

THE POWER OF PUBLICITY

The Lake Minnetonka Klondike Dog Derby is on February 4th and RMA Publicity is Helping Get the Word Out

The Lake Minnetonka Klondike Dog Derby Takes Place on Saturday, February 4th, and RMA Publicity is helping to promote the event this year. All four Minneapolis television stations have already previewed the event.

On January 26, event President Bill Damberg appeared on [KSTP's Minnesota Live](#) while co-founder and veterinarian Dr. Jackie Piepkorn appeared on [FOX 9's Good Day](#). Dr. Piepkorn was also on [WCCO's Mid Morning](#) on January 27; and on January 28, three television stations covered the Dog Derby's preview event at Back Channel Brewing Co. in Spring Park.

Stories aired on [WCCO](#), [KARE](#) and [FOX 9](#) about the cutest puppy contest. On Friday, February 3, the day before the race, KARE 11 Sunrise will air a preview story about the race.

Learn more about the Lake Minnetonka Klondike Dog Derby online at KlondikeDogDerby.com.



Book Tour Planned in February for Author of *A Love Beyond Life: My Journey Through Grief to Everlasting Connection*

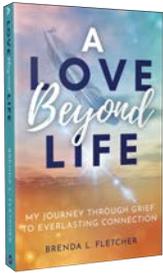
After losing her husband in a motorcycle accident, Brenda Fletcher of Fairbault, Minnesota, found her calling. It is to help others who have suffered losses in their lives be able to stay connected too.

BBL Publishing released Fletcher's memoir, *A Love Beyond Life: My Journey Through Grief to Everlasting Connection*, in 2022, and she has several appearances planned in February, often known for being a month dedicated to and all about love. On Saturday, February 4, 2023, from 1 p.m. to 3 p.m., she will be at the Barnes and Noble located at 3216 West Lake Street in Minneapolis, signing copies of her book and answering people's questions. A preview story about the event appears in the [Pioneer Press newspaper](#).



Coming up in February...

February is I Love to Read Month and children's book author **Hudda Ibrahim** has two school library appearances planned. She will share her stories that feature characters from diverse backgrounds with students at two Minnesota elementary schools in January: Kennedy Elementary in St. Cloud and Northport Elementary in Brooklyn Park.



Fletcher will appear at Fair Trade Books, located at 320 Bush Street in Red Wing on Saturday, February 18 from 11 a.m. to 1 p.m.

She will sign books at the Barnes and Noble at the Galleria Mall in Edina (3230 Galleria, Edina) on Saturday, February 25, 2023, between 1 p.m. and 3 p.m.

Fletcher says she hopes people who read her book will not only take away some knowledge about how to reconnect with people in their lives who have passed, but get to know what a wonderful person her husband, Todd Fletcher, was. More information can be found on the website: BeautifulDayHypnosis.com.

RMA Publicity Secures 3 TV Interviews on WCCO TV's Mid-Morning in January

Clancy Clark, Author, *Love Your Work: Live Your Dream*

Clancy Clark of Minnetonka, Minnesota is on a mission is to inspire young people not sure about what they want to do with their lives to follow their passion and intuition. If they do, he says, everything is going to work out okay. He appeared on WCCO TV's Mid-Morning show on January 11th to share his story, and talk about his new book, *Love Your Work, Live Your Dream*.

More information can be found online here: ClancyClark.cc/love-your-work-live-your-dream.com.



Bootstrap Entrepreneur Author Shares His Secret to Success

Bootstrap Entrepreneur author John Miller was interviewed on WCCO TV's Mid-Morning on January 4th. He shared the story behind how he built a technology company into a multi-million dollar business in the 1970s.



Suzy Plays Guitar Performs Live

The Minnesota duo, Suzy Plays Guitar, debuted their latest song on WCCO TV's Mid-Morning show the morning of January 5. Kelsey Wyrd of St. Louis Park and Tricia Schweitzer, who lives in Minnetonka, talked about how the group came about, and also told the story behind how "The Race," which is about staying in the game of life, trying to do your best, and expecting the unexpected, came to be.

[Here is a link](http://SuzyPlaysGuitar.net) to their performance on WCCO of "The Race," which the artists co-wrote. Listen to more of their music on their website: SuzyPlaysGuitar.net.



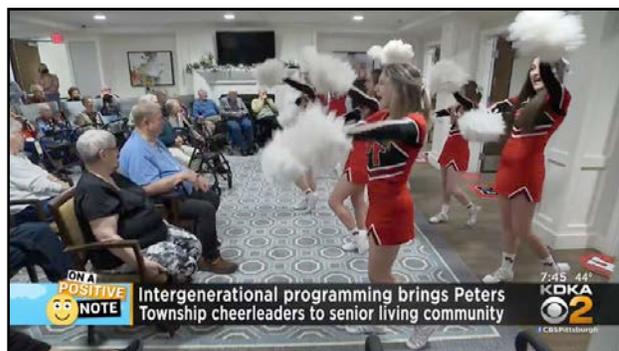
KARE TV in Minneapolis Airs Story About Rochester Woman Who Finds Joy in Everything She Does

A memorable story about a resident of The Waters on Mayowood senior living community in Rochester, Minnesota aired on KARE 11 TV the evening of January 25. Phyllis Lokker is always laughing and blowing bubbles outside her community; and her neighbors love it! They say her laughter is contagious.

