

THE POWER OF PUBLICITY

RMA Publicity Secures 7 Media Placements for The Waters Senior Living Communities in August

The 2020 Minnesota State Fair may be canceled, but residents of a senior living community in Excelsior won't have to go without their favorite fair games and foods this year.

Staff at The Waters of Excelsior in the Twin Cities hosted a mini State Fair for residents on Wed., Aug. 26, 2020. The community's parking lot was transformed into a mini version of the Great Minnesota Get Together. There was food, games, a photo op with a "cow" cardboard cutout and hay bales, and even a few classic cars from the 1950s on display. Plus, lots of excitement generated by the overwhelming coverage from the local media. [KARE](#), WCCO and [KSTP](#) television covered the event. So did the Star Tribune newspaper.



"The State Fair is one of the most popular excursions residents go on every year, and many people were disappointed when they learned it had been canceled. I am so glad we can keep the excitement alive in some fashion by hosting a mini fair on site," said Lori Nugent, Active Life Manager at The Waters of Excelsior.



The Waters of Excelsior wasn't the only The Waters property in the headlines in August. Three Pittsburgh-area media outlets covered the birthday party for 1918 flu pandemic survivor Mary Cassesse on August 11. [KDKA-TV](#), [The Tribune Review](#) and The Cranberry Butler Eagle all ran stories about the 102 year old's birthday party, which was held at The Waters of Wexford in Warrendale, Pa., where she is said to be one of the more popular residents.

The party featured Mary's favorite foods: pizza with sausage and mushrooms and Klondike Bars. The Warrendale location of Aviva Brick Oven donated the pizzas for the party, and the owner served them up. The Waters management and staff sang happy birthday to Mary, and served her special meal. As a sign of the times, everyone of course was wearing masks.

To learn more about The Waters, where residents thrive, go to www.TheWaters.com.

Coming up in September...

Janet Graber, author, *The Sting of Love*, will launch her book virtually at a presentation facilitated by Magers and Quinn in Minneapolis on Friday, Sept. 25. The event begins at 5 p.m.

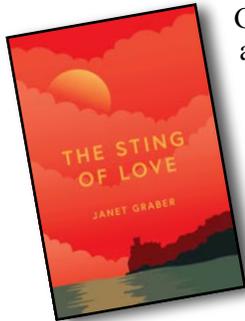
Retired University of Minnesota professor Jack Zipes is launching the first two titles of his new publishing company, Little Mole & Honey Bear, on Sun., Sept. 27, beginning at 3 p.m. His debut titles are *Keedle the Great* and *Yussuf the Ostrich*. The virtual event is being hosted by Magers and Quinn in Minneapolis.

Ronald E. Peterson, author, *Gardeners of the Universe*, has a virtual presentation planned for Sunday, Sept. 27, beginning at 7 p.m. His event is being facilitated by Next Chapter Booksellers in St. Paul.

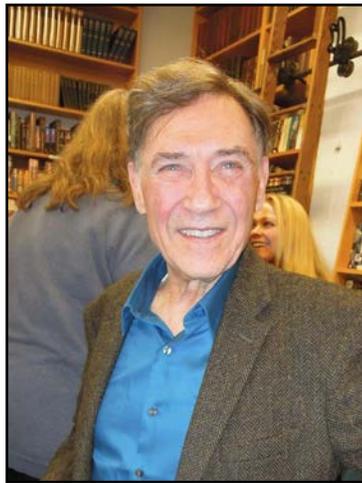
Janet Graber's Debut Novel for Adults Launches in September

The Sting of Love by Janet Graber officially launches in September 2020. It is the story of Captain James Alexander Drummond of England, who has some unfinished business in Italy. As he is nearing the end of his life, he asks his daughter to accompany him on a visit to Trieste, Italy, where he had been stationed during the War, but is reluctant to explain why. Intrigued, Georgina agrees to accompany him.

