

# THE POWER OF PUBLICITY

## *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking* Officially Launches in April

April is National Sexual Assault Awareness Month and RMA Publicity is helping get the word out about a new effort to help an underserved segment of the population of victims: boys.

Rev. Kevin Kline, who was himself a victim of trafficking in his youth, is working to create resources that will help male victims. It's a cause near and dear to his heart.

When Rev. Kline was 14-years-old in the summer of 1975, a friend from school who, like him was gay, hand delivered him to a pimp who coerced him into servicing men in St. Louis. For 3-months he had sex with men for money, afterwards, returning to his suburban home. His parents had no idea what was going on.

The trafficking went on all summer long. Kline says he eventually stopped returning his pimp's calls after two friends he made on the streets, fellow trafficking victims, both died. One was hit by a van. The other died of exposure.

Kline tried to put what happened behind him, and did a pretty good job of it for 30 years. Then one day he was mugged and all the terrible feelings about what had happened came flooding back.

His psychologist encouraged him to journal about his feelings and that journal eventually turned into the book, *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*. Kline's co-author is Dan Maurer, who specializes in telling transformative stories under the Dan the Story Man brand. Maurer is also the author of *Sobriety: A Graphic Novel*, which explains the 12-step recovery process through comics.

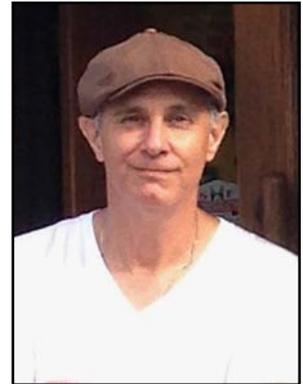
A book tour has been planned to promote both books in April, which coincidentally is also national Alcohol Awareness Month. Several media placements have already been secured. On Sat., April 11, Kline will share his story on KSTP's 8 a.m. show. He will be on

News and Views with Roshini Radjkumar on WCCO Radio Sun., April 12; and the Minnesota tour to promote the book kicks off on April 14.

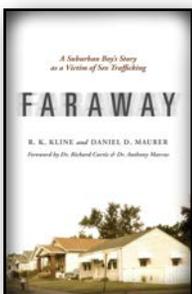
Here are tour details:

### APRIL

Tues., April 14, 7 p.m. \* launch event, speaking and signing  
Barnes and Noble – Roseville, MN  
2100 N. Snelling Avenue, Roseville, MN 55113



Kevin Kline



### COMING UP IN APRIL

Doug Cornelius, author, *Good News: I Failed: A Story of Inventing in Minnesota*, will share his story with students at the Friendship School of Minneapolis on April 7.

The launch party for Elliott Foster's *Whispering Pines* will be held on April 19 in St. Paul.

Sandra Novacek, publisher, *Border Crossings: Coming of Age in the Czech Resistance*, will present at the Czech and Slovak Cultural Center in St. Paul on April 25 from 10 a.m. – Noon.

Wed., April 15, 7 p.m. \* speaking and signing event  
The Book Shelf  
162 W. 2nd Street, Winona, MN 55987

Fri., April 17, 2015, 11:30am - 2 p.m. \* signing event only  
Barnes & Noble Downtown  
801 Nicollet Mall, Minneapolis, MN 55402

Sat., April 18, 1 p.m. \* signing event only  
Book World Park Rapids  
211 S. Main Avenue, Park Rapids, MN 56470

Sunday, April 19, 2015, 2 p.m. \* speaking event and signing  
Barnes & Noble/Rochester -Apache Mall  
1201 12th Street SW, Rochester, MN 55902

Sat., April 25, 1 p.m. \* signing event only  
Book World Detroit Lakes  
815 Washington Avenue, Detroit Lakes, MN 56502

Sunday, April 26, 2015, 1 p.m. \* speaking and signing  
Barnes & Noble - Eagan  
1291 Promenade Place, Eagan, MN 55121

Thursday, April 30, 2015, 6:30 p.m. \* speaking and signing  
Bookstore at Figtgers  
600 E. Superior Street  
Duluth, MN 55802

## MAY

Sat., May 2, 2015, 1p - 3p  
Book World - Marshfield, WI  
414 S. Central Avenue, Marshfield, WI 54449



Promotion of *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking* actually began in March with Maurer's appearance at the TRIAD meeting in Cannon Falls, Minn., on March 11. TRIAD is a citizens and law enforcement partnership to create a safe and positive community. An article about the event can be viewed [here](#).

