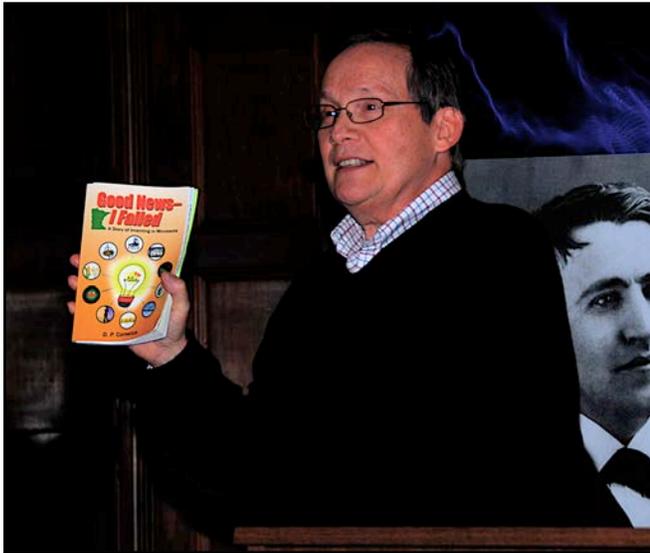


THE POWER OF PUBLICITY

Novel About Inventing in Minnesota Launches at Bakken Museum in Minneapolis



Above: Doug Cornelius returned to his childhood home, now the Bakken Museum in Minneapolis, to launch his book.

The Bakken Museum in Minneapolis served as the perfect place to launch a book about inventing written by Doug Cornelius. *Good News – I Failed: A Story of Inventing in Minnesota* is the tale of a young man who wants to be an inventor and is helped by his grandfather, who is a walking encyclopedia when it comes to Minnesota's history of inventing.

The novel was inspired by Cornelius' own upbringing. He is the son of famous Minnesota inventor Richard "Dick" Cornelius, the man who invented the drink dispenser still used at bars, stores and restaurants throughout the world. The author actually grew up in the mansion that now houses the Bakken Museum.

"It was surreal to be able to come back to the home where I grew up, the place where many of my father's ideas were hatched, and spend National Inventor's Day talking about the virtues of Minnesota's great legacy of inventors – one of the most important being Earl Bakken, patriarch of what is now this wonderful museum," said Cornelius.

In the days leading up to the event, Cornelius appeared on both KARE 11 Today (Feb. 4, 2012) and the FOX 9 Morning News (Feb. 8, 2012) in Minneapolis to promote it.

UPCOMING EVENTS

Michelle Goldberger, Program Director for the COR Retreat Food Recovery Program in Wayzata, Minn., will appear on KARE 11 Today in Minneapolis on Thursday, March 1, 2012, in connection with National Eating Disorders Awareness Week.

Bet Shalom Congregation's annual fundraiser takes place on Saturday, March 3, 2012. This year's event at the synagogue in Minnetonka, Minn., features Capitol Steps, an act that began as a group of Senate staffers who had set out to satirize the very people and places that employed them. Their shtick is to dig into the political headlines of the day and create song parodies and skits that convey a special brand of satirical humor. Tickets are \$40 and available at <http://www.betshalom.org>.

Mary Linda Sather, author, **Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq**, has an author appearance via Skype with students at D.U.E. Season Charter School in Camden, N.J. on March 14, 2012.

On Saturday, March 17, 2012, Suzann Yue, author, **Snort's Special Gift**, will appear at the Lulu and Luigi Pet Boutiques in Wayzata, MN (10:30 am - 12:30 pm) and St. Louis Park, MN (2 p.m. - 4 p.m.)

RMA Publicity will have a table at the 2012 Bloomington Writer's Festival and Book Fair on Saturday, March 24, 2012. The event runs from 9:30 a.m. – 5 p.m. at the Bloomington Theatre and Art Center located at 1800 West Old Shakopee Road in Bloomington, Minnesota.

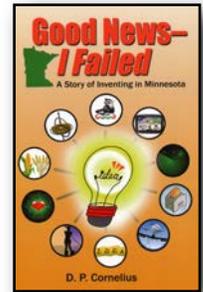
We will have a publicist available to answer authors' questions about how to generate publicity for their books.

Learn how to make connections and build relationships with the media, booksellers, and other organizations. There will be several tip sheets available at the table to help you get started.



