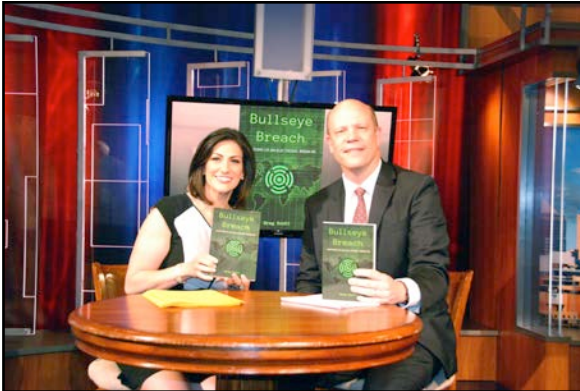
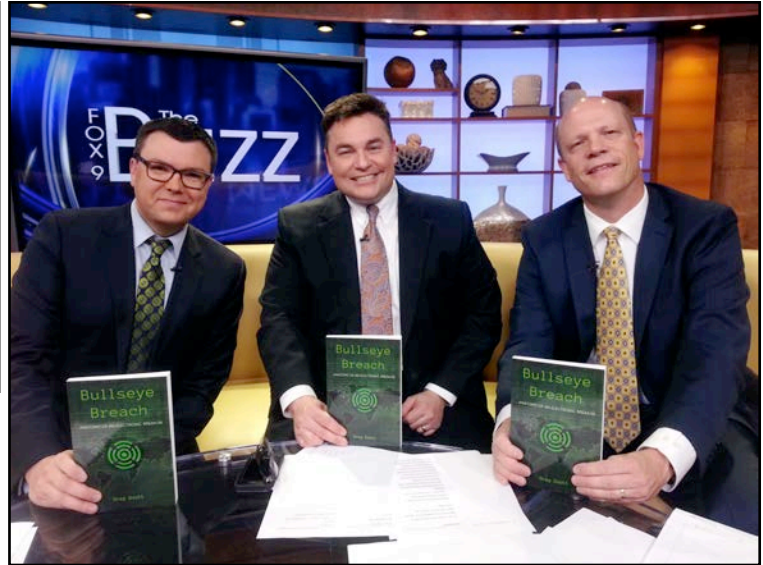


THE POWER OF PUBLICITY

Two TV Interviews in May for the Author of *Bullseye Breach: Anatomy of an Electronic Break-in*



(Above) Greg Scott poses for a picture with Rena Sarigianopoulos just before his May 30 appearance on KARE 11 Saturday. (Right) Jason Matheson, Keith Marler and Greg Scott on the FOX 9 News set on May 26.

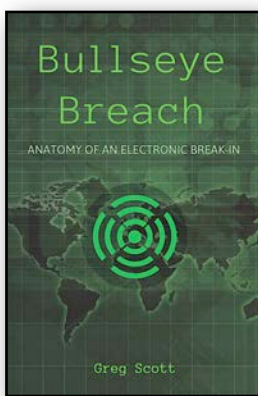


Greg Scott, author, *Bullseye Breach: Anatomy of an Electronic Break-in*, had two TV interviews in the Minneapolis market in May. He appeared on [KARE-11's morning show](#) on May 30, and the [FOX 9 Buzz](#) on May 26.

His book also started showing up on the shelves at Barnes & Noble stores in May.

Bullseye Breach is the story of an IT guy who cracks the code and figures out how hackers managed to find their way into the Point of Sale (POS) system of a major retailer and steal millions of credit card numbers. Scott, who is an IT professional, wrote the novel part for entertainment, part to educate businesses and consumers about the simple steps they can take to protect themselves from one of the fastest growing crimes of our times, mining by data thieves.

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



COMING UP IN JUNE

Rev. Kevin Kline and Daniel Maurer, authors, ***Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking***, continue their book tour in Iowa and Nebraska with events planned between June 25 - 30. They will also participate in a conference on sex trafficking in the Twin Cities on June 18.

Elliott Foster, author, ***Whispering Pines: Tales From a Northwoods Cabin***, has a signing scheduled at Chapter 2 Books in Hudson, Wisc. the evening of June 11.

