

THE POWER OF PUBLICITY

Washington, D.C. Television Stations WUSA and WTTG Air Stories About Virginia Woman’s Mission to Help Mothers Who Have Lost Children to Mental Illness and Drug Addiction



Debbie Gail Zane's son, Alex, was just 26-year-old when he died. As she has done every Mother's Day since she lost him, the Virginia mother spent part of the day at his grave, and on Mother's Day, two Washington, D.C. area television stations shared her story. In the morning, she did a sit down interview with [WTTG TV's morning show](#). Then later in the day, a reporter from [WUSA TV](#) interviewed her at Alex's gravesite.

Alex died in 2022 after battling mental illness and drug addiction for close to a decade. In Alex's memory, Debbie is now on a mission to help other parents who are on a similar journey through her work as a life coach and grief coach. She is also helping others by sharing her story in the memoir, *Finding Peace and Purpose Amidst the Tears: My Journey of the Love and Loss of My Son Through His Mental Illness and Addiction*.

Learn more on Debbie's website: DebbieGailZane.com



Author of *I'd Still Choose You* appears on FOX 29 Philadelphia’s Good Day



According to the American Association for Cancer Research, an estimated one million Americans are living with a brain tumor right now. The majority of brain tumors (72%) are benign, (28%) are malignant.

In Horsham, Pennsylvania resident Mike DiTore’s case, his tumor was unfortunately malignant. Mike died in September 2022 when his boys were just one and three. He was 30.

May was Brain Cancer Awareness Month, and in Mike's memory, his widow, Rebecca, just released her memoir, *I'd Still Choose You: A young widow's journey of unconditional love, deep grief, and life after loss*.

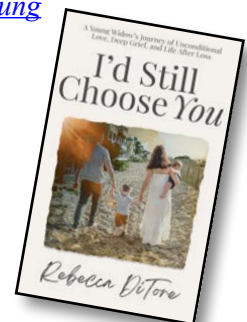
On May 31st, Rebecca DiTore, shared her story on [FOX 29 Philadelphia's Good Day](#). A story about her book was published in [The Mercury](#) newspaper on May 8.



Proceeds from book sales will benefit [The Michael L. DiTore Small Moments Foundation](#), a nonprofit with the mission of bringing children a short mental break from the challenges of losing a parent or

sibling to cancer while also helping families honor their loved one in a way that is meaningful to them.

Learn more on the author website: RebeccaDiTore.com



Two Media Placements in May for “Freedom From Psychiatric Drugs” By Chaya Grossberg

May was Mental Health Month, the perfect time to call attention to the fact that the majority of people diagnosed with mental health conditions—some 50 million Americans—are taking prescription drugs for mental health conditions.

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. Easthampton, Massachusetts resident Chaya Grossberg, one of the many people prescribed psychiatric medication, has discovered there are better alternatives for managing stress and anxiety than taking a pill.

She talked about the alternatives during an interview on Springfield Massachusetts television station [WWLP TV's Mass Appeal show](#) on May 7. On May 20, [Medium.com published an interview in its "Mental Health Champions" column](#).

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



Veterans Empowered, Inc. Co-founder Appears on WCCO TV's Mid-Morning

The 76th Minnesota Governor's Fishing Opener took place the weekend of May 10 and 11 in Lake City, Minnesota, and the day before the big event, Vietnam Veteran Col. B. Wayne Quist, who lives in Lake City, appeared on [WCCO TV's Mid-Morning](#) to talk about his role in the event. Col. Quist is the co-author of *Veterans in Crisis, Treating the Unique Needs of Those Who Served*.

Col. Quist wrote the book with Dr. Steve Lansing of Rochester with the goal in mind of helping veterans suffering from P.T.S.D. *Veterans in Crisis* officially launched on Memorial Day, and copies were given away for free to veterans during the fishing opener.