Above: Doug Cornelius shares his book with 5th graders at Sunset Hill Elem. in Plymouth, Minn.

In addition to his book launch event, Cornelius has also visited several elementary and middle schools, including Sunset Hill Elementary in the Wayzata School District. There he shared his story with 5th graders during their language arts class. Teacher Pat Tietema had this to say about his presentation: "Having Doug Cornelius come into the classroom and share his story of inventing really enhanced the writing lesson we were teaching that week in our 5th grade language arts classes. The kids had been asked to write about an invention they dreamed up, and were awestruck when they got to meet a real inventor and author."



Cornelius plans to visit several more schools in March and April, and on May 6, 2012, he will participate in "Any One of You Can Be an Inventor," a special event at the Minnesota Children's Museum.

***Boo Boo Bear's Mission* Excites Children at an Elementary School in the Twin Cities**

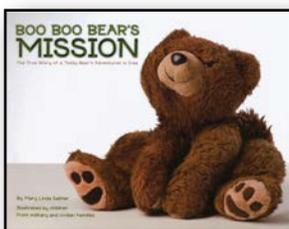
February was *I Love to Read Month*, a time of year when a lot of schools invite authors on campus to share their stories with students. This year, Elm Creek Elementary in Maple Grove, Minn., selected Mary Linda Sather, author of *Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq*, as their guest author.

Boo Boo Bear's Mission is the true story of a little girl who sent her teddy bear to Iraq in a care package so he could take care of her Dad. Boo Boo Bear did that and more. He even got to fly in an F16 during his mission.



The author began her presentation by asking kids in each class to raise their hand if they have a friend or family member who is in the military. Dozens of hands went up throughout the day. One of the students actually has a parent getting ready to deploy.

Above: Mary Linda Sather shared her book with kids in Kindergarten through 6th grade at Elm Creek Elementary in Maple Grove, Minn.



In addition to reading her book to the students, Sather also answered questions about the story and the book making process. A collection of original artwork used in the book was on display, along with proof pages and examples of the different cover art that had been considered.

The author has several events planned for March, including a Skype event with students at an elementary school in Camden, New Jersey.

Author of *In the Red The 2001 Season with Dale Earnhardt Jr.* Officially Launches His Book Just Before the Daytona 500



New York Times best-selling author Jade Gurs officially launched his latest book in Florida in February in conjunction with the Daytona 500, a race that plays a key role in the storyline.

In the Red The 2001 Season with Dale Earnhardt Jr. (Octane Press, \$29.95) begins with the crash that killed NASCAR's most famous driver, Dale Earnhardt, then follows his son, Dale Earnhardt Jr., through the rest of the race season. Gurs was Earnhardt Jr.'s publicist from 1999 – 2007 and used the notes he had kept from that season to develop the manuscript. Included in the book are never-before-revealed details about what was happening behind the scenes immediately after the infamous crash, and how Earnhardt Jr. persevered during

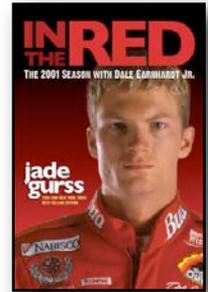
that season, despite the intense pressure he was under.

Gurs made more than a dozen media appearances in February to promote his new book. In the early part of the month he appeared on FOX Sports, Speed Freaks, Motorama Live, and Cincinnati's WLW.

In Florida, coverage of his book signing event in Tampa was offered by [WTVT \(FOX\) Television](#) and [WFLA Radio](#). Before his event at the Barnes & Noble in Daytona Beach, a mention appeared in the Daytona News Journal's article, [Slam your brakes for books during Speedweeks](#). Gurs was also interviewed on Orlando radio stations 740 The Game and WEUS-AM.

In the Red The 2001 Season with Dale Earnhardt Jr. is Gurs' third book about NASCAR. He co-wrote *Driver #8* with Dale Earnhardt Jr., and *DW: A Lifetime Going Around in Circles* with NASCAR Hall of Fame inductee Darrell Waltrip.

In the Red The 2001 Season with Dale Earnhardt Jr. is available at bookstores everywhere, or can be purchased directly from the publisher via the website www.IntheRedBook.com.



