

THE POWER OF PUBLICITY

Susan Wingate's *When You Leave Me* Releases During National Alzheimer's Awareness Month



They say the best books are inspired by something the author has actually gone through or witnessed. San Juan Island, Washington author Susan Wingate is hoping her latest title can make a difference for people traveling an Alzheimer's journey with a loved one. Down & Out Books will release *When You Leave Me* on June 6th.

The novel is a psychological suspense and domestic thriller about a man with dementia who goes missing and is presumed dead, and the experiences his wife has in the months that follow. The story was inspired by the Alzheimer's journeys the author has traveled with her mother and husband in real life.

RMA Publicity secured a front page story about the book in the author's hometown newspaper, the San Juan Journal. Plus, she will be interviewed about the book on Seattle's Northwest Radio on June 7.

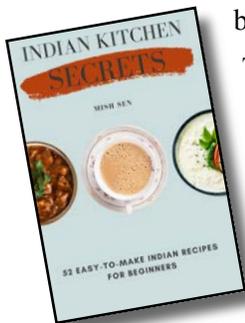
Susan Wingate is the seven-time award-winning author of *How the Deer Moon Hungers* (July 2020) and eleven other titles including *The Bobby's Diner series*. She writes about big trouble in small towns. When not writing she enjoys spending time outdoors and feeding the animals that wander into her yard. She also dabbles with a ukulele.

Learn more about Susan Wingate at SusanWingate.com.



Cookbook Author Mish Sen Shares Recipes from *Indian Kitchen Secrets* on Minneapolis TV Station KARE 11

Every year, Memorial Day marks the traditional kickoff of the summer grilling season, and Chaska, Minnesota chef and social media influencer Mish Sen started it off with an appearance on [KARE 11 in Minneapolis](#). Mish appeared on KARE's Saturday Morning Show on May 28 to show viewers an easy way to create a memorable meal that goes beyond the expected burgers, brats and hot dogs.



The recipes come straight from her cookbook, *Indian Kitchen Secrets: 52 Easy-to-Make Indian Recipes for Beginners* available now on [Amazon](#). Learn more about her work on her Instagram page, [@eatwithmish](#). Which has more than 30,000 followers.



Coming up in June...

Miami-based businessman and author John Katsoulis will sign copies of *Feral Eye of the Blackbird: A Journey Reveals the Power of Reason* at the West Kendall Barnes and Noble Booksellers store on Saturday, June 4, from 1:30 p.m. – 5:30 p.m.

Bloomington Veterans Memorial Back in the Headlines in Time for Memorial Day Weekend



The grassroots effort to build a Veterans Memorial in the City of Bloomington, Minnesota got some more media attention last month. On May 19, a story about the memorial was published in the MN Sun Current newspaper. The article, [Bloomington Veterans Memorial to Incorporate Technology](#), is about the high tech dog tags that will hang from the memorial's armistice.

Learn more about how you can make this project a reality on the website, [BloomingtonRemembersVeterans.org](#).

Launch Event for Judith Brenner's *The Moment Between Dreams* Held on May 24



The official launch party for *The Moments Between Dreams* by Minnesota author Judith Brenner took place on May 24. *The Moments Between Dreams* is set in the 1950s, but the characters deal with a lot of the same issues people are facing due to the worldwide pandemic today. The protagonist's daughter is hospitalized in isolation with polio and her husband is about to head off to war, but before he leaves his temper flares with an impulsive and dangerous need for control. Challenges escalate from there until the hopeful ending.

RMA Publicity helped launch the book by securing a review in the [Pioneer Press](#) and a preview story about the launch event at the Senior Center in Edina, Minnesota in the [MN Sun Current](#) newspaper.

Stories about the book were also placed in [Duluth News Tribune](#), and on the podcast, [Dialogue Between the Lines with Susan Wingate](#). Plus, the [Pioneer Press](#) published a second story, an announcement about the coming title in its Spring Books column back in April.

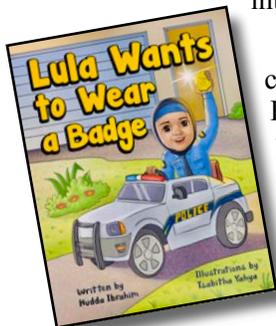
Learn more about the author's work on her website: [Judithbrenner.com](#).



