

THE POWER OF PUBLICITY

KARE-TV Airs Story About Minneapolis Musicians' New Album, **WHOLE**, Which is All About Healing

As 2020 winds down, there are a lot of people here in Minnesota—and around the world—who are in need of healing. Hundreds of thousands of Americans have died as a result of the pandemic, including more than 3,700 right here in Minnesota. Friends of Savaughn Jordan of Minneapolis, who was just 26 when he died in January, suspect he was one of the state's early victims. Shortly after Savaughn's death, George Floyd was killed, then the riots happened in Minneapolis.

Having been impacted by trauma after trauma this year, Savaughn's friends, who are all musicians, decided to team up and work on an album that is all about healing. Whole Mvmnt's debut album, **WHOLE**, has just been [released via streaming](#). In addition to original music, the album features meditations that walk listeners through a guided step-by-step process for healing from trauma. The group was featured on [KARE-TV](#) in Minneapolis at 10 p.m. on Nov. 28, the day the album released.



Here is a link to the group's website: www.WholeMvmnt.com.

Veterans Who Live at The Waters of Plymouth Receive Much Deserved Recognition in Honor of Veterans Day



[The Star Tribune](#), KSTP-TV (ABC) and [CCX Media](#) all covered the special Veterans Day breakfast at The Waters of Plymouth, courtesy of the City of Plymouth, Minn., on Nov. 10.

In past years, the City has honored its Veterans by inviting them to attend a free breakfast at the community center. However, this year due to an abundance of caution because of the pandemic, City workers decided to bring breakfast to as many Plymouth Veterans as possible.

Each of the 18 Veterans who live at The Waters of Plymouth were treated to breakfast sandwiches, fruit, yogurt, and special gifts and notes from the community thanking them for their service.

Coming up in December...

M.D. Missaiel, author, *The Alternative History of the Decline and Fall of the Roman Empire*, will lead a virtual author event in cooperation with Winchester Book Gallery in Winchester, VA on Dec. 5.

RMA Publicity Secures a Story on CNN Business for New York Real Estate Executive

RMA Publicity secured a story on CNN Business in November for New York real estate executive Dottie Herman. She was interviewed about how the uncertainty of the past year has affected the Manhattan real estate market.

In the story, [How a vaccine could upend real estate markets -- again](#), Herman shares that she thinks some form of working from home will be here to stay even after a vaccine is widely available. In addition, she expects the demand for second homes to go up.



Long Island Herald Publishes Story About New York Author's Book Awards



New York author Carol Basdeo and her award-winning books are featured in the [Malverne/West Hempstead Herald](#), a community newspaper the covers news in Long Island, New York.



The K.C. and Kaya's Science Corner series of books, which teach science concepts to 1st and 2nd graders, recently won recognition in both the Manhattan Book Awards and Moonbeam Book Awards. Congratulations to author Carol Basdeo!

Learn more about her work at [CarolBasdeo.com](#).

Author Anthony Puzzilla's Book Featured on the Front Page of South Maryland News



When the latest James Bond film was called off due to the pandemic, it came as a shock to movie lovers everywhere. And unfortunately it was just the first in a long string of movies that would either be cancelled or delayed in 2020 due to the pandemic. The ripple will be felt throughout 2021 and beyond.

So what's a movie lover to do this holiday season? Self-proclaimed movie aficionado and La Plata, Maryland resident Anthony Puzzilla is hoping those big screen entertainment will instead want to focus on one of his passions.... revisiting some of the greatest movie moments of all time. A story about Puzzilla's latest book, *The 100 Greatest*

Scenes in Motion Picture History, appears on the front page of the Nov. 13 issue of Southern Maryland News. Learn more about Puzzilla's work at [Anthonypuzzilla.com](#).



History Through Fiction Launches *The Education of Delhomme: Chopin, Sand & La France*

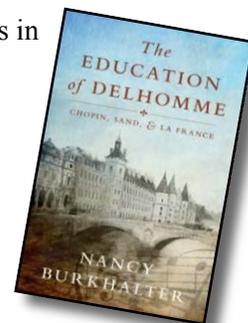
Fall is a wonderful time to launch a new book, and if you're a fan of historic fiction, here is a title worth checking out. History Through Fiction released *The Education of Delhomme: Chopin, Sand, & La France* by Nancy Burkhalter on Nov. 17. (There is a story in the author's local paper, [The Mukilteo Beacon](#), about the release).

