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# THE POWER OF PUBLICITY

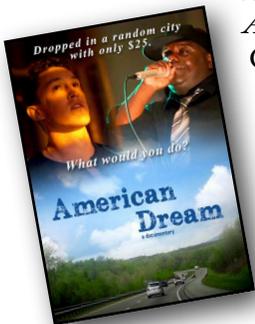
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## Publicity Campaign for the *American Dream* Documentary Delivering Results



About a year ago, California resident Adam Shepard set out to achieve the *American Dream* in just 30 days. A documentary crew was there when he was blindfolded outside his home in Orange, Calif., and driven to a random city up to 16 hours away.

When he arrived in Knoxville, Tenn., the blindfold came off and he was given just \$25 and the challenge to survive and thrive. What transpired over the next 30 days is highlighted in the *American Dream* documentary, which will be available April 10 on iTunes, Amazon, Google Play, and Vudu.



The publicity campaign RMA Publicity put together for the film is starting to deliver results. The first newspaper story was published by the [Eagle Tribune](#) in North Andover, Mass. in late March. Several additional print placements are pending, as is an appearance on the national talk show, HARRY, in early April.

View a trailer for the film at [www.AmericanDreamDocumentary.com](http://www.AmericanDreamDocumentary.com).

## Inspirational Speaker Caryn Sullivan Makes Her National TV Debut in March

Caryn Sullivan, author, *Bitter or Better, Grappling with Life on the Op-Ed Page*, made her national television debut in March.

She appeared on [Daytime](#), which is taped in Tampa, Fla., on Mar. 8. Then on Mar. 9, she appeared on [WTSP-TV's Great Day Tampa Bay](#). WTSP is the CBS affiliate in Tampa, Fla.

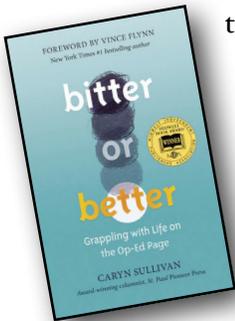
Sullivan was in Tampa for "Camp Widow," a 3-day event where men and women who have lost a spouse or partner and are working to rebuild their lives found resources to help them move on. She was among the speakers at the event.



Caryn Sullivan became a member of "the freakin' widows club" in Dec. 2009 after her husband, Ted, suffered a heart attack while driving home from a health club. He died a short time later at the hospital.

During her presentation on March 11 titled, "Three Steps to Better," Sullivan shared her personal story as well as the lessons she has learned.

In addition to being an inspirational speaker and book author, Sullivan has a blog, "Gifts Gratitude & Gumption," is a columnist for the St. Paul Pioneer Press, and is a weekly contributor to WCCO Radio. More information about Caryn can be found at [www.ChoosingBetter.org](http://www.ChoosingBetter.org). Her book is available for purchase on her website, as well as through [Amazon.com](http://Amazon.com).

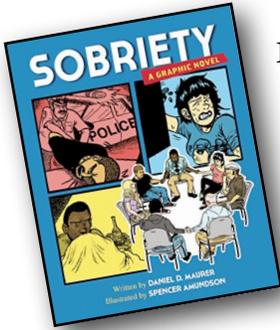


## Maurer Appears on Duluth's FOX Affiliate, KQDS

Minnesota author Daniel D. Maurer, who specializes in telling stories of transformation, appeared on [Duluth's FOX-TV affiliate, KQDS](#) on March 24. The interview previewed his events at Hope Lutheran Church in Moose Lake, Minn.

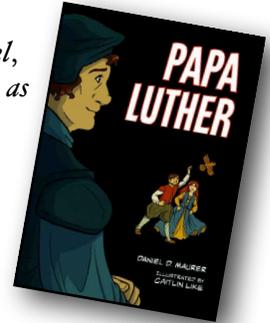
On March 25, he led the presentation, "How the Recovery Story Works." The engaging talk addressed the topics of addiction and recovery, as well as how people can learn the power of their own personal stories, regardless of defeats or "failures" they have experienced in the past. Maurer, a person in long term recovery himself from addiction and depression, addressed the current crisis of drug and alcohol addiction in the State of Minnesota during his presentation.





Then on March 26, Maurer presented, "How Luther's Story is More Relevant than Ever." Maurer did a lot of research for his recently released graphic novel, "Papa Luther," published by Augsburg Fortress in late 2016. The book tells the story of Martin Luther from the point of view of his children. The story is very timely, as Oct. 31, 2017 marks the 500th anniversary of the Reformation.

