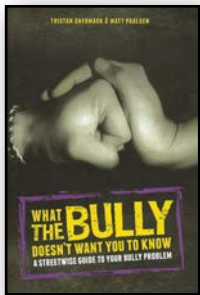


THE POWER OF PUBLICITY

Story in the Headlines Helps Generate Interest in Twin Cities Author's Book on Bullying

National Bullying Prevention Awareness Month marked the perfect time to get attention for the new book, "What the Bully Doesn't Want You to Know: A Streetwise Guide to Your Bully Problem," by Tristan Chermack of Burnsville, Minn. His story received coverage on three Twin Cities media outlets in October.

He was interviewed by Rena Sargianopolous on [KARE \(NBC\) Minneapolis](#) on Oct. 20. That afternoon he led a workshop for parents and children on how to successfully stop a bully in his or her tracks. His book was also featured in the article, [No More Bullying](#), published in the Minneapolis Star Tribune on Oct. 14; and Tristan was interviewed by Jordana Green on [WCCO-AM in Minneapolis](#) on Oct. 10.



As a former bullying victim himself, Tristan offered some great perspective in all three interviews on what it takes to beat the bullies at their own game. The book he co-authored with Matt Paulsen was published by The Key Project, whose mission is to help people learn how to spot a potential bullying problem early so they can hopefully avoid it. If they can't, strategies are offered that will help readers deal with bullies with confidence.

"What the Bully Doesn't Want You to Know, A Streetwise Guide to Your Bully Problem" is available for purchase at [TheKeyProject.org](#), as well as [www.amazon.com](#).



Above: Tristan Chermack on the set of KARE 11 Saturday as he is being interviewed by anchorwoman Rena Sargianopolous.

COMING UP IN NOVEMBER

Evelyn Klein, author, "**Seasons of Desire**" will sign books at Bookcase of Wayzata, 824 E. Lake St., Wayzata, Minn., Thurs., Nov. 1st at 7 p.m., and the B&N at 2100 N. Snelling Ave., in Roseville, Minn., at 7 p.m., Wed., Nov. 7th.

November is Alzheimer's Awareness Month and Christine Fournier, author of "**On the Sunny Side of the Street: An Alzheimer's Journey**" will sign books at Bookcase of Wayzata at 2 p.m., Sat. Nov. 10th; the Roseville, Minn B&N at 2 p.m., Sunday, Nov. 11th; and the B&N at 14880 Florence Trail in Apple Valley, Minn., on Sat., Nov. 17th at 2 p.m.

A dozen Minnesota authors will participate in the **Books-On-A-Boat Authors Festival**, Wed., Nov. 14th aboard the Minnesota Centennial Showboat Theater on Harriet Island in St. Paul. The event, which runs from 6 p.m. – 9 p.m., benefits St. Paul Rotary Club's Scholarship Fund. Admission is \$12 in advance; \$15 at the door.

Jo Deurbrouck's First Book Tour to Promote "Anything Worth Doing" Begins with a Coveted Interview on Public Radio in Boise, Idaho



Above: Former whitewater raft guide Jo Deurbrouck is spending the end of the year on a book tour to promote her new book.

The book tour for Jo Deurbrouck of Idaho, author of the adventure book, "Anything Worth Doing," is off to a good start. She had a great showing in Boise, Idaho the week of Oct. 15. Her signing event drew 70 people thanks in part to great interviews on KTVB-TV and the [Public Radio station](#) in Boise, as well as a nice review in the [Idaho Statesman](#).

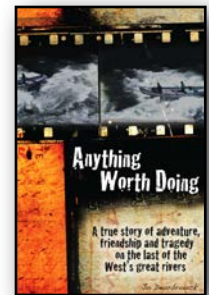
An interview on KZFN-FM helped draw a crowd to her signing events in Spokane, Wash., on Oct. 21 & 22. Then it was off to Missoula, Mont., where she appeared on KPAX-TV on Oct. 25th, the morning of her signing at the Fact & Fiction Bookstore.

On Oct. 31st, she was interviewed on KECH-AM in Ketchum, Idaho to promote the reading she will be doing at the Ketchum Community Library on Nov. 8.

Deurbrouck also has events planned in Portland, Ore. and Seattle, Wash., in November. Her Fall/Winter tour wraps up in Dec. with stops in Twin Falls, Idaho Falls and Boise, Idaho, as well as Layton, Utah.

["Anything Worth Doing"](#) (Sundog, August 2012) concerns the story-worthy lives of two wilderness raft guides who believe that 'anything worth doing is worth overdoing,' and spend ten years trying to prove it on the West's great wilderness rivers, in particular Idaho's Salmon, the last long free whitewater river in the lower 48. The resulting adventures evolve from lovely to (arguably) weird to tragic.

