

THE POWER OF PUBLICITY

RMA Publicity Secures 8 Media Placements for The Waters

The COVID-19 Pandemic has caused a lot of hardship for seniors in the past year, and now that a vaccine is finally available to residents and staff, The Waters senior living communities in the Twin Cities are celebrating.

The Waters of Eden Prairie senior living community held a "Poke-A-Party" on Jan. 20. The next day, The Waters of Highland Park in St. Paul celebrated with a Caribbean-themed party. All staff and residents at both communities received their first of two shots. The second one will come towards the end of February.



The Waters of Eden Prairie celebrated with food and beverages all day, as well as polka music and a COVID Piñata. The Waters of Highland Park, meantime, celebrated with a Caribbean-themed party.



KSTP television covered the events at both communities. [Here is a link to the story](#) posted on their website about the event at The Waters of Highland Park.

The Waters of Eden Prairie received coverage from [KSTP-TV](#), as well as [Eden Prairie Local News](#) and the [Eden Prairie Sun Current](#) newspaper.

Earlier in the month, on Jan. 12, RMA Publicity secured coverage by all of the major media outlets in Rochester, Minnesota for the COVID vaccine clinic at The Waters on Mayowood. Television stations [KTTC-TV](#), [KAAL-TV](#), and [KIMT-TV](#) covered the event. So did the [Rochester Post Bulletin](#).

Learn more about The Waters, where residents thrive, at [TheWaters.com](#).



Coming up in February...

Throckmort's Offer – Book 1 by the husband and wife writing team of J. Carlan and D. Jennifer Wright officially launched on Feb. 1. It is what the authors call a love story for the ages...about a couple fated to be together despite all the obstacles in their way. Learn more at [Throckmort.com](#).

Author of *True Leadership: Where is It? Big Politics & Big Business* Interviewed on WJON-AM

There's no doubt in most people's minds that what happened the afternoon of Jan. 6, 2021, at the U.S. Capitol is a clear example of what is wrong with leadership in this country. The fact that the President of the United States at the time is the one who directed the unrest clearly supports the points Minnesota businessman Steve Lundquist makes in his new book, *True Leadership - Where Is It? Big Politics & Big Business*.

Lundquist shared his ideas for improving leadership in this country with Jay Caldwell of [WJON-AM Radio in St. Cloud, Minnesota](#) the morning of Jan. 13, 2021. The interview lasted close to 15 minutes.

Learn more about Lundquist's work at Trueleadership.org. The ebook is available now on [Amazon](#).



Jamie Stoudt's *Back Again* Officially Launches in January with a Book Signing Event in Ft. Myers, FL



How would you react if all of a sudden someone whose funeral you had attended were to come back from the dead? It may sound far-fetched, but that's exactly that happens to Michel Halstad, the main character in the debut novel by Jamie Stoudt.

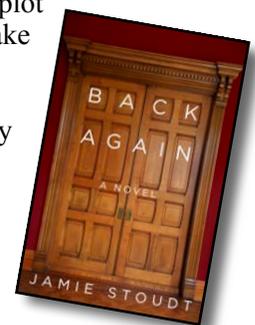
Back Again officially launched in late January with a signing event at Annette's Book Nook in Ft. Myers Beach, Florida. The story begins outside Michael's workplace where Wendy is waiting for him as if nothing has happened.

All kinds of things go through Michael's head, but he decides to accept Wendy's return and bring her back home anyway; and then the adventure begins. "Turns out she has some unfinished business on Planet Earth," says Stoudt, who goes on to explain his character has some lofty goals. "She wants to achieve things people have been trying to do for years, but been unsuccessful at."

The Midwest Book Review for the novel just came in and reviewer D. Donovan says, "Jamie Stoudt's debut novel *Back Again* holds many surprises; not the least of which is its powerful, well-organized plot and voice. Debut novels can either make or break a writer. This one's a clear winner from the start... Perhaps his finest achievement in writing this story

is how one individual's miraculous appearance and revised attitude slowly begins to change the world around her."

RMA Publicity secured preview stories about the launch event in the [Ft. Myers News Press](#) and Breeze newspapers. Learn more about Jamie Stoudt's work at JamieStoudtBooks.com. The book is available from [Amazon now](#).

