

THE POWER OF PUBLICITY

RMA Publicity Secures 12 Media Placements for Dog Days Westonka

After a two-year hiatus due to the pandemic, Dog Days Westonka returned to Mound, Minnesota on August 13. Activities were held in two locations: Surfside Park and Beach and the Mound Harbor District.

The day of fun began with the Blessing of the Animals performed by Pastor Jim Beard from Bethel Methodist Church of Mound. That was followed by a pet costume parade, musical sit and the cutest puppy contest, plus doggie paddle boarding demonstrations, which is a new attraction for the festival.

Meantime over at the Mound Harbor District, Splash for Cash, which is one of the festival's most popular events, made its return.



In addition to all the fun activities, there were also food trucks and vendors on site. Music was provided by The Abiders, a Twin Cities-based band that plays the blues, country and folk songs.

RMA Publicity handled publicity for the event, and we're happy to share that all four Minneapolis affiliates provided coverage. The day of the event, [KARE 11's Saturday Morning show](#) went live from the event three times, and [FOX 9 News](#) went live in its morning show too. Later in the day, WCCO TV and [KSTP TV](#) photographers covered the event.

Preview stories were also done in the days before the event. [The FOX 9 Morning News](#) was live from Mound on Wed., Aug. 10. The morning shows on [WCCO TV](#) and [KSTC TV](#) previewed the event on Fri., Aug. 12. A story also aired on [LMCC](#), the community cable news channel in Mound, and the Laker-Pioneer newspaper published three stories: [Return of Dog Days A Howling Success](#), [Dog Days Returns to Mound This Summer](#), [Dog Days Slates Return to Surfside Park for August](#). In all, 12 media placements were secured.

Dog Days Westonka is put on by Westonka Community and Commerce (WCC), a local nonprofit organization, and is run by all volunteers. All proceeds go towards covering the costs of the event and keeping it going, as well as pet projects and programs serving the community.

More information can be found on the website: Westonkacc.com/dog-days-westonka.



Coming up in September...

Laurel Osterkamp, author, *Favorite Daughters*, will participate in the North Suburban Center for the Arts Reading Series on Sept. 8.

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

A fundraising Brewery Bash for the **Bloomington Veterans Memorial** takes place in the community room at Nine Mile Brewing Company, located at 9555 James Avenue South, Suite 290, Bloomington, MN 55431, on Sunday, September 18, 2022, between 3 p.m. and 6 p.m.

Thomas M. Ellis will launch *Enzo Isn't There*, his new children's book about sibling loss, on Saturday, Sept. 24 from 1 p.m. – 3 p.m. at the Crocus Hill Counseling Center/ Aesthetic Home building, located at 541 Selby Avenue, St. Paul, MN 55102. The event will feature a discussion, reading and signing, and is free and open to the public.

The Moments Between Dreams Featured in Shelf Unbound Magazine



Minnesota author Judith F. Brenner's novel, *The Moments Between Dreams*, was featured in the [August/September issue of Shelf Unbound](#) magazine.

This is the perfect example of a placement secured due to an author recognizing the importance of "playing the long game." RMA Publicity began working on the book campaign back in December 2021.

The initial round of outreach to Shelf Unbound took place in February 2022. The interview offer came in back in June, and the article published in August.

Congratulations to Judith Brenner on the amazing exposure this article is bringing to her book, which is currently in the top 100 books

sold on Amazon in the following categories: #37 in Women Author Literary Criticism and #63 in Domestic Partner Abuse Books.

Also in August, Judith had a very successful signing event at the Barnes and Noble at the Galleria Mall in Edina. The event was previewed in the Edina edition of the [MN Sun Current](#).

Pick up your copy of *The Moments Between Dreams* at [JudithFBrenner.com](#).



