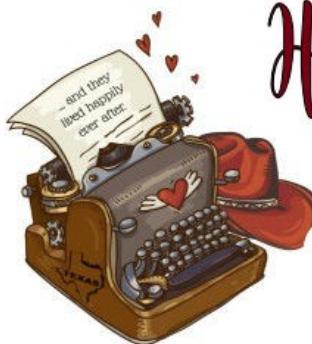


[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

April 2019 NTRWA Newsletter

[View this email in your browser](#)

GET PUBLISHED 10:00 to 10:30



**Heroine's Journey**  
**THE BUTTERFLY EFFECT**  
**REBECCA BALCARCEL**  
**JULY 20**

BUSINESS MEETING &amp; LUNCH 12:15 to 1:30

**The Heart to Heart**

NTRWA

Founded March 1983

Chapter 33, Region 5

April 2019

Volume 37, Issue 3

**2019 BOARD****President**

C.A. Szarek

**President Elect**

Susan Person Miller

**Secretary**Carolyn R.  
Williamson**WORKSHOP: JULY**

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)**Treasurer**

Regina Richards

**Communications****Director**

Lizzie Bailey

**Contest Director**

Audra Lewandowski

**Membership****Director**

Randee Leigh

**Program Director**

Linda Bolton

Want to be a part of the  
NTRWA machine?! Contact  
Chrissy - [president@ntrwa.org](mailto:president@ntrwa.org)

**2019  
Committee  
Chairs****PAN Liaison**

Chrissy Szarek

**PRO Liaison**

Randee

Paraskevopoulos

**Bylaws**

Angi Morgan

**Rebecca Balcarcel****The Heroine's Journey/The Butterfly Plot**

We are lucky to have Rebecca teach the class she taught at WORD! Join us and learn all about how to make your heroine sparkle from the pages of your story.

Rebecca Balcárcel is the author of THE OTHER HALF OF HAPPY, a middle-grade novel. She loves popcorn, her kitty, and teaching her students at Tarrant County College as Associate Professor of English.

**#GETPUBLISHED - July**

Carolyn Williamson

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)**The Carolyn**

Audra Lewandowski

Join us @ 10am sharp for a brand new year of GET PUBLISHED! Please see the article below from Jen FitzGerald for more info. Our great club will help YOU finally grab that spanking new publishing contract or enable you to hit PUBLISH on that e-book you've been dreaming about publishing!

**Great  
Expectations**

Amanda Byrd

**Hospitality**

Amanda McMurrey

**Writing  
Incentives**

Kim Miller

**Get Published**

Jen FitzGerald

**Two Step 2019****Conference**

Linda Bolton

---

# FROM THE PRESIDENT CHRISSY SZAREK



Happy 4th of July! I hope everyone had a laid back holiday as we celebrate our nation's independence.

Independence is a thing, isn't it? Something as children we strive for, until we become an adult that has to pay

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

want to admit to, and I know I still think about when I didn't have to pay a mortgage or car note.

But independence comes with some perks. We can do what we want, when we want (in theory...sometimes that drafted responsibility gets in the way).

Hopefully you, as a writer exercise some independence in wanting to write all the words!

Recently I had an AWESOME retreat with some close friends, and man, did I need the recharge.

I recharged me and my WIP, and managed about 8k words for the weekend. It was nice and empowering! Something I wish I could do more often as I struggle through 2019!

If you're gearing up for RWA, you'll be using that independence in NYC! Have a blast and learn a lot. I'm sitting this one out, so bring back all the info!

Have a happy and safe 4th! See you at the meeting if you won't be in NYC!



### Independent Bookstores Celebrate Bookstore Romance Day

Saturday, August 17, 2019

Independently-owned bookstores nationwide celebrate the romance book genre with store events,

author readings, and themed merchandise.

Bookstore Romance Day is launching its inaugural event on Saturday, August 17, 2019, bringing together independent bookstores and the readers and writers of the romance book genre, with celebratory parties held in bookstores around the country.

