

THE POWER OF PUBLICITY

RMA Publicity Gets The Semple Mansion into the Headlines



The HISTORY Channel's "Pawn Stars" are hitting the road to visit some of America's most exciting places in search of historical finds and impressive collectible objects in "Pawn Stars Do America." The show made a stop in Minneapolis in late August, and RMA Publicity ran a very successful campaign for The Semple Mansion, which plays a key role in the Minneapolis episode.

The morning of Aug. 22, [FOX 9's Shayne Wells](#) went

live outside the mansion twice during the morning show, and took viewers inside the mansion. In addition, Kristi Oman, Owner, and Katherine Bailey, Executive Director of the Semple Mansion, were on the [The Lori & Julia show on My Talk 107.1](#) on August 17. Plus, a preview story about the production appeared in the [Star Tribune newspaper](#).

Learn more about The Semple Mansion on the website, [SempleMansion.com](#)



All 4 Twin Cities TV Stations Cover Dog Days Westonka

The annual Dog Days Westonka festival drew hundreds to Surfside Park for a day of fun for both pets and their people on August 12th. Dogs of all sizes were able to participate in lots of different activities.

They included the pet pageant parade, the cutest puppy contest, musical sit and Doggy Dune Dig, where dogs had to sniff out water bottles that were hidden in the sand. Each bottle had a treat and prize ticket inside.

RMA Publicity handled PR again this year, and got great results! Both [KSTP TV](#) and [FOX 9 TV](#) aired stories the day of the event; and there were several preview stories



that drew people there. [The Laker/Pioneer](#) newspaper published a story on July 14. [KSTP TV](#) and [KARE TV](#) aired preview stories on their Saturday morning shows on August 5th; and [WCCO TV](#) aired a preview interview with myself and Dr. Jackie Piepkorn, the event's founder, on August 10th.

Proceeds from the event will benefit pet projects in the Westonka community, as well as the Eli Hart Memorial Foundation. The organization is in the process of raising money to build a new playground at Surfside Park in Eli Hart's memory.



4 Media Outlets in Rochester Cover A Day of State Fair-Themed Fun at The Waters on Mayowood



The 2023 Minnesota State Fair runs from August 24 to September 4. While they would love to go, many of the residents of The Waters on Mayowood senior living community in Rochester aren't able to make it.

Since staff didn't want them to miss out on "The Great Minnesota Get Together," they brought a taste of the Fair to the community on August 31st. The day kicked off with a car show in the morning, and wrapped up with a State Fair-themed Happy Hour in the afternoon, complete with Fair foods and games.

The event got great coverage by the local media. [KIMT-TV](#) went live from the community. [KAAL-TV](#) and [KTTC-TV](#) did stories about the event too; and so did [The Post Bulletin](#) newspaper.

Media Coverage Secured for The Waters of Eden Prairie's Annual Pre-season Football Game Against Local High School Team

2023 marks the 14th year the Eden Prairie Eagles high school football team has competed in a friendly game of touch football against staff at The Waters of Eden Prairie in the pre-season. RMA Publicity is happy to share we have once again secured media for the big game.

[WCCO TV's Sports Director Mike Max](#) did a nice story on August 25, and [The MN Sun Sailor](#) published the story we submitted.

Throughout the game, residents watched from the sidelines and went back and forth between cheering for the Eagles, and cheering for the staffers. As they do every year, the teenagers graciously let the older folks win, but staff at The Waters of Eden Prairie legitimately won the annual hot dog eating contest 7-to-6.



KARE TV Covers The Waters on 50th’s Pre State Fair Event

The 2023 Minnesota State Fair runs from August 24 to September 4. While they would love to go, many of the residents of The Waters on 50th senior living community in Minneapolis aren’t physically up to it.

Since staff doesn’t want them to miss out on “The Great Minnesota Get Together,” they brought a taste of the Fair to the community the afternoon of August 23, and KARE 11 covered the event. [Here's a link to the story the station aired.](#)

The original plan was to hold the pre-Fair get together outside, but because it was so hot staff set up the fair games inside. Llamas from Minnetrista-based Llama Mama Minnesota visited with residents inside as well.

