

THE POWER OF PUBLICITY

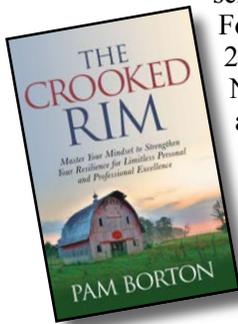
Former University of Minnesota Women's Basketball Coach Pam Borton Talks About The Final 4 on WCCO Television

The morning of March 31st, former University of Minnesota women's basketball coach Pam Borton was interviewed on [WCCO Television's Morning newscast](#). She shared her thoughts on what the players and coaches were going through as they prepared for the Final 4 basketball tournament. She also discussed the skills players will gain from the experience that they can transfer to their careers later in life.



Borton led the Golden Gophers to the school's first Final Four appearance in

2004. During her career, she also took the team to three straight Sweet 16's and numerous NCAA appearances. These days, she is a sought after high-performing Senior Executive Coach and professional speaker.



Pam uses the same strategies that helped her develop high performing, elite athletes that went all the way to the Final Four to develop corporate athletes. Her strategies and more are laid out in her latest book. *The Crooked Rim: Master Your Mindset to Strengthen Your Resilience for Limitless Personal and Professional Excellence*, came out earlier this year.

Pick up your copy today at OnPointNextLevel.com/books.

Pioneer Press Previews Dakota County Public Library Event to Observe Transgender Day of Visibility on March 31st

For years, people have been complaining about the lack of diversity in literature, and now a movement is underway to rectify the problem. Twin Cities author Rob Jung and writer and activist Ellie Krug discussed the work they are doing to be part of the solution during a virtual event hosted by the Dakota County Library on March 31, 2022.

Coming up in April...

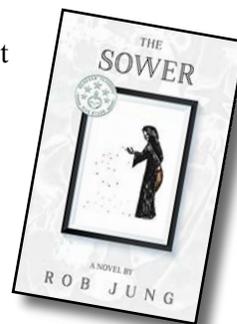
Elliott Foster, author of *Reckoning Waves*, hosts his first event in Minnesota to promote his latest novel. A discussion and signing is planned for Sunday, April 3rd beginning at 2:30 p.m. at Lake Monster Brewing, located at 550 Vandalia Street in St. Paul, Minnesota. The event is open to the public, and Subtext Books of St. Paul will be handling the book sales.

Hudda Ibrahim, author, *What Color is My Hijab?* and *Lula Wants to Wear A Badge*, has appearances planned at the St. Cloud Math and Science Academy in St. Cloud, Minnesota on April 19, and The King County Public Library in Seattle, Washington on April 27.

A preview story about the event and review of Jung's novel, *The Sower*, was published in the [Pioneer Press](#) newspaper on March 27, 2022.

At the event, Jung and Krug discussed their collaboration, friendship, education, and how it turned into Jung's newest book. *The Sower* is the story of a transgender private detective working on a case involving a five-year-old unsolved murder, a U.S. Senate candidate with a past to hide and an alleged art forgery that rocks the art world.

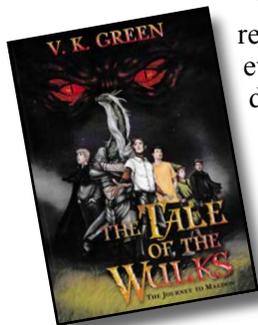
Krug is an attorney who transitioned from male to female in 2009, and since that time has been very vocal on issues involving equity and diversity. She is the recipient of numerous awards and recognition for her work, and additionally, writes for two Twin-Cities-based publications. She is a much sought-after speaker who has presented across North America more than 1,000 times.



April is Autism Acceptance Month and the Perfect Time to Shine Light on an Accomplished Author from California

Another RMA Publicity client working to shine a light on the importance of diversity in literature is V.K. Green of Fremont, California, who lives with autism. When he was a teenager, he wrote a book featuring a boy who like himself has special needs.

Originally a more than 800 page epic, *The Tale of the Wulks* is now in the process of being broken down into a series of shorter stories. Book 5 is currently in production.



When the first book, *The Journey to Maldon*, gets underway, readers learn that planet Earth is about to come under attack by the evil Dark Lord Vanko, and humans aren't the only creatures in danger. So are the elves, dwarfs, and Wulks that share the planet.

