

THE POWER OF PUBLICITY

PR Campaign for 3,000 Acts of Kindness, an Annual Holiday Event for the Homeless, Kicks Off with 3 Media Placements in June

Homelessness is a bigger problem in Minnesota than many people realize. According to the Minnesota Department of Health's Center for Excellence on Public Health and Homelessness, nearly 8,000 people were experiencing homelessness when the most recent official count was done on a single night in January 2022.

The holidays are still six months away, but preparations are already underway for what has become one of the most anticipated days of the year for the Twin Cities' homeless population. The 4th Annual 3,000 Acts of Kindness event hosted by the Plymouth-based nonprofit Coated in Love will take place on Monday, December 11, 2023, at the Minneapolis Convention Center.



With summer just around the corner, the organization is putting out the call for both donations and volunteers, and RMA Publicity is helping get the word out. KARE 11 Sunrise aired a story about the effort in its “Communities that KARE” segment on June 26. [KSTP Television](#) and [CCX Media](#) aired stories earlier in June.

Interviews were done with Danielle Igbanugo, the event's founder, and Dave Potter, Managing Partner of Global Ewaste Solutions, the Plymouth, Minnesota company providing the nonprofit with storage space for donations.

Learn more about how you too can help the cause at CoatedInLove.org/events

Coming up in July...

Rachel M. Anderson, Co-founder of Sigma's Bookshelf, is leading the workshop, [Empowering Teen Writers to Become Published Authors](#) at The Robert Trail Library on Saturday, July 8, 2023, from 10 a.m. – Noon.

The virtual launch event for F. Kennerly Clay's Memoir, [Letters from East of Nowhere, Daddy's Words to Live, Drink & Die By](#) will take place the evening of July 18.

Dr. Jack Stoltzfus, America's Launch Coach, will be talking about how we can solve the loneliness and isolation epidemic among young people on Duluth TV station KQDS the morning of July 25th.

America's Launch Coach Dr. Jack Stoltzfus Appears on KTTC-TV's Midwest Access

Now that graduation is behind them, a lot of college grads who don't yet have jobs have moved back in with their parents. America's Launch Coach Jack Stoltzfus was on [KTTC TV's Midwest Access](#) in Rochester, Minnesota, on June 9. He offered advice to parents in the audience on how to launch their young adults.

Trained as a marriage and family therapist, Dr. Stoltzfus did his doctoral dissertation on how adolescents separate from parents. He is an expert on what constitutes the healthy launch of a young adult. His practice is based in the Twin Cities, but he works with clients throughout Minnesota.



In May, Dr. Stoltzfus appeared on the Bill Brady show on [KFNX-AM in Phoenix, Arizona](#) and [KQDS TV in Duluth, Minnesota](#). He was also interviewed by [Authority Magazine](#) for an article on how to solve the loneliness epidemic among young people. In April, he was interviewed for the article, [How parents can find the right time to cut the cord with their adult children](#), that was published in the Star Tribune newspaper.

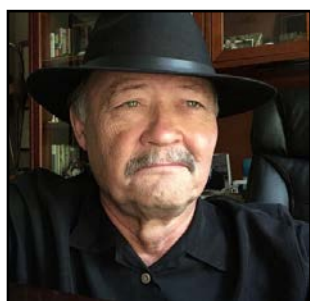
Dr. Stoltzfus is the author of *Can You Speak Millennial "ese"? How to Understand and Communicate with Your Young Adult.... Love and Letting Go: Loving Our Children into Adulthood.... Apology: The Gift We Give Our Young Adults.... Forgiveness: The Gift We Share with Our Young Adults and Ourselves....* and *Parenting Our Young Adults with Love and Backbone: The Practice of Supportive Integrity*.



His new book, *The Launch Code: Helping Parent Love to Let Go of Their Adult Children*, is scheduled to release sometime in 2024. Dr. Stoltzfus says *The Launch Code* will include information from his first five books all in one place.

