

THE POWER OF PUBLICITY

Winter Carnival Event at The Waters of Highland Park Makes Front Page of Pioneer Press Newspaper

An ice sculptor spent part of the day on Feb. 11 at The Waters of Highland Park in St. Paul, carving giant blocks of ice into the shape of a castle, and two media outlets showed up to share the event with their audiences.

The ice carving made the front page of the Pioneer Press newspaper, and was also featured on the evening news on [KSTP Television](#), the ABC affiliate in Minneapolis.



While the artist was hard at work, some residents stepped out on their balconies to watch. Those whose apartments don't face the courtyard where the work was underway were able to step outside and watch. Work on the castle was in preparation for a February 20 visit by members of the Royal Winter Carnival Court. The entire Court participated in a knighting ceremony for the King and Queen of the community.

Media Turns Out to Cover Pre-Valentine's Day Part at The Waters of Wexford in Pittsburgh

Two media outlets in the Pittsburgh market covered a pre Valentine's Day party at The Waters of Wexford, a senior living community in Warrendale, Pennsylvania, which is just outside Pittsburgh. Television station [KDKA](#) ran a story on the Feb. 10 evening news, and [The Tribune-Review](#) published a newspaper story the next day.

The event got underway around Noontime on Feb. 10 with the delivery of hundreds of flowers. They were immediately presented to the community's centenarians who are each celebrating significant birthdays in the very near future. Elise Renk turns 103 in March. Mary Cassesse turns 103 in August, and Pauline Kadliak turns 102 in October.

Coming up in March...

History Through Fiction releases a new title in March. *The Sky Worshipers* by FM Deemyad covers 50 years of Mongol conquests from the points of view of captured women.

Bruce Ario will share his story of living with mental illness with students at Augsburg College in Minnesota on March 24.

The **Rosemount Writers Festival** will be held virtually on Sat. Mar. 27. RMA Publicity is leading the presentation: Pandemic Proof Ideas for Promoting Your Book.

Flowers by Gerard in nearby Cranberry Township donated the flowers to them, and to Betty and Gene Howell, who celebrate their 71st Valentine's Day together this year.

In addition to the flower delivery and presentation, the "Day of Love" also featured an hour-long concert by the award-winning musical group Stellare Strings.

Also in February, stories about The Waters Senior Living aired in two television markets in Minnesota. On Feb. 9, television station [KSTP](#) in Minneapolis covered the COVID vaccination clinic at The Waters of Highland Park, and [KIMT-TV](#) covered the one held at The Waters on Maywood in Rochester the same day. The majority of staff and residents at both communities received their second vaccination for COVID-19 on Feb. 9. Residents who were interviewed say they're very excited to finally be able to resume some sense of normalcy after more than a year.



Residents of Avidor Edina Show Their Love for Community at February Blood Drive

Valentine's Day is traditionally a day about romance. It's also about showing people how much you care, and residents and staff at Avidor Edina, a 55+ active adult community in Edina, Minnesota showed their love for the community by partnering with Memorial Blood Centers to put on a blood drive.



[KSTP Television](#) was there as residents, staff members and members of the community rolled up their sleeves to give the gift of life.

Also in February, RMA Publicity secured two TV placements for Avidor Omaha, a 55+ active adult community in Omaha, Nebraska. On Feb. 7, [KETV](#) and [WOWT](#) both covered a COVID vaccination clinic at the community.

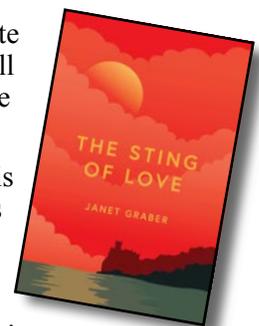
[WGN-TV Chicago](#) covered the COVID vaccination clinic at Avidor Glenview in Illinois on Feb. 1. Residents of the 55+ active adult community are very excited to finally see light at the end of the tunnel.

Next Chapter Booksellers Hosts *The Sting of Love* Author Janet Graber

In honor of Valentine's Day, Twin Cities author Janet Graber read from her debut adult novel, *The Sting of Love*, at a virtual event being sponsored by Next Chapter Booksellers of St. Paul, Minnesota. The event took place on Feb. 16. (A preview story about the event published in the [Feb. 14 Pioneer Press](#)).

When *The Sting of Love* begins, Georgina is about to visit her father in England to celebrate his 77th birthday, decades after he fought in WWII. She is astonished when he asks if she will accompany him back to Trieste in Northern Italy. He had always refused to set foot in Europe again. What changed? And why now?

Captain James Drummond survived the battlefields of North Africa and Italy. Instead of his anticipated return home to wife and four-year-old daughter whom he had yet to meet, he was assigned to the grim task of military occupation in Trieste. On a summer patrol in 1945 in the disputed hills above Trieste, he encountered a group of Yugoslav partisans, bathing. When he glimpsed a woman emerging from the pool, water cascading down her body, a new conflict emerged with no clear lines, one he had to navigate alone. The war-weary Captain



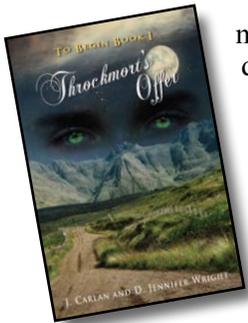
was faced with heart-wrenching choices.

