

THE POWER OF PUBLICITY

RMA Publicity Secures Stories in the Twin Cities Media for The Waters Senior Living

Minnetonka, Minn.-based The Waters, a company that builds and manages independent living communities, spent much of the month of June in the headlines.

For those considering downsizing who either want to either remain in White Bear Lake, Minn., or move there, The Waters of White Bear Lake is a place to consider. The new community celebrated its grand opening on June 21. White Bear Lake Mayor Jo Emerson cut the ribbon at



the entrance with the help of The Waters President Kyle Didier and The Waters CEO Lynn Carlson Schell.

RMA Publicity secured a story in the [Pioneer Press](#) previewing the grand opening celebration for The Waters of White Bear Lake, and both [KSTP Television](#) and the White Bear Press newspapers covered the event.



City of Excelsior.

Also in June, RMA Publicity secured stories in the [Star Tribune](#) and [Lakeshore Weekly](#) newspapers, as well as on both [KARE-TV](#) and [KSTP-TV](#) about the company's proposal to bring an independent living community to the

Learn more about The Waters at www.TheWatersSeniorLiving.com.

COMING UP IN JULY

Barry ZeVan, author, ***Barry ZeVan, My Life among the Giants, A Memoir...Thank You, Jerry Stiller For Urging Me To Write This Book***, will be interviewed by WCCO's Jearlyn Steele on July 3.

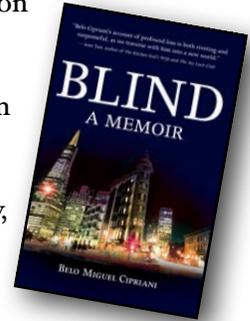
Miguel Reece, author, ***The Disabled Veteran's Story: The Sacrifices of Our Veterans and Their Families***, will be in Norfolk, Va., July 1 - 4 for the Panamanian Reunion. The annual 20-year plus continued celebration is a time to acknowledge the sacrifices of those veterans and their families who volunteered for the draft or enlisted from the Panama Canal Zone and Communities in Panama during the Vietnam era.

Author of *Blind: A Memoir* Launches His Book at Vision Loss Resources Open House in Minneapolis



Belo Cipriani, author, *Blind: A Memoir*, launched his book in the Twin Cities on June 16. He was invited to speak at the open house for Vision Loss Resources (VLR), which is a private, not-for-profit organization in Minneapolis whose mission is to create a community of service, skills and support for people with vision loss.

Cipriani shared the story of how he lost his sight, as well as his thoughts on what it's going to take to achieve equality in the workplace for the disabled. In his book, *Blind: a Memoir*, Cipriani describes how he



learned to cook, live, and date following the assault that permanently blinded him. Today, he is a vocal proponent for LGBT, disabled, and minority rights. He was recently named the 2015 Best Disability Advocate in the San Francisco Bay Area and an Agent of Change by the Huffington Post. In addition, he is the national spokesperson for Guide Dogs for the Blind and 100 Percent Wine, a premium winery that donates 100 percent of its proceeds to nonprofits that help the disabled find work.

To learn more about Belo Cipriani, visit his website, www.BeloCipriani.com.

Self-Wealth Author Has a TV Appearance and Signing in June

Over the years, Heidi Helmeke has come to the conclusion that Millennials don't seem to have a feel for what it is going to take to secure their financial futures. To try and get the message across about the importance of long-term saving, she has written the book, *Self-Wealth: A simple, conscious path to a comfortable financial future*, which shares the story of a young couple up to their eyeballs in debt. Through the story, Helmeke explains what steps they need to take to turn the tide, and set themselves up for the future.



Helmeke had a very busy June promoting her book. On June 18, she signed copies of *Self-Wealth* at the Barnes & Noble in Roseville, Minn. On June 11, she shared the story behind her book with TV anchor Leah Beno on the [FOX 9](http://FOX9.com)



[Morning News](http://MorningNews.com) in Minneapolis and signed books at [Valley Booksellers](http://ValleyBooksellers.com) in Stillwater.

Learn more about the book at www.HeidiHelmeke.com.

***Bitter or Better* Author Appears on FOX 9 News in the Twin Cities**



Father's Day is supposed to be a time of celebration, but for those who have lost their dads it can be a time of sadness.

