

THE POWER OF PUBLICITY

National Radio Tour for Author of *Boo Boo Bear's Mission* a Huge Success



The Month of the Military Child was observed in April and RMA Publicity set up a ten city national radio tour to promote Mary Linda Sather's *Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq*.

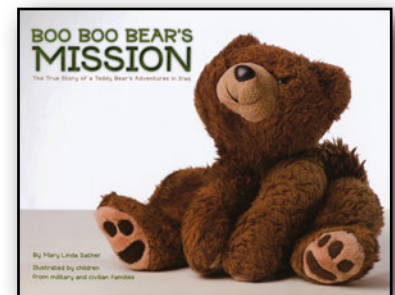
The tour kicked off Mar. 26 with an interview on the show, The New Urban Unlimited, on radio station KKNW-AM in Seattle. On April 2, Sather was interviewed on [WDUN-AM](#) in Atlanta, [WFIN-AM](#) in Toledo, Ohio, [WTKF-FM](#) in Greenville, N.C., and [Daybreak USA](#), a nationally syndicated radio show that runs on the USA Radio Network. On April 3, the author was interviewed on [WWWI-AM](#) Minneapolis. On April 4 interviews were done on [WDPN-AM](#) in Cleveland, Ohio, and [WXGM-AM](#) in Norfolk, Va. On Wednesday, April 9 Sather was interviewed via Skype on [WTVY-TV](#) in Dothan, Alabama. On Thursday, April 10, she was interviewed on [KMA-AM](#) in Omaha. Her tenth and final interview of the month was the morning of

April 11 on [KLGR-AM](#) in Redwood Falls, Minn.

After the tour concluded Sather had this to say, "WOW! What a great campaign! You opened a whole new world for me with the radio interviews. "

Boo Boo Bear's Mission is the story of how the author's son and granddaughter stayed connected during the second of his three deployments to Iraq. The illustrations for the book were drawn by children from military and civilian families. In addition to sharing a touching story, the book also contains a resource guide that describes specific ways caregivers can support children who are experiencing a deployment separation.

Learn more at www.Boo-Boo-Bears-Mission.net.



COMING UP IN MAY

A story about **Pappy and Me**, a children's book written by former kickboxer Ricky Lee, appears in the May issue of Tae Kwon Do magazine.

Genny Heikka, author, **Finding Mommy Bliss: Discovering Unexpected Joy in Everyday Moments** will appear on Good Day Sacramento and sign books at the B&N in Roseville, Calif., on May 3. Also in May, an article about the book will appear in "Sacramento Parenting."

Sherry Lynn Harris, author, **Adapting When Your Parent Becomes Your Child: Alzheimer's Caregiver Support**, will be interviewed on radio stations in Minneapolis, Norfolk, Va., and Mitchell, S.D. the week of Mother's Day.

Doug Cornelius, author, **Good News - I Failed: A Story of Inventing in Minnesota**, will share his story with students at Robbinsdale Middle School in Robbinsdale, Minn., on May 13.

Wynne Dalley, author, **Be Cool & Confident: A Guide for Girls** and **Be Cool & Confident: A Guide for Guys**, will sign books at the B&N in Antioch, Calif., on May 17.

National Alcohol Awareness Month Calls Attention to Murphy's Work to Help Addicts



April was National Alcohol Awareness Month and Amber Leone Murphy, author, *Can't Keep A Sober Girl Down* and *Can't Keep a Codependent Girl Down*, shared her story of recovery with radio listeners in Baltimore WBAL-AM, Atlanta [WLAQ-AM](#) and Mitchell, SD [KORN-FM](#).

Murphy discussed the huge role her faith has played in her recovery, and all the things she is now doing to help others who need help escaping the grip of addiction. Also in April, Murphy's story was featured on the front cover of *Refreshed*, a new magazine by the publishers of the Minnesota Christian Examiner. In the article, which RMA Publicity arranged, Murphy shares the story of the role her faith played in her recovery from alcohol addiction, and how she has made it her mission to help others.

