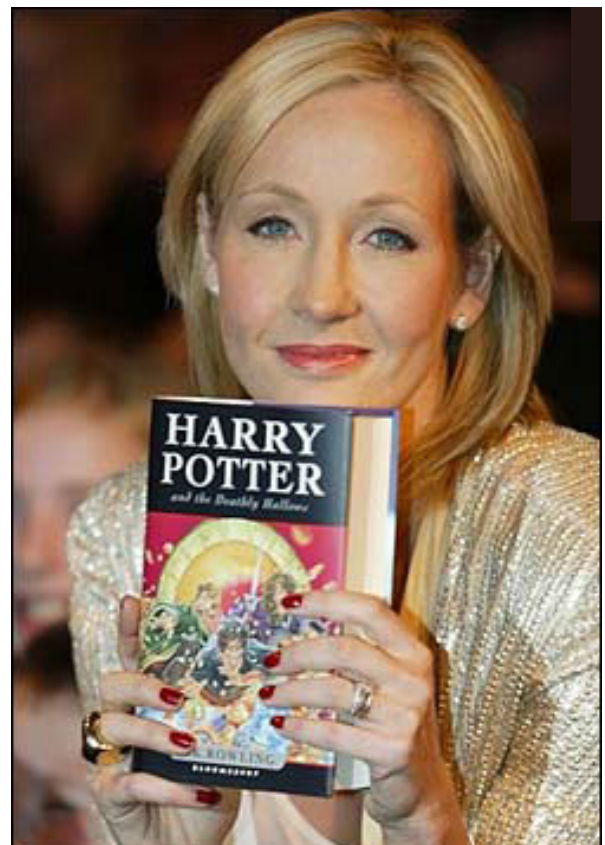
his output in a fireproof safe. Reportedly he devoted himself to Sufi religious propagation. (NOTE: his signature work, *The Catcher in the Rye*, has sold 65 million copies, but never been made into a movie.)

Depression is a frequent affliction for many serious writers: for example, Ernest Hemingway, Eugene O'Neill, Sylvia Plath, Virginia Wolfe, Raymond Chandler, Joseph Conrad, Agatha Christie, Charles Dickens, Henry James, T. S. Eliot, Edgar Allen Poe, and Woody Allen. Some observers explain that many depressed individuals think deeply on their life and try through writing to deal with the dark shadows, while giving us thoughtful insights,

As writer Celia Blue Johnson writes in her fine book *Odd Type Writers*, one must keep in mind that these writers may have embellished the facts. Quirks are great fodder for gossip and morph into gross exaggeration when passed for one person to another. Many public intellectuals help to engineer their own myths. □

(You can contact Dick McLean at: tellastory@comcast.net)





PWR's Author of the Month: Shoshana Kobrin

BY PETER LI



Shoshana Kobrin

Shoshana Kobrin's latest book is *A Tempo: Seasons of a Life*, in which she explores the theme of passing time in poetry and paintings as she travels through the movements of her soul. "Father Time," she says, "waves his wristwatch, reminding me to get on with living mindfully and joyfully. I nurse a hope that these poems will encourage you to seize each second, cherish each moment, and treasure each day—before it's too late!"

Shoshana's watercolor illustrations were inspired by the elegant simplicity of Chinese brush painting. A review of the book says, "a symphonic masterpiece of life songs." The impetus for the book came from the idea that extracting poems from her computer and making them into a book would be a great 77th birthday gift for Shoshana.

Imagine her amazement when, as she went through hard-copy files to eliminate excess paper, she found a

bulky file with poems written all the way back to her twenties. Before the age of personal computers – can you believe it! Both her birthday and *A Tempo* will be celebrated at a book launch on October 28th.

Shoshana has master's degrees in literature and psychology and pioneered a multiracial communications program during apartheid in South Africa. She is a psychotherapist, Reiki master, and ceramic figure sculptor. A teacher and presenter, she facilitates professional workshops and retreats on eating disorders, addictions, creative writing, and personal growth. She also treats people and their pets with Reiki and is a weight-loss coach.

