

THE POWER OF PUBLICITY

Minnesota Children's Book Author Gets National Media Exposure



Above: Children's book author Gordon Fredrickson poses in front of one of the farm machines in his backyard. Photo by Rachel M. Anderson.

When he sat down to write his first children's book, Gordon Fredrickson had a specific goal in mind - to preserve the way things used to be for future generations through literature. "A story not told is lost forever," he always says.

That message has now been delivered all over the country. The St. Paul Pioneer Press published a story about Fredrickson titled, "A Former Farm Kid Shares His Stories." The article written by reporter

UPCOMING EVENTS

Thursday, July 7, 2011, 7pm

Book signing and discussion
A Song in My Heart by
Roma Calatayud Stocks
Bookcase of Wayzata, Wayzata, MN

Friday, July 8, 2011, 6:30 p.m.

Children's Story Time
Allison Investigates by Colette Nicoletta
Valley Booksellers, Stillwater, MN

Saturday, July 8, 2011, 10:30 a.m.

Children's Story Time
Allison Investigates by Colette Nicoletta
Bookcase of Wayzata, Wayzata, MN

Saturday, July 9, 2011, 11 a.m.

Author appearance and book signing
Fatal Incident by Jim Proebstle
Har Mar Mall Barnes & Noble, Roseville, MN

Saturday, July 9, 2011, 11 a.m.

Author appearance and book signing
Fatal Incident by Jim Proebstle
Apple Valley Barnes & Noble, Apple Valley, MN

Sunday, August 10, 2011, 2 p.m.

Author appearance and book signing
Fatal Incident by Jim Proebstle
Valley Booksellers, Stillwater, MN

Saturday, July 16, 2011, 4 p.m.-10 p.m.

Bastille Day Celebration
Paris From the Heart by Jan Dolphin
University Club of St. Paul, St. Paul, MN

Tuesday, July 19, 2011 (6:30 p.m.)

A.A.A. Women's Travel Club
Presentation
Attitudes at Every Altitude by
Gregg Proteaux
AAA building, St. Louis Park, MN

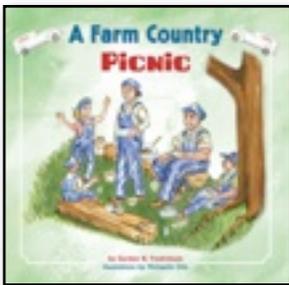
Jessica Fleming was picked up by the Associated Press and reprinted dozens of times during the month of June.

Among the newspapers that picked up the story, USA Today, The Washington Examiner in Washington, D.C., The San Antonio Express and The Westport News in Stamford, Connecticut. WSB Radio in Atlanta ran a version of the story on its website. So did WRAL TV in Raleigh-Durham, North Carolina, and at least a dozen other media outlets in Minnesota and several other states.



Also in early June, The [Agri-News](#) published a story Rachel M. Anderson wrote about Gordon titled, "Fredrickson Writes to Preserve Memories of Farm Life."

Good timing for the local, regional and national exposure as June also marked the launch of Fredrickson's latest book about a fictional farm family scraping a living off the land in rural Minnesota. *A Farm Country Picnic* is a story about summertime, the haying season on the farm.

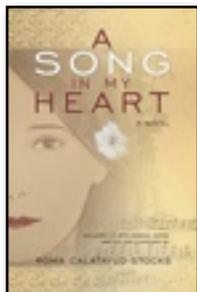


One day the kids want to go fishing and have a picnic, but their parents didn't have time to take a break because the hay needs to get cut and then picked up from the field after it dries. Their father tells them they can go fishing the next time it rains. But when that much anticipated day comes, an unexpected problem postpones their afternoon of fun.

Gordon Fredrickson offers free performances of all of his books. He appears at schools, libraries and community events. More information can be found at www.GordonFredrickson.com.

JUNE EVENTS & MEDIA PLACEMENTS

A Song in My Heart Debuts



When they encounter a large crowd a lot of people get butterflies, but not Roma Calatayud-Stocks. She was perfectly content as close to 100 friends and family gathered to help celebrate the launch of her new novel.