Also in March, on the 4th, [a Letter to the Editor](#) Maurer wrote in response to an article about sex trafficking in the Zumbroto-Times Record was published in the paper. The Zumbroto Times-Record covers news in Southern Minnesota.

Learn more about *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking* at [www.Faraway-Book.com](http://www.Faraway-Book.com). More information about *Sobriety: A Graphic Novel* can be found at [www.DanTheStoryMan.com](http://www.DanTheStoryMan.com).

Wed., May 6, 2015, 7 p.m. \* speaking and signing event  
Common Good Books  
38 S. Snelling Ave., St. Paul, MN 55105

Thursday, May 21, 2015, 6:30 p.m.  
Book World - Mequon, WI  
10920 N. Port Washington Road, Mequon, WI 53092-5031

Friday, May 22, 2015, 11am - 1 p.m.  
Book World - Rhinelander  
58 N. Brown Street, Rhinelander, WI 54501

Saturday, May 23, 2015, 4pm - 5:30 pm  
Barnes & Noble, Racine (Southland Center)  
2710 S. Green Bay Road, Racine, WI 53406

Thursday, Friday and Saturday, May 28, 29, 30, 2015 \* speaking and signing  
Demand Change Project  
Crowne Plaza Riverfront  
St. Paul, MN

## JULY

Sat., July 11, 2015, 11 a.m.  
Book World - Hayward, WI  
10553 Main Street, Hayward, WI 54843

### School Appearance in March for People Profiled in a Book About Achievers

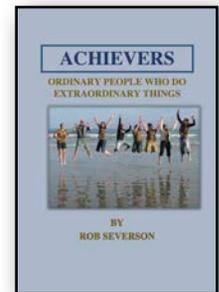


*I enjoyed my visit to Linwood Monroe Arts Plus on March 11. Here I am posing for a photo outside the school with the other speakers and our entourage.*

As part of the AVID program at Linwood Monroe Arts Plus Middle School in St. Paul this year, students have been reading Rob Severson's book, [Achievers: Ordinary People Who Do Extraordinary Things](#).

The book shares the stories of more than a dozen people who have overcome great odds, ranging from poverty and illness to bad economic times, to go on and do great things.

Several of the people profiled in the book, including Rachel M. Anderson from RMA Publicity, met with 7th graders at the school on March 11. The kids had great questions about how the speakers got where they are today. Learn more about the book at [www.RobSeverson.com](http://www.RobSeverson.com).



### Authors of "Mommy Are We Rich?" Get Multiple Interviews in March

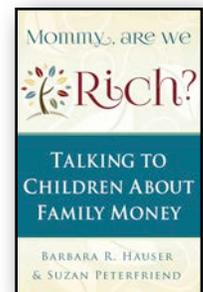


Suzy Peterfriend and Barbara R. Hauser, co-authors of *Mommy Are We Rich? Talking to Children About Family Money*, were interviewed by a reporter from [Palm Beach Daily newspaper](#) in March. The story published in the paper shares their advice on what to tell children about family money at different ages.

Also in March, Hauser was interviewed on Red Rock Radio in Brainerd, Minn. She spoke with the morning show's Jimmy V. for about a half hour on the

topic of talking to children about money.

Learn more about *Mommy Are We Rich?* or pick up a copy of your own at [www.MommyAreWeRich.com](http://www.MommyAreWeRich.com).