Reading and writing have been a constant part of Shoshana's life. Her first published book was a user-friendly journaling guide. Four self-help books followed, which dealt with food and weight issues, addictions, and manifesting what she calls "the satisfied soul." ("It's the soul, not the body, that's hungry.")

Roots and Wings: Growing up in Apartheid South Africa is a collection of short stories.

Shoshana has lived in Rossmoor for nine years. Her spiritual and creative life, which she defines as "connection in many spheres of life," is of prime importance to her. She relishes Buddhist meditation and practice, Jewish choral singing, restorative yoga, lap swimming, jazz piano—and

(continued on page 11)

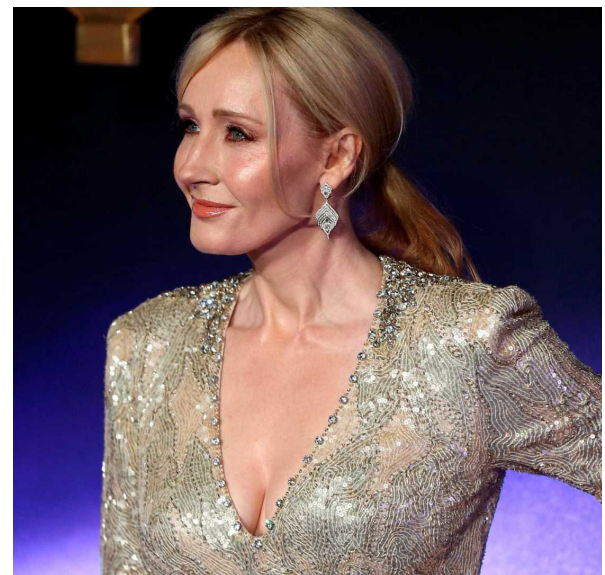
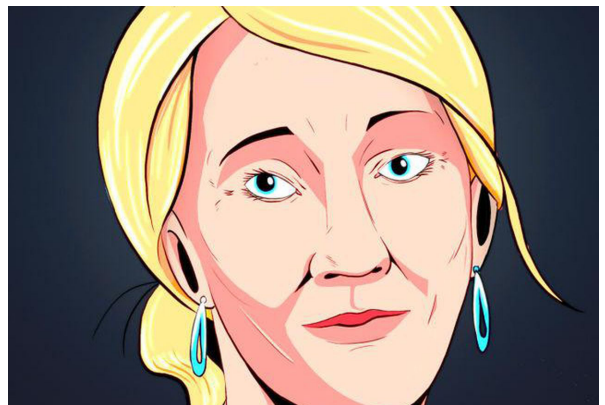
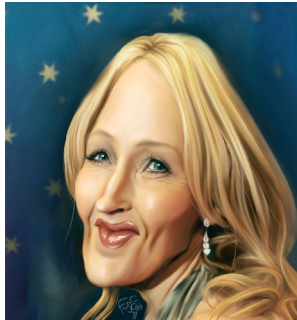
the hummingbirds at her feeder.

Shoshana's books, sculptures, ceramic meditation objects, and meditation videos and audios can be purchased from the website. Blogs and an opportunity to receive her bimonthly newsletter are also on the website.

