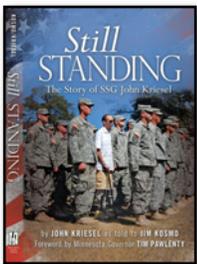


THE POWER OF PUBLICITY

Still Standing The Story of SSG John Kriesel Gets National Media Exposure

When RMA Publicity found out a reporter at ABC News.com. wanted to speak with someone who had a personal connection to the Walter Reed Army Medical Center in Washington, D.C., John Kriesel, author of *Still Standing The Story of SSG John Kriesel*, was the perfect fit!

He is an Iraq War veteran who lost both of his legs and two of his best friends in an improvised explosive device -- IED -- blast in Fallujah, Iraq in 2006. After getting hurt he was rushed to Walter Reed for treatment and rehabilitation and can't say enough good things about the hospital, which after 102 years of serving America's war wounded, is getting ready to shut down for good.



In his memoir, *Still Standing The Story of SSG John Kriesel*, John explains that no one expected him to survive, but doctors and nurses at Walter Reed not only brought him back from the brink, they taught him how to live with his injuries.

That sentiment, pretty much lifted from the book, was all it took to get the attention of the ABC News reporter. The story, "[Walter Reed Army Medical Center to Close After 102 Years](#)" ran on the ABC.com website on July 27, 2011. Not only did it profile Kriesel's story, there was a link in the article to the book he and Jim Kosmo wrote together.

Once the article was posted, RMA Publicity contacted [KSTP Television](#), the ABC affiliate in Minneapolis. They ran a story too.



Above: ABCNews.com interviewed John Kriesel for a story they were doing about the closing of Walter Reed Army Medical Center.

UPCOMING EVENTS

Dog Days Westonka
Harbor District Park, Mound, MN
Saturday, August 13, 2011,
8 a.m. – 2 p.m.

Colette Nicoletta, author, *Allison Investigates Does Chocolate Milk Come From Brown Cows* will appear from 8 a.m. – 11 a.m.

Sondra Goodkind, author, *Empowering Children to Save the Wildlife of Africa*, will appear from 11 a.m. – 2 p.m.

Barnes & Noble Apple Valley, MN
Saturday, August 13, 2011,
beginning at 1 p.m.

Author Signing, *A Song in My Heart* by Roma Calatayud-Stocks

Life Science Alley
Tuesday, August 16, 2011,
8 a.m. – 9:30 a.m.

Breakfast Meeting, "Managing the Business of Your Career"

Karen Kodzik, author, *Navigating Through Now What? The Various Career Crossroads in Our Lives*, will give an overview of the changing landscape both within organizations and in the marketplace. She will also offer strategies professionals can employ to understand the relevance and transferability of their skills.

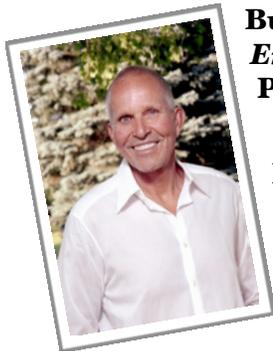
Northwoods Art & Book Festival,
Hackensack, MN
Saturday, August 20, 2011,
9 a.m. – 3 p.m.

Marilyn Jax, author, *Road to Omalos* and *The Find*, will be among the exhibitors.

Barnes & Noble, Apple Valley, MN,
Children's storytime
Saturday, Aug. 20, 2011,
beginning at 1 p.m.

Colette Nicoletta, author, *Allison Investigates Does Chocolate Milk Come From Brown Cows* will read her story and sign books.

JULY EVENTS & MEDIA PLACEMENTS



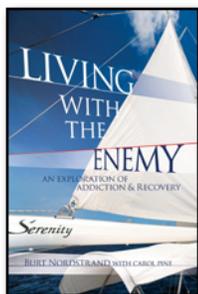
Burt Nordstrand, author, *Living with the Enemy*, Starts Up a New Food Recovery Program in Wayzata, MN

A month before the grand opening of the COR Retreat, a new food recovery program at the McIver Center for Spiritual Development in Wayzata, Minn., Hudson businessman Burt Nordstrand turned to RMA Publicity for help publicizing the program.

We wrote a press release and used it to secure placements on the [FOX 9 Morning News](#), the [Hudson Star Observer](#), KWLM-AM Wilmar, Minn., and WJON-AM in St. Cloud, Minn. Immediately after the media blitz began, the phones started ringing and the remaining spaces for the early August retreat were filled, a true testament to the power of publicity!



COR, which currently is in the process of obtaining charitable, non-profit status, is a five-day, four-night experience in which participants learn how to live free from the obsession with food and the excess weight it causes. It's a cause near and dear to Nordstrand's heart. The obsession with food and weight is a nemesis he struggled with for years. He was in his 40s before he finally was able to apply a solution that works in his life. To this day, Nordstrand works a 12-Step program similar to the one that will be offered at COR.



