
THE POWER OF PUBLICITY

FOX 9 News Recognizes The Waters of Oakdale Resident Georgina Harris for Her Commitment to Protecting the Environment

For the past five years or so, 80-year-old Georgiana Harris has begun every day, rain or shine, with a walk across the street from her apartment building in Oakdale to care for a small section of public green space. She regularly picks up trash, and pulls invasive purple loosestrife from the small patch of public land along 11th Street North.

Her stewardship has not gone unnoticed. The Ramsey/Washington Metro Watershed District recognized Harris, and five other local residents, with the 2022 Watershed Excellence Award the evening of November 15, 2022, at a special dinner and awards ceremony.... and earlier in the day, FOX 9



News reporter Maury Glover interviewed Georgina for a story that aired that evening on [FOX 9's 9 O'clock News](#).

“We are so proud of Georgie. She really is a shining light at our Oakdale community. She sets a good example that we’ve seen many other residents follow,” said Jenny Krizan, Training and Development Director at The Waters.

Two Television Stations in Pittsburgh Cover Intergenerational Learning Experience that Brings Seniors and Middle School Students Together

Veteran’s Day is a time set aside every year to honor the men and women who have served our country. This year, the holiday also offered a unique opportunity for some local 8th graders. In late October, students at Canon McMillan Middle School (CMS) in Canonsburg, Pennsylvania were given the assignment of writing a 400-word pledge to veterans as part of a class assignment. Teachers then read those essays and pulled out those they felt delivered the strongest messaging.

Coming up in December...

Minnesota teen philanthropist **Sanya Pirani’s** 7th annual holiday gift packing event for the homeless will be held on Saturday, December 3rd at Shepherd of the Lake Lutheran Church in Prior Lake, Minnesota.

The 3,000 Acts of Kindness event to benefit the homeless will be held on Monday, December 12 at the Minneapolis Convention Center, and RMA Publicity is handing PR for the event. An interview segment is scheduled for the morning of December 4 on WCCO Television. There was also a preview story about the event in the Nov. 5 issue of the [Star Tribune newspaper](#).

Allen Eskens will be in conversation with Brian Lutterman for the December installment of **Minnesota Mystery Night** at Axel’s of Mendota in Mendota, Minnesota. The event will be held the evening of Dec. 19.



Six students were invited to read their essays to real-life veterans who live at The Waters of McMurray Senior Living Community the afternoon of Monday, November 14, 2022, including 96-year-old Frank Suska, who served during World War II. Both [KDKA-TV](#) and [WPXI-TV](#) in Pittsburgh covered the event.

“Our students at CMS were so excited to have the chance to thank and honor veterans through the writing contest. Being able to personally address those who have sacrificed for our country is something they did not take lightly. We were so

happy to be given the opportunity to interact with the veterans during the awards ceremony. To personally thank these veterans and express our gratitude is something for which CMS is incredibly grateful!” said Kelly Tookey, an 8th grade teacher at Canon McMillan Middle School.

“I was thrilled to make this connection with Mrs. Tookey. We collaborated to honor our veterans through this intergenerational program. Our Veterans were moved by the expressions of respect and understanding they received through these essays,” said Christina Szewczyk, Active Life Manager at The Waters of McMurray.

WPXI TV in Pittsburgh Airs Story About The Waters of McMurray’s Food Packing Event

Members of the Gratitude Club at The Waters of McMurray senior living community gave back to their community in a big way on November 9th, and the local news media took notice. [WPXI Television](#), the NBC affiliate in Pittsburgh, ran a story about the residents' efforts to make sure their neighbors who are less fortunate had a good Thanksgiving meal this year.

They spent part of the afternoon at The Greater Washington County Food Bank in Brownsville, Pennsylvania, packing boxes containing soups, canned food, rice and pastas that were made available to families later in the month.



Learn more about The Waters, where residents and team members thrive, at TheWaters.com.