Shoshana is available for talks, retreats, and workshops for your group or organization. □

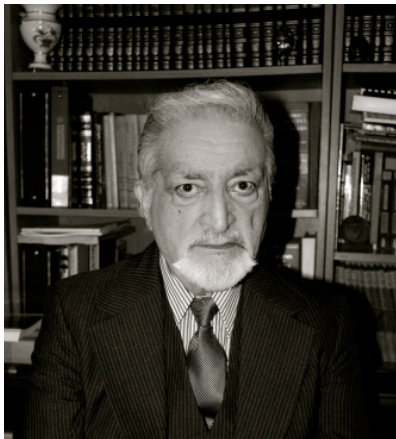
(Shoshana can be contacted at: shoshanakobrin@gmail.com

Her website is www.shoshanakobrin.net)



For Whom the Bells Toll

BY BEN ZIKRIA, M.D., FACS



Ben Zikria

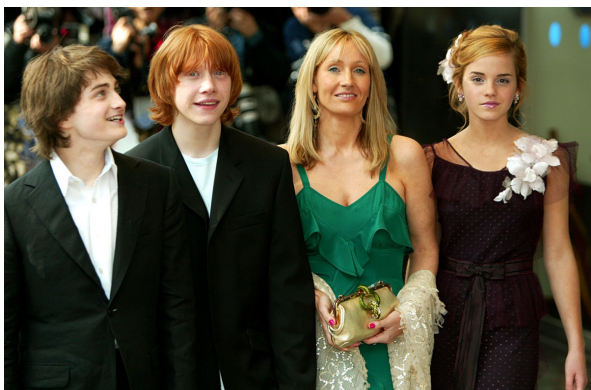
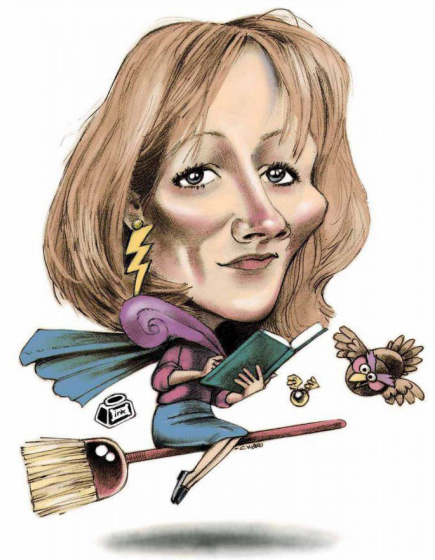
The American philosopher John Dewey said, “Democracy has to be born anew every generation.” We must recognize the basic fact that the word democracy, from the Greek *dêmos* (“people”) and *kratos* (“rule”), means “rule by the people.” In a true democracy, “rule by the people” is made possible only when free people vote freely. Only people’s votes can create social justice and equality before the law.

With the midterm elections upon us, we must think more seriously than ever about what our democracy—which has been the envy and the hope of the world—means to us and to the world outside. Regretfully, in the United States and abroad, the mounting party polarization—or as some call it, party tribalism, populism, media disinformation, or cyberintrusion—have shaken many people’s faith in the courts and the rule of law, which are the foundations of democracy.

In the last national election, only 43 percent of 18-to-24-year-olds voted. Among college graduates, the rate was 48.3%. More alarming is a survey which shows that, compared to thirty years ago, more young Americans today “are open to authoritarian forms of government.” In the present state of our world, the future of “government of the people, by the people, and for the people” rests in the hands of our young generation. The next five weeks may prove to be the most critical time in American history as our new generation prepares to vote, not with their hyped-up emotions but with their critical judgment, which their upbringing and education have provided them.

As senior citizens, it behooves us to urge our daughters and sons, our granddaughters and grandsons, and whoever else we can reach, to fulfill their civic duty with pride and responsibility by voting at the ballot box on Tuesday, November 6, 2018. □





Rossmoor's Fall Bazaar

BY JOANNA KRAUS AND JON FOYT



Joanna Kraus



Jon Foyt

The Rossmoor Fall Bazaar will be held this year, for the third year in a row, on Saturday, November 3, in the Oak Room at Gateway from 9:00 A.M. to 2:00 P.M. PWR authors will be standing by to discuss their creative literary efforts, and their books will be on display for review and purchase at discount prices.

Rossmoor's Fall Bazaar offers an excellent way to do holiday shopping, and a signed book by an author with a personal dedication to the recipient would make an ideal gift.