A story Col. Quist wrote about Veterans Empowered Inc.'s role in the fishing opener was published in the May 2nd issue of the Lake City Graphic newspaper. A story is forthcoming in the Rochester Post Bulletin as well. Learn more about the book and Veterans Empowered Inc. online at VetsEmpowered.org



KARE 11 Story About Oleb Media Airs on Global Disability Awareness Day (May 16)



Most of us don't think twice about navigating websites, but for people like Belo Miguel Cipriani of St. Louis Park, Minnesota, it can be downright frustrating. Belo is blind.

A few years ago, he started up a company that is dedicated to improving accessibility for people with disabilities, and Oleb Media has just launched its first online course designed to help creators make sites more accessible: “Introducing Image Accessibility: Mastering Alt Text for Course and Content Creators.”

“This course teaches creators from any background and any skill level how to add images to their content that are accessible. Whether they are working on how-to blogs, product descriptions, or shopping carts, it's very valuable to label the content correctly,” said Cipriani, who added that everyone benefits from content that is more accessible, as the effort will improve search engine optimization, allow the material to show up on Google images, and of course make the content easier to access for people with disabilities and impairments.

Belo's business was featured on [KARE 11's "Behind the Business" segment with Heidi Wigdahl](#) during the 6 p.m. show on May 16, which was Global Accessibility Awareness Day. Learn more about Belo's work at [OlebMedia.com](#)

3 Minneapolis TV Stations Cover Grace Fellowship Church's Celebration of Now Being Debt Free

For many people, and brick and mortar businesses, paying their mortgage is the biggest expense they have every month. When Pastor Joe Boyd took over leadership of Grace Fellowship Church in Brooklyn Park, Minnesota, five-and-a-half years ago, the church was paying \$43,000 every month to the bank.

"During a sermon in November 2022, I mentioned to the congregation that it would be wonderful if we had that money to contribute to the community rather than having to pay the bank. A woman in the audience contacted me a short time later and offered to donate \$25,000 to go towards the mortgage," said Pastor Boyd.

That single act of generosity began a movement, and less than two years later, on March 26, 2024, the church paid off its mortgage in full. A public celebration of the congregation's achievement took place during the Sunday Services on April 28th. Church founders Curt and Faye Halstrom were called to the altar to ceremoniously burn the final mortgage note, then confetti rained down on everyone.

Crews from both [FOX 9](#) and KARE 11 were there to capture the moment. [CCX Media](#) aired a story about the church's accomplishment on May 2nd, and the [MN Post newspaper](#) published a story on the front page of its May 9th edition.



105-Year-Old Hootie Wakefield in the Headlines Again

105-Year-old Hootie Wakefield, a resident of The Waters of Plymouth Senior Living Community, is in the headlines again. This time, the [MN Sun Sailor](#) published a story about her ride in a Plymouth Fire Rescue Truck.

The ride was gifted to her for her birthday back in December. In addition to her ride, she got a tour of one of the Department's newest facility, and had the opportunity to spend time with first responders.

A special thanks to everyone at Plymouth Fire Rescue for making the day so special for Hootie!



Minnesota Book Tour Held in May for *Critical Faith*



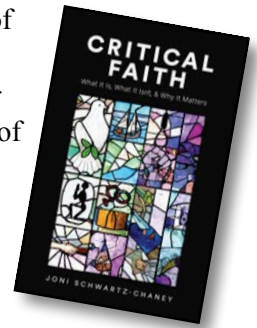
Ever since the death of George Floyd, an African American man murdered by a white police officer in Minneapolis in May 2020, the issue of race relations has been a hot button issue in Minnesota. However, relations between people of different races isn't the only issue America faces. Dr. Joni Schwartz-Chaney, a Professor of Humanities and social activist scholar at the City University of New York at LaGuardia and John Jay College, says people also need to be aware that racism is systematically entrenched into the institution of the church.

Schwartz-Chaney is the author of *Critical Faith: What It Is, What It Isn't*

& *Why It Matters*. The book examines racism in U.S. churches, particularly the intersection of faith and Critical Race Theory or CRT. Christian publisher Fortress Press, an imprint of 1517 Media, released the book in April 2024, and a book tour took place in the Twin Cities in May.

