

THE POWER OF PUBLICITY

Orange County Register Covers Event Led By Daughters of the Dragon Author Bill Andrews



Bill Andrews, author of the novel, *Daughters of the Dragon: A Comfort Woman's Story*, had a speaking engagement at the Fullerton Public Library in Fullerton, Calif., on Jan. 18. and RMA Publicity secured a story for him about it in the [Orange County Register](#).

Fullerton Mayor Greg Sebourn and U.S. House Representative Ed Royce (39th district of California) attended, as did heads of Korean American groups and Anti-human Trafficking organizations. A second event took place the evening of Jan. 22, 2015, in Los Angeles.

Daughters of the Dragon is the story of a young woman forced to be a sex slave to the Japanese Army during World War II.

Learn more about the book at www.WilliamAndrewsBooks.com.



Award-winning Teen Author Participates in National Readathon Day Event Jan. 24



Family Bookstore in New Baltimore, Mich., just outside Detroit. Teen author Jacquelyn Eubanks read from her award-winning novel, *The Last Time*. She also signed copies of *The Last Time* and her first novel, *The Last Summer*.

RMA Publicity also lined up some good promotion about the event

When is the last time you spent a lazy day on the couch reading a book? If you can't remember, it has been way too long.

In order to promote a culture of reading in America, Penguin Random House, GoodReads and the National Book Foundation teamed up to declare Sat., Jan. 24, 2015, [National Readathon Day](#).

In celebration, there were reading events throughout the country, including one RMA Publicity set up at ECCO

COMING UP IN FEBRUARY

Sandra Novacek, publisher, **Border Crossings: Coming of Age in the Czech Resistance**, has radio interviews scheduled for Feb. 11 in Norfolk, Va., and Feb. 13 in Cleveland, Ohio.

Wynne Dalley, author, **Be Cool & Confident: A Guide for Girls** and **Be Cool & Confident: A Guide for Guys**, will be interviewed on the radio in Youngstown, Ohio on Feb. 12.

The **Minnesota College Savings Plan** will participate in a free workshop at Rasmussen College's Blaine campus on Wed., Feb. 25, 2015, from Noon - 1 p.m. to educate families about the state's official 529 savings plan. The campus is located at 3629 95th Avenue Northeast in Blaine.

John Hohn, author, **Breached**, has a book signing scheduled for Sat., Feb. 28 at the Barnes & Noble in Winston Salem, N.C.

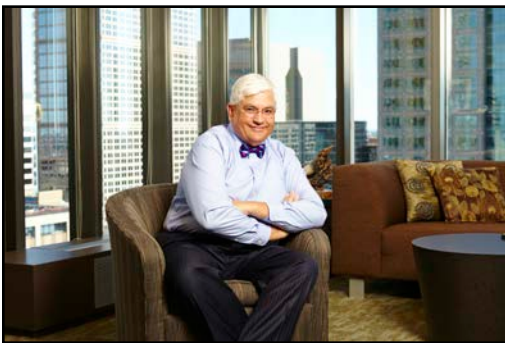


in the media. The morning of the event, Eubanks appeared on the [FOX 2 Morning News in Detroit](#). The day before she talked about National Readathon Day and her books on KMOX-AM in St. Louis. A preview story about the event was also published in the [New Baltimore Voice](#).



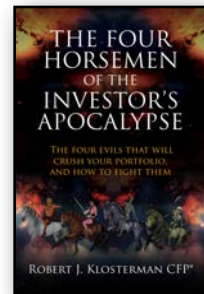
Visit www.JacquelynEubanks.com to learn more about the author and her books.

Stories About Klosterman's Book on Investing All Over the Internet



RMA Publicity's press release about the new book, *The Four Horsemen of the Investor's Apocalypse* by Robert Klosterman, CFP and founder of White Oaks Wealth Advisors, Inc., is now live all over the Internet thanks to a Business Wire release.

Here is a look at the release as it appears on [Marketwatch.com](#). It is also up on [Yahoo Finance!](#) and a number of other high traffic websites.



Learn more about the book at www.InvestorsApocalypse.com.

Author of *A Journal of the Crazy Year* Interviewed on Radio in Tucson

Another radio interview for Forrest Carr. Tucson radio legend John C. Scott invited him on his show on Jan. 14 to discuss the facts and myths behind his post-apocalyptic science fiction novel, *A Journal of the Crazy Year*.

Also in January, the book was issued in print. It has already been available for the Kindle for a few months.

Listen to the recording of the interview [here](#).



Sugar Awareness Week Puts COR Retreat in the Headlines

When Michelle Goldberger, Program Director for COR Retreat, a food addiction recovery program in Wayzata, Minn., eliminated sugar from her diet entirely ten-and-a-half- years ago, she quickly lost 60 pounds and has kept it off.

January 19 - 23, 2015, was Sugar Awareness Week, a time to call attention to the problems that sugar can cause. And Michelle shared her story on radio stations [KDKA-AM](#) in Pittsburgh, Pa., and [WDPN-AM](#) in Cleveland, Ohio on Jan. 19 and [KORN-AM](#) in Mitchell, S.D., on Jan. 22.





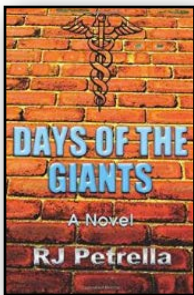
There were also marketing efforts underway to promote the COR Retreat in January. A 15-second commercial about the program is airing on FOX 9 in Minneapolis. The commercial features COR Retreat alum Kari Ealy of New Prague, Minn., sharing the story of how the nonprofit COR Retreat helped her lose more than 50 pounds and keep it off.