Deurbrouck is planning another book tour for the Spring when whitewater season begins again.



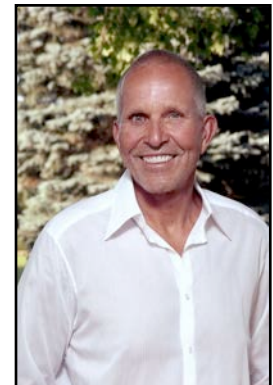
RMA Publicity Uses a Story in the News Cycle to Get Attention for the COR Retreat



A Duluth hospital has decided to stop selling sugar-sweetened beverages. When I read about that decision in the Minneapolis Business Journal, I immediately saw an opportunity!

One of my publicity clients is the COR Retreat, a program based in the Twin Cities that teaches people a way to live free from the obsession with food and the excess weight it causes. A key component of the program is eliminating sugar and white flour from one's diet. I contacted WCCO Radio and reporter Jordana Green invited my client to participate in an interview on her show.

Program Director Michelle Goldberger talked about COR Retreat on [WCCO-AM/Minneapolis](#) on Oct. 17, 2012. The conversation was continued on [Oct. 30th](#) when COR Retreat's founder, Twin Cities businessman Burt Nordstrand, was invited on the show.



Launch Event for “The Last Lightning” Held in October



Above: Craig MacIntosh shares memories of what it was like to be in the jungle of New Guinea as he was doing the research for his latest book, “The Last Lightning.”

four P-38’s as a security escort for a C-47 bound for Nadzab. The general picks a quartet of aces to ensure the safe delivery of the cargo plane loaded with food, ammunition, building supplies, medicine and 1,000 pounds of gold to buy tribal support.

According to Washington, the gold, in two-ounce ingots, will secure native aid, but the plan goes terribly awry. Somewhere over the Owen Stanley Range, New Guinea’s notorious weather blinds the Lightnings. The planes crash and there are no survivors.

Nearly 70 years later one of the missing planes—a P-38 Lightning belonging to the doomed flight’s leader—is found deep in the jungle by a missionary with a lifelong obsession with World War II aircraft wrecks. Nearby is the ruined fuselage of the C-47 that at one time had been filled with gold. Half a world away, others who learn of the discovery race to plan an expedition to the jungle in search of the gold. When the outsiders arrive, however, the tale takes several twists that none of them anticipated.

“[The Last Lightning](#)” is MacIntosh’s second novel. His first was “[The Fortunate Orphans](#),” a story about revenge sought 65 years after the end of World War II. Four American soldiers who survived a massacre ordered by a fanatical SS officer return to Europe on a mission for final justice, but it turns into a cat and mouse game with deadly consequences none of them anticipated.

In addition to being an award-winning author, MacIntosh is the artist for the widely published cartoon strip, “Sally Forth,” which now appears in over 600 newspapers. He used to be a political cartoonist for the Star Tribune newspaper.

The launch party for “The Last Lightning,” the latest thriller by Craig MacIntosh of Rosemount, Minn., took place the afternoon of Oct. 13th at the American Legion in Apple Valley, Minn. About 40 people turned out for the event, some after reading the article, [Book Launch Event for 'The Last Lightning' in Rosemount](#), published Sept. 25th in the Rosemount edition of Sun This Week.

The Last Lightning begins in 1944 with U.S. government planners putting together a top-secret escort mission to gain cooperation from tribal headmen in New Guinea. General George Kenney’s Fifth Air Force assigns



Minnesota Authors Find a Way to Capitalize on the Holiday Season



Hundreds of people attended MAIDEN Minnesota on Fri., Oct. 26th. Many of them stopped by the table staffed by two local authors, Colleen Baldrice, author of "Tree Spirited Woman," and mystery writer Marilyn Jax, author of "Sapphire Trails," "Road to Omalos" and "The Find." They shared a table at the event.

Sales were brisk throughout the night thanks in part to promotion about the event that aired on [KARE-TV Minneapolis](#) on Oct. 20th. "Maiden Minnesota is a unique, annual event specifically geared for women in business to display and sell their wares. Proceeds from the event's silent auction go to a different charity each year. As women business owners, Colleen Baldrice and I decided to participate. The show was packed with women shopping for the holidays," said Jax.

Also in October, "Sapphire Trails" was named to [Spirited Woman's Top 12 Book Pick List](#), and Jax held a private launch party for the book at The Boulevard Restaurant in Minnetonka, Minn.