A book launch party is planned for Sun., June 14 at Common Good Books in St. Paul for Katie Pierson's young adult novel, ***'89 Walls***.

The book launch party for ***Why We Ink: Stories, Poems and Essays from the Pens of Young Writers***, a new anthology being published by Wise Ink Creative Publishing of Minneapolis, is scheduled for June 29 at the Minnesota Center for Book Arts in Minneapolis.

Teen author Justin M. Anderson's debut book, ***Saving Stripes: A Kitty's Story***, will be released in June at a party to be held at the Adopt-A-Pet Shop in Plymouth, Minn. The exact date is yet to be determined.

"The Team Building Expert" Interviewed on Two Florida TV Stations and a Nationally Syndicated Radio Show in May



"The Team Building Expert," Dr. Rick Goodman, appeared on [WFLA-NBC 8](#) in Tampa, the morning of May 11. He discussed the value of unplugging from technology and reconnecting with the people around you.

Dr. Rick learned how valuable connecting without the distraction of technology can be a few years ago when he took his then 16-year-old daughter on a 24-day trip to Europe with a major ground rule. No technology would be brought along. As a result of the trip, Dr. Rick and his daughter, Jamie, are closer than ever.

Earlier in the month, RMA Publicity secured additional media placements for Dr. Rick on [WPEC-CBS 12](#) in West Palm Beach, Fla. (May 7) and the nationally syndicated radio show, [Mom Talk Radio](#) (May 3).

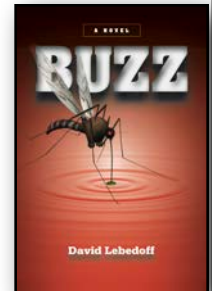
Learn more about Dr. Rick Goodman at www.RickGoodman.com.

New Thriller Will Make You Think Twice About Going Outdoors this Summer

Award-winning author David Lebedoff has won rave reviews all over the country for his books on a variety of subjects, ranging from the death of democracy to a courtroom drama to a joint biography of George Orwell and Evelyn Waugh. Now he has written a thriller!

Just as Jaws kept people out of the water, BUZZ may make some people reluctant to go outdoors.

The media campaign to promote the book just kicked off with a release on [PR Newswire](#). Books are available in paperback and Kindle formats exclusively on Amazon.com.



Book Tour for *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking* Moves to a Second State in May



The book tour for *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*, moved into a second state in May.

Authors Rev. Kevin Kline and Daniel Maurer presented at three bookstores in the Milwaukee area. They were at Book World stores in Marshfield and Mequon, and at the Barnes & Noble store in Racine. The events were previewed by an interview on [WRJN-AM radio](#) in Racine.

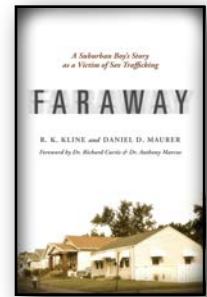
The authors also presented at the Demand Change Project meeting at St. Paul's Crowne Plaza Riverfront May 28 – 30; and at Common Goods

Books in St. Paul on May 6.

Faraway is Rev. Kline's story of what happened to him during the summer of 1975 when he was just 14. A friend from school who, like him was gay, hand delivered him to a pimp who coerced him into servicing men in St. Louis. For 3-months he had sex with men for money, afterwards, returning to his suburban home.

He kept what happened a secret for more than 40 years, but decided to share his story now in order to help others find the road to recovery. Rev. Kline is launching a mission through the ELCA to help victims of sex trafficking.

Learn more about the book and mission at www.Faraway-Book.com.



Two RMA Publicity Clients Win Midwest Book Awards



Congratulations to Daniel D. Maurer, author, *Sobriety: A Graphic Novel* and Marilyn Jax, author, *Never in Ink*. They have both won Midwest Book Awards for their work.

The awards were announced at the 25th Anniversary Midwest Book Awards gala in St. Paul the evening of May 13. *Sobriety* won the Self-Help category and was named a finalist in the Young Adult Non-Fiction category. *Never in Ink* won the title of Best Mystery/Thriller published in 2014 in the Midwest.