Learn more at ParentsLettingGo.com

Rob Jung's *Judgment Day* Launches with a Successful Book Tour in June



Minnesota mystery writer Rob Jung visited bookstores in three different states in June to launch his latest novel, *Judgment Day*, which has received a rave review from the [Pioneer Press](#) newspaper.

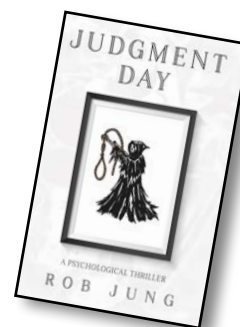
The tour kicked off on June 10 in Red Wing, Minnesota. There were also stops in Winona and Minneapolis, as well as Hudson, Wisconsin, and West Fargo and Bismark, North Dakota.

Judgment Day is the story of Magnolia Kanaranzi, a recently elected U.S. Senator who is within a heartbeat of losing it all after being accused of murdering her own mother. She adamantly maintains her innocence, but the facts point to her guilt.

With the threat of the death penalty hanging over her head, Kanaranzi reluctantly agrees to meet with a forensic psychologist whose job is to determine whether she is competent to stand trial. Shocking revelations evolve from Kanaranzi's sessions, uncovering the real murderer, and setting in motion events that lead to a calamitous conclusion as perception and reality collide.

Judgment Day is the conclusion of a trilogy that revolves around the disappearance of a famous mural by Spanish artist Joan Miro called "The Reaper," and how it set in motion a psychological, political and legal war between a struggling artist and his estranged mother, 75-years later.

For more information about author Rob Jung's work, check out his website: RobJungWriter.com



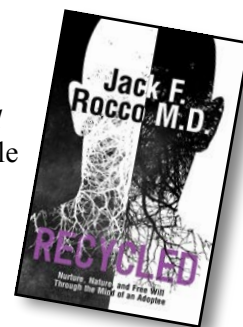
Dr. Jack Rocco's *Recycled* Launches on Father's Day

As he was growing up, Dr. Jack Rocco of Hartford, Connecticut, felt like he was going through the motions when he celebrated Father's Day. "I loved my adopted Father, but when I looked into his eyes they would be smiling; but I had a hard time truly connecting. His eyes were not my own," said Dr. Rocco, who added that he didn't understand the true meaning of the day until he had children of his own.

In his new book, *Recycled: A Reluctant Search for True Self Through Nurture, Nature, and Free Will*, which Ingenium Books released on Father's Day 2023, Dr. Rocco examines the role adoption trauma had on his life, and has on the lives of other adoptees. He shared his story on [FOX 8 in Johnstown, Pennsylvania](#) on June 20th.

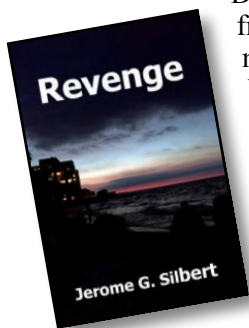
The book is available now on [Amazon](#) and [Barnes and Noble](#).

Learn more about this title on the publisher's website: IngeniumBooks.com/Jack-Rocco



Jerome G. Silbert's *Revenge* Now Available

Congratulations to Jerome G. Silbert on the release of *Revenge*, which is the conclusion of a mystery thriller series in which the Serbian Liberation Army (SLA) is woven into the plot. *Revenge* begins with the return of Billy Dee Jackson, a retired Chicago police officer, and his wife from a trip to Paris. Billy Dee's friend, Jack Sheppard, who is a detective assigned to the Chicago Bomb and Arson Division meets them at O'Hare airport with awful news. Hours before they landed, their home was blown-up.



Billy Dee and Shepard, having worked prior cases, suspect the crime was related to the SLA, and the escape of one Susan Dumont and imprisonment in France of Jack Monte. They had no idea they were pawns in a much wider game of Susan's and Monte's making.

