



Fifth Annual Creative Writing Conference

October 2-4, 1998
UCI Campus

Voices: Authors, Agents, Screenwriters, Publishers, & Editors Speak

Friday, October 2: *A Summer With Hemingway's Twin: A Reading*
Saturday, October 3: *Developing Your Voice*
Sunday, October 4: *Marketing Your Voice*

fiction, nonfiction, electronic media and screenwriting

Featuring Carolyn See, Lisa See, D. J. Waldie, Thomas Curwen,
Gordon McAlpine, Kern Konwiser, Kip Konwiser
– plus other West Coast authors, editors, agents,
publishers, and representatives from the film industry.



UCI EXTENSION
University of California, Irvine
Fall 1998

Sponsors

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Comments from last year...

"Thanks for an inspiring, informational weekend. I'll definitely be back next year."

"I was delighted and energized by these workshops – the presenters, panelists, organizers, and wonderfully positive participants."

"I have attended several conferences but this one was a cut above. I like the focus on creating literature rather than creating copy, on meeting your own muse rather than trying to meet the demands of the marketplace."

Join Us!

UCI Extension's Fifth Annual Creative Writing Conference focuses on voice, the soul of all writing and literature. Join fellow aspiring and published writers for two days of inspiring, motivating readings, presentations and workshops to help you *develop your voice* and learn how to *market your voice*.

We have assembled an exceptional group of speakers who will share their insight and expertise in keynote sessions and panel discussions. You also have an opportunity to refine your writing skills in workshops. Choose from concurrent track sessions in fiction, nonfiction, electronic media and/or screenwriting. Obtain immediate feedback on your work by participating in the informal "Independent Workshop" on late Saturday afternoon by bringing up to 10 typewritten, double-spaced pages of your manuscript for reading and critiquing.

Visit the Resource Table (feel free to bring your own information and put it there) and take time to get to know other conference attendees. Purchase books by conference presenters and have them inscribe a personal message to you. Take advantage of this unparalleled occasion for professional growth and networking. Most of all, celebrate the art of writing with others who share your dreams and appreciation for well-told stories.

Special applause goes to the **Conference Planning Committee**: Judith Watson; Joan Hansen; Gail Bales; Priscilla Burnett; Marjorie Luesebrink; Lizanne Witte and Curt Webster for their outstanding work. We are grateful for our generous sponsors who have made this conference possible.

We look forward to seeing you at the conference!



Jean Hastings Ardell
Conference Coordinator



Nancy Warzer-Brady
Conference Director
Director, Arts and Humanities,
UCI Extension

Conference at a glance

Speakers and Sessions subject to change

FRIDAY, OCTOBER 2

THE SPOKEN WORD / STAGED READING

Friday, October 2
7:00 - 9:00 pm

The Newport Beach Public Library Foundation presents a staged reading of ***A Summer With Hemingway's Twin*** by Orange County



Register columnist and writing coach Lucille deView. DeView's play won the 1997 National Play Award of the National Repertory Theatre Foundation, selected from 170 entries nationwide. *A Summer With Hemingway's Twin*, a romantic, coming-of-age play focuses on the famed writer's creative mother, older sister and niece as they converge at Michigan's Walloon Lake, where the Hemingways summered through Ernest's boyhood. Much of the play is based on deView's personal experience working one summer for Hemingway's sister and mother, adapted from an essay she wrote in her published book *Up North: A Contemporary Woman's Walden*.

The dramatic reading by local actors will be followed by a dialogue with the playwright and refreshments. Admission is free to Creative Writing Conference attendees and Library Foundation members. Seating is limited. To register, see page 13.

This special pre-conference event takes place at the Newport Beach Public Library, 1000 Avocado, Newport Beach. For further information and directions, please contact the Library Foundation at (949) 717-3890.

SATURDAY, OCTOBER 3 / DEVELOPING YOUR VOICE

8:30 am REGISTRATION

Check-in / Continental Breakfast / Book Sales

9:00 am Welcome

Nancy Warzer-Brady / Jean Hastings Ardell

9:15 am OPENING PRESENTATIONS

f Finding Your Voice: A Dialogue

D. J. Waldie / Michele Serros
Moderator Jean Hastings Ardell

s Voices Within: Archetypes in Screenwriting / Rachel Ballon

10:15 am BREAK

Signings / Book Sales / Refreshments

10:30 am PRESENTATIONS / WORKSHOPS

n The Voice to Say It: A Workshop on Memoir / Alice Sebold

f The Voice of Authority: Use of the Journalistic in Fiction Glen David Gold

e Voices on the Internet Marjorie Luesebrink

s Film Salon – The Making of *Miss Evers' Boys: From Concept to Screen* Part I / Film screening / 2 hours Kern Konwiser / Kip Konwiser

11:15 am BREAK

Signings / Book Sales / Refreshments

11:45 am KEYNOTE ADDRESS

**Voices from the Heart:
Two Generations of California Authors**
Carolyn See / Lisa See

12:30 pm LUNCH IN THE COURTYARD

Tables hosted by Gwyneth Kerr Erwin / Marjorie Luesebrink / Kern Konwiser / Kip Konwiser / D. J. Waldie / Michele Serros / Alice Sebold / Glen David Gold / Ann Linthorst and others

Signings / Book Sales / Resource Table

1:45 pm PRESENTATIONS / WORKSHOPS

n Building a Nonfiction Book: Draft by Draft / Gwyneth Kerr Erwin

f Story Genres and Enneagram Types Part I / Judith Searle

e Utilizing Library Technology

s Film Salon – The Making of *Miss Evers' Boys: From Concept to Screen* Part II / Seminar / Kern Konwiser / Kip Konwiser

2:30 pm BREAK

Signings / Book Sales / Refreshments

3:00 pm PRESENTATIONS / WORKSHOPS

n The Art of Writing the Profile Steve Lowery

f Story Genres and Enneagram Types Part II / Judith Searle (Prerequisite, Part I)

e Can Literature Live on the Internet? Marjorie Luesebrink

s Film Salon (continued)

3:45 pm BREAK

Signings / Book Sales / Refreshments

4:15 pm PRESENTATIONS / WORKSHOPS

f Story Genres and Enneagram Types: Q & A Discussion / Judith Searle

n Women's Salon: The Feminine Voice in Literature / Susan Spano / Judith Handelsman / Ann Linthorst

f Elements of the Novel Gordon McAlpine

s Film Salon (continued)

5:00 pm INDEPENDENT WORKSHOP Guided Critiques by Peers

Writers who want direct feedback on their work are invited to bring ten pages or less of their manuscript to be read aloud before a group of their colleagues. A moderator will guide the critiques.

