

THE POWER OF PUBLICITY

Drop the Puck: Shoot for the Cup Featured on Nov. 19 Episode of FOX Sports North's New Show, "The State of Hockey"



(Above) FOX 9 News Anchor Leah Beno poses for a photo with Jayne Jones and Katrina Dohm, the author and illustrator of *Drop the Puck: Shoot for the Cup*.

Congratulations to Jayne Jones and Katrina Dohm, the author and illustrator of *Drop the Puck: Shoot for the Cup*. Their book launched in a big way in November.

They were featured on the new show, "[The State of Hockey](#)," that debuted Nov. 19 on FOX Sports North, and that's just one of the many media placements RMA Publicity secured for them in November.

They launched their book on Nov. 7 with an appearance on the [FOX 9 Morning News](#), followed by the official launch during the gala, "A Night to Believe" at the RiverCentre in St. Paul. The book was also featured in the Nov. 4 edition of [The Detroit Lakes Newspaper](#) and the Nov. 3 issue of the Lakeshore Weekly Newspaper. On Nov. 9, author Jayne Jones was interviewed on [KBRF-AM in Fergus Falls, Minn.](#)

COMING UP IN DECEMBER

An article about the new children's chapter book, ***Drop the Puck: Shoot for the Cup***, will be published in the Dec. 2 issue of the Spooner, WI Advocate.

An article about the new self-help book, ***Confused Woman: Tales and Advice on Love, Dating and Relationships***, will be published in the Dec. 3 issue of the Minnetonka, MN Sun Sailor.

An article about the new novel, ***The Ephesian Artifacts***, will be published in the Dec. 3 issue of the Brooklyn Park, MN Sun Post, and then Dec. 23, author Pat Ledray will sign books at Burien Books in Seattle, Wash.

Bette Hammel, author, ***Wild About Architecture***, will sign books at The Minnesota History Center on Dec. 3, and at Common Good Books and Subtext Books on Dec. 5. All three locations are in St. Paul, Minn.

The launch party for the techno-thriller ***No Such Thing as Evil*** by Andrew Hunkins is scheduled for the evening of Dec. 3.

Soulful CEO John B. Goodman will sign copies of his memoir, ***The Road to Self: Reflections from a Soulful CEO*** and its accompanying gift book, ***Moments Matter: Everyday Inspiration from a Soulful CEO***, at the Barnes & Noble in Roseville, Minn., on Dec. 4.

The launch party for the new retrospective ***Letters to Isabella***, takes place the evening of Dec. 10 at Open Book in Minneapolis.

The launch party for the non-fiction title, ***Dear David***, will be held on Dec. 11.

Elliott Foster, author, ***Whispering Pines: Tales from a Northwoods Cabin***, has a reading and signing planned at "Eat My Words Bookstore" in Northeast Minneapolis, on Dec. 12.

Award-winning mystery author ***Marilyn Jax*** will appear at the Minnesota Women's Art Festival on Dec. 12, and on Dec. 18 she will be interviewed for the show, "Access to Democracy", that airs on Eagan Community Television in Eagan, Minn.

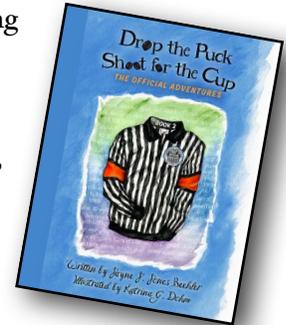


And then on Nov. 12, the book’s author and illustrator celebrated at a second launch event in Philadelphia prior to the Flyers game against the Washington Capitals. The event was previewed in Jenny DeHuff's column in the [Philadelphia Daily News](#). In addition, the book is highlighted on the new Minnesota Wild backed website, [The State of Hockey.com](#), in November, and it also got a mention in the Nov. 13 edition of the [Duluth News Tribune](#).