In his award-winning memoir, *Living with the Enemy: An Exploration of Addiction and Recovery*, www.livingwiththeenemy.net, Nordstrand shares his success story in overcoming his addiction to food and other compulsive behavior. "Everything that is important to me in my life today, is directly related to taking a wonderful step 30 years ago," he said. "That step was asking for help."

To learn more about COR, log on to www.cormn.org.



Above: The McIver Center for Spiritual Development in Wayzata, Minn., will host monthly COR Retreats, starting in August.

MORE UPCOMING EVENTS

**Wild Rumpus, Minneapolis, MN
Saturday, August 20, 2011, 1 p.m.**

Sondra Goodkind, author, *Empowering Children to Save the Wildlife of Africa*, officially launches her book during a special party at Wild Rumpus. The book is aimed at children ages 8 – 14 but children of all ages are welcome.

**MN State Fair, St. Paul, MN
Wednesday, August 31, 2011**

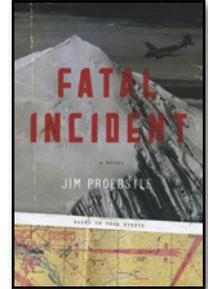
Marilyn Jax, author of *The Find* and *Road to Omalos* will be selling books at the Minnesota State Fair.

Author Jim Proebstle Goes on a Book Tour to Increase Visibility for *Fatal Incident*



Book tours are a wonderful way to increase visibility for your book and one set up by RMA Publicity brought Jim Proebstle, author of *Fatal Incident*, to the Twin Cities for four signing events in early July.

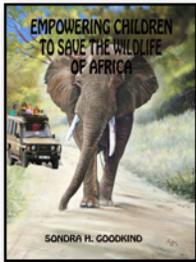
He appeared at the HarMar Mall Barnes & Noble and Apple Valley Barnes & Noble, as well as two independent bookstores, Valley Booksellers in Stillwater and Bookcase of Wayzata in Wayzata.



Fatal Incident is a historical novel inspired by the true events of an Army Air Transport Command aircraft disaster in Alaska in 1944. The novel reveals the dark secrets of a World War II conspiracy involving 20 dead or missing U.S. military servicemen that has gone unsolved for over 66 years. The novel blends the love story of two young people separated by war and an elaborate World War II cover-up cloaked in intrigue, espionage and heart-pounding drama.

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

Publicity Campaign for the New Children's Book, *Empowering Children to Save the Wildlife of Africa*, Gets Underway



When they returned home from the trip of a lifetime, an African safari to celebrate their 50th wedding anniversary, Sondra and Richard Goodkind of St. Louis Park, Minn., were very troubled.

“Our guide told us the wonderful animals we saw on our trip would probably be extinct by the time our grandkids are old enough to go on safari due to development and poaching,” said Sondra. Unwilling to just sit back and accept that, she decided to try and do something to help.

The official book launch party for her latest children's book, *Empowering Children to Save the Wildlife of Africa* (www.sondrasavesafrica.com) is scheduled for Saturday, August 20, 2011, at 1 p.m. at Wild Rumpus in Minneapolis. It is the story of a class' imaginary safari in Tanzania where the kids learn about the plight of the animals and what they can do to help.

The book's publicity campaign officially kicked off on July 27th with an appearance on KARE 11 Today in Minneapolis. A story is expected in the St. Louis Park version of the Minnesota Sun Sailor in August.

The author will also make an appearance at Dog Days Westonka in Mound, Minn., on Sat., Aug. 13, 2011, from 10 a.m. – 2 p.m. The event takes place next to the trail along the new Auditors Road in Harbor District Park.

Right: KARE 11 anchor Diana Pierce interviews Sondra Goodkind of St. Louis Park, Minn., about her new book.





Above: Colette Nicoletta reads her new children's book at Bookcase of Wayzata.

Art Teacher Turned Children's Book Author/Illustrator Leads Several Children's Storytimes

Does Chocolate Milk Come From Brown Cows? That's a question young Allison Nicoletta asked her mom one day when she was little. It also inspired a new children's book by the same name that was both written and illustrated by Colette Nicoletta of Chanhassen, Minn., an art teacher at Victoria Elementary in Victoria, Minn.

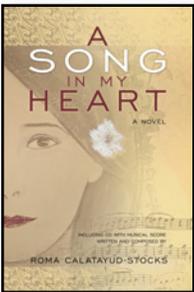
Allison and her sister, Emily, were there as their mom led story-time at Bookcase of Wayzata in Wayzata, Minn., the morning of Sat., July 9, 2011. After sharing the story, which teaches kids a thing or two about the milk making process, Colette read her first book, *There's a Frog on My Forehead*, which takes readers on a fantastic journey through the alphabet - and the human anatomy.

The book received the Mom's Choice Gold Award in the category of Children's Picture Books - Basic Concepts. Colette Nicoletta also led a story-time at Valley Books in Stillwater, Minn., in July.

