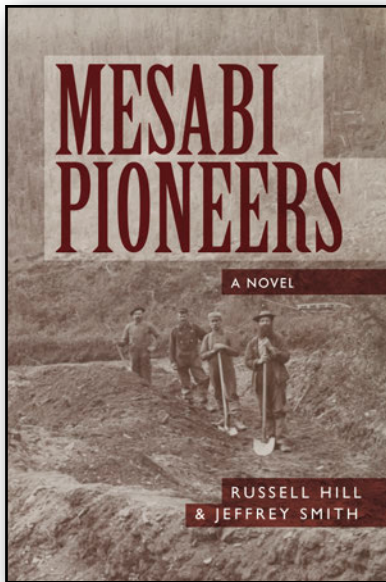


THE POWER OF PUBLICITY

Mesabi Pioneers Launches in October with a Book Tour through Minnesota



An Eveleth, Minn., man's dream of telling the story of the *Mesabi Pioneers* has come true thanks to a little help from his friends in Minnesota, and across the country. *Mesabi Pioneers*, which became a reality thanks to a Kickstarter campaign, officially launched on Oct. 6 with an interview segment on [KBJR-TV](#) in Duluth, then a launch event in Virginia, Minn., that evening.

Work on the book began in the 1960s when Iron Range resident Russell Hill set out to tell the stories of the people who built the infrastructure of Minnesota's Iron Range. Before he passed away, his daughter, Cheryl Gordon, promised she'd get Hill's historic novel published. She hired author Jeffrey Smith to finish the book.

In addition to the launch event, Smith and Gordon will participate in 11 other events throughout the state of Minnesota during the month of October. The events, most of which were set up by RMA Publicity, are as follows:

Sun Oct. 5 - Bookstore at Fitgers, Noon - 2 p.m.
600 East Superior Street, Duluth, MN 55802

Mon, Oct. 6 - Virginia Area Historical Society , 7 p.m. (Official Book launch event)
B'nai Abraham Museum and Cultural Center
328 5th Street South, Virginia, MN 55792

Tues., Oct. 7, 2014, Book World (Detroit Lakes), 1 p.m. - 3 p.m.
815 Washington Avenue, Detroit Lakes, MN 56502

Wed. Oct. 8 - Book World (Baxter), 11 a.m. - 1 p.m.
15528 Edgewood Drive, Baxter, MN 56402

Wed. Oct. 8, 2014, Book World (Park Rapids, MN), 4 p.m. - 7 p.m.
211 S. Main, Park Rapids, MN 56470

Thurs., Oct 9 - 5pm - 7 pm
B&N Rochester (Apache Mall)
1201 12th Street SW, Rochester, MN 55902

Fri., Oct. 10, B&N Maplewood , 4 p.m. - 7 p.m.
3001 White Bear Ave N., Maplewood, MN 55109

COMING UP IN OCTOBER

Roseanne Cheng, author, ***The Takeback of Lincoln Junior High*** will be presenting at the ITEM Conference in St. Cloud Oct. 3. The conference is attended by school librarians from throughout the state of Minnesota.

Marilyn Jax, author, ***Never in Ink***, presents at the Heartland Fall Forum in Minneapolis on Oct. 3, the New Ulm Octoberfest Show in New Ulm, Minn., on Oct. 4, Twin Cities Sisters in Crime on Oct. 7, and at the B&N in Apple Valley, Minn., on Oct. 25.

Craig MacIntosh, author, ***McFadden's War***, has a signing at the Barnes & Noble in Roseville, Minn., on Oct. 5, beginning at 2 p.m.

The Twin Cities Book Festival, featuring dozens of Minnesota authors, takes place on Oct. 11 at the State Fair Grounds.

Rob Severson, author, ***Achievers, Ordinary People Who Do Extraordinary Things***, will sign books at the B&N in Apple Valley, Minn., on Oct. 12.