Told in the voice of the soldier between 1945 and 1946, and the voice of Georgina in 1994, it soon becomes clear why Georgina's father struggled to adjust to life in England after the War. Secrets are revealed. Families break. Families re-shape themselves. It appears that none of us are immune from the sting of love.



There was a story in the Aug. 14, 2020 issue of [The Dakota County Tribune](#) about the book. A virtual launch event takes place on Fri., Sept. 25 at 5 p.m. via [Magers and Quinn's Facebook page](#). You can learn more about Janet Graber's work on her website: [JanetGraber.com](#).



Retired University of Minnesota Professor Breathing New Life into 1940s Era Fairy Tales

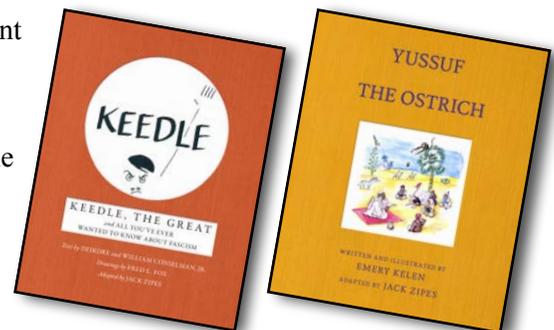
Jack Zipes of Minneapolis may not be in the classroom anymore, but once a teacher always a teacher. Now retired from his position as a Professor of German and comparative literature at the University of Minnesota, these days he is on a mission to breathe new life into old fairy tales that deliver important messages. The fairy tales he is re-releasing this September are both about fascism and teach lessons that are very timely right now.

Keedle the Great, originally written by Deirdre and William Conselman, Jr., and illustrated by Fred L. Fox in 1940, is the story of a scrawny little kid who is cruel to animals. As the story progresses and Keedle becomes a bigger bully, he gets smaller and smaller. It shows that bullies don't last forever. *Yussuf the Ostrich*, originally written and illustrated by Emery Kelen, one of the great political caricaturists of the twentieth century and released in 1943, is the story of a young idealistic ostrich who has to overcome racism, war and separation from

his mother.

The books will be officially launched with a virtual launch event hosted by Magers and Quinn of Minneapolis on Sunday, Sept. 27, 2020. The event begins at 3 p.m. Copies of these and Zipes' other books can be purchased through the website, [MagersAndQuinn.com](#). They are also available through the distributor, [Itascabooks.com](#).

To learn more about Jack Zipes' work, please check out his website, [JackZipes.com](#) and his new publishing house, [LittleMoleHoneyBear.com](#).

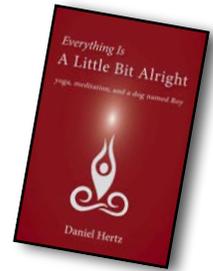


Essential Wellness Magazine Publishes Article About How Meditation, Yoga and a Dog Named Roy Helped a Minneapolis Man Overcome Grief

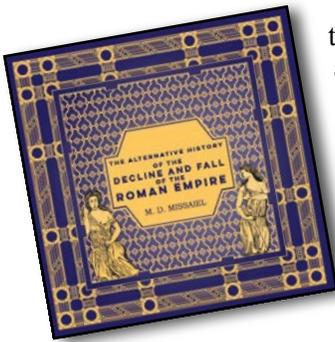


Having a hard time coping with the loss of a loved one? In his recently released memoir, *Everything is a Little Bit Alright*, Daniel Hertz of Minneapolis writes about how yoga, meditation, and a dog named Roy helped him recover.

A story about his journey has been published by [Essential Wellness magazine](#). Learn more about Daniel's work on his [Facebook page](#).



Virginia Author's Novel Featured in His Hometown Paper



There is a story in the Aug. 10 issue of the [Falls Church News Press](#) in Virginia about M.D. Missaiel's new book, *The Alternative History of the Decline and Fall of the Roman Empire*. It's a novel that will really make you think, and was inspired, the author says, by the dangerous path the United States is currently on. Are we in danger of falling, just as the Roman Empire did so long ago?

