
THE POWER OF PUBLICITY

All Four Local TV Stations Cover Brewery Bash Fundraiser for the Bloomington Veterans Memorial



Bloomington is one of the few cities in the state of Minnesota that doesn't currently have some kind of veterans memorial, and the grassroots effort to get one built is gaining traction.

All four Minneapolis TV stations...[WCCO](#) (CBS), [KSTP](#) (ABC), [FOX 9](#) and [KARE](#) (NBC)...covered the "Brewery Bash" fundraising event that took place the afternoon of September 18 at the Nine Mile Brewing Company in Bloomington. The establishment is less than a mile north of Bloomington Civic Plaza where the memorial will be built.

The event featured a silent auction, food trucks, and live entertainment. One hundred percent of the monies raised will go toward the cost of building the memorial.

Learn more about the effort at BloomingtonVeteransMemorial.org.

Coming up in November...

Hudda Ibrahim, author, *What Color is My Hijab?*, *Lula Wants to Wear A Badge* and *Imrah's First 100 Words*, will share her stories at the Marshall Public Library and Southview Elementary School in Marshall, Minnesota on November 16th.

Organizers of 3,000 Acts of Kindness Put Out the Call for Donations and Volunteers

The 11th Annual 3,000 Acts of Kindness event hosted by the Plymouth-based nonprofit Coated in Love will take place on Saturday, December 12, 2022, at the Minneapolis Convention Center. A lot has to happen between now and then, and the organization is putting out the call for both donations and volunteers.

For the second year in a row, RMA Publicity is handling the media for the event. The week of September 16, stories were placed in the [MN Sun Sailor newspaper](#), as well as [KSTP](#) television and [CCX Media](#).

For more information, go to CoatedInLove.org. On the website, you'll find a direct link to the event's Amazon Wish List, as well as information about how to make a financial donation, how to sign up to host a donation drive, and how to volunteer.



The Waters of Edina Hosts A Walk for Alzheimer's

The biggest fundraising event of the year in the Twin Cities for the Alzheimer's Association took place on September 17 at Target Field, but not everyone who wanted to participate in the Walk to End Alzheimer's could make it to Downtown Minneapolis.

Knowing their residents want to help the cause, all The Waters senior living communities in the Twin Cities metro area held Alzheimer's fundraisers and walks of their own. On September 13, dozens of residents of The Waters of Edina were joined by kids from the after-school program at nearby Countryside Elementary for their walk. It took place at Countryside Park, which is right across the street from the community, and just down the road from the elementary school.



[KSTP](#) and [KARE TV](#) covered the event, and the MN Sun Current newspaper published the article RMA Publicity wrote and photos we took at the event. Learn more about The Waters communities at www.TheWaters.com.

Author News

***Favorite Daughters* Author Appears on the Lori & Julia Show on My Talk 107.1 in Minneapolis**

Laurel Osterkamp, author, *Favorite Daughters*, was interviewed on the Lori & Julia show on My Talk 107.1 in Minneapolis/St. Paul on September 21st. Lori & Julia told her they loved her novel, which tells the story of three young women who become friends while attending Columbia University, and as adults find themselves in competition to be a heartbeat away from the White House. The story was inspired by the unlikely relationship between two famous Presidential daughters, Chelsea Clinton and Ivanka Trump.

[Here is a link to the show recording](#) for those who missed the interview. Also in September, Laurel presented at the North Suburban Center for the Arts' Reading series. [ABC Newspapers](#) published a story about the event.



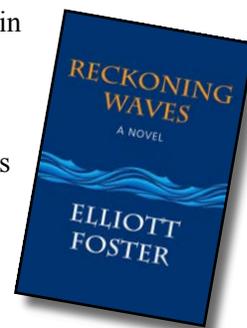
Pick up your copy of *Favorite Daughters* via Laurel's website: LaurelLit.com.

