

THE POWER OF PUBLICITY

Traveling Concert in July Previews Powerful Celebration of Inclusion, Art, and Music in the Twin Cities in August

Minneapolis and St. Paul have been through a lot since the murder of George Floyd by the police, and the ensuing neighborhood unrest. However, through the pain, a hopeful and strong spirit has emerged—in art that has sprung up around the neighborhoods, on boarded up storefronts, in windows and on front lawns; in community gatherings; in vigils; in neighborhood cleanups; in fundraising efforts designed to rebuild the city.

It is into this spirit of hope that Edina, Minnesota-based Public Benefit Corporation Inclusivi-Tee announces The Minneapolis Revitalization Festival. The event started as an online auction and has grown into a diverse and expansive celebration. With over 104 visual and performing artists, the festival now includes the Artists Who Share auction, and the We Come in Peace performance event. It is a powerful celebration of art, music, community, diversity, kindness and inclusion. The festival is also a reminder that Black Lives Matter and that we can create beauty when we work together.

The festival launched with a preview traveling concert on July 30, 2020, at the State Capital, Upper Mall in St. Paul. There were also stops at The Walker Art Museum, Nicollet Mall, and Juxtaposition Arts. Then the event wrapped up with a performance at the closing ceremonies of Healing Our City, a 30 day silent vigil in honor of George Floyd, at the corner of West Broadway and Dupont in North Minneapolis. The preview event was covered by both [KSTP Television](#) and [The Pioneer Press](#) newspaper.



The Artists Who Share: Minneapolis Revitalization Auction (AWS) begins on Tuesday, August 4 at 9 a.m. and runs through Thursday, August 6 at 9 p.m. AWS features the work of over 50 diverse artists from around the world. Art includes an original painting by actress Sharon Stone, a signed limited edition lithograph by Pierce Brosnan, works by Minnesota artists including Ta-coumba Aiken, Christopher Harrison, and Ellie Bryan, and several pieces created in George Floyd's memory. Artists range in age from 8 to 91 and represent diverse cultures, sexual orientations,

Coming up in August...

Ronald E. Peterson, author *Gardeners of the Universe* has a virtual book event with Next Chapter Book Sellers at 7pm on Thursday, August 27th.

gender identities, abilities, and creative visions. AWS is quite literally the face of inclusivity. Visit [Inclusivi-Tee.com](https://www.inclusivi-tee.com) to access the online auction.

The We Come in Peace: Minneapolis Revitalization Day of Action (WCIP) begins on August 4 with a small film festival. This hosted event features Poisoning Paradise with director/producer Keely Shaye Brosnan and executive producer Pierce Brosnan, as well as short films by local filmmakers Larry Long and Barbara Wiener.

We Come in Peace continues on Wednesday, August 5 with 12 hours of live-streamed musicians, panels, artists, dancers, authors, educators, and world leaders. WCIP is being organized in collaboration with International Children's Month, Omnipresent Entertainment, WE, The World, Unity Earth and CoCreateX. Day Themes Include Equality, Injustice, Restorative Justice, Peace, and Unity. WCIP is being co-produced by Heidi Little, founder of International Children's Month, and Lori Myren-Manbeck, CEO of Inclusivi-tee.

Revitalization Festival proceeds will go to artists, a fund for children whose families have experienced police violence, and organizations that are committed to rebuilding Minneapolis in the wake of George Floyd's murder. Benefiting organizations include the ILove IMission Movement, We Love Lake Street, Longfellow Business Association, Northside Funders, and Twin Cities Stand Together.

To learn more about the event, go to [Inclusivi-Tee.com](https://www.inclusivi-tee.com).

