

CONFERENCE CLASSES



Boy, do we have a fresh brewed line up for you! First we start with the “house favorites,” those instructors who consistently deliver the latest and greatest. Then we mix in some special flavors: new film instructors, YA experts, and the like. Finally, we offer the underground menu – bold, full-bodied roasts designed to imbue the mind with new ideas and technical skills so you can take your writing to the next level.

Readers still want to consume stories and articles, but now they want it delivered to their handheld device. As an author, you need to find the best way to do that. That’s why you’ll see some titles with words like Webisodes, Transmedia and SEO. These classes will offer you a fresh brewed plan to get your best writing in the hands of the right people – even if their hand is holding a smart phone.

I wish you many “ah-ha” moments at the 2013 Willamette Writers Conference!

Mary Andonian

Program Coordinator, 2013 Willamette Writers Conference

Friday 8:30 - 10:00 A.M.

FILM

BRANDY RIVERS

PITCHING TO HOLLYWOOD

LEVEL: ALL

Deals get made all the time in Hollywood. Learn how to increase your odds with the perfect pitch. Veteran Film Manager Brandy Rivers will give you the inside scoop on how to pitch to managers, agents and producers. With the right pitch, you just might get a deal this weekend.

GENERAL GENRES INDIE

MODERATED BY JANE ROSEN

ALL ABOUT LITERARY AGENTS: PANEL

INTERACTIVE — STARTS AT 9 LEVEL: ALL

Meet five literary agents who will discuss their company needs, personal histories, and more.

MARY ANDONIAN AND NANCY FROESCHLE

CONFERENCE SUCCESS BASICS FOR LIT AND FILM

LEVEL: BEGINNERS/NEW TO CONFERENCE

Conference experts Andonian and Froeschle discuss all the ways to maximize your experience at the Willamette Writers conference.

Topics include: who’s who, networking strategies, preparing your dossier, pitch etiquette and technique, and post conference checklists. Questions encouraged. Pitch practice, if time permits.

SUSAN DEFREITAS

ALTERNATE HISTORIES: POSSIBLE FUTURES:

CREATING CONVINCING SPECULATIVE FICTION

LEVEL: ALL

Alternative history is one of the hottest and most fascinating sub-genres in speculative fiction today, while science fiction that takes a hard look around us—and follows a convincing tangent related to the present—will never go out of style. In this class, we’ll cover effective techniques for using speculative fiction to explore humanity’s past, present, and future. Participants will leave with an overview of publishing trends and the tradition of spec fiction, as well as seeds for some startling new stories of their own.

FICTION

LARRY BROOKS

STORY PHYSICS 101

LEVEL: ALL, WITH EMPHASIS ON INTERMEDIATE/ADVANCED

Writing saleable fiction is a full circle proposition. We begin wanting to touch lives, maybe change the world, and to do it with high style. We yearn to reach our readers as we entertain and enlighten. And so we immerse ourselves in craft, learning about structure and voice and the nuance of character, applying trial and error informed by workshops and books and the collective wisdom of a closet full of critiques and rejection slips. Maybe we reach a point where we believe we “get it,” or maybe that journey continues... it’s usually both. But at some point we return to that initial intention, armed with our learning curve but still relying on instinct to create stories that work. This workshop will offer a peek behind the curtain of craft into the realm of Story Physics (where that instinct awaits), the forces and essences of cause and effect that move readers toward a state of total immersion and emotional resonance.

SELF-PUB WEB BUSINESS

JOHN ELLIS

WEB WARRIOR SERIES: WEB PROFESSIONALS DEFINED

A professional writer without a professional website is like job hunter without a resume. Whether you hire that out or do it yourself, you must understand the elements of a cutting-edge page. This workshop will define the standard roles, including: developers, designers, coders and the rest of web design’s assorted cast of characters. Participants will leave knowing who to hire, why to hire them, how to manage them while staying sane, and what it takes to take on those roles on their own.