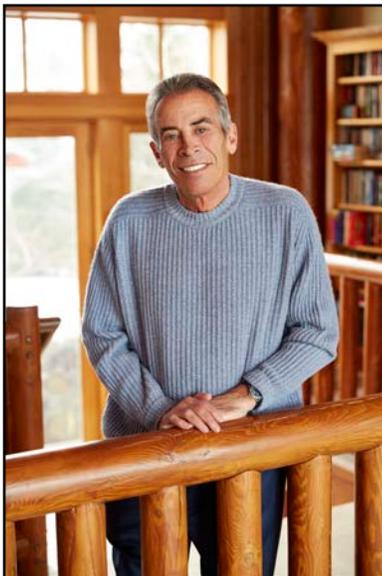
Drop the Puck: Shoot for the Cup is a children's chapter book about hockey set during tournament time. The book features a character named “Ace,” who still gets around in a wheelchair two years after having been checked from behind at the same tournament the main characters in the book are competing in. The storyline is based on what happened to Minnesota player Jack Jablonski, who was hit from behind during a high school hockey tournament on Dec. 30, 2011, leaving him paralyzed. The injury ended his high school hockey career and hopes for playing pro in the future.

Drop the Puck, Shoot for the Cup has been endorsed for its hat-trick scoring storytelling by NHL greats Alex Ovechkin, Coach Dave Hakstol, Matt Cullen and Mike Hickey, President of the American Special Hockey Association. In addition to highlighting a paralyzed former player, the story also features a two young girls who have made the boy’s team. The girls are Avery, named after Avery Hakstol, daughter of Dave Hakstol, NHL Head Coach of the Philadelphia Flyers, and Paisely, named after Paisley Leopold, daughter of Jordan Leopold, NHL player.

Learn more about the book or order your copy at www.OfficialAdventures.org.



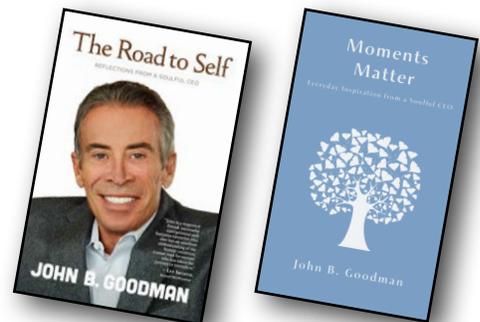
Twin Cities Businessman John B. Goodman Featured in Four Publications in November



Word is starting to get out about Soulful CEO John Goodman's new books, *The Road to Self: Reflections of a Soulful CEO* and *Moments Matter: Everyday Inspiration from a Soulful CEO*.

The story, "[Facetime with Goodman Group CEO John Goodman](#)," appeared in the Nov. 13 edition of the Minneapolis/St. Paul Business Journal. There were also stories in the Nov. 7 issues of the West Metro Twin Cities newspapers, [The Laker and Pioneer](#), and on Nov. 22, The Pioneer Press’ books editor offered a favorable review in her weekly column titled, "[6 Minnesota writers provide inspiration through words of wisdom.](#)"

Also in November, *The Road to Self* received a very favorable review from Kirkus Reviews, which says in part, "...this book offers a sweet, succinct discussion on how to live a better, happier life." The entire review can found on the [Kirkus Reviews website](#).



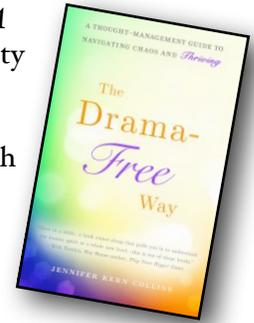
Books are available for purchase at www.TheSoulfulCEO.com. Signed copies can be obtained on Dec. 4 during a signing at the Barnes & Noble store in Roseville, Minn. The author will be at the store beginning at 6 p.m. that evening.

