

SWA 2024 Evaluations by Faculty Rules and Guidelines:

Who can submit a manuscript sample in advance of the meeting to be evaluated by faculty for one one-on-one appointments? Full

conference registrants who are willing to pay \$10 per evaluation during the June conference in the Bookstore before it closes for accounting on Monday June 10.

Constraints: You must plan to be at the full conference so that a schedule can be made in advance. The cost per one-on-one meeting will be \$10 each payable at the bookstore. All proceeds will go directly to the faculty's stipend.

What evaluation categories will each faculty member [or team] be able to provide feedback on? [see specific instructions for each faculty member for more details on what to include]

Claire Cook [10 available slots, Sunday & Monday only]

- Opening Polish
- Getting Unstuck

Witches of Pitches: Aileen Weintraub or Megan Margulies [16 available slots Saturday & Sunday only]

- a query review (for a literary agent)
- pitch (for a print or online publication's editor)
- an essay up to 1,000 words

Bobby Nash [15 available slots]

- novel or novellas
- screenplays or audio dramas
- short story
- Comic book or graphic novel

Pamela Taylor [15 available slots]

- First 10 manuscript pages for review and critique
- Any 10 pages of the novel that you feel need particular attention
- Questions concerning research methods and sources
- Questions concerning authenticity
- From synopsis to back-cover material
- Open Dialogue

Sean Sexton [15 available slots]

- Open Dialogue

SWA 2024 Writers Conference Schedule (subject to change)

Times	Friday, June 7, 2024	Saturday, June 8, 2024	Sunday, June 9, 2024	Monday, June 10, 2024	Tuesday, June 11, 2024
7:30 - 8:30AM		Breakfast	Breakfast	Breakfast	Breakfast
8:30 - 9:30AM	Welcome to the Southeastern Writers Association 2024 Writers Conference	Sean Sexton: Nature Journaling 1	Claire Cook: It's Never too Late to Follow Your Dreams	Claire Cook: Rising Above Negativity	Check Out Goodbye until June 2025!
9:30 - 9:45AM		Break	Break	Break	Board Meeting
9:45 - 10:45AM		Pamela Taylor: Finding the Story	Claire Cook: Building Your Platform in the Age of Social Networking	Witches of Pitches: Platform Building: How to Find Your Target Audience and Market Yourself Before the Book Deal	
10:45-11:00AM		Break	Break	Break	
11:00 - 12:00PM		Bobby Nash: Writing Graphic Novels	Bobby Nash: Creating and Publishing Comics and Graphic Novels	Pamela Taylor: Authenticity: It's in the Details	
12:00 - 1:30PM	Lunch/Bookstore Open	Lunch/Bookstore Open	Lunch/Bookstore Open		
1:30 - 2:30PM		Sean Sexton: Nature Journaling 2	Witches of Pitches: Query Letter Workshop: The Do's and Don'ts of Finding an Agent and How to Write a Query That Gets Noticed	Bobby Nash: It's Never Too Early to Start Marketing	
2:30-2:45PM		Break	Break	Break	
2:45 - 3:45PM		Witches of Pitches: Demystifying the Publishing Process: From Idea to Publication	Sean Sexton: Form, the Right Word and Registers of Speech	Pamela Taylor: The Unsavory Side of Authenticity	
3:45 - 4:00PM		Break - Announcements	Break - Announcements	Break - Announcements	
4:00 - 5:00PM		Registration	Individual Consultations Extended Break Bookstore Open	Individual Consultations Extended Break Bookstore Open	Individual Consultations Extended Break Bookstore closed for book pickup and accounting
5:00 - 5:30PM					
5:30 - 6:30PM	Dinner	Dinner	Dinner	Dinner	
7:00-8:00PM	Orientation	Keynote Speaker: Claire Cook Booksigning to Follow (Bookstore Open After)	Faculty Readings & Author's Night (Bookstore Open)	100th Faulkner anniversary, Conference Awards Night	
8:00 - 9:00PM	Socializing/Getting Acquainted/ mixer at Jamison Room	Socializing/Booksigning		Reception & Light Refreshments	
9:00 PM - ?			Cocktails at King & Prince		

Timetable for evaluation submissions:

