

THE POWER OF PUBLICITY

National Radio Tour Kicks Off for Author of *Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq*



April is The Month of the Military Child and a ten city national radio tour is planned for Mary Linda Sather, author, *Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq*.

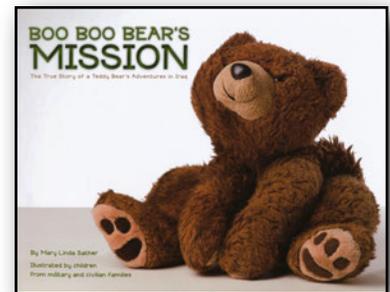
On Wed., April 2, Sather will be interviewed on WDUN-AM in Atlanta, WTKF-FM in Greenville, N.C., Daybreak USA in Memphis and WFIN-AM Toledo. On April 3, the author will be interviewed on WWWI-AM Minneapolis. On April 4 she will be on WDPN-AM in Cleveland, Ohio, and WXGM-AM in Norfolk, Va.

The following week, Sather will be interviewed on radio stations KMA-AM Omaha and KLGR-AM in Minneapolis. She also has a Skype interview scheduled with WTVY-TV in Dothan, Alabama.

The tour kicked off Mar. 26 with an interview on the show, The New Urban Unlimited, on radio station KKNW-AM in Seattle.

Boo Boo Bear's Mission is the story of how the author's son and granddaughter stayed connected during the second of his three deployments to Iraq. The illustrations for the book were drawn by children from military and civilian families. In addition to sharing a touching story, the book also contains a resource guide that describes specific ways caregivers can support children who are experiencing a deployment separation.

Learn more at www.Boo-Boo-Bears-Mission.net.



Hand in Hand Autism Resources, Inc. Launches in the Twin Cities



A great kickoff event for [Hand in Hand Autism Resources, Inc.](http://www.HandinHandAutismResources.com), in the Twin Cities on Mar. 30 at Cedars Hall in Northeast Minneapolis.

About 50 people attended the event, which featured representatives from several Twin Cities organizations that work with children who have autism, including The Pacer Center, St. David's,

Autism Minnesota and TACA (Talk About Curing Autism).

COMING UP IN APRIL

Gabriel Valjan, author, *Threading the Needle*, will sign books at the B&N in Hyannis, MA on April 4. He will appear at the B&N in Manchester, N.H., on April 19.

Gail Black, author, *Asses & Angels: A Journey from Abuse to Achievement*, will be interviewed on WCHE-AM in Philadelphia on April 9.

Karen Kelly, author, *Prospice*, will sign books at the B&N in Apple Valley, Minn., on April 12. She will appear at the B&N in Roseville, Minn., on April 19.

Lee A. Jacobus, author, *Hawaiian Tales: The Girl with Heavenly Eyes*, will sign books at the B&N in Waterbury, CT on April 16.

Wynn Johnson, author, *An Angel is Born: A Family's Story*, will participate in the Kentucky Book Festival in Bowling Green on April 26.



Above: *Jessica Miles (L) interviewed Susanna Moses and her daughter, Monica, on KSTP Television's morning show on March 30, 2014. Their appearance helped kick off National Autism Awareness Month, which is observed in April.*

herself who during the event was presented with a special award by State Senator Kari Dziedzic.

RMA Publicity arranged media coverage from WCCO, [FOX 9](#) and [KSTP Television](#) in Minneapolis. [The MN Sun Focus](#) and Hmong Today also ran stories about the event and organization.

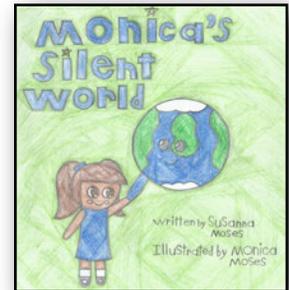
More information about the book can be found at www.MonicasSilentWorld.com.

Hand in Hand Autism Resources will work with these organizations and others to help connect people in need of services with the organizations that provide them. The organization's focus will be on underserved populations in the Hmong, Somali, Arabic and Spanish speaking communities.

In addition to the tables where plenty of information was available for parents, there were also games and activities for the kids, and copies of the new book, *Monica's Silent World*, available for purchase.

Monica's Silent World is a children's book that explains how a child with autism perceives the world around her. The book was

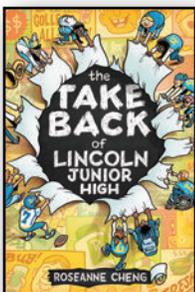
illustrated by Monica



Launch Party Held for New Work of Teachable Literature

The launch party to celebrate the release of Former Chaska High School teacher Roseanne Cheng's new book, *The Take Back of Lincoln Junior High*, took place on Mar. 23. About 70 people attended the reading and signing event at Magers and Quinn in Minneapolis.

The Take Back of Lincoln Junior High is a young adult novel explores a plausible scenario that schools and students could easily find themselves in today... what could happen if advertising dollars started to have a significant influence on the school day.



Earlier in the month, Cheng was interviewed about the book on both [WCCO Radio](#) in Minneapolis and [WJON-AM](#) in St. Cloud, and stories appeared in the [MN Sun Current newspaper](#) and on [Patch.com](#).