Learn more about Murphy's work at www.CantKeepASoberGirlDown.com.

Etiquette Expert Wynne Dalley Interviewed on KGO-AM San Francisco



Etiquette expert Wynne Dalley, author of *Be Cool & Confident: A Guide for Girls* and *Be Cool & Confident: A Guide for Guys*, was interviewed on the Ron Owens Program on [KGO Radio](#) in San Francisco, Calif., the morning of April 15 to promote her upcoming events at Barnes & Noble stores in the Bay Area.

She appeared at the B&N in Dublin, Calif on April 16 and the [B&N in Walnut Creek, Calif.](#) on April 17.

In the *Be Cool & Confident* series, Dalley shares information young people need to know. The guides focus on taking care of one's body and personal appearance in a modern and practical way through good nutrition, makeup, hairstyling and fashion. Also covered, what kids need to know about proper etiquette.

Learn more about the book series at www.TellMePress.com.

Author Gabriel Valjan Signs Books at B&N Stores in Massachusetts and New Hampshire in April

If you enjoy a good spy mystery, an author who is a master at the genre is Gabriel Valjan. His latest novel was just released by Winter Goose Publishing.

Threading the Needle is book three in the continuing mystery series featuring Alabaster Black, aka Bianca Nerini. In this story, the rogue forensic accountant has been handed classified documents that have the potential to destroy careers and expose government secrets. Can she help neutralize the threat before it's too late?



Valjan signed books at the B&N in Manchester, N.H. on April 19 and the B&N in Hyannis, Mass. on April 4. More information about the book can be found on [Winter Goose Publishing's website](#).



Wood Artist Patrick Plautz Appears on WEAU-TV in Eau Claire, Wisc.



Wood artist Patrick Plautz appeared on the Noon show for WEAU-TV in Eau Claire, Wisc., on April 21 to promote the [Clark County "Spring into the Arts" Studio Tour](#), which took place on April 26 & 27. On April 16, an article about Plautz's work, written by RMA Publicity, appeared in the Tribune Record Gleaner.

Plautz studio, located at 9647 Gorman Avenue in Willard, Wisc., was among the stops on the tour.

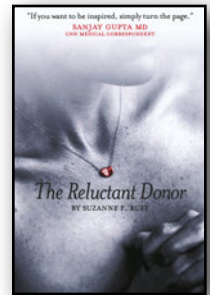
Author of *The Reluctant Donor* Speaks at Library in Chicago Area



In honor of Donate Life Month, Suzanne Ruff, author, *The Reluctant Donor*, was invited to speak at the Tinley Park Library in Illinois. The event took place on April 30. *The Reluctant Donor* is the author's memoir about making the difficult decision to donate a kidney to her sick sister.

Since the book came out, Ruff has become known as a national spokesperson for matters involving kidney donation and Polycystic Kidney Disease or PKD.

More information is available at www.TheReluctantDonor.com.



Feature About *Hawaiian Tales* Appears in The Day Connecticut

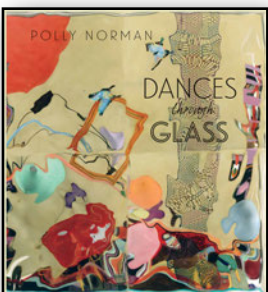
An article about Tell Me Press' new short story collection, *Hawaiian Tales: The Girl with Heavenly Eyes* by Lee A. Jacobus, ran in The Day Connecticut on April 26.

Amy Barry's article does a very good job of summarizing the content of the book and the author's inspiration.

Also in April, author Lee A. Jacobus signed books at the B&N in Waterbury, Conn. The event took place on April 16. Visit www.TellMePress.com for more information about the book.



