

# THE POWER OF PUBLICITY

## Launch Party Set for *Theory of Reminders*



The launch party for *Theory of Reminders*, a new novel by Carleton College Literature Professor Scott Dominic Carpenter, is set for Monday, June 24 at 7 p.m. at Common Good Books in St. Paul and the public is invited.

*Theory of Reminders* tells the tale of a father who seeks the truth about a traumatic past. Despite a career spent helping others, psychiatrist Philip Adler has never recovered from the loss of his own daughter, 15 years ago. When a funeral draws him back to his ex-wife's homeland of France, the trip impels him to confront the past in a final search for answers, closure, and his daughter's body.

Early reviews for the novel have been very favorable. The book has received the coveted "Kirkus Star" from leading trade reviewer Kirkus. Calling the novel "complex and ingenious," the review describes how Carpenter "weaves together the consequences of a horrific trauma and the thirst for both vengeance and acceptance with explorations of the human mind, family dynamics and the complexities of language."

All in all, "fully realized characters, a remarkable fluency of language, wit, and an extensive

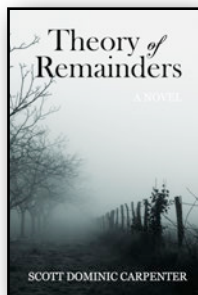
comprehension of French culture and history make this literary novel a stellar achievement." The entire review is available [here](#).

Several Minnesota newspapers have also offered positive reviews. The Winona Post says the novel is "[a thoughtful, gentle book about death and renewal that will also entertain the reader through a beautiful sunny weekend on the deck.](#)"

The Grand Rapids Herald Review calls the book "[a wonderful read that is expertly written.](#)"

And the Midwest Independent Book Sellers Association has named the title one of its Midwest Connections Picks for June and July.

The book is available for purchase on [Amazon.com](#), [BarnesandNoble.com](#) and direct from the publisher, [www.WinterGoosePublishing.com](#).



### COMING UP IN JUNE

Jo Ann Deveny, author, ***When Blue Birds Fly: Losing a Child, Living with Hope***, will sign books at the B&N in Apple Valley, Minn., on Sat., June 1st from 1 p.m. – 3 p.m.

Mary Linda Sather, author, ***Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq***, has been invited to participate in the Minnesota Yellow Ribbon Toolkit Project. Their next meeting is June 3rd.

The official launch party for Scott Dominic Carpenter's ***Theory of Reminders*** will be held at Common Good Books in St. Paul on Monday, June 24th. The event begins at 7 p.m. Then on June 26th he will lead an author talk at the Minneapolis Club. The event runs from Noon – 1:30 p.m. Tickets are available by logging on to [www.mplsclub.org](#) or calling 612-332-2292.

Craig MacIntosh, author, ***The Last Lighting***, has an author event planned for Sat., June 29th at 10 a.m. at the Richard I. Bong Veterans Historical Center in Superior, Wisc. MacIntosh, who is a Vietnam Veteran who will discuss his latest work of fiction. Set in Papua New Guinea, ***The Last Lightning*** is the story of an ill-fated P-38, lost during the War that has become the focus of a modern-day recovery effort...but the recovery effort is more than meets the eye.

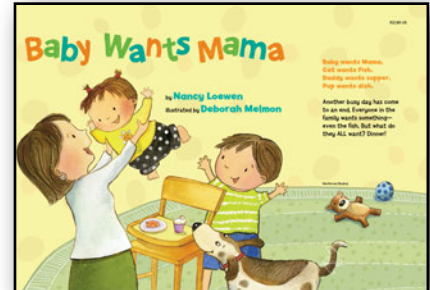
## Book Launch Party for *Baby Wants Mama* Held in May at The Bookcase of Wayzata



The launch party for *Baby Wants Mama* by Nancy Loewen of Prior Lake, Minn., took place on May 12th at The Bookcase of Wayzata.

Loewen read the story then answered questions from people in the audience and signed books.

In this family-themed picture book, another busy day has come to an end. Everyone in the family wants something? Baby wants Mama. Cat wants Fish. Daddy wants supper. Pup wants dish. But what do they ALL want? Dinner! This



bright, simple rhyming text is great for reading aloud and paired with adorable artwork.

The book has already received some media attention. A story about *Baby Wants Mama* ran in the [Prior Lake American](#) on May 3rd, and the author was interviewed on [KTOE-Radio](#) in Mankato, Minn., on May 8th.

## More Interviews in May for the Author of *One Year Lived*



The media campaign for Adam Shepard, author, *One Year Lived*, is going strong!

