

THE POWER OF PUBLICITY

Minnesota Library Selects “Still Standing” as Book to Read in 2013

The New Year is off to a great start for John Kriesel and Jim Kosmo, co-authors of "Still Standing: The Story of SSG John Kriesel." Their book was chosen for this year's Washington County Library "One Book, One County" program. Joe Manion, public services manager for the library system, says about 100 copies of the book are now in circulation and all of them are checked out.

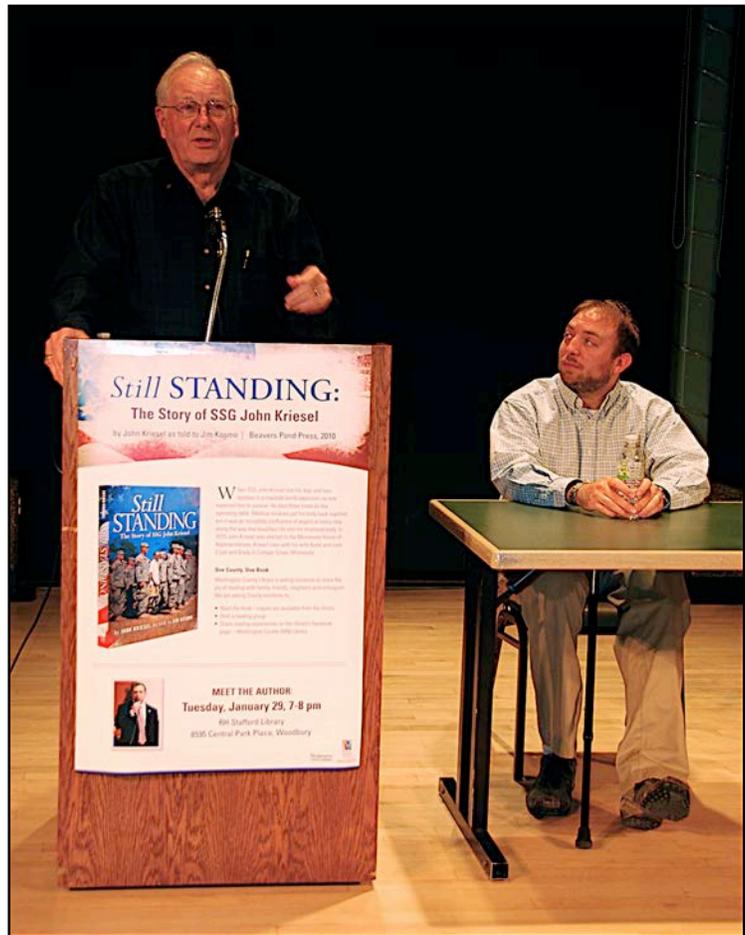
Manion was among the more than 60 people who showed up at Woodbury's R.H. Stafford library the evening of Jan. 29th to hear Kriesel speak.

Kriesel shared memories of the attack in Iraq back in 2006 that killed two of his best friends and caused him to lose both of his legs. He also talked about the huge role his wife and young children played in his road to recovery.

After sharing his story, Kriesel took questions from the audience. When asked if he has ever thought of going back to Iraq he said, "Have I thought about going back, yes. Do I want to go back? No! I'm in a good place right now and am happier than I've ever been."

Kriesel, who lives in Cottage Grove, served as a Minnesota state lawmaker from 2011 to 2012. He now works for Anoka County as its director of veteran services. Kosmo is a former Bayport Mayor and city council member, and member of the St. Paul Rotary Foundation Board. More information about the book and authors is available at www.StillStandingStory.com.

Above: Capt. Jim Kosmo (standing) and John Kriesel drew a large crowd to the Washington County Library the evening of Jan. 29th. More than 60 people came to hear them speak.



COMING UP IN FEBRUARY

Doug Cornelius, author, **“Good News – I Failed: A Story of Inventing in Minnesota,”** will be leading presentations about inventing and innovation at several elementary and middle schools in the Twin Cities in February.

Dr. Larry Caughen, author, **“The Transients: Five Generations of a Southern Family,”** will be interviewed on WYAM-TV in Decatur, AL on Feb. 12th.

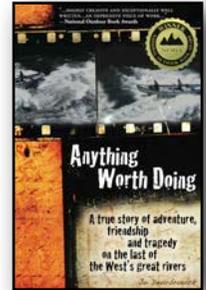
Craig MacIntosh, author, **“The Last Lighting” and “The Fortunate Orphans”** will kick off his month-long Florida book tour with an appearance at Poe House Books in Crystal River, Fla., on Feb. 28th.

New National Reviews Secured for "Anything Worth Doing"



The New Year is off to a good start for the adventure literature book, "Anything Worth Doing." RMA Publicity has secured three new national reviews published in January. They are in [Paddling Life](#), [Deseret News](#) and [Playak.com](#), the world's largest kayaking Web portal. The book was also featured in [Canoe & Kayak](#) in December.