The protagonist is Rilk. His grandfather isn't just the elder of the village, but one of the few creatures on the planet with the power to defeat the Dark Lord. Rilk recruits several of his friends to accompany him on the adventure of a lifetime—an adventure that may just determine the fate of humanity and all other life on planet Earth.

The fact that Rilk, like the author, is autistic, will play a key role in the outcome. Green says the story was inspired by one of his favorite movies, *Lord of the Rings: The Fellowship of the Ring*,

Green's books are available for purchase on both [Amazon](#) and [Barnes and Noble.com](#).



Copies of Jim Lewis' Children's Book, *Courtney Figures It Out*, Donated to Sensory Saturdays Event

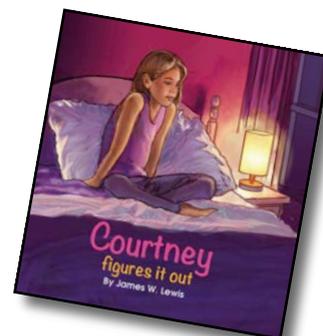


Congratulations to Jim Lewis, author, *Courtney Figures it Out*. He came up with a great way to share his children's book with those who need it the most. *Courtney Figures it Out* is about a little girl with special needs who gets easily overwhelmed, but has learned to slow down and focus on the task at hand.

He donated copies of his book to the Brandywine River Museum of Art in Chadds Ford, Pennsylvania. The books were given away to more than 40 children as part of the museum's Sensory Saturdays event on March 26. The event

is for Individuals on the autism spectrum or with sensory processing disorder and their families.

If you know someone who could benefit from a story about a special needs child that is thriving, pick up your copy today on [Amazon at this link](#).



Cable Show Bloomington Today to Feature Story About the Bloomington Veterans Memorial in April

In late March, Michael Dardis, Vice President of Bloomington Remembers Veterans Inc., and the organization's secretary, Fran Stachour, were interviewed for a story that will air on Bloomington Today in early April. They discussed the effort underway to bring a veterans memorial to the City of Bloomington, Minnesota, and the need for support from the community.

Both Dardis and Stachour are among the city's many veterans, and feel strongly about the need for a place in the city to honor those who have served. It is hoped that ground can be broken on the memorial by Spring 2023.

Learn more about the project, and how you can help make it happen, on the organization's website, which is BloomingtonVeteransMemorial.org.

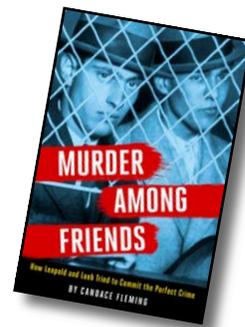


What is Believed to Be the First YA Book About a True Crime Features Famous Chicago Case



Congratulations to Chicago author Candace Fleming. Publisher's Weekly recognized her latest book, *Murder Among Friends: How Leopold and Loeb Tried to Commit the Perfect Crime*, as one of the New and Noteworthy Children's and YA Books of March 2022. [Here is a link to the article](#). The book has also been featured in the [Chicago Sun Times](#).

Murder Among Friends: How Leopold and Loeb Tried to Commit the Perfect Crime officially launched on March 31st at an online event hosted by Chicago bookstore [Bookends & Beginnings](#). Learn more about the book and author at CandaceFleming.com.



3 Media Outlets Offer Coverage for HORA's Spring Traditions Exhibit

Opening day for the Heritage Organization of Romanian Americans in Minnesota or HORA's "Spring Traditions" exhibit at the Landmark Center in St. Paul was March 6, 2022, and [KSTP television](#) covered the event. It was also previewed in both Twin Cities newspapers. [The Star Tribune](#) published a mention in its weekend roundup on March 3rd, and [The Pioneer Press](#) published a nice preview story about the exhibit on February 27.

Event organizers say the publicity paid off. More than 100 people turned out for the event. The month-long exhibit was introduced with an afternoon of music, dance and art on March 6. Learn more about the organization at HORA-MN.org.



