

# THE POWER OF PUBLICITY

## Thanksgiving Had Special Meaning for the Twin Cities' Homeless This Year

RMA Publicity is happy to share that once again this year, we arranged media coverage of the special Thanksgiving Day breakfast that is served to the homeless at the Salvation Army's Harbor Light Center in Minneapolis. Both [WCCO-TV](#) and [WCCO-AM](#) did live interviews that morning, and a story about Richard Bahr, one of the many volunteers who serve meals to the homeless, was published in the [Star Tribune newspaper](#).

As they do every morning, volunteers from Bahr's ministry, 2.4 Ministries, served up fellowship, as well as grits, oatmeal, cold cereal, coffee, milk and water on Thanksgiving morning. RMA Publicity is happy to support the work the ministry does for the community.



### RMA Publicity Secures Media for The Mall of America's Annual Veterans Day Celebration



There was a special Veteran's Day Celebration in the Rotunda at Mall of America on Saturday, November 11th, and one of our clients, The Bloomington Veterans Memorial, was the featured organization at the event. The day began with the posting of the colors, singing of the National Anthem by the Angelica Cantanti Youth Choir, local performances by Boots N' Brass of the 34th Infantry Division "Red Bull" Band, local artists, Alexanna and Lasalle and more.

The event was emceed by Tim Blotz, anchor of Fox 9 News, who has been a great supporter of the project since the very

#### Coming up in December...

Rachel M. Anderson, founder of **RMA Publicity**, will be leading the presentation, "The Value of Storytelling to Promote Your Business" at the Mound-Westonka Rotary Meeting on December 5.

**The Waters of White Bear Lake** senior living community presents "Step into the Magical World of Willy Wonka and the Chocolate Factory at The Waters!" on December 14. That evening, candy bars, one of which has a golden ticket inside, will be distributed to members of the public who stop by the community to pick one up. A representative from The Waters will be on KSTP TV's Twin Cities Live the afternoon of December 11 to promote the event.

JJ Harrigan, author, *Goodbye Cuba*, will have a table at The Old Fashioned Christmas Market at the Bird Island Cultural Centre in Bird Island, Minnesota on December 1 and 2, and he will be interviewed on "[National Security This Week](#)" with Commander Jon Olson, U.S. Navy (Ret.), on December 6, beginning at 9 a.m. The show airs on Northfield, Minnesota's KYMN-AM.

beginning. I'm happy to share that both [FOX 9 News](#) and KSTP TV covered the event. In addition, the November 23 edition of the MN Sun Sailor features a photo RMA Publicity took at the event of three veterans demonstrating the proper way to fold the American flag.

Learn more about the Bloomington Veterans Memorial at [BloomingtonVeteransMemorial.org](#)



## Two Minneapolis Television Stations Cover Romanian Film Festival in St. Paul



What is intended to be the first annual Romanian Film Festival in Minnesota attracted the attention of two Minneapolis television stations the weekend of November 18 and 19. Both [KARE \(NBC\)](#) and [KMSP \(FOX\)](#) covered the event at St. Paul's Landmark Center.

For this first edition of the Romanian Film Festival, four popular, recently produced Romanian movies were shown. Each movie played in the Romanian language with English subtitles.

The event was sponsored by the Heritage Organization of Romanian Americans in Minnesota (HORA). Learn more about the organization at [HORA-MN.org](#)

## Star Tribune Story Publishes Story About The Waters on 50th's Writing Group

For the past several years, there has been a very active writing group at The Waters on 50th senior living community in Minneapolis. To date, residents have collaborated on four published books, each featuring stories written by residents.

The Saturday after Thanksgiving, [Star Tribune reporter Katy Read's story](#) about the group's endeavors was published in the Variety section of the paper.



Learn more about The Waters, where residents thrive, at [TheWaters.com](#)

## Clancy Clark, Author, *Love Your Work Live Your Dream*, Speaks at Wayzata Community Church's Next Chapter Meeting

Minnesota resident Clancy Clark is on a mission is to inspire young people not sure about what they want to do with their lives to follow their passion and intuition. If they do, he says, everything is going to work out okay.

Throughout 2023, Clancy Clark shared his story at Rotary Clubs throughout Central Minnesota. In November, he spoke at the Detroit Lakes, Minnesota Rotary Club meeting and at the Community Church's Next Chapter meeting. This year, RMA Publicity also arranged speaking events for him at the Duluth, Minnesota Rotary Club (Oct. 12), the Perham, Minnesota Rotary Club (Sept. 21), at the Grand Rapids, Minnesota Rotary Club (Aug. 28), the Minneapolis Rotary Club (July 21), the Mound Rotary Club (May 2), and the Eden Prairie Rotary Club (April 6). Plus, in early January, he appeared on [WCCO TV's Mid-Morning](#).

