
THE POWER OF PUBLICITY

June Book Tour Set for Minnesota Mystery Author Rob Jung

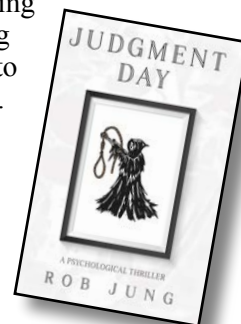


Politics and scandal seem to go hand in hand in real life. They are also great bedfellows in the latest mystery by Minnesota writer Rob Jung. *Judgment Day*, set to launch in early June, is the story of Magnolia Kanaranzi, a recently elected U.S. Senator who is within a heartbeat of losing it all after being accused of murdering her own mother. She adamantly maintains her innocence, but the facts point to her guilt.

With the threat of the death penalty hanging over her head, Kanaranzi reluctantly agrees to meet with a forensic psychologist whose job is to determine whether she is competent to stand trial. Shocking revelations evolve from Kanaranzi's sessions, uncovering the real murderer, and setting in motion events that lead to a calamitous conclusion as perception and reality collide.

Rob Jung is going on a book tour to promote *Judgment Day*, which is the conclusion of a trilogy that revolves around the disappearance of a famous mural by Spanish artist Joan Miro called "The Reaper," and how it set in motion a psychological, political and legal war between a struggling artist and his estranged mother, 75-years later.

Watch for a review of *Judgment Day* in the Pioneer Press newspaper on June 11. The article will also preview Jung's upcoming book tour.



Tour Dates

On Saturday, June 10, 2023, Rob Jung will be at Fair Trade Books, located at 320 Bush Street, Red Wing, Minnesota, from 11 a.m. to 1 p.m., and the Nosh Restaurant, located at 102 Walnut Street, Suite 105, Winona, Minnesota from 2:30 p.m. to 4:00 p.m.

On Tuesday, June 13, from 4 p.m. to 6 p.m., a signing is planned at Chapter2Books, located at 226 Locust St, Hudson, Wisconsin.

On Saturday, June 17, an appearance is planned at Once Upon a Crime Bookstore, located at 604 West 26th Street, Minneapolis, Minnesota from Noon to 2 p.m.

On Friday, June 23, Jung will appear at Ferguson Books & More, located at 300 Sheyenne Street, West Fargo, North Dakota from 3:30 p.m. to 5:30 p.m.

On Saturday, June 24, he will be at Ferguson Books & More, located at 413 East Broadway Avenue, Bismark, North Dakota. The signing event takes place between 11:30 a.m. and 2:30 p.m.

For more information about author Rob Jung's work, check out his website: RobJungWriter.com.

Also coming up in June...

America's Launch Coach Jack Stoltzfus will be interviewed on Midwest Access, a talk show on KTTC-TV in Rochester, Minnesota, on June 9.

Call for Auditions for *Free Air*, A Play Celebrating the First Movie Ever Made in Minnesota

The PR campaign is underway for *Free Air*, a stage production that celebrates the first movie filmed in Minnesota. Sun This Week published two stories about the play in May: one story is [about the call for auditions](#). The other is an [editorial](#) about the importance of the production.

The Front Porch Players, a part of the Rosemount Area Arts Council (RAAC), will be holding open auditions on Sunday, June 4, 2023, from 6 p.m. to 9 p.m. and on Monday, June 5, 2023, from 6 p.m. – 9 p.m.

Free Air the play based on the book by the same name written by Sinclair Lewis. The auditions will be held at The Steeple Center, located at 14375 South Robert Trail in Rosemount.



May Media Placements...

Three TV Stations Air Stories About Bloomington Veterans Memorial as Part of Memorial Day Weekend Coverage

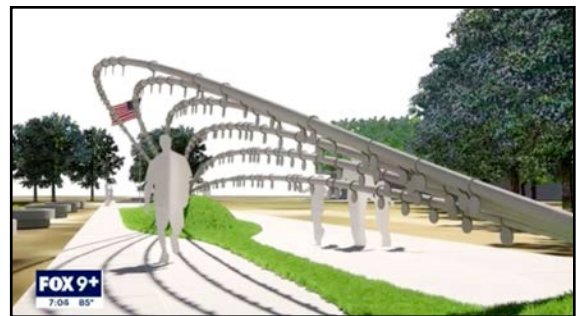
Twin Cities residents heard a lot about the Bloomington Veterans Memorial in May thanks to RMA Publicity. [KARE 11](#) aired a mention about the memorial in a pre-Memorial Day story that aired in the 10 p.m. newscast on May 28. Then on May 29, stories aired on both [FOX 9 News](#) and [KSTP Channel 5](#).

