
THE POWER OF PUBLICITY

RMA Publicity Closes Out the Year with Two Big National Media Placements



The year 2020 will be very memorable for Minnesota teenager Sanya Pirani. She made five media appearances in December, two of which were on national television shows. Sanya appeared in the third hour of [Good Morning America, on the "What You Need to Know" show](#), on Dec. 21 and the [Drew Barrymore Show](#) on Dec. 11. Here she is reacting to news that Drew will be donating \$10,000 to her nonprofit.

RMA Publicity has been working with Sanya to help promote [Sanya's Hope for Children](#), which helps support the needs of children in Minnesota and around the world, since 2017. The Prior Lake, Minnesota teen started her charity work at the age of seven.

Also in December, RMA Publicity secured stories on [WCCO TV](#), [KSTP TV](#) and [Minnesota Public Radio](#) about the organization's annual holiday gift bag packing event.

To learn more about Sanya Pirani, visit her website: Sanyashopeforchildren.org.

Coming up in January...

History Through Fiction's latest title, *The Sky Worshipers* by F.M. Deemyad, will be featured in the Bookbub newsletter on Jan. 19.

RMA Publicity’s 2020 Results

2020 was another successful year for RMA Publicity. We secured 152 media placements for clients, 55 more than in 2019. Of significance in 2020: two placements on Good Morning America and one on the Drew Barrymore Show. Client placements were also secured in several top markets, including New York, Chicago, Philadelphia, Washington, D.C., Minneapolis, Pittsburgh, Cleveland, Milwaukee, Palm Springs, California and West Palm Beach, Florida.

Total Media Placements in 2020



TV Interviews
75



Radio Interviews
19



Newspaper/Magazine Stories
58



Events Arranged – 21

Thinking about launching a marketing and publicity campaign for your book, company or service in 2021? [Contact us today](#) for a free one-hour publicity consult and quote.

Sprinkles the Elf Makes an Appearance on CCX Media Just Before Christmas

The month of December was a very busy time for Sprinkles the Elf, one of Santa's helpers. She made an appearance on [CCX Media in the Twin Cities](#) just before Christmas, and offered a sneak peek at her studio.

Once Christmas is over, Sprinkles will resume working at Princess Party Pals, her children's entertainment company. Learn more at [PrincessPartyPals.com](#).



KSTP-TV Captures Santa’s Visit to the Miller’s Woods Neighborhood in Andover, MN



The COVID-19 pandemic forced a lot of people to rethink their holiday traditions in 2020. There weren't many company parties, cookie exchanges, or visits to the mall to see Santa this year.

But thanks to people like Tiffany Larson of Andover, Minnesota, that didn't mean the holiday was being cancelled. Larson found a way to keep the Christmas Spirit alive for everyone who lives in her neighborhood.

On Dec. 20, she arranged for Santa to visit the Miller's Woods development in Andover. He was accompanied by Sprinkles the Elf from

the [Princess Party Pals children’s entertainment company](#). They went door-to-door and took photos with everyone who wanted to have one. Photography was provided by Suzanne Navarro, whose company is [Suzanne Navarro Photography](#). As Santa and Sprinkles were making their way through the neighborhood, the [White Rabbit Kitchen food truck](#) owned by Chef Rob Michaletz and his wife, Tammy, followed. On the menu for the party was wild rice soup, chicken tenders, Christmas cookies and hot chocolate.

RMA Publicity arranged coverage of the event by [KSTP Television](#) and [ABC Newspapers](#).

Holiday Parade and Television Coverage Bring Joy to Seniors at The Waters of Oakdale

Now that the vaccine for COVID-19 has arrived in Minnesota, there is finally light at the end of the tunnel for the Twin Cities seniors who have been longing for a return to normalcy. While it’s not safe quite yet to resume indoor holiday parties, they did the next best thing on Dec. 20 outside The Waters of Oakdale senior living community.

[KSTP TV](#) was there as seniors lined up outside the community to watch a holiday parade make its way through the parking lot. In addition to the parade, Santa made an appearance. He posed for socially distant pictures and visited with seniors and their families.