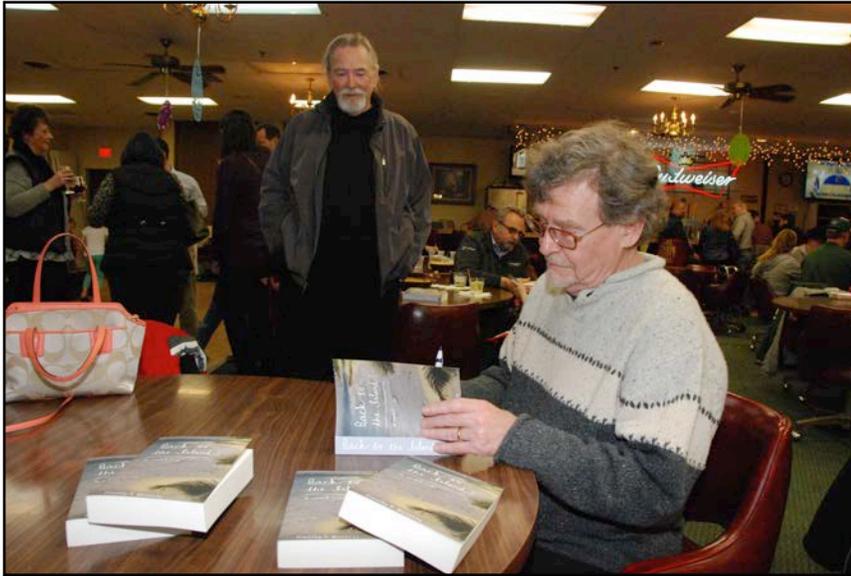


### Wise Ink Creative Publishing Founders Featured in March Edition of Minnesota Women's Press

Wise Ink Creative Publishing founders Dara Beevas and Amy Quale are featured in the March 2015 edition of the Minnesota Women's Press and RMA Publicity secured the placement.

The article profiles the women's backgrounds, and tells the story of how their company came to be. Learn more about the services Wise Ink offers at [www.WiseInkPub.com](http://www.WiseInkPub.com).

### Launch Party Held for Munkeby's *Back to the Island*



A great crowd turned out for the launch party for Tim Munkeby's debut novel, *Back to the Island*. The party was held at the American Legion in Hopkins, Minn. on March 19.

*Back to the Island* follows the misadventures of Mikael Mulcahy, whose grief over the death of his wife and child lead him to a hillside cottage in the Bahamas. What follows, in addition to a few 'pokes' at



things that need poking, is a rollercoaster series of shootings, mistaken identities, surprise reunions, and romances that are anything but traditional.

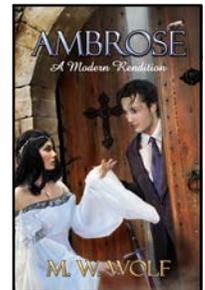
If you couldn't make it to the party and want to pick up a copy, they are available for purchase at [www.TimMunkeby.com](http://www.TimMunkeby.com).

### Wolf's Debut Novel Profiled in The Monitor newspaper

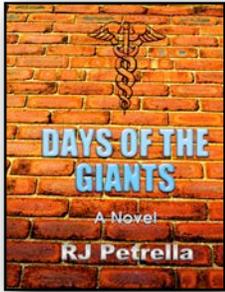


The Monitor, a community newspaper that covers the Como neighborhood in St. Paul, has published the article RMA Publicity wrote about Mark Wolf's debut novel, *Ambrose: A Modern Rendition*.

It is a story about the ancient Saint Ambrose that is set in the future. Learn more about the book or purchase a copy on the publisher's website, [www.SaintsOnBicycles.com](http://www.SaintsOnBicycles.com).



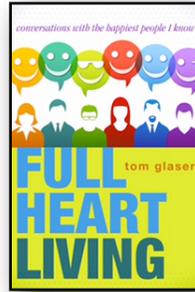
## ALSO IN MARCH ...