Book Launch Party Held for Nicole Fende's *How to Be a Finance Rock Star*



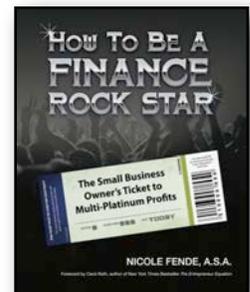
February was a busy month for Nicole Fende, author of *How to Be A Finance Rock Star*. Her new book rolled off the presses in early February, and officially launched on February 23, 2012 with a party at the historic Mounds Theater in St. Paul.

The day began with an appearance on WJON-AM's morning show with Jay Caldwell. Before she knew it, the time had come for the book launch event.

Dozens of Fende's friends and supporters, and members of the public who had heard about the event, turned out. In addition to having the opportunity to ask Fende (a.k.a. The Numbers Whisperer) questions about business finance, party-goers were able to learn about QR codes and how they can be used to help market a business. There was also plenty of networking to be

done.

The majority of the people who turned out for the party are small business owners. To order a copy of *How to Be a Finance Rock Star*, log on www.FinanceRockStar.com.



COR Retreat Got A Lot of Attention at the Twin Cities Women's Expo in Minneapolis



Above: Michelle Goldberger, Program Director at COR and three enthusiastic volunteers.

When you want to get the word out about a fabulous program that everyone should know about, getting the media's attention is one way to do it. Another is to be a presenter at an event you know will draw a lot of people. The COR Retreat Food Recovery Program did both in February.

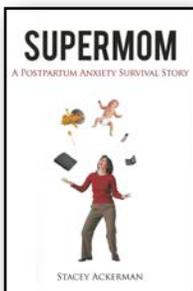
On Feb. 1, 2012, the County Messenger in Scandia, Minn., published an article that RMA Publicity submitted to the paper. [Scandia Woman Gets a New Lease on Life](#) is the story of Lisa Neshek, who came to the COR Retreat for help kicking her addiction to food. In the article Lisa describes how she got a new lease on life after finally learning how to stop her compulsive overeating.

Then on Feb. 25 & 26, 2012, the non-profit presented at the Twin Cities Women's Expo at the Minneapolis Convention Center. Program Director Michelle Goldberger was joined at the booth by several COR Retreat alumni who wanted to share their stories of success with others.

On March 1, 2012, Goldberger is scheduled to appear on KARE 11 Today in the Twin Cities for an interview in connection with National Eating Disorders Awareness Week.

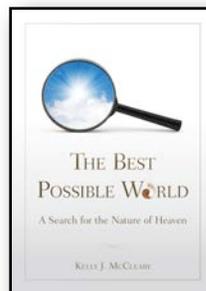
COR Retreat is a five-day, four-night experience where people learn how to live free from the obsession with food and the excess weight it causes. Upcoming Retreat dates are March 7 - 11, 2012, April 11 - 15, 2012 and May 23 - 27, 2012. More information about the program can be found at www.cormn.org.

ALSO IN FEBRUARY . . .



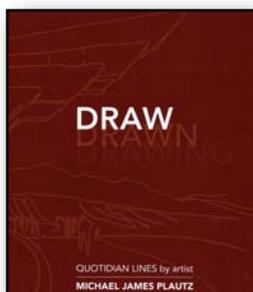
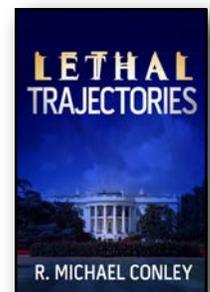
The African News Journal published the article, [Twin Cities Woman on a Mission to Help Those Suffering From a Mental Illness She Knows All Too Well](#) on Feb. 8, 2012. The article is about Stacey Ackerman's book, *Supermom: A Postpartum Anxiety Survival Story*. Also in February,

Parenting Magazine requested a review copy of the book.

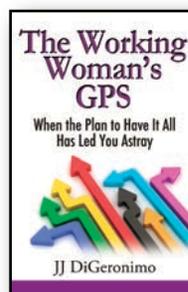


Kelly McCleary, author, *The Best Possible World: A Search for the Nature of Heaven*, led a discussion at The Bookcase of Wayzata on the topic covered in her book.

Twin Cities Business requested a review copy of Mike Conley's *Lethal Trajectories*.



The article, *Dancing on the Point of a Pencil*, which pays tribute to Michael James Plautz, author of *DRAW Quotidian Lines*, was published in the Santa Fe New Mexican's Arts, Entertainment and Culture Magazine, Feb. 10, 2012.