Just in Time for Christmas... The Waters of Wexford Donates Hundreds of Pounds of Food to Local Food Bank



Neighbors were helping neighbors in Pittsburgh, Pennsylvania on Dec. 18. The Waters of Wexford, a senior living community in nearby Warrendale, Pennsylvania, made a huge food donation to the North Hills Food Bank in Pittsburgh. Richard Petrelli, The Waters of Wexford’s Director of Culinary Services and Alaina Kuzins, Senior Living Consultant at The Waters of Wexford, dropped off enough food for the Food Bank to provide 350 meals.

Included in the donation were six 66-ounce cans of tuna, seven ten-pound cans of green beans, two cases of French toast, six ten-pound containers of corned beef

hash, six ten-pound cans of beef ravioli and six ten-pound containers of beef stew. That amounts to 230 pounds of food. RMA Publicity arranged media coverage by [KDKA Television](#) and [TribLive](#).

Author of Changing Ways Interviewed on KFAI Radio’s *Disability and Progress*



Nearly one in five U.S. adults lives with a mental illness, and for that segment of the population making it through the holiday season can be tough. High expectations, loneliness and stress can lead to the “Holiday Blues.” In most cases symptoms are temporary, but they can be serious if they last for more than two weeks, leading to clinical anxiety and/or depression.

Bruce Ario, author of *Changing Ways*, shared his wealth of knowledge about not only surviving but thriving with a mental illness on KFAI Radio’s *Disability and Progress* on Dec. 30.

Changing Ways is the story of a New York Judge who heads up the newly founded Manhattan Mental Health Court. Not only is he charged with helping people who don’t necessarily understand why they have gotten into trouble, he has to help his daughter who lives with mental illness navigate life.

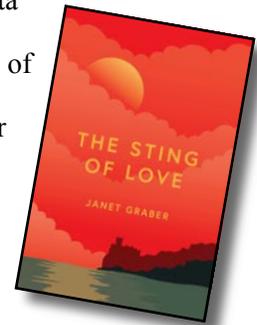


Author Janet Graber Participates in ZOOM Event to Promote Her Latest Book During the Holidays



This holiday season isn't turning out as planned for a lot of authors. The pandemic has made in person readings impossible. Thanks to technology though, Janet Graber, author of *The Sting of Love*, was able to connect with her fans during a ZOOM event on Dec. 20. More than a dozen people attended her virtual reading and discussion.

Graber's *The Sting of Love* is what reviewer Loretta Ellsworth calls "a tender jewel of a story that shows how war affects generations of people, and how messy,



passionate, and heart- wrenching wartime love can be."

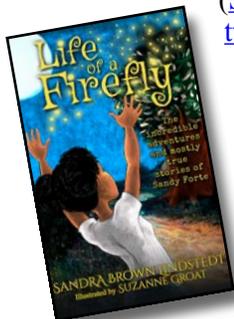
Learn more about Janet Graber's work at JanetGraber.com.

Two Authors RMA Publicity Works with Interviewed on the Black News Channel in December

Congratulations to Sandra Brown Lindstedt, author, *Life of a Firefly*, and Hudda Ibrahim, author, *What Color is My Hijab?* Both authors were guests on the Black News Channel in December.

Lindstedt appeared on the show, "Being A Woman," on Thurs., Dec. 10. Her interview stretched across two segments.

([Segment one](#)) ([Segment two](#)).



In her middle grade novel, the author shares an enhanced version of her personal story, and the most important lessons she learned as a young girl growing up on the streets of Chicago. It is her hope that young girls who read her story will be able to relate to a strong character who looks like them and has similar interests and backgrounds.

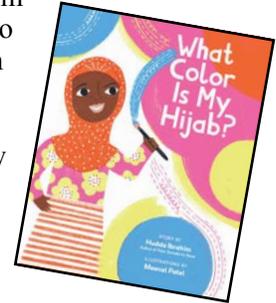
Copies of *Life of a Firefly* [can be ordered here](#).





Hudda Ibrahim talked about her children’s book, *What Color is My Hijab?*, on the show [Ladies First](#) on Dec. 3.