Appearance on KSTP Television Leads to a Big Donation for Teen Philanthropist's Fundraising Efforts

A special thank you to KSTP Television for offering an interview to Prior Lake, Minnesota teenager Sanya Pirani to promote her fundraising effort for the local food shelf. After her interview aired, a generous donor contacted the teen philanthropist's charity, Sanya's Hope for Children, and contributed \$500 to the cause.

Sanya's interview promoting the 2022 Bowling for Hunger event at Bowlero in Lakeville, Minnesota aired on March 11, two days before the event. I'm happy to share they achieved their goal of raising \$5,000 and collecting 1,000 pounds of food. Congratulations Sanya!

Learn more about the charity started by the now 10th grader when she was just 7-years-old at SanyasHopeForChildren.org.



RMA Publicity Secures 4 Media Placements that Drive Traffic to the Rosemount Writers Festival and Book Fair



I'm happy to share that the attention RMA Publicity secured for the Rosemount Writers Festival and Book Fair paid off. People came from as far away as St. Cloud and Duluth after finding out about the festival on the [KARE 11 Saturday Morning News](#).

The festival was featured three times during the 8 a.m. - 10 a.m. show, and I got to participate in one of the interviews. Reporter Jennifer Austin interviewed me and our latest teen author, Samantha Gibson, about my son's publishing company for teens, Sigma's Bookshelf.

Stories about the event were also placed in [Sun This Week](#), Rosemount's community newspaper, [The Pioneer Press](#), and on [KSTP Television](#).

The 2022 event marked a return for the popular festival after a 2-year hiatus due to the pandemic. In addition to the all day book fair, there was a keynote speech given by Minnesota author Faith Sullivan, and workshops on writing and publishing held throughout the day. I led the workshop, "The Key to Maximizing Book Sales."



RMA Publicity Presents for Sisters in Crime



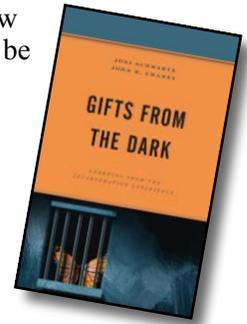
Twin Cities Sisters in Crime

Also in March, I had a great time leading the workshop, "How to Capitalize on PR to Promote Your Book," for Twin Cities Sisters in Crime the evening of March 1st. During the workshop, I offered some insight into what media outlets are looking for in a story, and how to get their attention. My insider knowledge comes from having been on the other side. Before embarking on a career as a book publicist in 2009, I had spent 15 years previously working as a TV newscast producer.

Authors of *Gifts from the Dark* Interviewed on WSHU Public Radio in Fairfield, Connecticut

There have been several stories in the headlines lately about the need for real change in New York's prisons. Some are calling for inmates serving long sentences for non-violent crimes to be released early due to the threat from COVID and because their original sentences were too harsh. Even Governor Kathy Hochul has acknowledged that some people in prison deserve a fair shot at proving they have been rehabilitated.

City University of New York – LaGuardia Professors John Chaney and Joni Schwartz Chaney agree with her 100 percent. They shared their views on [WSHU Public Radio in Fairfield, Connecticut on the show, The Full Story](#), the evening of March 11. The Chaney's are co-authors of the book, *Gifts from the Dark: Learning from the Incarceration Experience*.



The Solutions Oriented Leader Interviewed About Job Ukraine's President is Doing for His Country

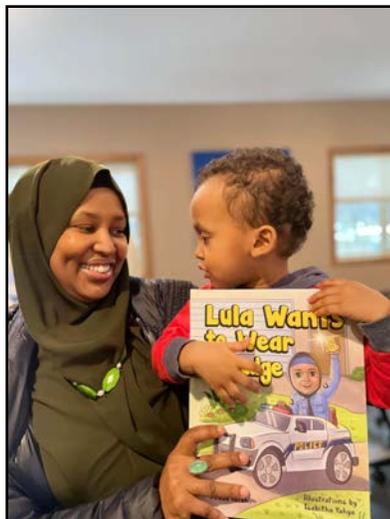
Ukraine President Volodymyr Zelensky has transformed a nation's perspective of his leadership skills by practicing transformational leadership just as Winston Churchill did during World War II. His ability to influence others to support his vision, while putting aside his personal safety and performing beyond the Call of Duty.