Members of the nonprofit Bloomington Remembers Veterans shared some major developments in their effort to get a Veterans Memorial built in their city. The organization recently learned

the Minnesota Legislature

will be contributing \$350,000 towards the project as part of the 2023 Infrastructure Package. In addition, the project recently received a \$50,000 donation from Luther Automotive, and a pledge of support from Health Partners, which will be working with the organization to include a mental health component within the memorial when it gets built.

Learn more about the memorial at BloomingtonVeteransMemorial.org.



Author of *Managing Digital Inclusion* Appears on WCCO TV in Minneapolis

The use of technology has become a part of pretty much every American’s life. Admit it, one of the first things you do pretty much every day is check your email; but how would you feel if you couldn’t scroll down to continue reading a message that came in, or even see the message at all?

There are more than one billion people with disabilities or impairments that make accessing technology hard. May 18 was Global Accessibility Awareness Day, a time to call attention to digital access and inclusion. It was also the official launch day

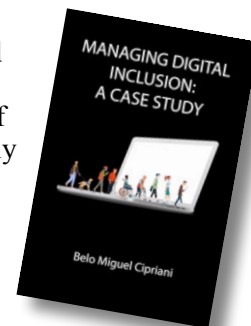


for *Managing Digital Inclusion: A Case Study* by Dr. Belo Miguel Cipriani, founder of Oleb Media, a Twin Cities-based digital access consulting firm that is dedicated to helping companies reach and engage the disability community.

Belo was interviewed by [WCCO TV's Susan-Elizabeth Littlefield](#) for a story that aired on both May 14 and May 15, 2023.

Managing Digital Inclusion provides case studies on companies that have gone above and beyond to make sure they are providing the best access possible to people with disabilities. The book also examines the misconceptions other companies have about the true meaning of digital inclusion, the barriers some small companies face when it comes to wanting to comply with the law, and provides recommendations for small business owners, technology companies, designers, policy makers, and research institutions on how to do a better job serving people with disabilities.

Copies of *Managing Digital Inclusion: A Case Study* are available for free download everywhere eBooks are sold. Learn more about Oleb media online at OlebMedia.com.



America's Launch Coach Dr. Jack Stoltzfus Offers Practical Advice to Families of Young Adults Struggling to Make It on Their Own



According to a recent report from the Pew Research Center, more young adults are living at home than at any time since such statistics have been gathered. In May, a month filled with graduations, America's Launch Coach Jack Stoltzfus offered advice to parents across the country on how to successfully launch their young adults.

The latest media outlet to interview Dr. Stoltzfus is [Authority Magazine](#), which just published an article on how to solve the loneliness epidemic among young people on May 25. Also in May, Dr. Stoltzfus appeared on the Bill Brady show

on [KFNX-AM in Phoenix, Arizona](#) (May 5). He was on [KQDS TV in Duluth, Minnesota](#) on May 10. Last month, he was interviewed for the article, [How parents can find the right time to cut the cord with their adult children](#), that was published in the Star Tribune newspaper. Trained as a marriage and family therapist, Dr. Stoltzfus did his doctoral dissertation on how adolescents separate from parents, and is an expert on what constitutes the healthy launch of a young adult. His practice is based in the Twin Cities, but he works with clients throughout Minnesota.

Dr. Stoltzfus is the author of *Can You Speak Millennial "ese"? How to Understand and Communicate with Your Young Adult.... Love and Letting Go: Loving Our Children into Adulthood.... Apology: The Gift We Give Our Young Adults.... Forgiveness: The Gift We Share with Our Young Adults and Ourselves....* and *Parenting Our Young Adults with Love and Backbone: The Practice of Supportive Integrity*.

His new book, *The Launch Code: Helping Parent Love to Let Go of Their Adult Children*, is scheduled to release sometime in 2023. Dr. Stoltzfus says *The Launch Code* will include information from his first five books all in one place. Learn more at ParentsLettingGo.com.

