

THE POWER OF PUBLICITY

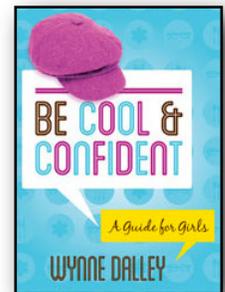
RMA Publicity Helps Tell Me Press Launch Three New Books in March



Tell Me Press, a publishing company based in New Haven, Conn., will officially launch three new titles in March. They are *Hawaiian Tales: The Girl with Heavenly Eyes* by University of Connecticut Professor Lee A. Jacobus, and *Be Cool & Confident: A Guide for Girls* and *Be Cool & Confident: A Guide for Guys* by California etiquette expert Wynne Dalley.

In January and February, RMA Publicity launched a publicity campaign to raise awareness about the titles. Both authors have already had numerous interviews in the local and national media.

Jacobus has been interviewed on WICH-AM and WATR-AM in Hartford and had a story in the Clinton, Conn., Patch. Dalley has been interviewed on radio stations in Philadelphia (WCHE-AM), Atlanta (WLAQ-AM), Cleveland (WDPN-AM) and Toledo (WFIN-AM) where she offered advice for guys and girls hoping to pull off the perfect date night. There has also been an article published in the Walnut Creek, Calif., Patch and an article is pending in San Francisco's Nob Hill Gazette.

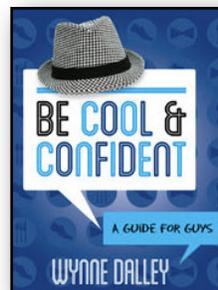


Hawaiian Tales: The Girl with Heavenly Eyes is a collection of 14 short stories that look beyond the surface lives of tourists and retirees, natives and transplants, to the joys and mysteries within. Though fictional, each of the stories is based on the people Jacobus met, the places he visited, and the experiences he had both on and off the beaten path. The book has already been picked up for distribution at airport book stores

along the West Coast and in Hawaii.

Be Cool & Confident: A Guide for Girls and *Be Cool & Confident: A Guide for Guys* by Wynne Dalley are etiquette books intended for young people learning the rules of the world. These books are being carried at several bookstores in California and beyond.

Learn more about all three books at www.TellMePress.com.



COMING UP IN MARCH

Polly Norman, author, *Dances Through Glass*, has an appearance planned at the Margaret Foss Studio at the Edina Art Center on March 8.

Sandra Novacek, publisher, *Border Crossings: Coming of Age in the Czech Resistance*, has an event at Next Chapter Bookstore & Bistro in Northville, Mich., on March 8.

The launch party for Roseanne Cheng's new book, *The Take Back of Lincoln Junior High*, will be held at Magers & Quinn Booksellers in Minneapolis on March 23.

Lee A. Jacobus, author, *Hawaiian Tales: The Girl with Heavenly Eyes*, will sign books at R.J. Julia Booksellers in Madison, Conn., on March 9 and Burgundy Books in Westbrook, Conn., on March 29.

RMA Publicity

will be one of the vendors with a table at the Bloomington Theatre and Art Center Writer's Festival and Book Fair on Sat., March 22nd. Be sure to stop at our table to get your questions about book marketing and publicity answered. We will be giving away tip sheets, and there will be a drawing for a free publicity consult.



National Spotlight Shines on Murphy's Efforts to Help Those Dealing with Addiction



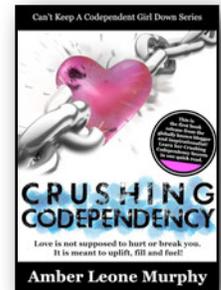
February was a busy month for Amber Leone Murphy. She was featured in the Minneapolis Star Tribune in a front page story, [Sobriety boring? Not at all, Blaine woman declares](#), on Feb. 13.

The day before she was interviewed on the national radio show, [It's Your Health](#) with Lisa Davis. Murphy shared her thoughts on what may have caused actor Philip Seymour Hoffman, who had been drug free for years, to relapse and die of a drug overdose.

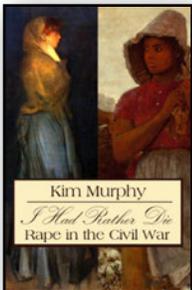
Earlier in the month, the Anoka Herald Tribune featured Murphy in the article, [Local woman strives to inspire others to confront addictions](#). That article was published on Feb. 7. She was interviewed on [WCCO Radio in Minneapolis](#) the evening of Feb. 3.