The author and her husband, John Chaney, a Criminal Justice Professor at City University of New York's LaGuardia College, presented at Strive Bookstore in Minneapolis on May 11th, and Joni signed books at the Barnes and Noble Booksellers store in Minneapolis on May 18.

The [New York Daily News](#) published a very timely editorial by Joni Schwartz-Chaney in February. Learn more about Joni's work at JoniSchwartzChaney.com



MEDIA OPPORTUNITIES

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

June is...

Adopt A Shelter Cat Month
Alzheimer's and Brain Awareness Month
Effective Communications Month
Lesbian, Gay, Bisexual, Transgender, Queer and Intersex
Pride Month
Great Outdoors Month
Immigrant Heritage Month
National Foster a Pet Month
National Homeownership Month
PTSD Awareness Month
Rainbow Book Month

Also Observed in June...

National Business Etiquette Week – June 2 – 8
National Cancer Survivors Day – June 2
Race Unity Day – June 9
Family History Day – June 14
Father's Day – June 16
Let it Go Day – June 23
PTSD Awareness Day – June 27

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

Source: 2024 Chase's Calendar of Events

RMA Publicity

Some ideas for Successfully Reaching Diverse Readers

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



There's a question I get often from authors considering hiring me for a book marketing and PR campaign. How many books can I expect to sell if I decide to work with you?

My answer is the same no matter what topic an author has written on: fiction, nonfiction, self-help, business, environment, or something else. I tell authors that while I can't guarantee they will sell a certain number of books, if they follow my advice and allow me to concentrate the majority of my efforts on reaching their book's target audience, the campaign is going to be effective.

Lately, a large number of authors have come to me seeking advice on how to reach diverse readers, so I decided to focus this month's publicity article on tactics for reaching diverse readers specifically. Here are five tips to consider.

1) Write books that have diverse characters in them.

According to a nationwide study involving nearly 450 educators that was conducted during the first six months of 2022 by First Book Research & Insights, 90 percent of respondents indicated that their students would be more enthusiastic readers if they had access to books with characters, stories, and images that reflect their lives.

In addition, reading time increased by four hours per week on average when students had access to diverse books in the classroom; and reading scores on standardized tests increased by three percentage points.

2) Meet Your Readers Where They Are

You can't expect your ideal reader to find you on their own. You need to go to them. And think beyond the bookstore or library. Diverse readers can be found in places like schools, at the YMCA, at sports arenas, at community centers, and at community festivals.

3) Connect with Book Clubs that Celebrate Diversity, Equity and Inclusion

There are thousands of book clubs out there, but where do you find some that specifically focus on and celebrate diverse voices? Check out the resource, Bookclubs.com/join-a-book-club/diversified. It is targeted to both BIPOC and LGBTQ+ audiences.

4) Go to the Effort of Building a Diverse Social Media Influencer List

Social media is all the rage right now with people from all different kinds of backgrounds. Just like there are celebrity influencers and bodybuilding influencers, there are diverse influencers.

Here is an article on Mashable that identifies 14 accounts you should connect with right now: mashable.com/article/diverse-book-recommendations-accounts-to-follow Get to know these influencers first, then try promoting your book to them.

4. Submit Your Books for DEI Book Awards

Entering books into DEI book award programs is another way you can successfully reach diverse readers. Knowing your book has a vote of confidence from organizations like the International Latino Book Awards, the Lambda Literary Awards, and the Black Caucus of the American Library Association Literary Awards carries instant credibility. Not to mention, it offers the opportunity to get your book read by important influencers in those communities. A list of diversity-related book awards can be found on the American Library Association's website at this link: <https://libguides.ala.org/c.php?g=488238&p=3530814>

5. Participate in Read Across America's Diverse Books Challenge

Another way you can reach diverse readers is by taking the National Education Association's Read Across America Diverse Books Challenge, and sharing stories with kids of all ages that are as diverse and complex as the world we live in.

You can do this by volunteering to read diverse books in your local elementary school classroom or after-school program, by sharing your reading adventures on social media and by challenging others to do the same.

Next Month's Publicity Tips Article:

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

www.RMAPublicity.com
rachel@RMAPublicity.com (952) 240 - 2513