

THE POWER OF PUBLICITY

RMA Publicity Helps the Minnesota College Savings Plan Deliver a Very Timely Message

The holidays have now come and gone, but as the year wound down RMA Publicity helped the Minnesota College Savings Plan deliver a very important message to consumers throughout the state it serves. During the 4th quarter, we secured nine media placements about giving the gift of education.

The most recent placement came just a few days before Christmas. On Dec. 22, Robert Stern, Program Manager for the Minnesota College Savings Plan, appeared on Cable 12 in the Twin Cities.

Just a few days earlier, on Dec. 19, he was on Almanac North in Duluth, Minn. Other media placements secured towards the end of the year included a mention in Neal St. Anthony's column in Star Tribune newspaper on Dec. 14, as well as the following:

Dec. 12 - Detroit Lakes Tribune article, *For the Future: A Savings Plan for Christmas.*

Dec. 10 - One-half hour radio show on WWVI-AM in Brainerd.

Nov. 26 - Northfield News article, [A Holiday Gift that Will Keep on Giving for Years to Come.](#)

Nov. 25 - Lakeshore Weekly article, [Saving for College: An Investment in the Future.](#)

Oct. 26 - MN Sun Post article, holiday gift that will keep on giving.

Oct. 30 interview on [WCCO Radio in Minneapolis with Jordana Green.](#)

minnesota
College Savings Plan

Learn more about the many benefits offered by saving for college with the Minnesota College Savings Plan at www.mnsaves.org.



Above: L-R, Robert Stern, Program Manager for the Minnesota College Savings Plan, on the set of Almanac North with anchors Julie Zenner and Dennis Anderson.

COMING UP IN JANUARY

Dan Maurer, author, ***Sobriety: A Graphic Novel*** will sign books at the Barnes & Noble in Roseville, MN on Sat., Jan. 10, beginning at 2 p.m.

Bill Cutler, author, ***The Bell of Caledon: The Epic Journey of an Unlikely Hero***, will sign books at the Barnes & Noble in Roseville, MN on Sun., Jan. 11, beginning at 2 p.m.

Forrest Carr's ***A Journal of the Crazy Year***, a sci-fi/post-apocalyptic vision of the future, is coming out in print on Jan. 12. The book has received favorable reviews from both Kirkus Reviews and Publishers Weekly.

Holiday Etiquette the Topic of Discussion on Several Radio Stations in December



With all the parties and other social gatherings people need to attend in December, Holiday etiquette was top-of-mind for a lot of people throughout the month.

Etiquette expert Wynne Dalley, author, *Be Cool & Confident: A Guide for Girls* and *Be Cool & Confident: A Guide for Guys* was invited to do interviews with two radio stations in December to share her advice and expertise.

She appeared on the Neal Steele show on Xtra 99 in Norfolk, Va. on Dec. 17. Earlier in the week, on Dec. 15, she appeared on [Your Wakeup Call](#), a radio show simulcast in both Tampa and Orlando, Fla.



The week of Dec. 8, Dalley was quoted in the Blackbook Magazine article, [Ten Tips for Perfect Holiday Etiquette](#). Dalley met the magazine's reporter in person over the summer at a New York City Barnes & Noble event RMA Publicity set up for her.

Learn more about Dalley's books, which make great presents for young people any time of the year, at www.tellmepress.com.

Possibilitrees LLC Gets a Lot of Attention from the Media During the Holiday Season

RMA Publicity is happy to report on another very successful holiday media campaign. This one for possibilitrees, LLC, makers of a natural alternative to the traditional Christmas Tree.

In December, we secured stories in the [Minneapolis Star Tribune](#), as well as the Dec 2014/Jan 2015 issue of the Pioneer Press' Spaces Magazine.



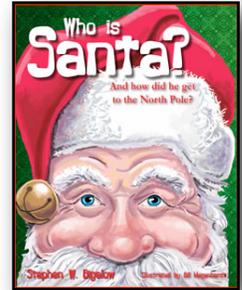
Stories also appeared in the The Nov/Dec issue of Colorado Homes & Lifestyles magazine, and in Sept., a TV story aired on [KBJR-TV](#) in Duluth, Minn.



Learn more about the company or place an order for your own Possibilitree at www.possibilitree.com. The architect-designed tree makes a great conversation piece any time of the year.

RMA Publicity Helps Author of *Who is Santa? And how did he get to the North Pole?* Get His Book in the Headlines in December

Stephen Bigalow wrote *Who is Santa? And how did he get to the North Pole?* with the goal in mind of getting a new Christmas story into the marketplace. RMA Publicity helped him secure a lot of attention for the book in his home state of Pennsylvania in December.