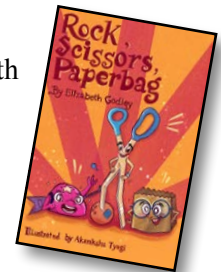


Learn more about Clancy Clark's effort to make a difference in young people's lives at [www.ClancyClark.cc](#)

**California Children's Book Author's Nov. 19 Book Event at The Dinosaur Farm Previewed in Pasadena Weekly & the South Pasadenian**



What if common objects they use at school every day were to come alive? Imaginations were running wild at The Dinosaur Farm toy and bookstore in South Pasadena, California on November 19 during the book launch event for *Rock, Scissors, Paperbag* by Burbank Elementary School teacher Elizabeth Godley. During the event, Godley read one of the chapters to the kids who attended, and also gave two lucky children their very own pet rocks. The event was previewed in the [South Pasadenian newspaper](#), as well as in [Pasadena Weekly](#).



A week later, the Burbank Leader newspaper also published story about the book.

Learn more about *Rock, Scissors, Paperbag* online at [NobodysBananaPublishing.com](http://NobodysBananaPublishing.com)

**Thank you to Everyone Who Supported Sigma's Bookshelf's Give to the Max Day Fundraiser in November**



I want to thank everyone who made a donation to my son's teen book publishing company, Sigma's Bookshelf, during its Give to the Max Day fundraising drive in November. I'm happy to share a total of \$1,763 was raised during the campaign. The money will be used to cover the program's expenses during the upcoming year.

Since its founding in 2017, the company has published 22 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.

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. If you'd like to make a contribution, donations can be made via Sigma's Bookshelf's GiveMN page, which can be reached at [www.sigmasbookshelf.com/donate](http://www.sigmasbookshelf.com/donate)

**Also in November...**

Emilie Macas, author, *The Naked Truth of a Healer*, appeared at The Miami Book Fair the weekend of Nov. 18 & 19.



JJ Harrigan, author, *Goodbye Cuba*, appeared at the GSR Fine Art Festival at the Mankato Civic Center in Mankato, Minnesota the weekend of November 25 and 26.



Erik Beckler, author, *The Four Fundamental Forces of Leadership: Developing a Practice on Love, Respect, Service and Fun*, was the guest speaker at the St. Louis Park Rotary Club meeting on November 20.



Rob Jung, author, *Judgment Day*, had a reading and signing event at Magers & Quinn in Minneapolis on November 15.

Alan Miller, author, *A Reluctant Madonna*, signed books at the 45th Parallel Distillery in New Richmond, Wisconsin on November 10, and at the Minneapolis Jewish Community Center (JCC) on November 17.



## Now is the Time to Develop a Plan for Your Book's Marketing and PR in 2024

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



How is it even possible that another year has already come to an end. It's true what my mother has said to me time and time again, "As you get older, the years seem to fly by faster and faster."

Well, since another new year is about to begin, 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 come up with a plan.

A good place to start is by making sure you understand how important it is to have both marketing and PR strategies. A lot of people think they're one in the same, but they're not.

Marketing is all about determining your target audience and how to reach it. 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 2023 or earlier, you likely have experience at this already and need only refine your plan for 2024. If your book is scheduled for release in 2024, 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 animal rescue, for example, make sure people who work at the local Animal Humane Society, and other local shelters are aware of it. Local veterinarians are good to notify as well.

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 in other formats as well significantly impacts the number of sales they get. According to the Association of American Publishers, \$28.10 billion worth of hardcovers, paperbacks, eBooks and audio books sold in 2022 with eBook revenue accounting for \$1.95 billion, and audio books generating \$1.81 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 with your marketing and PR needs? Feel free to reach out to set up a free publicity consult.

### Next Month's Publicity Tips Article:

The Best Strategy for Planning a Successful Book Tour in the New Year

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### MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in December 2023 or January 2024, 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 Impaired Driving Prevention Month  
National Write a Business Plan Month

#### Also Observed in December...

Underdog Day – Dec. 15  
National Homeless Person's Memorial Day – Dec. 21  
Christmas – Dec. 25

#### 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. 8  
Get to Know Your Customer Day - Jan. 18  
Inspire Your Heart with the Art Day – Jan. 3

Source: 2023 & 2024 Chase's Calendar of Events

# RMA Publicity