

THE POWER OF PUBLICITY

Record-Breaking Powerball Jackpot Generates a Lot of Attention for Dennis Kelly's "Blizzard Ball"



***Above:** Dennis Kelly, author of "Blizzard Ball," appeared on the FOX 9 News in Minneapolis on Nov. 24th. He and anchorman Tim Blotz discussed the odds of a Minnesota resident winning the record-breaking Powerball jackpot.*

Powerball frenzy swept the nation in late November as a record breaking jackpot -- \$587.5 million -- was up for grabs. Before the winning numbers were drawn on Nov. 28th, Dennis Kelly of St. Paul, the author of "Blizzard Ball," was in demand.

In the days leading up to the drawing, RMA Publicity contacted media outlets in all 42 Powerball states to offer interviews with Kelly, who in addition to being the author of a book about a record breaking lottery is an expert on lotteries and sweepstakes. He has spent 25 years working in promotional marketing for Fortune 500 companies.

COMING UP IN DECEMBER

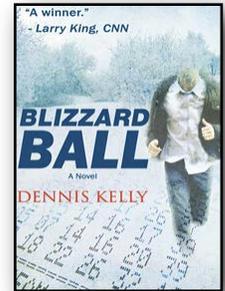
Jo Deurbrouck's book tour to promote her adventure story, "**Anything Worth Doing,**" makes stops in Idaho and Utah this month. Log on to www.JoDeurbrouck.com/events for details.

Signing events are planned for the new children's book, "**The Dragon in the Christmas Tree,**" on Dec. 1st and 7th. Log on to www.RomanianDragons.com/events.html for details.

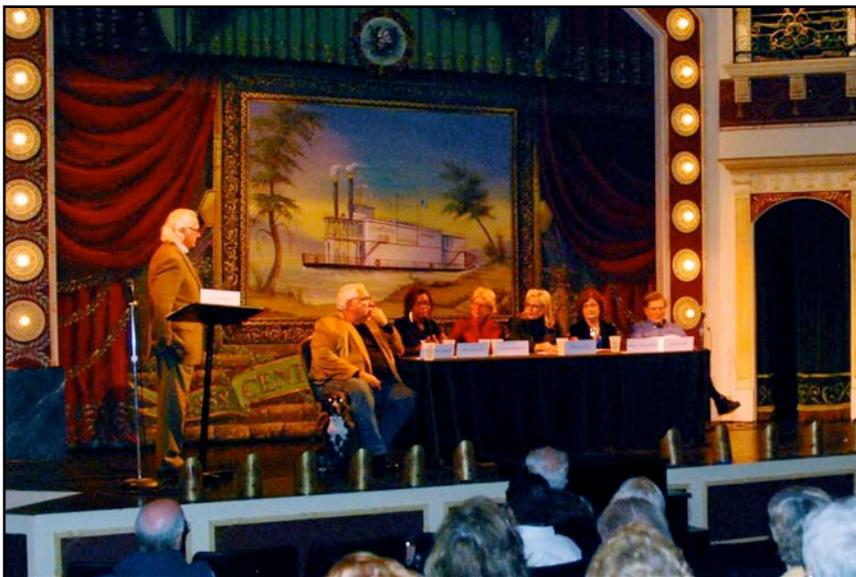
Craig MacIntosh, author, "**The Last Lightning,**" will appear at the Robert Trail Library in Rosemount, Minn., on Dec. 4th. Log on to www.TheLastLightning.com for details.

RMA Publicity secured 13 media placements for Kelly. He was interviewed on [KARE-TV \(NBC\)](#) and [WCCO-AM](#) Radio in Minneapolis on Nov. 28th, as well as on radio stations in Seattle, Las Vegas, Youngstown, Ohio, Madison, Wis., and Cushing, Okl. On Nov. 27th he was interviewed by radio stations in Peoria, Ill., Oklahoma City, Okla., Charleston, W. Virg., and Birmingham, Ala. On Nov. 26th, he was interviewed on [Channel 12 News](#) in the Twin Cities and on Nov. 24th he appeared on [FOX 9 News](#), also in the Twin Cities.

If you enjoy lotteries, there is one going on to promote his book. Log on to www.BlizzardBallNovel.com to get a code that may win you \$1 million dollars on Dec. 31st.