Friday 10:30 - Noon

FILM

DANNY MANUS

WRITING SUCCESSFUL LOGLINES, QUERIES AND ONE-SHEETS

LEVEL: ALL

The logline and query letter are the first and sometimes only thing writers are judged on, and I have read over 30,000 of them! This class will cover how to construct proper loglines, query letters and one-pagers, what to include and what not to include, the difference between loglines and taglines, what executives are looking for in each, and how to write ones that grab attention and sell! Writers should bring their loglines with them and we can rework and see how to improve each one.

LUKE RYAN

TRANSMEDIA: THE FUTURE OF STORYTELLING

LEVEL: ALL

The media landscape is shifting rapidly, which is ultimately a good thing for writers and creators. We’ll take a look at how the traditional distribution structure in music crumbled and how similar problems are affecting film, television, and books and what the near future holds for each industry. More importantly, we’ll take a look at the new opportunities that are being generated in digital media that offer you a greater platform to express yourself creatively and to market your work directly to audiences that might have been out of reach in the past.

FICTION

ANNE OSTERLUND

DRAMATIC DIALOGUE: CHOREOGRAPHING FOR ACTION, PLACE, AND EMOTION

LEVEL: ALL

Nervous about writing fight scenes? Struggle with adding visual references to dialogue? Learn how to use theatrical techniques to turn dialogue into drama. Dramatic Dialogue is an active ninety-minute writing workshop that helps prose writers learn to choreograph dialogue the same way a director would choreograph a scene in a play. Participants will practice incorporating setting, action, and emotion within a group activity and an individual written dialogue. They will use setting and props within the scene to tell the story of the dialogue, add actions that build the excitement of the scene and support the dialogue, and incorporate emotional highs and lows as well as character relationships within dialogue.

ANGELA RINALDI
THE PUBLISHABLE NOVEL

LEVEL: ALL

What makes an editor acquire a novel? Why do so many novels get rejected? If you are writing a novel, this is the workshop that will identify the qualities that editors look for while making an acquisition decision and it will discuss the reasons that keep a novel from reaching its potential.



JENNIFER LAUCK
SEVEN INGREDIENTS TO MAKE YOUR SCENES SHIMMER

LEVEL: ALL

A scene is a moment in time when something happens to move the arc of your story forward. It's the classic show rather than tell formula of writing and yet, few writers really understand how to write a scene, which feels boring when compared to the free flow of stream of consciousness writing. Writers will be learn the difference between a scene and exposition, a representative scene and a specific scene and how to write stronger scenes implementing seven key elements.



JOHN ELLIS
WEB WARRIOR SERIES: HIGH PERFORMANCE WEB DEVELOPMENT

LEVEL: INTERMEDIATE/ADVANCED

Search Engine Optimization is the phone book placement of the 21st century. If you're not doing it, you might find a few readers but you'll never make it to the top. Participants in this workshop will leave with a full understanding of the basic concepts and techniques of SEO web development. Learn how and why professionals build websites from the foundation up with SEO, exactly how that spells performance and contributes to success, and how to apply the basic tools of SEO to your own websites.

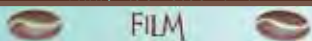


DAWN BABB PROCHOVNIC
FROM ZERO TO SIXTEEN: WHAT I LEARNED FROM THE EDUCATIONAL PUBLISHING MARKET

LEVEL: ALL

Educational publishers sometimes get a bad rap for being "less than" traditional trade publishers. In this workshop, we'll explore some of the many benefits of publishing in the educational market and how this experience can help you prepare for publication in the trade market.

Friday 1:30 - 3:00 P.M.



LUKE RYAN
WORLD BUILDING

LEVEL: ALL

Whether you're talking about film, television, literary, or video game markets, every media executive is asking for the same thing these days: a "World." And what they mean is: "Please bring me a story so deep and rich that it lends itself to an ongoing franchise that we can monetize across several platforms in perpetuity." Okay, so what does that mean and how do we give that to them? This class will take you inside several different world building techniques including: understanding ongoing time in your story, climate and geography, character family trees, knitting short-arc stories into long-arc stories, and long-running thematic arguments. Designed to build off of the principles Luke will lay out in his Transmedia class (but still completely informative and useful on its own).