*One Year Lived* is the author's accounting of the year he spent living abroad, immersing himself in other cultures. Shepard says living with people from other cultures and backgrounds gave him a good understanding of where people are coming from, and he recommends it's something other young people do as part of their education. "It's fascinating the perspective we can gain when we step out of our bubbles of comfort, even just a little bit," he says.

Shepard visited seventeen countries on four continents from late 2011 to late 2012. He spent less than \$20,000 the entire year.

Here is a list of media placements RMA Publicity has booked for him since the April 22nd book launch:

Q104.3 Radio, New York City (April 23rd)

[Doug Stephan's Good Day](#), a nationally syndicated radio show taped in Massachusetts that runs in 250 markets. (April 24th)

[KROQ-FM](#), Los Angeles (April 25th).

ABCNews.com: [The Millennials Who Want to See the World](#) (April 26th)

[Indie-103](#), Los Angeles (April 26th)

LatinNation TV talk show, Los Angeles (April 26th)

["Mayhem in the Morning."](#) WLKF-AM, Tampa (April 30th)

["Daytime,"](#) a nationally syndicated television show taped in Tampa, Fla. (May 1st)

[KOGO Radio](#), San Diego, Calif. (May 2nd)

[Louie b Free](#) on Vindicator Radio, Youngstown, Ohio (May 3rd)

[WLAQ-AM](#), Atlanta, GA (May 6)

[KDKA-Radio](#), Pittsburgh, PA (May 7th)

[Conversations with Conn Jackson](#) radio and TV shows, Atlanta, GA (May 8th)

[WPTF-Radio's PM Drive](#), Raleigh, N.C. (May 8th)

[WCCO-AM](#), Minneapolis (May 8th)

Skype interview with the travel website, [www.thetrailertalks.com](http://www.thetrailertalks.com) (May 10th)

[WPTF Radio's AM Drive](#), Raleigh, N.C. (May 13th)

[Talk Radio Network](#), a nationally syndicated radio show (May 22nd)

KTRS Radio, St. Louis (May 22nd)

WIBC Radio, Indianapolis (May 29th)

WFLA Radio, Tampa (May 30th)

Plus, the book is already being featured on several blogs.

Copies of *One Year Lived* are available in bookstores everywhere, or online at [www.oneyearlived.com](http://www.oneyearlived.com).



### Author Helps Raise Awareness About the Importance of Teaching Young Children to Swim



Jo Ann Deveny, author, *When Bluebirds Fly: Losing a Child Living with Hope*, handed out flyers about swim lessons during "Trista Safety Day" at Minnetrista City Hall in Minnetrista, Minn. on May 18th. Coincidentally, May 18th was also National Learn to Swim Day.

Deveny's son, Billy, drowned in Lake Minnetonka as a toddler back in 1991. Her book is a memoir about her loss and how she learned to move on. Learn more about Deveny's book at [www.whenbluebirdsfly.com](http://www.whenbluebirdsfly.com).

Also in May, Deveny signed books at the Barnes & Noble in Roseville, Minn. The event took place on May 25th.





### **Author of *Are You Feeding Me Poison?* Participates in NAMI Walk to Raise Awareness About Mental Illness**



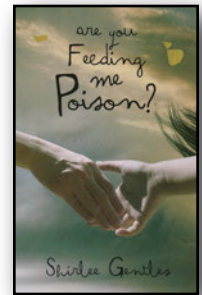
Shirlee Gentles, author, *Are You Feeding Me Poison*, participated in the 2013 NAMI Walk in St. Louis to raise money for mental health awareness initiatives on May 25th. NAMI stands for the National Alliance on Mental Illness.

Gentles is convinced that if there were resources in place to help her son, Marshall, he would still be with us today. Marshall died in 2008. Gentles blames his battle with bipolar disorder for his untimely death.

In the days leading up to the NAMI Walk, Gentles participated in several radio interviews. She was interviewed on KMOX Radio in St. Louis twice. She was on the [Charlie Brennan Show](#) on May 22nd and on the air with Paul Cook on May 11th.

She also shared her story with people listening to the [Louie b Free Show](#) in Youngstown, Ohio on April 16th and was on [WMJI-AM](#) in Cleveland, Ohio on March 25th.

For more information, visit the book's [Web page](#).



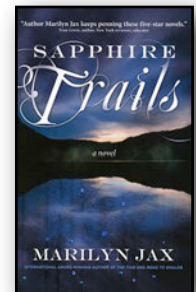
### **Another National Book Award for *Sapphire Trails***

Book Award Season is going strong for authors who work with RMA Publicity. Congratulations to Marilyn Jax. Her latest mystery, *Sapphire Trails* has won another book award.