Avoiding the oversaturation of Cupid's holiday in February, Bookstore Romance Day is scheduled to take place

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

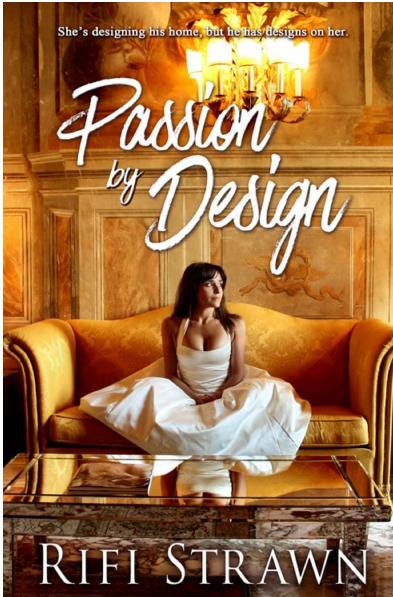
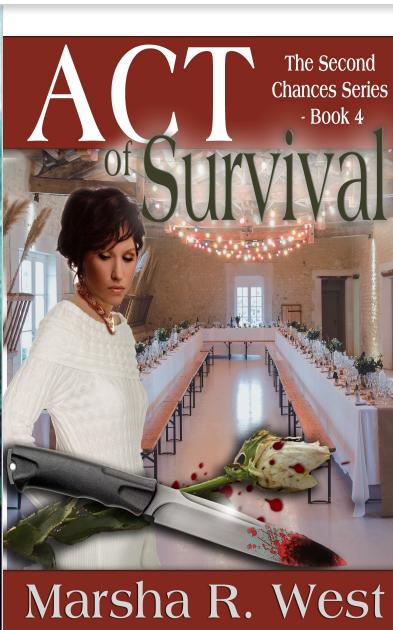
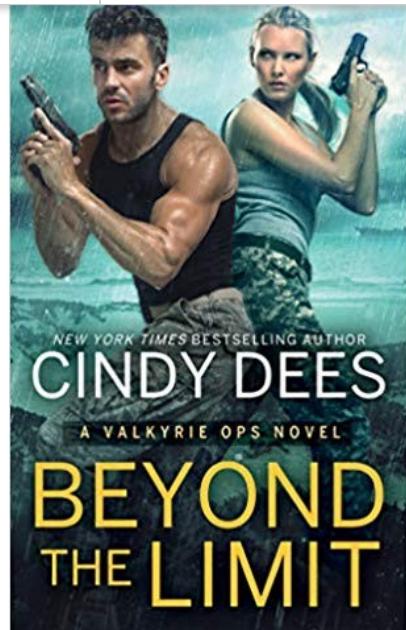
year, *wink wink*). Begun in 1987 by Eileen Buchheim (come on, Eileen!), Romance Awareness Month was intended to celebrate romance in all its forms. Tired of the antiquated notion that independent bookstores are too snobby to sell romance titles, the independent booksellers behind Bookstore Romance Day are intending to show romance authors, romance publishers, and romance readers that romance and romance-adjacent books are more than supported – they're celebrated.

"There are those of us who have been quietly reading and supporting the genre for years, and we're being joined and supported by a new generation of booksellers who believe all reading is good reading," said Billie Bloebaum of Third Street Books in McMinnville, OR, the bookseller who first proposed the event. "There's still a lot of work to do, still hearts and minds to change, but progress is being made, and an event like this should, we hope, raise the visibility of romance-friendly bookstores."

The 2019 date is intended to be a soft launch for what will become a yearly event with booksellers and bookstores around the country, corporate and independent publishers, authors from all romance genres and sub-genres, and romance readers coming together for author readings, in-store and virtual events, exclusive merchandise, and above all, a celebration of love and romance.

More information will be forthcoming via the website ([BookstoreRomanceDay.org](http://BookstoreRomanceDay.org)), Facebook (@bookstoreromanceday), Instagram (@bkstoreromanceday), and Twitter (@bkstoreromance) channels. People looking to participate can contact Bloebaum at [billie@bookstoreromanceday.org](mailto:billie@bookstoreromanceday.org).



[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

## **Major Changes to Facebook and Instagram**

by **@MiaLondon** - Audra Lewandowski  
@NTRWA Social Media

Brace yourself folks. Facebook is rolling out major changes, and testing a few—stuff as big what they did in 2014.

