

THE POWER OF PUBLICITY

RMA Publicity Secures Multiple Stories About The Waters of Excelsior in July

It's official. The City of Excelsior, Minn., will soon have a new community for seniors who want to continue to live in the city they love. At its July 18 meeting, the Excelsior City Council voted in favor of building a new senior living community with over 100 apartments at 723 Water Street. Construction of The Waters of Excelsior will begin by the end of the year, with an anticipated opening in early 2018. The community will replace the closed



Excelsior Grill restaurant and a blighted apartment building that exist on the property now.

Jay Jensen from The Waters Senior Living said, "For the past 18-months we have been working with Excelsior to create its premier senior living community. We want to thank the Excelsior City Council and staff for their support. Now on to the ground breaking!"

No date has been scheduled yet for the first turn of the shovel.

RMA Publicity placed stories in the following media outlets about the City Council decision: [KSTP Television](#), [Twin Cities Business](#), the [Star Tribune](#), the [MN Sun Sailor](#) and [Lakeshore Weekly](#). Learn more about The Waters Senior Living at www.TheWatersSeniorliving.com.

COMING UP IN AUGUST

Caryn Sullivan, author, ***Bitter or Better: Grappling with Life on the Op-Ed Page***, will appear on the FOX 9 BUZZ in Minneapolis on Aug. 1. She will also sign books at the Barnes and Noble in Eagan, Minn., on Aug. 13.

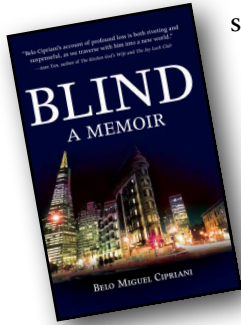
Tom Glaser, author, ***Full Heart Living: Conversations with the Happiest People I Know***, will appear on the FOX 9 BUZZ in Minneapolis on Aug. 3. In addition, his book officially launches at the Minnesota Fringe Festival on Aug. 6.

Gladys Tripp, illustrator, ***They Call Me Buddy: The World Traveler***, and Justin M. Anderson, author, ***Saving Stripes: A Kitty's Story***, will appear in the author tent at Dog Days Westonka, an annual event in Mound, Minn., on Aug. 6.

Marilyn Jax, a contributor to the anthology, ***Cooked to Death, Tales of Crimes and Cookery***, will participate in the official book launch event at Once Upon a Crime Mystery Bookstore in Minneapolis on Aug. 11.

***Author of Blind: A Memoir* Featured on American Foundation for the Blind Website**

Congratulations to Belo Cipriani, author, *Blind: A Memoir*. RMA Publicity secured a story about him and his book in July on the [American Foundation for the Blind website](#). In the article, Cipriani shares how he has embraced his blindness, and used it to secure opportunities in life.



Also in July, which marked the 26th anniversary of The Americans with Disabilities Act, the article Cipriani wrote, [Small Businesses Can Benefit from Hiring the Disabled](#), was published on Huffington Post.



Learn more about Belo Cipriani, or pick up a copy of his book at www.BeloCipriani.com.

***Carrying the Mummy* Author Appears on FOX 9 News in Minneapolis on July 10**



The current exhibit at the Science Museum of Minnesota is “Mummies: New Secrets from the Tombs.” Did you know the resident mummy at the Science Museum has some secrets of his own?

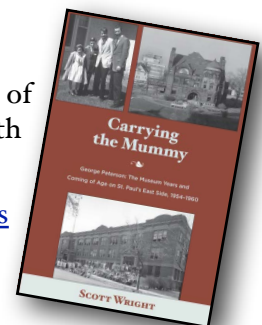
They are revealed in the book, *Carrying the Mummy*, written by Scott Wright of St. Paul. The book is

now being carried at the Science Museum gift shop, as well as the Minnesota Historical Society gift shop and Subtext Books in St. Paul.

In the book, Wright shares glimpses into his life story, which includes time spent interacting with the mummy when he was a boy. Wright worked at the Science Museum of Minnesota in the 1950s and 1960s when it was in its old location, a brownstone just north of the State Capitol.

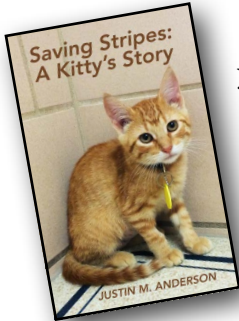
Wright shared his story with Leah Beno and Cody Matz on the [FOX 9 Morning News](#) on July 10. Wright was also on the Jordana Green Show on [WCCO Radio](#) in Minneapolis in July. The interview aired the evening of July 4.

Learn more on the book website, www.ScottWrightMindfulnessPress.com.



***Saving Stripes: A Kitty's Story* Receives a Rave Review on Whisker Fabulous Blog**

Saving Stripes: A Kitty's Story by Justin M. Anderson has received a rave review on Whisker Fabulous, a blog written in the voice of the founder's pets.



Reviewer Uncle Daniel says, "This is a fun read, which every animal lover should read, young or old. It also makes for a fun bedtime story as well as just a reflective piece in the life lessons of compassion, optimism and embracing life. That's pure Whisker Fabulosity!" [Here is a link](#) to the full review.