Her book features Muslim women wearing their colorful hijabs as they work in a number of professions: doctor, teacher, artist, politician, etc. Ibrahim shared that the goal of her book is to both provide a story for the Muslim community to embrace, and to satisfy the curiosity of the wider American society that wonders how much Muslim women can actually



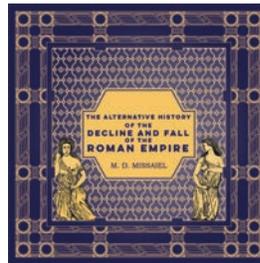
do, even pushing the limits of what they thought Muslim women could do.

Ibrahim teaches diversity and social justice at St. Cloud Technical and Community College in St. Cloud, Minnesota. She is also the author of *From Somalia to Snow*, which explores how Central Minnesota became home to Somalis.

Learn more about Hudda's work at HuddaIbrahim.com.

Also in December....

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



MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in January 2021 or February 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.

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

February is...

- American Heart Month
- International Boost Self Esteem Month
- Library Lover’s Month
- I Love to Read Month

Also Observed in February...

- Great Backyard Bird Count – Feb. 12 – 15
- National Donor Day – Feb. 14
- World Day for Social Justice – Feb. 20
- Digital Learning Day – Feb. 25

Source: 2021 Chase’s Calendar of Events

RMA Publicity

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

By Rachel M. Anderson,
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If you're like me, when you hear the phrase, "These uncertain times," you roll your eyes. The Age of COVID has not been kind to authors, who traditionally sell the majority of their books at events where they get to come face-to-face with potential readers.



There's just something about the personal touch that is VERY lacking in a ZOOM or Facebook Live meeting. Prior to 2020, I both arranged and attended many launch events at bookstores, country clubs, community centers and other venues where authors sold dozens or even hundreds of books.

Of the 20 or so books I helped launch in 2020, only the one that came out in January was launched at an in-person event. ALL of the others were launched online; and instead of selling hundreds of books at their launch events, most authors were selling only a few dozen.

Now that several vaccines for COVID-19 have been developed, there is finally light at the end of the tunnel. However, it is probably still going to be a while before in-person events resume. So, how can you go about making your 2021 book promotion plan pandemic proof? Here are five ideas to get you started.

1) If you don't have an e-version of your book available yet, invest the time and energy in creating one, or hire someone to help you do it. Since the pandemic struck, eBook sales have been steadily rising.

According to Bargain Booksy, which promotes books priced between \$.99 and \$4.99 to an audience of over 300,000 readers, Kindle sales are up 25 percent from where they were a year ago. The most popular genres sold include Cookbooks and Nutrition, which is up 59 percent, Travel (up 33%), Romance (up 23%), Young Adult (up 22%), Thriller (up 15%) and Mystery (up 13%).

2) Use social media to promote your book, and focus on the positives in your messaging. There is so much negativity out there right now that messages of doom and gloom turn people off.

Have you written a memoir, or a novel featuring the hero's journey? No matter what the topic, capture people's attention by focusing on how escaping into your story can help people make it through tough times.

3) Try experimenting with advertising to promote your book. Once you have some content up on your social media channels, consider putting a little money towards advertising. Facebook is an inexpensive place to test the waters and see if you can connect with new audiences. Another possible place to experiment is with Amazon advertising.

4) Tap your personal network for help getting the word out about your book, and its benefit to readers. This goes way beyond just asking your family members to buy the book and say nice things online, or posting promotions aimed at your Facebook friends.

Getting an article or mention into an alumni magazine is a great way to get the word out to a lot of people at one time. You can also accomplish a lot by getting a mention about your accomplishment into a work newsletter. Just contact the marketing department at your company, and ask if they would be willing to get a mention into the next internal newsletter.

5) Pursue getting stories about you and your book into the headlines. If you haven't contacted your local newspaper, radio, and/or television station yet to try and get the newsrooms interested in doing a story about you, make this a goal for 2021.

Keep in mind though that just because you are local and have written a book doesn't mean a story will be easy to secure. The key to success when it comes to getting on the news is coming up with a newsworthy pitch.

Need help crafting one? RMA Publicity is happy to help. In 2020, we secured 152 media placements for clients in markets across the country.

Next month's publicity tips article:

How to Get the Most Benefit Out of a Book Award Win

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