Sat, Oct. 11 - Twin Cities Book Festival, 10 a.m. - 5 p.m.
Minnesota State Fair Grounds

Sun, Oct. 12 - Barnes & Noble Apple Valley, 1 p.m. - 3 p.m.
14880 Florence Trail, Apple Valley, MN 55124

Mon., Oct. 13 - Chapter 2 Books, 4 p.m. - 6 p.m.
226 Locust Street, Hudson, WI 54016

Thurs Oct 16 - B&N Roseville 6 p.m. - 9 p.m.
2100 N. Snelling Ave., Roseville, MN 55113

Fri Oct. 17 - B&N Duluth - Miller Hill Mall, 2 p.m. - 4 p.m.
1600 Miller Trunk Hwy. #L25, Duluth, MN 55811

The first couple of promotional articles about the launch and tour have already been published in the [Pioneer Press](#), [Mesabi Daily News](#) and Virginia [Hometown Focus](#). The book is available for purchase on [Amazon.com](#) and [Barnes & Noble.com](#), as well as the book website, [mesabiproject.com](#). Also, more information about the book can be found at [mesabiproject.com](#).

Award-Winning Mystery Author Marilyn Jax Debuts Her Latest Title at the 26th Annual Taste of Greece in Minneapolis



Award-winning mystery author Marilyn Jax debuted her latest title in the Twin Cities the weekend of Sept. 5 - 7 at the 26th Annual Taste of Greece in Minneapolis.

In Jax's latest title, *Never in Ink*, Anthony DiNetto has been under Miami-Dade County police surveillance for several months, and authorities fear he's about to unleash a sophisticated criminal scheme to rake in millions. The problem is they don't know what it is. So, police turn to celebrated private investigators Claire Caswell and Gaston "Guy" Lombard to unravel the mystery... before it's too late. The book is set in Europe.



Jax's other books are *Sapphire Trails*, set in Montana, *Road to Omalos*, set in Greece and *The Find*, set in Miami and the Caribbean. Learn more about her books at [www.MarilynJax.com](#).

RMA Publicity Secures TV Story About the Possibilitree on KBJR-TV in Duluth

Christmas is just around the corner, and the campaign to promote the possibilitree, an architecture-designed wooden Christmas tree that can be used over and over again, is well underway.

RMA Publicity secured a story on [KBJR-TV](#) in Duluth Sept. 10. Learn more about the trees, and how to place an order, at [www.possibilitree.com](#).





New Book About Santa Claus Arrives on the Scene Just in Time for Christmas

Want to get a jump start on your holiday shopping? Now is the time to order a copy of *Who is Santa and How Did He Get to the North Pole?* by Stephen Bigalow.

Kids young and old are going to love this book! Orders can be placed online at www.whoissanta.net. The book is available in print or as an ebook.

Midwest Book Review Recognizes "Achievers" as a Reviewer's Choice Book

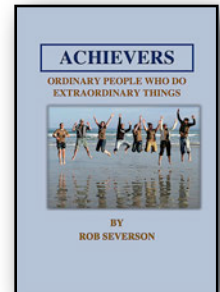


Congratulations to Rob Severson, author, *Achievers: Ordinary People Who Do Extraordinary Things*. [Midwest Book Review](http://MidwestBookReview.com) has named his book a "Reviewer's Choice" for the month of September. Here is the review that just came out:

"One of the chief values of this outstanding collection of true stories is that it reveals to the reader how they too can 'make it in the world' regardless of their past and current circumstances. As inspired and inspiring as it is informed and informative, *Achievers: Ordinary People Who Do Extraordinary Things* is deserving of the widest readership possible and highly recommended for community library collections. It should be noted that *Achievers: Ordinary People Who Do Extraordinary Things* is also available in a Kindle edition (\$8.00)."

Also in September, a story about *Achievers: Ordinary People Who Do Extraordinary Things*, was published in *South Lake Neighbors*, a community magazine for the residents of Deephaven, Minn., and surrounding areas. And Severson learned his book will be used in the classroom at a St. Paul Middle School beginning in October.

To learn more about the title, visit www.RobSeverson.com.



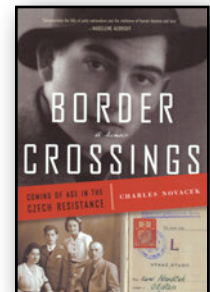
Border Crossings Publisher Speaks at Ntl Czech & Slovak Museum & Library



Sandra Novacek, publisher, *Border Crossings: Coming of Age in the Czech Resistance*, spoke at the National Czech & Slovak Museum & Library in Cedar Rapids, Iowa, on Sept. 4, as part of the Great Stories Author Series there. She also appeared on KGAN-TV news the morning of the event to talk about the book she published.

Border Crossings is her husband, Charles Novacek's, memoir about his role in the Czech Resistance during World War II and the Cold War.

The book has been endorsed by former U.S. Secretary of State Madeline Albright and is a multiple national book award winner. To learn more, visit www.charlesnovaekbooks.com.