If you want to [purchase a copy of the book](#), it sells for \$10 with 100 percent of the proceeds benefiting S.O.S. Rescue Relief, Inc., a nonprofit whose mission is to prevent euthanasia in adoptable animals. The nonprofits' founders, sisters Stephanie and Shari Timberlake, played a key role in the rescue.

***Dreams of My Mothers* Author Interviewed About His Experiences with Prejudice**



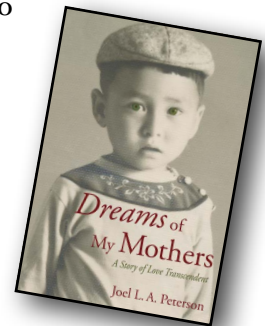
In light of the recent police-involved shootings, there is a lot of discussion right now in this country about prejudice and racial tensions; and RMA Publicity arranged four interviews for Joel Peterson, author, *Dreams of My Mothers: A Story of Love Transcendent* in July.

Peterson's award-winning novel, which is based on a true story, is a powerful account of a biracial, impoverished boy who, through the transcendent love of his mothers, rises above questions of identity, race, physical limitations and prejudice to become a unique American success story.

On July 18, Peterson was interviewed on [WDNG-AM in Anniston, AL](#). A column he wrote was published in Minnesota's [St. Peter Herald](#) on July 21. He was interviewed on [WVOX-AM in Westchester, NY](#) on July 26 and on July 27 he was interviewed on [KOGA-AM in Ogallala, Neb.](#)

The author was born in South Korea and came to America as a boy.

Learn more about the book, or pick up your copy today at www.DreamsofMyMothers.com.



Author of Book that Explains Cancer to Kids Interviewed on WCCO Radio in Minneapolis



When she learned a childhood friend had brain cancer, and was having a hard time explaining what was happening to her kids, Aurora Whittet of St. Louis Park, Minn., wrote the book, *Mama's Knight: A Cancer Story of Love*.

[Here is a link](#) to an article RMA Publicity wrote about the book, promoting the successful Kickstarter campaign held in July to help get the book published. It ran in the author's hometown paper, the MN Sun Sailor. Whittet also did an interview on [WCCO-AM Radio in Minneapolis](#) on July 22.

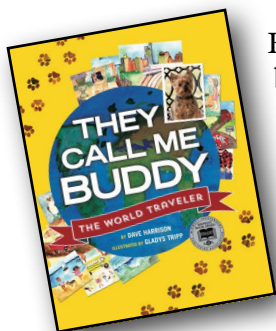
Kickstarter Campaign Launches in July to Help Bring a New Holiday Tradition to Life

A Kickstarter campaign is underway to help get the new children's book, *The Story of Adventure Santa*, published. Sean and Catherine Green of Eagan, Minn., are seeking \$12,000. The book will be part of a holiday-themed gift set they are bringing to market this holiday season that encourages families to give themselves and their kids the gift of spending time together over the holidays.



Learn more about the project at www.AdventureSanta.com. Watch the video promoting the project's [Kickstarter Campaign here](#). The Kickstarter campaign runs through Aug. 10.

North Carolina Magazine Publishes Story About *They Call Me Buddy's* Recent Book Award



There is an article about the recent Midwest Book award recognition for the children's book, *They Call Me Buddy: The World Traveler*, in the July edition of The Talking Point Magazine, which is a North Carolina publication ([the article is on Page 62 of the magazine](#)).

They Call Me Buddy: The World Traveler is the story of an Australian Silky terrier named Buddy who travels the world in search

of his forever home. Along the way he teaches readers geography lessons.

Books are available for purchase online at www.TheyCallMeBuddy.com.

POINT AUTHOR WINS AWARD FOR THEY CALL ME BUDDY

Talking Point readers, remember several months ago when we brought you the story about Brian Harrison, Dave Harrison and his dog Buddy, about whom he wrote a children's fiction (geography) book? Well... one very cool thing is now a finalist in the 2016 Midwest Book Awards for the category of Education/Learning.

As you may recall, Dave's dog Buddy was miraculously found in the Harrison's' fenced yard years ago with no identification. After searching for his owners, the Harrisons adopted Buddy, but never stopped wondering where he came from.

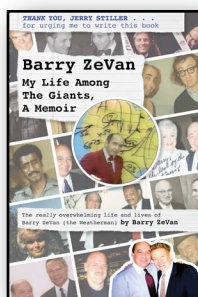
Dave's book *They Call Me Buddy: The World Traveler*, tells of Buddy getting lost and eventually finding his way to Australia, New Zealand, Russia, The Netherlands, Canada, South America, Antarctica, South Africa and Japan, before making his way back home to the United States. Everywhere Buddy travels, he finds friends and learns the geography and cultures of those places.

Dave wrote this book to teach children geography, a topic he feels is not focused on enough in schools these days. He also wanted to show children that there are good people all over the world. Dave has traveled to schools and even for book readings.

