

# THE POWER OF PUBLICITY

## Book Launch Party Held for *Empowering Children to Save the Wildlife of Africa*

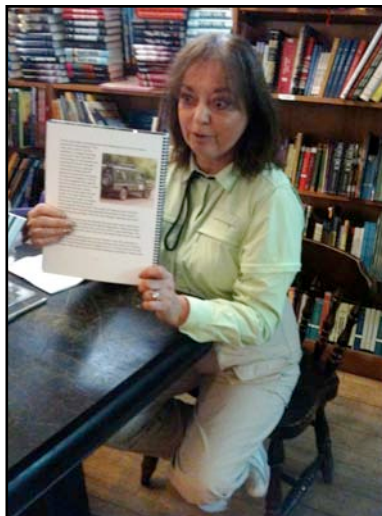
When Sondra and Richard Goodkind returned from their safari to Tanzania, Africa last year they immediately set off on a mission.

“We were deeply troubled by a comment made by our guide, Carlos,” said Sondra Goodkind. “He told us that if something isn’t done – and soon – to save the animals from developers and poachers, our grandkids may not be able to go on the kind of adventure we went on when they get older.”

As soon as they returned home, Sondra and Richard started work on a book they hope will empower kids to make a difference. Sondra began the research and writing of the manuscript while Richard sorted through the 1,000 plus photos he had taken, and began painting the elephant that graces the cover of what became *Empowering Children to Save the Wildlife of Africa*.

Once the manuscript was ready, they turned to RMA Publicity for advice on how to get the book to market. In addition to helping them through the process of applying for and securing an ISBN number, and finding a publishing company to print their book, we also developed their website,

[www.sondrasavesafrica.com](http://www.sondrasavesafrica.com),



*Above: Sondra Goodkind shares the story behind *Empowering Children to Save the Wildlife of Africa* with kids and parents at the Wild Rumpus bookstore in Minneapolis. August 20, 2011.*



*Above: Sondra Goodkind signs copies of her book for kids who promise to do all they can to save the animals.*

### UPCOMING EVENTS

**Fatal Incident  
by Jim Proebstle**

Saturday, September 10, 2011, 1:00 p.m.  
Barnes & Noble - Woodbury  
7020 Valley Creek Plaza  
Woodbury, MN 55125

**A Song in My Heart  
by Roma Calatayud-Stocks**

Sunday, September 11, 2011, 2:00 p.m.  
Bookcase of Wayzata  
607 East Lake Street  
Wayzata, MN 55391

Wednesday, September 14, 2011, 4:00p.m.  
University of Minnesota Bookstore  
(Coffman Union)  
300 Washington Ave. SE  
Minneapolis, MN 55455

Sunday, September 18, 2011, 1:00p.m.  
Barnes & Noble – Flagstaff  
701 S. Milton Road  
Flagstaff, AZ 86001

Wednesday, September 21, 2011, 6:30 p.m.  
Barnes & Noble – Scottsdale  
10500 N. 90th Street  
Scottsdale, AZ 85258

Monday, September 26, 2011, 7:00p.m.  
Barnes & Noble – HarMar Mall  
2100 North Snelling Avenue  
Roseville, MN 55113

**The Reluctant Donor  
by Suzanne Ruff**

Thursday, September 22, 2011, 7:00 p.m.  
Anderson Bookshop – Downers Grove  
5112 Main Street  
Downer's Grove, IL 60515

**Road to Omalos  
by Marilyn Jax**

Saturday, September 24, 2011,  
9:00 a.m. - 5:00 p.m.  
Hayward Fall Festival  
Hayward, WI

**Cherry Blossom Trees Literary  
Writings and Artworks  
by Christine Renhard Stenstrom**

Sunday, September 25, 2011, Noon  
Warwick's  
7812 Girard Avenue  
La Jolla, CA



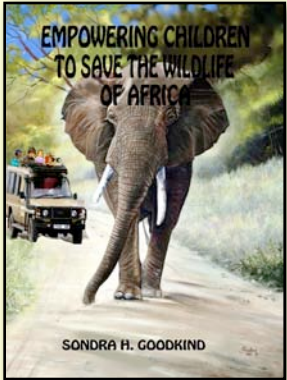
**Above:** Sondra Goodkind of St. Louis Park, Minnesota, wrote *Empowering Children to Save the Wildlife of Africa*. Her husband, Richard, took the photos used in the book and painted the elephant on the cover.

put together a marketing plan and press kit for the book, and helped set up their launch party at the most appropriate place in town – The Wild Rumpus bookstore in Minneapolis.

The book launch party was well attended. Sondra told to the children that the future of Africa’s incredible creatures is going to be in their hands, and then explained how they can use her book to help save them.

