

# Third Arc Lit-Letter™

Project Proof of Concept (POC) – September 2018

Dear writer/artist-friends who feel themselves to be in/resonate with a stage of life I call the Third Arc (see below):

I request your help to test the viability of a new type of literature publication, what I'm dubbing a Lit-Letter.

I invite you to submit piece(s) for inclusion in a not-yet-extant publication of a format that, to the best of my research, does not currently exist. "Pieces" = poetry, very short fiction, short essays or other creative non-fiction, photography, cartoons, or other graphic art that could be well represented in an 8.5x11, 4-color, printed newsletter. I'll craft submission requirements (word counts, etc.) next and sent that only to those who express interest – [rrosenheck@gmail.com](mailto:rrosenheck@gmail.com), subject THIRD ARC – in submitting.

Content: Think of Third Arc (see below) as a perspective, not a theme. I'm not assigning a theme to the two issues I hope to publish to prove or disprove this concept. So – love, love lost, life challenges/opportunities, mysteries, enigmas/enigmas solved, observations, humor, etc. Fiction that somehow speaks to a Third Arc perspective or has a Third Arc pro-/antagonist. In each case, something tightly evocative – concise and powerful.

The test? To see how much good literature we can send to people in a 4-6 page tri- or bi-folded 8.5x11 inch newsletter; see if the format works well for disseminating fine literature inexpensively to many people.

I would:

1. Charge no submission fee.
2. Subject each piece to real acquisition and content editing (I won't accept everything, just like in the real publishing world.)

3. Acquire volunteer readers for the POC issues, who agree to return feedback on content, format, marketing assumptions, etc.
4. Send you \$10 per accepted work w/submitted feedback.
5. Send you a hard copy and PDF of the publication your work is in.
6. Offer all who submit for the POC (published therein or not) a one-year complimentary subscription if and when the newsletter gets off the ground as a real publication.

In return, I would:

1. Demand feedback, written honestly and with serious consideration, on the idea, the benefits, disadvantages, and appeal (and its lack) – payment will follow feedback submission. *This is all-important to me!*
2. *Ask* and hope for similar feedback from not-accepted submitters. (No complimentary subscription without feedback.)
3. Provide feedback prompts, so I can tabulate responses.
4. Keep you looped into the project status after feedback has been digested and used to transform the project.

Read on if this piques your interest. I'll send a separate page with submission criteria once you express to me your interest in submitting – [rrosenheck@gmail.com](mailto:rrosenheck@gmail.com), subject THIRD ARC – and helping me to prove or disprove this concept.

*(If this is not for you, thank you for reading thus far, and of course, I bear no hard feelings for your disinterest in the project.)*

Next up are:

- Defining the terms and concepts
- Why I think a Third Arc Lit-Letter might be a good concept
- Next Steps

Defining the terms and concepts:

1. Lit-letter: A publication equivalent in size and format to a newsletter, filled with works of imagination and creativity rather than information. It may be printed, online or

electronically distributed for self-printing or e-reading (as in a pdf format). *In this project, though, I expect to focus on PDF distribution and printed/mailed formats.*

2. Third Arc (with the previous two also defined): It's a term I devised for the third of several life stages (resulting from personal observation, not scientific research):

I borrowed the term *arc* to represent a person's life stages from literature, as opposed to the oft-used *act*, which almost always assumes that the 3<sup>rd</sup> is the final one, wherein all is resolved and ultimately, the curtain falls.

First Arc I describe broadly as Becoming. It's when we're forming up physically, mentally, emotionally, culturally, philosophically, ethically, religiously, personality-wise, chemically, etc. It's when the norm of life is to be guided, taught, inculcated, led, and educated. It probably comprises a span from gestation through our contiguous schooling.

Second Arc I describe broadly as Practice. This is when we try on and hone selves – the ones that fit expectations, the ones that react against expectations, the ones that we thought we wanted, and the ones about which we changed our minds. We practice by making choices regarding work-paths, love relationships, family relationships and behaviors. We also practice through the creative, intellectual, spiritual, communal, athletic, social, entertainment, and stress-release outlets and activities we pursue, avoid, and reject. We may hop mindlessly from thing to thing, repeat a thing continuously, or practice/reflect/revise/practice a thing differently. My guess is that virtually all people apply a combination of all these modes to various aspects of life practice, and that this arc runs from some point in our 20s to some point in our 50s, with plenty of room for variances.

