

THE POWER OF PUBLICITY

Two-State Book Tour to Promote *An Angel is Born: A Family's Story* is Underway

It has been more than two years since Bill and Lily Skiles of Springfield, Ohio laid their daughter to rest. Angel Rose died of complications from birth defects on Oct. 1, 2011, at the age of 39. But thanks to her Uncle, Wynn Johnson, her memory will live on forever.

Angel Rose's life story is featured in the recently published book, *An Angel is Born: A Family's Story*. The book is set in both Springfield, Ohio, where Angel lived, and Weeksbury, Kentucky, the city her parents and uncle are from.

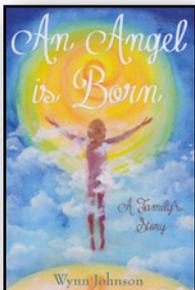
Author Wynn Johnson's book tour to promote *An Angel is Born: A Family's Story* kicked off in Springfield, Ohio on Jan. 19th with articles in the [Dayton Daily News](#) and the [Springfield Sun Times](#). The next day, Jan. 20th, Johnson appeared on FOX Affiliate [WRGT-TV in Dayton, Ohio](#). The media helped promote Johnson's week of events to promote the book.



Above: Wynn Johnson shares his story with residents of Dayton during an early morning appearance on the local FOX affiliate. The TV station also helped out by posting his events on their website.

He spoke at three nursing homes in Springfield, Ohio, sharing his story with residents and caregivers. He also had signing events at a total of seven bookstores in the area, including Faith Christian Bookstore in Fairborn, Ohio, and the Barnes & Noble in Beavercreek, Ohio.

In February, Johnson will be in Western Kentucky promoting the book. The tour will kick off with a television appearance on WKYT, the Fox affiliate in Lexington, Ky., on Feb. 10.



COMING UP IN FEBRUARY

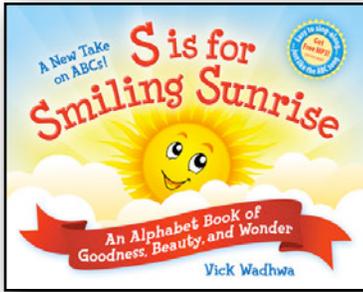
A story about Polly Norman's *Dances Through Glass*, appears in the February edition of [Edina Magazine](#).

Wynne Dalley, Author, *Be Cool and Confident: A Guide for Girls* and *Be Cool and Confident: A Guide for Guys*, will be interviewed on the radio in Minneapolis Minn. (Feb. 4) and Cleveland, Ohio (Feb. 5).

Scott Carpenter, author, *Theory of Reminders*, has a signing and speaking event at the B&N Booksellers store in Edina, Minn., on Feb. 4th.

In connection with I Love to Read Month (Feb), newspaper, radio and TV interviews have been secured for Donna Nusrala, author and publisher, **AMO Publishing**, in her hometown of Cleveland. She will talk about the importance of reading to children.

New Children's Book Launches Just in Time for "I Love to Read Month"



February is "I Love to Read Month," the perfect time for the launch of the debut book by Words Bright, a new small press focused on bringing out enjoyable and meaningful books to stimulate learning. *A New Take on ABCs! S is for Smiling Sunrise* by Vick Wadhwa is an ABC book with a twist. Not only does it teach the alphabet, it communicates concepts.

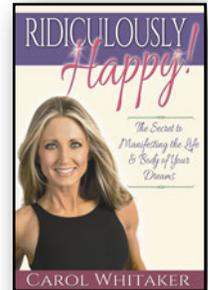
Author Vick Wadhwa will be interviewed on KTVA Radio in Ventura, Calif., about the book on Feb. 9. More information about what is intended to be an entire series of books is available at www.WordsBright.com.

