

375 Hudson Street  
New York, NY 10014  
Phone: 212-366-2606  
Fax: 212-366-2385

**Riverhead Books**

310 -  
434  
4000

# Fax

To: **Michele Serros (hotel guest)** From: **Craig Burke**

Fax: **212-366-2606** Date: **July 28, 2000**

Phone: \_\_\_\_\_ Pages: **14**

Re: **Revised Itinerary**

•Comments:

**PLEASE HOLD FOR GUEST  
CHECKING IN LATER TODAY  
SERROS, MICHELE**

*B2F2YM*

## HOW TO BE A CHICANA ROLE MODEL

Michele Serros

Craig Burke  
h: 212-243-2328  
o: 212-366-2606  
f: 212-366-2385  
cell: 646-263-5750

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### EL PASO

Friday, July 28

Travel: Please make arrangements to get to the airport for your flight to El Paso.

Depart: San Antonio/Southwest Airlines/Flight #: 2205/11:25 am

Arrive: El Paso/11:45 am

Please take a cab from the airport to your hotel. You can't check in until noon or so, but I'm sure that the hotel will hold your bags, so you can do some exploring. (NOTE: Ligia from B&N has offered to pick you up at the hotel and take you to a local festival for a few hours today.)

### HOTEL:

Camino Real

101 South El Paso Street

El Paso, TX 79901

915-534-3000

915-534-3024 fax

Confirmation #: 9297442

Media that ran before your visit:

El Paso Times/feature

StantonStreet.com/interview & review

I will make arrangements to have a car or somebody from Barnes & Noble pick you up at the hotel and take you to your interview and reading.

07/27/2000

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More...

**HOW TO BE A CHICANA ROLE MODEL**

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**EL PASO (continued)**  
**Friday, July 28**

**6:25 PM ARRIVAL**  
**6:30 PM to 6:45 PM**  
Taped Interview

**"NEWS"**  
**KVIA-TV**  
705 Sunland Park Drive  
El Paso, TX 79912  
CONTACT: Jim Klaes  
915-533-7891

*A camera crew from one of the local television stations will meet you at Barnes & Noble before the reading. You will be interviewed for a few minutes and they will then tape some footage of the reading. If some big news story breaks, this might fall through, but I'll let you know in plenty of time.*

**6:45 PM ARRIVAL**  
**7:00 PM to 8:30 PM**  
Reading/Signing

**BARNES & NOBLE**  
705 Sunland Park Drive  
El Paso, TX 79912  
CONTACT: Ligia Arguilez  
915-581-5353 STORE  
915-581-6755 FAX

*Sent  
Thank  
you*

After your reading, Ligia will take you back to your hotel.

07/27/2000

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**EL PASO TO LA**  
**Saturday, July 29**

Travel: Please make arrangements to get to the airport to catch your flight to Los Angeles.

Depart: El Paso/Southwest Airlines/Flight #631/10:00 am

Arrive: Los Angeles/11:00 am

Please make arrangements to take a cab or have a friend pick you up at the airport. You're on your own for a few days, unless some media comes through. Make sure that I have a number where I can reach you in Los Angeles. Also, please make a point to stop by Skylight Books and sign stock.

07/27/2000

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**HOW TO BE A CHICANA ROLE MODEL**

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**LOS ANGELES**

**Sunday, July 30**

**8:45 AM ARRIVAL**  
**9:00 AM to 11:00 AM**  
Live Interview

**"STREET SCIENCE"**  
**THE BEAT FM**  
5900 Wilshire Blvd, 19th Fl.  
Los Angeles, CA 90036  
CONTACT: Frank Key  
323-692-5434

*The Beat is apparently one of the most widely listened to urban radio stations in the country. The subject for today's show is "Definition of a B?" B meaning bitch. It's all about society's attitudes and perceptions of women. Though there's a theme, it seems like the show is pretty free flowing. Make sure to mention your upcoming readings at Cultura Latina and Espresso Mi Cultura.*

**12:30 PM ARRIVAL**  
**12:30 PM to 1:00 PM**  
Phone Interview

**SAN DIEGO UNION TRIBUNE**

San Diego, CA  
CONTACT: Jenine Zuniga  
619-498-6652

*Please call Jenine at 12:30 at the number above. Jenine will interview you for an article that will run in the near future in the San Diego Union Tribune, a very good paper whose articles often get picked up by wire services. Jenine is also planning to come to your San Diego reading on Tuesday.*

07/27/2000

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**LOS ANGELES**  
**Monday, July 31**

**4:30 PM ARRIVAL**  
**4:30 PM to 5:00 PM**  
Pre-Interview

**"THE LOUNGE"**  
**KPBS-FM**

San Diego,  
CONTACT: Stefanie Levine  
619-594-8072

*Please call Stefanie at the scheduled time for a pre-interview. If you can't reach Stefanie, try calling her assistant producer, Seth Taylor, at 619-594-1849.*

07/27/2000

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**SAN DIEGO**

**Tuesday, August 1**

Travel: You've made plans to travel down to San Diego with a friend. Please let me know in advance if you'll need directions to the bookstore.