Although *They Call Me Buddy* is Dave's first published work, its recognition by Midwest Independent Publishing Association through the Midwest Book Awards demonstrates its high quality. The competition is judged by expert publishers, writers, editors, librarians, teachers and book-designers. The winner will be announced May 13, 2016.

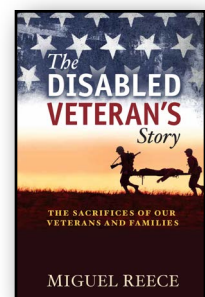
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ALSO IN JULY ...



Barry ZeVan, author, *My Life Among The Giants, A Memoir*... Thank You, Jerry Stiller For Urging Me To Write This Book, was interviewed by [WCCO's Jearlyn Steele](#) on July 3.

Miguel Reece, author, *The Disabled Veteran's Story: The Sacrifices of Our Veterans and Their Families*, sold books at the Panamanian Reunion in Norfolk, Va. The annual 20-year plus continued celebration is a time to acknowledge the sacrifices of those veterans and their families who volunteered for the draft or enlisted from the Panama Canal Zone and communities in Panama during the Vietnam era.



How to Convince a Reporter to Consider a Story About Your Book

By Rachel M. Anderson,
RMA Publicity



Most new authors know the value of adding publicity to the mix when it comes time to promote their book; but how do you convince a reporter to consider a story about your book? Let me start with what you shouldn't do.

Don't send a book and cover letter to the media and expect them to jump on your story. Reporters and news editors are way too busy to pay attention to, much less pick up and read a book they weren't expecting, and then take the time to come up with an angle for a story.

When I worked as a television newscast producer, I personally received an average of five books in the mail every month. The station received more like 50 or 100 titles. Very few of them ever made air. Those that did had the following five factors going for them:

1) A local connection.

I recommend that all authors, whether they published through a traditional publisher or are self-published, start trying to secure media in their hometowns before launching a national media campaign. It's a lot easier to secure media close to home because as a published author you are a local newsmaker. Other ways to establish a "local" connection: the author is planning to come to town on a book tour, the story is set in the city you are targeting for coverage, or the author has family in the city.

2) A well-put together press kit that did a good job of summarizing the content.

As I mentioned earlier, reporters and news editors don't have time to read an unsolicited manuscript, but if you get their attention with a direct and to-the-point phone conversation, voice mail and/or email, followed up by a press kit for your book, that could very well convince them of the value of doing a story about you and your

book. A good press kit will have a press release, author biography, testimonials about the book and suggested interview questions.

3) Timeliness.

Is your book a historical novel about the lives of soldiers who fought in World War II? If so, anniversaries associated with the War offer a good reason for the media to interview you and do a story about your book. Take the time to compile a list of all the dates on the editorial calendar that your book naturally associate with, and then contact the media in a timely manner to see if they may be interested in interviewing you for a story tied in to the anniversary.

4) Relevance.

Stay at the forefront of your topic. No matter what your book is about, you likely did a lot of research in the process of putting it together. The time and effort you put into learning about your topic makes you a subject matter expert. Don't be afraid to contact the media when you see a story that you'd like to comment on.

5) Newsworthiness.

Pay attention to stories that are making their way through the news cycle, and connect your story to them. For example, anyone who has written about gun control or mental health is in demand for interviews right now because of all the mass shootings that have been in the news lately.

Yes, getting and keeping your book in the news takes a lot of effort, but it is definitely worth it. When a story about you appears in the newspaper, on the radio or on TV, you are instantly catapulted to celebrity status, not to mention there's the potential to reach thousands of potential customers, all at the same time.

Don't feel comfortable pitching journalists, or have the time to do it? Then hire a publicist to help you. [RMA Publicity](#) would be happy to help.

Next month's publicity tips article:

Some Timely Advice for Authors Planning to Release a New Book in 2017

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 Facebook page and [“like” it](#).

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MEDIA OPPORTUNITIES

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

August is...

American Adventures Month
Read-A-Romance Month
What Will Be Your Legacy Month?

Also Observed in August...

National Lighthouse Day – Aug. 7
Elvis Week – Aug. 10 – 16
Vinyl Record Day – Aug. 12
Be Kind to Humankind Week – Aug. 25 – 31
National Grief Awareness Day – Aug. 30

* Source: 2016 Chase's Calendar of Events

September is...

Responsible Dog Ownership Month
Attention Deficit Hyperactivity Disorder Month
National Childhood Cancer, Gynecological Cancer, Ovarian Cancer and Prostate Cancer Awareness Month
Happy Cat Month
Healthy Aging Month
Hunger Action Month
National Childhood Obesity Awareness Month
National Recovery Month
National Service Dog Month
National Skincare Awareness Month

Also Observed in September...

National Suicide Prevention Week – Sept. 5 – 11
Dating and Life Coach Recognition Week – Sept. 11 – 17
National Assisted Living Week – Sept. 11 – 17
National Grandparents Day – Sept. 11
National School Backpack Awareness Day – Sept. 21
R.E.A.D. in America Day – Sept. 24

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