Thank you very much to the Wild Rumpus for their support!

*Empowering Children to Save the Wildlife of Africa* takes readers on an imaginary safari to Tanzania. They join Mrs. Gordon’s class as they travel through three of the most spectacular parks in Tanzania: Lake Manyara National Park, The Serengeti Plain and the Ngorongoro Crater. Along the way readers learn about such animals as the elephant, Cape buffalo, lion, giraffe, leopard and zebra, the threats they are facing and what they can do to help.



UPCOMING SEMINARS AND WORKSHOPS FOR AUTHORS



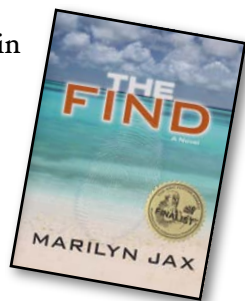
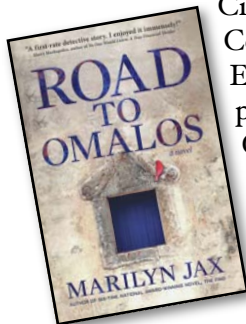
**Mystery Novelist Marilyn Jax to Lead a Series of Mystery Writer’s Workshops in October**

Less than a month to go now until The Month of Mystery (October) and Marilyn Jax, author of *Road to Omalos* and *The Find* is gearing up. RMA Publicity arranged for

her to lead Mystery Writer’s Workshops for five Twin Cities

Community Education programs in October.

There is still time to sign up if you’d like to attend.



Wednesday, October 5, 2011  
[Edina Community Education Center](#)  
 Edina, Minnesota  
 6:00 p.m. - 9:00 p.m.

Thursday, October 6, 2011  
[Minnetonka Community Education Center](#)  
 Minnetonka, Minnesota  
 6:00 p.m. - 9:00 p.m.

Wednesday, October 12, 2011  
[Osseo Community Education Center](#)  
 Osseo, Minnesota  
 6:00 p.m. - 9:00 p.m.

Wednesday, October 19, 2011  
[Wayzata Community Education Center](#)  
 Wayzata, Minnesota  
 6:00 p.m. - 9:00 p.m.

Wednesday, October 26, 2011  
[St. Louis Park Community Education Center](#)  
 St. Louis Park, Minnesota  
 6:00 p.m. - 9:00 p.m.

## RMA Publicity to Lead Community Education Classes on Book Marketing in October and November

RMA Publicity will also be leading a series of community education classes in the coming months. Authors interested in learning the basics about book marketing can sign up for one of the classes being taught by Marketing & PR Consultant/Publicist Rachel M. Anderson this fall. There's still plenty of time to sign up.

### [How to Market Your Book or Business](#)

Osseo Community Education  
October 11, 2011  
6:00 p.m. – 8:00 p.m.  
Osseo Education Service Center  
11200 93rd Ave. N  
Maple Grove, MN 55369

### [How to Market Your Self-Published Book](#)

St. Louis Park, Minn., Community Education  
November 7, 2011  
7:00 p.m. – 9:00 p.m.  
Lexox Community Center  
6715 Minnetonka Blvd.  
St. Louis Park, MN 55426

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## AUGUST EVENTS & MEDIA PLACEMENTS

### Dog Days Westonka

A great way to increase exposure for your book is to make an appearance at a community event. Authors Colette Nicoletta (*Allison Investigates Does Chocolate Milk Come From Brown Cows?*) and Sondra Goodkind (*Empowering Children to Save the Wildlife of Africa*) came in contact with hundreds of animal lovers at Dog Days Westonka in Mound, Minnesota on Saturday, August 13, 2011. They staffed the “Meet the Authors” booth.



### New Food Addiction Recovery Program Harnesses the Power of Publicity for its Kickoff Event



See a need, fill a need. That simple message got a lot of attention from media outlets in the Twin Cities in August. RMA Publicity secured media placements about the [COR Retreat](#), Hudson businessman

Burt Nordstrand's new food recovery program in Wayzata, on several television and radio stations in the Minneapolis market, and a couple of newspapers as well.

#### Television

FOX 9 News (July 23)  
KSTP Television (Aug 15)  
Cable 12 (Aug 16).

#### Newspaper

The Hudson Star Observer (July 28)  
Lakeshore Weekly News (Aug 8)

#### Radio

WJON-AM St. Cloud (July 28)  
KWLM-AM Wilmar (July 27)

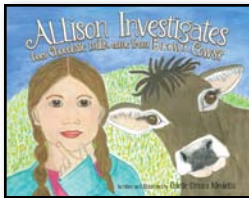


ALSO IN AUGUST . . .



