

THE POWER OF PUBLICITY

RMA Publicity Helps Minnesota College Savings Plan Promote 5-29 Day

RMA Publicity is proud to now be working on a publicity campaign for the Minnesota College Savings Plan. The campaign kicked off in May with promotion of 5-29 Day, a time to call attention to the importance of saving for college.

The Plan's Program Manager, Robert Stern, was interviewed for articles and programs that appeared in nearly 20 media outlets throughout the state of Minnesota in May 2014.

On May 29, Stern was interviewed by a reporter from the Detroit Lakes Newspaper.

On May 28 he appeared on three radio stations: [WJON-AM in St. Cloud](#), [WWWI-AM in Brainerd](#) and [KTOE-AM in Mankato](#), and there were articles in the [Grand Rapids Herald Review](#) and [Pierce County Herald](#).

On May 27 he was quoted in articles in the [Lakeshore Weekly](#) newspaper in Wayzata and the [Mesabi Daily Messenger](#).

Stern appeared on the [FOX 9-Minneapolis 5 p.m. News](#) on May 26.

On May 21, he was quoted in articles that appeared in the [Forest Lake Times](#) and [Mille Lacs Messenger](#).

He was interviewed on the [Jordana Green Show on WCCO Radio](#) in Minneapolis the evening of May 20. Also that day, [The Northfield News](#) published an article about 5-29 Day, and an article appeared in the [Duluth Budgeteer](#) on May 19.



The Story was also picked up by Bring Me The News, The Northfield News, Rochester Post Bulletin, MN Sun Brooklyn Park and KOZY-AM in Northern Minnesota.

More media is planned for June, including television appearances on KBJR-TV and Almanac North in Duluth, and a radio interview on KROC-AM in Rochester. Learn more about saving for college at www.MNSaves.org.



Above: Robert Stern, Program Manager of the Minnesota College Savings Plan, appeared on FOX 9 News at 5 p.m. on May 26.

COMING UP IN JUNE

The launch party for **Jack the Rabbit and Friends**, a collection of children's books that teach life lessons with the help of forest animals, will be held Fri., June 6 from 5 p.m. - 9 p.m. at the Stillwater Art Guild Gallery in Stillwater, Minn.

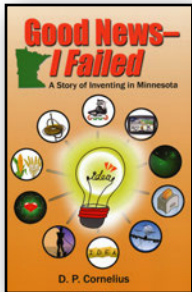
Dr. Rick Goodman and his daughter, Jamie, have several interviews scheduled in the St. Louis market the week of Father's Day to promote Jamie's book, **Jamie's Journey, Travels with My Dad**.

Gabriel Valjan, author, **Threading the Needle**, will sign books at the Barnes & Noble in Manchester, N.H. on June 14 and The Book Stall in Chicago, Ill., on June 20.

Mystery authors Marilyn Jax and Craig MacIntosh will lead a **Mystery Writers Workshop** at the Barnes & Noble in Apple Valley, Minn., on June 28.

Author of *Good News I Failed* Presents at Robbinsdale Middle School

Doug Cornelius, author, *Good News - I Failed: A Story of Inventing in Minnesota*, shared his story of inventing with 400 6th graders at Robbinsdale Middle School in the Twin Cities on May 13.



Good News I Failed is a young adult novel and resource book. The story is about a young man who wants to invent an aquarium cleaner and gets help from his grandfather, who is a walking encyclopedia of information about Minnesota inventors. In the back of the book is information about 80 famous Minnesota inventors.

Learn more about Doug's book, which is both entertaining and educational at www.DPCornelius-Author.com.



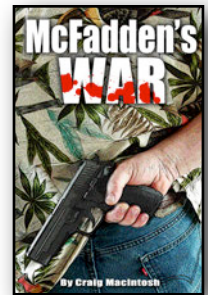
Above: Doug Cornelius shares stories about Minnesota's rich history of inventing with a very attentive audience at Robbinsdale Middle School in the Twin Cities.