Copies of *The Alternative History of the Decline and Fall of the Roman Empire* are available for purchase online through both [Amazon](#) and [Barnes and Noble](#). Books can also be ordered through stores. For more information, go to [Mmissaiel.illatease.info](#).



Kirkus Review is in for Bruce J. Berger's *The Flight of the Veil*

The Kirkus Review has just come in for Bruce J. Berger's *The Flight of the Veil*, set for release on Oct. 8, 2020, and the book is being called, "A well-crafted tale about trauma and miracles." [Here is a link to the full review](#).

The Flight of the Veil is the story of Holocaust survivor Nicky Covo. In 1990, Nicky – a Brooklyn psychiatrist – receives a letter from Abbess Fevronia, the head of a women's monastery in Greece. Although Nicky believes the rest of his family died at Auschwitz, he learns that Theodora, a mysteriously silent nun who's lived at the monastery since 1944, may be his baby sister, Kal. With his old friend and new love, Helen, Nicky returns to Greece – to harrowing memories of his fighting with the partisans and to a reunion with his beloved sister. *The Flight of the Veil* explores the intersections of guilt and memory, faith and tragedy, fate and miracle.

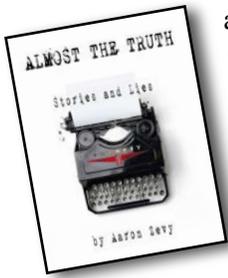
The book's pre-sale page [is live here](#).



Midwest Book Review Offers High Praise for 2 Books RMA Publicity Represents

The August issue of the Midwest Book Review features reviews for two books RMA Publicity represents: *Almost the Truth: Stories and Lies* by Aaron Zevy and *Amandla* by Alix Jans. Both titles received strong praise from Senior Reviewer Diane Donovan.

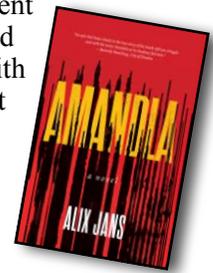
Of *Almost the Truth: Stories and Lies* she says: "*Almost the Truth: Stories and Lies* is uniformly one of the more creative, satisfyingly reads of 2020. Readers who enjoy wry humor and life observations that depart from



any anticipated pathway will delight in Aaron Zevy's collection, which is often politically or culturally incorrect in delightful ways." Here is a link to the book's [Amazon sales page](#).

In her review of *Amandla*, Donovan writes, "Anyone who wants to better understand the many undercurrents affecting justice, freedom, and survival in past and present South Africa needs to read *Amandla*. It serves as the perfect introduction and summation of the country's controversial history, personalizing the story with characters who move through generations of conflict in a desperate attempt to win back their worlds and freedom. *Amandla* is very highly

recommended for not only its historical roots, but for its ability to inject thriller, romance, and family history components into the bigger picture of South African issues and cultural perspectives." Here is a link to the [sales page on Amazon](#).



Well done gentlemen!

New Book Showcases What Many Will Agree Are the Greatest Movie Moments of All Time

Congratulations to lifetime movie enthusiasts Anthony Puzzilla of La Plata, Maryland on the release of his new book. In *The 100 Greatest Scenes in Motion Picture History*, released this summer by Canoe Tree Press of DartFrog Books, Puzzilla showcases what he considers to be the 100 most memorable movie moments of all time. The list was developed from his own personal memories, having viewed thousands of movies during his lifetime, and from hours of devoted research. He freely acknowledges his extensive use of the AMC Film site "[A Tribute to the 100 Greatest Scenes Film Scenes](#)" written by Tim Dirks. This site provided him with an excellent source of background information concerning many of these scenes, which was a wonderful foundation in which to build his own discussion and analysis.



In addition, the wonderful [Turner Classic Movies \(TCM\)](#) site provided him with invaluable information, trivia and insight concerning many of these memorable scenes.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in September or October 2020, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

September is...

- Be Kind to Educators and Writers Month
- Childhood Cancer Awareness Month
- National Recovery Month
- Ovarian Cancer Awareness Month
- Healthy Aging Month

Also coming up in September...

