

# THE POWER OF PUBLICITY

## ***Bud's Jacket* Authors Lead Jan. 11 Lunch & Learn for Illinois Holocaust Museum & Education Center**

Barbara and Jim Wojcik of White Bear Lake, Minnesota led the January 11 Lunch & Learn event for the Illinois Holocaust Museum & Education Center. Their book, *Bud's Jacket*, tells the story of Bud's six-month fight for survival after being shot down over Nazi-occupied France during World War II.



Bud was Barbara's uncle, and she uncovered his story with the help of memorabilia he left behind. Learn more about the book at [www.BudsJacket.com](http://www.BudsJacket.com).

### Coming up in February...

Former University of Minnesota women's basketball coach and current business coach Pam Borton will discuss her new book, *The Crooked Rim*, on KARE 11 Sunrise in Minneapolis the morning of Friday, February 11.

The Wadena County Historical Society's Book Ends Online event on February 12 will feature Barbara and Jim Wojcik, authors of *Bud's Jacket*. The Wojciks will also appear on WriteOn! Radio, which airs on Minneapolis radio station KFAI, the evening of February 22.

Arcadian Barrett, author, *Sovereign*, will be interviewed on WriteOn! Radio the evening of February 15.

A story about St. Cloud, Minnesota author Hudda Ibrahim's new book, *Lula Wants to wear A Badge*, will be published in Wilmar, Minnesota's community newspaper, The West Central Tribune, on February 23.

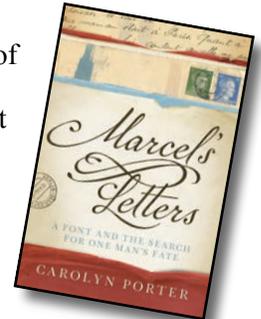
### **Marcel's Letters Author Presents at Wadena Historical Society's "BookEnds Online" Book Club**



Carolyn Porter, author, *Marcel's Letters: A Font and the Search for One Man's Fate*, shared her story at the [Wadena Historical Society's BookEnds Online Book Club](#) on Jan. 8. *Marcel's Letters* is the story of the man who wrote the beautiful letters the author found in a Stillwater antique store several years ago. Carolyn Porter based a font she designed on his handwriting.

RMA Publicity secured several stories promoting the event in community newspapers in and around Wadena: [Park Rapids Enterprise](#), [Wadena Pioneer Journal](#), [Walker Pilot Independent](#).

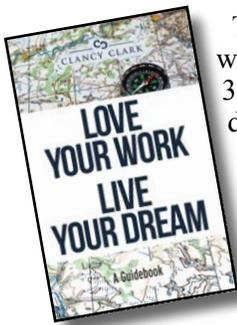
Learn more about the author at [Carolyn-Porter.com](#).



### **RMA Publicity Secures Two Author Interviews on WAMV-AM in Amherst, VA in January**

#### **Clancy Clark- Love Your Work Live Your Dream**

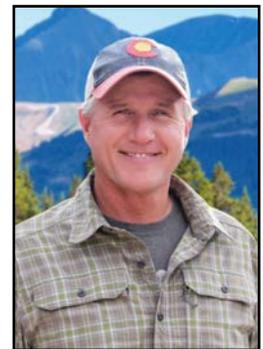
A lot of people make New Year's Resolutions, and if yours was to improve your life for the better in 2022, you may want to pick up a copy of Clancy Clark's *Love Your Work, Live Your Dream*.



The book, which just released on Jan. 4, reveals the secret to success, which the author says is following one's intuition. Clancy Clark enjoyed 30 plus years of successful experience in sales, rising to the top of three different agri-business companies.

Learn more about the message he is hoping to spread wide and far in the new year in this article just published in the [Colorado Springs Gazette](#). Clark has also been interviewed about the book on WAMV-AM in Roanoke, Virginia.

Clancy Clark's website is: [ClancyClark.cc](#).

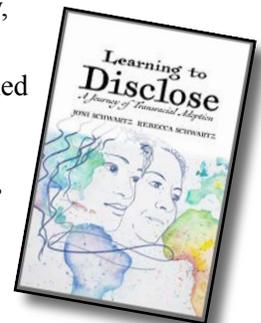


#### **Joni and Rebecca Schwartz - Learning to Disclose: A Journey of Transracial Adoption**



RMA Publicity also arranged an interview on WAMV-AM for New York college professor Joni Schwartz and her daughter Rebecca Schwartz in January. The authors of *Learning to Disclose: A Journey of Transracial Adoption* were interviewed by Bob Langstaff on Monday, January 24.

They are on a mission to shed light on why racism is such a big problem in our society. Prof. Schwartz, who is white, adopted Rebecca, who is black, from Haiti when her daughter was nine years old.