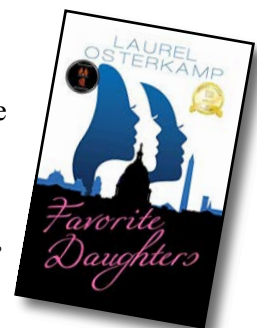
Laurel Osterkamp Launches Favorite Daughters at Eat My Words in Minneapolis



Laurel Osterkamp of Minneapolis launched her latest novel, *Favorite Daughters*, on August 25 during a reading and signing event at [Eat My Words Bookstore](#) in Minneapolis.

Favorite Daughters is the story of three young women who face life in the public eye, where political ambitions upend both love and loyalty. *Favorite Daughters* examines whether power and privilege are worth the price. The book was inspired by the unlikely relationship between Chelsea Clinton and Ivanka Trump, as well as the record number of young women who were elected to the House of Representatives during the 2018 midterm elections.

Learn more about Laurel Osterkamp's work at [LaurelLit.com](#).



Two TV Stations Cover First Responders BBQ at The Waters of Plymouth

It has been a busy summer for the men and women who serve the West Metro as first responders, and their neighbors at The Waters of Plymouth senior living community appreciate everything they do. The community hosted its annual drive-thru barbecue for first responders on August 31st, and several Plymouth police officers and firefighters turned out for the event.

In addition to enjoying the hotdogs, hamburgers, fruit and cookies served by staff, each first responder who came received a hand-written thank you note from the residents. They were handed out by one of the community's most famous residents. Walter McNeil, also known as Wally the Beer Man, who sold beer at Minnesota Twins games for nearly three decades before retiring in 2010.



Both [CCX Media](#) and [KSTP](#) Television covered the event. So did the MN Sun Sailor newspaper.

Employee Appreciation Week Event at The Waters of Plymouth Covered by KSTP TV



The Waters Senior Living's mission is to create a sense of community where everyone thrives, and they sure were having a good time at The Waters of Plymouth the afternoon of August 16. As part of Team Member Appreciation Week, staff decided it would be fun to put the community's managers in a dunk tank.

Residents and staffers took turns trying to get the managers wet. Not only were there lots of laughs, the event served as a fundraiser for #clearthelist, an effort to help make sure teachers get everything they need for the classroom before the beginning of the new school year, and [KSTP](#) television covered the event.

4 Media Outlets Turn Out for "The Big Game" in Eden Prairie

The high school football season hasn't officially gotten underway yet, but the Eden Prairie Eagles had their first big face-off of the season on August 19. After a two year hiatus due to Covid, they returned to The Waters of Eden Prairie senior living community for their annual face-off.

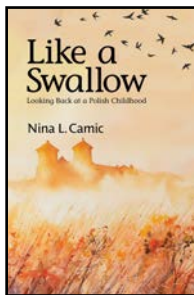
Usually, the kids compete in a touch football game against the senior living community's staff, but because the backyard was muddy due to a recent rainstorm, they did Wii bowling, and a hotdog eating and pushups competition instead.

The event got plenty of attention from the local media. KARE, [WCCO](#), [FOX 9](#) and the MN Sun Current all covered the event, which is one of the residents' favorite activities of the year. The high school athletes love it too! This was their 12th annual matchup.

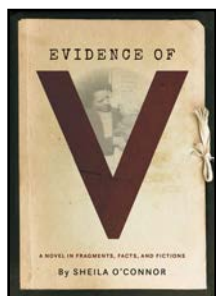
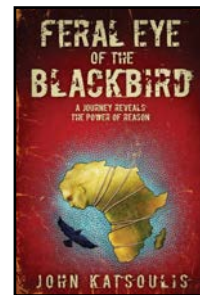


Also in August...

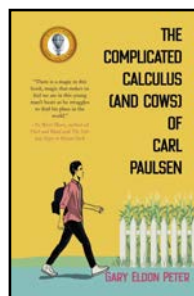
Retired University of Wisconsin law professor Nina Camic was interviewed on [Madison, Wisconsin television station WISC](#) during the 4 p.m. newscast on August 3rd. She talked about her new book *Like a Swallow*, a memoir that tracks her life as she moves between New York and Warsaw during the turbulent times after World War II. Learn more about Nina's work at [NinaCamic.blogspot.com](#).