Great River Regional Library and St. Cloud Police Department Team Up for a Reading of *Lula Wants to Wear A Badge*

At a time when police departments across the country are struggling to attract new officers to the ranks, the St. Cloud, Minnesota Police department is being pro-active. The Department is doing some early recruiting work the help of the new locally produced children's book, *Lula Wants to Wear A Badge* by St. Cloud author Hudda Ibrahim.

On May 18, children and their families attended a free party in the parking lot of the Great River Regional Library in St. Cloud. When they arrived, they were enthusiastically greeted by officers from the St. Cloud Police Department, who invited everyone to climb into the squad cars and imagine themselves on the job.



There was also a reading of the new Diverse Voices Press children's book, *Lula Wants to Wear A Badge* by St. Cloud author Hudda Ibrahim. After the reading, children who attended the event went home with a free copy of *Lula Wants to Wear A Badge* that had been signed by the author.

Preview stories about the event were published on two local radio station websites: [WJON-AM](#) and [KNSI-AM](#).

To learn more about the book and Diverse Voices Press, go to [DiverseVoicesPress.com](#).

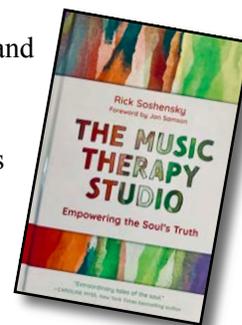


The Music Therapy Studio Featured on Spectrum News 1 NY



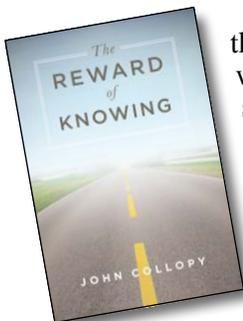
Just listening to a song can evoke strong emotions in all of us. The power is even stronger for the musicians actually making the music, and that got Rick Soshensky of Kingston, New York thinking.

As part of the effort to fulfill his desire to really make a difference with his music, he started up The Music Therapy Studio, which offers high-quality programs that maximize accessibility and growth potential for people with disabilities. The concept attracted the attention of [Spectrum News 1 New York](#), which aired a story about The Music Therapy Studio, and a book by the same name, the evening of May 16.



Congratulations Rick! Learn more about his business at TheMusicTherapyStudio.com.

Voice of Alexandria Publishes Story About RE/MAX Results Co-founder's Memoir



The co-founder of one of the most successful real estate companies in the country, RE/MAX Results, is on a mission and it has nothing to do with selling houses. John Collopy wants people who have experienced struggles in life to know everything is going to be okay. He is communicating that message through his recently released memoir, *The Reward of Knowing*.

Stories about the book have been published in the [MN Sun Sailor's](#) Eden Prairie, Minnesota edition, and by [Voice of Alexandria](#), which covers news in Alexandria, Minnesota. RE/MAX Results has offices in both cities.

Pick up your copy of the book today at JohnCollopy.com. One hundred percent of the proceeds from book sales will go to the RE/MAX Results Foundation, which supports projects in the communities RE/MAX Results serves.



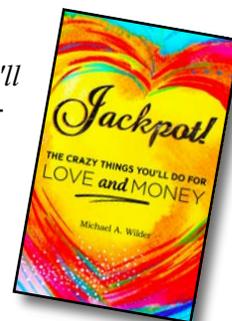
Jackpot Author Interviewed on WBIG-AM in Chicago



Michael Wilder, author of the novel, *Jackpot! The Crazy Things You'll Do for Love and Money*, was interviewed by Ryan Gatenby on WBIG-AM in Chicago the morning of May 2.

He shared the unusual inspiration for the plot, and his writing process for the novel that has already sold thousands of copies.

Learn more on the author's website: MichaelWilder.com.



The Almanac Newspaper in Pennsylvania Covers Grand Opening Event for The Waters of McMurray

When the first residents began moving into The Waters of McMurray senior living community last April, they missed out on the excitement of the planned grand opening party. It had to be postponed due to the pandemic.

Now that conditions have improved, on May 12 the community was finally able to host a public celebration that included a ribbon cutting by the local Chamber of Commerce. [The Almanac newspaper](#) published a nice story about the event in the May 13 issue of the paper. (Photo by Jon Andreassi/Observer-Reporter)



This Month's Publicity Tips Article: Here are Some Tips for Putting on a Memorable Book Event

By Rachel M. Anderson,
Publicist, [RMA Publicity](#)

The last time you went to a book event, did you consider it a memorable experience? If so, your host obviously did a good job not only making you feel welcome, but highlighting the value of reading their book.



Happy and enlightened is of course how you want people to come away from your event. So, it is important to put a little thought into the party before you start sending out invitations.