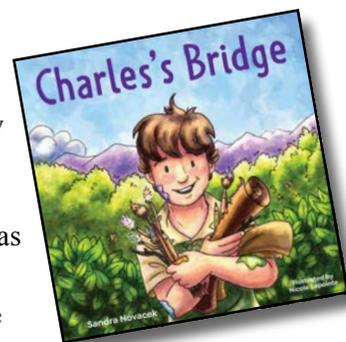


Charles's Bridge by Sandra Novacek Releases in January

A new children's picture book that is perfect for the times we are in officially released on Jan. 12. *Charles's Bridge* by Detroit author Sandra Novacek is based on her husband's personal story. In 1938, when armed soldiers arrived in Czechoslovakia just before the start of World War II., young Charles and his family were forced to flee. He wasn't able to bring along his art supplies.

When Charles arrived at his new home, he was sad and homesick, until inspiration struck and he figured out a way to paint again. A story about the book has been published on [The Children's War Blog](#).

This book is written for children in Preschool through 3rd grade, and is available for purchase online through both [Amazon](#) and [Barnes and Noble](#).



Minnesota Science Teacher's Soon-to-be-released Science Fiction Book Gets a Mention in the Pioneer Press



Patrick Meisch, a science teacher at St. Thomas Academy in St. Paul, Minnesota, has a new science fiction novel titled *Those the Future Left Behind* coming out in May, and it got its first mention in the media on Jan. 10. Pioneer Press Books Editor Mary Ann Grossman included the book in her article, [Readers and Writers: We may still be stuck at home this spring, but we'll have plenty to read](#).

Congratulations Patrick! Learn more about the book at [PatrickMeisch.com](#).

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in February 2021 or March 2021, 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 Boost Self Esteem Month
Library Lover's Month
I Love to Read Month

Also Observed in February...

Great Backyard Bird Count – Feb. 12 – 15
National Donor Day – Feb. 14
World Day for Social Justice – Feb. 20
Digital Learning Day – Feb. 25

Source: 2021 Chase's Calendar of Events

March is...

Colorectal Cancer Education and Awareness Month
Credit Education Month
Employee Spirit Month
International Ideas Month
National Kidney Month
National Nutrition Month

Also Observed in March...

World Day of Prayer – March 5
World Kidney Day – March 11
Genealogy Day – March 13

RMA Publicity

How to Get the Most Benefit Out of a Book Award Win

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

Book Award Season is almost upon us. Good luck to all you authors out there who have entered one of the many contests aimed at writers.

While many of the award programs out there promise winners both award stickers they can put on their books and publicity, it's important to note that it will most likely fall on you or your publicist to contact the media to get it.

It is my experience that while yes the award programs will send out a press release, probably using one of the wire services, like PR Web or PR Newswire, few if any media outlets will actually pick up and use the release. Not to mention, the press release will typically list the names of all of the winners, not single out any one book.

Back in my TV news producing days, we were actually told to ignore the press releases that came in from the PR wire services, as they were considered marketing materials, not news. We relied on local press releases, the Associated Press and network news wires almost exclusively.

That is why it is so important for you to toot your own horn! Here are 5 things I recommend be done if you win a book award.

- 1) Send out a press release to the media.

Anytime one of the authors I work with wins an award, I am quick to prepare a press release just for them. I then pick up the phone and call their local media in an effort to secure coverage. Oftentimes, the first step towards getting it is sending out that custom press release I prepared.

- 2) Inform bookstores and libraries about your book award win.

The news media isn't the only place award winners should be turning to get the most benefit out of a book award. Everyone loves a winner, and informing your local bookstore that your book has won an award is often a good entry for setting up a signing event and/or getting the book carried in the store. Same goes for

the local library if your book isn't in their collection already.

- 3) Post a mention on your website and social media.

Don't forget to get that press release about your win up on your website, and posted in your social media as well. It is important that people who come across information about you and your book know you have won an award. It can often mean the difference between someone giving your book a chance and purchasing a copy, or moving on.

- 4) When you are trying to set up speaking events, highlight your award win.

As previously mentioned, everyone loves a winner, and when you identify yourself as an award winning author, it tends to carry a lot of weight, particularly with those who make decisions about speakers. Whether you are trying to secure a speaking gig for an association meeting, at a conference or convention, or some other event, identify yourself as an award winning author when you do your outreach.

- 5) Make use of the stickers you receive for winning the award

Most of the award programs out there offer stickers that can be placed on books that have been named winners in their contests. Oftentimes, they will sell those stickers to you rather than giving them away. Yes, it's an expense, but I think well worth it in the long run. People are more likely to purchase a book from an unknown author that has an award sticker on it than one that doesn't. Having that sticker could mean the difference between selling a book, and having it remain on the shelves.

Helping authors prepare their entries for book awards contests is one of the many services RMA Publicity provides for authors. Interested in learning more about how we can help you promote your book? [Contact us for a free consultation today.](#)

Next month's publicity tips article:

When Should You Get Started on a Book Marketing & PR Campaign?

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