

THE POWER OF PUBLICITY

WELCOME

RMA Publicity Launches Author Newsletter



Above: Gregg Proteaux, author of Attitudes at Every Altitude, appeared on KARE 11's morning newscast on Thursday, March 17, 2011. See page 2 for story.

Welcome to RMA Publicity's first monthly newsletter. We hope this will become a resource you look forward to receiving every month.

The idea for the newsletter came about through a recent conversation with a long-time client. I have helped her secure media placements in several newspapers and magazines up and down the West Coast.

Every time we get another placement, Christine Renhard Stenstrom, author of *Cherry Blossom Trees Literary Writings and Artworks*, comments on how I should be profiling them on my website. After all, she is.

Well Christine, I'm about to start doing just that. Thank you for the suggestion!

RMA Publicity

Upcoming Events

April 4, 2011

FOX 9 Morning News appearance
Karen Kodzik, author, *Navigating Through "Now What?"*

April 7, 2011

Book Launch Party
Navigating Through "Now What?"
By Karen Kodzik
O'Gara's Bar & Grill, St. Paul, Minn.

April 8, 2011

Book sale and signing event
A Platter of Chatter Charming Stories and Terrific Recipes
By Margie Zats
St. Louis Park, Minn., Byerly's Grocery Store

April 9, 2011

Book sale and signing event
Attitudes at Every Altitude
By Gregg Proteaux
Apple Valley, Minn., Barnes & Noble

April 13, 2011

Reading and discussion
Attitudes at Every Altitude
By Gregg Proteaux
Fridley Community Center

April 15 & 16, 2011

Book sale and signing event
A Platter of Chatter Charming Stories and Terrific Recipes
By Margie Zats
Fresh Seasons Market, Minnetonka, Minn

April 25, 2011

KVVU Fox Las Vegas appearance
Mary Linda Sather, author, *Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*

Children's story time and signing
Mary Linda Sather, author, *Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*
Barnes & Noble Citadel, Colorado Springs, Colo.

April 26, 2011

Military family workshop - Ft. Carson
Led by Mary Linda Sather, author, *Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*

MARCH EVENTS & MEDIA PLACEMENTS

Bloomington Writer’s Festival and Book Fair

RMA Publicity had a table at this year’s Bloomington Writer’s Festival and Book Fair which took place on Saturday, March 19, 2011. We were there to offer writers at all stages of the publishing process insight into how to promote and market their books.

We handed out tip sheets and had some great conversations that will hopefully make a big difference for the authors who stopped by our table to chat.

RMA Publicity will definitely be back next year.



Above Rachel M. Anderson, Marketing & PR Consultant, RMA Publicity and our strategic partner, Craig Rentmeester, Owner & Manager, Relevante Marketing. *Left* Rachel and Craig answer an author’s questions about marketing and website design.



Attitudes at Every Altitude – One Flight Attendant’s Observations From 7 Million Miles Flown

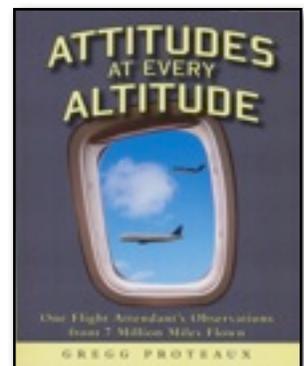


RMA Publicity has been working with Gregg Proteaux, author of Attitudes at Every Altitude for more than a year now. In 2010, we secured appearances for him on three Sacramento television stations – KXTV, KCRA and KTXL – and two

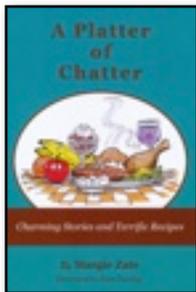
stations in the Twin Cities – KARE 11 and FOX 9 News. We also set up several book signings.

Early this year Gregg asked RMA Publicity to help him out with publicity again. On March 17, 2011, we secured nine minutes of air time for Gregg on KARE 11’s Morning News with Kim Insley and Tim McNiff.

In the 5 a.m. hour, Gregg, who is a flight attendant, offered Spring Break Travel Tips. His appearance in the 6 a.m. hour was all about the book. The TV segment also promoted an upcoming signing for Gregg at the Barnes & Noble store in Apple Valley, Minn. He will appear there to sign books April 9, 2011, from 1p-3p.



A Platter of Chatter Charming Stories and Terrific Recipes



RMA Publicity secured an interview with *American Jewish World* in the Twin Cities for Margie Zats, author of *A Platter of Chatter Charming Stories and Terrific Recipes*.

