

# THE POWER OF PUBLICITY

## RMA Publicity Secures National Press for the COR Retreat Food Addiction Recovery Program

The American Medical Association (AMA) officially recognized obesity as a disease during its annual meeting in Chicago in late June. It's a move officials at the COR Retreat, a food addiction recovery program in Wayzata, Minn., say is huge.



"I have known for a long time that food addiction or overeating, which leads to obesity, is not something a person can control without help. It is a disease that takes over control of the sufferer's life. I'm hopeful that the American Medical Association's decision will bring help to those who are suffering from obesity and its many causes," said Michelle Goldberger, the program's director.

She repeated that notion several times in the news media the first week of July. [The Lakeshore Weekly](#) in Wayzata printed an editorial she wrote, and she was interviewed on [WDPN-AM in Cleveland](#) and the Voice of America radio show broadcast out of Washington, D.C.

COR Retreat was founded by the author of [Living with the Enemy](#), Twin Cities businessman Burt Nordstrand, in 2011. The five-day, four night residential food recovery program is offered monthly at the McIver Center for Spiritual Development in the Big

Woods of Wayzata, Minn. During the program, participants learn how to live free from the obsession with food and the excess weight it causes.

Log on to [www.cormn.org](http://www.cormn.org) for more information about the program and upcoming retreat dates.



### Book Signing event at B&N in Roseville, Minn., for the author of *Theory of Reminders*



Scott Dominic Carpenter, author, *Theory of Reminders*, signed books at the Barnes & Noble in Roseville, Minn., on Saturday, July 27th.

*Theory of Reminders* tells the tale of a father who seeks the truth about a traumatic past. Despite a career spent helping others, psychiatrist Philip Adler has never recovered from the loss of his own daughter, 15 years ago. When a funeral draws him back to his ex-wife's homeland of France, the trip impels him to

#### COMING UP IN AUGUST

Award-winning mystery novelist **Marilyn Jax** will appear at the Bigfork Festival of the Arts in Bigfork, Montana on Aug. 3 & 4.

Suzann Yue, author, **Snort's Special Gift**, and Cynthia Schlichting, author, **As Bright as the Sun**, will be in the author's tent at Dog Days Westonka in Mound, Minn. on Sat. Aug. 17th. The event runs from 9 a.m. – 2 p.m. For more information log on to [www.dogdayswestonka.com](http://www.dogdayswestonka.com).

Gordon W. and Nancy A. Frederickson will debut their latest book about farming in Minnesota, **A Farm Country Harvest: A Story of Threshing in 1950**, at the Minnesota State Fair: Meet the authors in the Farm Bureau building on Aug. 29 & 30. They will appear at 10:30 a.m. and 1:00 p.m. both days. And it's official! Gordon Frederickson has been invited to share his stories with kids at Choo Choo Bob's Train Store in St. Paul. His first appearance is scheduled for Aug. 13th. More information about the event can be found on the [Choo Choo Bob's Train Store website](http://Choo Choo Bob's Train Store website).

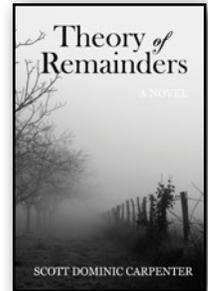
confront the past in a final search for answers, closure, and his daughter's body.

The book has received the coveted "Kirkus Star" from leading trade reviewer Kirkus. Calling the novel "complex and ingenious," the review describes how Carpenter "weaves together the consequences of a horrific trauma and the thirst for both vengeance and acceptance with explorations of the human mind, family dynamics and the complexities of language... All in all, fully realized characters, a remarkable fluency of language, wit, and an extensive comprehension of French culture and history make this literary novel a stellar achievement."

*Theory of Reminders* has also received several favorable reviews from papers throughout the Midwest. The [St. Paul Pioneer Press](#) calls the book "a compelling debut novel...a fast-paced, well-written story that is a perfect summer read for thinking people."

The [Winona Post](#) says the novel is "a thoughtful, gentle book about death and renewal that will also entertain the reader through a beautiful sunny weekend on the deck."

The [Grand Rapids Herald](#) Review calls the book "a wonderful read that is expertly written," and the Midwest Independent Book Sellers Association named the title a Midwest Connections Pick for June and July. More information can be found at [www.sdcarpenter.com](http://www.sdcarpenter.com).



### Author of *The Last Lightning* Signed Books at B&N Store in Apple Valley, Minn. in July



Mystery author Craig MacIntosh signed books at the [B&N Bookstore in Apple Valley, Minn.](#), on Sat., July 13th.

*The Last Lightning*, set in Papua New Guinea, is the story of an ill-fated P-38 lost during the War that has become the focus of a modern-day recovery effort; but the recovery effort is more than meets the eye. The story is fiction, but based on the real-life MIA hunters who continue to bring missing servicemen home to this day.

In June, the author led a discussion at the Richard I. Bong Veterans Historical Center in Superior, Wisc.



RMA Publicity secured a preview article about that event in the [Superior Telegram](#) newspaper. The event was also mentioned in the [Lake Superior Magazine](#), and by the [Duluth Convention and Visitor's Bureau](#). MacIntosh says the publicity drew a pretty good crowd.

### The On River Time Charity Gets Attention from National Media

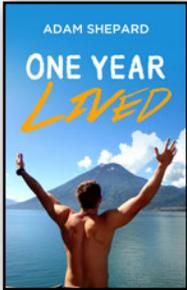
In early July, RMA Publicity secured several news stories about the On River Time charity's annual fly-fishing event in Idaho. Stories appeared on [KPVI-TV in Idaho Falls](#), the Teton Home and Living magazine



in Idaho and on radio stations in both Jackson Hole, Wyo., and Birmingham, Ala., where the charity is based.

