

# THE POWER OF PUBLICITY

## *The Legend of Jet the Gerbil: Could Be the Greatest Gerbil Story Ever Told* Launches in May

Just in time for International Children's Book Week and Be Kind to Animals Week, a children's book that has been decades in the making is available for purchase. *The Legend of Jet the Gerbil - Could Be the Greatest Gerbil Story Ever Told* was written by Michael Keller, the former CEO of The Pearson Candy Company and former Marketing Director of Dairy Queen, as a gift to his father, who is the hero in the story.



When Michael was a kid, his father, who is a retired

cardiologist, saved the life of his beloved gerbil. The book is also dedicated to its illustrator, who worked on the project when COVID was at its worst in her home country of Italy. Keller officially revealed the book to the world on [KARE 11 Saturday](#) on May 1st. He was interviewed on [WCCO Radio with Jordana Green](#) on May 3rd, and the official launch event was a virtual one held by the Wild Rumpus bookstore on May 6.

## Minnesota Mother Who Lost Son to Drug Abuse Releases *Dear Heroin: A Memoir of Goodbyes*

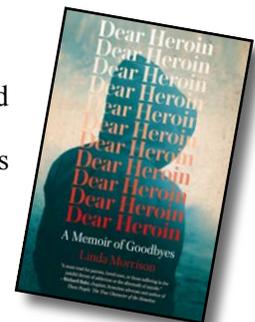


Just in time for National Prevention Week, which this year is May 9 – 14, Linda Morrison of Eagan, Minnesota has released *Dear Heroin: A Memoir of Goodbyes*. Linda's son, Michael Morrison, committed suicide in 2012 after a four year battle with substance abuse.

Mike was a popular student at St. Paul's Central High School, and before he died had asked his mother to

share his story if anything ever happened to him. In addition to sharing details of her family's struggle, the book also provides resources for families who fear their own children may be abusing drugs. A story about the book was published in the May 1 edition of the [Sun This Week newspaper](#).

Learn more about the book on the author's website: [DearHeroinBook.com](#). Books are available for purchase now direct from the distributor: [ItascaBooks.com](#).



## ***The Triple Play Twins* Becomes a Part of Minnesota Twins' Reading is Powerful Program in May**

RMA Publicity is excited to share that a book we help promote is being showcased in the [Minnesota Twins' Reading is Powerful Program](#) in May. On May 7, the Twins' mascot, T.C. Bear, and Chelsey Falzone from the Twins' front office taped a reading of *The Triple Play Twins* by author David A. Kelly.

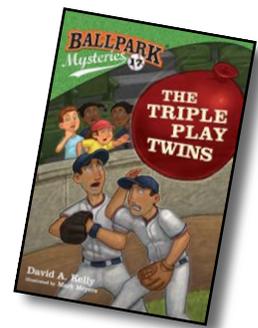
The reading took place in Bat N Barrell, the bar and event space overlooking right field in the Twins Stadium. Soon, the recording will be highlighted on the Twins' website, and the team has already purchased hundreds of books. A story about the first kids to receive them was published in the [International Falls Journal](#) the first week of May.

*The Triple Play Twins* is the latest title in Random House's Ballpark Mysteries series, which is for children ages 6 – 9. The book delivers a Minnesota baseball mystery with local connections and universal appeal. As main characters Kate and Mike try to discover who's trying to derail the Twins' chances of making the playoffs by causing trouble for the team's star players, twin Twins Marco and Pedro, they come across everything from the St. Paul Saints pig mascot in a Prince outfit to Harmon Killebrew's red stadium chair hanging above the log flume ride at the Mall of America, and a whole lot more.

### About the Ballpark Mysteries series

Through the Ballpark Mysteries series, readers can travel by book to each MLB stadium to learn sports history, discover interesting baseball facts, and have an exciting sports adventure, regardless of when stadiums open again for fans. The books are a great way to keep baseball excitement alive. Before getting started on the 17th story in his Ballpark Mysteries series, author David A. Kelly spent time in the Twin Cities visiting all the sites mentioned in the book. He also did extensive research on the Twins.

Learn more about the series on the author's website: [DavidAKellyBooks.com](http://DavidAKellyBooks.com).



## **RMA Publicity Secures 9 Media Placements for Jayne Ellegard's Financial Empowerment for Women in April**

April was National Financial Literacy Month, a time when people across the country are encouraged to improve their financial literacy. It also marked the perfect time for the launch of the new book, *Financial Empowerment for Women: Your Guide to Courage, Confidence & Wisdom!* by Minnesota Wealth Coach Jayne Ellegard.

The launch party for the book took place the evening of April 8, and Ellegard has already been interviewed about the book and the concepts within numerous times. She was on [Sunday Morning Townsquare](#), which airs on 100.5 The River in Grand Rapids, Michigan, on April 25. Earlier in the month, she was interviewed on [KDAL-Radio Duluth](#), Minnesota (April 10), [WAMV-AM](#) in Roanoke, Virginia (April 19), and [WJON-AM in St. Cloud, Minnesota](#) (April 7). Ellegard has also made two TV appearances: [KSTP's Twin Cities Live](#) (April 6) and [KARE 11 Saturday Morning](#) (April 3).