- World Suicide Prevention Day – Sept. 10
- National Day of Prayer and Remembrance – Sept. 11
- National POW/MIA Remembrance Day – Sept. 18
- Ancestor Appreciation Day – Sept. 27

October is...

- Adopt a Shelter Dog Month
- Anti-Depressant Awareness Month
- Breast Cancer Awareness Month

October is continued...

- Health Literacy Month
- National Bullying Prevention Awareness Month
- National Crime Prevention Awareness Month
- National Cyber Security Awareness Month
- National Depression Awareness Month
- Positive Attitude Month

Also coming up in October...

- Guardian Angels Day – Oct. 2
- Fire Prevention Week – Oct. 4 – 10
- Mental Illness Awareness Week – Oct. 4 – 10
- National Coming Out Day – Oct. 11
- National Bullying Prevention Day – Oct. 14
- Prescription Errors Education and Awareness Week – Oct. 24 – 31

Source: 2020 Chase's Calendar of Events

Some Aggressive Promotion Ideas for the Upcoming Holiday Season

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

The 2020 Holiday Season will be unlike any in recent history due in a large part to the COVID-19 pandemic. Rather than gathering with friend and family at holiday parties, going to festivals, and packing the malls to do their holiday shopping, this year a lot of people are likely to stay home.



They'll still be buying holiday gifts though. Just not in person, online; and a new trends report from Bazaarvoice indicates retailers will be ready. Of those surveyed, 85 percent of retailers said they think online sales will increase this holiday season compared to last, so they are investing more in e-commerce website upgrades this holiday season compared to last year. Meantime, 61 percent expect higher engagement and/or purchasing through social media channels due to COVID-19.

What does this mean for you as an author? If you don't already have a strong presence online, time to develop one so you can be aggressive about promoting your book. Here are some suggested steps to take:

- YOU NEED A WEBSITE

First and foremost, don't just rely on Amazon. You need a website, which will serve as your book's online storefront. A good author website will include a summary of the book's content, an author biography, testimonials gathered for the book, a way for people to purchase the book, and if you are working with a publicist, that person's contact information and media materials.

- CLAIM YOUR AMAZON PROFILE

It's also a good idea to claim your Amazon profile through Author Central if you haven't done so already, and start populating it with content. [Here is a link](#) to a page with instructions on how to get started. Why claim your Author Central profile? It will allow you to engage with potential customers. Not only can they learn more about you when they come across your profile on Amazon, it is a place you can post

content, like media placements, blogs, etc., that help readers get to know you.

- SET UP A FACEBOOK BUSINESS PAGE

Another good tool to have for online book sales is a Facebook author page, or book page. This is separate from your personal profile on Facebook. It is considered a business page. [Here is a link](#) to instructions for setting a business page up. Once your page is set up, you can begin posting content on it, and also advertise it out to your exact target audience using Facebook advertising. [Here is a link to a page](#) with information on how to create and distribute ads on the network.

- OTHER TACTICS FOR CONNECTING WITH CUSTOMERS ONLINE

Once you have taken care of setting up your website, claimed your Amazon profile and set up a Facebook business page, decide if you want to become active on any of the other social media platforms out there. Linked-in and Twitter are great for promoting business books and nonfiction. Instagram, Goodreads and Pinterest are good for promoting books of all kinds.

Another tactic that traditionally does a good job of generating online sales is sending out special promotions to people on your email list. Not only can you wish your contacts a happy holiday season, you can encourage them to purchase copies of your books to give as gifts, and/or suggest your titles to their friends, family and other contacts.

It may also be a good idea to donate a few copies of your book to one or more of the many online auctions that will be held during the holiday season to raise money for those in need in these uncertain times. All while at the same time exposing your work to a new audience.

Need help executing a marketing and PR plan this holiday season? [Contact RMA Publicity](#) to schedule a campaign today.

Next month's publicity tips article:

Fall's Arrival is the Perfect Time to Start Planning Your Marketing and PR Tactics for 2021

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