
THE POWER OF PUBLICITY

RMA Publicity Secures 11 Media Placements for 3,000 Acts of Kindness to Benefit the Homeless

The holiday season is a time of giving, and hundreds of the Twin Cities' homeless were treated to a special holiday gift thanks to the kindness of strangers. The 11th annual 3,000 Acts of Kindness event to benefit the homeless happened at the Minneapolis Convention Center on December 12, and thanks to the work of RMA Publicity, it got a lot of attention from the news media.

[KSTP](#) went live from the event during the Midday show and aired a second story at [5 p.m. on Dec. 12](#). There were also stories on television stations [KARE 11](#), [FOX 9](#) and [CCX Media](#). A week after the event, the [MN Sun Post newspaper](#) published a story too.



RMA Publicity also secured a number of preview stories about the event. They aired on [KARE TV](#) and [KSTP TV](#) on December 11, the day before the event. [WCCO TV's The Uplift](#) did a story the morning of December 4th, and the event was previewed in the Nov. 5 issue of the [Star Tribune newspaper](#), and in September by the [MN Sun Sailor newspaper](#).

More information about 3,000 Acts of Kindness and Coated in Love can be found online at CoatedInLove.org/events.

RMA Publicity's 2022 Results

We are happy to share that 2022 was another successful year for RMA Publicity. We secured 162 media placements for clients, and arranged and promoted 24 events. Here is the breakdown:

Total Media Placements in 2021



TV Interviews

90



Radio Interviews

17



Newspaper/Magazine
Stories

55



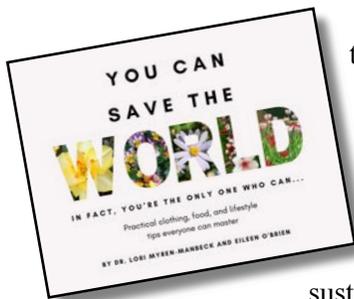
Events Arranged – 24

Since its founding in 2009, RMA Publicity has secured more than 2,800 media placements for clients. Thinking about launching a marketing and publicity campaign for your book, company or service in 2023? [Contact us today](#) for a free one-hour publicity consult and quote.

Twin Cities TV Stations Help Get the Word Out About a Kickstarter to Get a Book on Sustainability Printed in a Sustainable Way

One of the more popular New Year’s Resolutions people make every year is to live a more sustainable life, and people in the Twin Cities and Cedar Rapids, Iowa received some good advice on how to do it from sustainability expert Lori Myren Manbeck. She made three TV appearances in December to share her knowledge, and promote the Kickstarter for her book, *You Can Save the World, In Fact, You’re the Only One Who Can*.

Lori appeared on [WCCO TV’s Mid-Morning](#) in Minneapolis on December 30th. She was on Iowa News Now on [KGAN TV](#) in Cedar Rapids, Iowa, on December 29 and [FOX 9 Good Day](#) in Minneapolis on December 28.



In addition to sharing ways people can make good on their New Year's Resolutions to live more sustainably in the new year, Lori is promoting the Kickstarter she launched in early December to get the eBook she wrote, *You Can Save the World, In Fact, You’re the Only One Who Can*, into print in a sustainable way, using earth-friendly ink, paper and binding. Her book is filled with practical tips anyone can use to live a more sustainable life. [Here is the Kickstarter link.](#)

Once books are printed and in circulation, 10 percent of all proceeds will be donated to The Alliance for Sustainability, a nonprofit focused on creating a sustainable future. For more information about Lori Myren-Manbeck’s company, go to inclusivi-tee.com. To see past episodes of her podcast, go to <https://anchor.fm/inclusivitea>.

Two TV Stations Cover 7th Annual Sanya’s Hope For Children Christmas Bag Event on Dec. 3rd

The 7th Annual Sanya’s Hope For Children Christmas Bag Event for homeless children took place the afternoon of December 3rd at Shepherd of the Lake Lutheran Church in Prior Lake, Minnesota. 11th grader Sanya Pirani led dozens of volunteers as they packed school supplies, books and toys into hand-sewn backpacks that were donated to three local charities that help the homeless later on in the month.

Both [KARE](#) and [KSTP](#) Television covered the packing event, and interviewed Sanya about the work she is doing to help those less



Coming up in January...

Judith Brenner, author, *The Moments Between Dreams*, will sign copies of her award-winning novel at the Barnes & Noble in Edina, Minnesota on Jan. 7 from 1 p.m. – 4 p.m. There was a preview story about the event in the Dec. 21 issue of the [MN Sun Current newspaper](#).

Lori Myren Manbeck, author, *You Can Save the World, In Fact, You’re the Only One Who Can* will be interviewed on WAVM-AM in Amherst, Virginia the afternoon of Jan. 5.

fortunate. The gifts were donated to the Sharing and Caring Hands homeless shelter in Minneapolis, Shakopee Community Assistance, and the 3,000 Acts of Kindness event for the homeless, held at the Minneapolis Convention Center on December 12. This was Sanya's 7th year in a row working on the project.

For more information about the teen philanthropist's charity, go to SanyasHopeForChildren.org.

