

# HONEY BLONDE *Chica*

## AUTHOR BIOGRAPHY

Photo by Marie Gregorio-Owiedo



## MICHELE SERROS

Michele Serros was still a student at Santa Monica City College, when her first book of poetry and short stories, ***Chicana Falsa and other stories of Death, Identity and Oxnard***, was published. When the original publisher of *Chicana Falsa* went out of business, Michele continued to sell copies from her garage. In 1998, Riverhead Books reissued *Chicana Falsa* and as well as Serros' latest collection of fiction, ***How to be a Chicana Role Model***. The latter instantly became a *Los Angeles Times* best seller and both publications are currently used as required reading in U.S. high schools and universities.

**Named by *Newsweek* as "one of the top young women to watch for in the new century,"** Serros has been a featured contributor for the *Los Angeles Times*' children's fiction section and a commentator for National Public Radio (*Morning Edition*, *Weekend All Things Considered*, *Anthem*, *Along for the Ride*, *Latino USA*). In addition to being an award-winning poet, Michele has read her poems to stadium crowds of 25,000+ for Lollapalooza, recorded ***Selected Stories from Chicana Falsa*** for Mercury Records and was selected by the Poetry Society of America to have her poetry placed on MTA buses throughout Los Angeles County.

In 2002, Michele wrote for the ABC television sitcom, *The George Lopez Show*, "an opportunity," she says, "that hopefully with my contribution opens the door for a wider representation of Latinos in the mass media."

Currently living in New York City, Michele has written ***Honey Blonde Chica***, a young adult novel for Simon Pulse to be published Summer 2006.



**HONEY BLONDE CHICA**  
**ISBN: 0-689-04691-X**  
**AUTHOR: Michele Serros**  
**RELEASE DATE: 05/02/06**



# **HONEY BLONDE** *Chica*

## **PUBLICITY & MARKETING CAMPAIGN**

### **SOLICITATION**

- ▶ Book Sense mailing
- ▶ Cover story of *Simon Pulse* 2006
  - 0-689-04691-X; 05/02/06 release; packs of 10; FREE
  - Will work with a teen magazine/consumer products company for wider distribution
- ▶ Check Your Pulse e-mail book club for teens.
  - Monthly newsletter
  - More than 3,000 subscribers
  - Inside front cover of catalog and interior catalog spread
- ▶ Cross-promote in SSE catalog

### **PROMOTION**

- ▶ Buzz mailing to influential Latinos in the entertainment industry
- ▶ Flip-flop notepads for author to distribute
- ▶ Create sales kit for reps and accounts
- ▶ Promote at Book Expo America (May '06)
- ▶ Young Publisher's Group galley buzz mailing (April '06)
- ▶ Book Sense mailing (March '06)
- ▶ Promote with New York International Latino Film Festival (July '06)
- ▶ Promote with Latino book month (June '06)
- ▶ Pitch to *Jane* magazine

### **PUBLICITY**

- ▶ Pitch to Hispanic and select national media
- ▶ Pitch to teen and women's magazines
- ▶ Appearances to tie in with author's schedule
- ▶ Work with author contacts
- ▶ Teen/tween catalog

### **EDUCATION/LIBRARY**

- ▶ Giveaway on ALA/YA Galley Listserv

### **ONLINE**

- ▶ Feature on SimonSaysTeen.com and SimonSaysTheSPOT.com
- ▶ Teen Chick Lit bookshelf