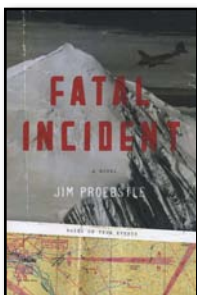
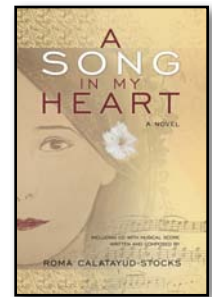
**Northwoods Art & Book Festival**

Jim Proebstle, author, *Fatal Incident*, and Marilyn Jax, author, *Road to Omalos*, had tables at the 16th Annual Northwoods Art & Book Festival in Hackensack, Minn. on August 20, 2011. They say there was a great turnout and they both sold lots of books. Congratulations!



**Colette Nicoletta**, author, *Allison Investigates Does Chocolate Milk Come From Brown Cows?*, sold copies of her book at the Minnesota State Fair's Moo Booth. She also led a story-time at the Barnes & Noble, Apple Valley, and was featured in a story that ran in the Chanhassen Villager newspaper.

**Roma Calatayud-Stocks**, author, *A Song in My Heart*, appeared on Impacto Locale, Univision Minneapolis on August 6, 2011, and the FOX 9 Morning News in Minneapolis on August 9, 2011, to talk about her book, *A Song in My Heart*. She also signed copies of her book at an author meet and greet at Barnes & Noble, Apple Valley, Minn., on August 13, 2011.



**A favorable review** of *Fatal Incident*, a historical novel by Jim Proebstle, ran on the [BookBitch.com](http://BookBitch.com) website.

**RMA** Publicity

## Why You May Want to Consider Entering the e-Book Market

There are a lot of rumors out there about e-books. Some say the days of the paper book are numbered because of them. Others think the industry as a whole is doomed because nobody is going to pay a lot of money for something they think they should get practically for free.



This attitude towards change is reminiscent of the fear that ran rampant in the publishing industry back in the 1940s and 50s when paperbacks first came on the scene. Some in the industry feared the lower-priced books were going to eat into their profits.

They were pleasantly surprised, however, when the exact opposite happened. Lower-priced books led to an enormous period of expansion in the industry. Simply stated, because prices were more competitive, people bought more books.

According to an article published in a recent edition of Digital Book World, an online platform offering educational and networking resources for consumer publishing professionals and their partners, e-books promise to revolutionize the industry again. In addition to lowering the price of books, they offer the added bonus of convenience. Readers can now get their hands on material faster than ever.

Want proof that the medium is here to stay? Consider this statistic released by Simon & Schuster, one of the nation's largest publishing houses. In its first week on the market (July 12 – 19, 2011), *A Stolen Life, the memoir of Jaycee Dugard*, the young woman kidnapped from her Tahoe, California home at the age of 11 and held captive for 18 years, sold approximately 700,000 copies. On the very first day it was published, Jaycee's book sold 175,000 copies - and almost 100,000 were e-books.

Whether you're publishing through a major publishing house or with the help of a mentoring publisher, be sure to look into having your book

## SEPTEMBER MEDIA OPPORTUNITIES

If your book is easily relatable to any of the events below that are observed in September RMA Publicity may be able to help you get media coverage.

Atrial Fibrillation Month  
 Attention Deficit Hyperactivity Disorder Month  
 Baby Safety Month  
 Backpack Safety America Month  
 Childhood Cancer Awareness Month  
 College Savings Month  
 Healthy Aging Month  
 National Skin Cancer Awareness Month  
 Responsible Dog Owners Month  
 Update Your Resume Month  
 Whole Grains Month

### Other dates observed in September....

National Suicide Prevention Week (Sept. 4-10)  
 Anniversary of the Attack on America (Sept. 11, 2001)  
 National Assisted Living Week (Sept. 11 – 17)  
 National Celiac Awareness Day (Sept. 13)  
 Build a Better Image Week (Sept. 18-24)  
 Deaf Awareness Week (Sept. 18-24)  
 National Rehabilitation Awareness Celebration (Sept. 18-24)  
 Prostate Cancer Awareness Week (Sept. 18-24)  
 Family Health & Fitness Day (Sept. 24)  
 READ in America Day (Sept. 24)  
 National Keep Kids Creative Week (Sept. 25 – Oct. 1)

\* Source: 2011 Chase Book of Events

available in both print and e-book form. If you don't, you are likely missing a huge opportunity to turn a profit.

### Coming up next month:

How to Select a Niche for Your Book

### Did you know?

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of [www.RMAPublicity.com](http://www.RMAPublicity.com). If you would like to receive updates as they happen, please visit our page and "like" it.

# RMA Publicity

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