

# THE POWER OF PUBLICITY

## Dog Days Westonka Returning to Mound on August 13

### RMA Publicity Handling the PR Again this Year

After a two-year hiatus due to the pandemic, Dog Days Westonka, a festival for people and their pets, is returning to Mound, Minnesota on Saturday, August 13. The free event will be held from 9 a.m. – 2 p.m. at Surfside Park and Beach, located at 2670 Commerce Boulevard in Mound, Minnesota.

In addition to doggie paddle-boarding demonstrations, which is a new attraction for the festival, several pet-themed activities are making their return. The day of fun gets underway at 9 a.m. with the Blessing of the Animals performed by Pastor Jim Beard from Bethel Methodist Church of Mound. Also planned is a Pet Parade, a Cutest Puppy Contest and Splash for Cash. According to festival founder Jackie Piepkorn from Westonka Animal Hospital and Lake Minnetonka Pet Wellness Center, Splash for Cash is one of the festival's most popular events.

"We have \$300 up for grabs in prize money, the majority of which goes to the dog that jumps the furthest off the dock into Lake Minnetonka," she said.

In addition to all the fun activities, there will also be food trucks and vendors on site. Music will be provided by The Abiders, a Twin Cities-based band that plays the blues, country and folk songs.



Admission is free, but attendees are asked to bring along pet food that will later be donated to the local food shelf. Cash donations are appreciated as well, and can be dropped into the collection bin that will be set-up at the main check-in table.

Dog Days Westonka is put on by Westonka Community and Commerce (WCC), a local nonprofit organization, and is run by all volunteers. All proceeds go towards covering the costs of the event and keeping it going, as well as pet projects and programs serving the community.

RMA Publicity is handling PR for the event again this year, and several media placements have already been secured: [LMCC](#), the community cable news channel in Mound, began airing a story about the event daily on July 31<sup>st</sup>, and two articles have appeared in the Laker-Pioneer newspaper: [Dog Days Returns to Mound This Summer](#) and [Dog Days Slates Return to Surfside Park for August](#).

In addition, the FOX 9 Morning News is planning a story for their morning show on August 10<sup>th</sup>, a few days before the event; WCCO TV plans coverage on August 12<sup>th</sup> and KARE TV is planning coverage the morning of the event.

More information can be found on the website: [Westonkacc.com/dog-days-westonka](http://Westonkacc.com/dog-days-westonka).

#### Also coming up in August...

Sheila O'Connor, author, *Evidence of V*, has been invited to participate in the Book Butler book club in Palm Beach, Florida. Her appearance is scheduled for August 26<sup>th</sup>.

## Nina Camic, Author, "Like A Swallow," Appears on WISC-TV in Madison, WI

Retired University of Wisconsin law professor Nina Camic was interviewed on [Madison, Wisconsin television station WISC](#) during the 4 p.m. newscast on August 3rd. She talked about her new book *Like a Swallow*, a memoir that tracks her life as she moves between New York and Warsaw during the turbulent times after World War II.

Learn more about Nina's work at [NinaCamic.blogspot.com](http://NinaCamic.blogspot.com).



## RMA Publicity client activity in July...

### Story About Bloomington Veterans Memorial Airs on FOX 9 News in Minneapolis on Independence Day

Independence Day is the time of year people across the country come together to honor the men and women who have served, and to celebrate the freedom we all enjoy as residents of the United States of America. It is also the day commemorative dog tags that will be displayed on a new Veterans Memorial in the City of Bloomington, Minnesota went on sale.

Also on July 4th, a story about the tags aired on [FOX 9 News in Minneapolis](#). The story featured an interview with Bob Works, who served our country between 1960 and 1964. He is the first veteran who will be honored on the memorial using 21st technology.

The metallic dog tags honoring veterans will have QR codes on them that will enable the veteran to tell their own story. Clicking on the code takes you to a website where you can learn more about the veteran being honored.

The special dog tags are on sale now at [BloomingtonVeteransMemorial.com/DogTags](http://BloomingtonVeteransMemorial.com/DogTags).



### Three Media Outlets Cover 102<sup>nd</sup> Birthday Party for Two The Waters of Oakdale Residents

Residents of The Waters of Oakdale senior living community celebrated two significant birthdays in July. The 102nd birthday party for Anita Molstad and Eleanor Suess on July 26th drew dozens of their friends, and three local media outlets. Stories about the party aired on the 6 p.m. newscasts of both [KARE](#) and [KSTP](#), the NBC and ABC TV affiliates in Minneapolis, on July 26. The next morning, the Pioneer Press published a photo of the ladies on the front page of the newspaper.



Anita Molstad has lived at The Waters of Oakdale for a little more than a year. She has two children, one grandchild and two great grandchildren: twin girls. She says the secret to longevity is "Family genes."

