

THE POWER OF PUBLICITY

One Year Lived is Making a Big Splash on the National Scene



Adam Shepard (L) joined hosts Cyndi Edwards and Jerry Penacoli on the set of Daytime for taping of the show on April 29th. The syndicated show airs in 140 media markets, including Tampa where it is taped, and New York, Los Angeles, Chicago and Philadelphia.

Talk about a great first week! Adam Shepard, author, *One Year Lived*, made six media appearances set up by RMA Publicity to promote his book the first week it was out, including the article, [The Millennials Who Want to See the World](#), posted on ABCNews.com on April 26th. Also on April 26th, he did interviews on the radio station, Indie-103, and the TV show, LatinNation, both taped in Los Angeles.



The book officially launched on April 22nd and the next day Shepard was interviewed on Q104.3

Radio in New York City. On April 24th he was on [Doug Stephan's Good Day](#), a nationally syndicated radio show taped in Massachusetts that runs in 250 markets. On April 25th he was on [KROQ-FM](#) in Los Angeles. On April 29th he appeared on the syndicated variety television show, "[Daytime](#)," taped in Tampa. On April 30th he was on Mayhem in the Morning on WLKF Radio in Tampa. More appearances are scheduled for May, plus the book is already featured on several blogs.

COMING UP IN MAY

Joe & John Gindele, authors of *Yorkville Twins*, will present at the Rockford Road Library in Crystal, Minn. on Wednesday, May 1st at 1:00 p.m. The event is sponsored by Friends of the Rockford Road--Hennepin County--Library.

Adam Shepard, author, *One Year Lived*, will be on the Louie b Free radio show in Youngstown, Ohio on May 3rd, WLAQ-AM in Atlanta on May 6th and The Conn Jackson Show, also in Atlanta, on May 8th.

Bob Rueff, author, *Mind Game* and *End Game* will sign copies of his books at the B&N in Roseville, Minn., on Sat., May 4th at 2 p.m.

The Midwest Book Awards gala will be held on Wed., May 8th at the Bloomington Theatre & Arts Center, in Bloomington, Minn., from 6:30 p.m. – 8:30 p.m.

The launch party for *Baby Wants Mama* by Nancy Loewen will be held on Mother's Day, Sun., May 12th at The Bookcase of Wayzata beginning at 3 p.m. The public is welcome.

Winter Goose Publishing officially releases *Theory of Reminders*, a new novel by Scott Dominic Carpenter of Northfield, Minn., on May 22nd.

JoAnn Deveney, author, *When Bluebirds Fly, Losing a Child, Living with Hope*, will sign books at the B&N in Roseville, Minn., on May 25, beginning at 2 p.m.

One Year Lived is Shepard's accounting of the year he spent living abroad, immersing himself in other cultures. He says living with people from other cultures and backgrounds gave him a good understanding of where people are coming from, and he recommends it's something other young people do as part of their education. "It's fascinating the perspective we can gain when we step out of our bubbles of comfort, even just a little bit," he said.

Shepard visited seventeen countries on four continents from late 2011 to late 2012, and is excited to share what he learned with people around the world. He spent less than \$20,000 the entire year. Learn more about *One Year Lived* at www.OneYearLived.com.



Spring Book Tour Wraps Up for Jo Deurbrouck, author, *Anything Worth Doing*



Congratulations to Jo Deurbrouck, author, *Anything Worth Doing*, winner of a 2012 National Outdoor Book Award, for a very successful four-state spring book tour out West.

She had three events in April, a reading and slide show at California Canoe and Kayak in Oakland, Calif., on the 10th, a reading and signing at The River Store in Lotus, Calif., on the 13th, and a reading and signing at Sundance Books and Music in Reno, Nev., on the 15th. Several local newspapers published preview stories about this event, including [The News Review](#), the [Reno Gazette Journal](#) and [Nevada Libraries](#).

