

# THE POWER OF PUBLICITY

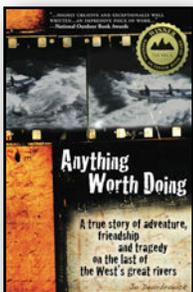
## Winner of National Outdoor Book Award Continues her Spring Book Tour



*Above: Jo Deurbrouck, author, **Anything Worth Doing** (R) got into the pool with reporter Zobreen Adamjee (L) during a live interview on FOX 40 Sacramento on March 21st. Jo, who used to be a river guide, talked Zobreen through how to escape from a kayak that has flipped over during a river ride.*

Jo Deurbrouck's Spring Book Tour to promote *Anything Worth Doing*, winner of a 2012 National Outdoor Book Award, will wrap up in April with stops in Oakland and Lotus, Calif., and Reno, Nev. Check out the preview article [Nevada Libraries](#) published about the Reno event in their March edition.

Also in March, Deurbrouck made stops in Ashland, Ore., Redding, Calif., Sacramento, Calif., where in addition to her readings & signings, she was also interviewed on the public radio show, The Jefferson Exchange in Ashland, Ore., as well as [Sacramento Public Radio](#) and [FOX 40 Sacramento](#).



The tour also stopped in Boise, Idaho and La Grande, Ore. She spoke about the necessity of adventure at the Garden City Library in Boise as part of the "Read Me Treasure Valley" series. She was also interviewed by KEOL Radio in La Grande, Ore., and KBNZ-TV in Bend, Ore.

Details about Jo's book tour can be found online at [www.anythingworthdoing.com](http://www.anythingworthdoing.com).

### COMING UP IN APRIL

Cynthia Schlichting, author, **As Bright As the Sun**, was interviewed on WJON-AM/St. Cloud on April 1st.

JoAnn Deveney, author, **When Bluebirds Fly: Losing a child. Living With Hope**, has a signing event at Buffalo Books & Coffee in Buffalo, Minn., on Sat., April 6th. Her book will also be sold at the ADEC (American Death Education Counselors) 35th Annual Conference in Hollywood, Calif. at the end of the month.

Joe and John Gindele, authors, **Yorkville Twins**, will have a table at the St. Peter Book Festival at the St. Peter Community Center in St. Peter, Minn., on April 6th.

Bob Rueff, author, **Mind Game** and **Endgame** has a signing at the B&N in Apple Valley, Minn., on April 6th. He was interviewed on WJON-AM/St. Cloud on April 3rd.

Jo Deurbrouck, author, **Anything Worth Doing**, has three events in April, a reading and slide show at California Canoe and Kayak in Oakland, Calif., on April 10th, a reading and signing at The River Store in Lotus, Calif., on April 13th, and she will be at Sundance Books and Music in Reno, Nev., on April 15th.

RMA Publicity will have a table at the **Midwest Independent Publishing Association's (MIPA's) Vendor Fair** on April 10th.

Adam Shepard's new book, **One Year Lived**, is scheduled for release on April 22nd.

## Florida Book Tour Wraps Up for Author of "The Last Lightning"

Craig MacIntosh, author of the World War II mystery, *The Last Lightning*, spent the month of March on a Book Tour through Florida. He made stops in Ocala, Jacksonville, Tampa, Sarasota, Naples and Ft. Myers.

The book also received some media support. MacIntosh appeared on the radio in Tampa ([WLK-FM](#)). In Jacksonville, he was interviewed on both radio (WJTK-FM) and television (WJXT-TV). In the other cities he visited, the tour got mentions in the newspaper.

*The Last Lightning* is the story of a plane that went down in the jungles of Papua New Guinea during World War II and the effort to recover the valuable cargo it was carrying. More information about the book can be found online at [www.thelastlightning.com](http://www.thelastlightning.com).



## Author of a Book about Minnesota Inventors Wraps Up His Spring Book Appearances in March



**Above:** Doug Cornelius, author, "Good News - I Failed: A Story of Inventing in Minnesota," shared his story with students at Weaver Lake Elementary in Maple Grove, Minn., on March 1st.

throughout the world. During his lifetime, Dick Cornelius held 180 patents.

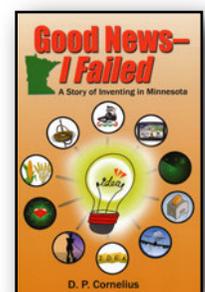
In *Good News - I Failed: A Story of Inventing in Minnesota*, released by Mill City Press in 2012, a young man named Josh goes to visit his grandfather, who is a walking encyclopedia when it comes to information about Minnesota inventors. Josh's grandfather helps him invent an aquarium cleaner he had dreamed up. As they are working, Josh learns about many of the innovations Minnesota inventors came up with that may help with his own project.