Preview of Mystery Writer Craig MacIntosh's Latest Novel Runs in Sun This Week

Craig MacIntosh's latest novel, *McFadden's War*, is scheduled for release in July. A story about his writing career and the mystery writer's workshop he will be co-leading June 28 at the B&N in Apple Valley, ran in the May 29 issue of [Sun This Week - Apple Valley](#).

MacIntosh will be partnering with friend and fellow award-winning mystery writer [Marilyn Jax](#), author of *Sapphire Trails*, *Road to Omalos* and *The Find*, to put on the workshop. The event is free and open to the public. No sign up is required.

More information can be found on the [Barnes & Noble - Apple Valley](#) Webpage.



Finding Mommy Bliss Author Interviewed on Good Day Sacramento

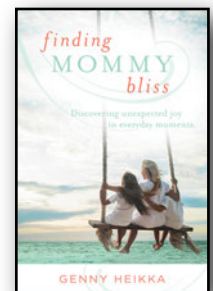


Genny Heikka, author, *Finding Mommy Bliss: Discovering Unexpected Joy in Everyday Moments*, appeared on Good Day Sacramento and signed books at the B&N in Roseville, Calif., on May 3.

She also participated in a series of Mother's Day related radio interviews. She offered advice to all the moms in the audience on how to make sure parenthood won't overwhelm them. The key, she said, is "to remember how to have fun."

Heikka was interviewed on the national radio show "It's Your Health with Lisa Davis," on Westwood One Radio Network, and several local radio shows. She was on Brynn McKenry's Show on WCHE-AM in Philadelphia on May 21. Earlier in the month she was interviewed on WKMG-AM-FM/Norfolk and [WVNU-FM Cincinnati](#) on May 8, and WTKF-AM in Greenville, N.C., on May 7.

More information about *Finding Mommy Bliss* is available at www.GennyHeikka.com.



San Francisco Area Etiquette Expert Gets National Exposure in May



Wynne Dalley, author, *Be Cool & Confident: A Guide for Girls* and *Be Cool & Confident: A Guide for Guys*, was very busy with book promotion in May.

The article, [Danville: The Etiquette of teaching the social graces by Lou Fancher](#), appeared in the May 9 issue of the Contra Costa Times in California.

Dalley also had a very well attended book signing at the Barnes & Noble in Antioch, Calif., on May 17, and she shared prom etiquette tips with radio listeners in the Philadelphia area on May 19. She was interviewed by [WCHE-AM](#) personality Brynn McKenry.

In the *Be Cool & Confident* series, Dalley shares information young people need to know. The guides focus on taking care of one's body and personal appearance in a modern and practical way through good nutrition, makeup, hairstyling and fashion. Also covered, what kids need to know about proper etiquette.

Learn more about the book series at www.TellMePress.com.



Jacobus' *Hawaiian Tales* Prominently Featured at Hadley, Mass. B&N

Lee Jacobus, author, *Hawaiian Tales: The Girl with Heavenly Eyes*, appeared at the Barnes & Noble in Hadley, Mass. on May 10. The store gave him star-treatment. Look where his books are on display.

Also in May, he had appearances at the Henry Hill Library in Clinton, Conn., and the library in New Haven, Conn.

Jacobus' collection of short stories about the real people of Hawaii can be purchased online and in bookstores everywhere. Learn more about the book at www.TellMePress.com.



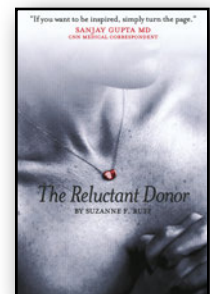
Illinois Newspaper Covers Library Appearance by Author of *The Reluctant Donor*



An article about Suzanne Ruff, author, *The Reluctant Donor*, appeared in the Tinley Junction in Tinley Park, Ill., on May 2.

The article promoted Ruff's appearance at the Tinley Park Library in connection with Donate Life Month, which was in April.

Ruff donated a kidney to her sick sister, and talked about the incredible impact giving the gift of life has had on her and her family. Learn more about the book at www.TheReluctantDonor.com.