On June 18, the day before Father's Day 2016, Caryn Sullivan, author of *Bitter or Better: Grappling with Life on the Op-Ed Page*, appeared on the [FOX 9 News](#) in Minneapolis to talk about how she keeps her husband's memory alive for her kids on Father's Day, and throughout the year. Sullivan's husband died unexpectedly a few years ago after



suffering a heart attack.

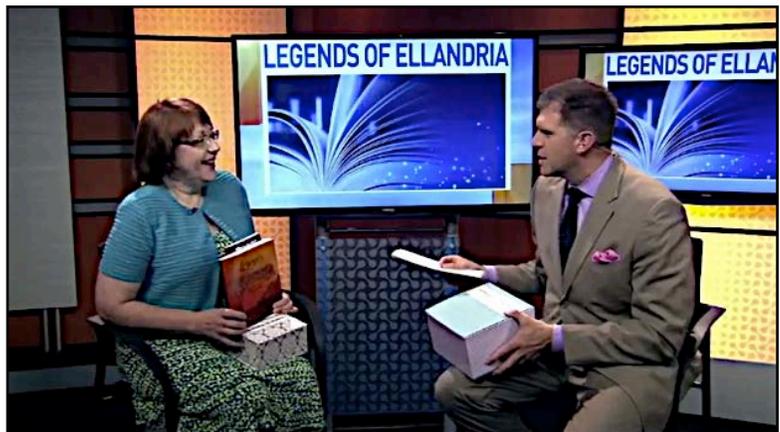
Bitter or Better recently won first place in the inspiration category of the Midwest Book Awards. There is an article about her achievement in the June 9 edition of her hometown paper, [Sun This Week - Eagan](#).

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

Author Launches *Legends of Ellandria* in South Carolina with a TV Appearance and Signing

A book launch event took place on June 9 at M. Judson Booksellers in Greenville, S.C. for local author Katie Foth's new book, *Legends of Ellandria: From the Journals of Whimsey Gatan*.

A few days before the launch, on June 4, Foth appeared on [WLOS-TV's morning show](#) to share the story behind how her book came to be. *Legends of Ellandria* is a collection of stories set in the fictional world of Ellandria, where brave wolves fight off

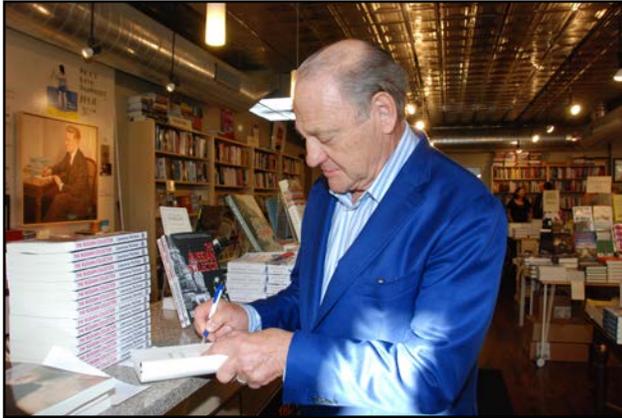


ruthless invaders, beaver sisters turn the tide of the war with their inventions, a clever skunk outwits a wild boar, and a cat with a limp learns how to turn her weakness into a strength.

In each of the stories, the author delivers an important lesson kids will take to heart. Learn more about Katie Foth's work on her website, www.KatieFoth.com.



Lawrence Perlman Returns to the Twin Cities to Launch His Latest Novel



Lawrence Perlman, author, *The Russian Collector*, launched his latest novel in the Twin Cities in June. He appeared at Common Good Books in St. Paul on June 23, and at the Barnes and Noble in Roseville on June 25.

In *The Russian Collector*, it is up to Senior Inspector Gerard de Rochenoir of the elite French National Police to unravel the plot and bring the conspirators to justice. The story is set in France and Italy. It also moves to Wisconsin where the detective's love interest, American insurance executive Catherine York, is from.



Perlman says *The Russian Collector* was partially inspired by a case he worked on early in his law career involving a dispute over a series of Jackson Pollock paintings. *The Russian Collector* is the sequel to Perlman's novel, *The Last Layer*, published by iUniverse in 2010.

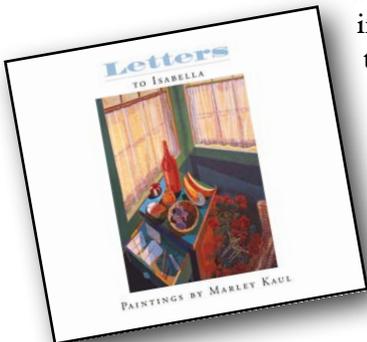
Learn more at www.TheRussianCollector.com.