# HONEY BLONDE

## RECENT PRESENTATIONS & PERFORMANCES

### INSTITUTIONS

Amherst University  
 California State University at Monterey Bay  
 Carleton College, Minnesota  
 Columbia University, New York; Discussion and Dessert Series,  
 Cornell University, New York  
 Cypress College, California  
 Del Mar College, Texas; Cultural Program Series  
 Duke University, North Carolina  
 Long Beach State University, California  
 (with June Jordan, Victor Hernandez Cruz and Guillermo Gomez-Pena)  
 New York University, New York; RISE: Latina Conference  
 Northwestern University, Illinois  
 Oregon State University, Oregon  
 Our Lady of the Lake University, Texas; Annual Poetry Festival  
 Ohio State University, Ohio; Hispanic Awareness Month  
 Oxnard Community College, California  
 Palomar College, California; Migrant Education Summer Leadership Academy  
 Rio Hondo Community College, California; Writes of Spring Festival  
 Sacramento State University, California  
 Santa Monica City College, California  
 Smith College, Massachusetts  
 Stanford University; Commencement Speaker for Latino/Chicano Graduation, 2002  
 Syracuse University, New York  
 University of Arizona  
 University of California, Los Angeles  
 University of California, Santa Barbara  
 University of California, Santa Cruz  
 University of California, Redlands  
 University of California, Riverside  
 University of California, Davis; Women's Center Speakers Series  
 University of Massachusetts  
 University of Michigan  
 University of Southern California  
 University of Wisconsin  
 Wake Forest University  
 Washington State University  
 Yale University

### ADDITIONAL PUBLICATIONS

*Anatolia de Poesia Chicana*; Huerga & Fierro  
*BumRush the Page: A Def Poetry Jam*; Three Rivers Press  
*The Dictionary of Failed Relationships*; Three Rivers Press  
*Family Therapy with Chicana/os: A Review and New Perspective*; Lawrence Erlbaum Associates (forthcoming)  
*Humor Me: An Anthology of Humor by Writers of Color*; University of Iowa Press  
*Hungry? The Lowdown Where the Real People Eat*; Really Great Books  
*Lesson Study, Language Arts Handbook*; The Institute for Standards, Curricula, and Assessments  
*New World: Young Latino Writers*; Bantam Doubleday  
*Norton Anthology of Latino Literature*; W.W. Norton & Company (forthcoming)  
*Pacific REVIEW*; San Diego State University Press  
*PEN America*; PEN American Center  
*Revival: Spoken Word from Lollapalooza '94*; Manic D Press  
*Tongue-Tied: The Lives of Multilingual Students in Public Schools*; Rowman & Littlefield  
*Under the Fifth Sun: Latino Literature from California*; Heyday Books  
*United States of Poetry*; Henry N. Abrams, Inc.  
*Watchale! Poetry and Prose about Growing Up Latino*; Cricket Books

### ORGANIZATIONS

Adelante Mujer  
 Association of Chicana Activists  
 Association of Hispanic Arts, New York  
 Brooklyn Public Library, Latino Literature Series  
 California Association of Teachers of English  
 California Youth Authorities Correctional Center  
 Chicano/Latino Youth Leadership Project  
 Directors Guild of America  
 Girl Scouts of America  
 Idaho Commission on Hispanic Affairs  
 John Steinbeck: A Twentieth-Century Masters Tribute (with Arthur Miller, Dorothy Allison, George Plimpton and others)  
 The J. Paul Getty Center  
 LadyFest Los Angeles, 2002  
 La Mujer Latina Conference, Wisconsin  
 The Lincoln Center: Out of Doors - La Casita, New York  
 Migrant and Limited English Proficiency Program for the State of Idaho  
 Movimiento de Arte y Cultura Latino Americana  
 Movimiento Estudiantil Chicano de Aztlan (MEChA)  
 Mujeres Despertando Conciencia:  
 Chicanas/Latinas in the Pacific Northwest  
 National Convention for Hispanic Journalists  
 National Multicultural Tourism Conference, Maryland  
 National Multicultural Tourism Conference, Texas  
 National Steinbeck Center; California  
 New York State Writers Institute; Visiting Writers Series  
 Nuestra Palabra, Texas  
 The Puente Project  
 San Antonio Public Library/Art Feast, Texas  
 Sisterhood Bookstore 25th Anniversary Celebration (with bell hooks and Gloria Steinem)  
 Soy Unica, Soy Latina, Idaho  
 Spoken Interludes Salon (with actor Alfred Molina)  
 United Way

# MICHELE SERROS