Stories About *The Drama-Free Way* Appear in Minneapolis Star Tribune and Saint Paul Pioneer Press

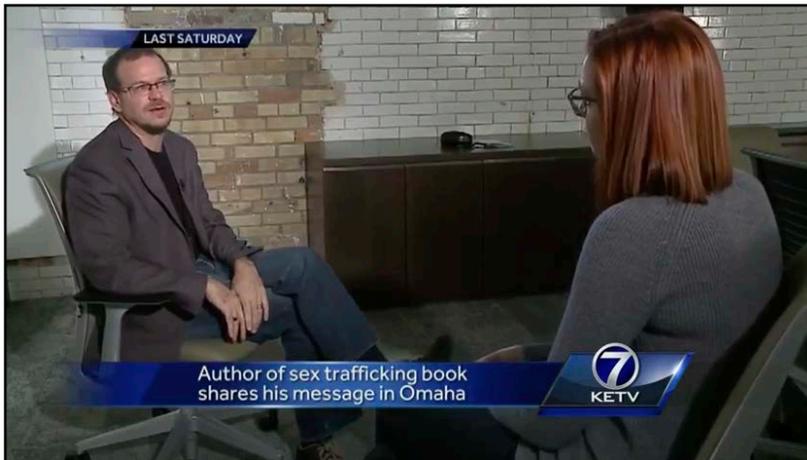
RMA Publicity secured a placement for the new self-help book, *The Drama-Free Way: A Thought-Management Guide to Navigating Chaos and Thriving* on the front page of the Variety section in the Sun., Nov. 22 issue of the Minneapolis Star Tribune. Columnist Gail Rosenblum interviewed author Jennifer Kern Collins for the article, "[Recipe for a feud-free gathering](#)," which offers advice for dealing with family, and the drama they bring with them, during the holidays.

The same day, The [St. Paul Pioneer Press](#)' books editor, Mary Ann Grossman, offered a favorable review of her own.

Learn more about Jennifer's book on her professional website, www.JenniferKernCollins.com.

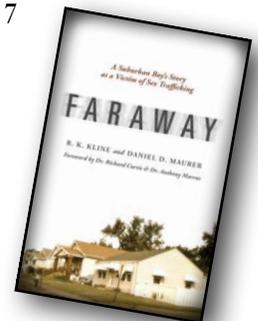


Author of *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking* Interviewed by KETV in Omaha, Neb.



Daniel Maurer, author, *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*, was interviewed by a reporter from [KETV \(ABC\) in Omaha, Nebraska](#) the weekend of Nov. 7 & 8.

The station interviewed him to preview of his speaking engagements that weekend in Omaha on the topic of sex trafficking, specifically as



it relates to boys.

Faraway is the story of Kevin, who became a victim of human trafficking as a young boy living in St. Louis, Mo. Daniel shares Kevin's transformative story of how he became an underage male prostitute, and what eventually got him out of that life.

Learn more about Daniel's work on the website, www.Transformation-Is-Real.com.

Former Television News Director's Memoir Shares the Intimate Details of What He Calls "A Lifetime of Weird Coincidences and Strange Happenings"

RMA Publicity is happy to announce the release of a memoir written by former television news director Forrest Carr. His latest book is titled *My Lifetime of Weird Coincidences and Strange Happenings: How one ordinary person learned to experience precognitions, visions, lucid dreaming, and even miracles—and you can, too*.

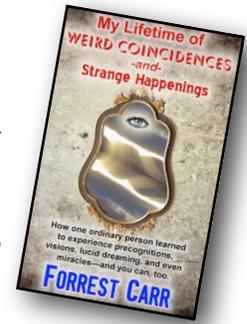
Carr's memoir begins with a reflection back on the series of miracles that saved his life when he was just a teenager, personal secrets that have not been told until now. Then it goes on to focus on the premonitions that have played a role in shaping his life since then.