Conference at a glance

SUNDAY, OCTOBER 4 / MARKETING YOUR VOICE

8:30 am REGISTRATION

Check-in / Book Sales/ Continental Breakfast

9:00 am WELCOME / Jean Hastings Ardell

9:15 am OPENING PANEL DISCUSSIONS

n **Freelancers: How to Get an Editor's Attention** / Patrick Mott / Allison Joyce / Will Swaim / Moderator Jean Hastings Ardell

f **Publishing Fiction in a Competitive Market** / Panelists to be announced / Moderator Thomas Curwen

s **Screenwriting: Hands-on Pitching Seminar** / Ron Roth / Curt Webster

10:15 am BREAK

Signings / Book Sales / Refreshments

10:30 am PRESENTATIONS / WORKSHOPS

n **A Book's Path: Creating a Nonfiction Bestseller** / Jo Giese

f **Small Press Options and Opportunities** / Susan Daniel / John Daniel

e **Breaking Into Print – Electronic Style** / Marjorie Luesebrink

s **Screenwriting: Hands-On Pitching Seminar** (continued)

11:15 am BREAK

Signings / Book Sales / Refreshments

11:45 am PRESENTATIONS / WORKSHOPS

n **Write Funny and You'll Always Have a Gig** / Patrick Mott

n **Creative Nonfiction: Writing to the Heart of the Matter** / Thomas Curwen

f **Marketing Your Novel** / Rebecca Forster

s **Writing Compelling Screen Characters** / Curt Webster

12:30 pm LUNCH IN THE COURTYARD

Tables hosted by Curt Webster / Tim Albaugh / Thomas Curwen / John Daniel / Susan Daniel / Patrick Mott / Evelyn Gallardo / Allison Joyce / Linda Voorhees / Kathy Bryant and others.

1:45 pm PRESENTATIONS / WORKSHOPS

n **The Craft of Manuscript Preparation** / Presenter to be announced

f **Rules and Tools of Short Story Writing** / John Daniel / Susan Daniel

e **Researching on the Internet** / Kathy Bryant

s **Voices of Hollywood: Experts On Marketing Your Screenplay** / Linda Voorhees, TV / Tim Albaugh, features / Kelly McDonald, TV casting / Terry Black, horror, mystery, sci fi / Mark Freeman, documentary / Nelson Soler, comedy / Moderator Judi Rawie Rook

2:30 pm BREAK

Signings / Book Sales / Refreshments

3:00 pm PRESENTATIONS / WORKSHOPS

n **Photography: The Forgotten Sales Tool in Publishing Nonfiction** / Evelyn Gallardo

f **Rules and Tools for Writing Short Stories** (continued)

e **Researching on the Internet** / Kathy Bryant

s **Voices of Hollywood / Break-out Sessions**

4:00 pm CLOSING READING

Gordon McAlpine

Conference Offerings

Speakers and Sessions subject to change

SATURDAY, OCTOBER 3 / DEVELOPING YOUR VOICE

OPENING PRESENTATIONS

Finding Your Voice: A Dialogue

9:15 - 10:15 am

While it may be true that there are no new plots under the sun, there are, and always shall be, new literary voices with fresh points of view. Listen as D. J. Waldie, whose *Holy Land: A Suburban Memoir* won the 1997 Gold Medal for Nonfiction by the California Book Awards, and Michele Serros, author of *Chicana Falza*, discuss how they found their author's voice.



D. J. Waldie, M.A., Comparative Literature, UCI, received a National Endowment for the Arts fellowship in Creative Nonfiction and the William Allen White Memorial

Medal for feature writing for work that resulted in *Holy Land: A Suburban Memoir*, his book about growing up in Southern California. His narratives about life in Los Angeles have also appeared in the *Kenyon Review*, *Massachusetts Review*, *Georgetown Review*, *BUZZ* Magazine, and *Salon*. His book reviews have appeared in the *Los Angeles Times*. He lives a not-quite-middle-class life in Lakewood, in the house his parents bought in 1946.



Michele Serros had her first book of short stories and poems published as a UCLA undergraduate. *Chicana Falza*, stories of death, identity and Oxnard, quickly became required reading for high school curriculum as well as for Chicana Studies and English courses in colleges and universities throughout the Southwest. Her second book, *How to be a Chicana Role Model*, is slated for publication by Riverhead Books.

Voices Within: Archetypes in Screenwriting

9:15 - 10:15 am

Learn to create recognizable characters who make your scenes come alive through the use of mythic archetypes. Highly successful films have been based on archetypes, which connect to universal themes, often making these works become classics. Characters become more powerful, dynamic, and emotionally honest. Discover how archetypes serve as an anchor and foundation for obtaining a wellspring of emotion from your intended audience.



Rachel Ballon, Ph.D., is a writer, psychotherapist, international script consultant, and UCI Extension instructor. A screenwriter with published television credits, she is a

published poet and author of *Blueprint for Writing: A Writer's Guide to Creativity, Craft and Career* and her latest *The Writer's Sourcebook: From Writing Blocks to Writing Blockbusters*.

The Voice to Say It: A Workshop on Memoir

10:30 - 11:15 am

Everyone has a story to tell, but the issue of how to tell it often becomes the roadblock. Voice, tone, and point of view will be discussed, with a focus on how they impact the writing of memoir. Memoir, more than many forms, is dependent on finding the exact voice that can carry or tell the story. Find out how to tailor the voice to make the story compelling. You are encouraged to bring copies of two-page, double-spaced excerpts for response from the instructor and participants.



Alice Sebold, M.F.A. in Fiction, UCI, author of *Lucky*, a literary memoir due to be released by Scribner in Spring 1999. She is a recipient of numerous awards including a fellowship for The Millay Colony for the Arts, residency for Dorland Mountain Arts Colony, Gloria Gae Gellman Fellowship for Excellence in Creative Writing and a full fellowship for residency from the Ragdale Foundation. A former writing teaching assistant at UCI, she has also taught composition, fiction and literature at Hunter College, Baruch College and NYU. She currently teaches for UCI Extension.

The Voice of Authority: Use of the Journalistic in Fiction

10:30 - 11:15 am

Here's a paradox: the best fiction feels like it really happened, but when we tell what actually happened to us, with the details finessed, it's generally not very powerful. How can we make use of the "truth" when weaving imaginary narrative? Explore journalistic techniques such as research and interviews in forging a strong voice with which to tell stories. The end result is an imaginary work with an emotionally honest core.



