

# How to Use This Media Package

We at the Twig want to give you, our local authors, as many resources as possible to help you market your event. Along with providing your event space, the Twig posts your book and event information on our website's calendar and in our email blasts that reach 3,000+ Twig customers. We also send your event info to our contacts in the city – Texas Public Radio, San Antonio Express-News, and the Current, to name a few – who then decide if and how they can promote your event themselves.

Of course, there are so many more ways you can reach out to the community – the sky's the limit! We have provided for you a list of local Media Contacts in a variety of formats – email addresses, phone numbers, Twitter handles, online calendars, and more – that you are free to pursue. Authors that the Twig has previously hosted have appeared on various San Antonio morning shows and had reviews of their books in local newspapers and magazines.

The most successful method of marketing, however, are personal invitations. Think beyond friends and family; consider making postcards or flyers and distributing them in your neighborhood or office. To support you in that effort, we have included maps and directions to the Twig to ensure that the people you invite make it to the store for your event. We have also provided our store logo and ask that you include it in your advertisements.

We hope that you use these resources to invite a wide range of friends, family, and future fans to your book signing. Best of luck in your endeavors, and we'll see you at your signing!

The Twig Events Coordinator

The Twig Bookshop  
306 Pearl Pkwy, Suite 106  
San Antonio, TX 78215

Phone: (210) 826-6411  
Fax: (210) 826-5088

## Media Contacts for Events

### NEWSPAPER & MAGAZINE

Express-News: "...the voice of South Texas since 1865, provid[ing] news and information to a community of more than one million."

- Jim Kiest, Arts and entertainment editor – [jkiest@express-news.net](mailto:jkiest@express-news.net)

San Antonio Current: San Antonio's "premiere multimedia source of alternative news, events and culture since 1986."

- Bryan Rindfuss, Associate Editor – [brindfuss@sacurrent.com](mailto:brindfuss@sacurrent.com)

Conexión SA: "La Voz Bilingüe de la Cultura en San Antonio"

- Melissa Rentería, Conexión Editor, (210) 250-3502 [mrenteria@express-news.net](mailto:mrenteria@express-news.net)

### RADIO

Texas Public Radio: "TPR operates public radio stations broadcasting to the San Antonio metropolitan area and West Central Hill Country."

- Email: [news@tpr.org](mailto:news@tpr.org), Twitter: @tprcommunity

TPR's The Source: Monday - Thursday from 3-4 p.m. on KSTX The Source is a daily, one-hour call-in talk program that gives listeners in San Antonio the opportunity to call and connect with our in-studio guests and city-wide audience. For interviews inquiries, contact:

- [Paul@tpr.org](mailto:Paul@tpr.org), Call us at: (210) 614-8980 <http://tpr.org/programs/rograms/source>

### TELEVISION

Good Morning San Antonio

If you would like to phone in a news tip, call:

- (210) 351-1269 [news@ksat.com](mailto:news@ksat.com)

Great Day SA

If you have a story idea or news release, email it to:

- [NewsTips@kens5.com](mailto:NewsTips@kens5.com) or fax (210) 366-2716

WOAI News 4 San Antonio

News Tips

- Phone: (210) 226-5665
- Fax: (210) 224-9898

- [NewsDesk@news4sanantonio.com](mailto:NewsDesk@news4sanantonio.com)

Fox Daytime at Nine

- [daytime@foxsanantonio.com](mailto:daytime@foxsanantonio.com)

### **ONLINE CALENDARS**

Texas Public Radio: [www.publicbroadcasting.net/kstx/events.eventsmain](http://www.publicbroadcasting.net/kstx/events.eventsmain)

My SA: <http://www.mysanantonio.com/events/>

SA Current: [www.sacurrent.com/sanantonio/](http://www.sacurrent.com/sanantonio/) EventSearch

San Antonio Magazine: [www.sanantoniomag.com/SAM/Calendar/](http://www.sanantoniomag.com/SAM/Calendar/)

Get Creative San Antonio: [events.getcreativesanantonio.com/](http://events.getcreativesanantonio.com/)

My Alamo Heights: [www.myalamoheights.com/submit-your-event](http://www.myalamoheights.com/submit-your-event)

Fox San Antonio: [events.foxsanantonio.com/](http://events.foxsanantonio.com/)