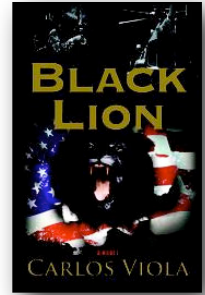


Black Lion Author Carlos Viola Interviewed on Tucson's PowerTalk 1210

With all the news about terrorism across the globe lately, a book written by Carlos Viola of North Miami Beach is getting a lot of attention.

Black Lion is the story of an elite group of military men fighting terrorism. The Desert Lions are fearless when it comes to chasing after Al Qaeda in the aftermath of 9-11. Their leader, Major Mike Harris, is the best of the best. But when he meets and falls in love with the beautiful Danish heiress Marcie Johnassen, will the distraction be just what the terrorists need to get the upper hand, or will good win out over evil?

Viola was interviewed on [PowerTalk 1210](#) in Tucson, Ariz., on Sept. 3. Learn more about the book at www.carlosviola.com/black-lion.

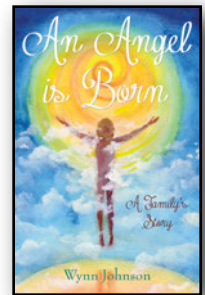


Author of An Angel is Born: A Family's Story Participates in Music Festival in Kentucky

Wynn Johnson, author, *An Angel is Born: A Family's Story*, was interviewed on [WFLE Radio in Kentucky](#) on Fri., Sept. 12. The interview previewed his participation in the Poppy Mountain Bluegrass Festival where he sold books Sept. 19 & 20.

Earlier in the month, on Sept. 5, Johnson presented at the Edina Community Center in Edina, Minn.

Learn more about Wynn Johnson's book, *An Angel is Born: A Family's Story*, on the book's [website](#).



RMA Publicity Presents at Sept. MIPA Meeting on the Topic of Book Marketing

Thank you to everyone who came to the Sept. 10 meeting of the Midwest Independent Publishers Association. Great turnout for our inaugural meeting of the year.

Myself and Bill Andrews, author, *Daughters of the Dragon*, enjoyed sharing details about how and when to begin work on a book marketing plan. If you missed the meeting, the handout is available on the MIPA website, www.mipa.org

ALSO IN SEPTEMBER ...

Christine Fournier, author, *On the Sunny Side of the Street. An Alzheimer's Journey*, as well as the Gypsy World series of novels -- *Gypsy Nights*, *Gypsy World* and *Gypsy City*, based on her time on Broadway, was interviewed on CTV North Suburbs - The North Suburban Beat.



Robert Stern, Program Manager for the Minnesota College Savings Plan, was interviewed on the KAAL-TV morning show in Rochester, Minn., on Sept. 4, and a story about the Plan appeared in the Star Tribune's college guide on Sept. 28.



If You Haven't Done it Already, Now is the Time to Prepare for the Holiday Season

Every year around this time my phone starts ringing off the hook. Authors want to know if I can help them secure a signing event during the holiday season.

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 have been booked since August.

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.

- 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.

- Give books away

A lot of charities hold fundraising events during the holiday season. Offer to donate a book that can be auctioned off to your favorite charity. 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 2015, 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 2015? 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.

Need help getting started? RMA Publicity would be happy to help. [Contact us](#) today.

Next month's publicity tips article:

Time to start planning for 2015

MEDIA OPPORTUNITIES

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

October is...

Adopt a Shelter Dog Month
Antidepressant Death Awareness Month
Breast Cancer Awareness Month
Celebrating the Bilingual Child Month
Domestic Violence Awareness Month
Global Diversity Awareness Month
National Animal Safety and Protection Month
National Crime Prevention Month
National Bullying Awareness Month
National Depression Education and Awareness Month

Also observed in October...

Guardian Angels Day – Oct. 2
Mystery Series Week - Oct. 5 – 11
National Coming Out Day – Oct. 11
National Cat Day – Oct. 29

November is...

American Diabetes Month
Lung Cancer Awareness Month
National Adoption Month
National Alzheimer's Awareness Month
National Inspirational Role Models Month
National Memoir Writing Month
National Novel Writing Month
Vegan Month

Also observed in November...

National Author's Day – Nov. 1
National Young Readers Week – Nov. 10 – 14
Veteran's Day – Nov. 11

* Source: 2014 Chase's Calendar of Events