R.J. Petrella, author, *Days of the Giants*, participated in a Mystery Writer's Roundtable event at the Barnes & Noble Booksellers in Framingham, Mass., on March 10.

Also in March, a story about the novel was published in Metro West Daily, a Boston-

area newspaper.



The [Facebook page](#) for Tom Glaser's soon-to-be-published book, *Full Heart Living*, went live on March 20, the International Day of Happiness. "Like the page to learn more about the book.

## 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 is...

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

### Also observed in April...

National Love Our Children Day – April 4  
 National Dog Fighting Awareness Day – April 8  
 National Volunteer Week – April 12-18  
 Celebrate Teen Literature Day – April 16  
 Money Smart Week – April 18-25  
 World Book Night – April 23  
 National Teach Children to Save Day – April 24  
 World Healing Day - April 25

### May is...

Arthritis Month  
 Gardening for Wildlife Month  
 Get Caught Reading Month  
 Heal the Children Month  
 National Foster Care Month  
 National Mental Health Month  
 National Military Appreciation Month  
 Personal History Awareness Month  
 Spiritual Literacy Month

### Also observed in May...

National Family Week – May 3 – 9  
 Military Spouse Appreciation Day – May 8  
 National Nursing Home Week – May 10 – 16  
 National Etiquette Week - May 11 – 15  
 National Learn to Swim Day – May 16  
 National Safe Boating Week – May 16 – 22

# RMA Publicity

## What Authors Should Be Doing Now to Get Ready for the Summer Season

Ah Summer. The time of year we've been waiting so patiently for has arrived. Finally, we have time to enjoy outdoor activities like walking in the park, swimming and just relaxing in the sun and reading a book.



For retail, summer is typically a pretty slow time of year as people are more focused on leisure time than getting things done. It is for that very reason, however, that summertime is a great time to promote and sell books.

Reading is one of those coveted leisure activities people enjoy doing in the summertime, so capitalize on all the opportunities out there. Here are some ideas for easy ways to promote a book during the summertime:

1) Appear at summer festivals. Just about every local community puts on a summer festival to bring people together, and they typically offer local businesses the opportunity to buy a table and showcase their services. If you haven't done so already, check to see if there is any space available for you at your local festival. This is a sure fire way to reach hundreds, maybe even thousands of people if you live in a large community.

There are typically fees to secure a table at these events, but they are usually nominal. And don't be afraid to venture into a nearby community either. I work with several authors who spend the entire summer traveling the Midwest selling books at festivals.

2) Library appearances. Another popular place to present is at your local or regional library. Since a lot of people travel in the summertime, there is less competition for securing those coveted event slots. Reach out to your local library to see if they can work you into their schedule. Many libraries will both pay the author an appearance fee, and allow him or her to sell books to attendees.

The great thing about library appearances is that you typically get help with promotion. The libraries will print up flyers and leave them near book checkout lanes. Some library systems also

print up catalogs of events that are distributed both in print and online.

3) Set up signings at bookstores. Bookstores are another popular place to do events. They don't charge a fee for the use of their facility, but they won't pay you to appear either. If you do an event at an independent bookstore, you can either sell books on consignment, typically with either a 70/30 split or 60/40 split off the retail price—with the larger amount going to the author; or the store will order the book through a distributor. Most of the chain stores will go through their own distributor, so cash will never trade hands.

In addition to planning events, summer is also a good time to strategize about what you're going to do to sell books in the fall and winter, which are typically the busiest times of year to sell books. Log on to <http://www.rmapublicity.com/feature-articles/38-book-publicity> to view more book publicity tips articles.

### Next month's publicity tips article:

Why Book Reviews Are Important and How to Go About Getting Them

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of [www.RMAPublicity.com](http://www.RMAPublicity.com). If you would like to receive updates as they happen, please visit our page and "like" it.

# RMA Publicity

[www.RMAPublicity.com](http://www.RMAPublicity.com)  
[rachel@RMAPublicity.com](mailto:rachel@RMAPublicity.com)  
 (952) 240 - 2513