Women of the Channel booked J.J. DeGeronimo, author, *The Working Woman's GPS: When the Plan to Have it All Has Led You Astray*, to speak at their December conference.

What Authors Can and Should Learn from Politicians

2012 is an election year and it goes without saying that every time you watch a television newscast between now and November, there is going to be some mention of the upcoming Presidential Election.



On some days the stories will be about the latest poll results. On others, the winner of the latest caucus, a fundraising dinner or the memorable, though off color quote, offered by one of the men who wishes to be the next President of the United States.

Why so many stories? Because politicians know how to use the media to build their audience. Here are some tactics politicians use to build their fan base that you can use too:

1. Send out regular press releases.

Politicians send out regular press releases to let the media know their schedule. Keep in mind, not every event is going to get covered, but the more often you send releases out, the better your chances of getting coverage.

Every time you set up a book signing event, let the media know about it. If the event is taking place on a weekend and there is very little else going on that day, perhaps your story will make the news.

2. Determine your key messages.

When they are stumping for support, politicians will zero in on a handful of issues that resonate with their target audience and focus almost exclusively on them. I advise authors to do the same thing.

No, your audience is not everyone who can read. If your book is a work of fiction that falls under the romance category, target all of your publicity efforts on people who enjoy reading romance novels. If your book is one about career development, target high schools, colleges, career centers and corporate human resource offices, in

other words, organizations that would be most receptive to your message.

3. Make a good first impression

Most politicians are masters at making a good first impression. They dress smart and look good.

When you get out and meet people at a book signing or other public event, take a cue from them. Dress professionally and be outgoing! Don't wait for people to come up to you and ask about your book. You need to be confident and initiate conversations.

4. Be gracious

Whether you're running for office or trying to sell you a book, you should consider it an honor when someone shows up at your event. They don't owe you support, so be gracious.

If, say, only 2 or 3 people show up at an event where you expected dozens, don't think of the event as a flop. Stay positive! Thank each person who showed up very much for their support and work hard to connect personally with all of them.

Do this and by the time they leave, you will likely have fans who will not only have bought your book, they'll be jumping onto Facebook to tell all of their friends what a wonderful experience they had at your signing, and how they think their friends should buy your book too.

5. Create community

At the end of every political event I've ever attended, there are people handing out buttons, candy and business cards. The reason, they want you to leave with a good impression of the candidate and a means for staying in touch.

I advise authors to always have some kind of giveaway at the end of an event. Either hand out business cards or bookmarks to everyone in the audience. They may not buy your book right away, but chances are they will go home and check out your website, then make a purchase.

Next month's article

4 Reasons You Aren't Selling As Many Books as You Thought You Would.

Like us on Facebook please

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of www.RMAPublicity.com. If you would like to receive updates as they happen, please visit our page and “like” it.

MEDIA OPPORTUNITIES

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

March Media Opportunities

American Red Cross Month
Credit Education Month
National Ethics Awareness Month
National Nutrition Month
National Social Worker Month
Optimism Month
Poison Prevention Awareness Month
Save Your Vision Month
Spiritual Wellness Month

Other dates observed in March....

National Education Association's Read Across America Day – March 2
Read an e-Book Week – March 4 - 10
National Sleep Awareness Week – March 5-11
World Kidney Day – March 8
Genealogy Day – March 10
National Agriculture Week – March 11-17
Brain Awareness Week – March 12-18
Good Samaritan Involvement Day – March 13
American Diabetes Association Alert Day – March 27

April Media Opportunities

Alcohol Awareness Month
Child Abuse Prevention Month
Couple Appreciation Month
Defeat Diabetes Month
Emotional Overeating Awareness Month
Month of the Young Child
National Autism Awareness Month
National Child Abuse Prevention Month
National Decorating Month
National Poetry Month
School Library Month

Other dates observed in March....

International Children's Book Day – April 2
Medication Safety Week – April 1-7
Drowsy Driver Awareness Day – April 6
National Networking Week – April 8-14
National Drop Everything and Read Day – April 12
National Stress Awareness Day – April 17
Consumer Awareness Week – April 18-23
Money Smart Week – April 21 – 28
National Teach Children to Save Day – April 24

* Source: 2012 Chase's Calendar of Events

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