

# THE POWER OF PUBLICITY

## Minnesota College Savings Plan Featured in the Media Multiple Times in August



*Above: Robert Stern, Program Manager for the Minnesota College Savings Plan was interviewed on KBJR-TV in Duluth on August 25, 2014.*

Minneapolis (Aug. 25), WJON-AM in St. Cloud (Aug. 20), [KROC-AM](#) in Rochester (Aug. 14), The Minnesota Sun newspaper (Aug. 14), WWWI-AM in Brainerd (Aug. 13) and [Channel 12 News](#) in Minneapolis (Aug. 13). On Sept. 4, he will be interviewed on KAAL-TV in Rochester and on Sept. 28, an article about the plan changes will run in the Minneapolis Star Tribune.

In addition to lowering management fees for the plan by about 50-percent, bringing them to less than 1/2 percent, account owners now have access to four new fund options: a conservative option, an aggressive option, a large cap fund option and an equity plus interest option; a change has been made to the existing managed allocation option, which automatically shifts an account's stock market exposure over time based on the child's age; and the contribution limit for each account has been raised from \$235,000 to \$350,000.

Also in August, the Minnesota College Savings Plan had a significant presence at the Minnesota State Fair. [Here is a link](#) to a video that showcases what the organization did at the Great Minnesota Get Together. RMA Publicity wrote the script.

Effective Tuesday, Aug. 12, the Minnesota College Savings Plan became one of the least expensive 529 plans in the country, making it easier than ever for families to save for college. And Robert Stern, the plan's program manager, was interviewed about the changes several times in August.

RMA Publicity arranged interviews for him on KFAI-AM in St. Paul (Aug. 27), the [KBJR-TV morning show](#) in Duluth (Aug. 25), [WDIO-TV in Duluth](#) (Aug. 25), [WCCO-AM](#) in

### COMING UP IN SEPTEMBER

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

Sandra Novacek, Publisher, **Border Crossings: Coming of Age in the Czech Resistance**, will be interviewed on the KGAN-TV morning show in Cedar Rapids, Iowa on Sept. 4. That evening, she will speak at the National Czech & Slovak Museum & Library in Cedar Rapids, as part of the library's Great Author Series.

Wynn Johnson, author, **An Angel is Born: A Family's Story**, has an event planned at the Edina Community Center in Edina, Minn., the morning of Sept. 5.

The Minnesota College Savings Plan was founded in 2001 by the Minnesota Office of Higher Education. Learn more about the Plan at [www.mnsaves.org](http://www.mnsaves.org).



**Etiquette Book Author Presents at Barnes & Noble Stores in New York City & Norwalk, CT**



Wynne Dalley, author, *Be Cool & Confident: A Guide for Girls* & *Be Cool & Confident: A Guide for Guys*, appeared at the Barnes & Noble in Norwalk, Conn., on Aug. 22, and on Aug. 20, she led a presentation about etiquette at a Barnes & Noble store on Broadway in New York City.

Dalley worked with some of the world's top models during the days of "Swinging London." Her books, which are directed at teens and tweens, share her wisdom about poise, confidence and having a good attitude.



The books make great gifts for young adults trying to figure out their place in the world. The lessons contained within are universal.

Learn more at [www.TellMePress.com](http://www.TellMePress.com).



**Latest Novel by Award-Winning Mystery Author Marilyn Jax is Released**



Congratulations to Marilyn Jax. Her 4th mystery has just been published. She debuted *Never in Ink* at the Northwoods Art & Book Festival in Hackensack, Minn. on Aug. 24.

Here's what US Review of Books has to say about *Never in Ink*: "With mystery novels, nothing is ever as it seems, nor should it be—and *Never in Ink* has a never-ending well of surprises. Well-developed characters and a fast-paced, suspenseful plot will keep the reader itching for more."



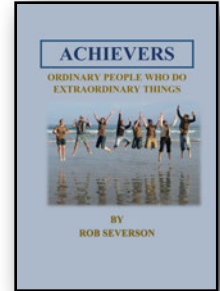
Also in August, Jax was interviewed on KERR-AM in Montana (Aug. 4), and she participated in a book signing event at the River City Days Arts & Crafts Festival held in Red Wing, Minn., on Aug. 2.

Learn more at *Never in Ink* and Jax's other books, *Sapphire Trails*, *Road to Omalos* and *The Find*, at [www.MarilynJax.com](http://www.MarilynJax.com).

**Twin Cities Middle School to Start Using Severson's *Achievers* in the Classroom**

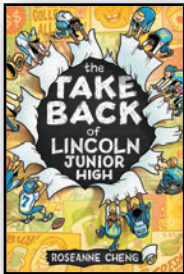


Congratulations to Rob Severson, author, *Achievers: Ordinary People Who Do Extraordinary Things*. In August, a Twin Cities middle school placed an order for 300 copies of his book. The school is planning to use his book in the classroom this Fall.

