

# THE POWER OF PUBLICITY

## Teen Author's Book About the Feline Family He Helped Save Gets Lots of Media Attention in Minnesota

A very successful launch party in June for *Saving Stripes: A Kitty's Story* by teen author Justin M. Anderson.

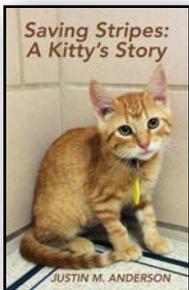
The party took place on June 28, at The Adopt-A-Pet Shop in Plymouth, Minn. All 50 books on hand for the event sold out, with 100 percent of proceeds going to The Adopt-A-Pet Shop, a non-profit that provides a place where rescues can show off the animals they have available for adoption.

If you missed the event and want to purchase a copy of the book, please visit the website: [wwwcreatespace.com/4931704](http://wwwcreatespace.com/4931704). Books retail for \$10 with 100 percent of revenue from online sales going to The Adopt-A-Pet Shop as well.



(Above) Justin M. Anderson, left, signs one of the 50 copies of his new book, *Saving Stripes: A Kitty's Story*, that sold during his launch event on June 28. The launch event raised more than \$1,000 for the Adopt-A-Pet Shop thanks to both book sales and a matching grant from a generous donor.

Justin's story has gotten a lot of attention in the news media. [KARE 11](#), the NBC affiliate in Minneapolis, covered the book launch event, and there were several preview stories in the news as well. Justin was on [Channel 12 News](#) on June 26, The Star Tribune ran an article in the West Metro section on June 24 and the [MN Sun Sailor](#) published a story on June 25.



The book launch event was held at The Adopt-A-Pet Shop, located at 1115 Vicksburg Lane, in Plymouth, Minn. The non-profit helped Justin and his family save Stripes, her mom and siblings.

*Saving Stripes: A Kitty's Story* has a [Facebook page](#). Please like it to stay updated on all activities related to the book.

### COMING UP IN JULY

A story is scheduled to run in the MN Sun Sailor on July 2 about the Wise Ink anthology, **Why We Ink: Stories, Poems and Essays from the Pens of Young Writers**.

Elliott Foster, author, **Whispering Pines: Tales From a Northwoods Cabin**, has signing events planned at the Barnes & Noble store in Eagan, Minn., on July 13, and at the Barnes & Noble in St. Cloud, Minn., on July 25.

## Pierson's '89 Walls Has Successful Launch Parties in Two States

The book launch parties held for Katie Pierson's new young adult novel, *'89 Walls*, were a huge success! The first party took place on June 14 at Common Good Books in St. Paul and the place was packed. About 100 people attended.

After a brief introduction by Katie, teens played the parts of the main characters at the reading. Most of the action in *'89 Walls* happens in a high school political science classroom, where the topics of discussion include major issues of the 1980s.... including The Cold War and abortion.

Later in the month, Pierson held a second launch party in her hometown of Lincoln, Neb. It too was very successful, and generated great media coverage.

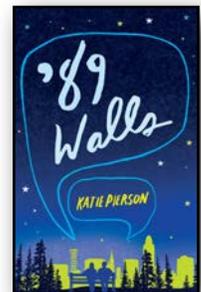


*(Above) Katie Pierson, author, '89 Walls celebrates during the release party for her new novel. In the background are some of the teenagers who read from the book during the presentation at Common Good Books in St. Paul on June 14.*

Pierson appeared on [NBC Nebraska Today](#) in Lincoln, Neb., on June 26 to discuss her new novel. She was also on [KOLN-TV's 4 p.m. newscast](#) on June 23, the day of her book's Lincoln launch, and a story ran in the [Lincoln Junior Star](#) newspaper on June 20.

*'89 Walls* is a story about two high school students who have very strong political opinions. College is not in the cards for Seth. He spends his minimum wage on groceries, and fakes happiness to distract his mom from the MS they both know will kill her. It's agony to carry around a frayed love note for a girl who's both out of his league and beneath his dignity. Quinn is finishing high school on top. But that cynical, liberal guy in her social studies class makes her doubt her old assumptions.

Seth and Quinn's passionate new romance takes them both by surprise. They keep it a secret: it's too early to make plans and too late not to care. But it's 1989. As politics suddenly get personal they find themselves fighting bare-fisted for their beliefs—and each other—in the clear light of day.