Twin Cities Artist Turns to Publicity to Raise Awareness About His Business



No matter what business you are in, one of the biggest challenges you'll face is getting word out about what you do. Patrick Plautz, an artist who transforms ordinary pieces of wood into works of art, turned to RMA Publicity for help publicizing his business, [Patrick J's Imagination](#).

We began working with Patrick at the beginning of the summer to help him publicize the events he would be taking part in, and secured a number of newspaper articles on his behalf. Then on October 5th, Plautz was invited to appear on the [FOX 9 Morning Buzz](#) a day before the Scott County Art Crawl, an event he was participating in.

I'm happy to say the power of publicity helped deliver a number of clients for Plautz, who took the time to write after the show and say, "I do owe you thanks. Show went well enough. I sold a couple of nice pieces... about 50 people came to my studio. Some said they had recognized me from TV and came for that reason which is interesting."

RMA Publicity is quoted in the new book, "The Indie Author Revolution"

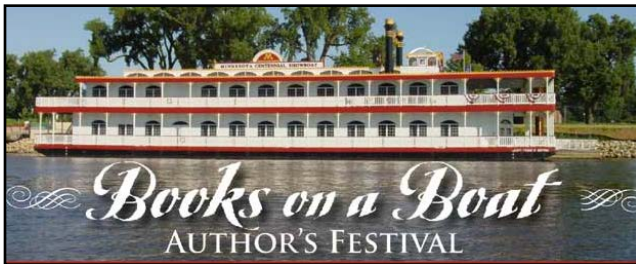
One of the biggest challenges new authors face is figuring out how to get their manuscript published and distributed. The new book, "The Indie Author Revolution," by Dara M. Beevas promises to shed some light on the process. Beevas is vice president of Beaver's Pond Press, an independent publisher in Minnesota. During her writing process, she interviewed experts from around the country, including Rachel M. Anderson, Marketing & PR Consultant/Publicist at RMA Publicity.

We are quoted throughout the book, as are several of our authors, and have an especially strong showing in Chapter 10: Marketing and Sales 101. This chapter offers advice on how to put together a marketing plan, as well as strategies for creating demand for a book. It also makes recommendations on important questions to ask a publicist before signing on with them.

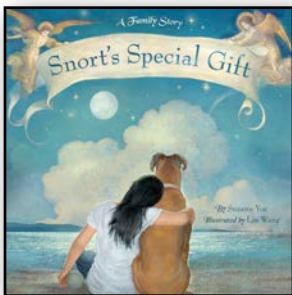
One of Rachel's more notable quotes, "The biggest marketing mistake most authors make is waiting until after the book is published to begin marketing it. Authors should really be taking marketing into consideration while they are writing the book, which is typically not the case."

ALSO IN OCTOBER...

[Sailings Breezes Online Magazine](#) and the Stillwater Gazette printed preview stories about an upcoming fundraising event that will feature a dozen Twin Cities authors. The "Books-On-A-Boat Authors Festival" aboard the Minnesota Centennial Showboat Theater in St. Paul takes place from 6 to 9 p.m., Wednesday, Nov. 14, 2012.



Don Shelby, former WCCO-TV news anchor and author of "The Season Never Ends," will moderate two panel discussions fielding questions for the authors and publishing industry experts. In addition to the panel discussions, authors will sign books and talk individually with guests at author tables in the Showboat reception areas.



An article about "Snort's Special Gift," that was written by Rachel M. Anderson of RMA Publicity, appeared in the [October issue of the Minnesota Women's Press](#). The children's book, written by Twin Cities author Suzann

Yue, is designed to help children cope with the loss of a beloved pet. Learn more about the book or order copies at www.suzannyue.com.

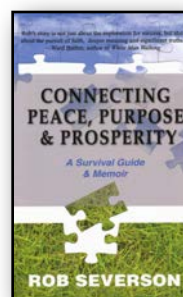
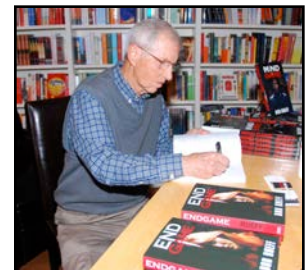
Bob Rueff, author of the newly released thriller, "Mind Game," signed books at The Bookcase of Wayzata the evening of Oct. 30th. A good crowd gathered to hear him speak about the settings and characters in his new murder mystery in which the

places that put Minneapolis on the map are turning into crime scenes.

First a woman's body is found on one of the most photographed pieces in the Sculpture Garden at the Walker Art Center, then a man is found dead, hanging from the Guthrie Art Center building. A short time later another dead body turns up, this time at an exhibit inside the Minneapolis Institute of Arts.