RANDALL JAHNSON
WEBISODES: BREW YOUR OWN WEB SERIES

LEVEL: ALL

Have an idea for a TV series? Make it a webseries instead! Webseries are among the fastest-growing forms of storytelling in the New Digital World. Dozens of new series ranging from slacker comedies

to corporate-funded sci-fi epics are released everyday on the Internet or on mobile devices. They generate advertising dollars and large fan bases for their creators. This workshop will focus on the creative and practical steps necessary to get your own webseries out of your head and on the Web where it belongs. Concept, character development, story arcs, locations, and logistical concerns as they apply to this unique narrative platform will be covered.



BARBARA CORRADO POPE
CREATING CHARACTERS BIG AND SMALL

LEVEL: ALL

A main character or characters must engage the reader from start to finish. Minor characters have a multitude of functions: furthering the plot, brightening or darkening the mood, strengthening your themes. This workshop will offer techniques to create protagonists who last for the long haul and will demonstrate how writing minor characters is similar to, yet very different from, developing those who play the starring roles.

SUSAN DEFREITAS
ARCHETYPES IN ACTION: MYTHOLOGY FOR SPECULATIVE FICTION AND BEYOND

LEVEL: ALL

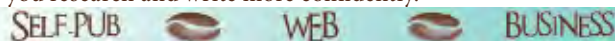
It's common knowledge that George Lucas drew upon Joseph Campbell's pioneering work on *The Hero's Journey* in creating Star Wars, one of the most universally compelling sagas in modern times. In this class, we'll journey beyond the Hero's Journey to some of the less obvious ways that universal mythological themes can inform your novel, lending it profound appeal—whether you're constructing an alternate universe or working within the bounds of this one.



PAMELA SMITH HILL
FOR THE LOVE OF RESEARCH: HOW TO WRITE BIOGRAPHY

LEVEL: INTERMEDIATE

"My God, how does one write a Biography?" Virginia Woolf's daunting question haunts biographers, especially those who write about writers. How do biographers uncover the nature and character of their subjects? What techniques and approaches do they use to move beyond the obvious? Where do they find essential materials? Award-winning biographer Pamela Smith Hill answers these questions and more. Her discussion will provide practical tips and fresh ideas to help you research and write more confidently.



WILLIAM HERTLING
EVERY TRICK IN THE BOOK FOR OPTIMIZING YOUR PRESENCE AND SALES ON AMAZON

LEVEL: ALL

Whether traditionally or indie published, all authors need to master the art of building a platform and marketing their work on Amazon.com. Attendees will learn how to optimize their presence and sales on Amazon by using the primary outlets Amazon provides for authors and complementing with their own mailing list and website. Amazon's Author Central, Kindle Digital Publishing, and Recommendation Engine will be covered, along with strategies for reviews, pricing, and targeted advertising.



MELISSA HART
WRITING YA MEMOIR

LEVEL: ALL

Using examples from published YA memoir including Chris Crutcher's *King of the Mild Frontier*; Nic Sheff's *Tweak*; and Michelle Serros' *Chicana Falsa*, this workshop will teach writers to mine their own adolescence for memoir-worthy material. Published authors can use the information to further their career with a YA memoir; emerging authors can launch their career with a book in this genre. Participants will learn how to hone in on an era and/or pattern in their teen

years and how to structure as memoir. We'll discuss setting, characterization, dialogue, plot and narrative arc, and the ethics of writing about friends and family and embarrassing subjects.

Friday 3:30 - 5:00 P.M.

FILM

GORDY HOFFMAN

HOW TO LOSE A SCREENWRITING COMPETITION

LEVEL: ALL

You wanna know why you didn't place in the last screenplay contest you entered, let alone win? Do you realize screenwriters are making the same errors, over and over, mistakes you can actually avoid? BlueCat Judge Gordy Hoffman provides you with the straight talk about how submissions quickly disqualify themselves from advancing in a contest, with a production company, manager or across an agent's desk.