Glen David Gold, M.F.A. in Creative Writing, UCI, is a frequent contributor to alternative newsweeklies. He has written for television and film projects, always blending the factual with the fictional to generate the believable. He currently teaches for UCI Extension.

Voices on the Internet

10:30 - 11:15 am

While writers have always been recognized by their distinct voices, the growth of the Internet offers an exciting new way to reach their readers. In diverse genres — biography, memoir, fiction, and poetry — authors are using the Web as a valuable path to publishing and introducing their print work to a wider audience. This session explores how voices are created in the electronic world and how established writers are using the Internet to build channels for interaction with other writers, agents, publishers, and readers.



Marjorie Luesebrink, M.F.A. in Fiction, UCI, is an author and has been involved with electronic narrative since 1995, both on CD ROM and the WWW. Her fiction, under the pen name M.D. Coverley, includes the Web story *The Lacemaker* and CD-ROM novel, *Califia*, from Eastgate Systems in Fall, 1998. She teaches writing at Irvine Valley College and has taught for UCI Extension.

Film Salon - The Making of *Miss Evers' Boys*: From Concept to Screen

10:30 - 12:30 pm

View the screening of *Miss Evers' Boys*, the award-winning HBO film that tells the true story of a government-funded medical experiment conducted on African American men in the deep south as told by a nurse who was torn between loyalty to her profession and her love for these men. The three-part workshop includes a screening of the film, an informal luncheon / discussion with the producers, and

Conference Offerings

SATURDAY, OCTOBER 3 / DEVELOPING YOUR VOICE

an afternoon seminar. Topics for discussion in the afternoon seminar address how this Pulitzer Prize nominated play was adapted to film and the path it took through the studio development, production and promotion system.



Kern Konwiser, M.F.A., Screenwriting, USC School of Cinema & Television, UCI Extension Screenwriting instructor, and vice president, Listen To Your Mother Productions, Inc., an independent film and television company. Formerly of the Graphix Zone, Inc., an Irvine-based interactive music company, where he produced and directed the CD ROM *Herbie Hancock Presents Living Jazz*, (winner of the 1997 Gold CINDY Award) and the enhanced CD *Bob Marley, the Formative Years*. Kern co-produced the acclaimed HBO film *Miss Evers' Boys*, winner of 5 Emmys, 3 Cable ACE Awards, 3 NAACP Image Awards and 1 Golden Globe Award. He also wrote several episodes of the animated television show *The Real Adventures of Johnny Quest* for Hanna Barbera and co-wrote the feature film *2 Days in the Valley* for MGM/Rysher.



Kip Konwiser, M.F.A, chairman and president, K. O. Entertainment, publisher of interactive games and developer of highly visible brand interactive, music and filmed entertainment such as *Wheel of Fortune*, *Jeopardy*, *The Price is Right*, *Herbie Hancock Presents Living Jazz*, *Bob Marley*, *The Crow*, sound tracks and scores of other CDs, CD ROMs and/or DVD ROMS with Internet

connections. He is also a feature film producer whose most recent credit is *Miss Evers' Boys*. Kip teaches in UCI Extension's Interactive Multimedia program.

KEYNOTE ADDRESS **Voices from the Heart: Two Generations of California Authors**

11:45 - 12:30 pm

Meet highly acclaimed authors Carolyn See and Lisa See, mother and daughter, as they recount their experiences writing fiction and nonfiction drawing from their lives in Southern California.



Carolyn See, Ph.D., American Literature, UCLA, is the author of seven novels, her most recent, *Dreaming: Hard Luck and Good Times in America* (1995). She is at work on her eighth book, *Handyman*. Her work has appeared in *Esquire*, *Atlantic*, *Sports Illustrated*, *McCall's*, and *Ms*. Her work has been widely recognized, including a Guggenheim Fellowship in Fiction and the *Los Angeles Times* Robert Kirsch Body of Work Award. She has taught at Loyola Marymount University and at UCLA.



Lisa See is author of the national bestsellers *On Gold Mountain: The One Hundred Year Odyssey of My Chinese-American Family*, *New York Times* Notable Book of 1995, and *Flower Net* (1997), named top thriller of the year by Amazon.com; Paramount Pictures bought the film rights to this riveting story of murder in contemporary China.

Building a Nonfiction Book: Draft by Draft

1:45 - 2:30 pm

When working on a book-length project, it helps to have a plan. This workshop takes you through the layering process of drafting a book to publication. Erwin combines demonstrations of the writing techniques essential for each draft along with an overview of those skills indispensable for self-editing.



Gwyneth Kerr Erwin, M.P.W., has written and edited mainstream fiction and nonfiction books, short stories and articles for the past 25 years. She has brought seven books to publication in the last two-and-a-half years, and teaches writing and editing nonfiction in the Master of Professional Writing Program at USC. She is also a research psychoanalyst in clinical training for her certificate and doctorate in psychoanalysis.

Story Genres and Enneagram Types, Part I

1:45 - 2:30 pm

The Enneagram is unique among personality typologies in showing a picture of process, which is the essence of any story. Certain basic literary forms share assumptions about reality (world views) with certain corresponding Enneagram types, and the protagonists of these stories are usually people of these types. For example, the basic "Six" genre is the thriller, concerned with pursuer and pursued, ever-present danger and a strong sense of "us" versus "them." This presentation will discuss correspondences between each of the nine

Enneagram types and the story genres related to that type, with examples from novels and films. This discussion continues until 5:00 pm.



Judith Searle, M.A., runs the west coast office of The Editorial Department, a company that provides literary services for authors and publishers. She has taught writing workshops at UCI Extension and The New School for Social Research. Author of *Loveline* and *Getting the Part*, she is currently at work on a book called *Using the Enneagram to Create Characters: A Guide for Writers and Authors*.

Utilizing Library Technology

1:45 - 2:30 pm

A librarian from the Newport Beach Public Library will demonstrate the library's new, state-of-the-art computer system, which can now be accessed from a personal computer via a modem with a choice of dial-in or Internet connection. Learn how to use the electronic catalogue to find citations and other avenues of research that can assist writers.

Film Salon:

The Making of *Miss Evers' Boys*: Part II

1:45 - 2:30 pm

Kern Konwiser and Kip Konwiser

(See Part I for course description and bios.)

Story Genres and Enneagram Types, Part II (Prerequisite, Part I)

3:00 - 3:45 pm

Judith Searle (See Part I for course description and bio.)