Twin Cities Media Helps Promote the Books-On-A-Boat Authors Festival



***Above:** Former WCCO anchorman Don Shelby emceed the panel discussions for Books-On-A-Boat, where authors shared their knowledge of the publishing industry with writers, many of whom are aspiring authors themselves.*

"Still Standing The Story of SSG John Kriesel," appeared on WJON-AM/St. Cloud on Mon., Nov. 12th and Marilyn Jax, author, "Sapphire Trails," "Road to Omalos" and "The Find" was interviewed on [WCCO-AM Radio](#) in Minneapolis on Nov. 8th. There were also articles in the [Pioneer Press](#), City Pages and in the [Stillwater Gazette](#).

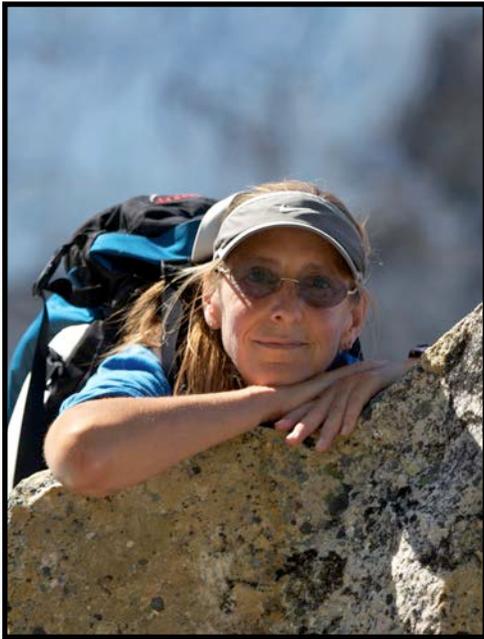
During the event, former WCCO-TV anchor Don Shelby moderated two panel discussions, fielding questions for the authors and publishing industry experts. In addition to the panel discussions, authors signed books and talked individually with guests at author tables in the Showboat reception areas. RMA Publicity was one of the event sponsors.

Profit from the event will be donated to the St. Paul Rotary Club's Second Century Scholarship Fund, an endowment program that grants a \$20,000 college scholarship annually to a St. Paul high school student.

The Books-On-A-Boat Authors Festival took place the evening of Nov. 14th, and thanks to help from the Twin Cities media, the event was a huge success! Nearly 100 people attended.

A dozen Twin Cities authors, who write in all different genres, participated in the event aboard the Minnesota Centennial Showboat in St. Paul. Several of the authors were involved in stories that appeared in the media to help promote the festival. Lt. Col. Mark Weber appeared on one of [WCCO/Minneapolis'](#) early evening newscasts on Nov. 14th, Capt. Jim Kosmo, author, "Still Standing The Story of SSG John Kriesel," appeared on WCCO-TV at Noon on Nov. 14th, John Kriesel, author,

The First Book Tour to Promote “Anything Worth Doing” Wraps Up in December



Above: Former whitewater raft guide Jo Deurbrouck got a lot of attention from the media in November.

One of the best ways for an unknown author to promote their book is to do whatever it takes to get it in front of their target audience. Congratulations to Jo Deurbrouck, author of the adventure book, "Anything Worth Doing," for a successful 3-month, 5-state book tour.

She set up events at bookstores and meetings in the Pacific Northwest where she knew her target audience – whitewater adventurers – would be in attendance, and turned to RMA Publicity for help with promotion. Her tour will wrap up later this month, but not before she makes stops in Boise, Twin Falls and Idaho Falls, Idaho and Layton, Utah.

Deurbrouck's first tour for her recently published book, which just won the History/Biography category of the [National Outdoor Book Awards](#), began in Boise, Idaho the week of Oct. 15. Her signing event there drew 70 people thanks in part to great interviews on [KTVB-TV](#) and the [Public Radio station](#) in Boise, as well as a nice review in the [Idaho Statesman](#) and articles in the [Boise Weekly](#) and [Idaho Mountain Express](#).

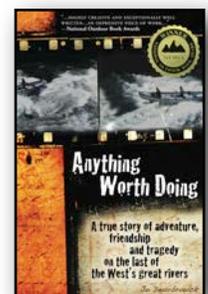
An interview on KZFN-FM helped draw a crowd to her signing events in Spokane, Wash., on Oct. 21 & 22. Then it was off to Missoula, Mont., where she appeared on KPAX-TV on Oct. 25th, the morning of her signing at the Fact & Fiction Bookstore.