The book tour began in March in Boise, Idaho where Deurbrouck spoke about the necessity of adventure at the Garden City Library in Boise as part of the "Read Me Treasure Valley" series. She appeared on KTVB-TV to promote the event. Then it was off to La Grande, Ore., where she had an event and interview on KEOL Radio. In Bend, Ore., she had an event and TV appearance on KBNZ-TV, as well as a mention in the [Bend Source Weekly](#).

She also made stops in Ashland and LaGrande, Ore., as well as Redding and Sacramento, Calif., in March where in addition to her readings & signings, she was also interviewed on the public radio show, The Jefferson Exchange in Ashland, Ore., and by [Sacramento Public Radio](#) and [FOX 40 Sacramento](#).

The media secured during this tour and another one Deurbrouck went on late last year, have done a good job of creating awareness about the book. This thank you note from Deurbrouck to RMA Publicity is reprinted with the author's permission:

Dear Rachel,

You already know that Anything Worth Doing, the book you've worked with me on since last August, was selected for Boise, Idaho's community reading program, Read Me Treasure Valley. That wound up in early April. I don't think I've told you about the successes below, however.

I applied to be a manuscript reviewer at the May Boise Writers and Readers Rendezvous and was accepted, but over the past few weeks they have contacted me three times to expand my role. Now I'll sit on a panel about writing collaborations, introduce one of the headline speakers, perform a slam poem to start off an open mic night, AND evaluate manuscripts.

I've been asked to speak at Idaho Rivers United's summer fundraiser, called Salmonfest, in August. There will be hundreds of people there who value the same things I do, the things my book celebrates.

I've been invited to the Idaho Library Association's November conference at a 'meet local authors' event.

I've been asked to produce a presentation on issues highlighted in my book for an adult continuing education program in my town. I've been told to expect an audience of well over 100.

Several times in the past six or eight weeks, book groups have contacted me with questions. As a result I've developed a list of discussion questions that will be posted on my website. Total, some 8-10 book groups have contacted me over the last nine months. Odds are for every group that got in touch, three or four picked the book. Being selected by book groups is huge. I'm proud of that...and grateful.

I've been accepted as a panelist at the highly respected Montana Festival of the Book, held in Missoula in October. Some of the most highly regarded writers in my region are showcased there.

None of these things would be happening if you and I hadn't worked so hard on the book's tours.

-Jo Deurbrouck

For more information about *Anything Worth Doing*, log on to www.AnythingWorthDoing.com.



Story About a Pitbull Rescued from a Dog Fighting Ring Gets a Lot of Attention in April

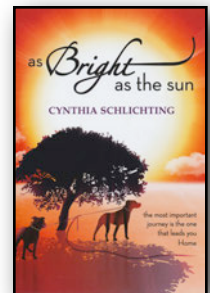
April was Prevention of Animal Cruelty Month and the poster dog for the cause is Bella, a pitbull mix rescued from a dog fighting ring.

Cynthia Schlichting of Minneapolis, whose book, *As Bright As the Sun*, tells Bella's story, was interviewed on several radio shows across the country in April.

On April 22nd she was interviewed on [KMA-AM's](#) morning show in Omaha, Neb. She was on the [Louie b Free show](#) in Youngstown, Ohio for close to an hour on April 19th. She also appeared on [WCCO-AM in Minneapolis](#) with Roshini Rajkumar on Sun., April 14th. On April 11th she did an interview with Rex Coombs on [WDPN-AM/Cleveland](#), and on April 1st she was interviewed by Jay Caldwell on [WJON-AM/St. Cloud](#).

Cynthia and her husband, Brian, adopted Bella after reading her story online. They are now trying to use her story to help other dogs in need.

Books are available for purchase online at www.AsBrightastheSun.com, and a portion of the proceeds from book sales go to aid rescued dogs.

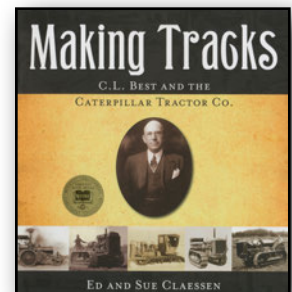


Authors of *Making Tracks* are Interviewed on FOX 40 Sacramento's Morning Show



Ed and Sue Claessen, authors, *Making Tracks: C.L. Best and the Caterpillar Tractor Co.*, appeared on the FOX 40 Sacramento morning show on April 17th to talk about their book. C.L. Best got his start in the

Sacramento area. [Here is a link to a copy of the segment that aired.](#) Learn more about the book at www.MakingTracksBook.com.