The Education of Delhomme: Chopin, Sand, & La France is the story of Beaulieu Delhomme, a fictional piano tuner for the famed pianist and composer Frédéric Chopin. Set among the chaos and intrigue of the 1848 French Revolution, *The Education of Delhomme* combines elements of a compelling, well-developed fictional novel along with accurate historical details including numerous historical figures such as the notable French novelist George Sand and the world's first detective and spymaster Eugene-François Vidocq.

The novel has received numerous positive reviews, including one from Diane Donovan of Midwest Book Review who writes, "Perhaps *The Education of Delhomme's* greatest strength lies in exploring the dichotomies between belief, purpose, and evolving political interactions that challenge and change everything." Donovan calls the novel "exquisitely detailed, complex, and involving," and concludes that, "*The Education of Delhomme* is highly recommended for historical novel readers who like their characters well-drawn and their story lines well grounded in historical facts."

Burkhalter was the first author signed by History Through Fiction, a new independent press based in Minneapolis, Minn. The press publishes high quality fiction that is rooted in accurate and detailed historical research.

Learn more at www.HistoryThroughFiction.com/Delhomme.



Sigma's Bookshelf Funded for Another Year



**SIGMA'S
BOOKSHELF**

Thank you to everyone who so generously donated to Sigma's Bookshelf's Give to the MAX Day fundraiser in November. The campaign raised nearly \$2,000 and the program is now funded for another year.

Sigma's Bookshelf is a free book publishing company for talented teen writers started by my teenage son, Justin. The non profit publishing company's GiveMN Page can be accessed here: www.SigmasBookshelf.com/donate.

All donations are tax deductible and go directly towards the cost of bringing books to market. All work is performed by unpaid volunteers.

Also in November....

An article about Jason Walz's graphic novel, *The Last Pick: Rise Up*, was published in the November issue of Autism Digest.



Richard Capriola, author, *The Addicted Child: A Parent's Guide to Adolescent Substance Abuse*, was interviewed on the Talking to Teens podcast on Nov. 19.



THE SELF AWARENESS JOURNEY

Melissa Albers and JJ Parker, founders of [The Self Awareness Journey](http://TheSelfAwarenessJourney.com), were interviewed on WAMV-AM in Roanoke, Va., on Nov. 6.

5 Tips for Getting an Early Start on Your 2021 Marketing Plan

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

Just a year ago at this time, we were all looking forward to another new year sure to be filled with new opportunities to get out there and sell books. Then the pandemic arrived, forcing bookstores and gift shops to close their doors, and book fairs and festivals to go virtual or cancel altogether.



While there is still a lot of uncertainty about what's in store for 2021, now that a vaccine is close to being distributed, things will hopefully return to some sense of normalcy soon. Until that happens, however, it would be a good idea to shift some of your book promotion efforts online.

Here are 5 tips for getting an early start on your 2021 book marketing and promotion plan.

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. 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. Then ask them if they would be open to putting a link to your website on their resources page. This is a great way to expand your reach, and connect with people likely to be interested in your title, even if they are outside of your personal network.

4. If you haven't done it yet, ask your friends and 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 on Amazon, the higher you move in the searchable listings. You can also give Amazon advertising a try to get some extra eyes on your book.

5. Pay attention to stories making their way through the news cycle. They may offer you opportunities to get on the news, especially if the content of your book or expertise has some relevance to the news of the day.

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:

Pandemic-Proof Ideas for Promoting Your Book in the New Year.

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in December 2020 or January 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.

December is...

National Make a Business Plan Month

Also Observed in December...

Giving Tuesday – Dec. 1
Special Kids Day – Dec. 2
National Older Driver Safety Awareness week – Dec. 1 – 7
Pearl Harbor Remembers Day – Dec. 7
Underdog Day – Dec. 18

Source: 2020 and 2021 Chase's Calendar of Events

January is...

Get Organized Month
International Creativity Month
National Mentoring Month
National Personal Self Defense Month

Also Observed in January...

National Clean Off Your Desk Day – Jan. 11
Get to Know Your Customer Day - Jan. 21
Inspire Your Heart with the Arts Week – Jan. 31