The Art of Writing the Profile

3:00 - 3:45 pm

For better or worse, what most people enjoy reading about is other people – rich people, poor people, significant people – the breed is utterly fascinated with itself. This seminar explores a genre that in skilled hands can illuminate beyond its subject and, given less than ideal treatment, can wind up fawning or as a dull recitation of names and dates. It's a genre that sells, that is read and that demands the writer be as artful and involved in the research and interweaving as he/she is in the writing.



Steve Lowery, senior editor with *OCWeekly*, was recently honored twice by the Orange County Press Club for best magazine and sports stories. A former sportswriter with the *Los Angeles Times* and *National Sports Daily*, he has been a staff writer with the *Los Angeles Daily News* and *Long Beach Press Telegram* and a columnist with *New Times Los Angeles*.

Can Literature Live on the Internet?

3:00 - 3:45 pm

The Internet's commercial success has been dramatic, but the medium is also rich with possibility for the creative writer. For amid stock quotes and virtual shopping malls a whole new world of fiction, poetry, and essays is engaging the reader in a fresh literary experience. Web authors use linked text, vivid graphics, sound, and innovative design to delight the reader, persuading us that literature, indeed, may well thrive on the Internet. Let us go and make our visit.

Marjorie C. Luesebrink (See Voices on the Internet for bio.)

Film Salon (continued)

3:00 - 3:45 pm

Story Genres and Enneagram Types: Q & A Discussion (continued)

4:15 - 5:00 pm

Women's Salon: The Feminine Voice in Literature

4:15 - 5:00 pm

In *Writing a Woman's Life* (Norton, 1988), Carolyn Heilbrun argues that "conventional approaches to chronicling the lives of women have failed to capture the essence of the feminine experience." Yet in fiction or nonfiction, in the literary forms of travel, spiritual, or natural world, increasing numbers of women authors are speaking frankly and eloquently about their experiences. Join us for an informal discussion about the challenges and rewards of the feminine voice.



Susan Spano, staff writer with the *Los Angeles Times* Travel Section, writes the column *Women's World*.



Judith Handelsman, M.A., offers lectures and workshops that promote spiritual growth through gardening. Author of numerous books on gardens for children and adults, her memoir, *Growing Myself: A Spiritual Journey Through Gardening* (Dutton 1996/ Plume 1997), was nominated for the Books for a Better Life award. She is currently writing and hosting the television series *Inner*

Gardens for the Odyssey channel. Her latest project is a two-tape three-hour audio series called *Spiritual Gardening: Cultivating Love Through Caring for Plants*. A former columnist for *Vogue* and *New Age Journal*, she lives and gardens in Laguna Beach.



Ann Tremaine Linthorst is the author of four nonfiction books, including *Mothering as a Spiritual Journey* (Crossroad Publishing Co. 1993). A marriage and family

counselor for more than 20 years, she has taught at UCI Extension, Cal State Fullerton, and at the West Coast branch of the New York Institute of Metapsychiatry.

Elements of the Novel

4:15 - 5:00 pm

Writing a novel is a daunting proposition. You are proposing to create from memory, research, imagination or a combination of these elements a world so compelling that for a time your readers lose track of their everyday circumstances and experience instead the particular intensity and drama of the new world you have created. This requires an energy that can best be drawn from one source – your own unique well of passions and conviction. But how to sort through a lifetime of feelings and experience, opinions and understanding, to find a passionate basis for your writing, while still maintaining sufficient control to develop a disciplined work? Discuss approaches and attitudes to help you find your own answers.

Conference Offerings

SATURDAY, OCTOBER 3



Gordon McAlpine, M.F.A, Fiction, UCI, is the author of two acclaimed novels. The first, *Joy in Mudville*, has been described by the *Los Angeles Times* as an "imaginative mix of history, humor and fantasy." His new novel, *The Persistence of Memory*, published internationally, has been described by author Barbra Hardy as "a meeting-place for memory, fantasy and Shakespeare's theatre, with scenery and images which are unforgettably substantial and mysterious." McAlpine's short fiction has been published in magazines and journals both in the U.S. and abroad. He is a senior lecturer in the M.F.A. program in Creative Writing at Chapman University and has taught for UCI Extension.

Film Salon (continued)

4:15 - 5:00 pm

INDEPENDENT WORKSHOP

Guided Critiques by Peers

5:00 - 6:00 pm

Writers who want direct feedback on their work are invited to bring ten pages or less of their manuscript to be read aloud before a group of their colleagues. A moderator will guide the critiques.

SUNDAY, OCTOBER 4 / MARKETING YOUR VOICE

Freelancers: How to Get an Editor's Attention / Panel Discussion

9:15 - 10:15 am

Nonfiction writers agonize over how and where to sell their work, while editors complain of the lack of submissions geared to their particular needs. Local editors from *Westways* and *Orange Coast* magazines and *OC Weekly* speak out on what they want in a query and a manuscript – and what they don't want.

Allison Joyce, editor of *Westways*, **Patrick Mott**, editor of *Orange Coast Magazine*, and **Will Swaim**, editor of *OC Weekly*.



Jean Hastings Ardell, M.P.W., moderator, is an award-winning freelance writer, specializing in nonfiction, autobiographical and travel writing. Her personal writing has appeared in newspapers, literary journals, magazines, and the anthology *Diamonds Are a Girl's Best Friend: Women Writers on Baseball*. She teaches for UCI Extension.

Publishing Fiction in a Competitive Market / Panel Discussion

9:15 - 10:15 am

Everyone knows that the publishing industry is in upheaval, though that will never deter authors from the short stories and novels that demand to be written. Thomas Curwen, deputy editor of *Los Angeles Times Book Review*, leads a panel discussion of small press publishers, agents, editors, and others who take you inside the publishing process, from getting an agent to the book tour.



Thomas Curwen, M.P.W., moderator, is deputy editor of the *Los Angeles Times Book Review*. From 1993 to 1997, he was a contributing book reviewer for *People* magazine. As a free-lance writer, he worked for a variety of local and national publications and has been honored by the Orange County Press Club and the Orange County Fair Reporters Contest.

Panel to be announced

Screenwriting: Hands-on Pitching Seminar

9:15 - 10:15 am

Ever wonder what a buyer says after hearing a pitch and the writer leaves the room? During this workshop, volunteers from the audience will pitch their ideas to the panel of professionals working in either film, TV, or both and will receive candid feedback on their pitches. Panelists will explain what worked and what didn't, with suggestions to the writer on how to give more effective pitches. If you do not wish to pitch a project you are working on, you are encouraged to prepare a project pitch just for this session. The panelists will hear and critique as many pitches as time allows.



