

# THE POWER OF PUBLICITY

## Coach Who Took Minnesota Women's Basketball Team to the Final Four Now Sharing Her Expertise with Corporate Athletes

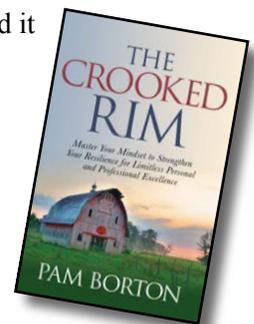


It wasn't so long ago that Pam Borton was on the sidelines leading the University of Minnesota women's basketball team to a Final Four. Now she is sharing the same principles that turned talented college athletes into champions with people who work in the corporate world not only through 1-on-1 coaching, but through her latest book.

Morgan James Publishing has just released *The Crooked Rim: Master Your Mindset to Strengthen Your Resilience for Limitless Personal and Professional Excellence*. Throughout the book, Borton offers advice on how to thrive through adversity, how to master the mindset, how to practice mental toughness, and how to master the pivot move when the time comes to change direction.

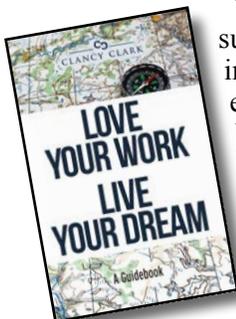
"I sign my book 'Mindset is everything.' And it is," says Borton. "Everything that we do is a mindset. Whether we think it's too hard, too difficult, I can't, I won't, I shouldn't. Everything we do is a mindset and we all can do more than we think we can mentally and physically."

To learn more about Pam Borton's work, check out her company website: [OnPointNextLevel.com](http://OnPointNextLevel.com).



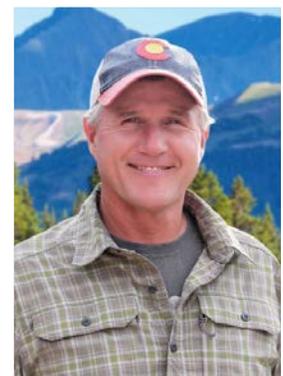
### Inspirational Book Comes Out Just In Time for the New Year

A lot of people make New Year's Resolutions, and if yours is 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](http://ColoradoSpringsGazette.com), and on his author website: [ClancyClark.cc](http://ClancyClark.cc).



### RMA Publicity's 2021 Results

We are happy to share that 2021 was another successful year for RMA Publicity. We secured 118 media placements for clients, and arranged and promoted 27 events. Here is the breakdown:

#### Total Media Placements in 2021



TV Interviews  
50



Radio Interviews  
15



Newspaper/Magazine  
Stories  
53



Events Arranged – 27

Since its founding in 2009, RMA Publicity has secured more than 2,700 media placements for clients. Thinking about launching a marketing and publicity campaign for your book, company or service in 2022? [Contact us today](#) for a free one-hour publicity consult and quote.

### Interracial Mother and Daughter Encouraging Discussions About Racism in America Through New Book



Atlanta resident and international development professional Rebecca Schwartz and her mother, New York college professor Joni Schwartz, are on a mission to shed light on why racism is such a big problem in our society.

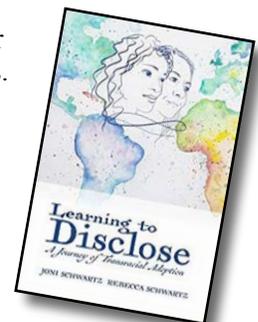
Rebecca, who is black, was born in Haiti and adopted by Joni, who is white, when she was nine years old. While they don't see race as an issue, a lot of people of course do.

They are hoping by sharing their story they can change some minds. Their mission has captured the attention of the Atlanta Journal

Constitution newspaper. Their story appeared in the December 5 printed edition of the paper, and [is also posted online](#).

They will also be interviewed on WAMV-AM in Roanoke, Virginia in early January 2022.

Learn more about their project at [JoniSchwartz.com](http://JoniSchwartz.com).



### New Publishing Company that Celebrates Diversity Featured in Minneapolis Newspaper



Congratulations to Arcadian Barrett, founder of Crow House Press. RMA Publicity has secured a story in his local newspaper about the company. The Northeast published the story, "Crow House Press features underrepresented writers" in its December 1 issue.