Stories ran in three newspapers in Pennsylvania during the holiday season. In addition to the story that ran in the Dec. 11 issue of the Butler Eagle, the article, Authors share theories of Santa, Pennsylvania Christmas, appeared in the Pittsburgh Tribune on Dec. 9; and Mars author pens holiday children's tale about history of Santa Claus appeared in the Cranberry Journal on Dec. 3.

On Dec. 2, Bigalow had an hour-long interview about his book on WMBS Radio in Uniontown, Penn., and commercials about the book ran on radio and TV stations in Pittsburgh as well.

In *Who is Santa?* readers learn how Santa and his wife ended up at the North Pole, why he started giving toys away, how he ended up partnering with the elves to make toys, how the flying reindeer came into the picture and a whole lot more.

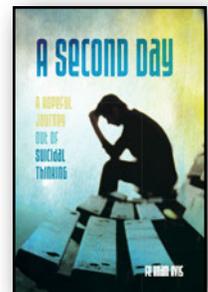
Books are available for purchase online at www.whoissanta.net.

Former Pastor from South Carolina Hoping to Start a Movement in America



The holidays can be a tough time of year for those dealing with depression and mental illness, but there are steps people can take to help them make it through.

In December, Fe Anam Avis, author of *A Second Day: A Hopeful Journey Out of Suicidal Thinking*, was interviewed by a reporter from the Greenville News, as well as two radio stations: WGTK-FM in Greenville, S.C. on Dec. 21 and WOLI-AM in Spartanburg, S.C. on Dec. 18.



A Second Day: A Hopeful Journey Out of Suicidal Thinking is a book the author hopes will inspire a movement to change perceptions about suicide.

Learn more about the book at www.asecondday.com.

Advertising Campaign Launches for COR Retreat



A 15-second commercial about COR Retreat, a food addiction recovery program in Wayzata, began airing on FOX 9 in Minneapolis on New Year's Day. The commercial, which was taped in studio on Dec. 16, features COR Retreat alumna Kari Ealy of New Prague, Minn., sharing the story of how the nonprofit COR Retreat helped her lose more than 50 pounds and keep it off.

"COR saved my life," she says in the commercial.

COR Retreat also received some attention from the news media in December. On the 4th, there was a story about COR Retreat in the MN Sun Sailor. To date, the three-year-old program has helped more than 400 people from across the U.S. and some countries abroad.

Learn more about the program and how it may be able to help you or someone you love at www.cormn.org.

Minnesota Author's Novel has Touched a Nerve in Japan

There has been an effort recently by the government of Japan to try and rewrite the history books when it comes to World War II. Japanese nationals are now denying many atrocities that happened during the War, including the issue written about in Minnesota author William Andrews's novel, *Daughters of the Dragon: A Comfort Woman's Story*.

Andrews' book is about a young woman who was kidnapped from her hometown in Korea and forced to be a sex slave for members of the Japanese Army during World War II.

Find out why the government of Japan doesn't want people to read the book in this article done by the [MN Sun Current](#). The author also had a good discussion with Jack Rice on his show on AM 950 in December. The hour-long show aired on Dec. 15.

Learn more about the book itself on the author's website:
www.williamandrewsbooks.com.



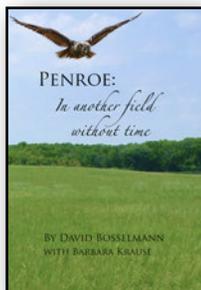
Wise Ink Creative Publishing Featured in Minneapolis-St. Paul Business Journal



Above: L-R, Wise Ink Editorial Manager Laura Zats, Chief Strategic Officer Dara Beevas and Chief Publishing Officer Amy Quale had lots of fun during their photo shoot with Nancy Kuebn from the Business Journal.

Wise Ink Creative Publishing, a boutique publishing company started up by Minnesota entrepreneurs Dara Beevas and Amy Quale, was featured in the Dec. 12 edition of the Minneapolis-St. Paul Business Journal. RMA Publicity secured the story about them in the publication.

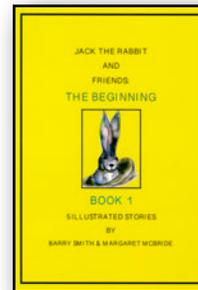
ALSO IN DECEMBER ...



