

THE POWER OF PUBLICITY

April Launch of *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking* a Huge Success

RMA Publicity is happy to report a strong launch effort for *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*.

We chose to launch the book in April in connection with National Sexual Assault Awareness Month and the effort paid off. In addition to setting up an eight-city book tour through the state of Minnesota that helped sell hundreds of books, RMA publicity has secured nearly a dozen media placements for the book so far.

Authors Rev. Kevin Kline and Dan Maurer were interviewed on [WDIO-TV](#) in Duluth, Minn., on April 21. A reporter from [KAAL-TV](#) in Rochester, Minn., interviewed Kline during his book event at the local Barnes & Noble bookstore on April 19. He also appeared on [KSTP-TV](#) in Minneapolis (April 11), and [WCCO Radio](#) in Minneapolis (April 12). In addition, stories about the book are currently featured on the website, www.TheReporters.org, as well as the following media websites: [Rochester Post Bulletin](#), [MN Sun Focus](#), [Detroit Lakes Times](#) and the [Winona Daily Herald](#). More stories are pending for May when the book tour moves into Wisconsin.

Kline, who was himself a victim of trafficking in his youth, is hoping to use the book as a springboard that will help a very underserved segment of the population of sex trafficking victims: boys. When Rev. Kline was 14-years-old in the summer of 1975, 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



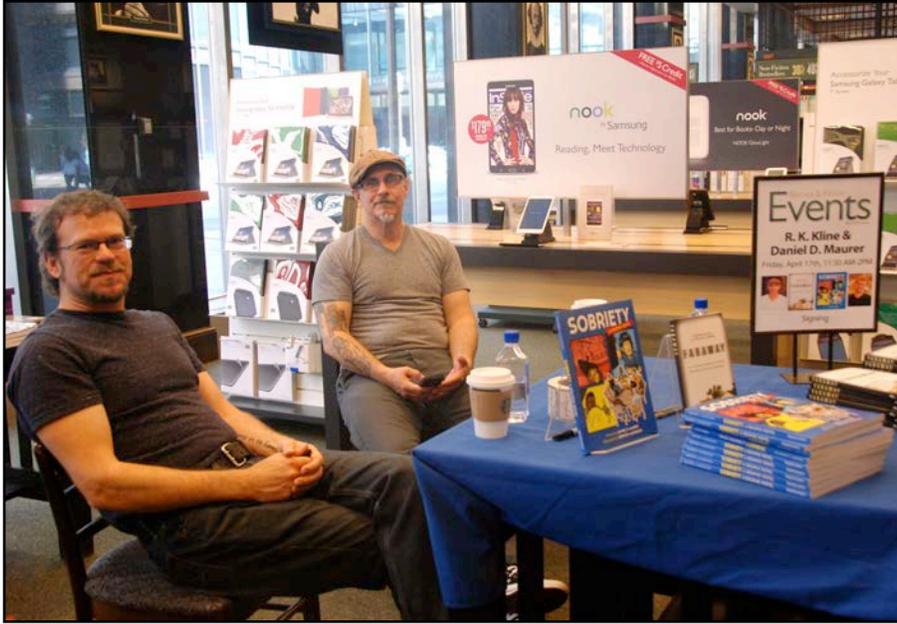
COMING UP IN MAY

Robert Stern, Program Manager for the **Minnesota College Savings Plan**, has four interviews scheduled in May in connection with 5-29 Day, a time to call attention to the importance of saving money for college. He will be interviewed on WDIO-TV in Duluth, WNSG Radio and KTOE-Radio in Mankato and by a reporter from the St. James Plain Dealer.

Rob Severson, author, **Achievers: Ordinary People Who Do Extraordinary Things**, will have a table at the Minnesota School Counselors Association conference being held in Brainerd, Minn., from May 3 – 5.

Elliott Foster, author, **Whispering Pines: Tales From A Northwoods Cabin**, has a reading and signing event planned at Subtext Books in St. Paul, Minn., on May 19.

The Team Building Expert, Dr. Rick Goodman, will be interviewed on the nationally syndicated show, Mom Talk Radio on May 3, WFLA-TV in Tampa, Fla., on May 5 and WPEC-TV in West Palm Beach, Fla., on May 7 discussing the best Mother's Day gift ever!



money, afterwards, returning to his suburban home. His parents had no idea what was going on.

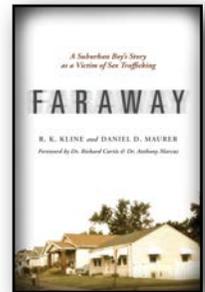
The trafficking went on all summer long. Kline says he eventually stopped returning his pimp's calls after two friends he made on the streets, fellow trafficking victims, both died. One was hit by a van. The other died of exposure.