The Author of *A Song in My Heart* Starts Sharing Her Story with the Public

Roma Calatayud-Stocks, author of the historic novel, *A Song in My Heart*, has hit the ground running with her book publicity campaign.

On July 7, 2011, she led a well attended discussion and signing event at The Bookcase of Wayzata where she shared the story behind how she developed the plot for her book and talked about the music she wrote to accompany the story. That same day the article, [Minnetrista author's first book is music to her ears](#), appeared in the Minnesota Sun Sailor.



On July 17, 2011, Calatayud-Stocks held a signing event at Minneapolis' 4th annual Sister Cities Day celebration.

Next month, Roma has a signing planned at Barnes & Noble in Apple Valley, Minn. (Aug. 13th at 1 p.m.) and she will appear on Univision's local show, Impacto, the weekend of August 6th.

Roma also has a number of events planned for September in connection with National Hispanic Heritage Month. More information can be found at www.romastocks.com.



Above: Roma Calatayud-Stocks leads a discussion about her book, *A Song in My Heart*.

Also in July...

A story about Gordon Fredrickson, whose seventh book about kids growing up on a fictional farm in Minnesota in the 1950s was just published, appeared in "[State of the Arts with Marianne Combs](#)" on Minnesota Public Radio's website on July 21, 2011. And on July 25, 2011, the Redwood Falls Gazette in Redwood Falls, Minn., ran the story, [Minnesota author brings stories of life on the farm to Farmfest](#).

Gregg Proteaux, author, *Attitudes at Every Altitude* shared his story with members of the AAA Minneapolis Travel Club on July 19, 2011.

A story about Emrys Current's award-winning children's book, *Looking for Lucy*, appeared in the [Roseville Review](#) on July 20, 2011.

Jan Dolphin, author, *Paris From the Heart*, found the perfect event for promoting her book, the Bastille Day celebration at the University Club in St. Paul, Minn. on July 16, 2011.

This month's topic: Is Promoting Your Book Via Social Media Worth Your Time?

According to a recent survey more than 75 percent of businesses are now using social media to get the word out about what they do. Are you using it to promote your book yet?



If not, it's time to jump on the bandwagon. Social media is an especially effective way for authors and experts to expand their reach and develop relationships with potential customers, whether they live right next door or halfway around the world.

If you're unfamiliar with this relatively new line of communication, here's what you need to know. Social media is defined as any form of online publication or presence that allows end users to engage in multi-directional conversations in or around the content on the website. It can include a wide range of online activities, including participating on networking sites like Facebook and Twitter, blogging, leaving comments on message boards, etc.

A number of authors RMA Publicity works with do a good job of creating buzz for their books by keeping their fans informed about events they are participating in, topics they are interested in and feedback they are getting about their books.

A good example of an author-initiated social media campaign is the one launched for *Still Standing The Story of SSG John Kriesel*. John's story (mentioned earlier in this newsletter) has captivated Minnesotans ever since they heard about it on the news. Retired newspaper editor Jim Kosmo spent countless hours interviewing John, then they collaborated on the book which was published in 2010.

Before the book even came out, they launched a Facebook page to keep their friends aware of its progression, and to this day they regularly add updates. The book's Facebook page, www.facebook.com/stillstandingstory, has more than 2,000 fans.

AUGUST MEDIA OPPORTUNITIES

If your book is easily relatable to any of the events below that are observed in August RMA Publicity may be able to help you get media coverage.

Get Ready for Kindergarten Month
 Happiness Month
 National Inventor's Month
 What Will Be Your Legacy Month?
 Atomic Bomb Dropped on Hiroshima Anniversary (Aug. 6, 1945)
 Assistance Dog Week (Aug. 7 - 13)
 Exercise with Your Child Week (Aug. 8 - 14)
 Happiness Happens Day (Aug. 8)
 Atomic Bomb Dropped on Nagasaki Anniversary (Aug. 9, 1945)
 Elvis Week (Aug. 10 - 16)
 Japan's Unconditional Surrender Day During WW2 (Aug. 10, 1945)
 National Resurrect Romance Week (Aug. 14 - 20)
 National Aviation Week (Aug. 15 - 21)
 National Relaxation Day (Aug. 15)
 Be an Angel Day (Aug. 22)
 National Safe at Home Week (Aug. 22 - 26)
 Be Kind to Humankind Week (Aug. 25-31)

* Source: 2011 Chase Book of Events

As important as social media is, it shouldn't be the only means of promoting your book. Activities such as appearing at book signings, speaking on your topic of expertise, securing book reviews, entering contests and sharing your story through the news media should also be part of your overall book marketing strategy.

Coming up next month:

What are you doing to tap the e-book reader market?

Did you know?

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of www.RMAPublicity.com. If you would like to receive updates as they happen, please visit our page and "like" it.

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