Rochester Post Bulletin Publishes Article About Elliott Foster's *Reckoning Waves*

[The Rochester Post Bulletin](#) has published a nice article about Elliott Foster's latest novel in its September 18, 2022 issue.

Reckoning Waves, which was published earlier this year, is the story of Corey Flannagan, who is trying to make a life for himself in California after fleeing the Midwest where he is wanted for a terrible crime. Just as his new life begins to take shape, however, the past comes back to haunt him.

Reckoning Waves was recently recognized at The San Francisco Book Festival as winner of the Gay Fiction / LGBTQ Fiction category of its annual competition. Learn more about the book, or pick up a copy at ElliottFoster.com.



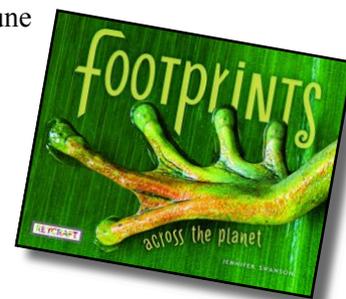
Footprints Across the Planet Author Signs Books at The Bookmark in Neptune Beach, FL

Every footprint - from the physical to the digital and the permanent to the fleeting – leaves a mark on Earth, telling a story of the past, the present, or the future. Knowing how important it is to drive this message home to kids, Jacksonville resident Jennifer Swanson has devoted her latest children's book to the concept.

Jennifer signed copies of *Footprints Across the Planet* at [The BookMark](#) in Neptune Beach, Florida, on September 24, 2022. Reycraft Books, a division of Benchmark Publishing, just released the title in August.

The story begins by stating the fact that footprints come in all shapes and sizes, colors and species, then goes on to showcase how impactful each footprint can be. "Whether it's an animal or human, whether it's a digital or a carbon footprint, everything makes an impact," says Swanson, who has had a strong love of science for as long as she can remember.

Learn more about Jennifer Swanson's work at JenniferSwansonBooks.com



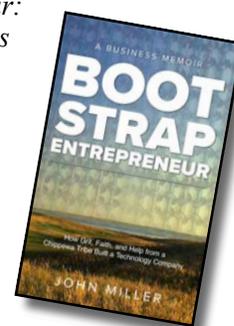
BOOK LAUNCHES

Bootstrap Entrepreneur: How Grit, Faith, and Help from a Chippewa Tribe Built a Technology Company — A Business Memoir Releases in September

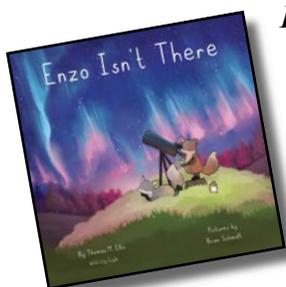
Congratulations to John Miller on the official launch of his memoir, *Bootstrap Entrepreneur: How Grit, Faith, and Help from a Chippewa Tribe Built a Technology Company — A Business Memoir*. In the book, Miller recalls how his company became a success.

Turtle Mountain Corporation (TMC) started in North Dakota in 1974 by making computer memory. A few years later they pivoted to manufacturing a variety of electronic components and equipment for large customers like IBM, Honeywell and 3M.

Miller says he decided to share the lessons he learned in business with future entrepreneurs through a book in hopes of making the process easier for the next generation of innovators. Pick up your copy on [Amazon](#) today.

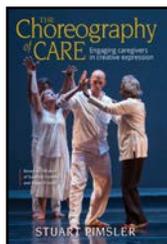


Enzo Isn't There Launches in September



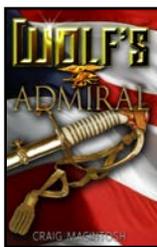
A new children's book that will serve as a resource teachers, librarians, parents and grandparents can turn to for help discussing the topic of grief and loss with a child officially launched in September. *Enzo Isn't There* by Thomas M. Ellis, a Marriage and Family Therapist from St. Paul, is the story of a little fox reflecting on all the things they used to do with their sibling, Enzo, before he died.