And of course fair food was served.



Mpls. St. Paul Magazine Features Story About First Somali/English Language Curriculum in Minnesota



RMA Publicity is excited to share news of a placement in Minneapolis St. Paul Magazine for Abdi Mahad of Filsan Talent Partners. He is a linguist and the creator of the first Somali English language curriculum in Minnesota, and possibly the nation.

When the 2023/2024 school year gets underway for St. Cloud Area School District #742 students on September 6, 2023, there’ll be a large number of Kindergarteners enrolled in the program he developed.

“I am very excited about this opportunity, and look forward to launching the program in more school districts in the not-so-distant future,” said Mahad, who is currently in talks with several other school districts not just in Minnesota, but across the country.

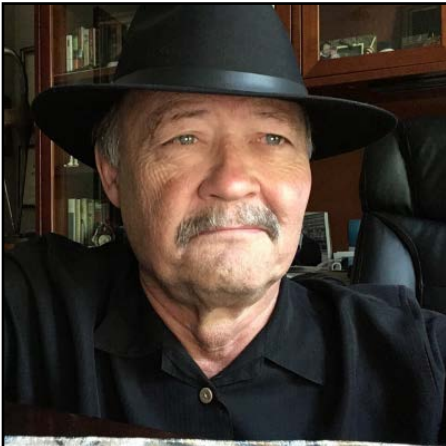
MN Sun Sailor Publishes Story About Avidor Minnetonka Residents’ Charitable Work

Residents of Avidor Minnetonka, a 55 plus active adult community in the Twin Cities, have come together to engage in various charitable projects lately, and two of them are featured in the August 25 edition of the [MN Sun Sailor newspaper](#).

Avidor Minnetonka hosted a luau and Lahaina Wildfire Relief Fundraiser on August 16 to raise money for the Red Cross, and in July they hosted a fundraiser for Best Christmas Ever, a nonprofit that helps people who are struggling through no fault of their own make sure the holiday season will be a good one for their families.

Also in August, the [MN Sun Current](#) newspaper previewed the Happy Hour event at Avidor Edina featuring a guest speaker from Can Do Canines.



Fall Book Tour Set for Latest Mystery by Minnesota Author Rob Jung

Politics and scandal seem to go hand in hand in real life. They are also great bedfellows in the latest mystery by Minnesota writer Rob Jung.

Judgment Day, released by Hawk Hill Literary in Summer 2023, is the story of Magnolia Kanaranzi, a recently elected U.S. Senator who is within a heartbeat of losing it all after being accused of murdering her own mother. She adamantly maintains her innocence, but the facts point to her guilt.

With the threat of the death penalty hanging over her head, Kanaranzi reluctantly agrees to meet with a forensic psychologist whose job is to determine whether she is competent to stand trial. Shocking revelations evolve from Kanaranzi's sessions, uncovering the real murderer, and setting in motion events that lead to a calamitous conclusion as perception and reality collide.

Rob Jung is going on a Fall book tour to promote *Judgment Day*, which is the conclusion of a trilogy that revolves around the disappearance of a famous mural by Spanish artist Joan Miro called "The Reaper," and how it set in motion a psychological, political and legal war between a struggling artist and his estranged mother 75-years later.

On Tuesday, September 19, 2023, beginning at 7 p.m., Jung will appear at Comma A Bookstore, located at 4250 Upton Avenue South in Minneapolis, Minnesota.

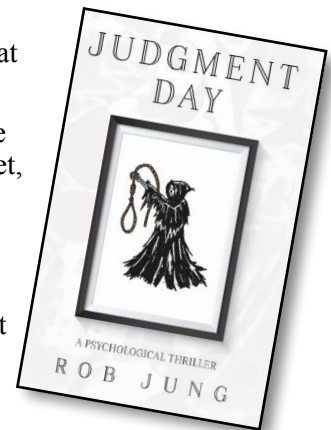
On Thursday, September 21, 2023, beginning at 7 p.m., an appearance is scheduled at [Subtext Books](#), located at 6 West 5th Street in St. Paul, Minnesota.

