

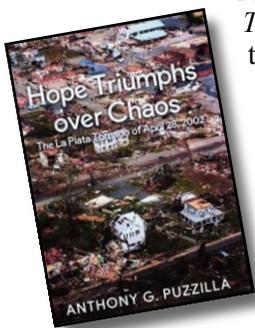
THE POWER OF PUBLICITY

Stories About *Hope Triumphs Over Chaos* Air on WUSA-TV Washington, D.C. and WJZ-TV Baltimore on April 28

Everyone who was alive at the time remembers exactly where they were on September 11, 2001, but do you remember where you were just seven months later—on April 28, 2002? Long-time residents of La Plata, Maryland certainly do.

It was on that date nearly 20 years ago that an F4 tornado nearly wiped the small town 30 miles southeast of Washington, D.C., off the map. The La Plata tornado ranks as the second strongest tornado to ever strike a state along the East Coast.

Just in time for the anniversary, a new book is out that shares the stories of what happened, and the sheer determination of the people of La Plata to pick themselves up and rebuild. On April 28, longtime La Plata resident Anthony Puzzilla officially launched *Hope Triumphs over Chaos: The La Plata Tornado of April 28, 2002* at Martin's Auto Repair & Towing. The business was destroyed in the storm, then later rebuilt.



The book chronicles what went wrong that day, and what has been learned in the aftermath of one of the worst natural disasters in U.S. history. On April 28, stories aired on both [WUSA-TV](#), the CBS affiliate in Washington, D.C. and [WJZ-TV](#), the CBS affiliate in Baltimore. Puzzilla was also interviewed on [WBAL-AM/Baltimore](#) the evening of April 23, and a story about the book was published in the [South Maryland News](#).

Learn more about Anthony's work, or pick up your copy of his new book on his website, [AnthonyPuzzilla.com](#).

Launch Event for Judith Brenner's *The Moments Between Dreams* Takes Place May 24

The Moments Between Dreams, a novel by Minnesota author Judith Brenner, is a story for our times and launching in May.

The story takes place in the 1940s-50s, but the characters deal with a lot of the same issues people are facing due to the worldwide pandemic today. The protagonist's daughter is hospitalized in isolation with polio and her

Coming up in May...

Michael Wilder, author, *Jackpot! The Crazy Things You'll Do for Love and Money* will be interviewed by Ryan Gatenby on WBIG-AM in Chicago the morning of May 2.

Hudda Ibrahim, author, *Lula Wants to Wear A Badge and What Color is My Hijab?* has two library events planned at Minnesota libraries in May. She will be at Blue Earth Public Library in Mankato on Saturday, May 7, and the St. Cloud Public Library on May 18.



husband is about to head off to war. Before he leaves, his temper flares with an impulsive and dangerous need for control. Challenges escalate from there, until the hopeful ending.

A hybrid author talk/launch event for *The Moments Between Dreams* takes place the evening of Tuesday, May 24. Choose either Zoom or In-Person formats to fit your location and schedule. The in-person event is being held at the senior center in Edina, Minnesota. Doors open at 6 p.m. There will be a Q & A moderated by Maggie Taylor, a respected writer and realtor, and the author will do a reading. Minneapolis bookstore Magers & Quinn is handling the book sales. RSVP to attend [here](#). Those unable to attend in person can participate in the event via ZOOM. Register for the online event [here](#).

Stories about the novel have already appeared in the [Pioneer Press](#) and [Duluth News Tribune](#) newspapers. On May 3, the author was interviewed on Dialogue Between the Lines with Susan Wingate.

Learn more about the author's work on her website: JudithFBrenner.com.

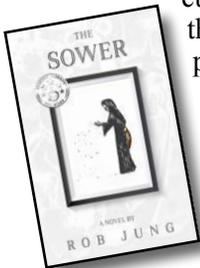


Bookstore at Fitger's in Duluth Celebrates Independent Bookstore Day with a Scavenger Hunt, Author Readings, and Plenty More

The national one-day party that celebrates independent bookstores across the country was held on April 30, and The Bookstore at Fitger's in Duluth, Minnesota put on a party to remember.

As customers arrived, they were greeted at the door with treats and balloons, and they were able to participate in a lot of fun and games. There was Book Bingo, a game in which

customers searched for books recommended by the authors who were appearing at the store throughout the day. There was also a scavenger hunt, a writer's workshop, and author's presentations.



One of them was with Rob Jung, author of *The Sower*, the story of a transgender private detective working on a case involving a five-year-old unsolved murder, a U.S. Senate candidate with a past to hide and an alleged art forgery that rocks the art world.

RMA Publicity handled publicity for the event and secured media placements in the [Duluth News Tribune](#), as well as [KBJR/KDLH TV](#) and [KQDS-TV](#) in Duluth.



Effort to Bring a Veterans Memorial to Bloomington Featured on City's Cable Program "Bloomington Today" April 6

Michael Dardis, Vice President of Bloomington Remembers Veterans Inc., and the organization's secretary, Fran Stachour, were interviewed for a story that aired on [Bloomington Today](#) on April 6, 2022. They discussed the effort underway to bring a veterans memorial to the City of Bloomington, Minnesota, and the need for support for the community.

