

# THE POWER OF PUBLICITY

## Authors of Military Books Participate in Community Events Tied to Veterans Day



Veteran's Day is a time to honor the men and women who have fought for our freedom, and two Minnesota authors who have written about their military experiences participated in special community events on Friday, Nov. 11, 2011.

Rep. John Kriesel, author of *Still Standing The Story of SSG John Kriesel*, drew a large crowd to the St. Ansgar's Lutheran Church in Cannon Falls, Minn. The title of the program he participated in was *Adventures in Learning--A Salute to Our Veterans!*

John is an Iraq War vet who lost both of his legs after his humvee ran over an IED and exploded. The attack happened on Dec. 6, 2009 in Fallujah, Iraq. After his presentation, he and his son, Brody, signed copies of John's book.

Meantime, Mary Linda Sather, author, *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq* visited Homecroft School in

*Above: Rep. John Kriesel and his son, Brody, spent this Veteran's Day in Cannon Falls, Minn.*

### UPCOMING EVENTS

***A Dead Woman's Mirror*** by Susan M. Nelson. The launch party takes place on December 3, 2011, on the Luther College campus in Decorah, Iowa. The event will also be a memorial service for the author who died earlier this year.

***Snort's Special Gift*** -- Author Suzann Yue will sign books at two Barnes & Noble stores and one Petco store in the Twin Cities in December.

Monday, December 5, 2011  
9:30 a.m. - 11 a.m. & 3 p.m. - 6 p.m.  
Barnes & Noble  
[Ridgehaven Mall](#)  
13131 Ridgedale Drive  
Minnetonka, MN 55305

Saturday December 17, 2011  
11 a.m. - 2 p.m.  
Petco Roseville  
2575 Fairview Avenue North  
Roseville, MN 55113

Friday, December 23, 2011  
4 p.m. - 7 p.m.  
Barnes & Noble  
[Maple Grove](#)  
8040 Wedgewood Lane  
Maple Grove, MN 55369

***Good News - I Failed A Story of Inventing in Minnesota*** -- Author Doug Cornelius will appear on:

Tuesday, Dec. 13, 2011, 7 p.m.  
Anoka County Historical Society  
2135 3rd Ave., North  
Anoka, MN 55303

Wednesday, Dec. 14th, 7 p.m.  
Anoka County Library - Rum River Branch  
4201 6th Ave  
Anoka, MN 55303

Duluth. She led an all-school assembly for about 450 students, school staff, and community members during which she discussed the meaning of Veterans Day, read her children’s book, answered questions and shared a display of original artwork from the book along with photos of Boo Boo Bear in Iraq.

After the assembly, Mary Linda and the real Boo Boo Bear who served in Iraq visited a kindergarten classroom with Brenda Leavelle, the graphic designer for the book. They presented a "medal of valor" to a kindergartener and her little brother. Their father will be deploying overseas next March. Boo Boo Bear was happy to do his part to honor this special family.



*Above: Kids color pictures during the Boo Boo Bear’s Mission event at their school.*

MORE NOVEMBER EVENTS & MEDIA PLACEMENTS

**Gordon Fredrickson Makes an Author Appearance via Skype**



Gordon Fredrickson, author of a series of children’s books about growing up on a family farm in Minnesota in the 1950s, made an unconventional author appearance in November.

He talked about writing and the publishing process with kids at Salem Hills Elementary in Inver Grove Heights, Minn., via Skype.

“Teacher Joe Melde had contacted me to speak to third grade students assigned to a project on writing about a hero. Since the project requires some of the same steps that an author may take when preparing a book, Joe asked me to speak on that process via Skype. I liked it. It was easy, it was fun, and it was fast. Also, I liked the fact that they posted it on [YouTube](#),” said Fredrickson.

He will now be adding Skype appearances as an option to his event offerings for schools and libraries.

**Author of *Snort’s Special Gift* Returns to the Quad Cities to Share Book with Her Hometown Community**



One of the best ways for an author to break into a new market is to quite literally return to their roots. Suzann Yue, author of the children’s book, *Snort’s Special Gift*, returned home to the Quad Cities at the end of November with lots of fanfare.



RMA Publicity secured a TV appearance, two newspaper articles and a book signing for her between November 25 – 29, 2011.

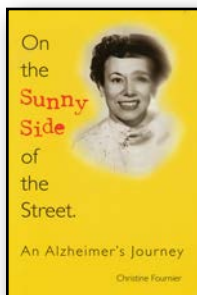
*Snort’s Special Gift* is the story of how Suzann’s family said goodbye to

their beloved Boxer, Snort, and how they keep her memory alive every day. The book has been a big hit with veterinarian's offices. Several have purchased multiple copies to give to patients' families when it comes time for them to say goodbye.

In addition to all the activity in the Quad Cities, Suzann also had a number of events in the Minneapolis-St. Paul area. On Nov. 12, 2011, she appeared at the Barnes & Noble in Apple Valley. On Nov. 19, 2011, she signed books during the grand opening celebration for the White Bear Lake location of the Lulu & Luigi's Pet Boutique and on Nov. 25, 2011, she appeared at the Barnes and Noble in Maple Grove.