## IT Professional Greg Scott Appeared on KSTP/KSTC-TV in Minneapolis on June 6

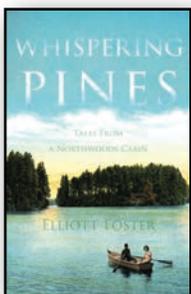


We recently learned that the U.S. Government's Office of Personnel Management (OPM) was hacked by the Chinese, and the personal information of 4 million U.S. Government employees was compromised. The OPM holds personal information for everyone who works in the U.S. Government, including contractors. The break-in is a huge embarrassment for the U.S. Government, which probably explains why nobody wants to discuss the details.

However, Greg Scott, an IT professional and author of *Bullseye Breach: Anatomy of an Electronic Break-in*, says that's exactly what the government should do. He was interviewed on KSTC-TV in Minneapolis at 9 p.m. and sister station KTSP-TV, also in Minneapolis, at 10 p.m. on June 6. He explained what the government and corporations throughout the world can and should do to protect themselves from hackers. Learn more about Greg Scott's book at [www.BullsEyeBreach.com](http://www.BullsEyeBreach.com).



## Proof that Sending Review Copies to Major Magazines Can Pay Off Big



For anyone who has ever wondered if sending out review copies to major magazines is worth it, here is proof that it can pay off.

Congratulations to Elliott Foster, author, *Whispering Pines: Tales From a Northwoods Cabin*. His book will be featured in the Aug. 2015 of the national magazine "Cabin Life."

There will also be an article about the book in the July 2015 issue of The Lookout, the official magazine of the St. Paul Athletic Club, where he is a member.

And on June 11, Foster signed books at Chapter 2 Books in Hudson, Wisc.

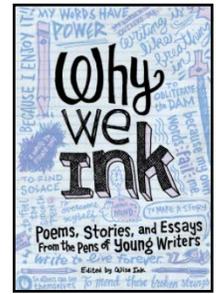


Learn more about his novel, which makes a great read for those spending time at the family cabin this summer, at [www.ElliottFoster.com](http://www.ElliottFoster.com).

## Wise Ink Launches Teen Anthology

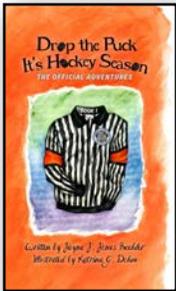


[The Southwest Journal](#), Minneapolis' community newspaper, published a story the last week of June previewing the release of the new anthology, *Why We Ink: Stories, Poems and Essays from the Pens of Young Writers*.



The launch party for the book, featuring the work of 15 teenage authors, was held at The Minnesota Center for Book Arts in Minneapolis on June 29.

## Drop the Puck: It's Hockey Season Author Participates in Event Aimed at Families Whose Children Have Special Needs



Jayne Jones, author, *Drop the Puck: It's Hockey Season*, participated in one of The Arc Greater Twin Cities' most popular events of the year – The Arc in the Park Summer Celebration – on June 22.

Approximately 250 families attended the event, which this year featured an introduction to some new children's book characters who are sure to inspire the kids. Like many of the kids who attended the picnic, Blaine, the main character in *Drop the Puck: It's Hockey Season*, has Down syndrome. He also has a brother, Cullen, who watches out for him. Author Jayne Jones read from the book and signed copies.

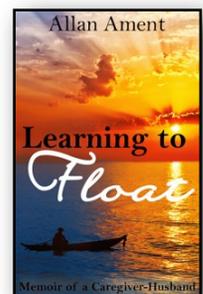
*Drop the Puck: It's Hockey Season* is an early reader chapter book that tells the tale of two brothers who have a real love for hockey—and each other. Learn more about the book at [www.OfficialAdventures.org](http://www.OfficialAdventures.org).

## RMA Publicity Launches Campaign for New Book Aimed at Caregivers

It is inevitable that just about everyone will become a caregiver at some time or another for a friend or loved one. When Washington State resident Allan Ament's wife suffered a stroke, he found himself thrust into a situation he wasn't ready for, but thanks to a good attitude and help from friends he persevered.

Now he is sharing what he learned through the new book, *Learning to Float: Memoir of a Caregiving Husband*, called "A moving, sometimes heartbreaking, sometimes funny, always unabashedly honest account of the resilience of two people suddenly faced with what Ament calls 'a new normal' by one reviewer.

RMA Publicity's promotional feature article about the book can be [viewed here](#).