Daniel D. Maurer is an award-winning author and public speaker. His three published books are *Sobriety: A Graphic Novel*, published by Hazelden in 2014, *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*, published by Two Harbors Press in 2015, and *Papa Luther*, published by Augsburg Fortress in 2016. His fourth book, *Resilience and Spirituality: The Search to Overcome and Thrive in the Face of Hardship or Trauma*, will be released by Mount Curve Press in July 2017.



Maurer's non-fiction brand deals with personal transformation and how a person's story affects resilience to stress and trauma, and the ability to re-envision their life story. For more information, go to [www.ChangeIsReal.com](http://www.ChangeIsReal.com).

## RMA Publicity & Sigma's Bookshelf Present at the Rosemount Writers Festival and Book Fair

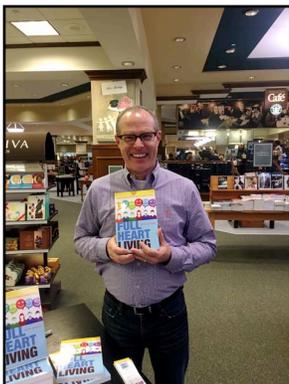


Thank you to everyone who stopped by the RMA Publicity/Sigma's Bookshelf table at the Rosemount Writers Festival on March 18, and also to those who attended my presentation, "How and When to Put a Book Marketing Plan in Place."

Here is a photo of me and my son, Justin, at the event. Learn more about Justin's company, which exclusively publishes the work of teen authors free of charge to them at [www.SigmasBookshelf.com](http://www.SigmasBookshelf.com).

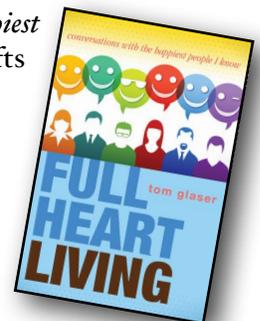
Sigma's Bookshelf is a sponsored project of Springboard for the Arts, a nonprofit arts service organization. Contributions on behalf of Sigma's Bookshelf may be made payable to Springboard for the Arts and are tax deductible to the extent permitted by law. Donations can also be made online via Justin's page at GiveMN. Here is a direct link: [www.GiveMN.org](http://www.GiveMN.org). Thank you in advance for your support.

## Two Book Signing Events in March for Full Heart Living Author

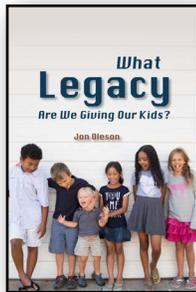


Tom Glaser, author, *Full Heart Living: Conversations with the Happiest People I Know*, signed books at Present Moments Herbs and Gifts in Minneapolis on Mar. 25. Earlier in the month, on Mar. 12, he appeared at the Barnes and Noble at the Har Mar Mall in Roseville, Minn.

More information about Full Heart Living can be found at [www.FullHeartLiving.com](http://www.FullHeartLiving.com).

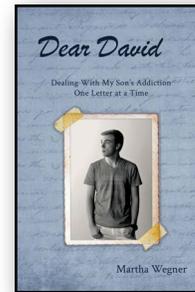


## ALSO IN MARCH ...



Jon Oleson, author, *What Legacy Are We Giving Our Kids?* appeared on [KARE-TV](#) in Minneapolis on Mar. 7. He also signed books at Breakaway Café in Hastings, Minn., on Mar. 2 & the Barnes and Noble in Roseville, Minn., on Mar. 12.

The Spring 2017 edition of the [University of Minnesota alumni magazine](#) features a story about Martha Wegner's book, *Dear David: Dealing with My Son's Addiction One Letter at a Time*.



## COMING UP IN APRIL ...

RMA Publicity has booked four TV interviews for clients in April.

- Teen author/publisher Justin M. Anderson will appear on WCCO-TV in Minneapolis on April 5 to talk about his new nonprofit publishing company, Sigma's Bookshelf, which exclusively publishes the work of teen authors between the ages of 12-19, free of charge to them.
- Pam Borton, founder of TeamWomenMN, will be interviewed on KARE TV in Minneapolis on April 13. She will be previewing the organization's Leadership Conference which is being held on May 5.
- Adam Shepard, who stars in *American Dream: A Documentary*, will appear on the national talk show, HARRY, on April 14.
- Peggy Cotter, President of Assistance League of Minneapolis/St. Paul, will appear on KSTP-TV in Minneapolis on April 23. She will preview the organization's April 26 event where volunteers will be packing Assault Survivor Kits that are made available to victims of sexual assault who are treated at Twin Cities hospitals.