Even though these leaders served in different eras the parallels between them are unmistakable. Dr. Rick Goodman, Top Ten Leadership Global Guru 2022 and author of *The Solutions Oriented Leader - Your Comprehensive Guide to Achieve World-Class Results* shared what transformational leaders must do to focus on solutions and not problems on the [WAVM-AM Morning News](#) in Roanoke, Virginia on March 21. He discussed how solutions-oriented leaders assess and solve problems in a methodical fashion by inspiring others with their vision and leadership.

Signed copies of Rick's book are available online at RickGoodman.com.

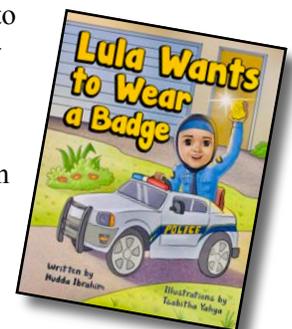
Author Hudda Ibrahim Shares Her Latest Children's Book with Kids at St. Cloud's Cop House



St. Cloud's Cop House invited local children's book author Hudda Ibrahim to share her latest book with children who attended their monthly book club event in March.

Lula Wants to Wear A Badge is a story Hudda wrote to drive home the message that young Muslim children—and all children for that matter—can be anything they want to be. The story begins on Lula's first day of first grade. As part of a getting to know everyone exercise, the teacher asks the children what they want to be when they grow up. When Lula announces she wants to be a cop the kids make fun of her, but the adults around Lula encourage her to follow her dream.

All the children who attended the event went home with a free copy of the book. Learn more about Ibrahim's work on her author website: HuddaIbrahim.com.



Entrepreneur's Effort to Change the Way Plastic is Recycled Highlighted in His Hometown Newspaper

Late last year, my son, Justin, won a Rotary grant to bring a small scale recycling program into Wayzata, Minnesota schools. The idea, to teach kids about the value of collecting and recycling single use plastics that typically end up in the landfill rather than getting recycled.

His effort got the attention of the [MN Sun Sailor newspaper](#), which published a story about him on March 24. The collection program will wrap up in time for Earth Day when Justin plans to collect the materials gathered, safely melt them down in a laboratory fume hood on his college campus, then turn them into long lasting reusable products through the company he has started up, Second Melt.

Justin is a 3rd year Geology Major at Macalester College in St. Paul. He plans to minor in Environmental Studies, and is presently enrolled in an independent study course where he is working with a chemistry professor to study and analyze the toxins that come off melted plastics to see if a product he envisions to allow in-home recycling of single use plastics would be viable.

Learn more about Second Melt, or place your order for a recycled plastic product at SecondMelt.com. Currently available are recycled plastic drink coasters. In the near future, carabiners, combs, and turtle-shaped soap dishes will be added to the catalog.

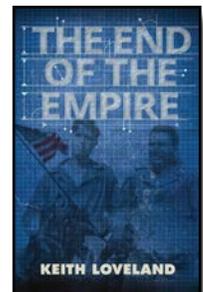


Also in March...

Bruce Ario, author, *City Boy* and a series of other novels featuring characters living with mental illness, led a series of presentations about the benefits of occupational therapy for students studying the topic at St. Catherine University in St. Paul on March 2nd. He also shared his story of recovery at Great River Energy in St. Paul on March 9th. The topic of his discussion was sensitizing people to mental health issues.



Keith Loveland, author, *The End of the Empire*, was interviewed on [KFAI-AM's WriteOnRadio!](#) in Minneapolis the evening of March 1.



Getting Ready for the Upcoming Book Award Season

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

One of the best ways for authors to call attention to their books is to win an award. With all the competition out there, it isn't going to be easy; but if you believe in your book, and know it is good, it would be worth investing a little effort in getting it the recognition it deserves.



If you're a self-published or small press author, going after the big prizes, like The Pulitzer, The Booker Prize and the National Book Award is likely out of your reach, but the world of independent publishing has plenty of high profile prizes worth pursuing. Winning one will not only gain you recognition, but pride in your work as well.

It's important to keep in mind, however, that even with an award win, that doesn't necessarily mean there will all of a sudden be a spike in book sales; but it does mean when people come across the book they will give it a second look. Ask any bookseller and they're sure to tell you that people do take notice of books with awards stickers on them, even if they are not familiar with the award.

