

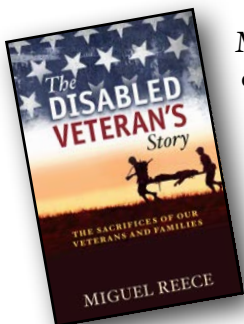
THE POWER OF PUBLICITY

Media Attention for *The Disabled Veteran's Story: The Sacrifices of Our Veterans and their Families* Comes Just in Time for Memorial Day



Every Memorial Day, The President and other dignitaries gather at The Tomb of the Unknown Soldier in Arlington, Va., to honor those who gave the ultimate sacrifice for the freedom we enjoy as a free nation. But those who die serving their country aren't the only ones making sacrifices.

Maj. Miguel Reece of Valrico, Fla., a suburb of Tampa, has authored the book, *The Disabled Veteran's Story: The Sacrifices of Our Veterans and Their Families*, he says to share the stories of sacrifice endured by just a handful of the people he came in contact with during the eight years he served as a field examiner and investigator for the Veterans Affairs Regional Office in St. Petersburg, Fla.



RMA Publicity arranged a national media tour for Maj. Reece in May during which he had several opportunities to share why he believes the words: "Thank You for Your Sacrifices and Service," best represent an acknowledgement in honoring our military members, as well as their spouses, parents, other family members, veterans.

Maj. Reece appeared on [WFTS-TV Tampa](#) (May 28). He was also interviewed on Several radio shows in May: [WIOD-Miami](#) (May 20), [WCCF-Port Charlotte, FL](#) (May

COMING UP IN JUNE

Kay Elliott, author, *Sundogs A to Z*, is scheduled to lead the children's story times at the Barnes and Noble Booksellers stores in Maple Grove, Minn., on June 4 and St. Cloud, Minn., on June 11.

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

Katie Foth's new children's adventure book, *Legends of Ellandia: From the Journals of Whimsey Gatan*, launches on June 9 at M. Judson Booksellers in Greenville, S.C.

Marley Kaul, author, *Letters to Isabella: Paintings By Marley Kaul*, will sign books at the Barnes and Noble Booksellers store in Duluth, Minn., June 10, at the Barnes and Noble store in Mankato, Minn., on June 12, and at Beagle and Wolf Books in Park Rapids, Minn., on June 18.

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

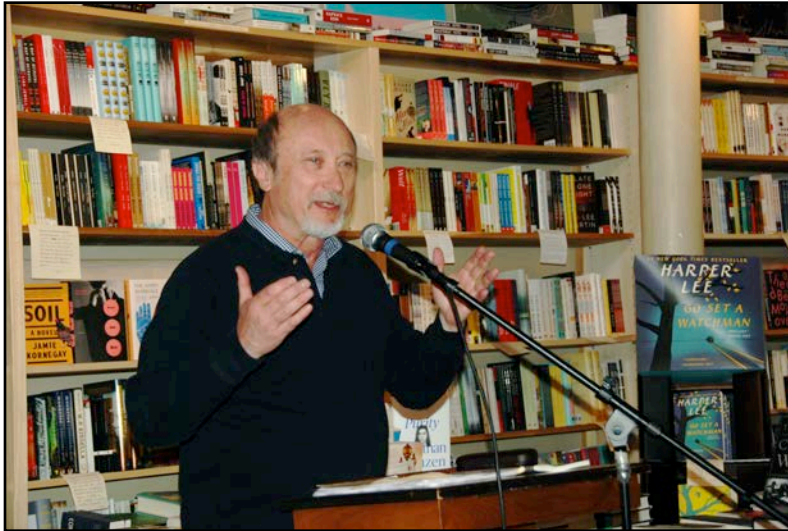
Heidi Helmeke, author of *Self-Wealth: A simple, conscious path to a comfortable financial future*, will sign books at Valley Booksellers in Stillwater, Minn., on June 11 and the Barnes & Noble in Roseville, Minn., on June 18.