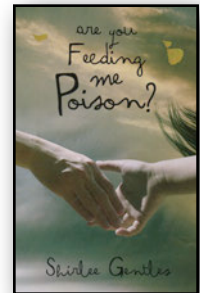


Author of *Are You Feeding Me Poison?* Talks About Her Son's Struggle with Mental Illness on National Radio Shows

In the wake of all the mass shootings across the country in recent years there has been a lot of attention on gun control. But many, including Shirlee Gentles, author of *Are You Feeding Me Poison?* say the focus for change should really be on what to do about the lack of help for people suffering from mental illness.

She is convinced that if there were resources in place to help him, her son, Marshall, would still be with us today. Marshall died in 2008. Gentles blames his battle with bipolar disorder for his untimely death. She shared her story with people listening to the [Louie b Free Show](#) in Youngstown, Ohio on April 16th and was on [WMJI-AM](#) in Cleveland, Ohio on March 25th.

For more information, visit the book's [Web page](#).



Bob Rueff, author, *Mind Game* and *Endgame* signed books at the B&N in Apple Valley, Minn., on April 6th. That week he was also interviewed on [WJON-AM/St. Cloud](#). Rueff's books are both psychological thrillers set in Minnesota. *Mind Game* is about the search for a serial killer who is targeting people who work in the Twin Cities arts community. *Endgame* revolves around a serial killer who is targeting people with connections to a Minnesota advertising agency. Learn more at www.BobRueff.com.



MEDIA OPPORTUNITIES

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

May Media Opportunities

Arthritis Awareness Month
Better Hearing and Speech Month
Healthy Vision Month
Melanoma/Skin Cancer Prevention Month
Motorcycle Safety Month
National Inventors Month
National Mental Health Month
National Military Appreciation Month

Other dates observed in May...

National Pet Week – May 5 – 11
Melanoma Monday – May 6
Mother's Day – May 12
National Nursing Home Week – May 12 – 18
Children's Book Week – May 13 – 19

Armed Forces Day – May 18
National Learn to Swim Day – May 18
National Safe Boating Week – May 18 – 24
National Missing Children's Day – May 25

June Media Opportunities

Adopt-a-shelter-cat Month
Child Vision Awareness Month
Fireworks Safety Months begin
Great Outdoors Month
Dairy Month
National Safety Month

Other dates observed in June....

National Cancer Survivors Day – June 2
Multicultural American Child Awareness Day – June 9
Family History Day – June 14
Father's Day – June 16
Lightning Safety Awareness Week – June 23 – 29

* Source: 2013 Chase's Calendar of Events

Six Authors RMA Publicity Works with Named Finalists for Midwest Book Awards

Finalists have been named in the 2013 Midwest Book Awards competition and six books RMA Publicity works with have made the list.

Mind Game, published by RM Publishing, and *Sapphire Trails*, published by Beaver's Pond Press, are finalists in the fiction: mystery/thriller category. *When Bluebirds Fly: Losing a Child, Living with Hope*, published by Radiant Heart Press, is a finalist in the self help category. *Yorkville Twins*, published by Golden Valley Publishing, is a finalist in the social science category. *The Last Kings of Norse America: Runestone Keys to a Lost Empire*, published by Beaver's Pond Press, is a finalist for cover design and Romanian Dragons LLC, publisher of *The Dragon in the Christmas Tree*, has been singled out for their website.

The Midwest Book Awards Gala will be held on May 8, 2013, from 6:30 to 8:30 p.m. at the Bloomington Center for the Arts in Bloomington, Minn. The awards ceremony is not a public event; reservations are required. Send an email to karen@creativeadvantage.net to secure a ticket.