Third Arc I describe broadly as Realization. Realization here means both those “aha!” moments and reaching – realizing –

potentials. This is a time of settling into who you are when you're not trying to impress, appease or gain approval from others. Of shedding many "shoulds," looking back with increasingly unguarded honesty, and looking ahead with some level of determination to do "your own thing" and find your own rewards. During this period, one may more readily appreciate one's gifts and strengths and accept with equanimity one's flaws vulnerabilities. It's a time of keeping one's own company, for pleasure and/or pain. For many, it's a time of being a influential adult to children – grandchildren, nieces and nephews, etc. – and to young adults. For some, it's a time of greater solitude than ever, for others, a time of increased connectedness. Sexuality may be waning or reigniting during this arc, or both – probably, though, it's changing. Spanning our 50s, 60s and sometimes 70s, this is by no means the end of the story; it's a new arc, not the last one.

*I presume that if a person lives long enough, there will be a fourth, and maybe even a fifth, arc. I'm focusing on the Third Arc, not ending with it.*

Why I think – but do not know if – a Third Arc Lit-Letter might be a good concept

- A. My gut tells me Third Arc is right as a different way to define these years in many people's lives:
  - a. Young retirement is rarely a thing anymore.
  - b. Those of us raised with tighter-than-now prescriptions for proper living are freeing then reinventing ourselves.
  - c. People are living longer, so previous staging of a person's 50s, 60s and 70s are simply wrong today.
  - d. (I wonder if this is more of a woman's stage than a man's, but I have no idea and would love to learn more.)
- B. If A is right, then there's an awful lot of Third Arcers out there, and if that's so, then I've got a large market among those who speak English and have enough education to enjoy some literature.
- C. I think literary books, dense journals, and online reading formats each present challenges to this demographic what with

- of hectic living, eye strain, and sensory overload. My gut -- again -- tells me that a “newsletter” that sits in the bathroom, on the breakfast table, or by the bedside will get read eventually, and even shared among a household or with others, before being tossed. *I plan a “Yearbook” of the year’s works plus additional material for keeping on a shelf for those who want it.*
- D. I think plenty of these people would really enjoy small bits of good literature, especially if they need not commit too much time, effort or funds to enjoying it.
- E. I am bothered (and a little thrilled) not to have found – yet – a single other example of this format being used for literature. (A Lit-Letter is much smaller than a “Zine” or chapbook, yet more substantive than a “Poem-a-Day” email.) It’s why I want to test the concept’s viability and marketability. I have no expectation that this will make a profit. Success will be measured by receiving some reasonable recompense of expenses and by the enjoyment by enough readers for editorial and writing effort to feel worthwhile.

### Next Steps

You: Email me your interest in submitting – [rosenheck@gmail.com](mailto:rosenheck@gmail.com), subject THIRD ARC. Wait for my submission guidelines to come back to you, then submit away! Also, share this with any other writers you know who may be interested, and in groups, etc. Share freely, as you wish.

Me: Write those guidelines and send them to interested writers; I’ll be acquiring a readers’ list to whom I hope to send two trial editions over 4 months for enjoyment and feedback.

You again: Wait for Feedback guidelines from me, then send me feedback that is as verbose as you wish!

Me again: Thank you, pay you, loop you into changes, publish a Lit-Letter – maybe – and subscribe you to it for a free year.

Crazy, right? Truckloads of work. Maybe fun. Maybe filling a need.

Again, if you're interested, email me: [rrosenheck@gmail.com](mailto:rrosenheck@gmail.com),  
subject THIRD ARC. I'll send you submission guidelines.

Warmly, Rhonda Rosenheck

917-656-4835 / [rrosenheck@gmail.com](mailto:rrosenheck@gmail.com)/  
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