The subjects of the books are wide ranging—both in fiction and nonfiction—reflecting the diverse backgrounds and interests of Rossmoor residents.

In alphabetical order by last name, the PWR members who will be participating include:

Ron Cohn, *Phrases, Pictures, and Quotes, A Philosophical Phrase Generator*.

Jon Foyt, *Homeward Bound—But What If There Is No Home?* a

controversial message novel that offers a solution for Bay Area homeless.

Lee Gale Gruen, *Adventures with Dad*, a father and daughter's journey through a senior acting class, bonding more than ever, as she goes on to become a professional actress.

Joanna Kraus, *Bravo, Benny*, an intergenerational picture book in which a rescue dog wins a grandmother's affection.

Wendy Markel, *Postcard History Series*. Published by Arcadia Publishing (2009). Illustrated book of early Berkeley. Images of the land as it was prior to development of the University.

Harvey Meyerson, *Nature's Army* tells the story of how the U.S. Army ran our national parks before the National Park Service was formed.

Christine Moran, *Otis Oldfield: Complete Lithographs* chronicles the Coit Tower muralist.

Rosemary O'Neill, *Stop, Look, and Listen*, a toolbox for creating healthy boundaries.

Peggy Snyder, *The Ten-Minute Cognitive Workout*, presents a simple technique that modifies thoughts, improves mood, and is a sure-fire way to cope with stress.

Patricia Teschner, *At the Edge of Winter Woods*, a collection of poems about the vicissitudes of life, war and conflict, and the beauty of nature.

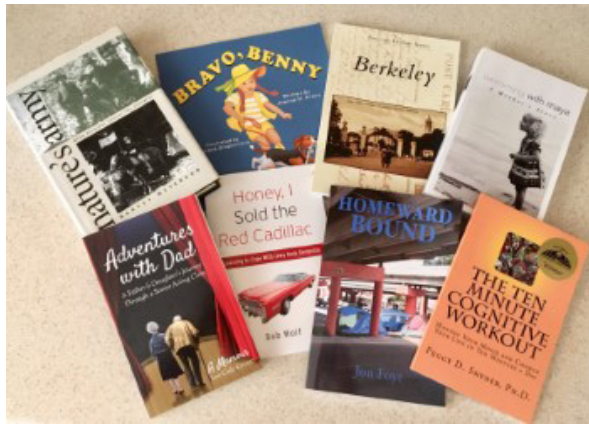
Cassie Tzur, *The Nature of Rossmoor*, a colorful photo journey through the four seasons of our neighborhood, with

a focus on the birds and wildlife among us.

Eleanor Vincent, *Swimming with Maya*: A mother's grief after the death of her 19-year-old daughter is transformed when she decides to donate Maya's organs to strangers.

Estelle Watts, *Say What? Poems*, and *Poems Again*, three books of poetry.

Bob Wolf, *Honey, I Sold the Red Cadillac*, a caregiver's experiences while learning how to deal with a loved one's dementia and hallucinations. □



Grab Bag

According to one survey, 75% of all royalties generated by self-published books go to the top 10% of writers; and half of all self-published writers earn less than \$500 a year from their books.

Self-published writers still find it nearly impossible to get into brick-and-mortar stores, including Walmart and Costco, which sell a growing percentage of print books. □



PWR Writing & Publication Resources

By RON WREN



Ron Wren

The following PWR members are available for consultation on various aspects of writing and publication:

Art & Design

Polly Bernson: drpplot@pacbell.net

Children's Books

Joanna Kraus: tjkraushouse@hotmail.com

Paul Weisser: editinggg@gmail.com

Desktop Publishing

Polly Bernson: drpplot@pacbell.net

Paul Weisser: editinggg@gmail.com

Editing & Proofreading

Julie Blade: julieblade@gmail.com

Ellen Sarbone: editor@etraveller.com

Paul Weisser: editinggg@gmail.com

Fiction

Paul Weisser: editinggg@gmail.com

Ben Zikria: baz2@columbia.edu



Ghostwriting

Julie Blade: julieblade@gmail.com

Ellen Sarbone: editor@etraveller.com

Paul Weisser: editinggg@gmail.com

Grant Writing

Paul Weisser: editinggg@gmail.com

Memoir Assistance

Julie Blade: julieblade@gmail.com

Paul Weisser: editinggg@gmail.com

Nonfiction

Ellen Sarbone: editor@etraveller.com

Paul Weisser: editinggg@gmail.com

Ron Wren: ronwren@aol.com

Ben Zikria: baz2@columbia.edu

Playwriting

Joanna Kraus: tjkraushouse@hotmail.com

Paul Weisser: editinggg@gmail.com

Poetry

Paul Weisser: editinggg@gmail.com

Ben Zikria: baz2@columbia.edu

Promotion & Publicity

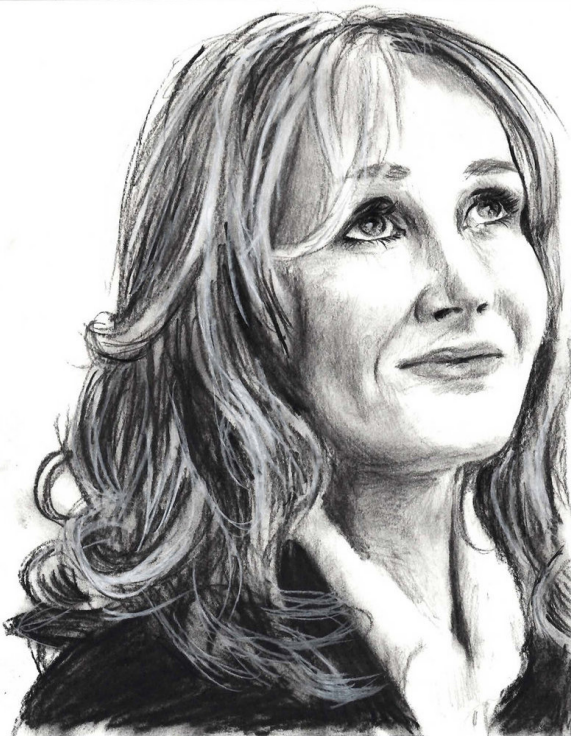
Ron Wren: ronwren@aol.com

Screenwriting

Paul Weisser: editinggg@gmail.com

Speeches & Dramatic Coaching

Paul Weisser: editinggg@gmail.com



From the Editor



Paul Weisser

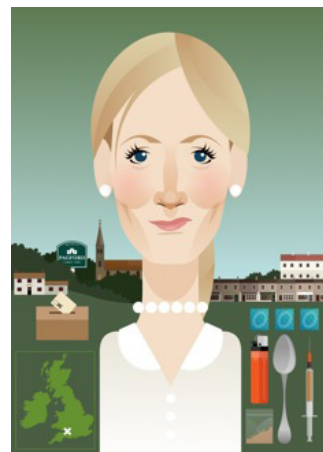
J. K. Rowling, Self-Publisher

Joanne Rowling was born on July 31, 1965, in Yate, Gloucestershire, England, ten miles northeast of Bristol. Her father, Peter James Rowling, was a Rolls-Royce aircraft engineer; and her mother, Anne Rowling (née Volant), was a science technician.

Rowling's sister, Dianne, was born at their home when Joanne was 23 months old. As a child, Rowling often wrote fantasy stories, which she frequently read to her sister.



Rowling has named civil rights activist (and Oakland resident) Jessica Mitford as her “most influential writer” saying, “Jessica Mitford has been my heroine since I was 14 years old, when I overheard my formidable great-aunt discussing how Mitford had run away at the age of 19 to fight with the Reds in the Spanish Civil War.” What inspired her about Mitford, she says, was that she was “incurably and instinctively rebellious, brave, adventurous, funny, and irreverent, she liked nothing better than a good fight, preferably against a pompous and hypocritical target.”