Both authors' hometown newspapers ran stories about the authors' awards. There was a story about *Sobriety: A Graphic Novel* in the Highland Villager and about *Never in Ink* in the Minnetonka Sun Sailor.



Learn more about these titles at www.DanTheStoryMan.com and www.MarilynJax.com.

Preview Story About Pierson's '89 Walls Published in MN Sun Sailor

Katie Pierson's young adult novel, *'89 Walls*, officially releases on June 5, and the publicity campaign has officially kicked off. [The MN Sun Sailor newspaper](http://TheMNSunSailor.com) in her hometown of Minnetonka, Minn., ran a story about the book in the paper that came out on May 28.

'89 Walls is a coming-of-age story set in the late 1980s. The book will appeal not only to teens, but children of the 80s. Learn more about the book and read early reviews at www.KatiePerson.net.



Two Mankato Media Outlets Run Preview Stories About a Local Event to Promote *Whispering Pines: Tales From a Northwoods Cabin*

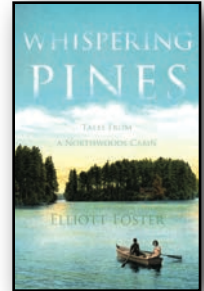


Two media outlets in Mankato, Minn., offered preview stories about Elliott Foster's book signing event at the B&N in Mankato on May 31.

The [Mankato Times](http://MankatoTimes.com) published a story on May 29, previewing the event. The author was interviewed on [KTOE-Radio](http://KTOE-Radio.com) a few days earlier, on Memorial Day morning, May 25.

Foster's book, *Whispering Pines: Tales From a Northwoods Cabin*, is a novel about four generations of the same Minnesota family reminiscing about time spent at the cabin.

In addition to the Mankato event, Foster also had a signing at Subtext Books in St. Paul in May. Learn more about the book at www.ElliottFoster.com.



Release Party for *Drop the Puck: It's Hockey Season* Held on May 30

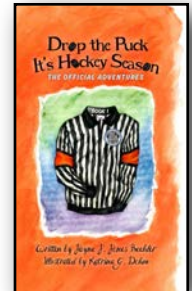


The release party for the new children's book, *Drop the Puck, It's Hockey Season*, was held on May 30 at The Minnesota Wild Offices in St. Paul.

The event featured a reading, 50 children from ARC of Greater Twin Cities drawing their own book cover art project, and the kids playing with Nordy (the Wild mascot).

Drop the Puck, It's Hockey Season, is Book One in The Official Adventures book series featuring Rylee and Rosee, America's lovable, inspirational, funny, real, and down-to-earth referees. In this story, brothers Cullen and Blaine are on the rink learning about the game, and the game of life. Cullen is the team captain. Blaine has Down Syndrome and serves as the team manager. On and off the ice, they have deep love for the game and each other!

Author Jayne Jones Beehler is a college professor at Concordia University in St. Paul. Illustrator Katrina Dohm is a high school art teacher.



Learn more about the book at www.TheOfficialAdventures.org.

Multiple Media Interviews in May Secured to Promote the Minnesota College Savings Plan

Robert Stern, Program Manager for the Minnesota College Savings Plan, had a busy May. He made several media appearances in connection with 5-29 Day, a time to call attention to the importance of saving for college.

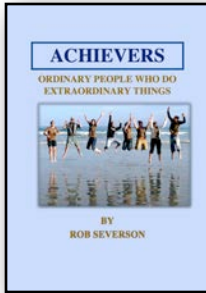
He appeared on the [WDIO-TV morning newscast in Duluth](#) on May 29, and was also quoted in a newspaper article that ran in the St. James Plain Dealer that day. Earlier in the week (May 26), he was interviewed on [Red Rock Radio](#) in Brainerd and KVSC Radio in St. Cloud. He also had two radio interviews in Mankato in May: WNSG-FM (May 20) and KTOE-AM (May 21), and he was quoted in an article that appeared in the Alden Advance newspaper on May 14.