There have also been stories published in the [Duluth News Tribune](#) newspaper (April 14), the [MN Sun Sailor](#) (April 7) and the [International Falls Journal](#) (April 6).

Learn more about the *Financial Empowerment for Women* and Jayne's work at [EllegantWealth.com](http://EllegantWealth.com). Books are available for purchase through the website: [Elegantwealth.com](http://Elegantwealth.com).

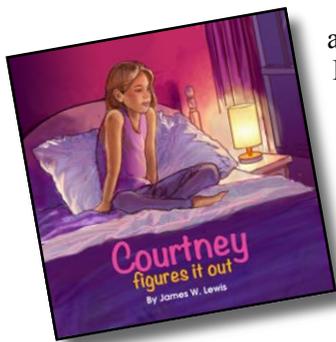
## Story About Vietnam Veteran Bill Strusinski's Memoir, *Care Under Fire*, Published in Country Messenger

The first news story of the year promoting Vietnam Veteran Bill Strusinski's memoir, *Care Under Fire*, was published in the [Country Messenger](#) newspaper in April. Up next, an interview Strusinski did with Pioneer PBS airs on Memorial Day (May 31st), likely on multiple Minnesota PBS stations. Congratulations for the well deserved attention Bill!

Pick up your copy of the book today at [CareUnderFire.us](http://CareUnderFire.us).



## *Courtney Figures it Out* Featured in Special Section of Foreword Reviews Magazine

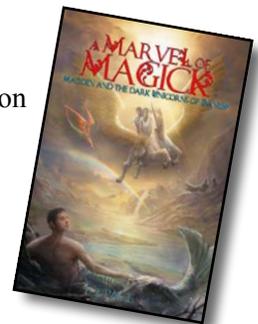


One of the added bonuses associated with participating in book awards contests is the added exposure a book gets when selected as an award winner. Congratulations to Jim Lewis, author, *Courtney Figures it Out*, which is a story dedicated to his granddaughter.

The book is a finalist for the Foreword Indies Book of the Year in the Children's Picture Book - Early Reader category, and as such is highlighted in the May/June issue of Foreword Reviews magazine that just came out. Hope this leads to lots of sales!

## Encino Enterprise Publishes Story About Erika Page's New YA Novel

Congratulations to Erika Page of Sherman Oaks, California. Her hometown newspaper, The Encino Enterprise, has published a story about her new YA novel set for official release on May 1. *A Marvel of Magick: Madden and the Dark Unicorns of Danuk* is the story of a boy from the LGBTQ community who finds himself tasked with saving the world. [Here is a link to the book's sales page on Amazon.](#)



## MN Sun Sailor Publishes Steve Lundquist's Editorial About the Derek Chauvin Verdict

When you see something happening in the world you want to share your opinion about don't just think about it, do it!

After the verdict came in against Minneapolis Police Officer Derek Chauvin, Steve Lundquist, author, *True Leadership, Where is It? Big Politics & Big Business*, wrote an editorial expressing his opinion about the case. RMA Publicity submitted it to his hometown newspaper, and the Plymouth Sun Sailor published his column in one of its April editions. [Check out the column here.](#)

Learn more about Steve's book at [Trueleadership.org](http://Trueleadership.org).



**KSTP Television Covers Earth Day Cleanup Involving Avidor Edina Residents**

Earth Day 2021 looked a lot different than Earth Day 2020 did. Now that a vaccine for COVID-19 is available, people are resuming a lot of their normal activities, including their annual Earth Day cleanups.

Residents and staff at Avidor Edina, a premier 55 plus active adult community in Edina, Minnesota, were joined by Edina Mayor James Hovland on a neighborhood cleanup. Each person participating in the cleanup event was armed with



a grabber and garbage bags that were donated by the City. The group collected a total of 11 bags of garbage. [KSTP television](#) covered the event.

Visit [AvidorLiving.com](http://AvidorLiving.com) to learn more about Avidor. Earth Day is an annual event that since 1970 has been held on April 22 to call attention to the importance of protecting the environment.

**April Fools Joke Lands The Waters of Edina in the Headlines**



The Waters Senior Living is back in the news! [Here is a link to a story](#) published in the Edina Sun Current on April 8 about an April Fools joke one The Waters community played on another on April 1st this year.

# RMA Publicity

## The Biggest Benefits of Virtual Events... and Why They are Likely Here to Stay

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

When I first started working in the publishing industry, one of the more popular tasks I was asked to handle for authors was setting up and promoting book tours.

Some were for authors who just wanted to do events at stores in their home state. I also got plenty of requests for help setting up national book tours. I've sent dozens of authors on tours up and down both the East and West Coast, and down the center of the country as well.

I'm happy to share that many of the tours I have set up and promoted helped authors sell hundreds of books. That's because not only did I get them into the stores, I promoted the events via the news media as well.

Perhaps the most popular book tour I have set up to date was for National Outdoor Book Award Winner Jo Deurbrouck, whose book, *Anything Worth Doing: A True Story of Adventure, Friendship and Tragedy on the Last of the West's Great Rivers*, garnered attention everywhere she went.