Eleanor Suess has lived at The Waters of Oakdale for seven years. She is a mother of two, and has six grandchildren and eight great grandchildren. Her secret to longevity: "I've tried everything and not sure what exactly it is. Reading has kept my mind and memory sharp. I used to walk a mile to the library as a girl to get books." Her greatest accomplishment: "Being charitable to my family."

## Two Minneapolis TV Stations Cover The Waters on 50th's Llamas on the Patio Open House Event

On July 18<sup>th</sup>, RMA Publicity secured stories on both [KSTP TV](#) and [KARE TV](#) about a fun open house event they did at The Waters on 50th in Minneapolis, Minnesota.

There were llamas to pet on the patio, tasty treats and plenty of lemonade for all. In addition to the entertainment, people who attended the event were also able to interact with residents, tour the community and get their questions answered about senior living.



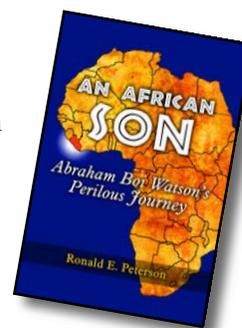
Learn more about The Waters, where residents, staff and families thrive, at [www.TheWaters.com](http://www.TheWaters.com).

## An African Son: Abraham Boi Watson's Perilous Journey Launches in July



Everyone has a story, and over the past several years, former Honeywell executive Ron Peterson has gotten to know fellow Gailee Lutheran Church member Abraham Boi Watson very well. So well, in fact, that he has authored the Liberian native's autobiography.

The official launch party for *An African Son, Abraham Boi Watson's Perilous Journey* took place on July 23 at Galilee Lutheran Church in Roseville, Minnesota. The event featured a slide show with a Q&A, African food to taste, and of course book sales.



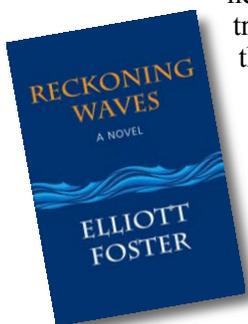
*An African Son* not only shares Abraham's story, it includes a historical look back at the the abduction of Blacks from Africa to the Americas for over 350 years. Learn more on the author website: [PTBBooks.com](http://PTBBooks.com).

## A Summer of Book Activity Ahead for Elliott Foster's *Reckoning Waves*

For authors who also have full time jobs in other industries, the summer is a great time of year to fit in book-related activities. On June 28, Elliott Foster, who is also a practicing attorney in St. Paul, Minnesota, was interviewed on KFAI-AM's Write On Radio. Then on July 14, he had a reading and signing at Eat My Words in Minneapolis.

Foster's latest book, *Reckoning Waves*, is the sequel to *Panic River*. The story begins with protagonist Corey Flanagan reflecting upon how lucky he is to be living in sunny California and not a jail cell. Corey has been on the run and under the radar ever since that fateful day when he fired his father's gun—a gun he wishes he had never held in his hands.

Since fleeing the Upper Midwest four years earlier, Corey has changed virtually everything in his life—where he lives, how he creates art, his routines for work and play, and even his last name. The only true constants are his best friend Billy, his mother Ginny, and frequent, troubling dreams about the shootings he ran from and for which Corey was never held to account.

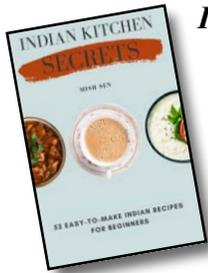


Now living in California, Corey passionately paints landscapes in the style of Edward Hopper, while seeing his life and his surroundings more clearly and generating award-winning art. Another life change surprises Corey as well—an unexpected romance with a younger man, Miguel. Just as his new life takes shape, however, the past unexpectedly ensnares him.

More information can be found online at [ElliottFoster.com](http://ElliottFoster.com).

**Also in July...**

Rachelle Nevaeh Rose, author, *A Rose in a Teacup and Other Poems*, participated in the Local Author Showcase at Valley Booksellers in Stillwater, Minnesota on July 10.

**RMA Publicity client activity in June...****Indian Kitchen Secrets Author Mish Sen Appears on WCCO TV's Mid Morning Show**

RMA Publicity secured a second TV interview for Chef Mish Sen, author, *Indian Kitchen Secrets* in June. She demonstrated how to make restaurant-style Indian dishes at home on [WCCO's Mid Morning Show](#) on June 29th. On May 28, Chef Sen appeared on [KARE 11's Saturday morning show](#) and shared recipes for Memorial Day weekend.

Check out her easy-to-prepare recipes and additional video demonstrations on her website: [EatsWithMish.com](http://EatsWithMish.com).

