

THE POWER OF PUBLICITY



Every year around this time, people start getting excited about Spring Break; but historically it hasn't been a great time of year for dogs. Many find themselves stuck in crates at boarding facilities most of the day while their people are gone.

“That’s not right! Dogs should be having just as much fun and enrichment as their people,” said Sara Madrinich of Adventure is Barking, a Hopkins, Minnesota-based dog training business. Sara is on a mission to make the time when animals are separated from their owners as engaging and enriching for the dogs as possible, and it's getting attention!

RMA Publicity is happy to share we secured media placements for Sara in all of the major news outlets in the Twin Cities in March. A story by reporter Katy Read published in the March 16 edition of the [Star Tribune's Inspired section](#).

A few days earlier, Shayne Wells from [FOX 9 Minneapolis](#) went live from Adventure is Barking’s “Exploring Tails Camp” the morning of March 12. She was live in the 6 a.m., 7 a.m. and 8 a.m. shows; and stories also aired at 9 a.m. and 11 a.m.

The other local television stations stopped by to preview the business' grand opening the week before. Here are links to the stories that aired on [KSTP](#) and [WCCO](#). KARE TV previewed the grand opening too.

Coming up in April...

Christian publisher Fortress Press, an imprint of 1517 Media, is releasing [Critical Faith: What It Is, What It Isn't & Why It Matters](#) on April 23rd. The book by Dr. Joni Schwartz-Chaney, a Professor of Humanities and social activist scholar at the City University of New York's LaGuardia and John Jay Colleges, examines racism in U.S. churches, particularly the intersection of faith and Critical Race Theory or CRT.

The “Exploring Tails Camp” is a cutting-edge dog daycare and boarding facility that redefines the standard for canine care. Catering to the needs of furry companions, this new establishment combines Adventure is Barking’s Montessori-based daycare for dogs, “Tail-Tessori,” with exceptional boarding services, providing a haven for dogs seeking both mental stimulation and cozy comforts.

More information can be found online at: AdventureIsBarking.com/exploring-tails-camp



Star Tribune Newspaper Publishes Story About Harriet Hodgson’s Latest Book Grief Healing



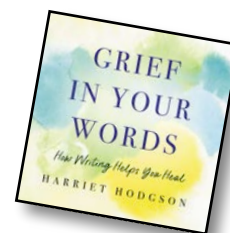
There is one thing pretty much everyone has to deal with eventually...grief over the loss of a loved one, and some deal with it better than others.

Harriet Hodgson, 88, of Rochester is an experienced griever, who has made it her mission to help others dealing with the complicated emotions associated with grief.

Over the years, she has led dozens of workshops on grief and healing, and she has written 11 books on the subject.

Her latest title is “Grief in Your Words: How Writing Helps You Heal.” Stories about the book and Harriet's work have been published in the April 1 edition of the [Rochester Post Bulletin](#) and March 22 edition of the [Star Tribune newspaper](#); and Harriet appeared on [KTTC TV's Midwest Access show](#) the afternoon of March 15.

Learn more about Harriet's work at: Harriethodgson.net



Dr. Richard Lentz, Author, *Accidental Journey*, Interviewed on WCCO TV in March

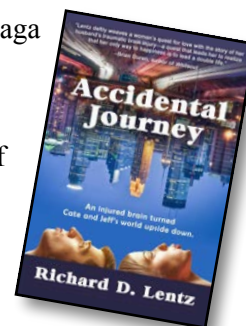


March was Brain Injury Awareness Month, the perfect time to call attention to a novel written by Dr. Richard Lentz, a clinical and forensic psychiatrist at Park Nicollet Health Services in Minneapolis.

During his 50-year career, Dr. Lentz was exposed to many families who coped with traumatic brain injury (TBI). One thing he learned is that people, sometimes even physicians, have very little understanding of traumatic brain injury, and sometimes do not recognize its signs and symptoms.

To call attention to the struggles, Dr. Lentz has written [Accidental Journey](#), a rich family saga and work of literary fiction that tells the story of a family’s recovery from severe traumatic brain injury. After contemplating divorce, Cate finds herself married to a disabled man she would not and cannot leave, as she balances a thriving academic career, the needs of two children, and finds a way to meet her emotional needs. Jeff is alive but has lost the sparkle of his personality and can no longer function as a husband, father or provider.

Dr. Lentz was interviewed on [WCCO-TV's Mid-Morning](#) show on March 11th. He shared details about his inspiration for his debut novel, and also previewed his signing and discussion event that evening at [Magers & Quinn Booksellers in Minneapolis](#).



Author of *Rebuilding Adam: The Tragedy* Interviewed Twice During Brain Injury Awareness Month in March

Traumatic Brain Injuries (TBIs) often result from falls, assaults, and car accidents. Six years ago, Sherman Oaks, California, resident Adam Elnekaveh was in a motorcycle accident that left part of his brain on the pavement. His family was told it was unlikely he would survive, but he did. Not only did he survive, he is thriving!