During the interview, Margie shared how she had gone to school in Paris to become a pastry chef, then returned to Minnesota and put her skills to good use. She spent many years working as a caterer at the Byerly's grocery store in St. Louis Park, Minn., and

also started up a gourmet menu for diabetic patients at Mt. Sinai Hospital.

After retiring she turned her attention to writing. *A Platter of Chatter Charming Stories and Terrific Recipes* is Margie's fourth book. Watch for the article about Margie Zats in *American Jewish World's* April 1, 2011, edition.

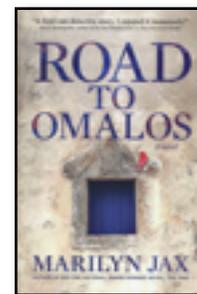


Above L-R: Erin Elliott Bryan, Community Editor, *American Jewish World* and author Margie Zats chat in Margie's living room.

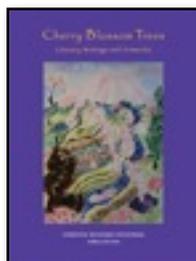
Road to Omalos and The Find



Marilyn Jax, award-winning author of mystery novels *Road to Omalos* and *The Find*, had a very busy month in the Cayman Islands. In early March, a newspaper article that focused on her background as a senior government fraud investigator, the characters in her novels and her upcoming events ran in the *Cay Compass* newspaper. Marilyn also appeared on television and radio to promote her book signing and discussion event, and Mystery Writer's Workshop event at Books and Books of the Cayman Islands. Both events were very well attended.



Cherry Blossom Trees Literary Writings and Artworks



Every Spring the cherry blossoms bloom at both the University of Washington quad and along the Potomac River in the City of Washington, D.C. What a perfect time for Christine Renhard Stenstrom, author of *Cherry Blossom Trees Literary Writings and Artworks* to focus on book sales.

On March 19, 2011, Christine had a table at the Japanese Friendship Garden Cherry Blossom Festival in San Diego, Calif. A phone calling blitz was also done to bookstores in Washington, D.C. to get Christine's book on the shelves in time for the National Cherry Blossom Festival. All of the stores we contacted ordered copies of the book.

The Media Pitch

Whether you've published your book through a major publishing house or with the assistance of a self



publishing company, you will likely be on your own when it comes to marketing. But if you want your book to sell, it's something you can't ignore!

So how do you market your book? One very effective way to do it is with the help of the media.

RMA Publicity is in the Minneapolis market which according to the Nielsen Company is the 15th largest television market in the country. Minneapolis-St. Paul television stations have the potential to reach 1,753,780 households on any given day. The two major dailies, The Minneapolis Star Tribune and St. Paul Pioneer Press are delivered to 297,478 and 185,736 homes daily respectively.

That's a lot of potential customers; but in order to get your story in front of them you need to get past the gatekeepers first. In the newspaper world, you typically need to sell a section editor on a story. At the television station, the assignment editors make most of the coverage decisions.

So what are news professionals looking for in a story? A good way to answer that question is by telling you what they don't want – a story about another local man or

woman whose book has just been published.

Just like car accidents, that happens pretty much every day here in the Twin Cities. In fact, according to the Midwest Independent Book Publishers, the Twin Cities region is a literary mecca. There are dozens of publishing companies based right here – and they turn out hundreds of titles each year.

Unless you are a sports hero, Fortunate 500 company executive, politician, movie star or the latest teen sensation, the fact that your book has been published probably won't make the news. In order to get coverage, you need a better hook than that.

Remember, first impressions are everything – particularly when reaching out to the media. Before making first contact, be prepared to let the person you are talking to know how a story about you and your project can benefit their audience. Don't make the pitch about the book, but about how your story will positively affect others.

Then follow that call up with a well put together press kit. If you don't have one, let us create one for you.

Remember, simply receiving a cover letter in the mail with a copy of a book does nothing to impress a busy news person. They don't have time to read your book, much less pick up the phone and call to ask what it's about.

Coming up next month

How to create a press release that gets you coverage.

APRIL MEDIA OPPORTUNITIES

If your book is easily relatable to any of the events below that are observed in April, RMA Publicity can help you put together a pitch that may be able to help you get some media coverage.

- Alcohol Awareness Month
- Cancer Control Month
- Car Care Month
- Child Abuse Prevention Month
- Confederate History Month
- Defeat Diabetes Month
- Emotional Overeating Awareness Month
- National Autism Awareness Month
- National Child Abuse Prevention Month
- National Donate Life Month
- National Poetry Month
- National Sexual Assault Awareness Month
- National Youth Sports Safety Month
- Pet First Aid Awareness Month
- Physical Wellness Month
- Prevention of Animal Cruelty Month
- World Habitat Awareness Month

** Source: 2011 Chase's Calendar of Events*

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