Revenge is the conclusion of Silbert's trilogy that began with *A Bomb in the Palace* and *Paris Gone Dark*. He is also the author of *Curve Ball*, the story of a baseball player who is framed for murder just before he is to pitch for the Red Sox in the World Series.

Two The Waters Communities in the Headlines for their Longest Day Fundraising Activities

More than six million Americans live with Alzheimer's Disease, and on the longest day of the year—June 21, the Summer Solstice—people throughout the world fought the darkness by raising money to help find a cure.

Several of The Waters Senior Living communities held fundraisers, including The Waters of McMurray in Pennsylvania, which has a Memory Care neighborhood in which residents' lives are enriched through The Waters PETALS Signature Memory Care Program. Through PETALS, the senior living community provides people living with Alzheimer's or other dementia-related conditions, supportive and person-centered care and a wide range of engagement. The idea is to inspire joy, meaningful interaction, laughter and life fulfillment.

On June 21, The Waters of McMurray hosted a block party for the community. The event was previewed in [The Observer-Reporter](#) newspaper.

The fundraising event at The Waters of Edina in Minnesota also made the news. A story about the event that raised more than \$800 was published in the Edina Sun Current newspaper.

Now is the Time to Start Planning Your End-of-the-Year Book Events

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

It seems like summer just started, but before you know it another change of season will be upon us. Then after Fall comes the holiday season and the end of the year.

If you haven't already scheduled bookstore events for the final few months of the year, it may already be too late. The popular stores are probably already booked.

That doesn't mean you're out of luck, but now is definitely the time to start planning. Here are some ideas for book events that can move inventory in the latter half of the year.

- Plan a virtual book event



When the pandemic struck, unable to do events in stores a lot of people turned to the Internet and started doing them on ZOOM

instead. Well, ZOOM is here to stay; and knowing how busy people are during the holiday season, It would probably be easier for them to pop into a virtual party than to have to drive somewhere. ZOOM connects nicely with Eventbrite, which allows you to sell tickets for people to buy books in advance. A virtual event is a great way to connect with people who live faraway.

- Plan a Black Friday Deal

It seems like pretty much everyone does some kind of shopping on Black Friday. Start promoting the fact that you will have a Black Friday Deal for your book as early as late September. As the author, you are in complete control of how to handle the deal, and can sell your own stock at a significant discount right off your website.



- Create and distribute holiday-themed content

As we get closer and closer to the holidays, it seems like the number of gift-themed articles in newspapers and magazines explodes exponentially. Write one of your own that creatively includes your book, and submit it for publication to newspapers and websites, and post it to social media.

- Partner with a Charity

December is the biggest month for charitable giving. A popular way to get attention for your book is to donate a copy or two to a silent auction for a charitable event. The hope is that a lot of people will bid on it, and those who don't win will go out and buy copies of their own.



Want to explore some other ideas? RMA Publicity offers free publicity consults. [Contact us today to schedule a meeting.](#)

Next Month's Publicity Tips Article:

Some Clever Ways to Build Your Author Platform

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in July or August 2023, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

July is...

National Grilling Month
National Make A Difference to Children Month
Worldwide Bereaved Parents Awareness Month

Also Observed in July...

National Independent Living Week – July 1-7
Independence Day – July 4
National Kitten Day – July 10
Embrace Your Geekness Day – July 13
National Be Your Own Hero Day – July 13
Anniversary of the Debut of Penguin's First Paperback Book – July 30

Source: 2023 Chase's Calendar of Events

August is...

American Adventures Month
Black Business Month
Boomers Making a Difference Month
Happiness Happens Month
Read a Romance Month
What Will Be Your Legacy Month?

Also Observed in August...

Assistance Dog Week – Aug. 6-12
Sisters Day – Aug. 6
Professional Speakers Day – Aug. 7
Green Data Day – Aug. 15
Poet's Day – Aug. 21
Be an Angel Day – Aug. 22
Be Kind to Humankind Week – Aug. 25-31

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