The event took place the evening of June 16, 2011, at the historic Minneapolis Club, the perfect setting to launch *A Song in My Heart*, a historical novel set at the turn

of the century in both Minneapolis and Mexico City.

A Song in My Heart is the story of Alejandra Stanford who dreams of one day becoming an orchestral conductor. "I was very much inspired by what was

Right: Roma Calatayud Stocks greets one of the many supporters who came to her book launch party at the Minneapolis Club on June 16, 2011.



happening at the turn of the century with music in both my hometown of Mexico City and my adopted homeland of Minnesota. The early 1900s were an incredible time in both nations' musical history," said Calatayud-Stocks.

Earlier in the month, the book was featured at the 15th Annual Hispanic Marketing Conference at the Minneapolis Hilton; and its release got national attention as well. [The Clarion-Ledger](#) in Jackson, Mississippi ran a Q&A article with the author in their Sunday paper on June 19, 2011.

A Song in My Heart is accompanied by a CD that contains a musical score composed by the author. It is Calatayud-Stocks's debut novel. More information can be found at www.RomaStocks.com.

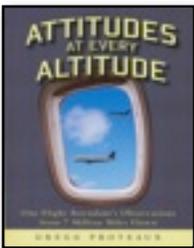
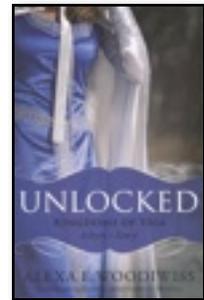


Alexa E. Woodiwiss' *Unlocked* Receives a New York Newspaper Review

The granddaughter of one of the most famous romance novelists who ever wrote is well on her way to making a name for herself in the literary world. Alexa E. Woodiwiss' debut novel, *Unlocked*, received a rave review from [The Epoch Times](#) in New York City in the article, "Alexa Woodiwiss Does Romantic Novels Her Own Way" published June 2, 2011.

In her review, reporter Pat Chasteen says, "A new fantasy romance author has burst on the scene.... Alexa has obviously inherited her grandmother's talent for writing."

Alexa is the granddaughter of New York Times best selling romance novelist Kathleen E. Woodiwiss. *Unlocked* is the first in a series of books Woodiwiss has planned and is available for purchase on Amazon.com and through the author's website: www.alexawoodiwiss.com.



Gregg Proteaux's *Attitudes at Every Altitude* Finds the Perfect Audience

The key to success for any author is finding the right audience for their book and flight attendant Gregg Proteaux has definitely found his – travelers!

The author of *Attitudes at Every Altitude, One Flight Attendant's Observations from 7*

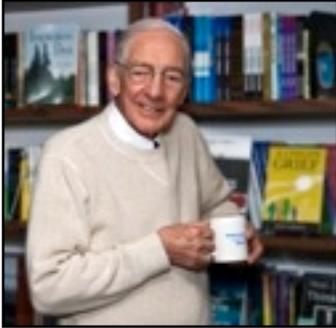
Million Miles Flown, kept members of the AAA Minneapolis Travel Club in stitches the evening of June 15, 2011.

Attendees enjoyed hearing about all the funny experiences flight attendants have on the job. They especially liked Proteaux's description of a typical day where he has to juggle food, drinks, over packed bags and dirty diapers.

After the presentation, books were sold. Many of the attendees said they plan to read *Attitudes at Every Altitude* before catching their next flight.



Above: Flight attendant and author Gregg Proteaux shares some of his funniest experiences in the skies with members of the AAA Minneapolis Travel Club.



Founder of Twin Cities-based Beaver's Pond Press Sells Company

RMA Publicity helped Beaver's Pond Press, a mentoring publisher in the Twin Cities, get the word out about a major change at the top. News that company founder Milt Adams had sold his remaining stake in the company to publishing executive Tom Kerber ran in the St. Paul Pioneer Press, Minneapolis Business Journal and MN Sun Newspapers.

Left: Milt Adams founded Beaver's Pond Press in 1998 at the age of 70. Even though he is retiring, he will still have a role at the company.