In the back of the book is an index with detailed information about 80 different Minnesota inventors. To learn more about *Good News - I Failed: A Story of Inventing in Minnesota*, or purchase copies, log on to [www.dpcornelius-author.com](http://www.dpcornelius-author.com).

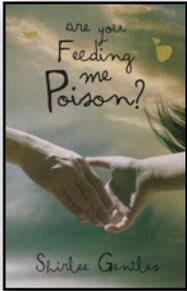
During the spring semester most Minnesota elementary and middle school students do units on inventing, and what better person than the son of a famous inventor to come into the schools and share his story.

Doug Cornelius of Brooklyn Park, Minn., wrapped up his spring book tour in March with appearances at Weaver Lake Elementary in Maple Grove, Minn. and Cardonlet Catholic School in Minneapolis. He shared his story of inventing with elementary school students who were studying Minnesota's history of inventing in the classroom.

Cornelius' inspiration for his book, *Good News - I Failed: A Story of Inventing in Minnesota*, was his own upbringing. When Doug was just a kid, his father, Dick Cornelius, invented the drink dispenser still used in bars, stores and restaurants



### Author of *Are You Feeding Me Poison?* talks about her son's struggle with mental illness on Cleveland Radio

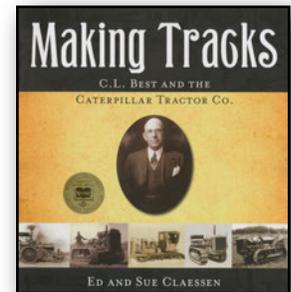


In the wake of all the mass shootings across the country in recent years there has been a lot of attention on gun control. But many, including Shirlee Gentles, author of [Are You Feeding Me Poison?](#), say the focus for change should really be on what to do about the lack of help for people suffering from mental illness.

She is convinced that if there were resources in place to help her son, Marshall, he would still be with us today. Marshall died in 2008. Gentles blames his battle with bipolar disorder for his untimely death. She shared her story with people listening to [WMJI-AM](#) in Cleveland, Ohio on March 25th.

### Article about "Making Tracks" Runs in Agri-News

Congratulations to Ed and Sue Claessen, authors, *Making Tracks: C.L. Best and the Caterpillar Tractor Co.* The article RMA Publicity wrote about their book ran on the front page of the March issue of Agri-News, a newspaper serving both Minnesota and Northern Iowa.



### Feature article about a Duluth author & publisher appears in the Lake County News Chronicle



The Lake County News-Chronicle published a nice article about Bruce Henricksen, author, *Crooked Miles, Woven World*, a collection of stories set in and around Duluth, Minnesota. Henricksen is a former Loyola University professor who has been writing nonstop since his retirement in 1996. The headline of the article about him is "[After long journey, Duluth writer finds his niche as book publisher.](#)" Also in March, he did readings at two libraries in Northern Minnesota.

### Award-winning Mystery Author Gets Attention in the Cayman Islands



Marilyn Jax, the award-winning author of *Sapphire Trails*, *Road to Omalos* and *The Find* was interviewed on [CITN, the Cayman Islands International Television Network](#), on March 15th. The same week she was interviewed on [Radio Cayman](#). The media helped promote what ended up being a very well attended book signing and presentation at Books-and-Books in the Cayman Islands.

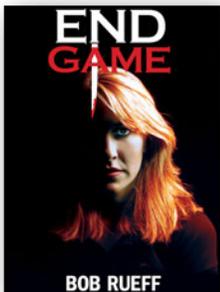
## RMA Publicity shares book promotion tips with authors and publishers at two events in March – The 2013 Bloomington Writer's Festival and the March MIPA Meeting



Hundreds of people attended the 2013 Bloomington Writer's Festival in Bloomington, Minn. this year, and RMA Publicity's founder, Rachel M. Anderson, led one of the workshops. Rachel spoke on the role book marketing and publicity play in selling books.

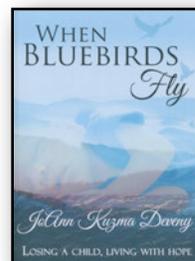
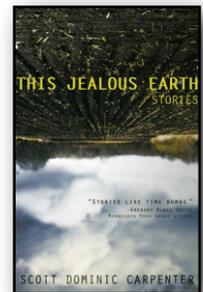
Earlier in the month she participated in a panel discussion about book marketing at the Midwest Independent Publishers Associations monthly meeting. For meeting notes, log on to [www.mipa.org](http://www.mipa.org).

