**Draft** 8/2019--AWP 2020 Event Outline

Event Title: How to Pitch, Land, and Deliver a successful Interview to Market Your Work

Event Description: These days writers must promote their own work. Interviews can be as critical to this process as a positive review or a robust social media following. What can writers do to improve their odds of being noticed by an interviewer and help along an effective and memorable interview? A diverse panel of interviewers from a variety of contexts, including public radio, book festivals, and review publications will discuss the how-to’s of successful interviews that spur a writer’s marketing platform.

Statement of Merit: The panelists have wide audiences in their respective areas, including radio, television, online and print journals, podcasts, and face-to-face interviews at book festival panels. Collectively, they’ve conducted thousands of interviews over tens of thousands of hours. The main goal of the panel is to inform underrepresented authors, help them get in there, level the fickle, exclusive, and competitive playing field, and learn the ins-and-outs of successful interviews to help promote their work.

Event Category: Agents, Contracts, Contests

Event Organizer and Moderator:

Yvette Benavides: Yvette Benavides is a professor of creative writing at Our Lady of the Lake University. She is a commentator on Texas Public Radio and a book critic for the San Antonio *Express News*.

Lilly Gonzalez: Lilly Gonzalez is the executive director of the San Antonio Book Festival. Born and Raised in the Texas Rio Grande Valley, she earned both her MFA in creative writing and BS in journalism from Northwestern University. Her favorite book is *Caramelo* by Sandra Cisneros.

David Martin Davies: David Martin Davies is an award-winning journalist. He is the host of “The Source,” a daily news call-in program on Texas Public Radio. He is also the host and producer of “Texas Matters,” a syndicated weekly radio news magazine. He has interviewed authors on public radio and C-Span Book TV.

Clay Smith: Clay Smith was features editor and editor-in-chief at Kirkus Reviews and is now the literary director for the San Antonio Book Festival.

Opening remarks and housekeeping announcements.

Participant Initial Remarks:

Moderator Questions:

Q & A