Just in time for Brain Injury Awareness Month, the first installment of Adam's memoir is available. The title is [*Rebuilding Adam: The Tragedy*](#).

Adam was interviewed on the [Ryan Pyle podcast](#) on March 23, and on radio station WAMV-AM in Virginia on March 14. Adam's interview with a journalist from [Medium.com](#) went live in late February, and [here is a link to a video](#) in which Adam talks about his recovery, and his desire to give hope to others traveling a similar journey.

Learn more about Adam Elnekaveh at [Strivetodefy.com](#)



RMA Publicity Brings Media to The Waters on Mayowood Senior Living Community Twice in March

Supporting the local branch of the Alzheimer's Association is a cause near and dear to the hearts of residents of The Waters on Mayowood Senior Living Community in Rochester, Minnesota. They kicked off their 2024 fundraising season with two events in March, and RMA Publicity secured media coverage for both of them.

On March 13, the community hosted "The Freezin' for a Reason" polar plunge. There hasn't been much ice on the lakes in Minnesota this year, so this year's event was held inside.

A reporter from [KIMT-TV in Rochester, Minnesota](#) was there on March 13th as two team members sat down in a "polar plunge tub" and allowed freezing cold water and ice to be poured on top of them. The event raised more than \$500.

Then on March 27th, the residents raised an additional \$778 through a community bake sale and jewelry sale held in their community room. Dozens of residents participated by donating baked goods and jewelry to sell at the event, or by purchasing goods. [KIMT-TV](#) and [KAAL-TV](#) both sent reporters to cover the event. [KIMT-TV](#) also aired a story previewing the event on March 26.



KDKA TV-CBS Pittsburgh Covers The Waters of Wexford's Pre St. Patrick's Day Celebration



There were lots of green decorations at a pre-St. Patrick's Day celebration at The Waters of Wexford Senior Living community on March 15. [KDKA-TV/CBS Pittsburgh](#) was there during the community's social hour as a violinist performed, and beer pretzels and cheese were served.

The story aired on the station's 6 p.m. news.

RMA Publicity Leads a Book Marketing Presentation at the Rosemount Writer's Festival and Book Fair

The most successful books are those written by authors who have taken the time to build their platforms before the book hits the market, and once it becomes available know how to get the attention of their most likely readers. So, what are the basics of establishing an author platform, and once set up what comes next?

I enjoyed leading the workshop, "Some Clever Ways to Build Awareness and Promote Your Book" at the Rosemount Writers Festival on Saturday, March 16. I shared ten tips with attendees on how to get attention for their books.

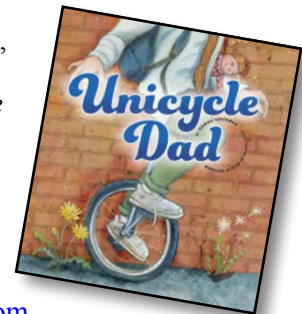
RMA Publicity also handled PR for the event again this year. The day of the festival, [WCCO TV](#) came out and did a story. In addition, preview stories published in the [Pioneer Press](#), [Star Tribune](#), [Dakota County Tribune](#), [The Loft Literary Center](#) website, and on [Patch.com](#)



Also in April...



On March 23rd, the Red Balloon bookstore welcomed Plymouth, Minnesota illustrator Alicia Schwab for a special story time and drawing demonstration in honor of her new picture book, *Unicycle Dad!* Here is a story summary: Sarah cooks, takes care of her brother, and does homework on her own, while her single dad is at work or school. Based on the author's childhood, *Unicycle Dad!* shares the inherent struggles and quiet joys of a single-parent, impoverished household.



Learn more about Alicia's work on her website: [AliciaSchwab.com](https://www.aliciaschwab.com)

RMA Publicity

Some Solid Strategies for Getting Your Book into Libraries

By Rachel M. Anderson,
Publicist, [RMA Publicity](#)



When it comes to book sales, there is a market a lot of authors should be capitalizing on, but don't. Many self-published and small press authors don't even try to get their books into libraries.

Among the most common excuses: libraries are only going to buy a few copies anyway, so why bother? If my book is available at the library, people won't buy it.—they'll check it out for free instead; and nobody goes to the library anymore.

But when you take into consideration that there are an estimated 123,627 libraries in the United States today, according to the American Library Association (ALA), it seems like a no brainer to start pursuing them. After all, there are ten times more libraries out there than bookstores—10,800 according to the 2020 U.S. Census.

It is important to note that the majority of the libraries—105,451—are school libraries, which is great news for authors with children's and educational books. However, the other genres are in luck as well. There are 9,057 different public library systems that operate 16,607 buildings in the U.S.