RMA Publicity worked with the author to promote events that had been set up in 5-tour states: Idaho, Montana, Washington, Oregon and Utah. More than 30 media placements for the book were achieved, and the author later reported to me that from the time she started her tour until it finished, 3,000 copies of the book had been sold.

Obviously having won the National Outdoor Book Award during her tour played a big role in the tour's success. With all the books sold, she was able to cover the cost of the tour and then some.

Until the pandemic struck in March 2020, big national tours like the one I just described were only possible for people who had the time and means available to go from city to city to promote their books. Now thanks to Zoom, Facebook Live, and a handful of other platforms, it is possible for authors to appear pretty much anywhere from the comfort of their own living rooms.

A number of bookstores in my home state of Minnesota have been offering virtual events since



early Summer 2020, and some of them are getting pretty good at them too. Subtext Books, an independent bookstore in St. Paul, hosts three or four virtual events per month. While Magers & Quinn Booksellers, an independent bookstore in Minneapolis, has been hosting between 6-and-8 virtual events per month since 2021 began. The store hosted a virtual event for one of the authors RMA Publicity works with—Michael Keller—on April 8.

“Due to our strong events program and large in-store capacity at Magers & Quinn, we have been lucky to host nationally-touring authors over the years. This pattern has continued with virtual events, with the welcome addition of being able to work with authors based overseas, or those who would be unlikely to travel for a traditional book tour,” said Annie Metcalf, the store's events coordinator.

“We've gotten to work with a German author and her translator, both based in Germany, a handful of English and Irish authors, and Minnesota-born authors who now call other countries home.”

Metcalf adds that some of the store's most successful virtual events, sales-wise, have been book launches for local authors who have been instrumental in spreading the word about the event and promoting Magers & Quinn as the place to get special perks, such as signed copies.

She also notes that overall both sales and attendance at virtual events tend to be lower than they are for in-person events. However, there have also been some bright spots and success stories, especially in instances where Magers & Quinn has been able to run a pre-order campaign for a highly anticipated book, and offer virtual event access as part of that pre-order.

“The best example of this has been our relationship with Minnesota-based romance author Abby Jimenez, whose fans are passionate and who always creates great pre-order incentives,” says Metcalf.

Sarah Cassavant, the events coordinator for Subtext Books says that while book sales for virtual events are not the same as for in-person events, attendance numbers are often more than what the store would see for in-person events. “Virtual events allow folks from outside of the Twin Cities—or those who wouldn't be able to make it to the store—to attend events they wouldn't be able to otherwise. Virtual events also allow us the flexibility to work with authors outside of the Twin Cities who might not normally be able to travel here,” she says.

Sometimes bookstore staff handles setting up the event and doing the Q & A with the authors. I have also attended events where celebrities or other guest hosts handled the introductions and Q & As. Most of the time questions are sent in by guests using chat, but at some events people's microphones are turned on and they are allowed to interact with the authors.

Metcalf says based on the success they have had with virtual events, even after pandemic restrictions are lifted, Magers & Quinn plans to continue doing them. "Whether we offer a live-stream of an in-store event, or continue offering purely virtual events alongside our in-store program, this type of event is certainly an asset we won't abandon."

Subtext Books on the other hand, plans to eventually phase them out. "We're looking forward to hosting events again in the physical space, and we'll most likely transition back to only in-person events eventually once it's safe, but we're happy to continue with virtual events for the time being," says Cassavant.

Bookstores aren't the only game in town for authors who want to do virtual events. I have also set up and promoted a number of private book launch events for authors in the past year using a wide

variety of online tools. ZOOM, Facebook Live, Mail Chimp and Eventbrite as my favorite ones.

Interested in learning more about partnering with RMA Publicity to set up a virtual book launch event or virtual book tour? If so, please send a request for a free publicity consult to [rachel@rmapublicity.com](mailto:rachel@rmapublicity.com).

**Next Month's Publicity Tips Article:** Tips for Putting on a Successful Virtual Event.

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## MEDIA OPPORTUNITIES

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

### May is...

Gardening for Wildlife Month  
 Heal the Children Month  
 Mental Health Month  
 Mystery Month  
 National Meditation Month  
 National Military Appreciation Month  
 Older Americans Month  
 Skin Cancer Awareness Month  
 Spiritual Literacy Month  
 Women's Healthcare Month

### Also Observed in May...

Be Kind to Animals Week – May 2 – 8  
 Teacher Appreciation Week – May 3 – 7  
 Military Spouse Appreciation Day – May 7  
 National Train Day – May 8  
 National Etiquette Week – May 10 – 14  
 National Missing Children's Day – May 25

Source: 2021 Chase's Calendar of Events

### June is...

Adopt a Shelter Cat Month  
 Alzheimer's and Brain Awareness Month  
 Audiobook Appreciation Month  
 Effective Communications Month  
 Gay and Lesbian Pride Month  
 National Oceans Month  
 PTSD Awareness Month  
 Rainbow Book Month

### Also Observed in June...

Baby Boomers Recognition Day – June 1  
 National Gun Violence Awareness Day – June 4  
 PTSD Awareness Day – June 27