John Katsoulis signed copies of *Feral Eye of the Blackbird: A Journey Reveals the Power of Reason* at the West Kendall Barnes and Noble Booksellers store in Miami on June 4.



Sheila O'Connor, author, *Evidence of V*, was the presenting author for the first Book Butler Book Club author event in Palm Beach, Florida. Her appearance took place on August 26 and was arranged by RMA Publicity.



Congratulations to author Gary Eldon Peter. His latest book, *The Complicated Calculus (and Cows) of Carl Paulsen*, made the [Star Tribune newspaper's](#) Summer Books for Slow Days reading list.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in September or October 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.

September is...

Childhood Cancer Awareness Month
Happy Cat Month
Hunger Action Month
National Cholesterol Control Month
National Recovery Month
Health Aging Month

Also Observed in September...

World Suicide Prevention Day – Sept. 10
Be A Mensch Week – Sept 11
World Patient Safety Day – Sept. 17

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

Source: 2022 Chase's Calendar of Events

It's time to develop your 2023 book marketing plan

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

How can it already be September? It seems like just yesterday we were ushering in 2022, and now we're just a few months from welcoming another new year. Well, you know what that means: it's time to start thinking about how you're going to market your book in the new year.



Whether your book is already out, or set for release soon, now is the time to sit down and develop a marketing plan. Once the holidays arrive, that will be the last thing on your mind so it's a good idea to do it now.

Here are ten tips that will help get you started:

1. Create a Website for your book. If you don't have one, it will be hard for potential readers to find you and the media to promote you.

2. Launch a social media campaign. This is something you can and should do well before your book is in print to create a following/fan-base. An easy way to do this is to create a Facebook Fan Page for your book and contribute entries to it regularly. Fan pages are totally free to set up and offer a viral method of making contact with potential customers. The average user is connected to 80 community pages, groups and events. (Make sure you mention that you have a Facebook Fan Page on your Website.)

3. Develop a list of places where your potential readers spend time and make plans to visit with them on their "home turf" throughout the year. If, for example, your book is about dieting or recovering from drug addiction, you should be attending regular support group meetings and telling people about your book. If you have a business book, join the local Chamber of Commerce and regularly attend meetings.

4. Seek out non-profits and other organizations that would be most interested in your book and/or expertise and let them know about your title. If your book is about organ donation, for example, Life Source, the American Organ Transplant Association and the United Network for Organ Sharing (UNOS), are good organizations to get to know.

5. If you haven't done it yet, ask your friends and people you know who have purchased your book to

write a review and post it on Amazon.com. The more reviews and activity you have, the higher you move in the searchable listings.

6. A lot of authors who started out by publishing just a traditional printed book have found that having their title available as an eBook as well significantly impacts the number of sales they get. According to the American Association of Publishers, eBooks account for 21 percent of total book sales.

7. Start a blog and contribute to it regularly, making reference to your book as often as you can. If people like what you have to say, they are likely to purchase your book. Please note, if you do not think you'll have the time to contribute regular content, scratch this one from your list.

8. Pay attention to stories making their way through the news cycle. They may offer you opportunities to get on the news.

9. Prepare regular press releases and distribute them to the media, or hire a publicist to handle this task for you. When you see a story in the news that you would like to comment on, don't just think about it, do it! Those authors who send out regular press releases are more likely to become sources for reporters than those who don't. The release of your book should mark the first time you reach out to the media, not the last.

10. Spend some time researching the editorial calendar reporters use to determine where your story would fit best.

Need help executing your plan? RMA Publicity would be happy to help. We develop marketing and publicity plans for authors, offer writing and pitching services, and can also help with setting up book launch parties, book signings and other author events. [Contact us](#) for more information.

Next Month's Publicity Tips Article:

How to Create Awareness for Your Book During the Upcoming Holiday Season

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