- By March 15 a list of evaluation possibilities to choose from will be published on the website [along with descriptions and specific instructions regarding format and submission along with a form to fill out]. This will also be emailed directly to all full-time registrants.
- There are limited slots [~15] for one-on-one evaluations so the schedule will be made out by Amy when submissions have been received. Once all of a faculty's slots have been filled that will be it [first come first served].
- Evaluation submissions will be open on March 15 and close on May 9 [end of the day] and submitted directly to the contest coordinator by email at: swa50cne@gmail.com.
- On May 10, all collected evaluations will be forwarded to the faculty person indicated.
- By May 30, each faculty member must fill out a form indicating which time slots [during the late afternoon free period] they can be available for one-on-one meetings with those who have signed up. [4-5:30 pm Sat, Sun, Mon]

DATE	Saturday, June 8 [5 slots, with 5-minute breaks between sessions]				Sunday, June 9 [5 slots, with 5-minute breaks between sessions]					Monday, June 10 [5 slots, with 5-minute breaks between sessions]					
Times x Faculty	Witches of Pitches		BN	PT	SS	CC	Witches of Pitches		BN	PT	SS	CC	BN	PT	SS
	AW	MM					AW	MM							
4:00-4:15															
4:20-4:35															
4:40-5:55															
5:00-5:15															
5:20-5:35															

Witches of pitches [AW and MM] will work separately for consultations, can't meet Monday afternoon. They have agreed to 8 slots on Saturday and 8 slots on Sunday working separately

*Claire Cook can only meet for 1-on-1s Sunday and Monday afternoon

- By June 1 each registrant who has submitted a manuscript sample to be evaluated by faculty in advance will be emailed the schedule for their meeting[s].
- At our June 2024 meeting: Those taking advantage of our one-on-one meetings must pay for their time slots in the bookstore before the bookstore closes on Monday, June 12.

How are the submission samples be evaluated? The evaluation form along with the manuscript sample to be evaluated will be sent to the contest director by email [Please follow all instructions including what the subject line in your email should be. On May 10, the contest director will forward your evaluation packages to the indicated faculty member and make a spreadsheet based on the filled-out form to set up one-on-one schedules during the meeting. Each faculty will evaluate your manuscript *based on their evaluation package description* to bring with them to the scheduled one-on-one sessions. It is up to the registrant to be present for their one-on-one session 10 minutes early so that the full 15-minute session can be productive for both parties. Once the 15 minutes are over, it is expected that the registrant leave so that the next appointment can take place.

Who'll be doing the evaluations? Our invited 2024 faculty.

Claire Cook [Keynote and 3 sessions: Keynote with book signing to follow; It's Never too Late to Follow Your Dreams; Building Your Platform in the Age of Social Networking; Rising Above Negativity]

- **Claire Cook** Claire Cook wrote her first book in her minivan in the parking lot outside her daughter's swim practice when she was 45. At 50, she walked the red carpet at the Hollywood premiere of *Must Love Dogs*, starring Diane Lane and John Cusack, which is now an 8-book series. Claire is the *New York Times*, *USA Today*, #1 Amazon, and international bestselling author of 24 fun and inspiring books for 40-to-forever women, both fiction and nonfiction, including *Never Too Late: Your Roadmap to Reinvention*, *Shine On: How to Grow Awesome Instead of Old*, and *The Wildwater Walking Club* series. "Cook's poignancy and sassy humor resonate with readers; her theme of reinvention uplifts and inspires," *Savannah Magazine* said.

The *Today* show has featured Claire as a Today's Woman. *Good Morning America* chose one of her books (*Life's a Beach*) as a summer book pick. *People* magazine has featured a couple of them. Claire has been a judge for the *Family Circle* magazine fiction contest, a finalist and a judge for the Thurber Prize for American Humor, and the Beach Book Festival fiction and grand prize winner. She's spoken and taught at the Tennessee Williams Literary Festival, Denmark Literary Festival, Cape Cod Writers Conference, the California Women's Conference, and given keynotes at the Dress for Success International Conference, the Missouri Writers Guild Conference, and many, many more. She's taught reinvention workshops across the country, and she teaches for Emory University's ECE Creative Writing certificate program.

Claire's latest novel, *Bonus Time*, divides its time between a beach town in Massachusetts and St. Simons Island, just like Claire does. Find out more and sign up for Claire's newsletter at ClaireCook.com.