Author and Artist Marley Kaul Makes Five Bookstore Appearances in June

Marley Kaul, author of the award-winning book, *Letters to Isabella: Paintings By Marley Kaul*, made five bookstore appearances in June. He appeared at Valley Bookseller in Stillwater, Minn., (June 26), Barnes and Noble in Roseville, Minn., (June 25), Wolf Books and Bindery in Park Rapids, Minn., (June 18), Barnes and Noble in Mankato, Minn., (June 12), and Barnes and Noble in Duluth, Minn., (June 10).

Also in June, articles about the book appeared in the June 9 edition of the [Mankato Free Press](http://www.MankatoFreePress.com) and the June 12 edition of the [Park Rapids Enterprise](http://www.ParkRapidsEnterprise.com).

Kaul's book is a retrospective of his acclaimed works, each accompanied by the letters he wrote to his granddaughter, Isabella, offering insight on the thinking and experiences that have influenced his work. In May, the book won recognition in the Midwest Book Awards contest as first place winner of the total book design category.



Kaul is retired now, but used to be an art professor at Bemidji State University in Minnesota. Learn more about his work at www.MarleyKaul.com.

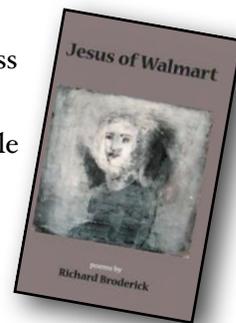


***Jesus of Walmart* Recommended by Midwest Book Review**

Congratulations to Richard Broderick, author of the new NYQ Book *Jesus of Walmart*. The June 2016 issue of Midwest Book Review's online book review magazine, "Small Press Bookwatch," offers a very favorable review for the new book of poetry.

Midwest Book Review says, "An impressively well crafted collection of truly memorable free verse poetry, *Jesus of Walmart* is very highly recommended to the attention of all contemporary poetry enthusiasts and would be an enduringly popular addition to both community and academic library Contemporary American Poetry collections."

Pick up your copy today at www.JesusofWalmart.com.



Minnesota Author's Book About Online Safety Featured in Edina Magazine

In a world where social media dominates much of our communication, it is becoming more and more important to teach our children about online safety and responsibility. That is exactly what author Roseanne Cheng has done in her latest young adult novel, *Edge the Bare Garden*. The book is featured in the June 2016 edition of [Edina Magazine](#).

And on June 10, Cheng signed copies of her book during the Teen Book Festival at the Maple Groves Barnes and Noble.

The story centers around Agnes, a resentful and angry young child who has moved to a new neighborhood under mysterious circumstances. Her classmates fill their time making up stories about her and her family, and by the time she and the narrator enter West Edge High School, Agnes is an official outcast.

Their English teacher, the well-meaning Mr. Jay, introduces the ninth grade class to poetry and the art of journaling. Agnes, however, sees the journals he keeps in his classroom and realizes it is her chance to finally get some revenge for the years of torment she endures. She begins an anonymous blog, in which she doles out the secrets she learns about her classmates through their journals. The fallout is quick and relentless.

The story is fiction, however the author draws upon her years of teaching experience to accurately depict the impact of social media on today's young people. In hopes of encouraging meaningful discussion, she has included a chapter-by-chapter study guide, including vocabulary and essential questions for discussion both in the classroom and around the dinner table.

Learn more about the book at www.TeachableLit.com.



Award-winning Mystery Author Leads Free Writing Workshop



For the seventh year in a row, award-winning author Marilyn Jax will lead a series of free mystery writers workshops at Twin Cities Barnes and Noble bookstores.

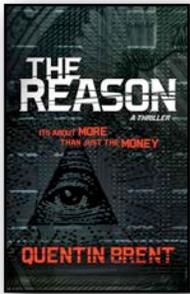
The first event of the year was held at the Barnes and Noble in Eagan June 25, and was previewed in [Sun This Week](#), Eagan's community newspaper. The other events are in honor of the month of mystery (October) and will be held at the Barnes and Noble in Edina, Minn., on Oct. 22, and back at the Barnes and Noble in Eagan, Minn., a few days later on Oct. 29.

