

THE POWER OF PUBLICITY

Dog Days Westonka to be Featured on 3 Twin Cities TV Stations in August



A Minnesota lake town's celebration of the Dog Days of Summer will be getting a lot of attention this year. The organizers of Dog Days Westonka have interviews scheduled on three of the four major TV stations in the Twin Cities in August.

Dr. Jackie Piepkorn, founder of the Westonka Animal Hospital, and organizer of the festival, will appear on KSTP-TV the morning of Sun., Aug. 6. She will be on WCCO-TV on Aug. 8 and KARE-TV on Aug. 11.

The event, which features activities for pets and pet lovers, will take place on Sat.,

Aug. 12 from 9 a.m. – 2 p.m. Events include a Hennepin County K-9 Demonstration and a Pet'Olympics dog competition, which will include a costume parade and cutest puppy contest, musical sit, doggie limbo and "Splash for Cash". Anyone can enter their dogs to compete for Gold, Silver or Bronze medals.

Besides these events there will also be a variety of booths for attendees to visit such as nail trims, a hydration station, Smooch Your Pooch pet photos, kids creative booth and an author's booth, which will feature the book, *Saving Stripes: A Kitty's Story* written by Minnetonka, Minn., teen author Justin M. Anderson. His book sells for \$10 with 100 percent of the proceeds benefitting S.O.S. Rescue Relief, Inc., of Plymouth, an organization whose mission is to prevent euthanasia in adoptable animals.

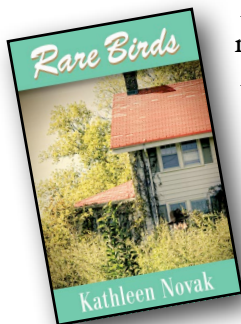
Coming up in August...

Carolyn Porter, author, *Marcel's Letters: A Font and the Search for One Man's Fate*, will lead a discussion about her book at the Stillwater, Minn., library on Aug. 2.

Justin M. Anderson's book, *Saving Stripes: A Kitty's Story*, will be featured at the Cat Video Festival in St. Paul the evening of Aug. 8.

Tom Glaser, author, *Full Heart Living: Conversations with the Happiest People I Know*, kicks off his summer/fall book tour with a workshop on happiness being offered at the Minnetonka Senior Center in Minn., on Aug. 16. On Aug. 27, he has a similar event planned at Park Books in Charlotte, N.C.

Minnesota Book Award Finalist Kathleen Novak's Latest Book Launches in August



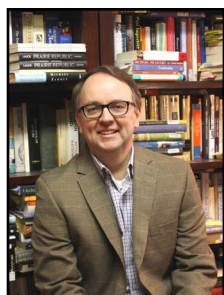
Minnesota author Kathleen Novak's novel, *Rare Birds*, officially releases on Sun., Aug. 6. In its review of the latest title by Novak, a Minnesota Book Award finalist, the [Star Tribune](#) says, "the several rare birds we meet along the way are impressionistic portraits of the community."

The August 2017 issue of Minnesota Women's Press also features a story about the book ([See Page 25](#)), and in July, a story about the book appeared in the [Duluth News Tribune](#). The paper published a nice summary of the plot of this title, which will especially appeal to those raised in Northern Minnesota.



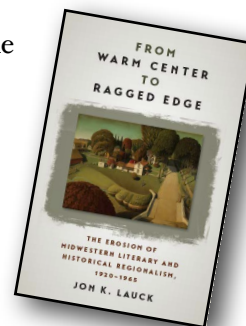
Learn more about the book at www.KathleenNovak.com.

Minneapolis Star Tribune Reviews Jon Lauck's *From Warm Center to Ragged Edge*

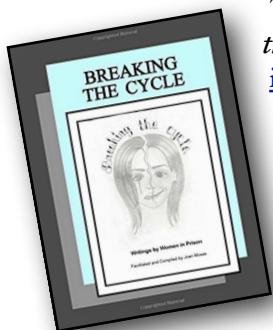


Congratulations to Jon Lauck, author, *From Warm Center to Ragged Edge*. There is a review of his book published in the July 25 issue of the [Minneapolis Star Tribune](#) newspaper. It points out, in part, how the Midwest's image devolved from "ascendant and triumphant region" to "sterile backwater."

Also on July 25, a story about the book published in the [Milwaukee Journal-Sentinel](#) newspaper.



The Catholic Spirit Publishes a Story About *Breaking the Cycle: writings By Women in Prison*

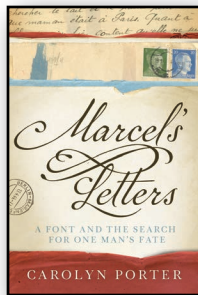


The Catholic Spirit published a story in July about Joannie Moses' new book, *Breaking the Cycle: Writings By Women in Prison*. In the article, "[New Brighton writer helps incarcerated women pen stories of hurt, hope](#)," writer Melenie Soucheray shares Moses' motivation for going into the Residential Re-entry Center of Roseville, Minn., starting a writers group, and eventually helping her students publish a book featuring their work.