On Oct. 31st, she was interviewed on KECH-AM in Ketchum, Idaho which helped promote an event in early November in that city. Also in November, Deurbrouck was interviewed on KOIN-TV and KUIK-Radio in Portland and KOMO-TV and KMGI-AM Talk Radio in Seattle and AM 1310 in Twin Falls, Idaho, which helped promote appearances in those cities.

Hundreds of books have been sold as a direct result of all of Deurbrouck's hard work. She plans to go on tour again in the spring when whitewater season begins.

“Anything Worth Doing” (Sundog, August 2012) concerns the story-worthy lives of two wilderness raft guides who believe that 'anything worth doing is worth overdoing,' and spend ten years trying to prove it on the West's great wilderness rivers, in particular Idaho's Salmon, the last long free whitewater river in the lower 48. The resulting adventures evolve from lovely to (arguably) weird to tragic.

Deurbrouck has six book events planned in December. They are listed on the events page of her book website, www.JoDeurbrouck.com.

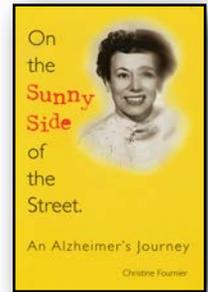


Book About an Alzheimer’s Journey Gets A Lot of Attention During National Alzheimer’s Awareness Month



***Above:** Christine Fournier shares a special moment with a customer who bought her book at the Apple Valley Barnes & Noble. She has traveled an Alzheimer’s Journey of her own.*

November was National Alzheimer's Awareness Month and Christine Fournier, author, "On the Sunny Side of the Street - An Alzheimer's Journey," spent the month helping educate people throughout the Twin Cities about the disease. On Nov. 17th she signed books at the Barnes & Noble in Apple Valley, Minn., and interacted with customers who shared personal stories about their experience with the disease.



On Nov. 10th she led a discussion about what it's like to watch someone you love lose their mind to the disease at The Bookcase of Wayzata; and on Oct. 31st she appeared at the Barnes & Noble in Roseville, Minn.

Helen Winter LaCaze, slowly decline due to the disease. A story about Fournier's experience will appear in the Minneapolis Star Tribune on Dec. 9th.

"On the Sunny Side of the Street" is Fournier's memoir about what it was like to watch her one vivacious mother, Helen Winter LaCaze, slowly decline due to the disease. A story about Fournier's experience will appear in the Minneapolis Star Tribune on Dec. 9th.

Doug Cornelius Shares His Story of Inventing with Kids at the Bakken Museum in Minneapolis



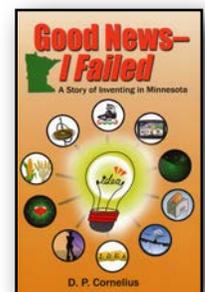
Doug Cornelius shared his story of inventing with dozens of kids at the Bakken Museum in Minneapolis on Nov. 10th.

"Good News - I Failed: A Story of Inventing in Minnesota" is a young adult novel about a boy who wants to invent an aquarium cleaner. His grandfather, who is a walking encyclopedia when it comes to details about Minnesota inventors, helps young Josh reach his goal with the assistance of stories told about the achievements of some of Minnesota's greatest inventors. At the back of the book is an index that includes details about the inventors mentioned in the book.

Cornelius was invited to present at the Bakken Museum as part of the museum's Super Science Saturday event. Books are available for purchase at the Bakken Museum or via the author's [Website](#). To arrange

***Left:** Doug Cornelius shows off the invention that inspired his novel about a young boy who wants to invent an aquarium cleaner.*

a school visit with the author/inventor, contact Rachel M. Anderson, [RMA Publicity](#).



A Pleasant Surprise for the Author of "Boo Boo Bear's Mission"



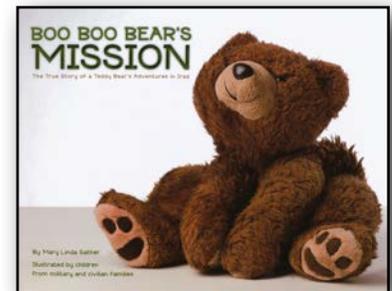
Above: *In this photo taken earlier this year, 2nd graders at the D.U.E. Seasons Charter School show off the teddy bears they are about to send to U.S. troops.*

The effort was part of a project started by their teacher, Debbie Otis, called "Teddy Bears to for Troops," and was inspired by Sather's book, "Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq."