Rowling has described Jane Austen as her favorite author, calling *Emma* her favorite book. Her early influences as a child included *The Lion, The Witch, and The Wardrobe* by C. S. Lewis, *The Little White Horse* by Elizabeth Goudge, and *Manxmouse* by Paul Gallico.

Rowling has said that her teenage years were unhappy. Her home life was complicated by her mother's diagnosis with multiple sclerosis and a strained relationship with her father.



In 1982, when Rowling was 17, she took the entrance exams for Oxford University, but was not accepted. Instead, she earned a B.A. in French and Classics at the University of Exeter in 1986.

In 1990, when Rowling was 25, she was working as a researcher and bilingual secretary for Amnesty International when the idea for a story of a young boy attending a school of wizardry “came fully formed” into her mind while she was on a four-hour-delayed train trip from Manchester to London. As soon as she got home, she began to write.



An advertisement in *The Guardian* led Rowling to move to Porto, Portugal, in April 1991, at the age of 26, to teach English as a foreign language. She taught at night and began writing in the day.

After 18 months in Porto, she met Portuguese television journalist Jorge Arantes in a bar and found that they shared an interest in Jane Austen,

which launched their romance. They married on October 16, 1992, and their daughter, Jessica Isabel Rowling Arantes (named after Jessica Mitford), was born on July 27, 1993 in Portugal. Rowling had previously suffered a miscarriage.

The couple separated on November 17, 1993, and were divorced in 1995. Biographers have suggested that Rowling suffered domestic abuse during her marriage, although the extent is unknown.



In December 1993, Rowling and her then infant daughter moved to Edinburgh, Scotland, to be near Rowling's sister. Three chapters of what would become *Harry Potter* were in her suitcase.

At this point in her life, Rowling saw herself as a failure. Her marriage had dissolved, and she was jobless with a dependent child. But she later described her failure as liberating, for it allowed her to focus on writing. During this period, Rowling was diagnosed with

clinical depression and contemplated suicide. Her illness inspired the characters known as Dementors, soul-sucking creatures introduced in the third book of the *Harry Potter* series.



In 1995, when Rowling was 30, she finished her manuscript for *Harry Potter and the Philosopher's Stone* on an old manual typewriter. Upon the enthusiastic response of Bryony Evens, a reader who had been asked to review the book's first three chapters, the Christopher Little Literary Agency agreed to represent Rowling in her quest for a publisher. The book was then submitted to twelve publishing houses, all of which rejected the manuscript.



With Jessica



A year later, Rowling was finally given the green light (and a £1,500 advance) by editor Barry Cunningham from Bloomsbury, a publishing house in London. The decision to publish Rowling's book owes much to Alice Newton, the eight-year-old daughter of Bloomsbury's chairman, who was given the first chapter to review by her father and immediately demanded the next. Although Bloomsbury agreed to publish the book, Cunningham says that he advised Rowling to get a day job, since she had little chance of making money in children's books. At this point, it had taken Rowling seven years from first getting her story idea to getting a publisher.



Nevertheless, the editors at Bloomsbury, anticipating that the target audience of young boys might not want to read a book written by a woman, asked her to use two initials rather than her full name. Since she had no middle name, she chose *K*, for Kathleen, as the second initial of her pen name, from her paternal grandmother. In private life, she calls herself Jo.



In June 1997, Bloomsbury published *Philosopher's Stone* with an initial print run of 1,000 copies, 500 of which were distributed to libraries. Today, these copies are valued between \$21,000 and \$33,000.

In early 1998, when Rowling was 33, an auction was held in the United States for the rights to publish *Philosopher's Stone*, and was won by Scholastic Inc., for \$105,000. Rowling said that she "nearly died" when she heard the news.