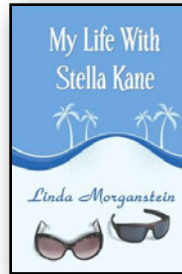


This is a step in the right direction towards Severson's goal of inspiring kids from all walks of life to do great things. Learn more about the book at [www.RobSeverson.com](http://www.RobSeverson.com).

ALSO IN AUGUST ...

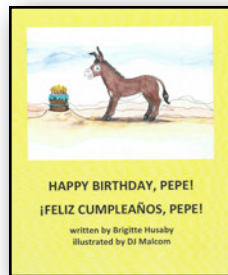


A story about Roseanne Cheng's book, *The Takeback of Lincoln Junior High*, was published in the August issue of Edina Magazine.



Bookpleasures.com offered a great [review of \*My Life with Stella Kane\*](#) by Linda Morganstein.

The Eden Prairie News ran a story about *Happy Birthday Pepe!*, a new children's book by local resident Brigitte Husaby.



Lee Jacobus, author, *Hawaiian Tales: The Girl with Heavenly Eyes*, presented at the Southington Library in Conn., as part of the "Create! Explore! Engage!" program.



**MEDIA OPPORTUNITIES**

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

**September is...**

- AKC Responsible Dog Ownership Month
- Attention Deficit Hyperactivity Month
- Baby Safety Month
- Backpack Safety Awareness Month
- Childhood Cancer Awareness Month
- College Savings Month
- Happy Cat Month
- National Childhood Obesity Awareness Month
- National Prostate Cancer Awareness Month
- Healthy Aging Month

**Also observed in September...**

- National Grandparents Day – Sept. 7
- National Assisted Living Week – Sept. 7 – 13
- National Suicide Prevention Week – Sept. 7-13
- National Hispanic Heritage Month – Sept. 15 – Oct. 15
- National Keep Kids Creative Week – Sept. 21 – 27
- Family Health & Fitness Day – Sept. 27
- R.E.A.D. in America Day – Sept. 27

**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

\* Source: 2014 Chase's Calendar of Events

## Strategies for Getting the Attention of the News Media

One of the biggest challenges I face as a publicist is convincing the news media that the time is right to work on a story about one of my clients. That is why I have more than one strategy for getting the job done, and if you are doing the outreach yourself, so should you.



First and foremost, remember the old adage, “If at first you don’t succeed, try, try again.” In other words, don’t take no for an answer. You know you have an important story to tell.

Here are a few strategies for getting the attention of the news media I use that you may want to give a try.

- 1) Pay attention to stories making their way through the news cycle.

This should be a given for everyone pitching the news media. The news hole assignment editors, producers and reporters face every day is a beast. I know from experience that news people love it when they can offer additional insight on a story they are covering anyway.

A good example is a media placement I secured this month for Carlos Viola, author, *Black Lion*. His novel is the story of Major Mike Harris, a fearless operative who leads an elite group of the Army Special Forces, in their effort to eliminate all the terrorist elements of Al Qaeda that threaten to disturb world peace.

There have been a lot of stories in the news recently about terrorism and Forrest Carr of Powertalk 1210 in Tucson, Ariz., was intrigued by my pitch about someone who can offer insight on the lives of the men and women in the Special Forces who fight terrorism behind the scenes. Viola has never been in the Special Forces, but he has experience with surveillance, and knows how it works. He will be interviewed the evening of Sept 3.

- 2) Pitch stories that tie in with the editorial calendar.

Special holidays and observances take place all 365 days of the year, so chances are good there are several that would naturally tie-in to your book. November is National Alzheimer’s Awareness Month so that is when Sherry Lynn Harris is planning to release her new book, *Adapting to Alzheimer’s: Support for When Your Parent Becomes Your Child*.

But remember, when your book is first released marks only the first opportunity to get your story in the news, not the only one. Harris would also be a good interview subject for a story tying into Mother’s Day, Family History Day, Intergeneration Month, Respect for Parents Month, National Family Week, and the list goes on. RMA Publicity is planning to pitch stories about her and her book whenever an appropriate “holiday” comes up.

- 3) Write the story for the news outlet.

Another great strategy for getting news coverage that works great for print, especially, is writing a story for the news media and submitting it to them to run for free, no strings attached.

RMA Publicity employs this strategy for most of the authors whose books we help promote. Every press kit we prepare includes a feature article that can be submitted to the local newspaper for use, or for a reporter to use as background for a story of their own.

While you’re at it, provide the media with tip sheets. This will make the story even more valuable to them, as it allows producers and reporters to easily build elements that can go around the story.

### Next month’s publicity tips article:

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

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