On River Time is a non-profit run by Steven Davis, author of the soon to be published novel, *Picking Butter Beans*. The charity offers children who have been abused or neglected a chance to have an incredible adventure in a safe and fun environment.

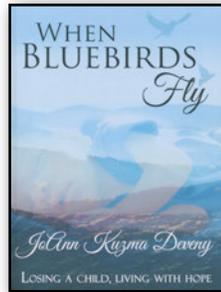
ALSO IN JULY ...



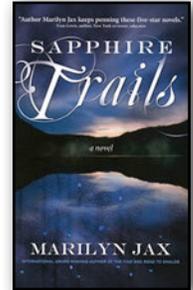
Adam Shepard, author, *One Year Lived*, shared his story with radio listeners in St. Louis, Mo., during an appearance on KMOX-AM on July 13th.

Jo Ann Deveny, author, *When Bluebirds Fly:*

*Losing a Child, Living with Hope*, signed books at Howard Street Booksellers in Howard Lake, Minn., on July 20th.



Marilyn Jax, author, *Sapphire Trails, Road to Omalos and The Find*, was interviewed on KGBA Radio in Missoula, Mont. on July 31st.



**MEDIA OPPORTUNITIES**

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

**August is...**

- American Adventures Month
- Black Business Month
- Children's Eye Health and Safety Month
- Children's Vision and Learning Month
- Get Ready for Kindergarten Month
- Happiness Happens Month
- National Immunization Awareness Month
- What Will Be Your Legacy Month

**Specific dates observed in August...**

- National Minority Donor Awareness Day – Aug. 1
- Assistance Dog Week – Aug. 4-10
- National Exercise with Your Child Week – Aug. 4-10
- National Bargain Hunting Week – Aug. 5-11
- Happiness Happens Day – Aug. 8
- Poet's Day – Aug. 21
- Be an Angel Day – Aug. 22
- Be Kind to Humankind week – Aug. 25-31
- National Dog Day – Aug. 26

**September is...**

- Baby Safety Month
- Backpack Safety America Month
- Childhood Cancer Awareness Month
- College Savings Month
- Happy Cat Month
- International Self-Awareness Month
- International Strategic Thinking Month
- National Childhood Obesity Awareness Month
- National Recovery Month
- National Skin Care Awareness Month
- Healthy Aging Month

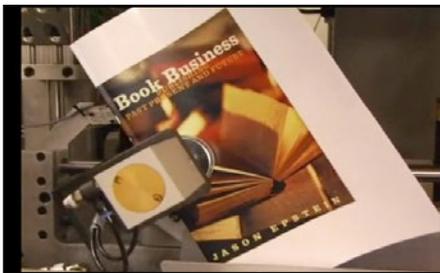
**Specific dates observed in August...**

- National Assisted Living Week – Sept. 8-14
- National Suicide Prevention Week – Sept. 8 – 14
- National Grandparents Day – Sept. 8
- National Day of Remembrance – Sept. 11
- Build a Better Image Week – Sept. 15-21
- National Rehabilitation Celebration – Sept. 15-21
- National POW/MIA Recognition Day – Sept. 20
- National Keep Kids Creative Week – Sept. 22-28

\* Source: 2013 Chase's Calendar of Events

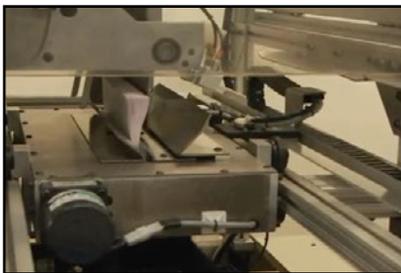
## A Novel New Way to Get Your Book Out There: What You Need to Know About Espresso Book Machines

One of the biggest problems a lot of self-published authors face is the expense associated with trying to get their project off the ground. Between the cost of mentoring services offered by the publisher, printing, storage and distribution, authors can spend tens of thousands of dollars before their book comes to market.



But now there's a new distribution model that brings books to stores across the country without the

expense of printing and distribution. It's called the Espresso Book Machine or EBM for short. Named Time Magazine's Best Invention of 2007, there are currently between 60 and 70 of the print-on-demand machines at universities, bookstores and libraries across the country.



"There are a bunch of ways someone can use the EBM. A small press can decide they want to add their content to the database, then

the books are available on all EBMs. Or an author can work directly with a specific location just to print their own book or have it for sale at that bookstore. It's really pretty flexible," said Bronwen Blaney, Manager of Custom Publishing and Retail Services for Demand Books LLC.

Christine Fournier, author of *Gypsy Nights* and *Gypsy City*, published by 4 Square Books, recently had both of her books formatted for the machine.

As far as the costs involved, Blaney says most locations charge authors \$1 per book plus five cents per page to print their own books. Authors who wish to sell their books via the EBM database can set their own price. On Demand Books LLC makes sure authors/publishers get paid when their content is accessed and printed.

"Brick and mortar locations are important and with the traditional model it is hard for new authors and small presses to get their books into bookstores. It's also hard for bookstores to carry everything they would like to carry. Something like the EBM that comes with a database of titles really fires things up. It isn't paid for until it is ordered and printed. That's a much more efficient model," said Blaney.

To learn more about the Espresso Book Machine, log on to [www.ondemandbooks.com](http://www.ondemandbooks.com).

### Next month's article:

5 Things You Wish You Knew Before Your First TV Interview

### 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).



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