National Media Campaign Kicks Off for *Ridiculously Happy!*

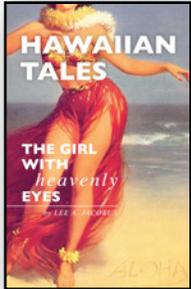
The national publicity campaign for Carol Whitaker's new book, [Ridiculously Happy! The Secret to Manifesting the Life & Body of Your Dreams](#), is now underway.

So far, RMA Publicity has arranged interviews for her on radio stations [KMA-AM Omaha](#) (Jan. 6), [WDIS-AM Boston](#) (Jan. 3), [WLAQ-AM Atlanta](#) (Jan. 2) and [WCHW-AM Philadelphia](#) (Jan. 2).

During her interviews, Whitaker discussed what it's going to take for people to stick to their New Year's Resolution to get in shape not just physically but mentally.



Pre-publication Press for *Hawaiian Tales: The Girl with Heavenly Eyes*



Hawaiian Tales: The Girl with Heavenly Eyes will be released by Tell Me Press on March 3rd, and the publicity campaign to promote the book is already underway. Author Lee A. Jacobus was interviewed on WICH-AM in Hartford on Jan. 29th and arrangements have already been made for books to be sold at airport bookstores on the West Coast.

Hawaiian Tales: The Girl with Heavenly Eyes is a collection of 14 short stories that look beyond the surface lives of tourists and retirees, natives and transplants, to the joys and mysteries within. Though fictional, each of the stories is based on the people Jacobus met, the places he visited, and the experiences he had both on and off the beaten path.

More information is available at www.TellMePress.com.

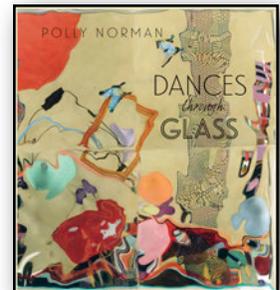
Norman's *Dances Through Glass* Featured in Jan. Issue of MN Women's Press

The January issue of the MN Women's Press magazine featured an article about Polly Norman's *Dances Through Glass* written by Rachel M. Anderson/RMA Publicity.

The story was also picked up by [Twin Cities Daily Planet](#).

In *Dances Through Glass: A 25-Year Retrospective of Work by Photographer and Painter Polly Norman*, the author shares her path to recovery from cycles of mania alternating with depression and invites fellow sufferers to join her in the quest for wellness.

For more information, or to purchase a copy of the book, visit www.PollyNormanArt.com/book.



TV Appearance and Book Signing for Christine Fournier

Retired Broadway dancer turned novelist Christine Fournier signed copies of *Gypsy Nights* and *Gypsy City* at the Barnes & Noble in Apple Valley, Minn., on Jan. 25th. The books are the first two in what will be a series of novels based on Fournier's experiences during her career on Broadway. Here she is posing with Bill Emery, who was in *Funny Girl* with her back in the 1970s.

Also this month, Fournier was interviewed by Lynn Redlinger of CTV North Suburbs in the Twin Cities. for a segment to air in the near future.



Learn more about Christine Fournier and her books at www.BroadwayGypsyLives.com.

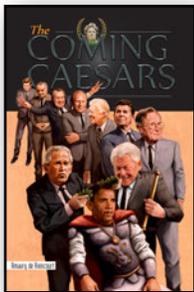
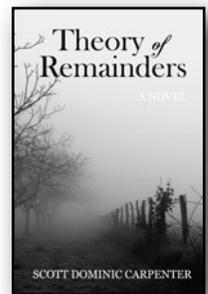
ALSO IN JANUARY ...



Michelle Goldberger, Program Director for the COR Retreat Food Addiction Recovery Program, was interviewed on [WTBO-AM in New York](#), [WCHE-AM Hartford](#) and [WPTK-AM Raleigh, N.C.](#) during Sugar Awareness Week, which ran from Jan. 20 – 24.

Learn more about COR Retreat at www.cormn.org.