Kline tried to put what happened behind him, and did a pretty good job of it for 30 years. Then one day he was mugged and all the terrible feelings about what had happened came flooding back.

His psychologist encouraged him to journal about his feelings and that journal eventually turned into the book, *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*. Kline's co-author is Dan Maurer, who specializes in telling transformative stories under the Dan the Story Man brand. Maurer is also the author of *Sobriety: A Graphic Novel*, which explains the 12-step recovery process through comics.

Visit the book's website, www.Faraway-Book.com, for more information, including a list of additional book tour dates and locations.

More information about *Sobriety: A Graphic Novel* can be found at www.DanTheStoryMan.com.



Minnesota Author Interviewed About the "Comfort Woman" Issue During Japanese Prime Minister's U.S. Visit in April

A Minnesota author who has been very critical of Japanese Prime Minister Shinzo Abe's administration reacted to his U.S. visit during an April 30 interview on KTOE-Radio in Mankato, Minn.

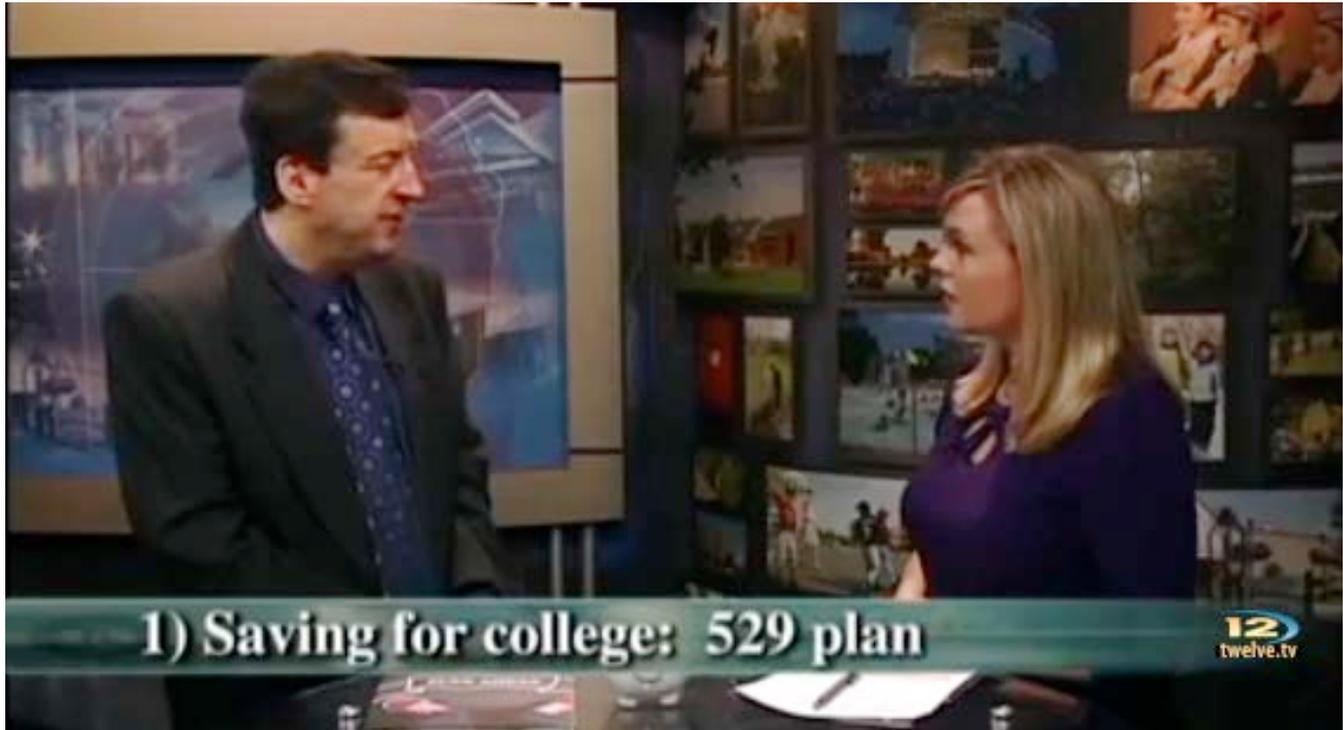
William Andrews, author, *Daughters of the Dragon: A Comfort Woman's Story*, joins Korean American civic groups and others that oppose the Congressional invitation to Abe, who addressed a Joint Session of Congress on April 29. "He came to Congress to ask for our help restoring order in Asia, but before he gets it he has a duty to apologize for one of the greatest atrocities committed during his country during World War II," said Andrews.

His award-winning novel, published last year, is the story of young Ja-hee and her sister. In the book, they are torn from their family farm and forced to become sex slaves, or comfort women, for the Japanese army during World War II. The so-called "Comfort Woman" issue is one Abe, who is a revisionist, says never happened. His claim is that the hundreds of thousands of women who say they were forced to be sex slaves during the War were actually prostitutes.