Belo Cipriani, author, *Blind: A Memoir*, launches his book in the Twin Cities on June 16 as part of the open house at Vision Loss Resources (VLR) in Minneapolis.

25), KXYL-Abilene, TX (May 26) and WFTL-Pompano Beach, FL (May 27).

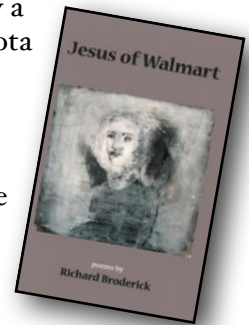
More information about *The Disabled Veteran's Story: The Sacrifices of Our Veterans and Their Families* can be found online at www.MiguelReece.com.

***Jesus of Walmart* Makes its Debut at Common Good Books in St. Paul on May 12**



Award winning Minnesota poet Richard Broderick's latest book of poetry officially released to the public during a reading at Common Good Books in St. Paul on May 12. The book's website, www.JesusOfWalmart.com is also now live. It was made possible by a grant from the Minnesota State Arts Board.

Jesus of Walmart explores what it means to be human, and where to find glimpses of the sacred in the midst of the profane and disenchanted.



TV Personality Barry ZeVan Appears on the FOX 9 BUZZ on May 27

Barry ZeVan The Weatherman appeared on the [FOX 9 BUZZ](#) in Minneapolis on May 27 to talk about his new autobiography, Barry ZeVan, *My Life among the Giants, A Memoir...Thank You, Jerry Stiller For Urging Me To Write This Book.*

The book recounts the very rich experiences of the author's life. ZeVan was a weatherman on KSTP-TV and KARE-TV in the Twin Cities in the 1970s and 1980s.



For more information or to purchase a copy of the book, visit www.BarryZeVan.com.

Midwest Book Award Gala Held in St. Paul on May 13

The 26th Annual Midwest Book Awards Gala took place the evening of May 13 at the Olson Campus Center at the Luther Seminary in St. Paul, Minnesota. RMA Publicity is happy to announce that three of our authors are first place winners and five more are finalists in this year's competition.

The first place winners are Marley Kaul, author, *Letters to Isabella: Paintings By Marley Kaul*, Brenda Elsagher, author, *Your Glasses Are On Top Of Your Head*, and Caryn Sullivan, author, *Bitter or Better*.

Greg Scott, author, *Bullseye Breach*, John B. Goodman, author, *The Road to Self*, Dave Harrison, author, *They Call Me*

Buddy, Andrew Hunkins, author, *No Such Thing As Evil*, and Patrick Ledray, author, *The Ephesian Artifacts*, were finalists in the competition that draws publishers from the 12-state Midwest region.



Above: Brenda Elsagher (second from left) and her family celebrate her win at the Midwest Book Awards Gala.

Helmeke's Mission to Help Millennials Understand How to Achieve Self-Wealth Now Underway

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.



The book officially launched on May 24 with a well attended discussion and signing at [Common Good Books](#) in St. Paul.

Heidi's next event is on Sat., June 11 at Valley Booksellers in Stillwater, Minn. She will appear at the Barnes & Noble in Roseville, Minn., on Sat., June 18. Learn more about the book at www.HeidiHelmeke.com.



Author of *Blind: A Memoir* Interviewed on Dublin, Ireland Radio Station on May 17



Belo Cipriani, author, *Blind: A Memoir*, was interviewed by a radio station in Dublin, Ireland the morning of May 17. Viva Vox, which airs on 103.2 Dublin City FM, aims to provide a forum for discussion and information sharing for people with disabilities and their network of friends and family. The show is broadcast to the greater Dublin area.

Learn more about Belo's book at www.BeloCipriani.com.