### From a Tropical Island: The Great Recession Explained Through Fiction

A story about Tim Munkeby's debut novel, *Back to The Island*, is now live on the website, [www.TheReporters.org](http://www.TheReporters.org). In the story posted, Munkeby explains his inspiration for the novel, which calls attention to some of his pet peeves—namely the greed on Wall Street and his opposition to development on Elbow Cay in the outer Abacos Islands of the Bahamas.

“I was appalled, even outraged, at our system in the U.S. that allowed the outlandish greed of a handful of financiers to not only destroy the lives—and dreams (maybe worse)—of citizens of the U. S. by helping cause the Great Recession, but that a small island nation was also so drastically affected. It hit me how far-reaching and global the fallout was,” says Munkeby in the article.

*Back to the Island* is a fictional tale woven around the real-life issue of unscrupulous developers and financiers. Copies of the book are available for purchase online at [Amazon.com](http://Amazon.com).



#### MEDIA OPPORTUNITIES

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

##### July is...

Cell Phone Courtesy Month  
National Make a Difference to Children Month  
National Park and Recreation Month  
Worldwide Bereaved Parents Awareness Month

##### August is...

American Adventures Month  
Black Business Month  
Happiness Happens Month  
National Read-A-Romance Month  
What Will Be Your Legacy Month?

##### Also Observed in August...

Assistance Dog Week – Aug. 9-15  
National Relaxation Day – Aug. 15  
Poet's Day – Aug. 21  
Be an Angel Day – Aug. 22  
Be Kind to Humankind Week – Aug. 25-31  
National Grief Awareness Day – Aug. 30

# RMA Publicity

## Some of the Best Book Review Websites

When it comes to generating book sales, one of the best ways to make your book known is by securing reviews. After all, nothing sells a book like a thoughtful review written by a real person.



While the competition is fierce to get a review from the major reviewers—Publisher's Weekly, Kirkus, Library Journal and Book List—it is relatively easy to get reviews online.

But with so many book review websites out there, how do you know which are worth pursuing? A good place to start is with [GoodReads.com](http://GoodReads.com), the world's largest site dedicated to readers and book recommendations.

Goodreads, which was purchased by Amazon.com in 2013, has become the “Go-to” place for people to find out what others think about the books they are considering reading, and it is a place your title needs to be! Not only can readers post their reviews, they can rate the book on a scale of 1-to-5 stars with 5 being the top ranking.

And authors have the opportunity to create a platform on the site. In addition to allowing them to post their books and profile, the site allows authors to giveaway books in exchange for reviews. It's a great way to quickly build up a profile and platform. You can also use the site to promote events like book launches, book tours and author appearances.

While Goodreads.com is the largest book review website out there, it isn't the only one.

Another good online review website to consider posting information on is [Shelfari.com](http://Shelfari.com), which touts itself as a community-powered encyclopedia for book lovers.

It too is owned by Amazon.com, which purchased the book sharing site in 2008.

The site allows users to build their own virtual bookshelf to display the books they've read, are

reading or want to read. It also helps you discover new books by seeing what your friends are reading.

Amazon also has part-ownership in what is considered another leading book review site: [Library Thing.com](http://LibraryThing.com), a cataloging and social networking site for book lovers. Library Thing offers a feature called “Early Reviewers.” It is a program that helps publishers and self-published authors distribute advance copies of books to interested readers.

The first step is for the publisher/author to make a certain number of copies of their books available, then LibraryThing members sign-up to request them, and matches are made based on the rest of the member's LibraryThing catalog.

Books are sent to interested parties in exchange for the promise of an honest review to be posted on the site once the requester has finished their read. At this time, Early Reviewers is a free service. The only cost involved on the publisher/author's end is the cost of printing and mailing out books.

In addition to using sites like [Goodreads.com](http://Goodreads.com), [Shelfari](http://Shelfari) and [LibraryThing.com](http://LibraryThing.com) to secure reviews, don't be afraid to ask friends, family and colleagues to post reviews of your book as well.

The more reviews you have out there the better, especially on Amazon.com, where the number of reviews you have posted plays a key role in the visibility of your title.

### Next month's publicity tips article:

Five Tips for Getting a Reporter's Attention

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

## RMA Publicity

[www.RMAPublicity.com](http://www.RMAPublicity.com)  
[rachel@RMAPublicity.com](mailto:rachel@RMAPublicity.com)

(952) 240 - 2513