### ALSO IN MARCH..



A short article previewing Bob Rueff's upcoming signing at the Barnes & Noble in Apple Valley, Minn., appeared in the [MN Sun](http://www.mnpost.com) newspaper on March 6th.

Scott Dominic Carpenter, author, *This Jealous Earth Stories*, appeared at Barnes & Noble Apple Valley on March 7th.



JoAnn Deveney, author, *When Blue Birds Fly*, talked about her book and signed copies at The Bookcase of Wayzata on March 24th.

## MEDIA OPPORTUNITIES

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

### April Media Opportunities

Alcohol Awareness Month  
Child Abuse Prevention Month  
Defeat Diabetes Month  
Emotional Overeating Awareness Month  
National Autism Awareness Month  
National Sexual Assault Awareness and Prevention Month  
Prevention of Animal Cruelty Month  
Stress Awareness Month  
Worldwide Bereaved Spouses Awareness Month

### Other dates observed in April...

Medication Safety Week – April 1 - 7  
Drowsy Driver Awareness Day – April 6  
National Siblings Day – April 10  
National Volunteer Week – April 21 – 27  
National Teach Children to Save Day – April 23

### May Media Opportunities

Arthritis Awareness Month  
Better Hearing and Speech Month  
Healthy Vision Month  
Melanoma/Skin Cancer Prevention Month  
Motorcycle Safety Month  
National Inventors Month  
National Mental Health Month  
National Military Appreciation Month

### Other dates observed in May....

National Pet Week – May 5 – 11  
Melanoma Monday – May 6  
National Nursing Home Week – May 12 – 18  
Children's Book Week – May 13 – 19  
Armed Forces Day – May 18  
National Learn to Swim Day – May 18  
National Safe Boating Week – May 18 – 24

\* Source: 2013 Chase's Calendar of Events

## Publicity Tip Article: How to Determine the Success of a Publicity Campaign

One of the questions I get a lot is “How can I measure the success of my book publicity campaign?” In my world, success means I was able to secure placements for a client in either the newspaper, on radio, TV and/or online. But as business people, authors and publishers of course want to know what their return on investment (ROI) will be.



While I can't guarantee a campaign will definitely lead to a certain number of book sales, what I can guarantee is that once the media picks up on a story, awareness of the title will be increased. While a media appearance alone cannot guarantee book sales, one will without a doubt raise your profile in the community where the media is secured.

RMA Publicity helped secure media coverage for two authors on book tours in March. Jo Deurbrouck, author, *Anything Worth Doing*, made stops in Boise, Idaho, as well as several cities in California and Oregon while Craig MacIntosh, author, *The Last Lightning*, toured in Tampa, Naples, Sarasota, Jacksonville and Ocala, Florida.

Both authors got media coverage in multiple cities on their tours. Collectively, they sold dozens of books. Did they make a profit on their book tours? No, but both authors now have fans they wouldn't have had if they hadn't gone on the road; and it is hoped that each of their new fans will become ambassadors for their titles.

So in addition to tracking the number of books sold, keeping track of the number of new fans you secure as a direct result of a media appearance is an easy way to track the effectiveness of the campaign. Here are some others:

1) Provide the media with a unique URL to use when they are telling their audience about the book, then use Google Analytics to track the traffic your website gets after your media appearance. If sales come from the special URL you created, then you know for sure the campaign was effective.

2) Provide the media with a unique toll-free phone number people can call if they want to buy the book. If a call comes through on that line, you'll know exactly where it came from.

3) Do an online survey right on your home page. Ask visitors to your site to let you know how they found out about your book. List all of your media appearance. It is also a good idea to offer these options, Google Search, Word of Mouth, Other.

Going on a book tour and securing media coverage are both key ways of raising awareness about your book, but remember, marketing is an ongoing process. In order to get results, you have to be consistent.

### Next month's article:

Think Outside the Box when it Comes to Book Promotion

### About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).

### The benefit of hiring a PR person with media experience

PR people with journalism experience are highly creative, calm in crisis situations and knowledgeable on many topics. Plus, they fully understand the needs of the media and are able to pitch stories in a natural way since they once had to offer story ideas to editors and/or producers every day in the newsroom.

## RMA Publicity

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