Author of *Bitter or Better* Appears on FOX 21-TV in Duluth on May 11



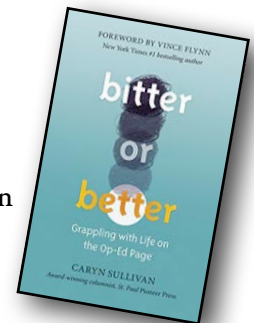
Caryn Sullivan, author, *Bitter or Better: Grappling with Life on the Op-ed Page*, appeared on FOX 21 KQDS-TV in Duluth, Minn., the morning of May 11.

She was also one of the speakers at the Association of Residential Resources (ARRM) Conference, which took place at the Duluth Convention Center that week. ARRM is a nonprofit association of more than 200 providers, businesses and advocates dedicated to leading the advancement of community-based services that support people living

with disabilities in their pursuit of meaningful lives.

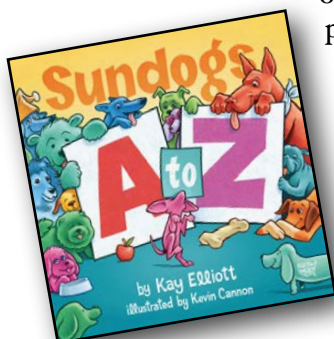
Caryn's talk at the conference was titled, "Ambiguous Loss: A Roadmap to Navigating Personal and Professional Crises." Ambiguous Loss consists of the losses we experience in life that may feel similar to, but do not include death.

Learn more about Caryn's work at www.CarynMSullivan.com.

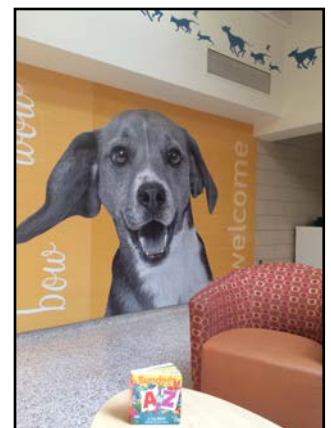


***Sundogs A to Z* Now in Use at Animal Humane Society Locations Throughout the Twin Cities**

Congratulations to Kay Elliott, author, *Sundogs A to Z*. The Animal Humane Society has accepted her donation of copies of her book. They are now on display at shelters throughout the Twin Cities. The next time you visit one of the shelters, be sure to check out the children's play areas. You may just see a little one practicing his or her ABCs as the child turns the pages.



Also in May, Elliott led the children's story time at the Barnes & Noble Booksellers store in Eagan, Minn. (May 21). *Sundogs A to Z* is a beautifully illustrated book dedicated to all the dogs that have come into the author's life over the years. Learn more about Kay's work at www.SunDogsBooks.com.



Teen Author Participates in Animal Humane Society's Walk for Animals on May 7



The Animal Humane Society's annual "Walk for Animals" was held in Minneapolis on May 7, and teen author Justin M. Anderson was among those participating.

He joined hundreds of other walkers on a 2.5 mile trip through Theodore Wirth Park. Helping to raise money for the Animal Humane Society is Justin's way of saying thanks for the role the organization played in the rescue of his kitten, Stripes, the main character in his debut book, *Saving Stripes: A Kitty's Story*. Copies of Justin's book are available for purchase online at www.CreateSpace.com/4931704.

One-hundred percent of the proceeds are being donated to S.O.S. Rescue Relief, Inc., a non-profit whose mission is to prevent euthanasia in adoptable animals.

Also in May, S.O.S. Rescue Relief, Inc. hosted a Kiddie Cat Clinic on May 22 to teach children about the needs and responsibilities of pet ownership and rescue organizations. As part of the clinic, educators discussed proper pet care, spaying and neutering, why not to declaw, etc. At the end of the day, each participant went home with a signed copy of *Saving Stripes: A Kitty's Story*. Participants also received a beanie baby that resembles Stripes.

For more information about the work done by the rescue organization, go to www.TheAdoptAPetShop.org.