Learn more about Andrews' award-winning novel at www.WilliamAndrewsBooks.com.



Minnesota College Savings Plan Featured in "Money Savers" Segment on Twin Cities Television Station



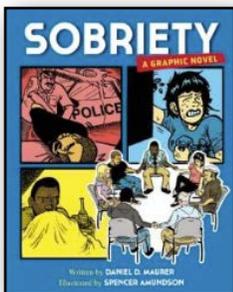
Saving for college is one of those things families should really start thinking about when their child is still in diapers. However, very few people do.

In advance of 5-29 Day (a time to call attention to the value of saving for college rather than borrowing money to pay for it) Robert Stern, program manager for the Minnesota College Savings Plan, appeared in the "Money Savers" segment on [Channel 12 News](#) in the Twin Cities on April 29. He discussed strategies for saving for college, no matter what age a child may be.

Learn more about the Minnesota College Savings Plan, the state's official 5-29 college savings plan, at www.MNSaves.org.



Maurer's *Sobriety* Named a Finalist in Two Categories of the Midwest Book Awards



Sobriety: A Graphic Novel by Daniel Maurer, released last year by Hazelden Publishing of Minnesota, has been named a finalist in two categories of the Midwest Book Awards.

It is up for awards in the Self-help and Young Adult Nonfiction categories.

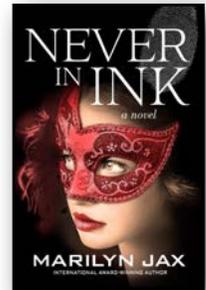
Winners will be announced at The Midwest Book Awards Gala that takes place on May 13, 2015, from 6:30 to 8:30 p.m. at the Olson Campus Center at Luther Seminary in St. Paul, Minnesota.

Jax's *Never in Ink* Wins Two International Book Awards

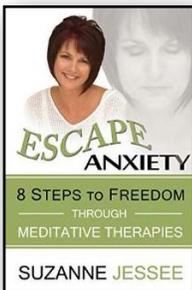


Congratulations also go out to Marilyn Jax, author, *Never in Ink*. Her latest mystery just won two international book awards. An article about her big win in the Beverly Hills International Book Awards contest appears in a recent issue of the [Minnesota Sun Sailor](#).

The book has also been named a finalist for a [Midwest Book Award](#) in the Mystery/Thriller category.



Author of *Escape Anxiety* a Guest on Two National Radio Shows



April was Anxiety Awareness Month, a great time to call attention to the topics covered in Suzanne Jessee's book, *Escape Anxiety: 8 Easy Steps to Freedom Through Meditative Therapies*.

RMA Publicity secured interviews for her on [KATX-Radio](#) in Eastland, Texas on April 15 and KMA-AM in Omaha, Neb. on April 2. She shared advice on how to overcome anxiety during both interviews.

Learn more about Suzanne's book at www.EscapeAnxiety.com.

Launch Party Held for Foster's *Whispering Pines: Tales From A Northwoods Cabin*

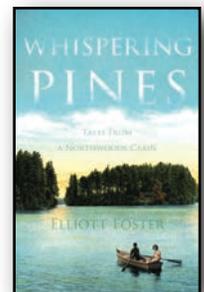


The book launch party for Elliott Foster's debut novel drew a large crowd to the lobby of the historic Hotel 340 in St. Paul the afternoon of April 19.

Close to 100 people helped the author celebrate the launch of *Whispering Pines – Tales From a Northwoods Cabin* (Wise Ink Creative Publishing, 2015, \$15.95) the story of The Travis Family's 50 year love affair with their family cabin. The tale begins in Sept. 1993 as four generations of the Travis family have come together to celebrate the 80th birthday of their matriarch, Isabelle.

One after another, family members gathered around the dinner table reflect on precious memories of the experiences they have all had at the cabin over the years.

This book will be a great read for families spending time at their own cabins this summer. Copies are available online at www.ItascaBooks.com, as well as www.BarnesAndNoble.com and www.Amazon.com.



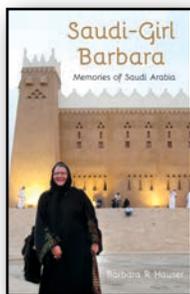
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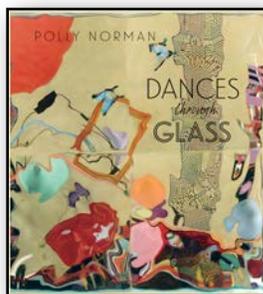
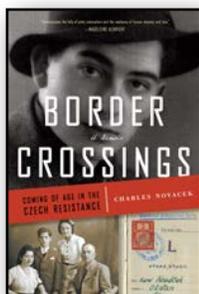
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ALSO IN APRIL ...