"Anything Worth Doing," by Idaho author Jo Deurbrouck, is the story of adventurers Clancy Reece and Jon Barker who believe anything worth doing is worth overdoing and spend ten years trying to prove it on Idaho's Salmon River. The book won a National Outdoor Book Award in late 2012 and has been selling very well. Copies are available online at www.AnythingWorthDoing.com.



Authors of "The Last Kings of Norse America" Lead Discussion About Why They Think American History Books Should Be Rewritten



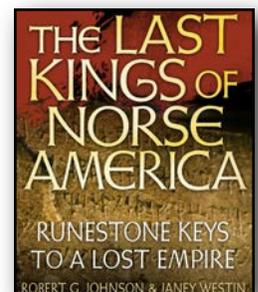
Above L-R: Robert Johnson, Ph.D., and his daughter, Janey Westin, share details about the research that went into "The Last Kings of Norse America: Runestone Keys to a Lost Empire." Their presentation featured a slide show.

Runestone Keys to a Lost Empire," the authors lay out their findings. Johnson and Westin say the runestone is a memorial to fur traders massacred by native peoples in western Minnesota in the year 1356.

Westin is a professional sculptor and stone letter carver with a background in studies of medieval manuscripts and letter forms. Johnson is a professor emeritus at the University of Minnesota Department of Earth Sciences.

You probably remember the poem about Christopher Columbus that begins, "In fourteen hundred ninety-two Columbus sailed the ocean blue." Well, that may be true but Robert Johnson, Ph.D., and his daughter, Janey Westin, say the Spaniard gets more credit than he deserves. In a talk on Jan. 30th at the Minnetonka Community Center in Minnetonka, Minn., they shared proof that Norsemen were in North America well before Columbus discovered the continent.

For a decade, they worked to translate the ancient ruins on the Kensington Runestone, discovered in a farmer's field in western Minnesota in 1898, and to research the time period from which it came. In their recently published book, "The Last Kings of Norse America:

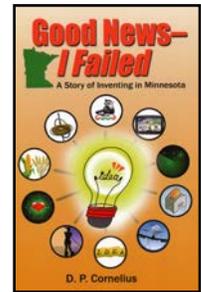


Cornelius Invited to Share His Story of Inventing with Minnesota School Children



What do the pacemaker, radar and scotch tape have in common? Not only are they all useful products invented in the state of Minnesota, they are featured in the young adult novel, “Good News – I Failed: A Story of Inventing in Minnesota,” written by Doug Cornelius, the son of Dick Cornelius, one of the state’s most famous inventors.

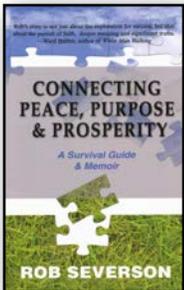
The older Cornelius held 180 patents during his lifetime, including the drink dispenser still used in bars and restaurants today. His father’s invention is just one of the innovations son, Doug, features in the book that he shared with students at Calvin Christian School in Blaine, Minn., Elm Creek Elementary in Maple Grove, Minn., and the Osseo Area Learning Center in Brooklyn Park, Minn., in January. He will appear at several additional schools in February and March.



In addition to his school visits, Cornelius also sold books at this year’s DaVinci Fest Science, Art, Technology and Creativity Fair in Stillwater, Minn., on Jan. 5th.

The Start of a New Year is a Good Time to Connect Peace, Purpose & Prosperity

Rob Severson is retired now, but when he was a young man he found himself dealing with some of the same challenges today's young people are facing -- how to find a job they enjoy and move up the corporate ladder. So, what will it take for this year's graduates to "make it?"



Severson shared his experience, and discussed the content in his book, "Connecting Peace, Purpose & Prosperity," with Jordana Green on WCCO-AM Minneapolis on Jan. 4th.

The key point he made, "In business and in life I maintain we’re all in the service business and if you focus on what others need, you’re going to be successful," said Severson. "It also helps to have a good attitude and be willing to do whatever it takes to get the job done."

More information about the book can be found at www.RobSeverson.com.

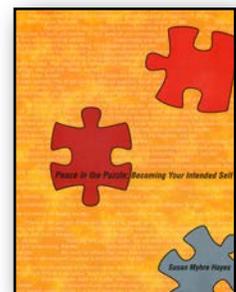
2013 Begins with National Exposure for Author of "Peace in the Puzzle"

2013 is off to a good start for the author of "Peace in the Puzzle: Becoming Your Intended Self." Susan Myhre Hayes did three national radio interviews the first week of January.

On Jan. 4th she appeared on KMA-AM in Omaha, Nebraska. She was on KVOI-AM in Tucson, Arizona on Jan. 2nd and WJON-AM in St. Cloud, Minn., on Dec. 31st.