They Call Me Buddy, The World Traveler Author Signs Books at Barnes & Noble in Roseville, MN on May 7



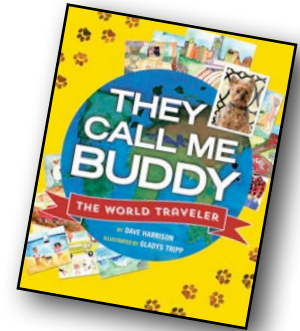
One of the hottest tickets in town for parents—and kids—on May 7 was a gathering at the Barnes & Noble in Roseville, Minn.

Former Twin Cities resident Dave Harrison and current Plymouth resident Gladys Tripp signed copies of their children's book, *They Call Me Buddy The World Traveler*, which is the story of a little dog that keeps getting lost, and ends up visiting country after country during his travels.

Buddy's adventure begins in Australia, and continues in New Zealand, Russia, The Netherlands, Canada, South America, Antarctica, South Africa, Japan and eventually the United States. The author's intent with the book is to help educate children on geography, a topic he feels is not focused on enough in schools these days.

Also in May, *They Call Me Buddy* was named a finalist for the Midwest Book Award in the category of Education/Learning, and an article about the book was published in the May 2 edition of [The Mooresville Tribune](http://www.moorestribune.com), the author's hometown newspaper.

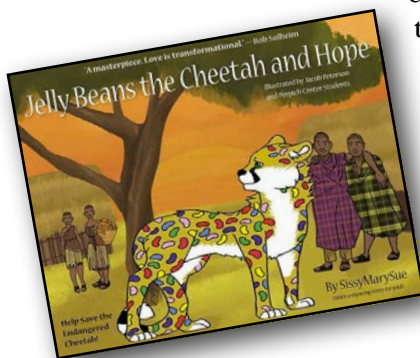
For more information about the book visit www.TheyCallMeBuddy.com.



Author of a Children's Book that Teaches Empathy and Tolerance Speaks at Rotary Meeting in Prior Lake, MN on May 13

The value of teaching youngsters to have empathy and tolerance towards others was the topic of discussion at a dual-district Rotary Club meeting held at the Mystic Lake Casino in Prior Lake, Minn., on May 13.

The meeting was led by lifelong Minnesota educator SissyMarySue, who is widely recognized for her innovative Jelly Beans Creative Learning approach that focuses on emotional competence, critical thinking, cultural sensitivity, language learning, and the natural world. SissyMarySue is the author of *Jelly Beans the Cheetah and Hope*, a beautifully illustrated story that features the unlikely pairing of a sad little girl and a captured cheetah who discover how much they have in common when they embark on an adventure in friendship. They have both experienced profound loss, but persevere by filling each other's lives with hope through sharing empathy, kindness, joy and love.

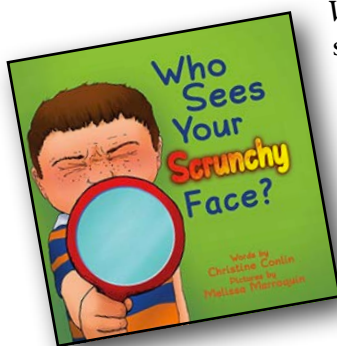


SissyMarySue also talked about her book earlier this month, on May 3, on the [Jordana Green Show on WCCO Radio](http://www.wcco.com).

To learn more about the book, or SissyMarySue LLC, visit www.SissyMarySue.com.

Author of *Who Sees Your Scrunchy Face?* Shares Her Story with Kindergarteners in Eagan, MN on May 10

Christine Conlin, author, *Who Sees Your Scrunchy Face?*, shared her story with Kindergarten and 1st grade students at Woodland Elementary School in Eagan, Minn., on May 10.