These include such things as the overpowering feeling of dread that led him to believe something really bad was about to happen on or about September 11, 2001. Carr explains this feeling of dread was so overwhelming that when he needed to purchase a plane ticket for travel to an event taking place that week, for the first time in his professional life he spent extra money in order to buy a fully refundable plane ticket.

But it's not all dread and gloom in the book. It tells one story after another about delightful coincidences; how they came about; what happened in the aftermath; how human connections were made or rekindled; and how some of these remarkable events have had profound and lasting effects on the author's life and friendships.

Perhaps even more notable than those things, however, is his response to a gut feeling that told him he should quit his day job and focus on his dream of becoming a published novelist "before it was too late." On his blog, TheBashFulBloviator.blogspot.com, he recently wrote, "Had I kept working instead of embarking on that change of life, here I'd sit diagnosed with terminal cancer, with nothing to show for it other than another two years of experience as a TV news director under my belt."

My Lifetime of Weird Coincidences and Strange Happenings: How one ordinary person learned to experience precognitions, visions, lucid dreaming, and even miracles—and you can, too was released in Sept. 2015. The book is available for purchase via Forrest's author website, www.ForrestCarr.com.



Minnesota College Savings Plan Featured on KDHL Radio in Fairbault, MN on Nov. 24

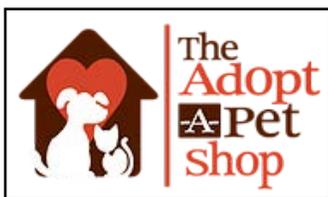


The holiday season has arrived. What are you planning to get for the young people in your life this year?

Rather than rushing out to find the latest hot toy, or buying another shirt or sweater that won't be appreciated, why not make this the year you give a gift that will make a difference in a loved one's future! Give the gift of a partially paid for college education.

Robert Stern, the program manager for the Minnesota College Savings Plan, was interviewed on KDHL Radio in Fairbault on Nov. 24. During his half-hour long interview he explained the benefits of the Minnesota College Savings Plan, how it works, how to set up a plan, etc. He also highlighted what can be found on the newly redesigned website, www.MNSaves.org.

Minnesota Nonprofit, The Adopt-A-Pet Shop, Featured on KSTP Television in Minneapolis on Nov. 12



Minnesota's biggest giving day of the year, "Give to the Max Day," was on Nov. 12 and with RMA Publicity's help,

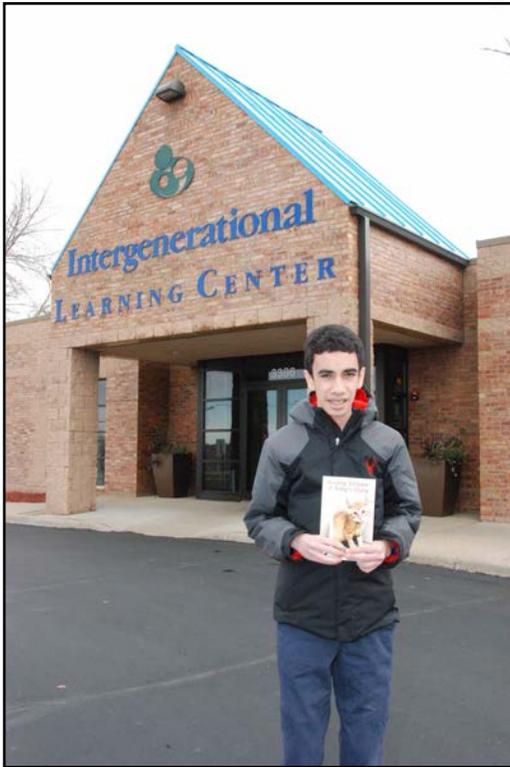
The Adopt-A-Pet Shop, a nonprofit in Plymouth, Minn., got some much deserved attention from the media. KSTP's morning show reporter Jennifer Ann Wilson stopped



by The Shop to get pictures of the pajama party underway to raise awareness about the need to help homeless animals. Here is a link to the story that aired on [KSTP's 6 a.m. newscast that morning](#).