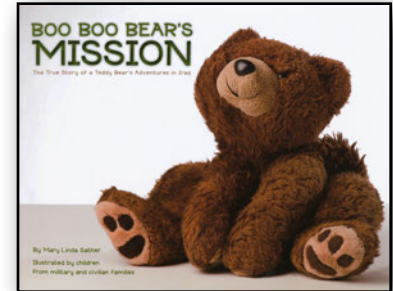
Author of *Boo Boo Bear's Mission* Recognized for Helping Military Families Stay Connected



Above: From Left - Annette B. Kuyper, Director of Military Outreach, Department of Military Affairs for the State of Minnesota, Rick Nolan, Minnesota Eighth District Congressman, author Mary Linda Sather, *Boo Boo Bear*, and Frank H. Stokes, Commander of the Minnesota Air National Guard 148th Fighter Wing,

Congratulations to Mary Linda Sather, author, *Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq*. She was honored for her volunteer work in supporting military service members and their families at a Joining Community Forces event held at the University of Minnesota - Duluth on May 17.

Sather was presented with a Certificate of Appreciation and a Beyond the Yellow Ribbon coin by Minnesota Eighth District Congressman Rick Nolan, Director of Military Outreach, Department of Military Affairs for the State of Minnesota, Annette B. Kuyper, and Commander of the Minnesota Air National Guard 148th Fighter Wing, Frank H. Stokes.



Learn more about Sather's book at www.Boo-Boo-Bears-Mission.net.

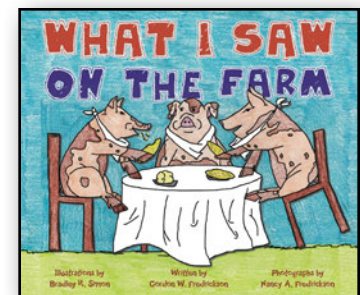
Fredrickson Educates Young People About Farming in Minnesota



Above: Students at Cannon Falls Elementary check out their brand new books during a presentation by the author.

May 8, 2014, was a big day for Gordon Fredrickson, author of a series of books about farming in Minnesota.

He presented his Ag Literacy/Farm Heritage presentation to all of the first-grade students at Cannon Falls Elementary School in Cannon Falls, Minn. At his presentation, the school library and each of the nearly 100 first graders were given a free copy of Gordon's book, *What I Saw On The Farm*. All the books were purchased by the Shepherd's Center of the Cannon Valley with their Book Buddies Program.



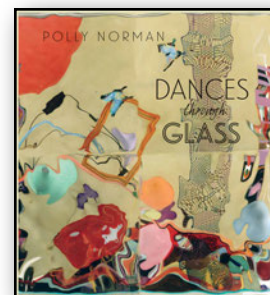
Also on May 8, radio station KDHL did a half hour live radio show from the school after Gordon's presentation. The radio can be heard by [clicking here](#), and here is a link to a video of Gordon's presentation that was recorded to show on [Cannon Falls Community Television](#).

Two Authors RMA Publicity Works with Win Big at Midwest Book Awards

Congratulations to Polly Norman, author, *Dances Through Glass* and Karen Melvin, author, *Great Houses of Summit Avenue and the Hill District*. Their books were big winners in the 24th Annual Midwest Book Awards gala held in St. Paul, Minn. on May 14.

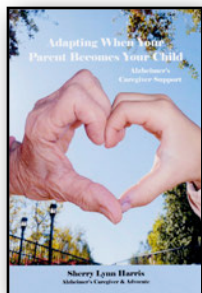


Great Houses of Summit Avenue and the Hill District was recognized as the best Art book published in the Midwest in 2013. The book also won the Illustration: Photography category of the awards competition.

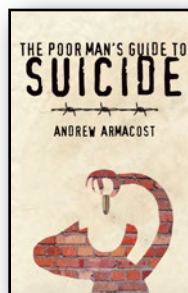


Dances Through Glass won the categories of Best Coffee Table Book, Best Cover and Best Total Book Design. *Dances Through Glass* also won a bronze medal in the "Art" category of the 2014 Eric Hoffer Book Awards, an international book awards contest.