Witches of Pitches [3 sessions: Demystifying the Publishing Process: From Idea to Publication; Query Letter Workshop: The Do's and Don'ts of Finding an Agent and How to Write a Query That Gets Noticed; Platform Building: How to Find Your Target Audience and Market Yourself Before the Book Deal]

- **Aileen Weintraub** is an award-winning author, journalist, and editor. She began her career as a copy editor and then as a developmental editor working for both children's and adult publishing companies. As a freelance editor she has worked with clients to help develop their books, proposals, pitches, articles, and essays. She has written for *The Washington Post*, *BBC*, *Oprah Daily*, *Parents*, *NBC*, *Al Jazeera*, *AARP*, *Glamour*, *InStyle*, and other publications. Aileen is also the author of over fifty children's books including the middle-grade social justice book *WE GOT GAME! 35 Female Athletes Who Changed the World*, which was honored as *A Mighty Girl's* Best Book of the Year, and the best-selling *Never Too Young: 50 Unstoppable Kids Who Made a Difference*, a *Parents' Choice Award* recipient. Her latest book *Knocked Down: A High-Risk Memoir*, is about marriage, motherhood, and the risks we take. The *Erma Bombeck Workshop* named Aileen Humor Writer of the Month for *Knocked Down* and *Publishers Weekly* says, "...there's beauty on every page." Aileen has also created a series on marketing and platform building in collaboration with *Writers' Digest*. She lives in New York but her heart is in Seville. You can learn more at www.aileenweintraub.com
- **Megan Margulies** is an MFA recipient, memoirist, journalist, and a 2021 Next Generation Indie Book Award finalist for her book, *My Captain America*. Her essays and reported articles

focus on motherhood and navigating life and healthcare as a woman. Her work has appeared in The New York Times, The Washington Post, The Atlantic, Vogue Magazine, The Cut, Good Housekeeping, Elle Magazine, Parent's Magazine, Oprah Daily, and more. Before entering the world of journalism, Megan worked for almost ten years as an editorial assistant at Harvard University where she edited countless articles, profiles, and promotional materials for various departments and professors. It's where she first fell in love with the Chicago Manual of Style. She's a native New Yorker, but splits her time between Boston and Vermont with her husband and two daughters. You can learn more at www.meganmargulies.com

Bobby Nash [3 sessions: Writing Graphic Novels; Creating and Publishing Comics and Graphic Novels; It's Never Too Early to Start Marketing]

- **Bobby Nash** is not a man of action or a hero, super or otherwise. He is, however, an award-winning author who pens comic books & graphic novels, novels, short stories, screenplays, audio dramas, and the like. Bobby is a member of the International Association of Media Tie-in Writers, International Thriller Writers, and SouthEastern Writers Association. On occasion, he acts, appearing in movies and TV shows, usually standing behind or beside your favorite actor, but sometimes they even let him speak. For more information on Bobby Nash and his work, please visit him at www.bobbynash.com, www.ben-books.com, and across social media.

Pamela Taylor [3 sessions: Finding the Story; Authenticity: It's in the Details; The Unsavory Side of Authenticity]

- **Pamela Taylor** is an international best-selling author of historical fiction whose work includes the award-winning Second Son Chronicles series. Her most recent novel, *The Rest of His Days*, (release date April 4, 2024) explores the mystery surrounding the death of Edward II of England. An avid reader of historical fact and fiction and a history major in college, Taylor finds the past offers rich sources for character, ambiance, and plot that allow readers to escape into a world totally unlike their daily lives. "Human history is such a vast landscape," she says, "there seems no end to the small stories that can be set against the great epics or the little-known characters an author can bring to life." About the time her first novel was published, Taylor was invited to be part of the team at DIY MFA (<https://diymfa.com>), writing the Historical Fiction column, "Past Perfect." During her 3.5-year tenure in that role, she secured interviews with the likes of Alison Weir and Bernard Cornwell. Though her own stories are set in medieval times, she has edited novels ranging from then until the 1960s and 70s – and yes, the 70s are now officially deemed "historical." Taylor was on the Judges Panel for the Ink & Insights Writing Contest for four years, is a member of the Historical Novel Society and the DFW Writers Workshop, and has presented at the DFW Writers Conference. She's also a freelance editor and a member of the Editorial Freelancers Association. Taylor shares her home with two Pembroke Welsh Corgis who frequently remind her that a dog walk is a really good source of inspiration.