"This is an example of how good things come around... fills my heart," said Sather.

"Boo Boo Bear's Mission The True Story of A Teddy Bear's Adventures in Iraq" is the story of how the author's 12-year-old granddaughter, Shea Leigh, stayed connected to her Dad, SMSgt. Ron Waterhouse, while he was on his second of three deployments to Iraq. She sent her beloved teddy bear to him in a care package on a mission to carry their family's love until they could be together again. The bear got to go on all kinds of adventures when he was in Iraq, even up in an F-16.

The book is now in its 3rd printing, and was recently picked up as a resource that will be used by Beyond the Yellow Ribbon groups throughout Minnesota.

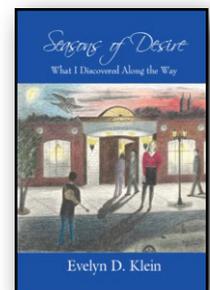


Author, Artist and Teacher Evelyn Klein Shares Her Life Story Through Poetry

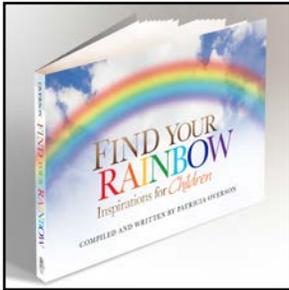
Author, artist and teacher Evelyn Klein of Woodbury, Minn., just wrapped up her first book tour in the Twin Cities for her newest book of poetry and prose, "Seasons of Desire." She presented at the Barnes & Noble in Roseville, Minn., the evening of Nov. 7th. She was at The Bookcase of Wayzata on Nov. 1st. The tour started back in September with an appearance at the Barnes & Noble in Apple Valley, Minn.

"Seasons of Desire" features the poet's latest works, and focuses on the theme of personal growth in settings of community and nature. Not only did Klein do the writing for the book, which was published by North Star Press, she has included her own artwork. Original pencil drawings introduce each of the seasons of life written about. Klein also did the artwork for the cover and brought the original framed picture to the store for her presentation.

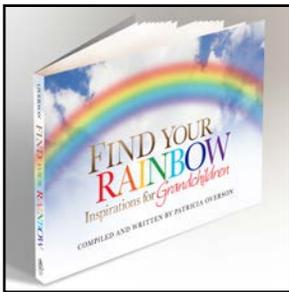
Learn more about her work at www.EvelynKleinAuthor.com.



ALSO IN NOVEMBER...



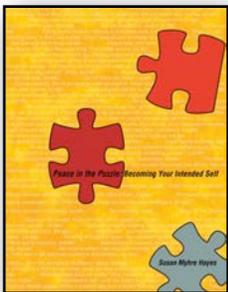
Patricia Overson, author of "Find Your Rainbow: Inspirations for Children" and "Find Your Rainbow: Inspirations for Grandchildren" was interviewed on [KBRF-AM in Fergus Falls, Minn.](#) on Nov. 21st. She has authored a unique collection of gift books that are designed to help keep the generations connected at a time when permanent long-distance connections are difficult at best.



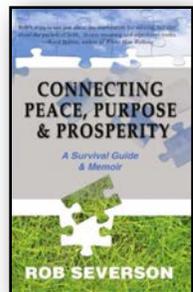
Washington County, Minnesota library, and a story about his books appeared in the MN Sun Current newspaper.



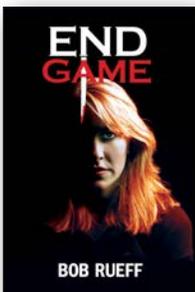
Craig MacIntosh, author, "[The Last Lightning](#)," signed books at the American Legion in Rosemount, Minn., on Veteran's Day – Nov. 11th.



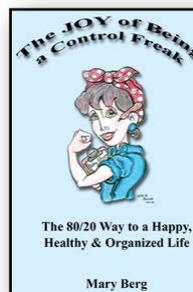
Susan Myhre Hayes, author, "[Peace in the Puzzle: Becoming Your Intended Self](#)" participated in two radio interviews in November. She was on KBRF-AM in Fergus Falls, Minn., on Nov. 13th and Nov. 19th was interviewed on KRCQ-AM in Detroit Lakes, Minn.