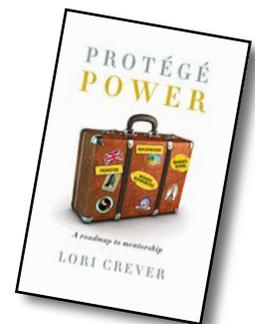
**Protégé Power Author Appears on WALA TV in Mobile, AL**

"Dream big. Great things are expected of you!" When visiting former America's Junior Miss Diane Sawyer said those words to Lori Crever 40 years ago, Lori was in Mobile representing Minnesota in what is now known as the Distinguished Young Women (DYW) scholarship program.

She took the advice to heart, going on to become a leader in the international division of Wells Fargo bank, a Fortune 50 company. This June, as DYW celebrated its 65th year in Mobile, Crever returned to the city where so many life-transforming experiences took place. Prior, Lori presented a webinar for fellow AJM/DYW program alumnae on the topic of her book, *Protégé Power: A Road to Mentorship*.

She also appeared on [WALA-TV, the FOX affiliate in Mobile, on June 21](#), and signed books at two bookstores: Barnes and Noble and Page & Palette.

Learn more about Lori's work at [www.ProtegePower.com](http://www.ProtegePower.com).

**Susan Wingate's When You Leave Me Releases During National Alzheimer's Awareness Month (June)**

They say the best books are inspired by something the author has actually gone through or witnessed, and San Juan Island, Washington author Susan Wingate is hoping her latest title can make a difference for people traveling an Alzheimer's journey with a loved one. Down & Out Books released *When You Leave Me* on June 6th. A story about the book made the front page of the [June 1 issue of the San Juan Journal newspaper](#), and in early June, an interview aired on [Seattle's Northwest Radio](#).



The novel is a psychological suspense and domestic thriller about a man with dementia who goes missing and is presumed dead, and the experiences his wife has in the months that follow. The story was inspired by the Alzheimer's journey the author is traveling with her own husband in real life.

Susan Wingate is the seven-time award-winning author of *How the Deer Moon Hungers* (July 2020) and eleven other titles including *The Bobby's Diner series*. She writes about big trouble in small towns. When not writing she enjoys spending time outdoors and feeding the animals that wander into her yard. She also dabbles with a ukulele.

Learn more about Susan Wingate at [SusanWingate.com](http://SusanWingate.com).

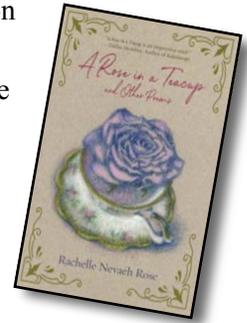
**Stillwater Gazette Publishes a Story About Local Inn Owner’s New Poetry Collection**

A story about a Stillwater inn owner showing off her creative side in a new poetry collection made the headlines of the Stillwater Gazette’s Valley Life section on June 17.

Several of the poems in Rachelle Nevaeh Rose’s *A Rose in a Teacup and Other Poems* were inspired by the beauty that surrounds the historic Aurora Staples Inn on 4th Street North in Stillwater, which she owns. She has also written about natural wonders found at places like Pioneer Park along the St. Croix River.

There are about 130 poems in the book, the majority of which are about nature. There are also poems about love, courage, kindness and happiness.

Pick up your copy today at [RachelleRosePoetry.com](http://RachelleRosePoetry.com).



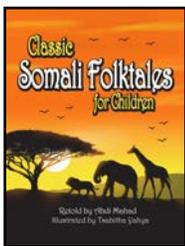
**Author Bruce Ario Speaks at Living Spirit Church in Minneapolis**



Bruce Ario, author, *City Boy* and several other novels featuring characters living with mental illness, was invited to speak at Living Spirit Church in Minneapolis on June 26. He shared the story of how he became homeless at one time in his life, how he became an author, and the inspiration for his stories.

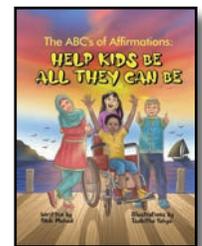
In the 1970s, Bruce was homeless on the streets of Minneapolis. His success is proof that with the help of a little faith, people can make it! He sold several copies of his inspirational stories after the event.

**Diverse Voices Press Author Abdi Mahad Appears at the Barnes and Noble in St. Cloud**



Hudda Ibrahim and her husband, Abdi Mahad, co-founded the publishing company Diverse Voices Press in late 2021. The company’s mission is to provide a platform for diverse voices to be heard.

So far, the company has published four children’s books, two written by Abdi and two written by Hudda. On June 11, Abdi Mahad read from *The ABCs of Affirmations: Help Kids Be All They Can Be* and *Classic Somali Folktales*. He also happily signed books.