In October 1998, Scholastic published *Philosopher's Stone* in the United States under the title *Harry Potter and the Sorcerer's Stone*, a change Rowling

says she now regrets and would have fought if she had been in a better position at the time.

According to Rowling, she based the character of Hermione Granger in the series on herself when she was 11.

On July 8, 2000, the fourth book in the series, *Harry Potter and the Goblet of Fire*, was released simultaneously in Britain and the United States and broke sales records in both countries. 372,775 copies of the book were sold in its first day in the United Kingdom. In the United States, the book sold three million copies in its first 48 hours, smashing all records.



The sixth book in the series, *Harry Potter and the Half-Blood Prince*, was released on July 16, 2005. It, too, broke all sales records, selling 9 million copies in its first 24 hours of release, 6.9 million of those copies in the United States alone, the biggest opening in American publishing history.



The seventh and final book in the series, *Harry Potter and the Deathly Hallows*, was released on July 21, 2007, and broke its predecessors' records as the fastest-selling book of all time. It sold 11 million copies in the first day of release in the United Kingdom and United States. Interestingly, the book's last chapter was one of the earliest things Rowling wrote in the entire series.

Harry Potter is now a global brand worth an estimated \$15 billion, and the last four Harry Potter books have consecutively set records as the fastest-selling books in history. The series, totaling 4,195 pages, has been translated, in whole or in part, into 65 languages.





The Harry Potter books have also gained recognition for sparking an interest in reading among the young at a time when children were thought to be abandoning books for computers and television, although it is reported that despite the huge uptake of the books, adolescent reading has continued to decline.



In addition to earning millions of dollars, the books have won multiple awards, and sold more than 500 million copies, becoming the best-selling book series in history. However, according to one estimate, Rowling is only the ninth-best-selling fiction author of

all time. Nevertheless, at the very least, she is among the top eleven, her competitors including William Shakespeare, Agatha Christie, Barbara Cartland, Danielle Steel, Harold Robbins, Georges Simenon, Sidney Sheldon, Enid Blyton, Dr. Seuss, and Gilbert Patten.

Film versions of the Harry Potter books were released by Warner Bros. between 2001 and 2011 and became some of the top money-making movies in the world, grossing \$7.7 billion.



Warner Bros. took considerable notice of Rowling's desires and thoughts when drafting her contract. One of her principal stipulations was that the films be shot in Britain with an all-British cast, which was generally adhered to. Rowling also demanded that Coca-Cola, the victor in the race to tie in their products to the film series, donate \$18 million to the American charity Reading Is Fundamental, as well as to several community charity programs.



Since completing the Harry Potter series, Rowling has written four books for adult readers: *The Casual Vacancy* (2012) and—under the pseudonym Robert Galbraith—the crime fiction novels *The Cuckoo's Calling* (2013), *The Silkworm* (2014), and *Career of Evil* (2015).

Rowling does not plan to write any more books in the Harry Potter series, although she has not entirely ruled out the possibility. She did, however, co-write a story that became the basis for the play *Harry Potter and the Cursed Child*, which premiered in 2016 and was a critical and commercial success, winning an unprecedented nine Olivier Awards, including best new play.



A book version of the script, which was advertised as the eighth story in the Harry Potter series, was published in 2016. Two years later, in 2018, the play transferred to Broadway, and won six Tony Awards, including best new play.

In April 2015, Rowling's 2008 Harvard commencement speech was published in book form as *Very Good Lives: The Fringe Benefits of Failure and the Importance of Imagination*. The self-improvement guide offers personal anecdotes and advice on how to embrace failure and use imagination to succeed. Proceeds from the book benefit Lumos, Rowling's nonprofit children's organization.



