

# THE POWER OF PUBLICITY

## Another Military Base Visit for Boo Boo Bear's Mission



You can add Colorado Springs to the growing list of cities touched by Boo Boo Bear's Mission. The scraggly brown teddy bear, and Mary Linda Sather, the author of a children's book about his adventures in Iraq, were invited to Colorado's Ft. Carson to help families stay connected with loved ones who have been deployed overseas.

Their adventure began on Sunday, April 24, 2011, with a

*Above* Mary Linda Sather reads her children's book, *Boo Boo Bear's Mission: The True Story of a Teddy Bear's Adventures in Iraq* at the Barnes & Noble Citadel in Colorado Springs - April 25, 2011. Photo courtesy of Lora Reiber Community Relations Manager Barnes & Noble Citadel.

plane ride from Duluth to Minneapolis, then eventually on to Colorado Springs. Early the next morning, they appeared on FOX 21 News.

Boo Boo Bear enjoyed appearing on TV again, this time with anchor Kimberly Price who really made him feel welcome and comfortable. As Boo Boo Bear looked on, Mary Linda and Kimberly talked about the importance of military families staying connected. The appearance ended with a promotion for Boo Boo Bear's visit later that day at the Barnes and Noble - Citadel.

### MIDWEST BOOK AWARD FINALISTS

The Midwest Independent Book Publishers Association (MIPA)

has announced finalists for the 21st Annual Midwest Book Awards. RMA Publicity is proud to recognize the following finalists:

#### **Children's Picture Book**

*Looking for Lucy* – Beaver's Pond Press

#### **Culture & Travel**

*Paris from the Heart* – Beaver's Pond Press

#### **Health**

*The Reluctant Donor* – Beaver's Pond Press

#### **Inspiration/Gift Book**

*Bringing Jon Home* – Beaver's Pond Press

#### **Self-Help**

*Living with the Enemy* – Beaver's Pond Press

#### **Social Science**

*Stalking Mary* – Beaver's Pond Press

Contest winners will be announced the evening of May 11, 2011, at the Midwest Book Awards Presentation Ceremony at the Bloomington Arts Center.

### UPCOMING EVENTS

May 3, 2011 – 7 p.m.

Book sale and signing event – *A Platter of Chatter Charming Stories and Terrific Recipes*

by Margie Zats

The Bookcase of Wayzata, Wayzata, MN

May 19, 2011 – 6:30 p.m.

Children's storytime and book signing – *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*

by Mary Linda Sather

Cloquet, Minnesota Library

May 27, 2011 – Time to be determined

Connecting Hearts Workshop - *Boo Boo Bear's Mission The True Story of a Teddy Bear's Adventures in Iraq*

Cloquet, Minnesota Armory

# RMA Publicity

## APRIL EVENTS &amp; MEDIA PLACEMENTS

Once at the store, Mary Linda read Boo Boo Bear's Mission to the parents and children who gathered to listen to the story. The author was especially touched by comments from the widow of a career service member who had brought her granddaughter to the event. "She was very appreciative and that made me feel good," said Sather.



The next day, Boo Boo Bear and Mary Linda spent the day at Ft. Carson. More than 100 people participated in the Connecting Hearts workshops they led. The morning began with an introduction of all the parents, kids and their stuffed animals. Boo Boo Bear was excited to see so many of his cousins all in one place.

Mary Linda read the story to the kids and Boo Boo acted it out. The kids were especially impressed to learn many of the illustrations were drawn by military children. After the reading there were activities that encouraged kids to explore and express their feelings. They also had the opportunity to do crafts with a bear theme.

In the afternoon, Boo Boo Bear interacted with older kids who also got to hear the story and do crafts. Children and adults alike participated in a Sharing Circle where they learned about an activity to help their families develop greater self awareness, increase their skills in self management and build their relationship skills.

After both sessions, the author and Boo Boo Bear signed books and visited with families. At the end of the day, each family went home with a book. Here is some of the feedback received at the end of the day:

"My son has been having a tough time with his dad leaving soon, and I think the story comforted him. Thank you."

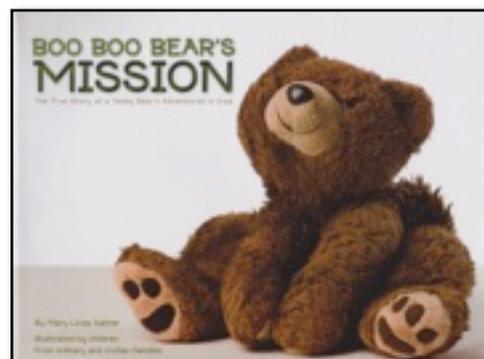
"Thank you so much for this great experience. I truly appreciate your work."