Sean Sexton [3 sessions: Nature Journaling 1; Nature Journaling 2; Form, the Right Word and Registers of Speech]

- **Sean Sexton** was born in Indian River County and grew up on his family's Treasure Hammock Ranch. He divides his time between managing a 700-acre cow-calf and seed stock operation, painting, and writing. Sexton has kept daily sketch and writing journals since 1973. He is author

of three full volumes of poems including *Blood Writing* (Anhinga Press, 2009), *May Darkness Restore* (Press 53, 2019), and *Portals* (Press 53, 2023). He has performed and read at the National Cowboy Poetry Gathering in Elko, NV; the Miami Book Fair, and Dali Museum reading series in St. Petersburg, FL. Sexton has garnered several nominations for Pushcart Prizes, and received a Florida Individual Artist's Fellowship in 2001. He is a board member of the Laura Riding Jackson Foundation (LRJF.org) and founding event chair of its Annual Poetry and Barbeque held each April, now in its fourteenth year. He also cofounded the Advent and Lenten Poetry and Organ Concert Series at The Community Church of Vero Beach, (ccovb.org), featuring nine concerts annually and attracting poets from all over the US. He became inaugural Poet Laureate of Indian River County in 2016.

What are the instructions for evaluation packets for each faculty member?

General instructions:

- You should make sure that all of your evaluation packet is in one file. The file needs to be a Word document [so the faculty can use track changes as part of their services].
- The file name should include the name of the faculty member involved and nature of your submission project to discuss [use the bolded keyword[s] on the submission form.
- You should use a readable font [e.g. 12-point font, Times New Roman].
- You should use a header that includes your last name, abbreviated title, and page number.
- You should observe the word count/ page limits [faculty will not read past the word count limit or page count limit, please don't send them a whole 90,000-word manuscript].
- You should be respectful to the faculty [and observe your appointment time] and others [by limiting your session to 15 minutes].
- At the meeting, you will need to pay for the 1-on-1s at the bookstore before it closes on Monday for accounting purposes [probably right after lunch].

Specific instructions for each faculty member:

- **Claire Cook**
 - **Opening Polish.** Are you starting with the best part? Are you pulling the reader in from the first paragraph? Is that first page compelling? Can you hear a unique voice and feel a great story coming? A strong beginning is the difference between a request for your full manuscript and back to the slush pile. It's the difference between a reader buying your book and not buying it. Send me the first 5 to 10 pages of your fiction, nonfiction, memoir or self-help manuscript (12-pt Times New Roman, double-spaced, one-side only) and I'll help you make it shine!
 - **Getting Unstuck.** Where are you stuck in your writing life and how could private, one-on-one attention from me help move your forward? Pick your biggest obstacle (pick ONE thing) and send me up to 5 pages explaining it. The more specific you are, the more I'll be able to help. For example, if you're struggling with online presence, send me links to your website, sample newsletter, social media profiles. If you're struggling with staying

on track with your writing or building a readership, tell me what you've tried so far and where it has fallen apart.

- **Witches of Pitches:** Aileen Weintraub & Megan Margulies [will use their magic and track changes to help make your query, pitch, or essay more competitive].
 - Query review (for a literary agent): Use MS Word. No more than 500 words. Typically 3 paragraphs that includes 1) intro/hook 2) synopsis 3) bio.
 - Pitch (for a print or online publication's editor): Use MS Word. No more than 500 words. Typically 3 paragraphs that includes 1) intro/hook 2) synopsis and thesis of the essay or article 3) bio.
 - Essay: Do not exceed 1,000 words. Your essay should be double spaced in MS Word.

- **Bobby Nash:**
 - For novel or novellas: first 10 pages double-spaced 12-point font [TNR] + pitch or synopsis (1 page).
 - For screenplays and audio dramas: first 10 pages [following format used for screenplays or audio dramas] + pitch or synopsis (1 page).
 - For short story: Under 5,000 words, send the full story. Over 5,000 words, send partial (or full story, but I'll just read up to 5,000 words).
 - For comic book or graphic novel: Send in a pitch with sample art or 5 drawn pages (if available) showing storytelling. If a writer only, send in 5 - 6 pages of script along with pitch.

