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AWARDS

MESSAGING

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Successes

COVERAGE IN TOP 25 NEWS DAILIES

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FEATURES & REVIEWS IN MAJOR MAGS

New York Review of Books, USA Today Magazine, Natural History, Harper's, Journal of American Medicine, Scholastic Scope, Popular Photography, Latina, Hispanic Magazine, BUST, Archaeology, & more

INTERVIEWS ON NATIONAL NETWORKS

Talk of the Nation, All Things Considered, Splendid Table, Writer's Almanac, Latino USA, Native America Calling, NewsHour, History Channel, Fox News Online, & more

AWARDS FOR BOOKS AND AUTHORS

Chicago Folklore Prize, American Book Award, Latino Book Award, Premio Aztlan, Wrangler, Spur, Willa, Tillie Olsen Award, AZ Book Award, CO Book Award, OK Book Award, Historical Society of NM, SW Books of the Year, Border Regional Libraries, PEN SW, CHOICE & RMCLAS

Review clips available upon request

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- pitch letters
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- setting up broadcast interviews
- media outreach & follow up
- author coaching for media interviews

EVENTS

- creating events (launch parties, readings, tours, lectures)
- scheduling with venues & authors
- coordinating sales
- event promotion

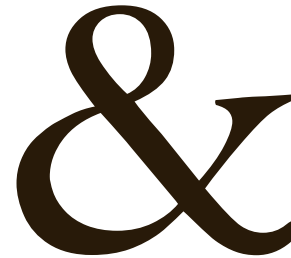
SOCIAL NETWORKING

- website content
- blogs
- social networking (Facebook, MySpace, Twitter, LinkedIn)
- e-newsletters & e-blasts

EDUCATIONAL RESOURCES

- reader's guides
- panels & presentations

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