During the workshops, Jax will share her secrets for crafting the perfect mystery. Attendees will learn how to incorporate intriguing plots, haunting characters, clues, twists

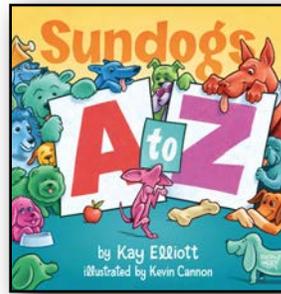
and turns, red herrings, and more into their work, then hone their new skills through writing exercises. Participants learn a great deal, and become excited about the writing process. A Question & Answer session is included. The workshop lasts for three hours and is appropriate for all levels of writers.

For more information, visit www.MarilynJax.com.

ALSO IN JUNE ...



[The Laker newspaper](#) published an article about Quentin Brent's recognition in a national book award contest for his debut novel, *The Reason*.

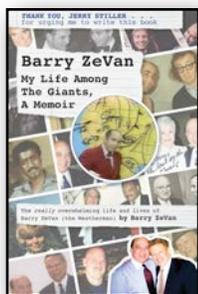


Kay Elliott, author, *Sundogs A to Z*, led the children's story time at the Barnes and Noble Booksellers store in St. Cloud, Minn., the morning of June 11.

A story appeared in the [Sun Focus](#) newspaper about Phyllis Moore's latest sci-fi novel, *Storm's Coming*, which is part two in the trilogy she is writing about a race of people who left Earth centuries ago, only to be abandoned in the Cosmos.



Miguel Reece, author, *The Disabled Veteran's Story*, was interviewed on [WDPN-AM](#) in Cleveland, Ohio on June 29.



Barry ZeVan discussed his new autobiography, *Barry ZeVan, My Life among the Giants, A Memoir... Thank You, Jerry Stiller For Urging Me To Write This Book*, on WCCO Radio's News and Views on June 5.

Andrew Hunkins, author of the technothriller, *No Such Thing as Evil*, signed books at the Barnes and Noble Booksellers store in Duluth, Minn., on June 11.



The PR campaign is underway to promote Susan Mathason's massage therapy practice in Columbia, Maryland. An article RMA Publicity wrote about Mathason's practice is now up on the front page of her [hometown Patch website](#).

Tips for Capitalizing on the Upcoming Holiday Season

Summer is just getting underway. While you may think it's still a little early to be thinking about the holiday season, if you are hoping to sell lots of books in October, November and December, you're actually a little late getting into the game... in the traditional sense anyway.



Most bookstores that do events during the holiday season are probably already booked up. It 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 5 things you can start thinking about now to ring up some much-deserved sales during the most wonderful time of the year.

1) Make up promotional flyers

It is a given that people are going to be out in the community throughout the holiday season shopping and socializing. Coffee shops and community centers are sure to be popular hangouts.

Create a handout touting your book as a great holiday gift, and beginning in late September or early October, put them up on community bulletin boards, or leave them on tables at fast-food restaurants or coffee shops. Leaving materials in places people are congregating en masse is sure to get at least a few people's attention.

Be sure the flyer has a holiday feel. And clearly state that your book makes a great holiday gift!

2) Consider offering discounts and bonuses

You may have never done it before, but as the holidays approach, consider offering 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, perhaps you could include a small stuffed bear with purchases made in

November and December.

3) Give books away

This may seem counterproductive at first since your goal is sales, but 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.

4) Don't forget to capitalize on your social media connections

As the holidays get closer, 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.

5) 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 2017, 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 2017? 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. [Contact us](#) to get started on a campaign.

Next month's publicity tips article:

How to Convince a Reporter to Consider a Story About Your Book

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of www.RMAPublicity.com. If you would like to receive updates as they happen, please visit our Facebook page and ["like" it](#).

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MEDIA OPPORTUNITIES

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

July is...

Adopt-A-Shelter Cat Month
 Gay and Lesbian Pride Month
 Great Outdoors Month
 Fireworks Safety Month
 National GLBT Book Month
 PTSD Awareness Month

Also Observed in July...

National Ice Cream Day – July 17
 National Get Out of the Doghouse Day – July 18

August is...

American Adventures Month
 Read-A-Romance Month
 What Will Be Your Legacy Month?

Also Observed in August...

National Lighthouse Day – Aug. 7
 Elvis Week – Aug. 10 – 16
 Vinyl Record Day – Aug. 12
 Be Kind to Humankind Week – Aug. 25 – 31
 National Grief Awareness Day – Aug. 30

* Source: 2016 Chase's Calendar of Events

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