In 2004, *Forbes* named Rowling as the first billionaire author on the planet, the second-richest female entertainer in the world (after Oprah Winfrey), and the 1,062nd richest person on Earth. At one point, Rowling was even wealthier than Queen Elizabeth II. However, Rowling disputes the calculations, saying that she has plenty of money, but is not a billionaire.

(continued on page 25)



In short, Rowling has lived a “rags to riches” life story, in which she progressed from living on state benefits to being the world’s first billionaire author. She lost her billionaire status after giving away much of her earnings to charity, but remains one of the wealthiest people in the world.

On December 26, 2001, at the age of 36, Rowling married Dr. Neil Murray, a Scottish anesthesiologist, with whom she has two children, David (born in 2003) and Mackenzie (born in 2005).



With Neil

Over the years, some religious people, particularly Christians, have decried Rowling’s books for supposedly promoting witchcraft. However, Rowling identifies as a Christian, noting that she believes in God, not magic. In fact, she has argued, if readers paid close attention to her Christian beliefs, they would be able to predict her plot lines.



As for being a self-publisher, Rowling owns the digital rights to the Harry Potter books, which were never purchased by her original British publisher, Bloomsbury, or by any of her subsequent international publishers, including Scholastic in the United States. Thus, Rowling is now selling her e-books directly to the public on her website, www.pottermore.com/.

With her e-books, the usual power relationship is reversed: for example, Scholastic is paid a percentage by Rowling in exchange for “marketing and promotion” support—not for being her publisher, because *she* is the publisher of the e-books.



Rowling has cut out the retailers by exclusively selling directly to the public through her own website. But why is she cutting in her print publishers on the profits from the e-books if she is self-publishing?

To begin with, her existing publishers own the rights to the edited manuscripts, the covers, and the translations. For Rowling to use those, she would have to purchase them or license them.



Her existing publishers are also still in the business of selling print versions of her books. It makes sense to maintain a relationship with them, and not cutting them out completely means that everyone will play nice,

and affords multiple opportunities for cross-promotion. The print publishers help to promote the e-books, and, in return, Rowling links the e-books to the print versions.



She also pays Sony and OverDrive a percentage—Sony for building the “interactive reading experience” and managing the website, and OverDrive for building and managing the e-shop.

Warner Bros. also gets a percentage of the e-books—perhaps because they own the rights to any game set in the Harry Potter world, and e-books easily link to computer games.

In fact, almost everyone is making money from the Harry Potter franchise except the members of PWR! □



I HAVE NEVER BEEN
REMOVEDLY ASHAMED
OF HAVING BEEN
DEPRESSED. NEVER.
WHAT'S TO BE
ASHAMED OF?
I WENT THROUGH
A REALLY ROUGH TIME
AND I AM
QUITE PROUD
THAT I GOT OUT
OF THAT.

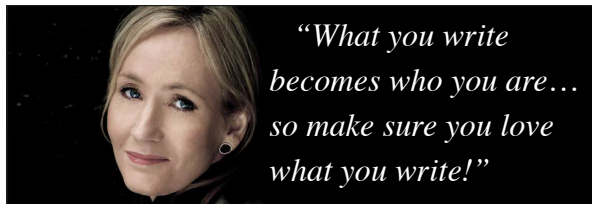
JK Rowling



*"I just write what
I wanted to write. I
write what amuses
me. It's totally for
myself."*



*"What you write
becomes who you are...
so make sure you love
what you write!"*



*"You control your own
life. Your own will is
extremely powerful."*



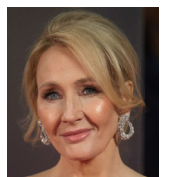
*"It matters not what
someone is born, but
what they grow to be."*



Thought for the Month

*"I was set free because my greatest
fear had been realized and I still had
a daughter that I adored, and I had an
old typewriter and a big idea. And so
rock bottom became a solid foundation
on which I rebuilt my life."*

—J. K. Rowling



PWR Newsletter



*I self-publish
my e-books!*



J. K. Rowling

(July 31, 1965 –)



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