I started working as a book publicist back in 2009, and over the past 13 years have attended some amazing parties. Some of them were at country clubs or restaurants. Others at people's homes, or at bookstores.

What they all have in common is that their hosts did a good job of communicating the theme of the book. That in turn gets potential readers excited about the adventure they will embark on when they start turning the pages.

Here are some ideas to consider that will work for several different genres from both fiction and nonfiction.

1) Choose a theme

Think back to the last time you went to a party that you considered memorable. Whether it was a children's birthday party or an adult get together, it likely had some kind of theme. Your book launch party should have one too!

To come up with a theme, start with what you're writing about. Books about investing and careers are easy. You can go with the "making money" theme. For a romance, you can recreate one of the scenes in the book where something important to the plot happened. That works for memoirs too. For children's books, the theme can be based on the characters, or on the adventure itself.

2) The decorations

Decorating for the party is an area in which you can really show off your creativity. I've worked with some

authors who kept things simple and just put flowers that matched the color of the book cover on all the tables. Others have gone all out and transformed the event space to look like a scene right out of their books.

I once worked with a children's book author who sewed fabric versions of the main character in her book for each of the guests who attended. For those without sewing skills, party stores and dollar stores are great places to shop for party decorations. You can find some good ones at arts and crafts stores like Michaels and JoAnn Fabrics as well.

In fact, rather than investing in expensive tablecloths, you can affordably buy a few yards of colorful fabric that fits your theme and drape it over the tables. After the party is over, invite your guests to take the tablecloths home and make something out of them.

3) The food

When it comes to the food, if you aren't required to purchase that from the venue, and don't want to go all out and hire a caterer, warehouse stores like Costco and Sam's Club offer plenty of options to choose from; both fresh and ready to go, and frozen that you can warm up later and serve.

Sandwich platters, cheese and cracker plates, fruit and vegetable platters are popular options to choose from. Dishes filled with candy and nuts are a nice touch as well. You can buy those in bulk at the warehouse stores.

Another popular idea is to get an illustration of your book cover put on a big cake that serves as the centerpiece of your party.

4) Party favors

Another way to make the party memorable is to offer party favors that people can take with them whether or not they purchase a book. Some popular ideas for these I've seen are pens and pencils with the name of the book engraved into them, string backpacks with the book cover on the front; and of course bookmarks that feature the book cover, a summary of what the story is about, and a website where the book can be purchased.

5) Share your writing journey through photos or video

Hosting a book launch party isn't just about selling books. It's also about celebrating your accomplishment. You did, after all, invest a lot of time,

effort and likely money in getting your book into the marketplace.

If you're like most people, you documented the journey through photographs, and maybe video. If so, the launch party is a great place to share these memories with your supporters. Talk about a great way of getting people to relate to you.

At the end of the party, be sure to remind everyone who comes to please put a review up on Amazon and Barnes and Noble for you after they finish reading the book.

RMA Publicity is happy to have served as the official photographer for dozens of book launch parties. If you hire us to execute a marketing & PR

campaign, photographing the launch party is a complimentary service we offer for authors in Minnesota and nearby Wisconsin.

Want to arrange a free publicity consult to discuss a possible campaign? [Contact me here.](#)

Next Month's Publicity Tips Article:

Now is the Time to Start Thinking About Your Fall and Holiday Season Events

www.RMAPublicity.com
rachel@RMAPublicity.com
 (952) 240 - 2513

Also in May...



There was a story in the May 12 edition of the [Minnesota Sun Sailor](#) about the Kentucky Derby Party they held at The Waters of Excelsior

senior living community a few days before the big race. Nice hats ladies!



The Laker Pioneer published the story, Dog Days Returns to Mound this summer in its May 23 edition.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in June or July 2022, 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
 Alzheimer's and Brain Awareness Month
 Effective Communications Month
 LGBTQ + Month
 PTSD Awareness Month
 Rainbow Book Month

Also Observed in June...

Say Something Nice Day – June 1
 National Gun Violence Awareness Day – June 3
 World Ocean Day – June 8
 Let it Go Day – June 23
 PTSD Awareness Day – June 27

July is...

Cell Phone Courtesy Month
 National Grilling Month
 Worldwide Bereaved Parents' Month

Also Observed in July...

Resolution Renewal Day – July 1
 National Independent Living Week – July 1 – 7
 Stay Out of the Sun Day – July 3

Source: 2022 Chase's Calendar of Events