Learn more about the book at www.TeachableLit.com.



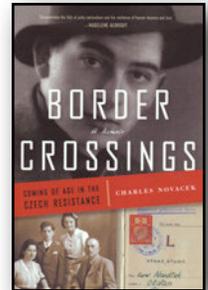


Border Crossings Publisher Interviewed on Michigan Public Radio

Congratulations to Sandra Novacek, publisher, *Border Crossings: Coming of Age in the Czech Resistance*. She was interviewed on [Stateside](#) on Michigan Public Radio in March.

Sandy spent 15 minutes sharing the story of how the book came to be. She also read the part of the book that explains how her husband had been tortured after being captured by the Communists during World War II. Also discussed, Charles' role in the development of Downtown Detroit.

On March 8, Novacek signed books at Chapter Bookstore & Bistro in Northville, Mich. Learn more at about Charles Novacek's award-winning memoir at www.CharlesNovacekbooks.com.

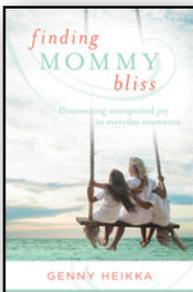
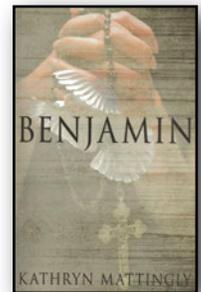


Mattingly Appears on Sacramento's Live Wire!

Kathryn Mattingly, author, *Benjamin* and *Fractured Hearts*, was a guest on the "Live Wire!" show in Sacramento, Calif., on Wed., March 26.

She talked about her writing career and her upcoming book titled *Journey*, which is set for release later this year.

Learn more about Mattingly's work at www.PenPublishPromote.com.



Author of Finding Mommy Bliss Appears on Good Day Sacramento

Genny Heikka's *Finding Mommy Bliss* is set for release in April and the publicity campaign is well underway. Heikka appeared on Good Day Sacramento in March to discuss her new book, and the Part Time Author Podcast, a great resource for part time authors. [Here's a link to the news clip](#). Books are available for pre-order now at Barnes & Noble stores nationwide, as well as BarnesandNoble.com.

Another School Visit for Author of Good News - I Failed: A Story of Inventing in Minnesota

During the spring semester most Minnesota elementary and middle school students do units on inventing, and for the third year in a row, Doug Cornelius, author, *Good News - I Failed: A Story of Inventing in Minnesota*, is sharing his story in the classroom.

On Mar. 27, Cornelius appeared at Randolph Public School in Randolph, Minn. On Feb. 28 he was at St. Croix Montessori School in Stillwater, Minn. He visited with students at Gethsemane Lutheran School in Maplewood, Minn. on Feb. 14. He was at New Life Academy in Woodbury, Minn. on Feb. 11.

On May 13, Cornelius will share his story with students at Robbinsdale Middle School in Robbinsdale,

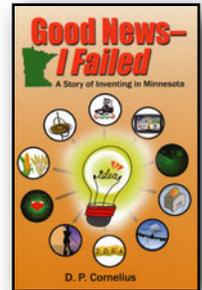


Minn.

Doug's father, Dick Cornelius, invented the drink dispenser still used in bars, stores and restaurants throughout the world when Doug was just a kid. During his lifetime, Dick Cornelius held 180 patents.

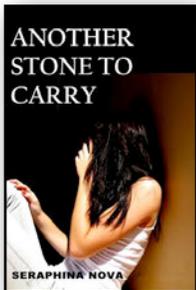
Having grown up around innovation, Doug was inspired to try his hand at inventing. None of the devices he invented ever made it to market, but the story he invented has.

In Good News - I Failed: A Story of Inventing in Minnesota, released by Mill City Press in 2012, a young man named Josh goes to visit his grandfather, who is a walking encyclopedia when it comes to information about Minnesota inventors. Josh's grandfather helps him invent an aquarium cleaner he had dreamed up. As they are working, Josh learns about many of the innovations Minnesota inventors came up with that may help with his own project. In the back of the book is an index with detailed information about 80 different Minnesota inventors.



More information about the book can be found at www.DPCornelius-Author.com.

Minnesota Author's First Interview About Her New Novel



Seraphina Nova was interviewed on WCCO-AM in Minneapolis on March 18 about her new novel. *Another Stone to Carry* is the story of a young woman who has been the victim of rape, and how she recovers from her ordeal.

Nova shared with WCCO's Jordana Green what happened in her own life to inspire the novel, and how she hopes the story will help others. Learn more about her book at www.seraphinanova.com.

RMA Publicity was a Vendor at the 2014 Bloomington Writer's Festival on Mar. 22

Thank you to all the authors who stopped by RMA Publicity's table at the 2014 Bloomington Writer's Festival in Bloomington, Minn., on March 22.

It was great meeting you and learning about all of your projects. Congratulations to Joyce Nelson Shellhart, author, *Dress to Impress, How a Navy Blazer Changed My Life*. She is the winner of the free publicity consult offered at the event.

