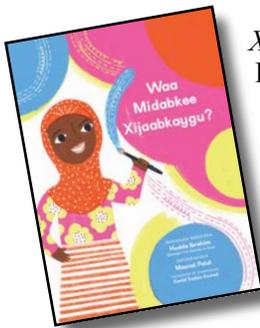


THE POWER OF PUBLICITY

Diverse Voices Press Officially Launches in June at St. Cloud Barnes and Noble

A new publishing company that is dedicated to making sure diverse voices are heard launched on June 26 at the Barnes and Noble in St. Cloud, and the event received a lot of attention. RMA Publicity secured stories about the company in three major newspapers.

Stories were published in the [St. Cloud Times](#) newspaper on June 23, [The Pioneer Press](#) on June 20 and in the [The Star Tribune](#) on June 29.



The company's first book is *Waa Midabkee Xijaabkaygu?* which is the Somali version of Hudda Ibrahim's *What Color is My Hijab?* The English version came out last year, but due to the pandemic was never officially launched.

What Color is My Hijab? is a beautifully illustrated children's book featuring women from all different professions, including doctors and teachers, artists and politicians, wearing their very colorful hijabs, and a variety of clothing. Ibrahim says the variety is intentional as it illustrates that like all Americans, Muslim women come from a variety of backgrounds, cultures, and abilities.

Learn more about the company at DiverseVoicesPress.com.



DIVERSE
VOICES PRESS

WCCO Television Covers Food Packing Event Led By Minnesota Teen Philanthropist

Teen philanthropist Sanya Pirani, a 9th grader from Prior Lake, Minnesota, was back in the news in June. [WCCO Television in Minneapolis](#) covered the food packing event she and her friends participated in on June 12th.

The event is just one of the ways Sanya is working to help feed 700 children who live in Latent, Haiti. She is also raising money for the cause. Her long term goal is to fundraise \$56,210. She is more than halfway there, with \$26,700 left to fundraise this year to meet her goal.



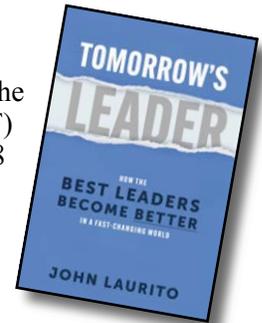
For more information, or to donate to Sanya's causes. Visit SanyasHopeForChildren.org.

RMA Publicity Secures 3 Radio Interviews in June for John Laurito, Author, *Tomorrow's Leader: How the Best Leaders Become Better in a Fast Changing World*

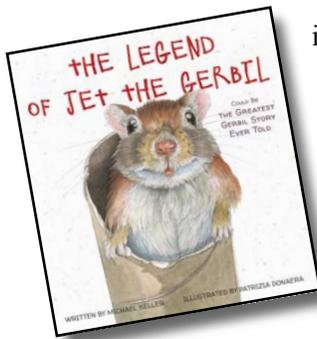
John Laurito, author, *Tomorrow's Leader: How the Best Leaders Become Better in a Fast Changing World*, participated in three radio interviews booked by RMA Publicity in June. The Raleigh, North Carolina resident was on Triangle's Morning News (FM 98.5 AM 680 WPTF) in Raleigh on June 22. He was interviewed on WAMV-AM in Amhearst, Virginia on June 28 and on WDPN-AM in Cleveland, Ohio on June 29.

Laurito shared what it's going to take for businesses to emerge stronger after the pandemic. He is an expert on developing trends in business, and the future of leadership.

Learn more about John Laurito's work on his website: LauritoGroup.com.



The Legend of Jet the Gerbil Promoted at Minneapolis Barnes and Noble's First In-person Event Since the Pandemic Started



Just in time for Father's Day, on June 19, the Barnes and Noble in Minneapolis held its first in-person event since the pandemic was declared. Minneapolis author Michael Keller signed copies of *The Legend of Jet the Gerbil: Could Be the Greatest Gerbil Story Ever Told* right outside the store.

The Legend of Jet the Gerbil is about the powerful bond a father and his son have thanks to a shared adventure involving Keller's childhood pet gerbil. Everyone who purchased a copy of the book during the signing event received a \$5 gift card to Rustica Bakery, which is right next door to the Barnes & Noble.

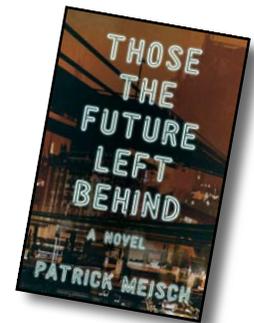
Books are available for purchase at the store, or online at JetTheGerbil.com.

Minnesota Science Teacher's Debut Science Fiction Novel Launches at Moon Palace Books on June 24

St. Thomas Academy science teacher Patrick Meisch officially launched his debut novel, *Those the Future Left Behind*, on June 24 via a virtual signing event put on by Moon Palace Books of Minneapolis.

Those the Future Left Behind is a work of speculative science fiction that explores what life might be like on an Earth suffering from resource depletion and overpopulation.