Both Dardis and Stachour are among the city's many veterans, and feel strongly about the need for a place in Bloomington to honor those who have served. It is hoped that ground can be broken on the memorial by Spring 2023.

Learn more about the project and how you can help make it happen on the organization's website, which is www.BloomingtonVeteransMemorial.org.



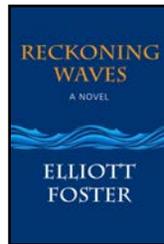
Wealth Consultant Jayne Ellegard Interviewed on KSTP TV on April 5

April was National Financial Literacy Month, and according to a recent Fidelity study, 70 percent of women say their finances have kept them up at night, with long-term finances topping the list of concerns. Wealth Consultant Jayne Ellegard of Minneapolis shared some money management tips on both the 5 p.m. and 6 p.m. newscasts on KSTP television (ABC) in Minneapolis on April 5th. Jayne is the author of *Financial Empowerment for Women: Your Guide to Courage, Confidence & Wisdom!* Her website is EllegantWealth.com.

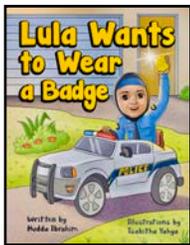


Also in April...

Elliott Foster, author of *Reckoning Waves*, hosted his first event in Minnesota to promote his latest novel. A discussion and signing was held April 3rd at Lake Monster Brewing, in St. Paul, Minnesota.



Clancy Clark, author, *Love Your Work, Live Your Dream*, led the Denver Press Club's meeting on April 12. He shared the story of how he found his moment of revelation that led to becoming an author, speaker and coach.



Hudda Ibrahim, author, *What Color is My Hijab?* and *Lula Wants to Wear A Badge*, appeared at the St. Cloud Math and Science Academy in St. Cloud, Minnesota on April 19, and The King County Public Library in Seattle, Washington on April 27.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in May 2022 or June 2022, 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...

Heal the Children Month
Mental Health Month
National Foster Care Month
National Meditation Month
National Military Appreciation Month
Older Americans Month
Spiritual Literacy Month
National Missing Children's Day – May 25

Also Observed in May...

Hug Your Cat Day – May 1
Be Kind to Animals Week – May 1 – 7

June is...

Adopt A Shelter Cat Month
Alzheimer's and Brain Awareness Month
Effective Communications Month
LGBTQ + Month
PTSD Awareness Month
Rainbow Book Month

Also Observed in June...

Say Something Nice Day – June 1
National Gun Violence Awareness Day – June 3
World Ocean Day – June 8
Let it Go Day – June 23
PTSD Awareness Day – June 27

Source: 2022 Chase's Calendar of Events

Thinking Beyond Bookstores – Some of the Best Places to Sell Books This Summer

By Rachel M. Anderson, Publicist, [RMA Publicity](http://www.RMAPublicity.com)

I live in Minnesota and it seems like pretty much overnight we went from Winter to Summer. Just yesterday I was all bundled up, now as I write this, the first 80 degree forecast of the year has just been made.



For retail, summer is typically a pretty slow time of year as people are more focused on leisure time than getting things done. It is for that very reason, however, that summertime is a great time to promote and sell books.

Reading is one of those coveted leisure activities people enjoy doing in the summertime, so capitalize on all the opportunities out there. Here are some ideas for easy ways to promote a book during the summertime:

1) Appear at summer festivals.

Just about every local community puts on a summer festival to bring people together, and they typically offer local businesses the opportunity to buy a table and showcase their services. If you haven't done so already, check to see if there is any space available for you at your local festival. This is a surefire way to reach hundreds, maybe even thousands of people if you live in a large community.

There are typically fees to secure a table at these events, but they are usually nominal. And don't be afraid to venture into a nearby community either. I work with several authors who spend the entire summer traveling the Midwest selling books at festivals.

2) Library appearances.

Another popular place to present is at your local or regional library. Since a lot of people travel in the

summertime, there is less competition for securing those coveted event slots. Reach out to your local library to see if they can work you into their schedule. Many libraries will both pay the author an appearance fee, and allow him or her to sell books to attendees.

The great thing about library appearances is that you typically get help with promotion. The libraries will print up flyers and leave them near book checkout lanes. Some library systems also print up catalogs of events that are distributed both in print and online.

3) Plan a reading party.

Here's another out-of-the-bookstore idea for you. Plan a reading party. You can do it pretty much anywhere: at your house, the local coffee shop, at the beach, a restaurant, a friend's house, etc.

Just pick a theme, and start sending out invitations. Heck, maybe invite some of your author friends to be co-hosts. After all, the more people the merrier, and the more potential readers for your book.

In addition to planning events, summer is also a good time to strategize about what you're going to do to sell books in the fall and winter, which are typically the busiest times of year for booksellers.

Visit www.rmapublicity.com to view more book publicity tips articles.

Next Month's Publicity Tips Article:

Here are Some Tips for Putting on a Memorable Book Event

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