Mask Decorating Contest at Senior Living Community Lands Media Coverage

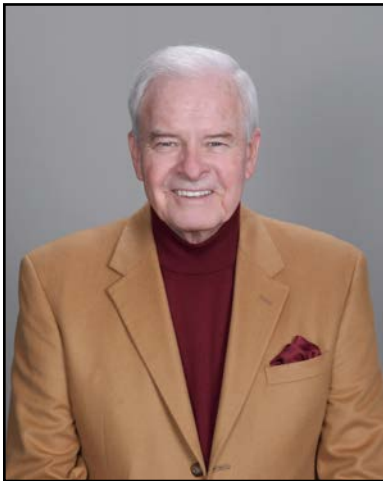


After months of being under quarantine, residents of The Waters of Oak Creek senior living community in Wisconsin are finally able to leave their apartments and socialize with their neighbors again. They are of course doing it safely, following the CDC guidelines to physically distance from each other, and wearing masks. Speaking of masks, on Thursday, July 23 the community held a mask decorating contest and fashion show that got the attention of several news outlets.

Four of the five media outlets in Milwaukee covered the event. [Here is the clip from CBS 58.](#)

To learn more about The Waters, where residents thrive, go to [TheWaters.com](https://www.thewaters.com).

Retired Minnesota Businessman Calling Attention to the Problems America is Facing through New Book

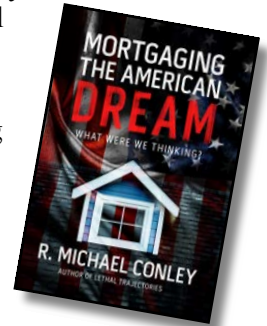


R. Michael Conley’s latest book, *Mortgaging the American Dream: What Were We Thinking?* officially released in July. The book tells the story of how humanity has systematically borrowed on the future to sustain what has become an unsustainable paradigm, and how, in the process, we are mortgaging the American Dream for future generations while jeopardizing our own.

“I am very concerned about the toxic IOUs we are leaving for others in the form of our carbon, ecologic, economic and other footprints,” says the 77-year-old, who like a lot of his friends has grandchildren who may well live into the next century. “I fear today’s children will be wrestling with the time bombs we have left in their pathway.”

Conley is hoping to be part of the solution by supporting causes dedicated to protecting the environment, clean energy, and healthful, addiction-free living. However, providing financial support to organizations with goals similar to his own isn’t the only way Conley is hoping to be part of the solution.

He is also contributing by doing research, sharing what he has learned through talks, writing articles and essays, and by writing and promoting his new book. Learn more about how you can support the cause at WeatheringTheStorm.net.



Launch Party Held for Sigma’s Bookshelf’s 16th Teen Authored Novel

The virtual launch party for teen author Sakthika Vijay’s debut novel, *Outcast*, took place via Zoom on July 11.

Outcast is the story of 15-year-old Mohana Prasad, who is as normal as an Indian girl can be, except that she has a way with words. After winning a contest, she becomes the head songwriter for Jamie West. The pop superstar used to be Mohana’s best friend; but now that she has become famous, Jamie doesn’t have time for Mohana, leaving her feeling like an outcast. That is until Mohana gets the opportunity of a lifetime.



A story about Sakthika’s launch party aired in July on CCX Media, her hometown news station.

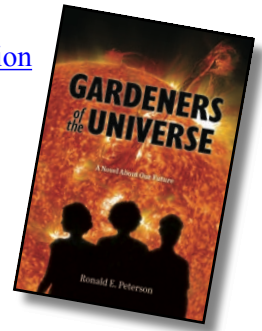


Copies of Sakthika’s novel and the company’s other teen authored books are available for purchase online at www.sigmasbookshelf.com/books. To make a donation to the program, which exclusively publishes the work of teen authors free of charge to them, go to the company’s Give MN page, www.sigmasbookshelf.com/donate. Sigma’s Bookshelf is a sponsored project of Springboard for the Arts, a nonprofit arts services organization.

Peterson's *Gardeners of the Universe* Reviewed in Pioneer Press

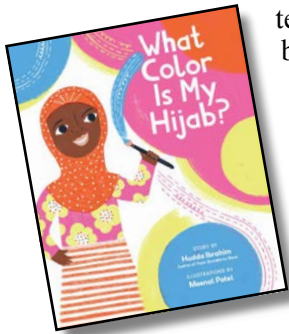
Looking for a good science fiction novel to read? In her review printed in the [June 28 edition of the Pioneer Press](#), Mary Ann Grossman says of Ronald E. Peterson's *Gardeners of the Universe*, "You don't need a doctorate to enjoy this look at human potential, or human collapse."