Lily Coyle, owner of Beaver's Pond Press, co-authored the book, which is available online now from the distributor, [Itasca Books](#).

Also in September...

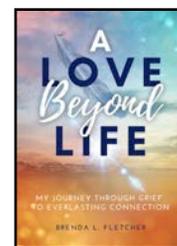
Craig Macintosh, author, *Wolf's Admiral*, was the featured author for the Rosemount Area Arts Council's Meet the Author Series in September. He presented at the Robert Trail Library on Thursday, September 15 at 6:30 p.m.

The Hardwood Creek Library in Forest Lake, Minnesota hosted a "Caring for the Caregivers" workshop on September 15. The workshop was led by Stuart Pimsler, author of *The Choreography of Care: Engaging Caregivers in Creative Expression*. A preview story about the event appeared in the Forest Lake Times.



The September 8 issue of [The Fairbault Daily News](#) featured the story RMA Publicity wrote about Brenda Fletcher's memoir, *A Love Beyond Life: My Journey Through Grief to Everlasting Connection*. This is a great book for anyone who has lost a loved one, but doesn't want to lose their connection to that person. Copies are available now on [Amazon.com through this direct link](#).

[The Stillwater Gazette](#) newspaper published a story about Patti Isaac's recently released memoir, *The Second Long March: Memoir from a Witness to China's Transformation*. In the book she shares observations made during her time in China in the 1980s, and what it was like when she returned more than 20 years later. Learn more about the book on the publisher's website: [AtmospherePress.com](#).

**MEDIA OPPORTUNITIES**

If your book is relatable to any of the following events observed in October or November 2022, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

October is...

Adopt A Shelter Dog Month
Antidepressant Death Awareness Month
Breast Cancer Awareness Month
Domestic Violence Awareness Month
Global Diversity Awareness Month
National Bullying Prevention Awareness Month
National Crime Prevention Awareness Month
National Disability Employment Awareness Month
Positive Attitude Month

Also Observed in October...

Random Acts of Poetry Day – Oct. 5
Fire Prevention Week – Oct. 9 – 15
Indigenous Peoples Day – Oct. 10
National Cat Day – Oct. 29

November is...

American Diabetes Month
Lung Cancer Awareness Month
National Adoption Month
Novel Writing Month
National Memoir Writing Month
Picture Book Month
National Family Caregivers Month
Prematurity Awareness Month
Worldwide Bereaved Siblings Awareness Month

Also Observed in November...

National Author's Day – Nov. 1
Veterans Day – Nov. 11
America Recycles Day – Nov. 15

Source: 2022 Chase's Calendar of Events

This Month's Publicity Tips Article: How to Create Awareness for Your Book During the Upcoming Holiday Season

By Rachel M. Anderson,
Publicist, [RMA Publicity](#)

Every year around this time I begin receiving calls from present and past clients—and also new prospects—asking for my help setting up book events at Barnes & Nobles and independent bookstores “just in time for the holiday season.”



Unfortunately, I have to turn them down. Because retailers are so busy in the weeks leading up to Christmas, most stores won't do any signings between Halloween and the first of the year. Those stores that will do signings have been booked since early summer.

While it may be too late to get into a bookstore for the holidays this year, that doesn't mean you can't capitalize on the holiday season. Here are five things you can do to create awareness for your book during the most wonderful time of the year.

1) 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.

2) Offer discounts and bonuses

Offer a special holiday season discount, or include a bonus gift for people who purchase your book before the end of the year. If, for example, your book is about a teddy's bear's adventures, perhaps you could include a small stuffed bear with purchases made in December.

3) 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 they can in turn auction off at their 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.

4) 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 put them up on community bulletin boards, or leave them 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!

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 is sure to 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 2023, 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 book stores.

Still not sure where to start? RMA Publicity would be happy to help. [Contact us](#) to get started on a campaign.

Next Month's Publicity Tips Article:

Putting A Plan in Place for End of the Year Sales and a Good Start for the New Year

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