Amber Leone Murphy has personal experience with addiction. She has been sober and drug-free for 8-years now, but before 2005 lived a fast-paced lifestyle that was spiraling out of control.

Murphy currently shares her expertise with more than 1,000 people who have friended her Facebook page, [Can't Keep a Sober Girl Down](#). Her new book, [Crushing Codependency](#), is now available for purchase on Amazon.com. For more information, check out her website, [www.CantKeepASoberGirlDown.com](#).



New Academic Book About the Brutalities of the Civil War Getting Attention from Media Along the East Coast

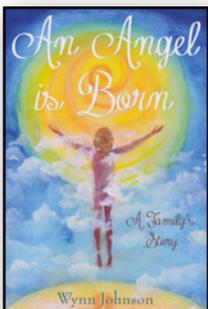


Stories about Kim Murphy's new book, *I Had Rather Die: Rape in the Civil War*, appeared in the [Fairfax Times](#) in Virginia on Feb. 7 and Washington, D.C.'s [The Atlantic](#) on Feb. 14.

The book outlines violence against women that occurred during the Civil War, and until now was not widely known. After the articles came out, Murphy started receiving inquiries from all over the country for more information about her research and book. These placements happened as the result of a targeted media strategy RMA Publicity began for the author late last year.

More information about the book can be found at [www.KimMurphy.net](#).

Kentucky Book Tour a Huge Success for Author of *An Angel is Born: A Family's Story*



Wynn Johnson, author, *An Angel is Born: A Family's Story*, wrapped up his two-state book tour in Kentucky the week of Feb. 10 - 16. The beginning of his memoir is set in the town of Weeksbury, Ky., and the author led several signing and discussion events in the region.

The tour began with a television appearance on [WKYT-TV's 12:30 p.m. newscast on Feb. 10th](#) and radio interview on WMMT-FM later in the day. A couple of newspapers ran articles as well. Last month, the author visited Ohio where his niece, Angel, spent her life and her parents still live.

An Angel is Born: A Family's Story is the story of Angel Rose Skiles. She was born on May 2, 1972, and there were severe complications surrounding her birth. Her umbilical cord had been severely wrapped around her when she was born. Not only that, her mother had suffered toxemia

during her pregnancy.

Angel Rose was eventually diagnosed with Rubinstein-Taybi Syndrome (RSTS), a form of retardation. She also developed Progeria, or rapid aging, and that wasn't the only medical ailment the youngster faced. She also suffered from frequent seizures.

Angel's parents, Bill and Lily, are the heroes of the story. They dedicated their lives to taking care of Angel for 39 years, until she died in 2011.

More information about the book tour can be found at

www.AnAngelisBorn.com.



Above: Wynn Johnson, author, *An Angel is Born: A Family's Story*, shares his story with residents of Central Kentucky during a television appearance on WKYT-TV on Feb. 10th.

Spring Book Tour Underway for *Good News - I Failed: A Story of Inventing in Minnesota*



During the Spring semester most Minnesota elementary and middle school students do units on inventing, and for the third year in a row, Doug Cornelius, author, *Good News - I Failed: A Story of Inventing in Minnesota* is sharing his story in the classroom.

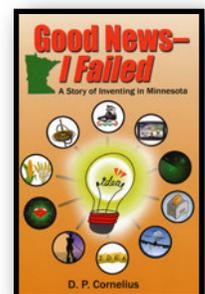
On Feb. 28, the author appeared at St. Croix Montessori School in Stillwater, Minn. He visited with students at Gethsemane Lutheran School in Maplewood, Minn. on Feb. 14. He was at New Life Academy in Woodbury, Minn. on Feb. 11. Appearances are also planned at several other Minnesota schools this Spring.

Doug's father, Dick Cornelius, invented the drink dispenser still used in bars, stores and restaurants throughout the world. During his lifetime, Dick Cornelius held 180 patents.

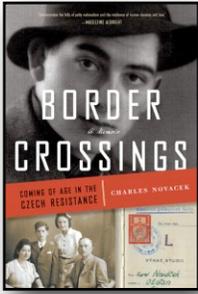
Having grown up around innovation, Doug was inspired to try his hand at inventing. None of the devices he invented ever made it to market, but the story he invented has.