RMA Publicity Secures 10 Media Placements for The Waters Senior Living in December

The Waters on Mayowood Holiday Party

During the holiday season, one of the most enjoyable things to do on a cold, winter night is to drive around and enjoy all the holiday lights on display. The evening of December 16, residents of Rochester, Minnesota did that and more.

The Waters on Mayowood senior living community hosted its second annual community holiday party in its parking lot. Sister Luv, a local group of musicians made up of four real-life sisters with a passion for entertaining, performed, and Santa and Mrs. Claus made an appearance as visitors enjoyed hot cocoa, popcorn and candy.



They also had the added delight of live TV news coverage. Both [KTTC \(NBC\)](http://KTTC(NBC)) and [KIMT \(ABC\)](http://KIMT(ABC)) went live from the party during their six o'clock newscasts, and also aired stories at 10 p.m.

The Waters of White Bear Lake's Holiday Party



The theme of this year's holiday party at The Waters of White Bear Lake was "Meet the Grinch," and staffers did a great job getting attention! Several of them dressed up for the occasion.

Members of the community who attended the free party were able to pose for pictures with The Grinch and several of the Whos.... Cindy Luo Who, Betty Who, Martha Mae and the Mayor to name a few. They also enjoyed the free hot chocolate being handed out.

The White Bear Press featured the party in its Spotted Around the Town column published on December 21st.

The Waters of Wexford Holiday Party

[Pittsburgh's Trib-Live](http://Pittsburgh'sTrib-Live) published a story in its December 13 issue about the intergenerational holiday party at The Waters of Wexford' senior living community.

A firetruck from Marshall Township in Pennsylvania delivered Santa and Mrs. Claus and several of their elves to the community on December 7th, and people young and old took pictures with them. In addition, candy canes were handed out to the kids, their parents and grandparents, holiday music played, and hot cocoa and cookies were served.

Every child who attended received a bag filled with magic reindeer food they could sprinkle on their lawns on Christmas Eve to help Santa find his way to their homes.



Three Television Stations Cover Hootie Wakefield’s 104th Birthday Party

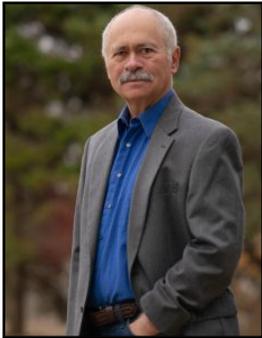
Happy 104th birthday to Hootie Wakefield, the oldest resident of The Waters of Plymouth senior living community. Dozens of people helped her celebrate the afternoon of December 8th, including several officers from The Plymouth Police and Fire Departments. Hootie's extended family was there too.

[KSTP TV](#), [WCCO TV](#) and [CCX Media](#) all aired stories about the party. A story was published in the [Sun Sailor](#) newspaper too.

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



Also in December...



Allen Eskens was in conversation with Brian Lutterman for the December installment of Minnesota Mystery Night at Axel’s of Mendota in Mendota, Minnesota. The event took place the evening of Dec. 19.

MEDIA OPPORTUNITIES

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

January is...

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

February is...

- American Heath Month
- Library Lovers Month
- National Black History 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

Also Observed in February...

- National Donor Day – Feb. 14

Source: 2023 Chase’s Calendar of Events

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

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

As a new year gets underway, a lot of authors have the same New Year's Resolution: to find ways to sell more books than they did in the previous year. To make that happen, you of course need to find new audiences for your book, and one of the best ways to do that is to take the show on the road.



If you've never been on a book tour before, it may seem like a daunting task to set one up. Yes, it takes time and effort, but every time I've sent one of my authors on the road, they have been very pleased with the results.

So how do you go about planning a book tour? Here are 5 tips to get you started if you want to try to do it on your own.

1. Develop a list of cities you want to visit on your tour.

2. Once you have the cities determined, you'll need to pull a list of all the bookstores in town, and research other possible venues you could appear at. When it comes to bookstore lists, rather than using Google, which often develops lists that aren't terribly useful, a better resource is the American Booksellers Association Directory, which can be accessed here: Bookweb.org/member_directory/search/ABAmember.

It allows you to search by Bookstore, City, State or Zip Code. Keep in mind, the organization only lists independent bookstores. To find the Barnes and Noble Booksellers locations in the area you are visiting, go to stores.BarnesandNoble.com.

3. Once you have the cities selected and the store events set up, develop a press release you can use to get the word out to the local media. Community newspapers are always looking for stories about events that are happening around town, and bookstores aren't very good about promoting themselves. If you want people to come, do everything you can to promote the event you are appearing at.

4. When you arrive in town for each of the events, be sure to put up flyers in coffee shops and other appropriate places, like libraries and community bulletin boards.

5. As you work on setting up the tour, make a few extra calls to see if it may be possible to also set up additional events in the cities you visit. If you have a children's book, going into a school or two could be a possibility. Libraries are good venues to approach as well.

Keep in mind, however, that while bookstores can put an event together in just a couple of weeks, schools and libraries tend to work a lot further out. So, don't leave the outreach work for the last minute. The time to start planning a tour for Spring is now.

Want to learn more about working with RMA Publicity to set up a book tour, or any other marketing & PR service your book may need? [Contact me](#) to set up a free call or ZOOM meeting.

Next Month's Publicity Tips Article:

5 Tips for Getting Your Book Into the Headlines

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