National Franchise Games2U Gets the Attention of Minnesota Media

While RMA Publicity's main focus is on books, we also have a number of business clients. One of them is the Twin Cities Games2U franchise. Games2U offers interactive mobile entertainment, including a video game theater, high-tech Laser Tag, life-sized Hamster Balls and more.

Owner Jim Sadlovsky came to us for help getting a story about his company into the headlines. Earlier this year we were able to secure a placement for him in the Dakota County Tribune Business Weekly, and in early June captured the attention of KARE 11's morning reporter, Dave Berggren.

Games2U received more than 7 minutes worth of airtime between 5am – 7am on Monday, June 6, 2011. Immediately after the story aired, the phones started ringing.



Above: KARE 11 morning news reporter Dave Berggren interviewed Jim Sadlovsky, owner of the Twin Cities Games2U franchise, in the station's parking lot on June 6, 2011. (That's Jim in the black polo shirt.) He shared the story of how he left corporate America to run his own business and is loving it!

Also in July....

- [The Metro Lutheran](#) interviewed Lutheran Pastor Jeff Dorman about his new divorce mediation business, Dorman Mediation in White Bear Township. The article, "A Ministry of Conflict Mediation Within Marriage Disputes" ran in the paper's June 30, 2011 issue. This is the third media placement RMA Publicity has secured for Dorman. Newspaper articles also appeared earlier this year in the Quad Community Press and Roseville Review.
- Jim Proebstle was interviewed by 3WI Radio in Brainerd about his historical fiction novel, *Fatal Incident*.
- A reporter from The Roseville Review interviewed retired teacher Emrys Current about her award-winning children's book, *Looking for Lucy*.

How to get the media's attention

The last time you read about, heard or saw one of your fellow authors on the local news, did you say to yourself, "Hey, I should be the one being interviewed. My story is a lot more interesting! How did that author get so lucky?"



Luck probably had nothing to do with it. The news media is always on the lookout for a good story and the author whose story got coverage either did a good job of pitching the media, or hired a publicist to do it for them.

The benefit of doing the latter is that a good publicist will have established relationships with the decision makers, thus increasing your chances of getting coverage astronomically. If you want to give it a try on your own first, however, the most important thing to keep in mind when pitching the media is the hook for your story. In journalism the hook is what makes the story relevant right now.

In the case of the author mentioned earlier in RMA Publicity's June newsletter, the hook was not that Gordon Fredrickson's latest children's book about growing up on a family farm in rural Minnesota is coming out this summer, but that he's on a mission to preserve Minnesota's farm heritage for future generations.

That pitch got the attention of a reporter from the St. Paul Pioneer Press. Jessica Fleming's story was picked up by the Associated Press wire service, then catapulted across the country. The story ran on the USA Today website, as well as television station websites in New York, Connecticut, North Dakota and Wisconsin to name a few.

How did it get such great pick up? Because the story the reporter wrote has general appeal and is a great human-interest piece about a man trying to make a difference.

Think about that statement for a moment – trying to make a difference. Isn't that exactly what you were trying to do when you decided to publish your own book?

There is your hook! To get more of your book publicity questions answered, log on to www.RMAPublicity.com or contact me at Rachel@RMAPublicity.com

Coming up next month:

Is Promoting Your Book Via Social Media Worth Your Time?

JULY MEDIA OPPORTUNITIES

If your book is easily relatable to any of the events below that are observed in July RMA Publicity may be able to help you get media coverage.

- Bereaved Parent Awareness Month
- Embrace Your Geekness Day (July 13)
- Herbal/Prescription Interaction Awareness Month
- National Black Family Month
- National Child-Centered Divorce Month
- National Grilling Month
- National Hot Dog Month
- National Ice Cream Month
- National Independent Retailers Week (July 17-23)
- National Make a Difference to Children Month
- National Recreation and Parks Month
- Sandwich Generation Month
- Social Wellness Month
- United Nations World Population Day (July 11)
- Women's Motorcycle Month

* Source: 2011 Chase Book of Events

RMA Publicity

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