Gardeners of the Universe is the story of three children who are given unusual attributes by an ancient alien species studying humanity. The book was just named a silver medalist in the Midwest Book Awards' sci-fi category. It also won silver in the Independent Book Publishers Association's Benjamin Franklin Awards. Pick up your copy today at [PTBBooks.com](#).



Story About Hudda Ibrahim's *What Color is My Hijab* Published in St. Cloud Times Newspaper

There is no denying the fact that there is a lack of diversity in modern day children's literature. This really hit home for Hudda Ibrahim when her seven-year-old niece, Fatima, posed an important and telling question. "She said 'Aunty, how come I don't see characters that look like me in the books I read?'"



Now she does thanks to her aunty's new book. A story about *What Color is My Hijab?* was published in the July 10 issue of the [St. Cloud Times newspaper](#).

In the book, women of all different professions, including doctors and teachers, artists and politicians are featured wearing their very colorful hijabs, and a variety of clothing. Ibrahim says the variety is intentional as it illustrates that like all Americans, Muslim women come from a variety of backgrounds, cultures, and abilities. Pick up your copy today at [HuddaIbrahim.com](#).

Lina and Robin Kelleher's Latest Book Wins Second National Book Award



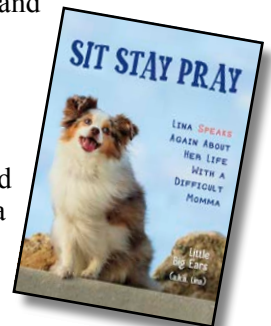
Congratulations to Robin Kelleher, and her Australian Toy Shepard, Lina. They are marking their territory in the publishing world with their second book.

The duo's latest release, *Sit Stay Pray*, won silver for Humor in the Independent Book Publisher Award's 32nd Annual Benjamin Franklin Awards in May. Then in July, the 14th Annual National Indie Excellence Awards named *Sit Stay Pray* a finalist in its Animals and Pets category.

Lina and Robin's debut book, *Lina Unleashed*, also received national recognition as a Foreword INDIES 2017 Book of the Year Award finalist. Momma is smiling and Lina is wagging her tail about their achievements!

Lina Unleashed and *Sit Stay Pray* are available at [ItascaBooks.com](#), [Amazon.com](#), [BarnesAndNoble.com](#) and at select bookstores and gift shops. For a pawdographed copy, you can contact Momma directly at

robink822@gmail.com. Book proceeds will benefit the Animal Humane Society and Helping Paws of Minnesota.



How to Sell Books at a Time When In Person Events are Off Limits Due to COVID-19

By Rachel M. Anderson,
Publicist, [RMA Publicity](#)

It has now been six months since the arrival of COVID-19 disrupted our lives. Unfortunately, it doesn't look like the pandemic will be going away any time soon. While some bookstores have reopened for business on a limited basis, it is not safe to host in person events.



As a result, those stores that are doing events are doing them virtually. What does this mean for book sales? I'm sorry to say the news is not good. Several of the authors I work with who have participated in virtual events have had fun doing them, but they have not led to nearly the number of book sales they typically achieve during an in person event.

So what can an author do to encourage sales at a time when you don't have the ability to interact with potential customers face-to-face? Here are 5 things to try out.

1) Email promotion.

If you don't already have an e-mail newsletter that you send out regularly, now is a good time to start one up. Not only are e-newsletters a good way to share what you have going on, they remind people you are connected to about the work you do.

RMA Publicity has been sending out "The Power of Publicity" monthly since April 2011. We use the newsletter primarily as a way to showcase client placements achieved and events set up the previous month, but also to educate the authors and business clients we work with on marketing and publicity tactics.

Nearly every month, right after sending out the newsletter, we receive a call or e-mail from a past contact who either has a question, or new business they'd like to discuss.

2) Turn to the news media for help getting the word out.

Depending on what city you live in, getting featured in the newspaper, or interviewed on the radio or television can reach a few hundred or tens of thousands of people. The more of course the merrier,

as the more people you touch with your message, the more likely you are to connect with someone who will want to buy your book or sign up for your service.

It is important to keep in mind, however, that just because you appear in the news doesn't mean you're all of a sudden going to experience strong sales, though oftentimes you do.