Minneapolis Artist Zoe Mae Huot-Link’s Exhibit Opens at the Coffman Art Gallery

One of the ways an artist knows they have made it is when their work is selected to appear at a high-profile gallery. Another is when they are recognized with a prestigious award.



She is only 23, but Minneapolis artist and feminist Zoe Mae Huot-Link already has many accomplishments under her belt. Her work is going to be on display at the University of Minnesota’s Coffman Art Gallery from November 17, 2022, to January 22, 2023. A special grand opening celebration was held the evening of November 17, and a preview story about the opening aired on [KSTP television's 4 p.m. newscast](#) on November 16. Congratulations Zoe!

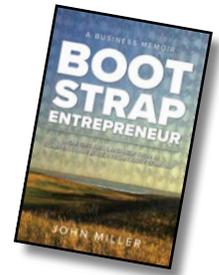
Learn more about Zoe's work on her website, Zoemae.art.

Shoreview News Interviews Bootstrap Entrepreneur Author John Miller



The Shoreview News recently interviewed John Miller about his book, *Bootstrap Entrepreneur: How Grit, Faith, and Help from a Chippewa Tribe Built a Technology Company — A Business Memoir*.

In the book, Miller recalls how his company became a success. Here is a link to the article, [An inspiring story of ingenuity and can-do spirit](#). The book is available from [Amazon](#) in paperback, hardcover and Kindle formats.



Diverse Voices Press Authors Hudda Ibrahim and Abdi Mahad Visit Marshall, Minnesota

One of the best ways to grow the audience for your books is to take the show on the road, and that's what [Diverse Voices Press](#) did the week of November 15, 2022. The company's co-founders, Hudda Ibrahim and Abdi Mahad, were invited to present at the Marshall-Lyon County Public Library the evening of November 16.

There, Hudda led a workshop on diversity and inclusion, sharing with the audience how to recognize their own implicit biases, and then overcome them so they can be more welcoming of people who are different from themselves.

On November 17, both Hudda and Abdi Mahad read their children's books to 2nd, 3rd and 4th graders at Southview Elementary in Marshall. Hudda read *What Color is My Hijab?* and *Lula Wants to Wear A Badge*, which are both career books featuring little girls wearing their hijabs. Abdi read from his book, *The ABCs of Affirmations: Help Kids Be All They Can Be*.



To learn more about their company, or purchase any of the available books, go to [DiverseVoicesPress.com](#).

Thank you for Supporting Sigma's Bookshelf on Give to the Max Day in Minnesota



Thank you to everyone who donated to our very successful Give to the Max Day campaign for Sigma's Bookshelf on November 17. We came very close to reaching our goal of raising \$5,000. If you haven't contributed yet, but would like to do so, our GiveMN page can be accessed here: www.SigmasBookshelf.com/Donate.



Since its founding in 2016, the company has published 20 teen authored books. All services required to bring books to market are provided 100% free for the teens whose books are selected for publication by unpaid volunteers, including myself and my husband, Jamie. All monies donated go directly towards covering project expenses.

Sigma's Bookshelf is a project of Springboard for the Arts, a nonprofit arts services organization. Donations are tax deductible to the extent allowed by law. Thank you for your support!

This Month's Publicity Tips Article: Get the New Year Off to a Good Start By Planning Ahead... It's Time to Put Your Marketing PR Plan in Place

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

It's hard to believe it, but another year has gone by. January 1st and the start of another new year is now just around the corner. Have you given much thought to how you're going to promote your book in the new year? If not, there's no time like the present to give that some thought.



A good place to start is by making sure you understand how important it is that both marketing and PR tactics be considered. A lot of people think they're one in the same, but they're not. In a marketing plan, you determine your target audience and how to reach them. A publicity plan is for determining how to get your book – and you – mentioned in as many media forms as possible – reviews, TV, newspaper, radio, online, etc.