Even if you only get your book into a fraction of the systems, you could end up selling hundreds if not thousands of books. Convinced of the value of pursuing libraries as part of your marketing plan yet?

If so, here's even more good news. Getting library book buyers to say "Yes" to adding your book to the library collection is not as hard as you may think. Libraries are in the business of supporting their local communities, and as long as your book is available through the wholesales they use, chances are they'd be happy to order in a few copies.

Here are some solid strategies for getting your book into libraries.

Step 1: Get your book carried by one of the major wholesalers.

The major wholesalers most libraries associate with include the following: Baker & Taylor, Ingram, Publishers Group West, and Amazon. If your book isn't available through at least one of those outlets,

you should first work on getting it carried by a wholesaler.

2) Approach your local library.

Once your book is made available for purchase by libraries, approach your local system to try and get the book added to its collection. The person to approach is the book buyer for the genre your book fits into. Many systems have separate children's book buyers and adult book buyers.

If you can't find the name of the person you need to contact on the library system website, call the main number and ask for the appropriate book buyer. If that person is not available, ask how you can get in touch with them.

You will likely either be provided with an email address, or directed to a spot on the library system's website where you can suggest a title. Be prepared to provide the following information:

Book title, publisher, date released, formats and ISBN numbers, a brief book description, an author biography, a list of awards the book has won, available reviews, how the book can be ordered, and information about why the book is a great fit for the library's collection.

3) If you don't have them already, secure reviews for your book before approaching a library book buyer.

Reviews carry a lot of weight among book buyers. They help give the title credibility. There are a lot of review programs out there, but the ones that seem to carry the most weight in the library market are Library Journal, Booklist and Bookpage. Also highly coveted are Kirkus Reviews, Publishers Weekly and Midwest Book Review.

It is important to note that the only way for an independently published book to secure a Kirkus Review is to purchase one; and they aren't cheap. Cost starts at \$399 for a picture book and \$450 for a traditional book review. (<https://www.kirkusreviews.com/indie-reviews/>)

Publisher's Weekly offers free reviews to small press and independently published authors but those are very competitive to secure. If you want a guaranteed review from Publisher's Weekly, you can purchase one of the company's BookLife reviews for \$399. (<https://booklife.com/about-us/booklife-reviews-faqs.html>)

A less expensive option for securing a review is to purchase one from Midwest Book Review for \$50. (https://www.midwestbookreview.com/get_rev.htm#RFR)

4) Make your book available in multiple formats to make it even more appealing to library book buyers.

If your book is only available in paperback format, it may be a good idea to also get it put into eBook and audiobook formats. Both are gaining in popularity among library book buyers.

These days, almost all of the library systems loan out eBooks and audiobooks, with OverDrive being the most popular platform. It's important to note that just having books available on Amazon isn't good enough, as there is no way for the librarian to access your book from there. There are other platforms that can make your digital formats accessible to libraries though. They include [Book Baby](#), [Smashwords](#) and [Draft2Digital](#).

5) Other things to keep in mind.

Libraries will be looking for books that have a copyright page, an ISBN number, a good cover and a professional look and feel.

Looking for help getting your book into library systems? This is a service RMA Publicity provides for many of our clients. [Contact us](#) for a free book marketing and publicity consult today.

Next Month's Publicity Tips Article:

Now is the Time to Start Planning Your Summer and Fall Book Promotions

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in April or May 2024, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

April is...

Autism Acceptance Month
 Distracted Driving Awareness Month
 Informed Woman Month
 Month of the Military Child
 National Child Abuse Prevention Month
 National Donate Life Month
 National Poetry Month
 National Sexual Assault Awareness Month
 Bereaved Spouses Awareness Month

International Victorious Woman Month
 Jewish-American Heritage Month
 Mental Health Month
 National Meditation Month
 National Stroke Awareness Month
 National Military Appreciation Month
 National Trauma Awareness Month
 Older Americans Month
 Skin Cancer Awareness Month
 Spiritual Literacy Month
 Young Achievers Month

Also Observed in April...

National Library Week – April 7-13
 World Parkinson's Day – April 11
 National Stress Awareness Day – April 16
 National Park Week – April 20-28
 Record Store Day – April 20
 Earth Day – April 22
 World Book Night – April 23
 Independent Bookstore Day – April 27

Also Observed in May...

Hug Your Cat Day – May 1
 National Two Different Colored Shoes Day to Celebrate Diversity – May 3
 National Fitness Day – May 4
 National Pet Week – May 5 – 11
 National Teacher Day - May 7
 Mother's Day – May 12
 National Police Week – May 12 – 18
 National Waitstaff Day – May 21
 Memorial Day – May 27

May is...

Asthma Awareness Month
 Brain Tumor Awareness Month
 Building Safety Month
 Gardening for Wildlife Month

Source: 2024 Chase's Calendar of Events