In Good News - I Failed: A Story of Inventing in Minnesota, released by Mill City Press in 2012, a young man named Josh goes to visit his grandfather, who is a walking encyclopedia when it comes to information about Minnesota inventors. Josh's grandfather helps him invent an aquarium cleaner he had dreamed up. As they are working, Josh learns about many of the innovations Minnesota inventors came up with that may help with his own project. In the back of the book is an index with detailed information about 80 different Minnesota inventors. More information about the book can be found at

www.DPCornelius-Author.com.



Novacek's "Border Crossings" is the Ultimate Love Story



A story about Charles Novacek's *Border Crossings: Coming of Age in the Czech Resistance* was on the front page of the Detroit Free Press on Valentine's Day. The article's title is "[Ultimate valentine: Book of husband's war-era stories became a project of love.](#)"

Border Crossings is Charles Novacek's memoir about the challenges he faced in his native Czechoslovakia during World War II as a member of the underground resistance. Charles Novacek fought against the Nazis at age 11 and narrowly avoided execution by a Soviet firing squad at 20, but his dreams of becoming an artist and writer never wavered. At 28, he immigrated to the U.S., became a successful engineer in Detroit and made his dreams come true. In retirement he earned a master's degree in painting and finished writing the memoir of his incredible life.

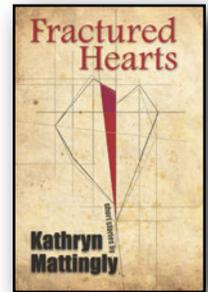
More information about the book is available at www.CharlesNovacekBooks.com.

Mattingly's New Collection of Love Stories Launches in Time for Valentine's Day

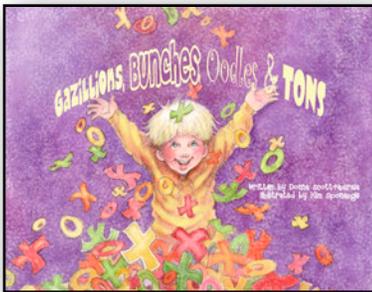
Congratulations to Kathryn Mattingly on a very well attended launch party for her new book, *Fractured Hearts*. Friends and fans joined her for a launch party/signing at Face in a Book in Sacramento, Calif., on Feb. 8th.

The edgy, eclectic stories of *Fractured Hearts* present love from many perspectives and in a variety of locales. Several of the stories included in the collection have won literary awards on their own merits. An article previewing the event was published on Examiner.com.

Learn more about this book and others by Mattingly on her website, www.PenPublishPromote.com.



Author Donna Scott-Nusrala Appears on FOX Affiliate in Cleveland



Donna Scott Nusrala, a former teacher, appeared on FOX 8 News in Cleveland on Feb. 9 to talk about her children's book, *Gazillions, Bunches, Oodles and Tons*, which makes a perfect gift for a child for Valentine's Day.

The book expresses the emotion of love by quantifying it with snowflakes, and feelings evoked by big wet kisses and curled up hugs.

On Feb. 6th she talked about the book, and her publishing adventure, on WDPN-AM, also in Cleveland.

Learn more about all the titles from AMO Publishing that make great gifts for young children at www.AmoPublishing.com.

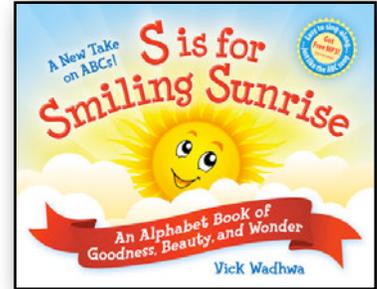
California Publisher's New ABC Book with a Twist Launches in Connection with "I Love to Read Month"

February was "I Love to Read Month," the perfect time for California publisher Words Bright to launch its debut book. *A New Take on ABCs! - S is for Smiling Sunrise* by Vick Wadhwa is an ABC book with a twist. Not only does it teach the alphabet, it communicates concepts.

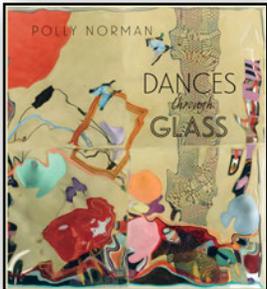
Author Vick Wadhwa launched the book with a special appearance at the Westlake Montessori School in Westlake Village, Calif., on Feb. 4th. He read the book to a preschool class at the school.