Ron Roth, B.A., former film producer and vice president of Columbia Pictures, Television Movies and Mini-Series. Roth has produced and written over 30 major films for features and television on NBC, CBS and ABC. He has worked with such writers as William Inge, Rod Serling, and Roger Hiron and directors such as Sydney Pollack and

Stewart Rosenberg. He produced the films *Thief*, with Richard Crenna and Angie Dickenson, awarded an Elgar by the Mystery Writers of America, and *Deliver Us From Evil*, which received a Writers Guild nomination for best original television screenplay.



Curt Webster, a former attorney, holds a certificate in Screenwriting from UCI Extension. His script *Frame 313* took first place in the 1997 UCI Extension Screenwriting contest. He writes feature films for Rebellion Entertainment Group and Trooper Productions, and is a reporter for Prodigy Interactive Services auto racing web page. He is an award-winning playwright whose works have been performed by the South Coast Repertory Theatre Professional Conservatory among others.

A Book's Path: Creating a Nonfiction Bestseller

10:30 - 11:15 am

Jo Giese, author of *A Woman's Path* (Golden Books, 1998) shows us how she sold her book without an agent; how to write a winning proposal; how to strategize a marketing plan; how to break into the national lecture circuit — in other words, how to become an "overnight success story."



Jo Giese is a journalist and documentary producer whose writing has appeared in *The New York Times*, the *Los Angeles Times*, *Vogue*, *Ms.*, and *New Woman*. She conducts numerous workshops around the country and teaches for UCI and UCLA Extensions.

Small Press Options and Opportunities

10:30- 11:15 am

Full-time independent literary book publishers John and Susan Daniel will discuss how small, independent presses and periodicals are often more accessible than the big-time literary establishment. They'll explain how small press publishing works, from acquisitions to editorial development, to book production to marketing and distribution, and will advise writers on how the small press can help their careers.



Susan Daniel owned a bookstore on Balboa Island before moving to Santa Barbara to work for Capra Press, an independent literary publisher. She and John Daniel formed Daniel and Daniel Publishers Inc., in Santa Barbara, acquiring such successful books as *Rats in the Trees* by Jess Mowry; *Out of a Forest Clearing* by Randall Beth Platt; *Solo Dolci: The Italian Dessert Cookbook* by Anna Bruni Benson; and *Memories From a Russian Kitchen* by Rosalie Sogolow.



John M. Daniel has had his stories and articles appear in over 30 small magazines, from *Aberrations to ZYZZYVA*. He is the author of *Play Melancholy Baby*, a novel; *The Love Story of Sushi and Sashimi*, a cat book; and *The Woman by the Bridge*, a story collection. A former Wallace Stegner Writing Fellow at Stanford University, he now teaches fiction writing at UCI and UCLA Extensions and is on the staff of the Santa Barbara Writers Conference. He is also co-owner of Daniel & Daniel Publishers, Inc. in Santa Barbara.

Breaking Into Print – Electronic Style

10:30 - 11:15 am

New and established writers are always looking for viable markets. The WWW offers one of those rare opportunities — a good place to make that important first step into publication and to keep your work in circulation. This session investigates the opportunities in the electronic world of print. Learn how to find and contact magazines, journals, editors, and publishers; how to locate and identify marketing opportunities; how to prepare and submit work; and how publishing your work electronically can translate into an advantage in the traditional print venues.

Marjorie Luesebrink (See Voices on the Internet for bio.)

Screenwriting: Hands-On Pitching Seminar (continued)

10:30 - 11:15 am

Write Funny and You'll Always Have a Gig

11:45 - 12:30 pm

Humor helps sell nonfiction. In this session learn how to write a modern humorous story or column; how to inject appropriate humor into light feature stories; and how to cultivate your individual humorous voice. Discuss what makes some types of humor universal and how to be humorous without being unduly abrasive.



Patrick Mott, B.A., USC. Formerly a writer and editor for *The Hollywood Reporter*, a reporter and columnist during the 70s and 80s with the *Orange County Register*, and

editor of the company newspaper for Pacific Bell in San Francisco in the mid-80s. He returned to Southern California and set up shop as a freelancer, writing for many local and national publications. He was hired last November as editor of *Orange Coast Magazine*.

Creative Nonfiction: Writing to the Heart of the Matter

11:45 - 12:30

The use of fiction techniques such as plot, dialogue, setting, and conflict can transform a dry piece of nonfiction writing into a work that moves the reader. Learn how to use the traditional tools of fiction to write engaging creative nonfiction.

Thomas Curwen (See Publishing Fiction in a Competitive Market for bio.)

Marketing Your Novel

11:45 - 12:30

Is bigger better, sensationalism essential or creativity king when it comes to selling your novel? Rebecca Forster discusses what information editors want, what they buy and why great writing isn't the only key to commercial success. Find out how to target publishers, format and define your novel to get noticed. Learn about contracts, royalties, advertising, public relations and more.



Rebecca Forster, M.B.A., is author of the legal thrillers *Character Witness*, acclaimed for both its legal realism and diverse characterizations, and the bestseller *Keeping Counsel*. Her latest legal suspense is *The Mentor*, released in March 1998. She is a

Conference Offerings

SUNDAY, OCTOBER 4 / MARKETING YOUR VOICE

frequent guest on radio and television and at conferences and festivals. A successful business woman, her background includes a multi-faceted career in marketing and advertising.

Writing Compelling Screen Characters

11:45 - 12:30 pm

Living inside every good writer is a horde of compelling dramatic characters waiting to have their stories told. Learn to access your own cast of compelling characters in this hands-on workshop. From initial inspiration through the process of getting to know your characters and putting their stories on paper, explore the infinite collaborative possibilities between you and your inner cast of characters. Examine some of Hollywood's more memorable characters and move on to a series of practical exercises to apply your own life experiences to writing.

Curt Webster

(See *Hands-on Pitching Seminar* for bio.)

Rules and Tools of Short Story Writing

1:45 - 2:30 pm

Short stories, the oldest human art form, tell the truth by lying, explore the universe by looking within, and teach while they entertain. They can capture an insight in a way that helps us to see our lives and the world with fresh eyes. Short stories are a pleasure to read and an even greater pleasure to create. Learn tricks to make you a better writer. Discover your voice and express your vision. This hour is devoted to the craft of story writing – structure, characterization, theme, style, and plot. Plus a

few words on the challenge of marketing short fiction.

John Daniel and **Susan Daniel** (See *Small Press Options and Opportunities* for bios.)