It's important to note that all of the awards programs charge entry fees, and many will require you to send in multiple copies of your book in order to be considered. That's because they have multiple judges that will need to review your title. Depending on your budget, you may only be able to enter one or two contests because of the costs involved.

So, which contests should you consider entering? Below is a list of reputable ones that have been around for a while and are worth considering. While checking them out, be sure to note the deadlines.

Perhaps the most coveted award in independent publishing is the [Benjamin Franklin Book Awards](#), which are sponsored by the Independent Book Publishers Association (IBPA). The really cool thing about this contest is you get back the judges' comments about your book.

There are typically two periods of entry: June 1 – September 30 and Oct. 1 – December 15. As a good

rule of thumb, for books published between January and August, aim for getting them entered by September 30. Books published after September 1 need to be entered by December 15 to be considered for the 2022 contest.

2022 entry information isn't out yet, but last year, the fee was \$95 for the first category for IBPA members and \$229 for non-IBPA members. The fee to enter subsequent categories was \$95 per category. Four copies of the book were required to be sent for the first category, and three additional copies for each subsequent category. Winners are typically announced at a gala held in April.

The [Eric Hoffer Award](#) has been around since 2000 and offers cash prizes to the top winners. It too is well respected as an independent entity with no corporate ties.

The deadline for a book published in 2021 or 2022 will be January 21, 2023. Registration is open all year, and cost to enter is \$60 per category if the book is sent before December 14, and \$70 thereafter. A single category registration qualifies the book for the grand prize, press distinction, category prizes, the Montaigne Medal, the da Vinci Eye, the First Horizon Award and the Medal Provocateur.

To be considered, books must be from an academic press, small press, micro press or self-published author. Finalists are announced in the spring. Winners in either April or May 2023.

Foreword Review's [Indies Book of the Year Awards](#) recognize the best books published in the calendar year by small, indie, and university presses, as well as self-published authors. There are more than 50 categories to choose from. Gold, Silver, Bronze and Honorable Mention awards are handed out in each category. The magazine offers multiple advertising opportunities for winners for a fee.

There is tiered pricing for entry depending on when you send your book in. Through June 30, 2022, cost is \$79 for the first category and \$59 for each additional category. The next deadline is September 30, 2022. Cost goes up to \$89 for the first category and \$69 for each additional category. After September 30, 2022, cost is \$99 for the first category and \$79 for each additional category. The final deadline to enter is January 31, 2023, and each entrant must mail in two

copies of their book. Finalists are announced in March 2023 and winners in June 2023.

Smaller-scale contests are run by some of IBPA's regional affiliate organizations, including the [Midwest Independent Publishing Association, or MIPA](#), which accepts entries from authors and publishing companies in 11 Midwestern states. Their deadline to enter books published in 2022 will be December 31, 2022. Finalists will be announced in April 2023 and winners named in June 2023.

Entry fees haven't been announced yet for the 2022 contest, but in the past were \$149 for the primary category and \$98 for each additional category. The organization required four copies of a book for the primary category and three additional copies for added categories to be sent.

For information about additional awards programs, check out the [Association of Writers and Writing Programs list](#).

Next Month's Publicity Tips Article:

Thinking Beyond Bookstores – Some of the Best Places to Sell Books This Summer

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in April 2022 or May 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.

April is...

Alcohol Awareness Month
 Autism Acceptance Month
 Distracted Driving Awareness Month
 Informed Woman Month
 National Donate Life Month
 National Humor Month
 National Sexual Assault Awareness Month
 School Library Month
 Stress Awareness Month
 National Bereaved Spouses Awareness Month

Also Observed in April...

Drowsy Driver Awareness Day – April 6
 National Sibling Day April 10
 Earth Day – April 22
 World Immunization Week – April 24 – 30
 National Independent Bookstore Day – April 30

May is...

Heal the Children Month
 Mental Health Month
 National Foster Care Month
 National Meditation Month
 National Military Appreciation Month
 Older Americans Month Spiritual Literacy Month
 National Missing Children's Day – May 25

Also Observed in May...

Hug Your Cat Day – May 1
 Be Kind to Animals Week – May 1 – 7

Source: 2022 Chase's Calendar of Events

RMA Publicity