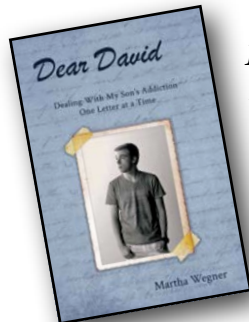


Who Sees Your Scrunchy Face? is the story of a little boy named Jack who is very expressive, and makes faces whenever he hears the word "No." There are mirrors on the front and back of the book that encourage kids to engage with the story.



Learn more about the book, or pick up your own copy at www.ScrunchyFaces.com.

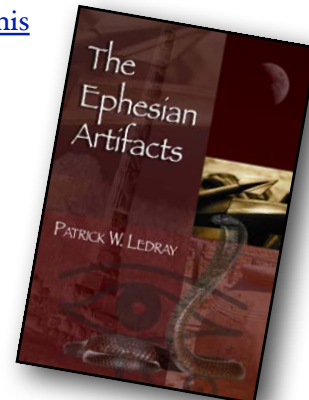
ALSO IN MAY ...



Martha Wegner, author, *Dear David: Dealing with My Son's Addiction One Letter at a Time*, signed books at the Barnes & Noble in Roseville, Minn. on May 14. Her book shares the letters she wrote to her son after he walked away from a treatment facility in Minnesota. David is in

recovery now and traveling around the state doing talks on recovery with his mother. Learn more about the book at www.MarthaWegner.com.

The [Longfellow-Nokomis Messenger](#) published an article about Patrick Ledray's novel, *The Ephesian Artifacts*, being named a finalist in the Midwest Book Awards contest.



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
Gay and Lesbian Pride Month
Great Outdoors Month
Fireworks Safety Month
National GLBT Book Month
PTSD Awareness Month

Also Observed in June...

National Trails Day – June 4
Race Unity Day – June 12
Family History Day – June 14
Husband Caregiver Day – June 19
National Mosquito Control Awareness week – June 26 – July 2

July is...

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

Also Observed in July...

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

* Source: 2016 Chase's Calendar of Events

RMA Publicity

Tips for Engaging People at Book Signings

Whether you are getting ready to participate in your very first book signing event, or have been at it for a while, what is your strategy? This month's publicity tips article will offer some ideas that should help ensure your signing event is a success:



1) Don't just sit back and wait for people to come to you.

I have been to a lot of book signings over the years, and by far, the most successful events are those where the author gets up from behind the table and approaches potential customers, rather than waiting for people to come to them. A great opening line is "Do you read much?" Follow it up by asking the person about their reading habits. With any luck, the person will eventually ask what your book is about and hopefully buy one.

2) Create a display that is eye-catching.

The most successful book events are those where potential customers are engaged in more ways than one. If your book is a memoir, bring along photographs of some of the people featured in the book and set them up on your table. If it's an art book, bring along some of the original artwork to show off. For children's books, having toys or stuffed animals resembling the characters in the book are a great way to draw potential customers to your table.

Several of the authors I work with also have beautiful banners featuring their books that they bring to their events and set up on or next to the table.

3) Attract people with giveaways.

Yes, you're at the store because you want to sell something, but it doesn't hurt to give something away as well to entice potential customers to come on over. Pens, bookmarks and candy make great giveaways at book events. So do small notepads.

4) Hunt for places where your best readers flock.

Remember, book stores aren't the only places where books are sold. If your book is a novel about a summer spent at the cabin, set up some events at venues in cabin country. People spending the summer at their own cabins are likely to frequent places like the bait shop, the local restaurant, and probably the local grocery and drug stores as well.

Start up a conversation with the people who come into the store, and you may even discover they are your neighbors. Once a connection is established, they will hopefully want to support your project.

5) Engage rather than trying to sell.

And finally, remember the best sales tool of all is to engage people rather than trying to sell them. Invite people you meet to check out your website or Facebook Fan Page by telling them about all the neat things they'll find there. Building a fan base that will stick with you over time is a lot more valuable than just finding small group of people willing to give your latest book a try.

Next month's publicity tips article:

Tips for Capitalizing on the Upcoming Holiday Season

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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