“COR saved my life,” she says in the commercial.

Members of the public will be able to meet Kari and Michelle at the Mall of America on Sun., Feb. 28. COR Retreat will have a table at the event titled “Be Healthy MN with Dr. Oz” scheduled to run from 10 a.m. - 2 p.m.

Learn more about COR Retreat and how it may be able to help you or someone you love at www.CorMN.org.

Two New Novels Hit the Market



Two new novels RMA Publicity is helping to promote were released on Jan. 27.

Days of the Giants is a new medical thriller by Boston-area physician and researchers RJ Petrella. It is the story of Slater Barnes, a young doctor who gets caught up in the politically turbulent world of Boston medicine in the early 1990s. In the story, not only do readers get a close-up view of the kinds of cases doctors on the front lines face everyday—shootings, drug overdoses and heart attacks— they get an insider’s look at the politics that go on in our nation’s hospitals. The novel was inspired by Petrella’s own experiences as a resident.

Books are available now on the publisher's website, www.WideYard.com.

Seattle-area author Holland Kane’s third novel was also released on Jan. 27. *Deer Creek* has a ripped from the headlines feel. Featured are a family scandal, warrior cops, abuse of power and government misconduct.

Deer Creek is this author's third novel in the same genre. His trademark is telling memorable stories that touch on the hot button issues in society.

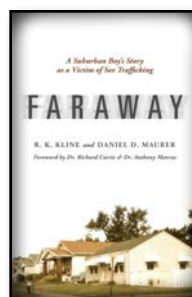
Visit www.HollandKane.com for more information, and links where you can purchase books.



ALSO IN JANUARY ...



RMA Publicity is happy to announce the launch of a new website we just took live for a client. It is for the book, *Mommy Are We Rich? Talking to Children About Family Money* by Barbara R. Hauser and Suzy Peterfriend. The book website is www.MommyAreWeRich.com.



RMA Publicity began working on a campaign to promote a new book that will be released in April. *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking* by R.K. Kline and Daniel D. Maurer is Rev. Kline’s memoir about what happened to him when he was just 14. www.FarAway-Book.com.

Thinking about going on a book tour? What you need to do before the trip to make sure it will be successful

Because one of the best ways to move a significant number of books in a small amount of time is to go on a book tour to promote it, the major publishers have been doing these for decades. Recently, small press and self-published authors have been doing them too.



In fact, back in October, RMA Publicity set up a 12 city book tour through the state of Minnesota for the author of *Mesabi Pioneers*, an historic novel about the men and women who built Minnesota's Iron Range, hundreds of years ago. The endeavor helped sell hundreds of books.

The best thing about it is we did not have to purchase any advertising to promote the tour. All of the promotion came through word of mouth and the power of publicity.

The first thing we did was help identify a site for the book launch. Because the book is set in Minnesota's Iron Range, the publisher agreed with our recommendation to launch it in Virginia, Minn. Once the event with the Virginia-area Historical Society was scheduled, RMA Publicity began calling book stores throughout the state, asking if they too would be interested in hosting events for the author.

Some of the places we called turned us down, but a total of 11 stores said yes. Once the tour was set up, RMA Publicity prepared a press release

about the event, and began reaching out to media in all of the communities where events were being held. This was a critical step in our story of success.

One of the biggest mistakes many authors make at this stage is assuming the book store will take care of promotion. While Barnes & Noble bookstores will sometimes print up posters and put them up in the store to promote an event, most of the independent bookstores will not do any promotion at all. It falls on the author or publisher to do the promotion if you want to try and draw a crowd.

Thanks to RMA Publicity's efforts, author Jeffrey Smith was invited to appear on three television stations: [KSTP Channel 5 Morning News](#) in Minneapolis (Oct. 11), [KBJR-TV](#) and [WDIO-TV](#) in Duluth (Oct. 6). He was also interviewed on KAXE-Radio in Brainerd (Oct. 14), as well as [WCCO Radio](#) in Minneapolis (Oct. 7). Newspaper articles about the book appeared in [The Pioneer Press](#), [Duluth News Tribune](#), [Mesabi Daily News](#), Virginia Minnesota's Hometown Focus, [Hibbing Daily Tribune](#), [Rochester Post Bulletin](#), and [Park Rapids Enterprise](#).

Need help putting together and promoting a book tour of your own, [contact us](#) today.

Next month's publicity tips article:

How to Get Your Book into Local Bookstores.

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MEDIA OPPORTUNITIES

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

February is...

American Heart Month
Library Lovers' Month
National Black History Month
National Mend a Broken Heart Month
National Teen Dating Violence Awareness and Prevention Month
National Time Management Month

Also observed in February...

Children's Authors and Illustrators Week – Feb. 1- 7
World Cancer Day – Feb. 4
Random Acts of Kindness Week – Feb. 9 – 15
National Donor Day – Feb. 14
National Eating Disorders Week – Feb. 22 – 28

March is...

Credit Education Month
National Cleanup Your ISA Act Month
National Colorectal Cancer Awareness Month
National Kidney Month
National Nutrition Month
Optimism Month

Also observed in March...

Read an eBook Week – Mar. 1- 7
National Day of Unplugging – Mar. 6
Consider Christianity Week – Mar. 22-28
National Protocol Officers Week – Mar. 29 – Apr. 4