**12:50 PM ARRIVAL**

**1:00 PM to 2:00 PM**

Taped Interview

**"THE LOUNGE"**

**KPBS-FM**

5200 Campanile Drive

San Diego, CA 92182

CONTACT: Stefanie Levine

619-594-8072

*This is the best radio interview program in San Diego. They will tape the interview and air it at a later date, so no need to mention your reading.*

**6:45 PM ARRIVAL**

**7:00 PM to 8:30 PM**

Reading/Signing

**BORDERS BOOKS & MUSIC**

1072 Camino Del Rio North

San Diego, CA 92108

CONTACT: Anne Armstrong

619-295-2730

619-295-3822 FAX

You will drive back to Los Angeles after your reading. Remember that you have a morning flight to San Francisco.

07/27/2000

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**BERKELEY**

**Wednesday, August 2**

Travel: Please make arrangements to get to the airport to catch your flight to San Francisco.

Depart: Los Angeles/United Airlines/Flight #2052/10:30 am  
Arrive: San Francisco/11:52 am  
Locator #: NG2WJ2

Your escort will meet you at the gate and take you to your hotel.

**Escort Information:**

**Kathi Goldmark Media Escorts**  
**Carolyn Dahl**  
415-346-9312  
415-664-0517 fax

**HOTEL:**

**Hotel Monaco**  
501 Geary Street  
San Francisco, CA 94102  
415-292-0100  
415-292-0111 fax  
Confirmation #: 19369179

**7:15 PM ARRIVAL**  
**7:30 PM to 8:30 PM**  
**Reading/Signing**

**BLACK OAK BOOKS**  
1491 Shattuck Avenue  
Berkeley, CA 94709  
**CONTACT: Rose Katz**  
510-486-0915  
510-486-0698 STORE

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**SAN FRANCISCO**  
**Thursday, August 3**

**7:15 PM ARRIVAL**  
**7:30 PM to 8:30 PM**  
Reading/Signing

**A CLEAN WELL-LIGHTED PLACE**  
601 Van Ness Avenue  
San Francisco, CA 94102  
CONTACT: Neal Softman  
415-931-9248  
415-567-6885 FAX

Hard Knock Radio -  
KPFA 94.1 4-5pm

~~~~~  
get Solena cards

07/27/2000

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**HOW TO BE A CHICANA ROLE MODEL**

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**SAN FRANCISCO**  
**Friday, August 4**

Your escort will pick you up at the hotel and take you to your interview at KQED.

**9:45 AM ARRIVAL**  
**10:00 AM to 11:00 AM**  
Live Interview

**"FORUM"**  
**KQED-FM**  
2601 Mariposa  
San Francisco, CA 94110  
CONTACT: Holly Kernan  
415-553-2310

*As you know, this is the best interview show in San Francisco. Thanks to your buddy Mike Cuevas.*

After your interview, your escort will take you to the airport to catch your flight to Los Angeles.

NOTE: The flight below is the one that you are ticketed for, but we need to get you on an earlier flight if you're going to make the interview at KCET-TV in L.A. There are United flights to Los Angeles leaving at 12:52 pm, 1:19 pm, and 1:30 pm. I would suggest that you head to the airport immediately following your interview and catch the earliest flight that you can.

Depart: San Francisco/United Airlines/Flight #1005/2:00 pm <sup>#2035</sup> 12<sup>52</sup>  
Arrive: Los Angeles/3:25 pm  
Locator #: NG2WJ2

Please make arrangements to get to your interview and to the hotel. (NOTE: You are booked at the Renaissance Beverly Hills for three nights.)

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More...

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**SAN FRANCISCO (continued)**

**Friday, August 4**

**4:30 PM ARRIVAL**

**5:00 PM to 5:30 PM**

**Taped Interview**

**"LIFE & TIMES"**

**KCET-FM**

**4401 Sunset Blvd.**

**Los Angeles, CA 90027**

**CONTACT: Vicki Curry**

**323-953-5634**

*As you know, this show airs nightly on the Los Angeles PBS affiliate. The interview will be taped and aired at a later date, so there's no need to mention specific readings.*

**Hotel:**

**Renaissance Beverly Hills**

**1224 S. Beverwil Drive**

**Los Angeles, CA 90035**

**310-277-2800**

**310-277-5470 fax**

**Confirmation #: 82071778**

**Have a great weekend and have good events!!!**

07/27/2000

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**LONG BEACH**

**Saturday, August 5**

**6:45 PM ARRIVAL**

**7:00 PM to 9:00 PM**

**Reading/Signing**

**CULTURA LATINA**

**4125 Norse Way**

**Long Beach, CA 90808**

**CONTACT: Anita Cano**

**562-982-1515**

**562-982-1518 FAX**

07/27/2000

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**LOS ANGELES**

**Sunday, August 6**

**3:45 PM ARRIVAL**  
**4:00 PM to 5:30 PM**  
**Reading/Signing**

**ESPRESSO MI CULTURA**  
5625 Hollywood Blvd.  
Hollywood, CA 90028  
**CONTACT: Josie Aguilar**  
323-461-0808

07/27/2000

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**HOW TO BE A CHICANA ROLE MODEL**

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**LOS ANGELES TO NYC**

**Monday, August 7**

**Travel:** Please make arrangements to get to the airport for your flight back to New York.

**Depart:** Los Angeles/American Airlines/Flight #180/4:00 pm

**Arrive:** NYC Kennedy/12:25 am

**Please take a cab from the airport to your apartment. Wow! What a great tour! Good job!**