The Craft of Manuscript Preparation

1:45 - 2:30 pm

While the protocol and rules for presenting your manuscript to an editor or agent are simple, they are often overlooked by new and even experienced writers. Proper formatting and annotating will be addressed. Learn how to set your work apart from the tattered mass of papers that pile up on editors' desks; then take home practical handouts that will earn the gratitude of any editor you work with. Presenter to be announced

Researching on the Internet

1:45 - 2:30 pm

Whether fiction or nonfiction, thoroughly and accurately researched stories have the advantage in today's competitive publishing markets. Thanks to the Internet, you no longer need to spend days at a library nor hours on the telephone. Kathy Bryant, who sometimes uses the 'net' exclusively for her articles for the *Los Angeles Times*, explains the basics of getting the information you need from the Internet.



Kathy Bryant earned a B.A. in English literature before embarking on a career in writing. She has worked as editor-in-chief for *Orange County Magazine* and *California Homes and Lifestyles*; as an art columnist for the *Orange County Register*; and as a freelance writer has contributed to the *Los*

Angeles Times; *Art and Antiques*, *Bon Appetit*, and others.

Voices of Hollywood: Experts on Marketing Your Screenplay / Part I

1:45 - 2:30 pm

Your screenplay is done. Whether feature, MOOW, independent documentary, comedy, TV, horror, mystery, or science fiction, each has elements that define it. Does your screenplay have these necessary elements? Where do you go to sell it? Do you get an agent, find a producer, attach an actor? Listen as this distinguished panel demystifies the process of marketing your screenplay, and discover where your voice fits into Hollywood. This workshop is divided into two sections. This general session consists of a question and answer discussion guided by a moderator.



Judi Rawie Rook, panel moderator, is an Emmy Award winning writer of the PBS series *Achieving*. She has worked in virtually all aspects of production and marketing – executive producer of over 200 hours of programming for Westinghouse Cable; development executive for Embassy / Nelson Entertainment; and co-owner of Real Magic, a home video promotions/ marketing company with projects including *The Last Emperor* and *Beetlejuice*. Her present company, R2 Group, produced *Close-up: The Sixties—A Film/Art Festival* in 1997, and has two film scripts plus an interactive game in development in 1998. Rook is a member of UCI Extension's Screenwriting Certificate Program Advisory Committee.



Linda Voorhees, M.F.A. in Screenwriting, UCLA Film School, wrote the screenplay *Crazy from the Heart*, a TNT ACE award winning production. She has worked with all three major TV networks on movie of the week programs as well as with major studios on feature film assignments. She recently wrote *For the Love of Zachary* for Avenue Pictures and Hallmark Entertainment which aired on ABC. Voorhees is a member of UCI Extension's Screenwriting Certificate Program Advisory Committee and teaches for UCI Extension.



Tim Albaugh, M.F.A. in Screenwriting, UCLA, is currently screenwriter for The Adelson Co. He wrote the film *Do Me a Favor*, starring Rosanna Arquette and Cuba Gooding, Jr., directed by Sondra Locke, which premiered at the 1997 Santa Barbara International Film Festival and released by Trimark Pictures under the title *Trading Favors* in 1998. Albaugh's screenplay *Mother's Day* was finalist for the Sundance Institute's 1998 Feature Film Program. He is currently producing the independent film *Scout's Honor*. Albaugh teaches for UCI Extension and in the UCLA School of Theater, Film and Television's Professional's Program and is a member of UCI Extension's Screenwriting Certificate Program Advisory Committee.



Kelly McDonald, manager of talent for Spelling Television Inc., supervises all current on air series for Spelling's upcoming roles and projects such as *Love Boat: The Next*

Wave, *Charmed*, *Rescue 77* and *Buddy Faro*. While attaching star names to these series, McDonald works with producers, directors, casting directors and network executives. She assists in doing extensive talent searches for projects such as *Beverly Hills 90210*, *Growing Pains*, the TV pilot *Ferris Bueller*, and for *MOW*, *The Entertainers*. Prior to that, McDonald was a casting associate for the high profile prime time series *LA Law*.



Terry Black, B.S., is the author of *Dead Heat*, a detective/horror film starring Treat Williams and Joe Piscopo, now available on home video. He has also written for *Silk Stalkings* on USA, *Dark Justice* on CBS, and *Tales from the Crypt*, HBO's acclaimed horror series. Black's first *Tales from the Crypt* episode won a Cable Ace Award for Best Dramatic Teleplay. Black has published two westerns from Pinnacle Books as well as numerous short stories, some of which have appeared in *Future Crime* and *Alfred Hitchcock's Tales of the Supernatural and Fantastic*. He has also written for ABC's Saturday morning cartoon series, *Tales from the Cryptkeeper* and teaches screenwriting for UCI Extension.



Mark Freeman, M.F.A., San Francisco Art Institute, is a lecturer in UCI's School of Social Sciences. He also teaches courses in filmmaking at institutions such as San Francisco State University; UC Berkeley and UCI Extensions, and Columbia College. He has produced, directed, written and edited programs for broadcast on public television and has received numerous awards for his work,

which has been screened at several museums including The Museum of Modern Art in New York; the American Museum of Natural History; and the Smithsonian Institute's National Museum of Natural History.



Nelson Soler, M.A., is a writer and producer, and a former story analyst for NBC. His credits include *The Paul Rodriguez Show*, *The Desi Awards*, and *The J.D. Power Awards*, starring Tim Allen. Soler also served as writer/producer for Fox Latin American Channel, Fox Sports Americas and Fox Kids Network. He is currently head writer of *The Maria Conchita Alonso Show* on Sony Telemundo and teaches screenwriting for UCI Extension.

Photography: The Forgotten Sales Tool in Publishing Nonfiction

3:00 - 4:00 pm

Editors love receiving photo-illustrated manuscripts. Even if you've never considered picking up a camera, award-winning author/photographer Evelyn Gallardo will show you how to take fabulous photographs, market your nonfiction writing and triple your earnings in the process.



Evelyn Gallardo is a children's author and wildlife photographer. A trip to Borneo as a volunteer on the Orangutan Project inspired her to write the children's book, *Among the Orangutans*. This award-winning biography – now in its third printing – is about Dr. Birute Galdikas, the scientist whose continuing 26-year study has made her the world authority on the red apes. Gallardo also worked with

Dr. Dian Fossey and is currently writing a book about her, as well as a book for children's authors about promotion, picture books based on her Mexican-Hopi heritage, and poetry. She studied creative writing and photography at UCLA.

Rules and Tools of Short Story Writing (continued)

3:00 - 4:00 pm

John Daniel and **Susan Daniel** (See Small Press Options and Opportunities for bios.)