The Adopt-A-Pet Shop raised \$6,200 during the 24-hour fundraising event. Learn more about the nonprofit at www.TheAdoptAPetShop.org.

Teen Author Justin M. Anderson Speaks at Intergenerational Learning Center in Eagan, Minn., on Nov. 12



Justin M. Anderson shared the story behind his new book, *Saving Stripes: A Kitty's Story*, with kids and seniors at The Intergenerational Learning Center in Eagan, Minn., on Nov. 12. The Center is owned and operated by The Goodman Group, which recently purchased 25 copies of the book and distributed them to its Intergenerational Learning Centers in Minnesota and Florida.

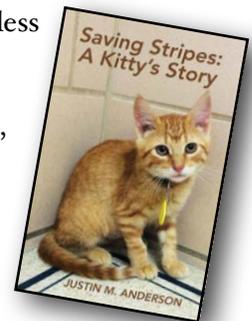
Also in November, the article, [See Something, Do Something](#), was published in Lake Minnetonka Magazine. The article explains how in the summer of 2014 after coming across a mother cat and her three kittens in his neighborhood park, then 13-year-old Justin insisted to his mother that they do something to help.

With the assistance of a neighbor who helped catch all four cats, the Andersons got them to safety at the Animal Humane Society of Golden Valley. In the article Justin is quoted as saying, "When we first found the cats it felt like a story was unfolding in front of me. I remember saying to my mom, 'This would make a great story.'"

Justin's book came out in June 2015, a little less than a year after the rescue. Since its release more than 150 copies have been sold, with all proceeds benefiting S.O.S. Rescue Relief, Inc.,

the non-profit that took in the mother cat after she was deemed unadoptable by the Animal Humane Society of Golden Valley. The organization's mission is to save as many animals from euthanasia as they can.

If you want to support the cause and purchase a book of your own, they are available online at www.CreateSpace.com/4931704 and sell for \$10. Books are also sold at The Adopt-A-Pet Shop and Cats Preferred Veterinary Clinic in Plymouth, Minn. Learn more about S.O.S. Rescue Relief, Inc., at www.TheAdoptAPetShop.org.

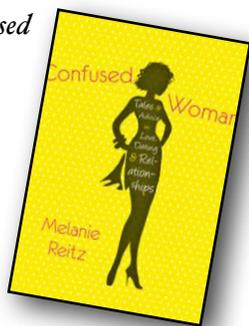


RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of www.RMAPublicity.com. If you would like to receive updates as they happen, please visit our Facebook page and ["like" it](#).

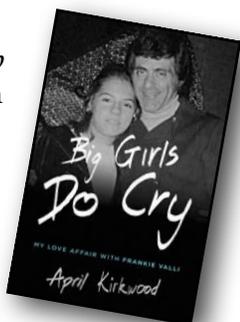


ALSO IN NOVEMBER ...

Melanie Reitz, author, *Confused Woman: Tales and Advice on Love, Dating, and Relationships*, was interviewed by Minneapolis radio station [WCCO's Jordana Green](#) on Nov. 26. She offered advice to fellow divorcees on how to make sure what is supposed to be "The Most Wonderful Time of the Year" stays that way, particularly for the kids.



April Kirkwood, author, *Big Girls Do Cry: My Love Affair with Frankie Valli*, was interviewed on [News Radio WGMD-FM](#) in Delaware on Nov. 18. She was on the radio to promote a book signing scheduled for Nov. 28 at Bethany Beach Books in Bethany Beach, Delaware. April also signed books on Nov. 21 at the Barnes & Noble in Youngstown, Ohio.



