

Reminder: AOL will never ask you to send us your password or credit card number in an email. This message has been scanned for known viruses.

From: Marcela Landres
To: Mediumbrowngirl@aol.com
Subject: Re: from Michele Serros (friend of Harold Augebraum and Stephanie Elizondo)
Date: Wed, 10 May 2006 19:42:34 -0700 (PDT)

Hi Michele,

I'm delighted to hear from you! Stephanie has sung your praises to me, and I just love "How to Be a Chicana Role Model." What is the name of your publicist at S&S? I'd like a review copy of "Honey Blonde Chica" as I publish a newsletter for Latino writers (<http://groups.yahoo.com/group/marcelalandres/>) in which I occasionally review books.

Below is a list of a few publicists who have experience with the Latino market; feel free to use my name when you contact them. I should say, however, that I know from experience (I was an editor with S&S for seven years) that there is very little an independent publicist can do for you now. The best time to hire a publicist is a year before the publication date of a book, or at least three to six months beforehand. Just something to keep in mind as you assess how much money you are willing and able to invest—the less time the publicist has to work with, the less bang for your buck you'll get.

Robin Blakely, Livingston Communications, (660) 973-2723, Ideagirl@livingston-communications.com, <http://www.livingston-communications.com>

Olga Luz Tirado, Luz Tirada Communications, Inc., (914) 375-0544, olgaluz@luztirada.com

Richard Morales, Blueprint Brands, (310) 659-0830, richard@blueprintbrands.com, <http://www.blueprintbrands.com>

Hope this is helpful!

Marcela Landres
Editorial Consultant
718-208-5810
marcelalandres@yahoo.com
<http://www.marcelalandres.com/>
<http://groups.yahoo.com/group/marcelalandres/>
Helping writers get published.

Mediumbrowngirl@aol.com wrote:

Dear Marcela,

My name is Michele Serros and my friend, Harold Augenbraum, suggested that I write to you. I recently (this month!) published a YA novel with Simon and Schuster and I am in the need of a publicist who can focus on the Latino market. Might you have any suggestions? I will be back in NY May 29th for one week and would like to start interviewing as soon as possible.

Thank you in advance for your time and consideration.

Sincerely,
Michele

Marcela Landres