In May she learned the book won first place in the Mystery/Suspense category of the 2013 International Book Awards. Earlier this year, the book also won the mystery categories of the USA Best Book Awards and Beverly Hills Book Awards. It was named a finalist for a Midwest Book Award.

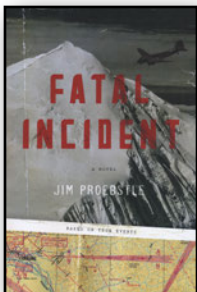
*Sapphire Trails* is the third installment of the mystery series featuring private investigators Claire Caswell and Gaston "Guy" Lombard. In this book, the investigators receive an invitation from long-time friends to visit their lodge in Bigfork, Montana, a respite far away from the frenzied pace of Miami Beach. But shortly after the two arrive, a cold-blooded murder occurs at the lodge. It's a crime bearing similarities to a recent rash of burglaries plaguing a well-to-do enclave in the neighboring community of Whitefish. The local sheriff calls on the investigators to help solve the crimes.

*Sapphire Trails* is Jax's third novel. Her other two highly acclaimed titles, *Road to Omalos*, published in 2010 and *The Find*, published in 2007, are also national award winners. Learn more at [www.marilynjax.com](http://www.marilynjax.com).



### **Fatal Incident Named a Finalist for a 2013 International Book Award**

Congratulations to Jim Proebstle, author, *Fatal Incident*. His book was just named a finalist in the historical fiction category of the 2013 International Book Awards.



*Fatal Incident* is based on a true story involving a military air disaster on September 18, 1944. At 11,000 feet in an uncharted area of the Mt. McKinley range in Alaska, a plane piloted by the author's uncle went down. While no evidence of the 3 crew and 16 passengers, dead or alive, ever surfaced; we do know the recovery effort conducted about six weeks after the crash was significant.

Jim Proebstle's novel offers a possible explanation for what may have happened. For more information about the book, log on to [www.fatalincident.com](http://www.fatalincident.com).

***Crooked Miles, Woven World* named a Finalist for a National Indie Excellence Award**

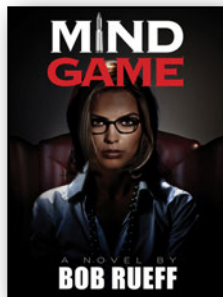
Congratulations to Bruce Henricksen, author, *Crooked Miles, Woven World*. His book has been named one of six finalists in the 2013 National Indie Excellence Awards in the "Short Stories" category. *Crooked Miles, Woven World* is a collection of short stories centered around Lake Superior in Northern Minnesota. Books are available for purchase on the publisher's website, [www.losthillsbks.com](http://www.losthillsbks.com).



## ALSO IN MAY ...



Bob Rueff, author, *Mind Game* and *Endgame*, signed books at the HarMar Mall Barnes



& Noble in Roseville, Minn., on May 4th.

Steven Davis, author, *Picking Butter Beans*, was interviewed on WERC Radio in Birmingham, Ala.



about the fundraiser he is involved in to send children who have been abused or neglected on a fly fishing trip. The charity he runs, On River Time, is sponsoring the retreat.

**MEDIA OPPORTUNITIES**

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

**June Media Opportunities**

Adopt-a-shelter-cat Month  
Child Vision Awareness Month  
Fireworks Safety Months begin  
Great Outdoors Month  
Dairy Month  
National Safety Month

**Other dates observed in June...**

National Cancer Survivors Day – June 2  
Multicultural American Child Awareness Day – June 9  
Family History Day – June 14  
Father's Day – June 16  
Lightning Safety Awareness Week – June 23 – 29

**July Media Opportunities**

National Make a Difference to Children Month  
National Recreation and Parks Month  
Women's Motorcycle Month  
Worldwide Bereaved Parents Awareness Month

\* Source: 2013 Chase's Calendar of Events

# RMA Publicity

## How to Capitalize on the Summer Months to Sell Books

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. 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 can work you into their schedule. 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.

### Next month's article:

Why it's so important to start book publicity early.

### About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).

### The benefit of hiring a PR person with media experience

PR people with journalism experience are highly creative, calm in crisis situations and knowledgeable on many topics. Plus, they fully understand the needs of the media and are able to pitch stories in a natural way since they once had to offer story ideas to editors and/or producers every day in the newsroom.

## RMA Publicity

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