ALSO IN MAY ...



Sherry Lynn Harris, author, *Adapting When Your Parent Becomes Your Child: Alzheimer's Caregiver Support*, was interviewed on radio stations in Minneapolis, Norfolk, Va., and Mitchell, S.D. the week of Mother's Day.



Andrew Armacost's novel, *The Poor Man's Guide to Suicide*, was officially released on May 10, and early reviews have been very favorable. Kirkus Review calls the book, "A somber yet hopeful walk along the ledge." Publisher's Weekly says, "Despite being pretty gloomy and grim, Armacost's latest is readable and reveals much about the tendencies of depressed men." The book is available for purchase on Amazon.com, BarnesandNoble.com and in bookstores everywhere.

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 is...

Cataract Awareness Month
Child Vision Awareness Month
Fireworks Safety Month
June Dairy Month
National GLBT Book Month

Specific dates observed in June...

National Cancer Survivors Day – June 1
Family History Day – June 14
Lightning Safety Awareness Week – June 22 – 28

July is...

Bioterrorism/Disaster Awareness Month
Cell Phone Courtesy Month
National Make a Difference to Children Month
Worldwide Bereaved Parents Awareness Month

Specific dates observed in July...

Tell the Truth Day – July 7
Parents Day – July 27

* Source: 2014 Chase's Calendar of Events

Why Now is the Time to Start Planning Your Holiday Season Promotion

The Holiday Season is still nearly six months away, but if you haven't started planning for your November and December book promotion activities, you're running out of time. By the time you start hearing those Christmas in July ads, many bookstores will have already scheduled their author events for November and December. Those that haven't will have them booked soon.



Since it's not quite July yet, you should still have time to get events and promotions planned. Here are a few ideas for things you can and should do right away to get a jump-start on the holiday season from both marketing and publicity points-of-view.

1) Holiday season events

If you would like to do a series of in-store signing and speaking events during the holiday season, June and July is the time to begin making calls to stores to set events up. You may find at the major chain stores that corporate is in charge of setting up all holiday season events. If that's what you're told, don't give up. Ask for the name of someone at corporate you can speak with and give that person a call. You may be pleasantly surprised by their response.

2) Get active on social media

If you don't have a presence established on Facebook, Twitter and Linked-in yet, now is a good time to get started. Then once the holiday season arrives, you'll be able to reach a group of people who are already familiar with you for marketing purposes.

3) Plan promotions

The holiday season is a time of year when people spend a lot of money, and everyone is in search of bargains. Now is a good time to give thought to what kinds of holiday promotions you want to do.

Here are a few ideas: If you have more than one book, a nice holiday package may be to offer a

bundle discount. For example, buy the first two books in the series, get the third one free.

Now is also a good time to start thinking about ways to partner with local businesses on a holiday promotion involving your book. Seek out companies that have a complimentary product to yours. For example, if the main character in your book works at a hobby shop, reach out to all the hobby shop owners in your hometown to see if you can get the store to carry your book, and set up a holiday season signing event.

4) Plan for website updates

If you are going to all the trouble of planning special holiday promotions, you need to let people know about them, and what better place to do that than your website? Now is the time to reach out to your Web designer and let him or her know you'd like to change up the site for the holidays. A good time to go active with the changes is in September or October.

5) Start working on a holiday season press release

Another good way to make sure as many people as possible will be exposed to your book during the holiday season is to get the attention of the news media. Magazine and special section editors are already planning their holiday editions. Decision makers in the newspaper, radio and television station newsrooms will be planning for the holiday season soon as well.

By providing a press release that shares what you as an author or publishing company are planning to do to promote your books this holiday season, you may be able to someone interested in doing a story about you.

Need help with your holiday promotion plan? [Contact RMA Publicity](#) today.

Next month's publicity tips article:

How to make sure your book marketing and publicity efforts will compliment each other.

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