Researching on the Internet (repeated)

3:00 - 4:00 pm

Voices of Hollywood: Experts on Marketing Your Screenplay / Part II

3:00 - 4:00 pm

This breakout session gives you the opportunity to meet with at least two panelists in small groups and ask specific questions. (See Part I for presenters and their bios.)

Closing Reading

4:00 - 5:00 pm

Hear Gordon McAlpine read from his just-published novel *The Persistence of Memory* (London: Peter Owen, 1998), followed by a question and answer period.

Gordon McAlpine (see Elements of the Novel for bio.)

Conference Registration

REGISTRATION FEES

Entire Conference

When: Saturday, October 3, 8:30 am - 6 pm;
Sunday, October 4, 8:30 am - 5 pm

Where: Room 100, Social Science Lecture Hall, UCI Campus and adjacent rooms

Fee: \$275 **Reg #:** 00097

Saturday: Developing Your Voice

When: Saturday, October 3, 8:30 am - 6 pm

Where: Room 100, Social Science Lecture Hall, UCI Campus and adjacent rooms

Fee: \$175 **Reg #:** 00117

Sunday: Marketing Your Voice

When: Sunday, October 4, 8:30 am - 5 pm

Where: Room 100, Social Science Lecture Hall, UCI Campus and adjacent rooms

Fee: \$175 **Reg #:** 00118

Friday Night Staged Reading

When: Friday, October 2, 7 - 9 pm

Where: Newport Beach Central Library, 1000 Avocado Ave, Newport Beach

Fee: Free to conference members with RSVP marked on enrollment form or call (949) 717-3890

**ADVANCE REGISTRATION ENCOURAGED
BY SEPTEMBER 15, 1998**

GENERAL INFORMATION

Hotel Accommodations

For out-of-town guests, accommodations are available at the following hotels which are located approximately 15 minutes travel distance by automobile from UCI. Most hotels offer a free shuttle to the UCI Campus, although you will need to arrange your own transportation for the Friday night Staged Reading.

Make your own reservations by contacting the hotel directly.

Countryside Inn & Suites

325 Bristol, Costa Mesa
Tel: (714) 549-0300
Fax: (714) 662-0828
\$84 plus tax (includes breakfast)

Hyatt Regency Irvine

17900 Jamboree Rd., Irvine
Tel: (949) 975-1234
Fax: (949) 852-1574
\$104 plus tax (single or double)

O.C. Airport Hilton Hotel

18800 MacArthur Blvd., Irvine
Tel: (949) 833-9999
Fax: (949) 833-3317
\$94 plus tax

REGISTRATION CONFIRMATION

You will receive a written confirmation and parking permit by mail if you register by September 15. After that date, we request that you pick up your confirmation at check-in and call (949) 824-5414 for directions and parking permit information.

Conference Scholarships

Two conference scholarships, sponsored by the Literary Guild of Orange County, will be awarded to full-time, undergraduate students at a college or university who are enrolled in good academic standing. Interested college/university students are required to send a letter of interest and description of how the conference relates to their professional pursuits and/or complements their current coursework as well as a current transcript from their last completed quarter or semester to verify full-time enrollment. Letters should be typewritten and sent with an address and phone number no later than September 4, 1998, to:

Nancy Warzer-Brady
Conference Director
Arts and Humanities
UCI Extension
P.O. Box 6050
Irvine, CA 92616

Scholarships are non-transferable and must be used by the applicant for this conference only. Scholarship recipients will be notified by September 18, 1998.



Literary Guild of Orange County
Festival of Women Authors

Special thanks to the Literary Guild of Orange County for their vision and generosity.

Conference Enrollment

HOW TO ENROLL

Online - www.unex.uci.edu

By Phone - (949) 824-5414

Registration office hours are 8am-7pm Monday-Thursday, 8am-5pm Friday. Please have your completed enrollment form available when you call, including your priority code.

By Fax - (949) 824-2090

Be sure you've filled out the complete enrollment form, including your credit card number, mailing label and priority code.

In Person

Our Registration office is located on the UCI Campus at Pereira Drive west of East Peltason.

By Mail

Enclose your check or Visa/Mastercard/American Express authorization, and mail the completed enrollment form, including the mailing label and priority code to: **UCI Extension**, P.O. Box 6050, Irvine, CA 92616-6050

Social Security Number

We request your social security number in order to verify your identity for accurate record keeping. Providing the number is voluntary.

Refunds

If you find you must cancel your registration, we will refund your payment minus a \$20 processing fee if cancellation is made by September 15, 1998. After September 25, 1998, we will retain \$100. No refund will be issued after September 25, 1998. To obtain a refund, your written request should be faxed, postmarked or delivered to the UCI Extension Business Office (Fax: 949-824-3651).

Parking

Your conference fee includes parking.

Conference participants should park in Lot 1 or 1A.

Discounts

*Take a 15% discount for UCI Extension Screenwriting Certificate candidates; UCI faculty, staff, and students with UCI I.D.; and members of the Literary Guild of Orange County.

ADVANCE REGISTRATION REQUESTED BY SEPTEMBER 15, 1998

ENROLLMENT FORM

PRIORITY CODE _____

Please type or print clearly

FIRST NAME: MI: LAST NAME:

HOME ADDRESS: MALE FEMALE

CITY: STATE: ZIP:

DAY PHONE: EVENING PHONE:

SOCIAL SECURITY #: DATE OF BIRTH: / /

JOB TITLE: EMPLOYER:

EMPLOYER ADDRESS:

CITY: STATE: ZIP:

E-MAIL ADDRESS:

REG. #	COURSE TITLE	FEE*
00097	Creative Writing Conference, Sec. 1 (Entire Conference)	\$275
00117	Creative Writing Conference, Sec. 2 (Saturday only)	\$175
00118	Creative Writing Conference, Sec. 3 (Sunday only)	\$175
RSVP	Friday Evening Staged Reading	<input type="checkbox"/> Yes <input type="checkbox"/> No

TOTAL ENCLOSED

CHECK ENCLOSED (Payable to REGENTS OF UNIVERSITY OF CALIFORNIA)

CHARGE TO: VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD #: EXPIRATION:

CARDHOLDER NAME:

AUTHORIZING SIGNATURE:

BILLING ADDRESS:



Workshop Preferences

PLEASE RETURN THIS FORM WITH YOUR ENROLLMENT

Please indicate your preferences for the Concurrent Workshops so we may choose rooms with adequate space. Number from 1-4, with 1 being your first choice. We will do everything we can to give you the workshops of your choice. Earliest registrants will most likely receive one of their top choices.