April Book Events

- Annie Meehan, author, *Be the Exception: Your 7 Steps to Transformation*, will sign books at the Barnes and Noble in Roseville, Minn., on April 9.
- The Launch Party for *Killing Wonder Woman* by Tenaya T.J. Tison, will be held on April 14 in St. Paul.
- Tom Glaser, author, *Full Heart Living: Conversations with the Happiest People I Know*, will sign books at the Barnes and Noble in Edina, Minn., on April 15 and at Subtext in St. Paul on April 30.

## Five Tips for Pitching Your Story to a Reporter

Wondering why you're not getting any response when you reach out to the media in an effort to secure a story about your book? The problem is likely your approach.



You can't just send a book and cover letter to the media and expect them to jump on your story. Reporters and news editors are way too busy to pay attention to, much less pick up and read a book they weren't expecting, and then take the time to come up with an angle for a story.

When I worked as a television newscast producer, I personally received an average of five books in the mail every month. The station as a whole received many more. Very few of the books mailed to the newsroom got past the gatekeepers and had stories done about them. Those that did had the following five factors going for them:

### 1) A local connection.

I recommend that all authors, whether they published through a traditional publisher or are self-published, start trying to secure media in their hometowns before launching a national media campaign. It's a lot easier to secure media close to home because as a published author you are a local newsmaker. Other ways to establish a "local" connection: the author is planning to come to town on a book tour, the story is set in the city you are targeting for coverage, or the author has family in the city.

2) Well-put together press materials that did a good job of summarizing the content.

As I mentioned earlier, reporters and news editors don't have time to read an unsolicited manuscript. However, if you get their attention with a direct and to-the-point phone conversation, voice mail and/or email, followed up by a press release, feature article or press kit for your book, that could very well convince them of the value of doing a story about you and your book.

### 3) Timeliness.

Is your book a historical novel about the lives of soldiers who fought in World War II? If so, anniversaries associated with the War offer a good reason for the media to interview you for a story about your book. Take the time to compile a list of all the dates on the editorial calendar that your book naturally associates with, and then contact the media in a timely manner to see if they may be interested in interviewing you for a story tied in to the anniversary.

### 4) Relevance.

Stay at the forefront of your topic. No matter what your book is about, you likely did a lot of research in the process of putting it together. The time and effort you put into learning about your topic makes you a subject matter expert. Don't be afraid to contact the media when you see a story that you'd like to comment on.

### 5) Newsworthiness.

Pay attention to stories that are making their way through the news cycle, and connect your story to them. For example, anyone who has written about gun control or mental health is in demand for interviews right now because of all the mass shootings that have been in the news lately.

Yes, getting and keeping your book in the news takes a lot of effort, but it is definitely worth it. When a story about you appears in the newspaper, on the radio or on TV, you are instantly catapulted to celebrity status, not to mention there's the potential to reach thousands of potential customers, all at the same time.

Don't feel comfortable pitching journalists, or have the time to do it? Then hire a [publicist](#) from RMA Publicity to help you.

## Next month's publicity tips article:

Five Things You Wish You Knew Before Your First TV Interview.

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of [www.RMAPublicity.com](http://www.RMAPublicity.com). If you would like to receive updates as they happen, please visit our Facebook page and [“like” it](#).



## RMA Publicity

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### MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in April or May 2017, 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  
 Black Women's History Month  
 Defeat Diabetes Month  
 Distracted Driving Awareness Month  
 Informed Women Month  
 Month of the Young Child  
 National Autism Awareness Month  
 National Child Abuse Prevention Month  
 National Humor Month  
 National Poetry Month  
 National Sexual Assault Awareness Month  
 Prevention of Animal Cruelty Month  
 School Library Month  
 Stress Awareness Month  
 Worldwide Bereaved Spouses Awareness Month

#### Also Observed in April...

Consider Christianity Week – Apr. 2 – 8  
 Holy Week – Apr. 9 – 15  
 National Library Week – Apr. 9 – 15  
 National Park Week – Feb. 15 – 23  
 National Stress Awareness Day – Apr. 18  
 Earth Day – Apr. 22  
 Money Smart Week – Apr. 22 – 29  
 National Volunteer Week – Apr. 23 – 29

\* Source: 2017 Chase's Calendar of Events

#### May is...

Asthma Awareness Month  
 Get Caught Reading Month  
 Healthy Vision Month  
 International Victorious Woman Month  
 Melanoma/Skin Cancer Detection and Prevention Month  
 Mental Health Month  
 Mystery Month  
 National Military Appreciation Month  
 National Stroke Awareness Month  
 Older Americans Month  
 Spiritual Literacy Month

#### Also Observed in May...

Children's Book Week – May 1-7  
 National Nurses Week – May 6 – 12  
 National Pet Week – May 7 – 13  
 National Etiquette Week – May 8 – 12  
 National Eat More Fruits and Vegetables Day – May 25  
 National Missing Children's Day – May 25