
THE POWER OF PUBLICITY

Co-founder of Veterans Empowered, Inc. Appears on the FOX 9 Morning News



It has now been nearly 50 years since the end of the Vietnam War, but for the men and women who served there, the experience will never be forgotten. The weekend of June 13 – 15, 2024, The Minnesota Department of Veterans Affairs hosted a 50th anniversary Vietnam War Commemoration event at The Mall of America.

The purpose of the event was to make sure Minnesota’s Vietnam Veterans feel honored, respected and appreciated, and are actively making use of the resources available to them improve their quality of life. On all three days of the event, a resource fair that provided a “one-stop shop” for Vietnam Veterans and their families seeking information on V.A. and M.D.V.A. benefits and community services was set up.

At one of those tables were representatives from Veterans Empowered, Inc., a Rochester-based nonprofit dedicated to helping veterans living with Post Traumatic Stress Disorder or PTSD. As part of its mission to help Veterans living with PTSD, Veterans Empowered, Inc., recently published the book, *Veterans in Crisis: Treating the Unique Needs of Those Who Served*.

Col. Wayne Quist, who co-authored the book, was interviewed on the [FOX 9 Morning News](#) on June 13. He shared details about how the book came to be, and the fact that copies were being given away for free to all who can benefit from it.

Also in June, the organization had a book signing event at the Red Wing American Legion. RMA Publicity secured preview stories in the [Republican Eagle](#) and [Hastings Star Gazette](#), and on the [Q-Media website](#).

Learn more about the organization online at VetsEmpowered.org

June Issue of Eden Magazine Features Story About Chaya Grossberg’s *Freedom From Psychiatric Drugs*

[The June issue of Eden Magazine](#) featured a story about Massachusetts resident Chaya Grossberg, who is on a mission to help people get off psychiatric medications. Her story appears on Pages 18 - 21 of the magazine.

It is estimated that 50 million Americans are taking prescription drugs for mental health conditions. Like Grossberg, many of them are disturbed by the side effects they cause, such as not feeling like they are themselves anymore, weight gain, diabetes, fatigue, sexual dysfunction and the list goes on. In her book, *Freedom from Psychiatric Drugs*, Grossberg shares her personal story, and what she calls better alternatives for managing stress and anxiety than taking a pill. In addition to the Eden Magazine story, RMA Publicity has also secured stories about Grossberg's book on Springfield, Massachusetts television station [WWLP's Mass Appeal show](#) (May 7) and in [Medium.com's "Mental Health Champions" column](#) (May 20).



Learn more about Chaya's work online at: ChayaGrossberg.com

Longest Day Fundraising Event for Alzheimer’s Research at The Waters on Mayowood in Rochester, Minnesota

More than six million Americans live with Alzheimer’s Disease, and on the longest day of the year—the Summer Solstice (Thursday, June 20, 2024)—people throughout the world fought the darkness by raising money to help find a cure.

RMA Publicity secured coverage of the fundraising effort put forth by The Waters on Mayowood Senior Living Community in Rochester, Minnesota. Both [KIMT-TV](#) and [KAAL-TV](#) covered the day's effort.

The Waters on Mayowood 's fundraising activities kicked off in the morning with a doughnut sale,. It was followed by "The Longest Day Bash" in the afternoon.

There was also some pre-event coverage. Marni Harris, Active Life Manager at The Waters on Mayowood, appeared on [KTTC-TV's Midwest Access](#) the afternoon of June 18.



Second Event at The Waters on Mayowood Gets TV Coverage in June



The Waters on Mayowood was also in the headlines in June thanks to a very timely tradition at the community. For the third year in a row, they kicked off the summer season with a visit from Patty's Ice Cream Truck.

When the truck carrying those tasty summer treats arrived, residents were already lined up waiting. A TV news photographer was there to capture the excitement on residents' faces. Here is a link to the story that aired on [KIMT-TV](#).

Minnesota Author Mary Perrine Leads Author Talks at 2 The Waters Senior Living Communities

Mary Perrine was an award-winning schoolteacher in the Twin Cities for 36 years. Now retired, she is writing novels, each aimed at teaching her readers life lessons. So, in essence, her teaching career is continuing in the second chapter of her life.

She shared the story behind her latest novel, *The Storms of Eddie Greer*, during author talks at The Waters of Oakdale Senior Living Community in Minnesota on June 11, and at The Waters of Excelsior on June 17.

The Storms of Eddie Greer is about dealing with generational trauma.

Perrine is also the author of *Outside the Lines*, the story of a young woman dying of cancer who learns how to really live with the time she has left. *Life Without Air* is about three single parents who have each lost their only child. *The Lies They Told* is a psychological thriller about a woman who learns her entire life has been a lie. A sequel to the book titled *The Road of Lies* is in the works.