While they don't see race as an issue, a lot of people of course do. They are hoping by sharing their story they can change some minds. Learn more about the book at [JoniSchwartz.com](#).

## Midwest Book Review is in for Marissa Dondlinger's *Open*



A new novel that tackles some difficult topics involving relationships just hit the market in late January, and the Midwest Book Review just came in.

Reviewer Diane Donovan of Midwest Book Review calls *Open* by Menomonee Falls, Wisconsin author Marisa Dondlinger "a powerful saga of loss, recovery, growth, and transformation that will completely engross and involve any who have walked in Lila and Alex's shoes."

After the couple's third child, a son, is stillborn, they are both devastated. Lila wants to quickly get pregnant again, but Alex, who is a doctor, decides to instead get a vasectomy. He fears another pregnancy could kill his wife.

After learning about her husband's decision, made without her knowledge, Lila withdraws. In an effort to get her attention, Alex proposes an open marriage, not realizing how devastating the consequences can be. Pick up your copy on Amazon or Barnes and Noble. Direct links can be found on the author's website: [MarisaRaeDondlinger.com](http://MarisaRaeDondlinger.com).



### MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in February 2022 or March 2022, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

#### February is...

American Heart Month  
Library Lover's Month  
I Love to Read Month  
National Time Management Month

#### Also Observed in February...

Take Your Child to the Library Day – Feb. 5  
National Shut-in Visitation Day – Feb. 11  
National Donor Day – Feb. 14  
Race Relations Day – Feb. 14

Source: 2022 Chase's Calendar of Events

#### March is...

Brain Injury Awareness Month  
Credit Education Month  
Employee Spirit Month  
International Ideas Month  
National Kidney Month  
National Nutrition Month  
National Women's History Month  
Save Your Vision Month

#### Also Observed in March...

Refired Not Retired Day – March 1  
Read Across America Day – March 2  
World Birth Defects Day – March 3  
Forgive Mom and Dad Day – March 18  
Saints and Sinners Literary Festival – March 25 – 27

# RMA Publicity

## What It Takes for an Author to Get Their Name Out There

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

Whether your book is on the market currently or still in production, you've probably been asked numerous times already about your "author platform." While some authors know exactly what that means, I've found that many don't so I thought it would be a good idea to devote this month's publicity tips article to the concept.



In simple terms, an author platform is all about your ability to sell books based on your network. If you don't already have one, that's okay. But if you want your book to sell well, it is critical that you begin building one as soon as possible.

So what does it take for an author to get their name out there? Here are the basic elements of an author platform:

### Author Website

This will serve as the place people go to learn more about your book and background, and if they like what they see, place an order for your book. I've worked with way too many authors who think having their books on Amazon and Barnes and Noble is adequate, but what they don't seem to realize is they are competing with millions of other authors for attention on those platforms. An author website, on the other hand, will be all about you.

### Email List

The benefit of creating and growing an email list is that you are creating a database of people you can market to over and over again. RMA Publicity has been building our email list since our founding in 2009. There are now thousands of people receiving The Power of Publicity Newsletter every month. I also work with several authors who use their extensive email lists to notify people in their networks about their achievements, upcoming events, special book sales, etc.

### A Blog

Setting up and regularly contributing to a blog is another good way to build a following and stay in touch with people who want to hear what you have to

say. Not only will having a blog bring more people to your website, it is a way to generate great content that can be shared on your social media networks.

### Build a Social Media Following

Growing a social media platform is a task authors love to hate. That's because it takes a lot of time and commitment to do it well. I suggest you proceed by picking one or two platforms to be on, and contribute to them often. If you have a business book, the best places to be are on Linked-in and Twitter. These are the platforms your most likely potential audience—businesspeople—spend the most time. If your book is a YA novel, teenagers are your target audience and they seem to be spending a lot of time on TikTok, Snapchat and Instagram these days. Facebook seems to be a great place to build a following for pretty much all genres.

Once you have all these elements in place, the next step in building a strong author platform is to define your target audience, and then do all you can to reach them. That's where publicity and marketing come in.

Publicity is in essence using the news media to help get your name out there. You can either reach out to newspaper and magazine editors, TV station assignment editors, reporters and/or producers, podcasters and bloggers yourself, or hire a publicist to do the work for you.

Marketing involves setting up events, such as bookstore signings and book tours, doing speaking engagements, purchasing advertisements, and sponsoring events. Need help getting a campaign started? [Contact RMA Publicity](#) for a free 1-hour Marketing & PR consultation today.

## Next Month's Publicity Tips Article:

Getting Ready for the Upcoming Book Award Season.

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