Meanwhile, Georgina faces her own demons—a stale marriage, a secret affair, and her father's new revelations. Weaving historical facts with fictional characters, *The Sting of Love* moves seamlessly between Georgina's tumultuous life and that of her father in the aftermath of WWII, viewed through the lens of their several weeks together in Trieste.

Pick up your copy of the book at [Next Chapter Booksellers](#).

***Throckmort's Offer* Authors Interviewed on Atlanta Radio Station WDUN in February**

The husband and wife writing team of J. Carlan and D. Jennifer Wright were interviewed on WDUN-AM in Atlanta on Feb. 10. They talked about their debut novel, which was just released on Feb. 1st. *Throckmort's Offer* is the story of a couple fated to be together despite all of the obstacles in their way. The story begins in 1880 when four friends set out from their hometown of Kuttawa, a small town in Kentucky, for Paducah to see a traveling show. Along the way, Katy, Bartol, Daniel and Samantha meet a mysterious man who helps them when they run into trouble. The kids don't realize it, but Mr. Settle has been following them. He has a great interest in one of the kids in particular, the beautiful Samantha.



When the kids return home, Samantha has fallen ill, and another mystery man shows up to make her mother, Molly, an offer she can't refuse. Her life in exchange for allowing her daughter to live on.

How is that possible after Samantha has taken her last breath? J. Carlan Wright explains that's where the mystery part of the novel comes in.

Learn more at [Throckmort.com](#).

***Back Again* By Jamie Stoudt Now Being Carried by Valley Booksellers in Stillwater, MN**

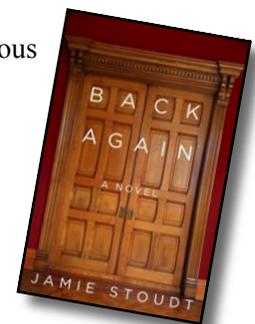
One of the best ways to help your book get discovered is to get it onto the shelves at your local bookstore. Jamie Stoudt's *Back Again* just came out in January, and it is already being featured at [Valley Booksellers in Stillwater](#).

Back Again is the story of a woman named Wendy, who quite literally comes back from the dead, and her husband, Michael. "Turns out she has some unfinished business on Planet Earth," says Stoudt, who goes on to explain his character has some lofty goals. "She wants to achieve things people have been trying to do for years, but been unsuccessful at."

The first task she wants to tackle is convincing clergy from the Christian, Jewish and Muslim faiths to work together towards a breakthrough that has eluded the religious communities for generations. Next, she takes on the task of trying to convince a branch of the U.S. Military to turn an aircraft carrier from a vessel of destruction into one with a humanitarian mission. As if that's not enough progress for humanity, she also attempts to help society take a major step towards reducing our dependence on fossil fuels.

"My overriding thought process in the book was to take a look at what causes war: religious intolerance, our insatiable need for more energy, militarization that requires counter-militarization and of course wacko dictators. I also wanted to explore what we might do about that. I hope I have created a positive, uplifting story where people see that yes things can get better," says Stoudt.

Learn more about Jamie Stoudt's work at [JamieStoudtBooks.com](#).



When Should You Get Started on a Book Marketing & PR Campaign?

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

How long ago did you come up with the idea for the book you are working on now, or just released? I'm going to venture a guess and say it may have been a year or two, or maybe more.



Now here's another question. When did you start thinking about how you are going to market the book? If marketing wasn't something you gave thought to around the time you started writing your book, you've missed a lot of opportunities. Among them, the opportunity to connect with potential readers pre-sale, and potentially to get trade reviews.

That doesn't mean you're out of luck though. Book marketing is crucial to a book's success, and while it's better to get started sooner rather than later, there are still a lot of things you can do to help get the word out..

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. If, for example, your book is about dieting or recovering from drug addiction, you should be attending regular support group meetings and telling people about your book. If you have a business book, join the local Chamber of Commerce and regularly attend meetings.

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 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. According to an article published on the website Goodreader.com in Feb. 2021, eBook sales increased by 12.6 percent in 2020.
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 are likely to 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:

How to Create a Book Marketing Timeline that Will Help You Keep Selling Books Well Beyond the Launch

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in March 2021 or April 2021, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

March is...

Colorectal Cancer Education and Awareness Month
Credit Education Month
Employee Spirit Month
International Ideas Month
National Kidney Month
National Nutrition Month

Also Observed in March...

World Day of Prayer – March 5
World Kidney Day – March 11
Genealogy Day – March 13

Source: 2021 Chase's Calendar of Events

April is...

Alcohol Awareness Month
Distracted Driving Awareness Month
Informed Woman Month
National Autism Awareness Month
National Humor Month
National Financial Literacy Month
Prevention of Cruelty to Animals Month
Stress Awareness Month

Also Observed in April...

National Library Week – April 4 – 10
National Stress Awareness Day – April 16
National Volunteer Week – April 18. – 24
Earth Day – April 22
Independent Bookstore Day – April 24

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