First the highlights on changes in IG:

- They will remove low-quality posts or have reduced discoverability
- They are testing making “Likes” invisible to all (you will still be able to see them).
- They will show content they think people *want* to see (30% of posts are liked by 70% of the subscribers)

Next for the changes to Facebook:

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

- As admin of a group, you are responsible for the content, and if it isn't compliant with the FB Community Standards, you will receive a warning.
  - You are responsible for your posts and those of your group.
  - If you end up getting shut down, they is no getting it back.
- They are testing combining stories and posts into one feed.
- Click-Gap data will be used. FB will look at negative feedback/posts, and they post will be de-prioritized
  - A 3<sup>rd</sup> party has been hired to look at where people are coming from to get to your website (FB/IG can't be too high. FB wants a good mix of email, Bing searches, Google, etc.)
- Priority is given to reactions (wow, heart, crying, etc.) over just a "like"
- Priority with comments and shares
- Priority with engagement in your shared posts
- Priority is given when you comment in your own posts
- priority if your post is shared in Messenger
- video is still highly ranked

So now your organic reach is 1.6-2% of your followers. Keeping this points in mind will help grow that number. Remember, post 3 times a day, 6 hours apart. Put up content that will make people look good (hence they will share). Conversation is now the name of the game.



[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

#### COMING UP EVENTS

#### August 9-10, 2019

Book Bonanza

<https://bookbonanza19.com/>

#### October 27, 2019

Buns n Roses Literacy Tea

<http://www.bunsandroes.org>

#### November 8-10, 2019

Readers n Ritas hosted by Fresh Fiction

<http://www.freshfiction.com>

Have an event you want to share? Email us via  
[newsletter@ntrwa.org](mailto:newsletter@ntrwa.org) so we can add it to the list!

## **GENERAL MEETING MINUTES OF NTRWA**

### **June 15, 2019**

A regular meeting for the North Texas Romance Writers of America (NTRWA) was held on Saturday, June 15, 2019 at the La Hacienda Restaurant in Colleyville, Texas. The President, the Past-President, and the Secretary were present. The meeting was called to order at 12:33 p.m.

#### **OFFICER REPORTS:**

President: Chrissy Szarek reported the revised minutes for the May 18, 2019 meeting will go in the record. She also reported the amount in the treasury, since the treasurer was not present. Chrissy stated membership dues will now be paid through the RWA website.

Jen FitzGerald reported Rebecca Balcorcel will present a program based on the Hero's Journey.

Chrissy Szarek stated news for the newsletter should be sent by the first of the month. She advised a GE Contest Chairperson is needed.

Writing Incentive Director Lisa Fenley announced the Write-In will be at her house with a pool from 3-6 on June

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[RSS](#)

Chrissy Szarek announce the Board ratified the appointment of Jen Fitzgerald as President for 2019-2020.

Jen Fitzgerald announced a new director for Get-Published is needed. She also announced candidates for next year:

- President Elect – Celia Naples and Carolyn Rae Williamson
- Program Director – Chrissy Szarek
- Communications Director – Susie Sheehan (newsletter)
- Website Manager – Randee Paraskevopoulos
- By-laws Director – William Kady
- Contest Chairperson – Audra Lewandowski
- Hospitality Director – Linda Bolton
- Pan Liaison – Chrissy Szarek
- Pro Liaison – Lisa Fenley
- Offices to be filled:
- Secretary, Treasurer, Membership, Get Published Chairperson, GE Chairperson

Most Pages Written in order of numbers: Susan Butler, Cindy Dees, Mary Karluk

Most Pages Edited in order of numbers: Susan Butler, Carolyn Rae, Sue Haas

Cindy Dees announced her new book, *Beyond the Limit*, has just been released by Sourcebooks.

The meeting adjourned at 12:53 p.m.

Respectfully submitted by: Carolyn Rae Williamson, Secretary

Copyright © \*2018 North Texas RWA, All rights reserved.  
[www.ntrwa.org](http://www.ntrwa.org)

**Our mailing address is:**

North Texas Romance Writers of America  
2100 W Northwest Hwy Ste 114-1081  
Grapevine, TX 76051-7808

[Add us to your address book](#)

**Subscribe**

**Past Issues**

**Translate ▾**

**RSS**

You can [update your preferences](#) or [unsubscribe from this list](#)