Just when police are beginning to tie the killings together, the killer's modus operandi appears to have changed. Or are there now two killers at work in Minneapolis? It is up to the main character in Rueff's new book to figure it out.

"Mind Game" is a sequel to "Endgame." Both books were published by RM Publishing and available for purchase online through www.bobrueff.com.



Rob Severson, author, "Connecting Peace, Purpose and Prosperity" had a speaking engagement at Brown College in Mendota Heights, Minn.



Gordon Fredrickson, author of a series of children's books about life on a Minnesota farm in the 1950s, was the special guest at the Harvest Festival sponsored by the Bloomington Historical Society. The event took

place the weekend of Oct. 13.

How to Capitalize on the Holiday Season

Every year around this time my phone starts ringing off the hook. Most of the publishers and authors I haven't spoken with for a while have the same question. "Can you get me into a Barnes & Noble to do a signing before Christmas?"



Unfortunately, the answer is no. Because they are so busy in the weeks leading up to Christmas, most stores won't do any signings between Halloween and the first of the year. Those stores that will do signings booked them months ago.

While it may be too late to get into a bookstore for the holidays this year, that doesn't mean you can't capitalize on the holiday season. Here are some things you can do to ring up some much-deserved sales during the most wonderful time of the year.

- Capitalize on your social media connections

Remind your Facebook friends that your book would make a great holiday present for that special somebody in their life. In your posting, include a link to your website or the publisher's website where those who are interested can place an order.

- Offer discounts and bonuses

Offer a special holiday season discount, or include a bonus gift for people who purchase your book before the end of the year. If, for example, your book is about a teddy's bear's adventures, include a small stuffed bear with purchases made in December.

- * Host a book party

Team up with other local authors and host a book buying party. A dozen Twin Cities authors will be doing this on Nov. 14th aboard the Minnesota Centennial Showboat in St. Paul. In addition to greeting individuals and autographing their books, some of the authors will participate in panel discussions being moderated by former WCCO-TV anchorman Don Shelby.

The program will be held in the Victorian-style Minnesota Showboat Theater located at Harriet

Island Park, just across the Wabasha Street Bridge from St. Paul City Hall. A portion of the event's proceeds will be donated to the St. Paul Rotary Club's Second Century Scholarship Fund, an endowment program that grants a \$20,000 college scholarship annually to a St. Paul high school student.

- Give books away

There are so many wonderful charitable events held during the holiday season that you can participate in. Offer to donate a book to your favorite charity that they can in turn auction off at their holiday party. Think about how many people will see your title at the party that you never would have been able to reach otherwise. That one book you gave away could lead to dozens of sales.

- Start planning for next year

And while this may not lead to sales right away, it's sure to make a difference if you start planning your promotional activities for next year right now. Being proactive rather than reactive is sure to pay off.

One of the first things I recommend you do is make a list of all the events you'd like to participate in during 2013, then start gathering contact information for the event organizers. Now is the time to secure a table at the big book fair in town, and any other events you think will be good places to showcase your book. Hopefully you're not already too late as a number of the more popular events actually start booking a year in advance.

Planning to travel in 2013? If so start looking into possible signing opportunities in the cities you will be visiting. If your book is available through the major distributors, you should be able to get into a Barnes & Noble in the city you are visiting. If you are self-published and don't have a distributor, focus instead on the small, independent book stores.

- Still not sure where to start? RMA Publicity would be happy to help. Just give us a call.

Next month's article:

Take These Steps in December to Get Your 2013 Book Publicity Campaign Off to a Good Start.

MEDIA OPPORTUNITIES

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

November Media Opportunities

American Diabetes Month
 Aviation History Month
 Lung Cancer Awareness Month
 National Adoption Month
 National Alzheimer's Disease Awareness Month
 National Family Caregivers Month
 National Long-Term Care Awareness Month
 National Marrow Awareness Month

Other dates observed in November...

American Education Week – Nov. 11-17
 Veteran's Day – Nov. 11
 World Kindness Day – Nov. 13

December Media Opportunities

National Drunk and Drugged Driving Prevention Month
 National Write a Business Plan Month
 Safe Toys and Gifts Month
 Spiritual Literacy Month

Other dates observed in December....

Special Education Day – Dec. 2

* Source: 2012 Chase's Calendar of Events

About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).

The benefit of hiring a PR person with media experience

PR people with journalism experience are highly creative, calm in crisis situations and knowledgeable on many topics. Plus, they fully understand the needs of the media and are able to pitch stories in a natural way since they once had to offer story ideas to editors or producers every day in the newsroom.



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