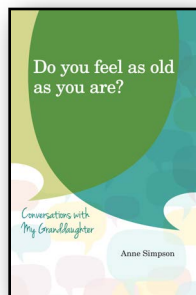
The book features stories of hope and renewal. Learn more about the author on her website, www.JoanMoses.com.

RMA Publicity

ALSO IN JULY ...

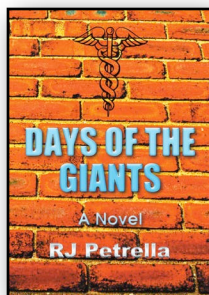


Carolyn Porter, author, *Marcel's Letters: A Font and the Search for One Man's Fate*, signed books at Valley Booksellers in Stillwater, Minn., on July 8, at the Har Mar Mall Barnes and Noble in Roseville on July 9 and at Eat My Words in Minneapolis on July 21.

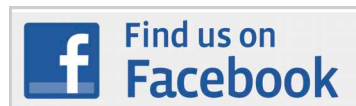


[The Cook County News Herald](#) published an article RMA Publicity wrote about Anne Simpson's book, *Do you feel as old as you are?*

Bob Petrella, author, *Days of the Giants*, participated in an author fair at the Ventress Memorial Library in Marshfield, Mass., on July 15.



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](#).



MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in August or September 2017, 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 Adventurers Month
Children's Vision and Learning Month
National Immunization Awareness Month
National Traffic Awareness Month
Read a Romance Month

Also Observed in August...

Exercise with Your Child Week – Aug. 6 – 12
Assistance Dog Week – Aug. 7-13
Japan's Unconditional Surrender Anniversary – Aug. 10
Be an Angel Day – Aug. 22
Be Kind to Human Kind Week – Aug. 25 – 31
National Grief Awareness Day – Aug. 30

* Source: 2017 Chase's Calendar of Events

September is...

Attention Deficit Hyperactivity Disorder Month
Childhood Cancer Awareness Month
Happy Cat Month
National Honey Month
National Recovery Month
National Service Dog Month
National Skin Care Awareness Month
Ovarian Cancer Awareness Month
Healthy Aging Month

Also Observed in September...

National Suicide Prevention Week – Sept. 4 – 10
National Assisted Living Week – Sept. 10 – 16
National Grandparents Day – Sept. 10
World Suicide Prevention Day – Sept. 10
Prostate Cancer Awareness Week – Sept. 17 – 23
Banned Books Week – Sept. 24 – 30
National Women's Health and Fitness Day – Sept. 27
World Rabies Day – Sept. 28
National Coffee Day – Sept. 29

How to Get the Media to Respond to Your Story Pitches

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



Ever wonder why your competition seems to be popping up everywhere—on television, the radio and in newspaper articles—but nobody is coming to you? The lack of attention likely has something to do with your approach.

As a former television news producer, I can tell you with absolute certainty the people most likely to get the attention of newsroom decision makers are those who manage to get themselves on the news media's radar. Think about it. A reporter isn't going to seek you out for an interview if they don't know you're there and available to provide the kind of information they need for a story.

Here are three solid strategies for getting on the news media's radar. I use these tactics regularly to help my clients get attention.

1) Connect with reporters and decision makers in newsrooms

Thanks to a 25 plus year career in the communications field, many of them spent working in newsrooms, I have built up some great contacts, which helps facilitate securing media placements for my clients. I know reporters and editors who work in cities across the country, and also have access to a media database that helps me find appropriate reporters to target in places I don't have personal contacts.

For those who don't have access to such resources, but want to try and secure coverage on their own, a good place to start is with social media. It is now possible to post comments to reporter stories online, and also to connect with reporters in places like Twitter, Linked-in and Facebook.

If you really want to stand out, do the unexpected and pick up the phone and call to introduce yourself. Once a reporter becomes aware

of your existence and expertise, the chances of them coming to you for comment on a story increases exponentially.

2) Send out regular press releases

As I mentioned before, the key to becoming the person the media seeks out when they need an expert on a particular topic is making sure they know you exist. One way to do this is to introduce yourself to newsroom decision makers through regular press releases.

Have you written a book that somehow relates to healthcare? If so, that is a hot topic issue these days, which makes your chances of getting noticed more likely than ever.

Start following the stories making their way through the news cycle and commenting on them. Always be sure to include a biography that highlights your expertise and availability for interviews in the written materials you send out. And don't forget to include your contact information.

Your first press release may not get acted on, but if you continue to reach out to the newsroom, and what you have to say makes sense, chances are good you will get a call one day.

3) Customize your pitches

Another good way to connect with reporters is to customize your pitches. Do some research before reaching out to a particular reporter. Take the time to read some of the articles he or she has written in the past, and work your reaction to previous stories into your pitch.

Need help developing an outreach plan to target media, [click here](#) to schedule a free publicity consult.

Next month's publicity tips article:

Should You Hire a Book Publicist?

RMA Publicity

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