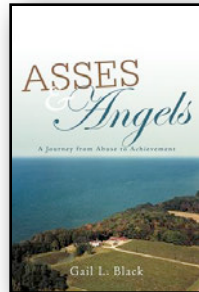
Dances Through Glass Named a Finalist in Six Categories of the Midwest Book Awards Competition



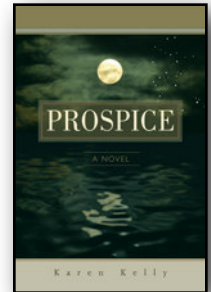
A book sharing an artist's psychological struggles and passion for dance has been named one of the best books produced in the Midwest in 2013. *Dances Through Glass: A 25-Year Retrospective of Work By Photographer and Painter Polly Norman* (AVANT Circle, 2013, \$49.95) is a finalist in six categories of this year's Midwest Book Awards competition. Winners will be announced on May 14.

ALSO IN APRIL ...

Gail Black, author, *Asses & Angels: A Journey from Abuse to Achievement*, was interviewed on WCHE-AM in Philadelphia on April 9.



Karen Kelly, author, *Prospice*, signed books at the B&N in Apple Valley, Minn., on April 12.



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 is...

Arthritis Awareness Month
Get Caught Reading Month
Heal the Children Month
National Mental Health Month

Specific dates observed in May...

National Pet Week – May 4 - 10
PTA Teacher Appreciation Week – May 5 - 9
Children's Book Week – May 12 - 18
National Etiquette Week – May 12 - 16
National Learn to Swim Day – May 17

June is...

Cataract Awareness Month
Child Vision Awareness Month
Fireworks Safety Month
June Dairy Month
National GLBT Book Month

Specific dates observed in June...

National Cancer Survivors Day – June 1, 2014
Family History Day – June 14
Lightning Safety Awareness Week – June 22 - 28, 2014

* Source: 2014 Chase's Calendar of Events

RMA Publicity

The Difference Between Marketing and Publicity

When it comes to promoting a book, a lot of people think marketing and publicity are one in the same, but that is not the case. Marketing a book includes such tasks as creating a website, getting the book into distribution, printing business cards, purchasing advertising, etc. It is basically the “paid” side of things.



Publicity, meantime, is the “unpaid side.” It involves securing reviews, and getting stories on TV and radio, in newspapers and magazines, online, etc. Unlike with an ad where money will secure the placement you want, in the case of publicity you need to convince the news media of the value of doing a story about you, and you do not have the ability to control the message. The media decides how to cover your story.

It’s no accident that the most successful books have both marketing and publicity plans in place well before the first copy rolls off the presses. While marketing tasks are fairly strait forward and can easily be done by the author or publisher, when it comes to publicity it is sometimes easier said than done. I can’t tell you how many times I’ve had people come to me for help after months of unsuccessfully pursuing their local media only to express their amazement when I am able to secure multiple interviews for them on my first day of pitching.

Why hire a publicist? The biggest benefit is being able to take advantage of the person’s connections, and in the case of RMA Publicity, experience in the news industry. Before starting my company in 2009, I spent 15 years working as a major market television producer. I also have newspaper reporting and corporate marketing experience. ([see my LinkedIn Profile for a summary of my experience](#)).

My media background is invaluable when it comes to knowing how to pitch a story and generate interest in my clients’ books and events. Doesn’t hurt that I started my professional career as a television newsroom assignment editor, charged with the task of reviewing press releases

that came in for the weekend crew and deciding which stories the station would cover.

Speaking of the press release, it is perhaps the most important marketing tool you can have for your book. It summarizes what your book is about, its key points and the author’s purpose for writing it in a page or two. This is important because news people are busier than you may think. While they may have a few minutes to read over and digest a press release, reporters and assignment editors do not have time to read your book to figure out what the hook may be. It is up to you to provide the hook for them.

Have more questions about book promotion? Check out the [Book Publicity articles](#) in the “Feature Articles” section of RMA Publicity’s website.

Next month’s publicity tips article:

Why Now is the Time to Start Planning Your Holiday Season Promotion

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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