More information about the book and Suzann's upcoming events can be found at [www.SuzannYue.com](http://www.SuzannYue.com)

### **National Alzheimer's Awareness Month Shines Some Attention on the Book, *On the Sunny Side of the Street- An Alzheimer's Journey***



Christine Fournier, author, *On the Sunny Side of the Street – An Alzheimer's Journey*, chose November as the time to relaunch her book since it was National Alzheimer's Awareness Month.

*On the Sunny Side of the Street* is Christine's memoir about the journey she traveled with her mother in the late 1990s. The book was originally published in 2002, and recently re-released as both a print and eBook. It is available from BeaversPondBooks.com, BarnesandNoble.com and Amazon.com. The print book retails for \$18.95. The eBook version sells for \$9.99. A portion of the proceeds from book sales will be donated to organizations that are searching for a cure for Alzheimer's disease.

#### ALSO IN NOVEMBER . . .

- An article about Kelly McCleary's new book, *The Best Possible World – A Search for the Nature of Heaven*, appeared in the Plymouth edition of the Minnesota Sun newspaper.
- The Eden Prairie News ran an article about Rob Cabitto's new memoir, *The Fractured Life of 3743*.
- The article, [Plymouth author's doomsday thriller has basis in solid research](#), ran in the Plymouth edition of the Minnesota Sun newspaper. The article is about R. Michael Conley's new book, *Lethal Trajectories*.
- The [launch party](#) for *The Veil*, written by Cory Putnam Oakes and published by Octane Press, was held November 10, 2011, at Book People's local author night in Austin, Texas.

#### THE YEAR IN REVIEW

2011 has been a busy year for RMA Publicity. In addition to working with dozens of new authors with books in a wide variety of categories, Rachel recently taught a community education class on book publicity and spoke at a Minnesota Independent Publisher's Association meeting on the value of entering book awards.

RMA Publicity also had tables at both the Bloomington Writer's Festival and Twin Cities Book Festival where we had great conversations with a number of authors, many of whom we are working with today.

We are also happy to share that we can now boast media placements for clients in more than 100 publications across the country. In 2011, we had some pretty good success on the national stage, securing placements on ABCNews.com, USANews.com, in PGA Magazine and on the Associated Press wire, not to

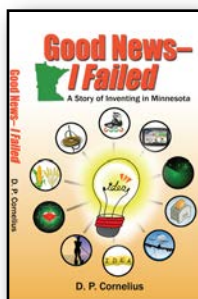
mention dozens of placements in news markets across the county. Looking forward to an even more success in 2012.

## NEW BOOKS

Welcome to the three new authors who have signed on with RMA Publicity this month. We have prepared press kits for each of the books and publicity efforts are already underway. All three authors have media placements in the works.



***FORWARD The First American Unsupported Expedition to the North Pole*** by adventurers John Huston and Tyler Fish has been published by Octane Press.



***Good News - I Failed A Story of Inventing in Minnesota*** by D. P. Cornelius has been published by Mill City Press.



***DRAW Quotidian Lines*** by artist Michael James Plautz has been published by Octane Press.

## MEDIA OPPORTUNITIES

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

### December Media Opportunities

National Drunk and Drugged Driving Prevention Month  
Safe Toys and Gifts Month  
Spiritual Literacy Month  
Worldwide Food Service Safety Month

### Other dates observed in November....

Special Education Day – Dec. 2  
Gluten Free Baking Week – Dec. 18 – 24

## January Media Opportunities

Celebration of Life Month  
Financial Wellness Month  
International Creativity Month  
National Mentoring Month  
National Poverty in America Awareness Month

### Other dates observed in January....

Diet Resolution Week – Jan 1 – 7  
National Cut Your Energy Costs Day – Jan. 10  
Healthy Weight Week – Jan. 15 – 21  
Get to Know Your Customer Day – Jan. 19  
Women's Healthy Weight Day – Jan. 19

\* Source: 2011 Chase's Calendar of Events

## Don't Miss the Boat – Make Sure You Are Capitalizing on the Holiday Season

Every year around this time my phone starts ringing off the hook. Most of the authors I haven't spoken with for a while have the same question. "Can you get me into a Barnes & Noble to do a signing before Christmas?"



Unfortunately, the answer is no. Because they are so busy in the weeks leading up to Christmas, most stores won't do any signings between Halloween and the first of the year. Those stores that will do signings have been booked since August.

While it may be too late to get into a bookstore for the holidays this year, that doesn't mean you can't capitalize on the holiday season. Here are some things you can do to ring up some much-deserved sales during the most wonderful time of the year.

- 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.

- 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, include a small stuffed bear with purchases made in December.

- Give books away

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.

- 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 2012, 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 2012? 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. Just give us a call.

### Next month's article

Putting a publicity plan in place for the new year.

### Like us on Facebook please

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 page and "like" it.

# RMA Publicity

[www.RMAPublicity.com](http://www.RMAPublicity.com)

[rachel@RMAPublicity.com](mailto:rachel@RMAPublicity.com)

(952) 240 - 2513