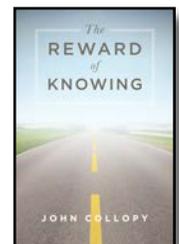


**Also in June...**

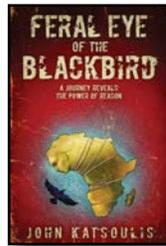
Judith Brenner’s novel, *The Moments Between Dreams*, was featured in a story about [Women’s fiction Day on BookTrib.com](http://Women’s fiction Day on BookTrib.com).



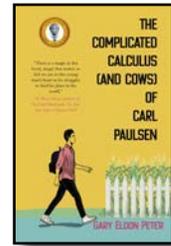
[The MN Sun Sailor](http://The MN Sun Sailor) published a story about Eden Prairie Real Estate agent John Collopy’s memoir, *The Reward of Knowing* on June 1st.



John Katsoulis signed copies of *Feral Eye of the Blackbird: A Journey Reveals the Power of Reason* at the West Kendall Barnes and Noble Booksellers store in Miami on June 4.



Congratulations to author Gary Eldon Peter. His latest book, *The Complicated Calculus (and Cows) of Carl Paulsen*, made the [Star Tribune newspaper's](#) Summer Books for Slow Days reading list.



### MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in August or September 2022, 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  
Boomers Making a Difference Month  
Happiness Happens Month  
Read A Romance Month  
What Will Be Your Legacy Month?

#### Also Observed in August...

National Bargain Hunting Week – Aug. 1 – 7  
Professional Speakers Day – Aug. 7  
Happiness Happens Day – Aug. 8  
Elvis Week – Aug. 9-17  
Poet's Day – Aug. 21  
Be An Angel Day – Aug. 22  
Be Kind to Humankind Week – Aug. 25 – 31  
Women's Equality Day – Aug. 26

#### September is...

Childhood Cancer Awareness Month  
Happy Cat Month  
Hunger Action Month  
National Cholesterol Control Month  
National Recovery Month  
Health Aging Month

#### Also Observed in September...

World Suicide Prevention Day – Sept. 10  
Be A Mensch Week – Sept 11  
World Patient Safety Day – Sept. 17

Source: 2022 Chase's Calendar of Events

# RMA Publicity

## Now is the Time to Start Thinking About Your Fall and Holiday Season Events

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

Ah summer. As you read this your garden is probably just beginning to produce fruits and vegetables, and you're finalizing plans for that vacation you've waited all year long to take. Before you know it, however, Labor Day will arrive. The kids will be back in school, and you'll be starting to think about the holiday season.



If you're hoping to sell books during the most wonderful time of the year, you really can't afford to wait much longer to start planning. In fact, it may already be too late to get a signing scheduled at your favorite bookstore.

That doesn't mean you can't capitalize on the holiday season though. Here are 5 things you can do right now to get ready for the upcoming holiday season.

### 1) Capitalize on your social media connections

Remind your Facebook friends that your book would make a great holiday present for that special somebody in their life. In your posting, include a link to your website or the publisher's website where those who are interested can place an order.

### 2) Offer discounts and bonuses

Offer a special holiday season discount, or include a bonus gift for people who purchase your book before the end of the year. If, for example, your book is about a teddy's bear's adventures, perhaps you could include a small stuffed bear with purchases made in December.

### 3) Give books away

This may seem counterproductive at first since your goal is sales, but there are so many wonderful charitable events held during the holiday season that you can participate in. Offer to donate a book to your favorite charity that they can in turn auction off at their holiday party. Think about how many people will see your title at the party that you never would have been able to reach otherwise. That one book you gave away could lead to dozens of sales.

### 4) Hand out flyers

It is a given that people are going to be out in the community throughout the holiday season shopping and socializing. Coffee shops and community centers are sure to be popular hangouts.

Create a handout touting your book as a great holiday gift, and put them up on community bulletin boards, or leave them on tables at fast-food restaurants or coffee shops. Leaving materials in places people are congregating en masse is sure to get at least a few people's attention.

Be sure the flyer has a holiday feel. And clearly state that your book makes a great holiday gift!

### 5) Start planning for next year

And while this may not lead to sales right away, it's sure to make a difference if you start planning your promotional activities for next year right now. Being proactive rather than reactive is sure to pay off.

One of the first things I recommend you do is make a list of all the events you'd like to participate in during 2023, then start gathering contact information for the event organizers. Now is the time to secure a table at the big book fair in town, and any other events you think will be good places to showcase your book. Hopefully you're not already too late as a number of the more popular events actually start booking a year in advance.

Planning to travel in the new year? If so, start looking into possible signing opportunities in the cities you will be visiting. If your book is available through the major distributors, you should be able to get into a Barnes & Noble in the city you are visiting. If you are self-published and don't have a distributor, focus instead on the small, independent book stores.

Still not sure where to start? RMA Publicity would be happy to help. Contact us to get started on a campaign.

## Next Month's Publicity Tips Article:

It's time to develop your 2023 book marketing plan.

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