CLARK KOHANEK

SUBTEXT: THE STORY WITHIN (PART ONE) VISUAL STORYTELLING

LEVEL: ALL

"Some things are best left unsaid." Visual Storytelling is the first in a three part workshop addressing subtext represented in objects, images and symbols that surround your characters. Visual subtext saves time by condensing exposition through the subtlety of form, expressing the spirit of theme in story through a world of metaphor. (Examples: The symbol of the moth in *Silence of the Lambs*, or mirrors in *Black Swan*.) This workshop explores concepts and tools that utilize imagery to create a visual frame of reference between form and idea, where the subtext of a "thing" gives way to mood, tone and meaning.

FICTION

JESSICA MORRELL

LESSONS FROM DOWNTON ABBEY

LEVEL: ALL

Whenever people live together under one roof, count on drama. And when that soaring roof is gabled and turreted and covers a manor house, lots of drama ensues. *Downton Abbey* is a British-as-British-can-be television series that has become the center of a cultural conversation—on both sides of the Atlantic. The workshop will examine writing lessons that can be learned from this period series. Some of these include: dream big, use spot-on details, create beloved characters, create central problems that keep rearing up—the expense of running a manor house and Britain's inheritance laws, stir in sweeping and small changes at every level, create intersecting story lines, be willing to take huge risks such as killing off major characters {thus no one is safe}, plant villains in the midst of innocents, and craft dialogue that grants zingers to colorful characters such as a Dowager Countess. We'll also talk about some of the cons of the series—soap opera-slash-melodramatic devices such as a miracle cure and a deathbed wedding, Mr. Bates' long-suffering foolishness, and villains who are so black hearted and vengeful they're caricatures. *Notice: This workshop will contain spoilers.*

LAURA WHITCOMB

THE TEN DAY REVISION

LEVEL: MODERATE/ADVANCED (BEGINNERS WELCOME TOO)

Drawing on her two writing books (*Your First Novel* and *Novel Shortcuts*) Laura Whitcomb outlines a plan for lifting your rough manuscript into readiness in less than two weeks. Rewrite techniques include: revamping a weak chapter with the "Shortcut to the Scene" method, using high speed revision notes for spotting potential problems fast and handling quick and effective repairs, elevating your Moments, making your opening and closing pages unforgettable, and turning clichés into favorite passages.

All classes are Presentation Style with Q/A unless otherwise noted.

NONFICTION

DAVID WILLIAMS

QUERY LETTERS TO DIE FOR

LEVEL: ALL

Tired of rejection? Are your query letters staid and stale? Do you wonder why other writers always get the gigs? Successful queries are part science, part art, and seasoned with a dash of good timing. Learn the elements of a persuasive, professional query letter that piques interest, and convinces the editor you're the right person to deliver the article his readers must have.

SELF-PUB

WEB

BUSINESS

JASON BRICK

BUILD YOUR WRITING PLATFORM IN 12 MONTHS

LEVEL: ALL/ADVANCED

Success as a writer increasingly relies on a writer's skill at self-promotion, a skill many excellent writers have never had a chance to learn. Participants will leave this workshop with a personalized "10,000-foot view" plan for establishing or expanding their writing brand in one year's time. Topics include: How to set and achieve long-term writing goals, three-pronged strategy for building a platform and brand, and month-by-month planning for each of the three prongs.

CHILDREN'S YA

PAMELA SMITH HILL

VMD WRITING FOR YA

LEVEL: BEGINNERS

This workshop will focus on that well known adage, "show don't tell." But it will go beyond the basics to reveal why this concept is essential to writing successfully for young adult readers, and how to strike the balance between too much or too little detail. You'll come away with a new understanding of how to make your writing come to life.

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WILLAMETTE WRITERS CONFERENCE

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