“My piece in the puzzle – the role I am intended to play - is to help others find theirs,” she explains in the introduction to her book. “I wrote this book to inspire others to find their own true greatness; to help others find their piece in the puzzle and, thereby, their peace in the puzzle.”

Learn more about her book at www.PeaceInThePuzzle.com.

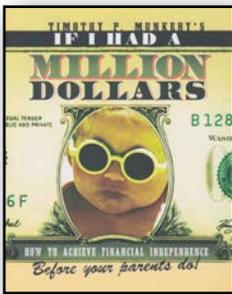


Book About Expedition to the North Pole Named a Finalist for a Minnesota Book Award



Congratulations to John Huston and Tyler Fish, authors of "Forward: The First American Unsupported Expedition to the North Pole." Their book, published last year by Octane Press, has been named a finalist in the non-fiction category of the [25th Annual Minnesota Book Awards](#). Winners will be announced at the Book Awards gala April 13 at the Minneapolis Hilton Hotel.

Times May Be Tough But that Doesn't Mean Today's Kids Can't Become Millionaires - Author Offers Advice on How to Make it Happen



Tim Munkeby, author, "If I Had \$1 Million: How to Achieve Financial Independence Before Your Parents Do" was interviewed for the "[Money Savers](#)" segment that aired Jan. 9th on Channel 12 News in the Twin Cities.

MEDIA OPPORTUNITIES

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

February Media Opportunities

Low Vision Awareness Month
American Heart Month
International Boost Self Esteem Month
International Expect Success Month
Wise Health Care Consumer Month

Other dates observed in February...

Women's Heart Week - Feb. 1 - 7
Take Your Child to the Library Day - Feb. 2
Children's Authors and Illustrators Week - Feb. 3 - 9
International Networking Week - Feb. 4 - 8
National Pancake Week - Feb. 10 - 16
Random Acts of Kindness Week - Feb. 11 - 17
National Donor Day - Feb. 14
National Eating Disorders Week - Feb. 24 - Mar. 2

March Media Opportunities

Colic Awareness Month
Colorectal Cancer Education and Awareness Month
Credit Education Month
International Listening Awareness Month
National Kidney Month
National Nutrition Month
Optimism Month

Other dates observed in March....

National Sleep Awareness Week - Mar. 3 - 10
National Agriculture Day - Mar. 7
World Kidney Day - Mar. 14
National Poison Prevention Week - Mar. 17 - 23
National Biodiesel Day - Mar. 18
As Young As You Feel Day - Mar. 22

* Source: 2013 Chase's Calendar of Events

5 Factors That Determine Whether a Journalist Will Cover Your Story

Wondering why you're not getting any response when you reach out to the media in an effort to secure a story about your book? The problem is likely your approach.



You can't just send a book and cover letter to the media and expect them to jump on your story. Reporters and news editors are way too busy to pay attention to, much less pick up and read a book they weren't expecting and then take the time to come up with an angle for a story.

When I worked as a television newscast producer, I personally received an average of five books in the mail every month. The station received more like 50 or 100 titles. Very few of them ever made air.

Those that did had the following five factors going for them:

1) A local connection.

I recommend that all authors, whether they published through a traditional press or are self-published, start trying to secure media in their hometowns before launching a national media campaign. It's a lot easier to secure media close to home because as a published author you are a local newsmaker. Other ways to establish a "local" connection, the author is planning to come to town on a book tour, the story is set in the city you are targeting for coverage, or the author has family in the city.

2) A well-put together press kit that did a good job of summarizing the content. As I mentioned earlier, reporters and news editors don't have time to read an unsolicited manuscript, but if you get their attention with a direct and to-the-point phone conversation, voice mail and/or email, followed up by a press kit for your book, that could very well convince them of the value of doing a story about you and your book.

A goods press kit will have a press release, author biography, testimonials about the book and suggested interview questions.

3) Timeliness. Is your book a historical novel about the lives of soldiers who fought in World War II? If so, anniversaries associated with the War offer a good reason for the media to interview you and do a story about your book. Take the time to compile a list of all the dates on the editorial calendar that your book naturally associate with, and then contact the media in a timely manner to see if they may be interested in interviewing you for a story tied in to the anniversary.

4) Relevance. Stay at the forefront of your topic. No matter what your book is about, you likely did a lot of research in the process of putting it together. The time and effort you put into learning about your topic makes you a subject matter expert. Don't be afraid to contact the media when you see a story that you'd like to comment on.

5) Newsworthiness. Pay attention to stories that are making their way through the news cycle, and connect your story to them. For example, anyone who has written about gun control or mental health is in demand for interviews right now because of all the mass shootings that have been in the news lately.

Yes, getting and keeping your book in the news takes a lot of effort, but it is definitely worth it. When a story about you appears in the newspaper, on the radio or on TV, you are instantly catapulted to celebrity status, not to mention there's the potential to reach thousands of potential customers, all at the same time.

Next month's article:

Why You May Want to Give Article Marketing a Try

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