Roseanne Cheng, author of the new young adult novel, *Edge the Bare Garden*, presented at Southwest High School in Minneapolis on Nov. 30, on the topic of digital citizenship. Her novel centers around a young girl named Agnes who has been bullied, and tries to take out her revenge online. The fallout is quick and relentless. In a nutshell, digital citizenship is a concept which helps teachers, technology leaders and parents to understand what students/children/technology users should know to use technology appropriately. Roseanne's presentation will help kids learn how to stay safe and also practice good citizenship online.



Learn more about Roseanne's book at [TeachAbleLit.com](#).

MEDIA OPPORTUNITIES

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

December is...

National Write a Business Plan Month
Operation Santa Paws Month

Also Observed in December...

Giving Tuesday – Dec. 1
Special Kids Day – Dec. 2
Underdog Day – Dec. 18
Celebrate Short Fiction Day – Dec. 21

January is...

Celebration of Life Month
Financial Wellness Month
International Creativity Month
National Mentoring Month
National Poverty in America Awareness Month

Also Observed in January...

Diet Resolution Week – Jan 1 – 7
National Cut Your Energy Costs Day – Jan. 10
Healthy Weight Week – Jan. 19 - 23
Get to Know Your Customer Day – Jan. 21
Women's Healthy Weight Day – Jan. 21

Tips for Securing Media Attention for Your Book in the New Year

By now you're probably all caught up in the holiday season, but 2016 will be here before you know it. Have you put any thought into your marketing plan for the New Year yet? If not, there's no time like the present. Here are a few ideas to get you started.

1) Learn from 2015

Did you do a good job of keeping track of your sales in 2015? The most successful small presses and self-published authors know exactly how many books they've sold during a given time period. Tracking the numbers allows you to easily determine whether marketing and publicity efforts have helped drive sales or not. Make a list of all the marketing and publicity efforts you did and match them up with the sales figures to determine what did and did not work.

2) Stop Doing Things that Don't Work

Did that ad you bought in the local newspaper lead to any sales? Perhaps, but if the resulting sales didn't cover the cost of the ad, advertising didn't work for you. While an ad may feature a nice picture of your book, it doesn't tell the reader what the story is about or why they may want to purchase the book. The only ads that I've seen deliver are those accompanied by articles about the author. One approach you may want to consider in 2016 is to ask the sales person you've worked with at the newspaper if he or she can help get an article about you or your book placed in the same publication you are advertising in.

3) Hire a publicist Instead of budgeting dollars towards advertising next year, consider hiring a publicist who will help you get stories into the newspapers and interviews on radio and TV. In addition to understanding how the media works, a good publicist will have established relationships with the news people you want to reach with your story. RMA Publicity has set up nearly 40 book events and achieved more than 150 media placements in 2015, and the year isn't over yet. How many sales came about as a result? It is impossible to come up with a definite number, but I do know for sure that one of the authors I work with sold

more than 100 books at an event I publicized for her.

4) Have a press kit created if you don't have one already

Does your book have a press kit? If not, I strongly suggest you put one together or hire a publicist to create one for you. This will be your ticket to getting the attention of the news media. Reporters and assignment editors are way too busy to pay attention to, much less read an unsolicited manuscript. So, don't even bother sending a book. A well-written press kit, however, often leads to requests for review copies.

Your press kit should include the following...

- * A Press Release that lets the media know not just what your book is about, but tells a story that will interest their readers, listeners or viewers.

- * An Author Biography that gives the media some insight into the writer's background.

- * A Testimonials page, which includes favorable quotes from reviewers.

- * A Suggested Questions page should also be included. This is a key piece of the kit that makes the reporter's work easy.

5) Develop a marketing plan

If you don't have one already, develop a marketing plan for 2016 so the things you do to promote your book will be proactive, not reactive. The most successful books are those whose publishers have done a good job anticipating the needs and desires of their target audience.

RMA Publicity is accepting new clients for 2016. For a quote on marketing and publicity services, [contact us](#) today.

Next month's publicity tips article:

Tips for a Successful Book Launch Event

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