On Saturday, September 23, 2023, an appearance is planned at the Barnes and Noble Booksellers store in Minneapolis, Minnesota, which is located at 3216 West Lake Street, beginning at 1 p.m.

Rob Jung will also be at The Twin Cities Book Festival, which is being held on the State Fair Grounds in St. Paul on Saturday, October 14, 2023, from 10 a.m. to 5 p.m.

And on Wednesday, November 15, 2023, beginning at 7 p.m., a signing is planned at Magers & Quinn, located at 3038 Hennepin Avenue in Minneapolis, Minnesota.

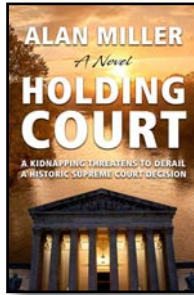
For more information about author Rob Jung's work, check out his website: RobJungWriter.com.



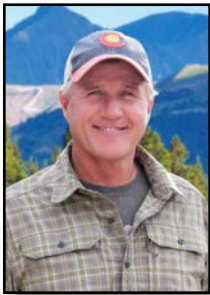
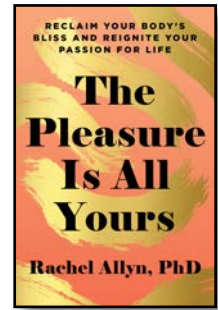
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Also in July...

Twin Cities media personality Alan Miller’s latest novel debuted at the Barnes and Noble Booksellers store in Minneapolis on August 12th. *Holding Court* is the story of a Supreme Court Justice who gets kidnapped on his way to work, and the investigative reporter who solves the mystery of what happened to him.



Dr. Rachel Allyn, PhD, the author of *The Pleasure Is All Yours: Reclaim Your Body’s Bliss and Reignite Your Passion for Life*, was interviewed on [The Love Code Podcast](#) with Dr. Sherrill Sellman on August 16.



Minnesota author Clancy Clark spoke at the August 28th meeting of the Grand Rapids, Minnesota Rotary Club.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in September or October 2023, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

September is...

- Happy Cat Month
- National Cholesterol Education Month
- National Recovery Month
- Healthy Aging Month
- Update Your Resume Month

Also Observed in September...

- World Suicide Prevention Day – Sept. 10
- National Day of Service and Remembrance – Sept. 11
- Be A Mensch Week – Sept. 16 – 22
- Build A Better Image Week – Sept. 17 – 23
- National Centenarian’s Day – Sept. 22

Source: 2023 Chase’s Calendar of Events

October is...

- Adopt A Shelter Dog Month
- Antidepressant Death Awareness Month
- Breast Cancer Awareness Month
- Domestic Violence Awareness Month
- Emotional Intelligence Awareness Month
- Global Diversity Awareness Month
- Health Literacy Month
- National Bullying Prevention Awareness Month
- National Domestic Violence Awareness Month
- National Reading Group Month
- Positive Attitude Month

Also Observed in October...

- Mental Illness Awareness Week – Oct. 1-7
- Guardian Angels Day – Oct. 2
- Random Acts of Poetry Day – Oct. 4
- National Diversity Day – Oct. 6 a
- National Bullying Prevention Day – Oct. 11
- National Fossil Day – Oct. 11
- National Coming Out Day – Oct. 11
- Global Cat Day – Oct. 16
- National Cat Day – Oct. 29
- Books for Treats Day – Oct. 31

Why Now is the Time to Finalize Your Plans for Book Sales During the Holiday Season

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



Every year around this time my phone starts ringing off the hook. Most of the authors I haven't spoken with for a while have the same question. "Can you get me into a Barnes & Noble to do a signing before Christmas?"

Unfortunately, the answer is no. Because they 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 August.

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 some things you can do to ring up some much-deserved sales during the most wonderful time of the year.

- 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.

- 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, include a small stuffed bear with purchases made in December.

- Give books away

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.

- 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 2024, 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 2024? 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. Just give us a call or send an [email](mailto:rachel@RMAPublicity.com) to get a campaign started.

Next Month's Publicity Tips Article:

Why Now is the Time to Finalize Your Plans for Book Sales During the Holiday Season

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