If your book was published in 2022 or earlier, you likely have experience at this already and need only refine your plan for 2023. If your book is scheduled for release in 2023, don't wait until it comes back from the printer. Now is the time to start thinking about marketing and publicity.

Here are ten tips that will help get you started:

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. Develop a list of places where your potential readers spend time and make plans to visit with them on their "home turf" throughout the year. If, for

example, your book is about dieting or recovering from drug addiction, you should be attending regular support group meetings and telling people about your book. If you have a business book, join the local Chamber of Commerce and regularly attend meetings.

4. 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. If your book is about organ donation, for example, Life Source, the American Organ Transplant Association and the United Network for Organ Sharing (UNOS), are good organizations to get to know.

5. 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, the higher you move in the searchable listings. Hint: if your friends didn't purchase the book on Amazon, ask them to purchase a copy there for you so the review they leave will be posted as a "verified review." Those are a lot more valuable in the long run to your book's ranking on Amazon.

6. A lot of authors who started out by publishing just a traditional printed book have found that having their title available as an eBook as well significantly impacts the number of sales they get. According to the Association of American Publishers, \$29.33 billion worth of hardcovers, paperbacks, eBooks and audio books sold in 2021, with eBook revenue accounting for \$1.97 billion, and audio books generating \$1.75 billion in revenue for the year.

7. Start a blog and contribute to it regularly, making reference to your book as often as you can. If people like what you have to say, they are likely to purchase your book.

8. Pay attention to stories making their way through the news cycle. They may offer you opportunities to get on the news.

9. Prepare regular press releases and distribute them to the media, or hire a publicist to handle this task for you. When you see a story in the news that you would like to comment on, don't just think about it, do it! Those authors who send out regular press releases are more likely to become sources for reporters than those who don't. The release of your book should mark the first time you reach out to the media, not the last.

10. Spend some time researching the editorial calendar reporters use to determine where your story would fit best.

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. Call 952-240-2513 or send an e-mail to rachel@rmapublicity.com for more information.

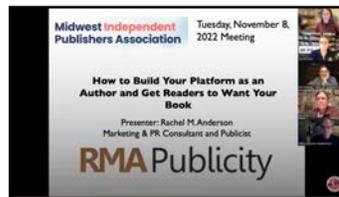
Next Month’s Publicity Tips Article:

How to Go About Planning a Book Tour in the New Year

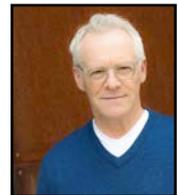
www.RMAPublicity.com
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Also in November...

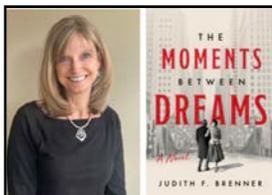
The evening of Nov. 8, Rachel M. Anderson, Founder, RMA Publicity, led the Midwest Independent Publishers Association's November book marketing meeting. The topic of discussion was "Building an Author Platform." If you missed it, you can [view the presentation online here](#).



The featured author for the November Minnesota Mystery Night was Matt Goldman in conversation with Pioneer Press books editor Mary Ann Grossmann. Their event took place at Axel’s of Mendota the evening of Nov. 21.



KARE Television in Minneapolis aired a story on Thanksgiving morning about the special holiday breakfast served for the homeless by 2.4 Ministries at The Salvation Army’s Harbor Light Center.



The Moments Between Dreams author Judith F. Brenner signed copies of her novel at the Barnes and Noble in Palm Desert, California on November 19th.

MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in December 2022 or January 2023, 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...

- Give the Gift of Sight Month
- National Write A Business Plan Month
- National Impaired Driving Prevention Month

Also Observed in December...

- Special Kids Day – Dec. 7
- Human Rights Week – Dec. 10 – 17
- Celebrate Short Fiction Day – Dec. 21

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. 9
- Get to Know Your Customer Day - Jan. 19
- Inspire Your Heart with the Arts Week – Jan. 31

Source: 2022 Chase’s Calendar of Events