In each of the interviews, Stern addresses the importance of saving for college, and how if parents start early with a savings vehicle like the state's official 5-29 plan, their kids will have little if any college debt when they finish school.

Learn more about the Minnesota College Savings Plan or open an account today at www.MNSaves.org.



ALSO IN MAY ...



Rob Severson, author, *Achievers: Ordinary People Who Do Extraordinary Things*, had a table at the Minnesota School Counselors Association held in Brainerd, Minn., from May 3 – 5; and he spoke at Linwood Monroe Arts Plus in St. Paul, Minn., on May 27. Learn more about his book at

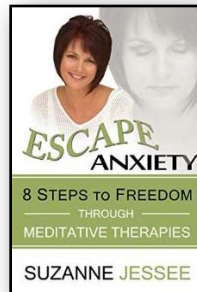
www.robseverson.com.

A story about Gordon Fredrickson, who has authored a series of books to preserve Minnesota's farming heritage, ran in the May 14 edition of the [Rosemount Town Pages](#).



A story about Suzanne Jessee, author, *Escape Anxiety: 8 Steps to Freedom Through Meditative Therapies*, was published in California's Press Enterprise newspaper on May 27. Learn more about her book at

www.escapeanxiety.com.



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...

Adopt-A-Shelter-Cat Month
Audiobook Appreciation Month
Gay and Lesbian Pride Month
International Men's Month
National GLBT Book Month
Rebuild Your Life Month

Also observed in June...

National Business Etiquette Week – June 4 – 10
National Cancer Survivors Day – June 7
Lightning Safety Awareness Week – June 21 – 27
National Mosquito Control Awareness Week – June 21 – 27
Summer Begins – June 21

July is...

Cell Phone Courtesy Month
National Make a Difference to Children Month
National Park and Recreation Month
Worldwide Bereaved Parents Awareness Month

RMA Publicity

How to Get More Potential Readers to Your Website

Whether your book was published through a traditional press, or self-published, one thing is for sure. You have a lot of competition for readers. According to a recent article in Forbes, there are between 600-thousand and one-million books published in the United States alone each year.



So what will it take to set your book apart from the competition? It's important to have a strong strategy for promotion. You won't be able to sell a single book if nobody knows about it.

I am a firm believer in using the traditional press to get the word out initially. A single appearance on a morning television newscast or radio program, or in the newspaper for that matter, can reach thousands of people at once. Many of my clients have boasted about selling dozens of books in the days and weeks after a story about their book is published or broadcast.

But you can't be on the news all the time, so it's important to develop a strategy for keeping the word out there about your book in as many places as possible. I recommend setting up regular book signing events in your community, participating in community events that highlight your expertise, and also developing a strategy for getting potential readers to your website.

If you don't have a website for your book yet, get one and fast. There are just too many books on Amazon.com and BarnesandNoble.com for you to expect yours to stand out. Sure people can find it if they are looking for it specifically. If not, they will probably never come across it. Promoting a product or a service on the Internet is much easier when you have a website.

Having a dedicated site will not only help you boost your sales, it will assist you in building a relationship with your target market. And the first step towards creating a site is to register your own domain name.

Some of the authors I work with have registered their own names as Web domains. Others select the book title. When selecting a name, keep in mind that sites containing a targeted term, such as book, are more highly valued by the search engines. Since search engine traffic is free and very targeted, it is highly important to your Internet marketing success to select a name that will rank well.

Another solid way to get people to visit your website is to blog. The reason you want to do it is to keep people coming back to your website. They may not buy your book the first time they visit, but if they like what you have to say and keep coming back, eventually it may lead to a sale. Not to mention, search engines really like blogs, which will make the task of generating targeted traffic much easier. Another benefit is that it gives you a platform from which to interact with your target audience.

Another strategy for bringing people to your website often is to conduct webinars aimed at your target market. Offer good content regularly for free and before long you'll build a strong following. As an added benefit, webinars are perceived to offer high value and make you look good!

Next month's publicity tips article:

Some of the Best Book Review Websites

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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