Also in February, the author was interviewed about the book on KTVA Radio in Ventura, Calif. on Feb. 9, and the book received a great review from the website, [Generation iKid](#), which calls the book "much more engaging than your typical ABCs and will keep children as well as parents interested."

More information can be found at www.WordsBright.com.



ALSO IN FEBRUARY ...



A story about Polly Norman's Dances Through Glass, appeared in the February edition of [Edina Magazine](#).



A story about Gordon Fredrickson's latest school appearance was featured in the Mille Lacs County Times article, [Author brings the farm to Milaca Elementary](#), the week of Feb. 17.

Scott Carpenter, author, Theory of Reminders, had a signing and speaking event at the B&N Booksellers store in Edina, Minn., on Feb. 4th.



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MEDIA OPPORTUNITIES

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

March is...

- Credit Education Month
- International Ideas Month
- National Kidney Month
- National Nutrition Month
- Optimism Month

Specific dates observed in March...

- National Consumer Protection Week – Mar. 2 – 8
- Read Across America Day – Mar. 3
- Brain Awareness Week – Mar. 10 – 16
- World Kidney Day – Mar. 13

April is...

- Alcohol Awareness Month
- Child Abuse Prevention Month
- Distracted Driving Awareness Month
- Emotional Overeating Awareness Month
- International Customer Loyalty Month
- National Autism Awareness Month
- National Sexual Assault and Prevention Awareness Month
- Prevention of Animal Cruelty Month
- Stress Awareness Month

Specific dates observed in April...

- Medication Safety Week – April 1 – 7
- National Day of Hope – April 2
- National Love Our Children Day – April 5
- National Volunteer Week – April 6 – 13

* Source: 2013 Chase's Calendar of Events

5 Things you Can Do to Promote Your Book as Soon as You Finish the First Draft

It seems a lot of authors have the false notion that as soon as they have a book in hand and available for distribution, readers will rush out to buy it in droves. Hate to burst your bubble, but it doesn't work that way. The most successful authors are those who spend the time during preproduction building their brand and laying the groundwork for a successful launch.



So when is the right time to begin promoting your book? As soon as you make the decision to bring it to market. Whether you are being published through a traditional press or self publishing, here are five things you can do to build the platform for your book and yourself while waiting for the publication date.

1) Create a mailing list

When your book is available for purchase, the best first market to tap is going to be the people who know and love you. This would include friends, family members, co-workers past and present, classmates, neighbors, etc. If you don't have them already, start gathering email addresses. Maybe people's home addresses as well in case you decide to do a launch party and want to mail out formal invitations.

2) Begin building your social media platform

It wasn't so long ago that the best way to become known in certain circles was to join an association, attend regular meetings and be outspoken. Now thanks to the Internet you can join dozens of different organizations online, and communicate directly with members through Facebook, Linked-in, Twitter and other social media platforms.

Whether your book is fiction or non-fiction, it should be easy to find an audience for your topic. Set up a presence online first, then begin reaching out to others, referring them back to the page you have set up. Remember, it is up to you to drive the traffic back to your social media page, something

you can do by contributing to conversations on other people's pages.

3) Develop a list of key influencers

Who are the biggest influencers on people in your book's target audience? If you've written a romance novel, it may be a famous novelist. If you have written a novel set in Hawaii, it may be the general manager of one of the hotels there.

Seek out and contact the people you think can help you get the word out about your book. You may even want to ask one of those people to read your book and offer a testimonial that can be printed on the back cover.

4) Set up a Website

In this day and age, you must have a Website for your book. Having an online presence not only provides you with legitimacy, it provides a means by which you can sell your book.

5) Learn as much as you can about marketing and publicity

As mentioned in the beginning of this article, your book is not going to fly off the shelves at bookstores, or sell hundreds of copies right away on Amazon.com or BarnesandNoble.com just because it is there. It is up to you, the author, to create demand, which is something you create through marketing and publicity.

Marketing a book involves such things as getting the book into distribution, setting up book signing events at stores, getting the book into catalogs and arranging events. Publicity is where you use the media to help promote the title and the events you set up.

To learn more about how RMA Publicity can assist with your book marketing and publicity needs, [contact us](#) today.

Next month's publicity tips article:

How to Capitalize on the Media Appearances You Get to Generate Sales

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