"[Connecting Peace, Purpose & Prosperity](#)" by Twin Cities author Rob Severson is now available as a downloadable ebook at the Washington County, Minnesota library.



Bob Rueff, author, "[Mind Game](#)" and "[Endgame](#)" was interviewed on the program, "The Wright Place" on KAUS Radio in Austin, Minn. on Nov. 15th. Also in November, both of his books became available as eBooks through the Washington



Mary Berg, author of "The Joy of Being a Control Freak" was interviewed on [KBRF Radio](#) in Fergus Falls, Minn., the morning of Nov. 29th. She is an expert on organization and shared tips on things people can do to get their lives in order during what is traditionally a chaotic time of the year.

What Authors and Publishers Should Do in December to Boost Book Sales in 2013

By now you're probably all caught up in the holiday season, but 2013 will be here before you know it. Have you put any thought into your marketing plan for the New Year yet?



If not, there's no time like the present to get started. Here are a few ideas.

1) Learn from Last Year

Did you do a good job of keeping track of your sales? The most successful small presses and self-published authors know exactly how many books they've sold during a given time period. Tracking the numbers allows you to easily determine whether marketing and publicity efforts have helped drive sales or not.

Make a list of all the marketing and publicity efforts you did and match them up with the sales figures to determine what did and did not work.

2) Stop Doing Things that Don't Work

Did that ad you bought in the local newspaper lead to any sales? Perhaps, but if the resulting sales didn't cover the cost of the ad, advertising didn't work for you.

While an ad may feature a nice picture of your book, it doesn't tell the reader what the story is about or why they may want to purchase the book. The only ads that I've seen deliver are those accompanied by articles about the author. One approach you may want to consider in 2013 is to ask the sales person you've worked with if they can help get an article about you or your book placed in the same publication you are advertising in.

3) Hire a publicist

Instead of budgeting dollars towards advertising next year, consider hiring a publicist who will help you get stories into the newspapers and interviews on radio and TV. In addition to understanding how the media works, a good publicist will have established relationships with the news people you want to reach with your story.

RMA Publicity achieved more than 100 media placements in 2012. How many book sales came about as a result? It is impossible to come up with a definite number, but an author I recently worked with on a national book tour did let me know that during one of her weeks on tour, she sold 90 books through Amazon.com. RMA Publicity secured media placements for her in all five states she visited.

4) Have a press kit created if you don't have one already

Does your book have a press kit? If not, I strongly suggest you put one together or hire a publicist to create one for you. This will be your ticket to getting the attention of the news media.

Reporters and assignment editors are way too busy to pay attention to, much less read an unsolicited manuscript. So, don't even bother sending a book. A well-written press kit, however, often leads to requests for review copies.

Your press kit should include the following...

- * A Press Release that lets the media know not just what your book is about but tells a story that will interest their readers, listeners or viewers.

- * An Author Biography that gives the media some insight into the writer's background.

- * A Testimonials page, which includes favorable quotes from reviewers.

- * A Suggested Questions page should also be included. This is a key piece of the kit that makes the reporter's work easy.

5) Develop a marketing plan

If you don't have one already, develop a marketing plan so the things you do to promote your book will be proactive, not reactive. The most successful books are those whose publishers have done a good job anticipating the needs and desires of their target audience.

RMA Publicity is accepting new clients for 2013. For a quote on marketing and publicity services, contact us today.

Next month's article:

Putting a marketing and publicity plan in place for the New Year.

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
National Write a Business Plan Month
Safe Toys and Gifts Month
Spiritual Literacy Month

Other dates observed in December...

Special Education Day – Dec. 2

January Media Opportunities

Celebration of Life Month
Financial Wellness Month
Get Organized Month
National Mentoring Month
National Poverty in America Awareness Month

Other dates observed in January....

Diet Resolution Week – Jan. 1-7
Appreciate a Dragon Day – Jan. 16
Kid Inventors Day – Jan. 17
Get to Know Your Customer Day – Jan. 17

* Source: 2012 & 2013 Chase's Calendar of Events

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).

The benefit of hiring a PR person with media experience

PR people with journalism experience are highly creative, calm in crisis situations and knowledgeable on many topics. Plus, they fully understand the needs of the media and are able to pitch stories in a natural way since they once had to offer story ideas to editors or producers every day in the newsroom.

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