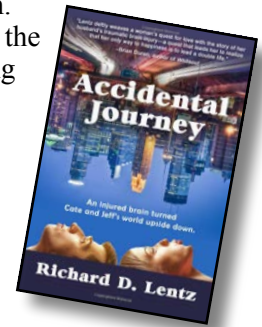


Author of *Accidental Journey* Interviewed on KTTC TV's Midwest Access



Dr. Richard Lentz, author, *Accidental Journey*, appeared on "[Midwest Access](#)" a talk show on KTTC TV in Rochester, Minnesota the afternoon of May 12. The retired psychiatrist and former adjunct professor at the University of Minnesota shared why he wrote the book and offered some insight into the plot.

After a head-on collision leaves her husband, Jeff, with a traumatic brain injury, Cate finds herself in a difficult situation. The day before the accident, the couple, who had been drifting apart for months, had made



plans to talk about their marriage. As the story unfolds, it is unclear if that conversation will ever take place. Because of the kind of brain injury he suffered in a car accident that nearly killed him, Jeff has lost the capacity to be an effective husband and father. He lacks warmth and emotional drive.

Copies of *Accidental Journey* are available for purchase through [Amazon.com](#). The book is also available to libraries and bookstores through Ingram, and is in both paperback and Kindle formats.

FOX 9 Minneapolis Covers Senior Prom for Seniors in Minnetonka

High school students weren't the only ones getting all dressed up for prom in May. The young at heart/residents of the active adult community, Avidor Minnetonka, danced the evening away on May 18.

The "Under the Sea" themed senior prom got the attention of [FOX 9 News'](#) Maury Glover, who spent part of the evening talking to residents eager to share their excitement over for what many was their very first prom event.



Senior Prom at The Waters of Wexford in Pennsylvania Makes the Headlines

RMA Publicity also secured coverage of a "senior" prom at The Waters of Wexford senior living community in Warrendale, Pennsylvania in May.



On the 19th, the community was decorated with \$3,000 worth of flowers donated by Flowers By Gerard. In addition, there were tables set up with white linens, each with a blue, silver and white centerpiece, a DJ played hits from the 1940s and 1950s, and there was a Fountain of Youth, which did a good job of setting the event's theme: "Time Traveler."

Three media outlets in Pittsburgh covered the event: [The Pittsburgh Post-Gazette](#), [KDKA TV](#) and [TribLive](#).

Learn more about The Waters at [TheWaters.com](#).



America's Oldest Underclassman Acapella Group Visits The Waters on Mayowood

Yale University's Spizzwinks, America's oldest underclassman acapella group, paid a visit to The Waters on Mayowood in Rochester, Minnesota the afternoon of May 13, and [KIMT-TV covered the event](#). The Spizzwinks have been performing since 1914, and residents can thank a local young man for bringing the acclaimed group to their community.

It is a Spizzwink tradition to perform in the hometowns of the group's members. Adam McPhail is a 2021 graduate of Mayo High School.

Also in May...

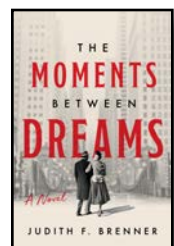
Clancy Clark, author, *Love Your Work, Live Your Dream*, shared his story at the Mound, Minnesota Rotary Club meeting on May 2.



Central Minnesota's First Ever Diversity in Homeownership Fair was held the afternoon of May 6 at the Great River Regional Library in St. Cloud, Minnesota.

Rachel M. Anderson, co-founder, Sigma's Bookshelf, spoke at the White Bear Lake Write Now Awards Ceremony the evening of May 4.

Judith Brenner, author, *The Moments Between Dreams*, was May's featured author for the Book Stack Book Club in Palm Beach, Florida. She presented the evening of May 12.



Time to Start Thinking About Which Book Awards Contests are Worth Entering

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



One of the best ways for authors to call attention to their books is to win an award. With all the competition out there, it isn't going to be easy; but if you believe in your book, and know it is good, it would be worth investing a little effort in getting it the recognition it deserves.

If you're a self-published or small press author, going after the big prizes like The Pulitzer, The Booker Prize and the National Book Award is likely out of your reach, but the world of independent publishing has plenty of high profile prizes worth pursuing. Winning one will not only gain you recognition, but pride in your work as well.

It's important to keep in mind, however, that even with an award win, that doesn't necessarily mean there will all of a sudden be a spike in book sales. What it does mean is when people come across the book they will give it a second look. Ask any bookseller and they're sure to tell you that people do take notice of books with awards stickers on them, even if they are not familiar with the award.