RMA Publicity launched the website, www.SaudiGirlBarbara.com, for Minneapolis author Barbara R. Hauser. Her book, *Saudi Girl Barbara*, is a memoir about the time she has spent in Saudi Arabia, and her conclusion that contrary to popular belief, women are very well respected in the Arab nation.

Sandra Novacek, publisher, *Border Crossings: Coming of Age in the Czech Resistance*, presented at the Czech and Slovak Cultural Center in St. Paul on April 24 and 25.



The artists' reception for Polly Norman's show, "Curvature" took place on April 18 at Vine Arts in Minneapolis. "Curvature," which runs through May 2 at Vine Arts Center, features abstract photography by Polly Norman and bronze sculpture by Pete Wroblewski.

In Kirkus Reviews' April 2 newsletter, Kirkus Pro Connect, Forrest Carr, author, *A Journal of the Crazy Year*, was named the week's Author to Watch. Congratulations Forrest!



MEDIA OPPORTUNITIES

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

May is...

Arthritis Month
Gardening for Wildlife Month
Get Caught Reading Month
Heal the Children Month
National Foster Care Month
National Mental Health Month
National Military Appreciation Month
Personal History Awareness Month
Spiritual Literacy Month

Also observed in May...

National Family Week – May 3 – 9
Military Spouse Appreciation Day – May 8
National Nursing Home Week – May 10 – 16
National Etiquette Week - May 11 – 15
National Learn to Swim Day – May 16
National Safe Boating Week – May 16 – 22

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

Why Book Reviews Are Important and How to Go About Getting Them

Whether your book is still several months away from being published, or has been available for some time now, one of the best ways to get the word out is to secure reviews, and they are available in more places than you may think.



In addition to the big three—Publisher's Weekly, Kirkus Reviews and Library Journal—you can also seek reviews from your hometown newspaper, bloggers, friends and Amazon.com.

Reviews are important because if someone sees a good review for a book they think may be interesting to them, they are much more likely to take a risk on an author they've never heard of before and buy their book.

Here are some tips for how to go about securing those all important reviews:

1) The major review magazines.

If you still have several months to go before publication, it would be worth your time to go after some pre-publication reviews. Publisher's Weekly, Kirkus Reviews and Library Journal all accept titles from both traditional and small presses. However, they ask to receive books a minimum of three months before the publication date.

If you think your book has merit and is competitive with those being put out by the major publishers, it's worth a shot to send it in and see what happens. You can get galley copies inexpensively printed up through Amazon's Create Space if your publisher is unable to supply them for you. Be sure to follow the directions on each publication's website to make sure you provide all the information they need.

2) Hometown newspapers.

Another place to seek out a review is from the book editor at your local hometown newspaper. Papers in the larger cities typically have someone assigned to the book beat full-time. The smaller papers may assign the task to a feature reporter or freelancer. Just like with the major reviewers, it's a good idea to get a copy of your book to the newspaper editor several months before your publication date so they will have time to get a read scheduled and a story done on or around your release date.

3) Industry experts and known reviewers.

Who do you think would be most interested in reading your book? Identify some possible reviewers and ask them if they would be willing to read your book,

then let you know what they think. For example, if you have written a novel set during World War II, perhaps a local college professor would be willing to read it and offer an opinion. If that person likes your book, his or her praise could be worth its weight in gold. Ideally, the reviewer would get a copy of the manuscript well before your launch date and the online review that gets posted will help create buzz around the launch.

4) Amazon.com reviewers.

Another place to seek reviews is on Amazon.com. Do a search for books that are similar to yours and read the reviews. When you find someone you think might be interested in your book, look at their profile to see if the person's contact information is available. If it is, contact the person, praise him or her on the review written, and ask if he or she would like to receive a complimentary copy of your book to review.

5) Ask friends and family for reviews.

When you're getting ready to release a new book is not the time to be shy. You need all the support you can get to spread the word. Ask everyone you know to review your book and post their reviews online. Friends and family members are the easiest people to ask. Co-workers and other acquaintances come in a close second.

6) Paid reviews.

If you're not having any luck getting reviews done for free, there are several companies that offer reviews you can pay to receive. However, there are drawbacks. Not only can they be costly, paid reviews do not carry the same stature as a review the book secured on its own merits. Not to mention book buyers at the libraries and book stores can spot a paid review a mile away.

Now that you know how to go about securing reviews, the next step is to make them work for you. Start by gathering the reviews you secure together in one place—your website is a good home for them. Then, every time you send out communication related to your book, include the text from a review or two in your letter. Some authors will actually send out an entire page of reviews to show the person receiving the letter how well received the book has been. Need help securing reviews, [contact RMA Publicity](#) today.

Next month's publicity tips article:

How to Get More Potential Readers to Your Website.

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 page and "like" it.