RMA Publicity had a table at the Midwest Independent Publishers Association's Annual Vendor Fair



RMA Publicity was one of the presenters at the Midwest Independent Publishers Association's 2013 vendor fair held on April 17th. The annual vendor fair is provided by MIPA as a way to engage the public in meeting professionals who can help them in various areas of publishing. Learn more at www.mipa.org.

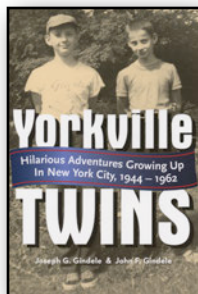
ALSO IN APRIL ...



JoAnn Deveney, author, *When Bluebird Fly*, signed books at Buffalo Books & Coffee in Buffalo, Minn., on April 6th. Also in April, her book was featured at the ADEC (American Death Education Counselors) 35th Annual Conference in Hollywood, Calif.

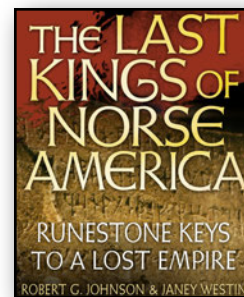


Marilyn Jax, the award-winning author of *Sapphire Trails*, *Road to Omalos* and *The Find*, signed books at a Barnes & Noble in Dallas, Tex. On April 24th. Also in April, the Beverly Hills Book Awards named *Sapphire Trails* as the best mystery published between 2008 and 2013.



Joe and John Gindele, authors, *Yorkville Twins*, had a table at the St. Peter Book Festival in St. Peter, Minn., on April 6th.

Robert Johnson and Janey Westin, authors of *The Last Kings of Norse America: Runestone Keys to a Lost Empire* presented the 25-minute paper, "Evidence of 13th Century Norse residence and inferred trade in the Red River region" on April 27 at the 45th Annual Dakota Conference on the Northern Plains in Sioux Falls (sponsored by Augustana College).



Think Outside the Social Media Box when it Comes to Book Promotion

Admit it, you've gotten frustrated by all the things you've done to sell books that haven't worked very well, if at all—advertising on Goodreads, doing book giveaways, producing a trailer, launching a social media campaign, blogging, buying a banner ad on a high traffic website, and the list goes on. You have to admit that yes, these tactics have created more traffic on your website, but very few if any of these techniques have sold more than a handful of books.



So what is it going to take to get your book the attention it deserves? You need to think outside the social media box. In other words, stop doing the same things all the other authors out there are doing and try something new, unique, heck, different.

Here are a few ideas I came up with. Feel free to try them out and if you do, please let me know if they made an impact for you:

1) If you have a children's book, come up with some engaging activities kids can do with your characters, such as word searches, word scrambles, creating their own stories starring the characters, etc. Introduce these activities every time you make an appearance at a bookstore or school. Getting the kids to interact with your characters is a sure fire way to get them interested in your book, and when their parents see how excited they are, they'll want to buy it.

2) If you have a non-fiction title, try to partner up with organizations whose members may be interested in your book. Suzanne Ruff, author, *The Reluctant Donor*, does a good job of reaching her target audience with the marketing efforts she engages in. Her book is about her struggle with the decision to donate a kidney to her sick sister because of her fear of medical procedures. Every year she participates in the U.S. Transplant Games and secures a table at the event to sell books. She also has a testimonial on the front cover from

CNN's Dr. Sunjay Gupta whom she had the courage to ask for a quote.

3) In the old days before social media, authors used to prepare press releases and send them to the media, offering a unique story angle in an effort to get themselves interviewed. Call me old-school but this is something I still do every day. Most authors do not.

Think outside the social media box and go back to the old way of doing things. You may be surprised how successful you can be. The one thing that hasn't changed in the digital age—newspapers, TV stations and radio stations still need people to interview.

Next month's article:

How to Capitalize on the Summer Months to Sell Books

About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).

The benefit of hiring a PR person with media experience

PR people with journalism experience are highly creative, calm in crisis situations and knowledgeable on many topics. Plus, they fully understand the needs of the media and are able to pitch stories in a natural way since they once had to offer story ideas to editors and/or producers every day in the newsroom.

RMA Publicity

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