Scott Dominic Carpenter, author, *Theory of Reminders*, was interviewed on KFAI Radio in the Twin Cities on Jan. 28. He also spoke at an invitation-only event at The American Institute for the Advancement of Forensic Studies in St. Paul, Minn. on Jan. 31st.



Timothy Price, whose company, Trestle Press of Omaha, Neb., recently re-released *The Coming Caesars*, was interviewed on [WBIG-AM/Chicago](#) on Jan. 29 and [KMA-AM Omaha](#) on Jan. 30, right after the President delivered his State of the Union address.

The book's contention is that modern-day Presidents have become Caesaristic. More information about the book can be found on the [Trestle Press](#) website. Books are available for purchase at Barnes and Noble and Amazon.

Craig MacIntosh author, *The Last Lightning* appeared at Great River Regional Library in Upsala, Minn., to talk about his latest book. Some of the scenes in the book take place in Upsala. A preview article for the event appeared in the [St. Cloud Times](#) newspaper the week of the event.



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This Month's Publicity Tips Article - How to Get the Media Interested in Interviewing You

When I start working with a new client and ask the question, 'What are your goals as far as publicity?' guess what a strong majority of them say... "To be on the Oprah Winfrey Show."



My response every single time, 'That's a great goal and I hope it happens, but first we need to get you some coverage in the local and national media.' One of Oprah's producers, who I used to work with when I was a TV Newscast Producer in Tampa, told me the show is most impressed by pitching packages that come with a disc filled with media clips. Not only are they looking for great stories, but guests who present themselves well.

When you're ready to begin building that portfolio, the best place to start is close to home. After all, it's a lot easier to convince the local newspaper that your story is newsworthy to their audience than it is to convince someone at the New York Times.

So how do you get the local media interested in interviewing you? Here are three tips to get you started.

1) Pay attention to stories making their way through the news cycle. You need to watch

television newscasts, listen to the radio and read the newspapers and magazines you want to pitch. Once you learn about a story that you have the expertise to comment on, you've found a good way to pitch yourself as someone worth interviewing.

At the beginning of the year this tactic worked well for the author of the new book, *Ridiculously Happy! The Secret to Manifesting the Life & Body of Your Dreams*. She is an expert on living a healthy lifestyle. Who better to offer advice on fulfilling New Year's Resolutions?

2) Study up on the topic you want to insert yourself into and then develop two or three key talking points around which you can make your pitch. As you do this, remember, the media is not in the business of offering free commercials. You need to offer pertinent information.

In February, Donna Nusrala, author of the children's book, *Gazillions, Bunches, Oodles and Tons*, has several interviews scheduled where she will talk about why the perfect gift for Valentine's Day for a child is not chocolate, but the gift of the time a parent spends with a child. Reading together is a great activity!

3) Come up with a great pitch. Pitch letters serve one purpose -- to pique the journalist's interest in your story. So don't try to cram too much into it. Let the accompanying press release take care of filling in the blanks.

If you don't have a press release yet, RMA Publicity specializes in creating them. [Contact us](#) for a quote today.

MEDIA OPPORTUNITIES

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

February is...

American Heart Month
International Expect Success Month
Library Lovers' Month
National Time Management Month
Youth Leadership Month
I Love to Read Month

Specific dates observed in February...

Children's Authors and Illustrators Week – Feb 2 – 8
Random Acts of Kindness Week – Feb. 10 – 16
National Donor Day – Feb. 14
National Have-a-Heart Day – Feb. 14
National Eating Disorders Awareness Week – Feb. 23 – Mar. 1

March is...

Credit Education Month
International Ideas Month
National Kidney Month
National Nutrition Month
Optimism Month

Specific dates observed in March...

National Consumer Protection Week – Mar. 2 – 8
Read Across America Day – Mar. 3
Brain Awareness Week – Mar. 10 – 16
World Kidney Day – Mar. 13

* Source: 2013 Chase's Calendar of Events