Want to learn more about crafting a message that will get the attention of the news media? [Feel free to reach out for a free publicity consult.](#)

3) Try Facebook advertising.

I'm not a big fan of social media, as I haven't really seen investing in it leading to strong sales for clients. However, it is very useful for building brand awareness. Facebook, in particular, allows you to serve ads to your direct target audience, and also to set your own budget.

Learn more about setting up a campaign at [Facebook.com/business](#), then click on the link at the top to "create an ad." Or you can access information on advertising directly from your business page by clicking on the link towards the top of the page that says, "promote."

4) Turn to an eBook promoter.

At a time when in person shopping is very limited due to COVID-19, sales of eBooks, which can be done from home with a few clicks of the mouse, are up. According to the NPD Group, which offers data, industry expertise and prescriptive analytics, during the month of April 2020, the first month of the COVID-19 lockdowns, e-Book sales were up 31 percent compared to March.

The authors I work with who have tried out eBook promotion services report that Book Bub has led to the most sales, though not necessarily much in the way of profits due to high cost. Book Bub is very selective about the books they select to promote, and the fee for those book selected ranges from \$92 to \$3,066. Price depends on the category your book is in and the cost you are selling it at. Highly discounted books in the \$.99 to \$1.99 range are the least expensive to promote. [Here is a link to the BookBub pricing guide](#)

If the cost is too rich for your blood, other eBook promotion programs to check out are Choosy Bookworm (\$15 - \$89), The Fussy Librarian (\$32), eBook Soda (\$29 standard listing, \$9 Twitter option, \$9 Facebook option) and Book Gorilla (\$40 - \$50).

5) Turn to your friends for support in these trying times.

If you're not interested in spending money to get the word out about your books or products, a tried and true method of promotion is turning to your friends and colleagues for help getting the word out. Most people are happy to help. All you have to do is ask.

Next month's publicity tips article:

Some Aggressive Promotion Ideas for the Upcoming Holiday Season.

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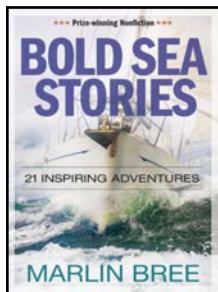
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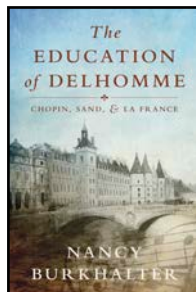
Also in July...



A story excerpted from Marlin Bree's latest book, *Bold Sea Stories*, was published in the July 4 issue of the [Duluth News Tribune](http://www.duluthtribune.com).



Pete Carlson, author, *Ukrainian Nights*, was interviewed on [KFAI-AM's Write on Radio!](http://www.kfai-am.com) on July 7.



There are still four months to go until the official release of [The Education of Delhomme](http://www.minnstatehistory.com) by Nancy Burkhalter. Minnesota publisher History Through Fiction will release the novel in November, but the PR engine is already up and running.

A post about George Sand, an historic figure featured prominently in the novel about Chopin's piano tuner, went live in July on the blog, [WomenAndHistory.com](http://www.womenandhistory.com).

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in August or September 2020, 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...

Boomers Making a Difference Month
National Immunization Awareness Month
Read a Romance Month
What Will Be Your Legacy Month

Also coming up in August...

Respect for Parents Day – Aug. 1
World Lung Cancer Day – Aug. 1
National Bargain Hunting Week – Aug. 3 – 9
Elvis Week Aug. 8 – 16
Assistance Dog Week – Aug. 9 – 15
Be an Angel Day – Aug. 22
Be Kind to Human Kind Week – Aug. 25 – 31

September is...

Be Kind to Educators and Writers Month
Childhood Cancer Awareness Month
National Recovery Month
Ovarian Cancer Awareness Month
Healthy Aging Month

Also coming up in September...

World Suicide Prevention Day – Sept. 10
National Day of Prayer and Remembrance – Sept. 11
National POW/MIA Remembrance Day – Sept. 18
Ancestor Appreciation Day – Sept. 27

Source: 2020 Chase's Calendar of Events