High School Students Help Neighbors at Senior Living Community Cheer in the New Year

As another new year was getting underway, residents of The Waters of McMurray senior living community in Pennsylvania officially "cheered it in" with the help of some special guests the evening of January 4. Nineteen cheerleaders from Peters Township High School led the residents in cheers for between 20 and 30 minutes, then spent some time visiting.

The event, which came about through the personal connections of some of the girls on the cheerleading squad, attracted the attention of two local television stations. [KDKA \(CBS Pittsburgh\)](#) featured the event in its On A Positive Note segment that week. [WTAE \(ABC Pittsburgh\)](#) covered the event as well.

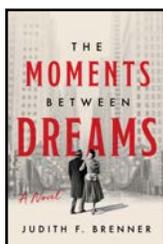


MN Sun Current Publishes Story About the Release of The Waters on 50th's Latest Anthology

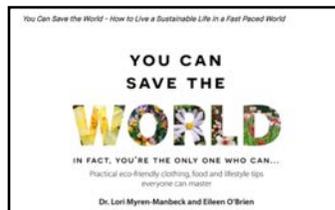
A story has published in the MN Sun Current newspaper about *A Story I Love to Tell*. The book is the fourth anthology by the writing group at The Waters of Edina senior living community. It was officially released during a party at the community on January 23rd.



Also in January...



Judith Brenner, author, *The Moments Between Dreams*, signed copies of her award-winning novel at the Barnes & Noble in Edina, Minnesota on Jan. 7. There was a preview story about the event in the [MN Sun Current newspaper](#).



Sustainability expert Dr. Lori Myren Manbeck, author, *You Can Save the World, In Fact, You're the Only One Who Can*, was interviewed on WAVM-AM in Amherst, Virginia the afternoon of Jan. 5.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in February or March 2023, 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 is...

- American Health Month
- Library Lovers Month
- National Black History Month

Also Observed in February...

- National Donor Day – Feb. 14

March is...

- Brain Injury Awareness Month
- Employee Spirit Month
- International Ideas Month
- National Colorectal Cancer Awareness Month
- National Nutrition Month
- National Women's History Month
- Save Your Vision Month
- Social Work Month

Also Observed in March...

- Read Across America Day – March 2
- Genealogy Day – Mar. 11
- World Poetry Day – Mar. 21
- World Bipolar Day – Mar. 30

Source: 2023 Chase's Calendar of Events

5 Tips for Getting Your Book Into the Headlines

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

The last time you read about, heard or saw one of your fellow authors on the local news, did you say to yourself, “Hey, I should be the one being interviewed. My story is a lot more interesting! How did that author get so lucky?”



Luck probably had nothing to do with it. The news media is always on the lookout for a good story. The author whose story got coverage either did a good job of pitching the media, or hired a publicist to do it for them. The benefit of doing the latter is that a good publicist will have established relationships with the decision makers, thus increasing your chances of getting coverage astronomically.

If you want to give PR a try on your own first, however, here are 5 tips for getting your book into the headlines.

1. Perhaps the most important thing to keep in mind when pitching the media is the hook for your story. In journalism the hook is what makes the story relevant right now; and it's not the fact that you've written a book. Books are published every day. Instead, focus on the story behind why you wrote it, or perhaps the content itself.
2. Host an event. One of the easiest ways to get the attention of the news media is to make your story timely. If you're holding a talk, or doing a signing, invite the media to come to the event, and offer yourself up for interviews.
3. Contact the media and offer to share your expertise regarding a story making its way through the news cycle. All authors are experts on the topics they've written about. When you see a story on the TV news, or read something interesting in the newspaper that you think you

can offer expertise on, don't just wish the media had contacted you. Be pro-active and reach out to them.

4. Get into the habit of sending out regular press releases when you have timely information to share. It could be a release announcing your upcoming book signing event, or perhaps your comment on a new law that passed. The authors who do regular outreach to the news media part of their marketing campaign are a lot more likely to get the attention of reporters and assignment editors than those who stay in the shadows.
5. Join your local Chamber of Commerce or Rotary, begin attending meetings and get involved. The authors I work with who are involved in their local service organizations often find themselves in the right place at the right time when the news media covers community events. Getting face time with a reporter offers a good opportunity to pitch your own story directly.

To get more of your book publicity questions answered, go to [RMAPublicity.com](#) and check out the Book Publicity articles in the features section of the website, or contact me at Rachel@RMAPublicity.com

Next Month's Publicity Tips Article:

Five Unconventional Ideas for Marketing Your Book You May Want to Try

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