"I liked the crafts and activities that were available for children. I thought the story was terrific. So did my 2-year-old. I think the whole thing was a great experience. Thank you for the book."

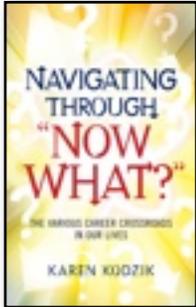
The next stop for Boo Boo Bear is Cloquet, Minnesota, where he and Mary Linda will participate in deployment ceremonies being held for members of the Cloquet-based Crazy Troop 1-94 Cavalry Unit of the Army National Guard and their families. The service members are about to be deployed for a year to Kuwait and Iraq. More information about Boo Boo Bear's Mission can be found at [boo-boo-bears-mission.net](http://boo-boo-bears-mission.net).



*Above* A serviceman just back from Iraq has a tender moment with his son at the Connecting Hearts event at Ft. Carson. *Left* Mary Linda Sather answers a question from one of the moms about the Boo Boo Bear arts and crafts project.



## RMA Publicity handled the marketing and PR for three new books launched in April.



### ***Navigating Through "Now What?" The Various Career Crossroads in Our Lives***

April was a busy month for Karen Kodzik, author of *Navigating Through "Now What?" The Various Career Crossroads in Our Lives*. She is a career consultant, based in St. Paul, Minn., whose new book shares the stories of people she has worked with over the years. It also offers a roadmap to follow for those who need help figuring out what to do next after a job ends for whatever reason.

Kodzik appeared on the FOX 9 Morning News in the Twin Cities on Monday, April 4, 2011, and discussed the topic of career transitions with anchor Alix Kendall. One of the key points made during the interview was the fact that people shouldn't just jump from one job to another.



"People should really take a step back when they find themselves at a transition point," said Kodzik during the interview. "They should say, 'Okay. What do I really want to do next? What really is exciting to me? What matches with my life goals, my family?'"

Later in the week, on April 7, 2011, Kodzik launched her book during a well-attended party at O'Gara's Bar and Grill in St. Paul.

RMA Publicity also arranged interviews for Karen Kodzik on KARE 11 News in the Twin Cities, and WJON-AM St. Cloud in April to promote her book. More information about *Navigating Through "Now What?"* can be found at [cultivatingcareers.com](http://cultivatingcareers.com)



### ***Where Doesn't It Hurt? A Healthcare Solution From a Doctor and His Equally Frustrated Patient***

Dr. Merlin Brown and Charla Sheffield, co-authors of *Where Doesn't It Hurt? A Healthcare Solution From a Doctor and His Equally Frustrated Patient*, officially launched their book on Thursday, April 21, 2011, with an appearance on the FOX 9 Morning News in Minneapolis. During an interview with anchor Tom Butler, they shared their vision for the future of healthcare with Twin Cities residents, and outlined the steps they feel are necessary to cut costs and improve the quality of healthcare.

- Put competition back into medicine in order to reduce costs.
- Eliminate insurance companies from outpatient care altogether and allow physicians and patients to decide what preventative measures, tests, drugs and medicines they should take.
- Offer all Americans a Medical Savings Account that can be used to pay for healthcare costs. Contributions would come from employers, employees, Individuals and the government.

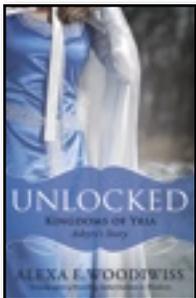
“If we have medical savings accounts that are only controlled by the patient they will want to spend the money wisely. This will result in a different kind of discussion between the doctor and patient to make sure the right test is ordered,” said Dr. Brown during the interview.

“It’s time for change and for us to take some control back,” added Sheffield. “It will stimulate the entire economy because you have these funds that are now tied up in insurance companies going into private banks and private institutions... It’s a fix across the board.”

“It’s a quick read. It’s a simple read and it’s an eye opening read,” said Fox 9’s Tom Butler, at the conclusion of the interview.

After their television appearance, the authors began preparing for their book launch party held the same evening at the Braemar Golf Club in Edina. About 120 people attended the party and presentation the authors had prepared. Afterwards, they signed copies of their book.

*Where Doesn't It Hurt? A Healthcare Solution From a Doctor and His Equally Frustrated Patient* is available through the author’s website at: [wheredoesntithurt.com](http://wheredoesntithurt.com) as well as [amazon.com](http://amazon.com) and the publisher’s website: [beaverspondbooks.com](http://beaverspondbooks.com).