Perrine's first published book was *Hidden*. It is a drama/mystery about a woman who was abused as a child, and learns how to disappear in a room filled with people. Years later when it appears that history is being repeated and her own daughter is being abused, she must find out who is to blame and put an end to it.

Learn more about her work on the website: MaryPerrine.com



Stories About Outlook Hamilton's 1st Anniversary Party Publish in 2 Indiana Newspapers



It has now been a year since Outlook Hamilton in Noblesville, Indiana, welcomed its first resident; and they celebrated the anniversary in a big way on June 13. Local singing sensation Matthew Lamping, who recently appeared on NBC's "The Voice" performed at a free concert to mark the special occasion.

RMA Publicity secured stories about the event in both local papers: [The Current](#) and [Hamilton County Reporter](#) (Page 8).

FOX 9 News Covers Avidor Minnetonka's Classic Car Show

FOX 9 Minneapolis covered the classic car show put on by Avidor Minnetonka, a 55+ active adult community in Minnetonka, Minnesota, on June 19. The event was the community's way of welcoming the arrival of summer. In addition to inviting local classic car owners to gather and show off their vehicles, inside hot dogs and root beer floats were served.



Why Now is the Time to Start Thinking Ahead to Plans for the Holiday Season

By Rachel M. Anderson,
Publicist, [RMA Publicity](http://www.RMAPublicity.com)



It seems like summer is just getting underway, but before you know it, the kids will be back in school, and then family will be in town for Thanksgiving and the holiday season. Speaking of the holiday season, have you planned your book events for October, November and December yet?

If not, you're running out of time to get things booked. You're probably already too late to get events set up at the local Barnes and Noble, but independent bookstores may still have openings. Not for long though, so now is the time to get on their schedules.

Here are five additional ways you can get ready for the 2024 holiday season this month and next.

1) Offer discounts and bonuses

Plan to set up a special holiday season discount on your website, or include a bonus gift for people who purchase your book before the end of the year. If, for example, your book is about rock collecting in Minnesota, perhaps you could offer to include a rock from your collection with books purchased through your website during a certain time frame.

2) Give books away

This may seem counterproductive at first since your goal is sales, but there are so many wonderful charitable events held during the holiday season that you can participate in. Offer to donate a book to your favorite charity that can in turn be auctioned off at the organization's holiday party.

Think about how many people will see your title at the party that you never would have been able to reach otherwise. That one book you gave away could lead to dozens of sales.

3) Hand out flyers

It is a given that people are going to be out in the community throughout the holiday season shopping and socializing. Coffee shops and community centers are sure to be popular hangouts.

Create a handout touting your book as a great holiday gift, and start putting copies up on community

bulletin boards in July so you can capitalize on the "Christmas in July" concept. You can also leave flyers on tables at fast-food restaurants or coffee shops. Leaving materials in places people are congregating en masse is sure to get at least a few people's attention.

Be sure the flyer has a holiday feel. And clearly state that your book makes a great holiday gift!

4) Capitalize on your social media connections

Remind your Facebook friends that your book would make a great holiday present for that special somebody in their life. In your posting, include a link to your website or the publisher's website where those who are interested can place an order.

5) Start planning for next year

And while this may not lead to sales right away, it's sure to make a difference if you start planning your promotional activities for next year right now. Being proactive rather than reactive can pay off.

One of the first things I recommend you do is make a list of all the events you'd like to participate in during 2025, then start gathering contact information for the event organizers. Now is the time to secure a table at the big book fair in town, and any other events you think will be good places to showcase your book. Hopefully you're not already too late as a number of the more popular events actually start booking a year in advance.

Planning to travel in the new year? If so start looking into possible signing opportunities in the cities you will be visiting. If your book is available through the major distributors, you should be able to get into a Barnes & Noble in the city you are visiting. If you are self-published and don't have a distributor, focus instead on the small, independent bookstores.

Not sure where to start? RMA Publicity would be happy to help. [Contact us](http://www.RMAPublicity.com) to get started on a campaign.

Next Month's Publicity Tips Article:

3 Ways to Go About Securing Media Coverage

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in July or August 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.

July is...

National Make a Difference for Children Month
Smartphone Courtesy Month
World Bereaved Parents Awareness Month

Also Observed in July...

National Be Your Own Hero Day – July 13

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...

Girlfriends Day – Aug. 1
National Night Out – Aug. 6
National Speakers Day – Aug. 7
Elvis Week – Aug. 9 – 17
National Garage Sale Day – Aug. 10
Vinyl Record Day – Aug. 11
Be an Angel Day – Aug. 22
Find Your Inner Nerd Day – Aug. 23
Be Kind to Humankind Week – Aug. 25

Source: 2024 Chase's Calendar of Events

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