A story about the launch of the new poetry book/memoir, *Penroe: In another field without time*, appeared in the Dec. 9 edition of the [Lakeshore Weekly](#) Newspaper and the Dec. 18 issue of the Minnesota Sun Sailor in the Twin Cities. Author David Bosselmann self-published the book in his wife's memory, and

plans to donate proceeds to one of Penny Walker Bosselmann's favorite charities, The Nature Conservancy. Learn more about the book at www.penroe.net.

Margaret McBride and Barry Smith, authors, *Jack the Rabbit and Friends* participated in “Potpourri: The Hopkins Adult Community Education Show” on Dec. 4. There was also an article about their book in the MN Sun Sailor in early December.



MEDIA OPPORTUNITIES

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

January is...

Book Blitz Month
 Celebration of Life Month
 Get a Life Balanced Month
 Get Organized Month
 International Creativity Month
 International Child-Centered Divorce Month
 International Wealth Mentality Month
 National Mentoring Month
 National Personal Self-Defense Awareness Month
 National Slavery and Human Trafficking Prevention Month
 National Stalking Awareness Month

Also observed in January...

New Year's Resolutions Week – Jan. 1-7

February is...

American Heart Month
 Library Lovers' Month
 National Bird Feeding Month
 National Black History Month
 National Mend a Broken Heart Month
 National Teen Dating Violence Awareness and Prevention Month
 National Time Management Month
 Plant the Seeds of Greatness Month

Also observed in February...

Children's Authors and Illustrators Week – Feb. 1- 7
 World Cancer Day – Feb. 4
 Give Kids a Smile Day – Feb. 6
 Random Acts of Kindness Week – Feb. 9 – 15
 National Donor Day – Feb. 14
 National Eating Disorders Week – Feb. 22 – 28

* Source: 2014 Chase's Calendar of Events

RMA Publicity

If You Don't Have One Yet, Now is the Time to Develop a Marketing Plan for Your Book

Happy New Year! I hope you enjoyed the holiday season.

Now that another New Year has arrived, it is time to put a marketing and publicity plan in place for your book if you don't have one already.

If your book was published in 2014 or earlier, you likely have experience at this already and need only refine your plan for 2015. If your book is scheduled for release in 2015, don't wait until it comes back from the printer. Now is the time to start thinking about marketing and publicity.



Here are ten tips that will help get you started:

1. Create a Website for your book. If you don't have one, it will be hard for potential readers to find you and the media to promote you.
2. Launch a social media campaign. This is something you can and should do well before your book is in print to create a following/fan-base. An easy way to do this is to create a Facebook Fan Page for your book and contribute entries to it regularly. Fan pages are totally free to set up and offer a viral method of making contact with potential customers. The average user is connected to 80 community pages, groups and events. (Make sure you mention that you have a Facebook Fan Page on your Website.)
3. Develop a list of places where your potential readers spend time and make plans to visit with them on their "home turf" throughout the year.
4. Seek out non-profits and other organizations that would be most interested in your book and/or expertise and let them know about your title. If your book is about organ donation, for example, Life Source, the American Organ Transplant Association and the United Network for Organ Sharing (UNOS), are good organizations to get to know.
5. If you haven't done it yet, ask your friends and people you know who have purchased your book to write a review and post it on Amazon.com. The more reviews and activity you have, the higher you move in the searchable listings.

6. A lot of authors who started out by publishing just a traditional printed book have found that having their title available as an ebook as well significantly impacts the number of sales they get.

7. Start a blog and contribute to it regularly, making reference to your book as often as you can. If people like what you have to say, they may just purchase your book.

8. Pay attention to stories making their way through the news cycle. They may offer you opportunities to get on the news.

9. Prepare regular press releases and distribute them to the media, or hire a publicist to handle this task for you. When you see a story in the news that you would like to comment on, don't just think about it, do it! Those authors who send out regular press releases are more likely to become sources for reporters than those who don't. The release of your book should mark the first time you reach out to the media, not the last.

10. Spend some time researching the editorial calendar reporters use to determine where your story would fit best.

Need help executing your plan? RMA Publicity would be happy to help. We develop marketing and publicity plans for authors, offer writing and pitching services, and can also help with setting up book launch parties, book signings and other author events. [Contact us](#) for more information.

Next month's publicity tips article:

Thinking about going on a book tour? What you need to do before the trip to make sure it will be successful

About Rachel M. Anderson

Rachel M. Anderson has more than 20 years of communications experience across a wide range of disciplines. She has worked as a publicist, marketing and public relations consultant, marketing and direct response copywriter and as a journalist (television newscast producer, television newscast reporter and newspaper reporter).

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