### Unlocked

Alexa E. Woodiwiss, the granddaughter of The Queen of Romance, Kathleen E. Woodiwiss, turned to RMA Publicity for help getting the word out about the publication of her new novel, *Unlocked*.

We prepared a press release announcing the publication of the fantasy romance that tells the story of a prince and princess from far away lands who overcame incredible obstacles to be together. We also distributed the release to book reviewers at major newspapers throughout the country. Several media placements are pending at this time. More information about *Unlocked* can be found at [alexaewoodiwiss.com](http://alexaewoodiwiss.com).



### Also this month....

Gregg Proteaux, author of *Attitudes at Every Altitude – One Flight Attendant’s Observations From 7 Million Miles Flown*, had a book appearance at the Barnes & Noble in Apple Valley, Minn.

Margie Zats, author of *A Platter of Chatter Charming Stories and Terrific Recipes*, sold books and demonstrated recipes at the St. Louis Park, Minn., Byerly’s grocery store and Fresh Seasons Market in Minnetoka, Minn. An article about her book appeared in the April 1, 2011, issue of American Jewish World.

April is National Donate Life Month and an article RMA Publicity wrote about Suzanne Ruff, author of *The Reluctant Donor*, appeared in the Mooresville Weekly in North Carolina on April 1, 2011. The title is Author Overcomes Anxiety Over Donating Kidney.

## The Press Release

Have you ever called a TV or newspaper newsroom to pitch a story you were sure they'd want to cover, only to be told, "Why don't you send us a press release on that and we'll get back to you if we're interested."



That's a pretty standard response from assignment editors and reporters. What they are looking for is a quick summary of your story they can share with others in the newsroom. It will be used to make a decision on whether or not to cover your story.

I can tell you from personal experience, newsrooms receive dozens of story pitches a day and if you want yours to stand out from the others, you need to follow-up right away with the documentation they've requested. If you don't, your story will be quickly forgotten. There's just too much competition from people who know how the publicity game is played, not to mention assignment editors and reporters are very busy people and don't have the time to do your job for you.

So what's the key to writing a press release that will get noticed and not thrown in the trash?

- You need a good headline that will capture the reader's attention. Make every effort to come up with one that highlights the benefit telling

your story will have for the audience.

- Put the main point you are trying to get across in the lead paragraph. Don't save your best stuff for last.
- Make sure the five W's – Who, What, When, Where and Why appear fairly high in the release.
- Include a link to your website where the reader can find out more information about you and your book.
- Be sure to include contact information so reporters can get ahold of you quickly and easily if they decide to do a story.

Before you begin writing, make note of the fact that news editors and reporters aren't interested in helping you make money or sell books. They are looking for a story that will interest their readers, listeners or viewers. Unless you're a politician, local celebrity, the CEO of a major company of the like, the fact that your book has been published is not news per say.

If you're not sure how to put together a press release that will get you the attention you deserve, RMA Publicity would enjoy the opportunity to work with you.

### Coming up next month

5 tips for improving your book's visibility

# RMA Publicity

www.RMAPublicity.com  
rachel@RMAPublicity.com  
(952) 240 - 2513

## MAY MEDIA OPPORTUNITIES

If your book is easily relatable to any of the events below that are observed in May, RMA Publicity may be able to help you get media coverage.

- Arthritis Awareness Month
- Be Kind to Animals Week (May 1 – 7)
- Better Hearing and Speech Month
- Children's Book Week (May 2 – 8)
- Eco Driving Month
- Family Wellness Month
- Get Caught Reading Month
- Gifts from the Garden Month
- Heal the Children Month
- Healthy Vision Month
- Jewish American Heritage Month
- Melanoma/Skin Cancer Detection and Prevention Month
- Memorial Day (May 30)
- Mother's Day (May 8)
- Motorcycle Safety Month
- National Allergy/Asthma Awareness Month
- National Anxiety and Depression Awareness Week (May 1 – 7)
- National Barbecue Month
- National Better Hearing Month
- National Bike Month
- National Family Month (May 8 – June 19)
- National Hamburger Month
- National Meditation Month
- National Mental Health Month
- National Military Appreciation Month
- National Missing Children's Day (May 25)
- National Nurses Week (May 6 – 12)
- National Osteoporosis Awareness and Prevention Month
- National Physical Fitness and Sports Month
- National Safe Boating Week (May 21 – 27)
- National Senior Health and Fitness Day (May 25)
- National Smile Month
- Personal History Month
- Strike Out Strokes Month
- Tennis Month
- Women's Health Care Month

\* Source: 2011 Chase's Calendar of Events