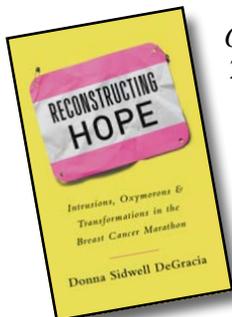
Learn more about the book at PatrickMeisch.com.



Story Publishes in MN Sun Current About *Reconstructing Hope's* National Book Award

Congratulations to Donna Sidwell DeGracia, author, *Reconstructing Hope: Intrusions, Oxymorons & Transformations in the Breast Cancer Marathon*. A story published in the June 24 issue of the [MN Sun Current newspaper](http://MNSunCurrent.com) about her recent book award.

Reconstructing Hope has been named a finalist in the National Indie Excellence Awards in the category of cancer books. Pick up your copy today through the website: DonnaSidwellDeGracia.com.



Bruce Ario Writes About His Long Road Back to Mental Health in an Article Published in Minnesota Alumni’s June Issue

Congratulations to Bruce Ario on the article he wrote for the University of Minnesota’s Alumni Association magazine. *‘I Saw an Angel’* has been published in the June 2021 issue of Minnesota Alumni. In the article, Ario writes about his struggle with mental illness, the long road to recovery, and the program that helped him find peace.

Bruce Ario has written five books that tell the stories of characters who, like himself, have struggled with mental illness. Learn more about his work at BruceArio.com.

Avidor Minnetonka and Avidor Edina Both Make the Paper in June

RMA Publicity helped two 55+ active adult communities in the Twin Cities West Metro get into the headlines in June.

Avidor Minnetonka and Avidor Edina hosted free community shredding events. Stories about the events appeared in both the [Edina Sun Current](#) and MN Sun Sailor newspapers.

The blood drive Avidor Edina hosted on June 17 also got the media’s attention. The MN Sun Current published a photo and caption highlighting the event, and KSTP Television covered the blood drive at Avidor Minnetonka the same afternoon.



Learn more about the communities at AvidorMinnetonka.com and AvidorEdina.com.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in July or August 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.

July is...

- National Make a Difference to Children Month
- National Minority Mental Health Awareness Month
- Worldwide Bereaved Parents Awareness Month

August is...

- American Adventures Month
- Black Business Month
- Boomers Making a Difference Month
- Happiness Happens Month
- Read-A-Romance Month
- What Will Be Your Legacy Month

Also Observed in August...

- Assistance Dog Week – Aug. 8 – 14
- Elvis Week – Aug. 11 – 17
- Poets Day – Aug. 21
- Be an Angel Day – Aug. 22

Source: 2021 Chase’s Calendar of Events

It May Still Be Summer, But Now is the Time to Start Getting Ready for the Upcoming Holiday Season

By Rachel M. Anderson,
Publicist, [RMA Publicity](http://www.RMAPublicity.com)

Ah Summer. The time of year we've been waiting so patiently for has arrived. Finally, we have time to enjoy outdoor activities like walking in the park, swimming and just relaxing in the sun and reading a book.



For retail, summer is typically a pretty slow time of year as people are more focused on leisure time than getting things done. It is for that very reason, however, that summertime is a great time to promote and sell books.

Reading is one of those coveted leisure activities people enjoy doing in the summertime, so capitalize on all the opportunities out there. Here are some ideas for easy ways to promote a book during the summertime:

1) Appear at summer festivals. Thankfully, now that the danger of COVID-19 is fading, many events are back on. Just about every local community puts on a summer festival to bring people together, and they typically offer local businesses the opportunity to buy a table and showcase their services. If you haven't done so already, check to see if there is any space available for you at your local festival. This is a sure fire way to reach hundreds, maybe even thousands of people if you live in a large community.

There are typically fees to secure a table at these events, but they are usually nominal. And don't be afraid to venture into a nearby community either. I work with several authors who spend the entire summer traveling the Midwest selling books at festivals.

2) Library appearances. Another popular place to present is at your local or regional library. Since a lot of people travel in the summertime, there is less competition for securing those coveted event slots. Reach out to your local library to see if they have started doing in person events again yet. Many libraries will both pay the author an appearance fee, and allow him or her to sell books to attendees.

The great thing about library appearances is that you typically get help with promotion. The libraries will print up flyers and leave them near book checkout lanes. Some library systems also print up catalogs of events that are distributed both in print and online.

3) Set up signings at bookstores. Bookstores are another popular place to do events. They don't charge a fee for the use of their facility, but they won't pay you to appear either. If you do an event at an independent bookstore, you can either sell books on consignment, typically with either a 70/30 split or 60/40 split off the retail price—with the larger amount going to the author; or the store will order the book through a distributor. Most of the chain stores will go through their own distributor, so cash will never trade hands.

In addition to planning events, summer is also a good time to strategize about what you're going to do to sell books in the fall and winter, which are typically the busiest times of year to sell books. Need help developing a plan? If so [contact](mailto:rachel@RMAPublicity.com) RMA Publicity.

Next Month's Publicity Tips Article:

Strategies for connecting with your most likely readers.

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