- **Pamela Taylor** [historical fiction] evaluation packages: I will be happy to accept any of the following types of submissions for historical fiction novels or novels in which a significant portion of the narrative occurs at least 50 years ago. (Please, however, no horror, pure erotica, magical realism, or steampunk.)
 - First 10 manuscript pages for review and critique. Please also provide a synopsis (max 2 pages) of the entire novel for context. Please be sure to indicate the time period and location/setting of the narrative.
 - Any 10 pages of the novel that you feel need particular attention. If you have specific concerns you want to address, please tell me what they are so I can give them some thought as I read. It's also OK if you want to just wait and see what jumps out at me, and we can go from there in the one-on-one. Please also provide a synopsis (max 2 pages) with the time period and setting of the entire novel for context and indicate approximately where the submitted pages occur (e.g., "the mushy middle," in the denouement, building to the climax, world-building, etc.).
 - Questions for a conversation about research methods and sources. Please submit no more than 5 questions you'd like to discuss.
 - Questions for a conversation about authenticity and making the world of the story feel real for the reader. If there's something in the era of your story that might pose challenges for the modern sensibilities of some readers, that is also open for discussion. Please submit no more than 5 questions you'd like to discuss.
 - Turning your synopsis into back-cover material that will make readers want to buy the book. Please provide a synopsis (max 2 pages) of the novel and any drafts you're already

considering for the back cover. Try to target 150 words for the back cover (if your drafts are longer, we can discuss ideas for paring things down).

- Open Dialogue – No pre-submission required. It's very common at events such as this to have heard something in a class or in the corridors or over a meal that you'd like to talk about in more detail. I'd be delighted to chat with you about what's on your mind, be it craft, editing, research, working with an indie publisher, engaging your target audience, post-release promo and marketing . . . Happy to share my experience and chat about the things we all deal with as authors.

- **Sean Sexton**

- Open Dialogue: No pre-submission required. Discussion of where they are in their writing [publishing if applicable] lives. Tell of my experience – divine and encourage focal points in their creativity. Make suggestions for inspiration.

How to submit? Fill out the provided form to submit via email: Please copy the Email Faculty Evaluation Packet Submission Form and fill it out along with your attached submission packet to SWA50CNE@gmail.com. Items marked with asterisks are mandatory, please don't leave them blank. Please type in the faculty member + word[s] in bold revealing the nature of your submission project to discuss in the subject line of the email when submitting an evaluation packet.

NOTE: You should receive an email confirming your evaluation packet and information within 48 hours. Questions about your submission? Send Amy an email to SWA50CNE@gmail.com.

Email Faculty Evaluation Packet Submission Form to fill out with your evaluation packet submission:

First Name: * []

Last Name: * []

Email Address: * []

Faculty and Evaluation Category: * choose appropriate subcategory from the list of our five faculty.

- **Claire Cook**
 - **Opening Polish**
 - **Getting Unstuck**
- **Witches of Pitches:** Aileen Weintraub or Megan Margulies
 - a **query** review (for a literary agent)
 - **pitch** (for a print or online publication's editor)
 - an **essay** up to 1,000 words
- **Bobby Nash**
 - **novel** or **novellas**
 - **screenplays** or **audio dramas**
 - **short story**

- **Comic book or graphic novel**
- **Pamela Taylor**
 - **First 10** manuscript pages for review and critique
 - **Any 10** pages of the novel that you feel need particular attention
 - Questions concerning **research** methods and sources
 - Questions concerning **authenticity**
 - From synopsis to **back-cover** material
 - **Open** Dialogue
- Sean Sexton
 - **Open** Dialogue

Title of your submission *

This is my only entry to this specific faculty person [* agree ___]

I have read the evaluator's description and:

- **my entry is formatted appropriately** [* agree ___]
- **my entry meets the word count criteria** [* agree ___]

My SWA membership is current [* agree ___]

I plan to be at the full SWA June conference [* yes ___, no ___] only people in attendance for the full conference may submit evaluation packets in advance of the meeting to be evaluated by faculty. In addition, registrants must agree to pay for their one-on-one sessions in the bookstore before the bookstore closes sometime Monday June 12 [each session is \$10 with proceeds going directly toward the faculty member's stipend].

I understand that my appointment time for my one-on-one appointments with faculty will be emailed to me in advance and be included in my registration packets as well as posted on an easy-to-find area at the conference. By June 1 each registrant who has submitted a manuscript sample to be evaluated by faculty in advance will be emailed the schedule for their meeting[s]. [* agree ___]

I understand that I must be at the meeting at the appointed day and time or forfeit my opportunity for a one-on-one session, note the faculty may or may not have printed notes to share with you if you miss your appointment [* agree ___]

I understand that I must pay \$10 for my one-on-one session with this faculty member at the bookstore during the June conference even if I miss my appointed meeting [* agree ___]

Attached file [* yes ___, no ___]

I have not used A.I. to generate any of this content [* agree ___]

Subject line contains faculty member and bolded key word for evaluation packet [* yes ___, no ___]