By the way, RMA Publicity is responsible for the coverage received in the Sun Current article about the event for *Monica's Silent World*, one of the books we represent.



ALSO IN MARCH ...

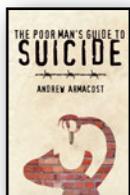


Tell Me Press officially launched three new titles in March: *Hawaiian Tales: The Girl with Heavenly Eyes* by University of Connecticut Professor Lee A. Jacobus, and

Be Cool & Confident: A Guide for Girls and *Be Cool & Confident: A Guide for Guys* by California etiquette expert Wynne Dalley.



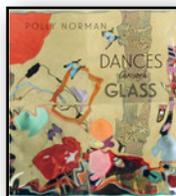
Lee A. Jacobus, author, *Hawaiian Tales: The Girl with Heavenly Eyes*, signed books at R.J. Julia Booksellers in Madison, Conn., on March 9 and Burgundy Books in Westbrook, Conn., on March 29. He was interviewed on WATR-AM in Waterbury, Conn., on March 4, and an article about his book ran in the [Daily Campus](#) newspaper on March 3.



[Kirkus Review](#) offered a very positive review in March for the soon-to-be-released title, *The Poor Man's Guide to Suicide* by Andrew Armacost.



Midwest Book Review posted excellent reviews for the new children's book, *A New Take on ABCs! S is for Smiling Sunrise* by Vick Wadhwa and mystery novel, *Sapphire Trails* by Marilyn Jax in March.



Polly Norman, author, *Dances Through Glass*, signed books during a special appearance at the Edina Art Center on March 8.



Michelle Goldberger, Program Director for COR Retreat, was interviewed on WCHE-AM in Hartford the afternoon of March 29.



A story about Gordon Fredrickson's role in the "Book Buddies" program at Cannon Falls Elementary in Minnesota appeared in the [Cannon Falls Beacon](#) in March.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in April or May, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

April is...

Alcohol Awareness Month
Child Abuse Prevention Month
Distracted Driving Awareness Month
Emotional Overeating Awareness Month
International Customer Loyalty Month
National Autism Awareness Month
National Sexual Assault and Prevention Awareness Month
Prevention of Animal Cruelty Month
Stress Awareness Month
The Month of the Military Child

Specific dates observed in April...

Medication Safety Week – April 1 – 7
National Day of Hope – April 2
National Love Our Children Day – April 5
National Volunteer Week – April 6 – 13

May is...

Arthritis Awareness Month
Get Caught Reading Month
Heal the Children Month
National Mental Health Month

Specific dates observed in May...

National Pet Week – May 4 - 10
PTA Teacher Appreciation Week – May 5 – 9
Children's Book Week – May 12 – 18
National Etiquette Week – May 12 – 16
National Learn to Swim Day – May 17

* Source: 2014 Chase's Calendar of Events

How to Capitalize on the Media Appearances You Get to Generate Sales

When it comes to publicity, a lot of authors have a disconnect. They think just because there's a story about them and their book in the news, it will automatically translate into sales. While sometimes that does happen, it is not always the case.



The reason you invest in PR/publicity is to get your name and book into the public eye. Once it is there, it is up to you, often in partnership with your publicist, to take advantage of the attention to drive sales.

A good first step is to capture a copy of the article or interview, and then share it with as many people as you can. The fact that you have been profiled in a newspaper or magazine article, or in a radio or television interview, is sure to be impressive to a lot of people. After all, not just anyone gets that opportunity.

Once the media appearance happens, flaunt it. By that I mean grab the link to the story about you off the media outlet's website, and share it with as many people as you can. Email makes this very easy to do. Target your customers and prospects, as well as your friends and family.

It's also a good idea to take advantage of social media to get the word out. Post a mention about and/or link to the story on your website, your Facebook page, your Linked-in profile and any other social media outlet you use.

If you were profiled in a print piece, be sure to secure a copy or two of the physical publication as well so you can scan the article as it appeared and show it off. A good way to do this is to include a copy of the article about you in any communication you send through the mail having to do with your book.

If the media appearance was on the radio or television, see if you can secure a copy of the appearance so you can flaunt it too. If the interview is not up on the station's website, contact the newsroom and ask if they can supply you with a copy of the story. If not, they should be able to direct you to a local clipping service that can sell

you a copy for a fee. That fee typically ranges from \$50 - \$100 for a high quality recording on a DVD. Many of the authors I work with use the recordings of their interviews as part of the book presentations they do, as a way to showcase themselves when meeting with the public.

In addition to showing off the media clip, and making sure the public knows you were profiled in the media, another way to capitalize on the appearance is to add a tagline to your email signature and stationary saying something like, "As mentioned on ABC News in Minneapolis." That simple phrase will give you instant credibility, and perhaps give the recipient the nudge they need to go ahead and buy a copy of your book.

Next month's publicity tips article:

The Difference Between Marketing and Publicity.

About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).

The benefit of hiring a PR person with media experience

PR people with journalism experience are highly creative, calm in crisis situations and knowledgeable on many topics. Plus, they fully understand the needs of the media and are able to pitch stories in a natural way since they once had to offer story ideas to editors and/or producers every day in the newsroom.



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