Saturday, October 3

9:15 am

- Finding Your Voice: A Dialogue
- Voices Within: Archetypes in Screenwriting

10:30 am

- The Voice to Say It: A Workshop on Memoir
- The Voice of Authority: Use of the Journalistic in Fiction
- Voices on the Internet
- Film Salon: The Making of *Miss Evers' Boys*, Part I

1:45 pm

- Building a Nonfiction Book: Draft by Draft
- Story Genres and Enneagram Types, Part I
- Utilizing Library Technology
- Film Salon: The Making of *Miss Evers' Boys*, Part II

3:00 pm

- The Art of Writing the Profile
- Story Genres and Enneagram Types, Part II
- Can Literature Live on the Internet?
- Film Salon (continued)

4:15 pm

- Story Genres and Enneagram Types: Q & A
- Women's Salon: The Feminine Voice in Literature
- Elements of the Novel
- Film Salon (continued)

5:00 pm

- Independent Workshop: Guided Critiques by Peers

Please indicate your preference for box lunch sandwiches:

- Turkey
- Ham
- Roast beef
- Vegetarian

Sunday, October 4

9:15 am

- Freelancers: How to Get an Editor's Attention
- Publishing Fiction in a Competitive Market
- Hands-On Pitching Seminar

10:30 am

- A Book's Path: Creating a Nonfiction Bestseller
- Small Press Options and Opportunities
- Breaking Into Print – Electronic Style
- Hands-On Pitching Seminar (continued)

11:45 am

- Write Funny and You'll Always Have a Gig
- Creative Nonfiction: Writing to the Heart of the Matter
- Marketing Your Novel
- Writing Compelling Screen Characters

1:45 pm

- The Craft of Manuscript Preparation
- Rules and Tools of Short Story Writing
- Researching on the Internet
- Voices of Hollywood: Experts On Marketing Your Screenplay

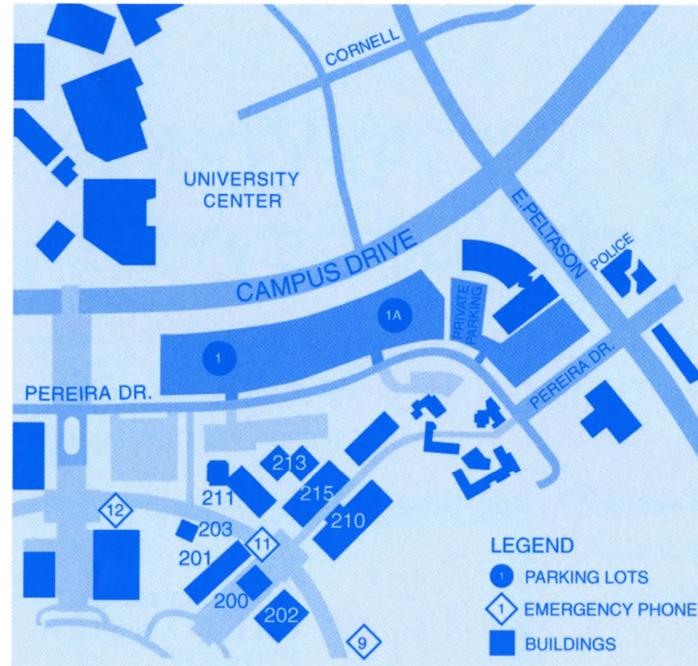
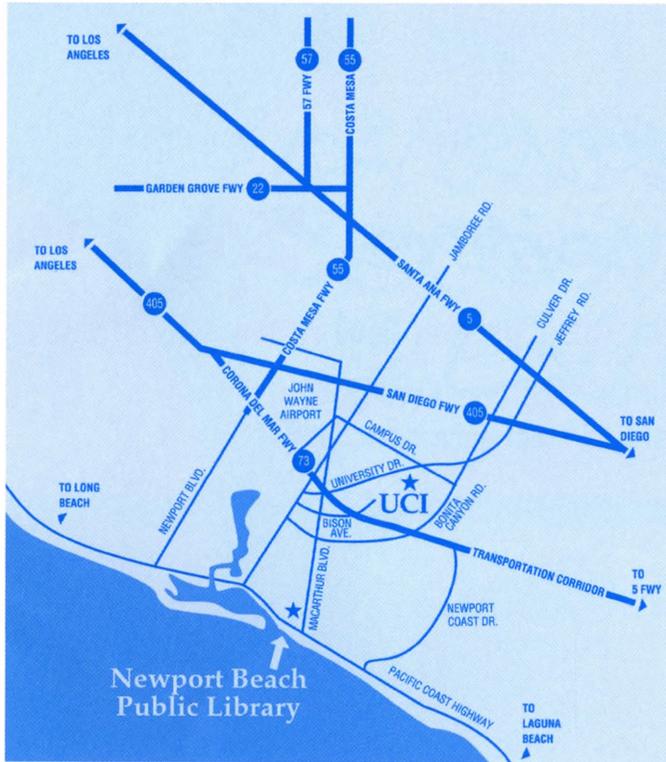
3:00 pm

- Photography: The Forgotten Sales Tool in Nonfiction Writing
- Rules and Tools for Writing Short Stories (continued)
- Researching on the Internet (repeat)
- Voices of Hollywood: Break-out Session

Conference Directions

UCI Campus and Newport Beach Central Library

Complete directions to the UCI Campus will be sent with registration confirmation.



Conference parking in Lot 1

Conference rooms: Buildings 211, 213, & 215

FROM 405 FREEWAY

Coming from the South:

take 405 North
exit at Culver Dr
turn left onto Culver Dr
turn right on Campus Dr
turn left on East Peltason Dr
turn right on Pereira (1st street)
park at Lot 1

Coming from the North:

take 405 South
exit at Jamboree Rd
turn right onto Jamboree Rd
turn left on Campus Dr
turn right on East Peltason Dr
turn right on Pereira (1st street)
park at Lot 1

**For more specific directions,
call Monday-Friday (949) 824-5414.**

"I enjoyed meeting people, making new friends who have writing in common, and discovering new writers to read, study, and be inspired by."

UCI Extension Arts & Humanities &
the UCI Department of English and Comparative Literature

Fifth Annual **Creative** Writing Conference

October 2-4, 1998 **UCI Campus**

Voices: Authors, Agents, Screen- writers, Publishers, & Editors **Speak**

fiction, nonfiction, electronic media and screenwriting

Featuring Carolyn See, Lisa See, D. J. Waldie, Thomas Curwen, Gordon McAlpine, Kern Konwiser, Kip Konwiser
— plus other West Coast authors, editors, agents, publishers, and representatives from the film industry.



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