Another important note, all of the awards programs charge entry fees, and many will require you to send in multiple copies of your book in order to be considered. That's because they have multiple judges that will need to review your title. Depending on your budget, you may only be able to enter one or two of them because the costs involved.

So, which contests should you consider entering? Below is a list of reputable ones that have been around for a while and are worth considering. While checking them out, be sure to note the deadlines.

Perhaps the most coveted award in independent publishing is the [Benjamin Franklin Book Awards](#), which are sponsored by the Independent Book Publishers Association (IBPA). The really cool thing about this contest is you get back the judges' comments about your book. There are typically two periods of entry: July 1 – September 30 and Oct. 1 – December 15. As a good rule of thumb, for books published between January and August, aim for getting

them entered by September 30. Books published after September 1 need to be entered by December 15 to be considered for the 2023 contest.

2023 entry information isn't out yet, but last year, the fee was \$95 for the first category for IBPA members and \$229 for non-IBPA members. The fee to enter subsequent categories was \$95 per category. Four copies of the book were required to be sent for the first category, and three additional copies for each subsequent category. Winners are typically announced at a gala held in April or May.

The [Eric Hoffer Award](#) has been around since 2000 and offers cash prizes to the top winners. It too is well respected as an independent entity with no corporate ties. The deadline for a book published in between January 2022 and January 2024 will be January 21, 2024. Registration is open all year, and cost to enter is \$60 per category if the book is sent before December 14, 2023, and \$70 thereafter. A single category registration qualifies the book for the grand prize, press distinction, category prizes, the Montaigne Medal, the da Vinci Eye, the First Horizon Award and the Medal Provocateur.

To be considered, books must be from an academic press, small press, micro press or self-published author. Finalists are announced in the spring. Winners in either April or May 2024.

Foreword Review's [Indies Book of the Year Awards](#) recognize the best books published in the calendar year by small, indie, and university presses, as well as self-published authors. There are more than 50 categories to choose from. Gold, Silver, Bronze and Honorable Mention awards are handed out in each category. The magazine offers multiple advertising opportunities for winners, for a fee.

There is tiered pricing for entry depending on when you send your book in. Through June 30, 2023, cost is \$99 for the first category and \$79 for each additional category. The next deadline is September 30, 2023. Cost goes up to \$109 for the first category and \$89 for each additional category. After September 30, 2023, cost is \$119 for the first category and \$99 for each additional category.

The deadline for entries is January 15, 2024, and each entrant must mail in two copies of their book. Finalists are announced in March 2024 and winners in June 2024.

Smaller-scale contests are run by some of IBPA's regional affiliate organizations, including the [Midwest Independent Publishing Association, or MIPA](#), which

accepts entries from authors and publishing companies in 11 Midwestern states. Their deadline to enter books published in 2023 will be December 31, 2023. Finalists will be announced in April 2024 and winners named in June 2024.

Entry fees and deadline dates for the 2023 contest have not yet been announced.

For information about additional awards programs, check out the [Association of Writers and Writing Programs list](#).

Next Month's Publicity Tips Article:

Now is the Time to Start Planning Your End-of-the-Year Book Events

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in June or July 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.

June is...

Adopt A Shelter Cat Month
 Alzheimer's and Brain Awareness Month
 Effective Communications Month
 Lesbian, Gay, Bisexual, Transgender and Queer Pride Month
 Great Outdoors Month
 National Foster a Pet Month
 PTSD Awareness Month
 Rainbow Book Month

Also Observed in June...

National Gun Violence Awareness Day – June 2
 National Business Etiquette Week – June 4 – 10
 National Cancer Survivors Day – June 4
 World Ocean Day – June 8
 Family History Day – June 14
 Father's Day – June 18
 Meet A Mate Week – June 18 – 24
 PTSD Awareness Day. – June 27

July is...

National Grilling Month
 National Make A Difference to Children Month
 Worldwide Bereaved Parents Awareness Month

Also Observed in July...

National Independent Living Week – July 1-7
 Independence Day – July 4
 National Kitten Day – July 10
 Embrace Your Geekness Day – July 13
 National Be Your Own Hero Day – July 13
 Anniversary of the Debut of Penguin's First Paperback Book – July 30

Source: 2023 Chase's Calendar of Events

RMA Publicity