## Two Television Stations Cover “3,000 Acts of Kindness,” A Benefit for the Homeless



Congratulations to "Coated in Love" for a very successful event that benefitted thousands of homeless people in the Twin Cities. "3,000 Acts of Kindness" took place at the Minneapolis Convention Center on December 13. Homeless people from throughout the Twin Cities came to the event to receive the gifts of some of life's necessities, as well as fellowship.

Both [KARE](#) and [KSTP](#) television covered the event itself. "3,000 Acts of Kindness" also received plenty of pre-event

attention from the media. WCCO Radio's Paul Douglas interviewed Amy Cheney from event organizer Coated in Love on Dec. 8. Both [CCX Media](#) and [KSTP television](#) covered the special promotion put on by Chick-Fil-A Minnesota in November at all of its Twin Cities and St. Cloud restaurants. Customers who dropped off a new or gently used coat on either November 20 or 27 received the gift of a free sandwich.

RMA Publicity handled the PR for the event.

## Sanya's Hope for Children's Annual Gift Packing Event for Homeless Children Covered by 3 Minneapolis TV Stations

RMA Publicity is happy to share the coverage secured for Prior Lake, Minnesota teenager Sanya Pirani's annual gift bag packing event on December 5th. The young philanthropist was joined by dozens of volunteers at a church in her hometown to pack donated toys, books and school supplies into hand-sewn gift bags that were delivered to Twin Cities nonprofits that help homeless families.

Three Minneapolis television stations covered the event: [WCCO \(CBS\)](#) / [KMSP \(FOX\)](#) / and [KARE \(NBC\)](#). Learn more about Sanya's Hope for Children on her website: [SanyasHopeforChildren.org](http://SanyasHopeforChildren.org).



# RMA Publicity

**Holiday Lights Drive-Through Event Draws Attention to The Waters on Maywood**

There’s nothing like a big holiday light display to put people in the mood to celebrate! The evening of Tuesday, December 21, Rochester, Minnesota residents were invited to a drive-through celebration in the parking lot of The Waters on Maywood senior living community.



When guests arrived, they were greeted by quite the festive occasion: holiday lights strung up on the trees and on residents’ balconies, Christmas trees with all of their lights twinkling visible in apartment windows, and down on the ground in the parking lot, a bonfire burning, Mr. and Mrs. Claus handing out holiday treats, and four strolling carolers wearing old fashioned dresses singing their hearts out. The carolers are from Sister Luv, a group composed of four real-life sisters from Spring Valley, who have been singing together for most of their lives. In addition, the community’s beloved holiday train was on display.

The entire community was invited and all of the local TV stations, [KAAL-TV](#), [KIMT-TV](#) and [KTTC-TV](#), turned out to cover the event. In addition, a preview story was published in the [Rochester Post Bulletin](#) newspaper.

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

**MEDIA OPPORTUNITIES**

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

**January is...**

- Book Blitz Month
- Get Organized and Be Productive Month
- International Creativity Month
- National Mentoring Month
- National Personal Self Defense Month

**February is...**

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

**Also Observed in January...**

- National Clean Off Your Desk Day – Jan. 10
- Kid Inventors Day – Jan. 17
- Get to Know Your Customer Day - Jan. 20
- Inspire Your Heart with the Arts Week – Jan. 31

**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

## Tips for Putting a Marketing/Publicity Plan in Place for the New Year

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

Now that the Holiday Season has come to an end, it's time to get back to business. Whether you are planning to launch a book in 2022, or have one already on the market, if you don't have a marketing and PR plan in place yet, now is a good time to sit down and create one.



Here are some tips to get you started. The first one applies specifically to authors who already have books published.

### 1) Learn from 2021

Did you do a good job of keeping track of your sales in 2021? The most successful small presses and self-published authors know exactly how many books they've sold during a given time period. Tracking the numbers allows you to easily determine whether marketing and publicity efforts have helped drive sales or not. Make a list of all the marketing and publicity efforts you did and match them up with the sales figures to determine what did and did not work.

### 2) Stop Doing Things that Don't Work

Did that ad you bought in the local newspaper lead to any sales? Perhaps, but if the resulting sales didn't cover the cost of the ad, advertising didn't work for you. While an ad may feature a nice picture of your book, it doesn't tell the reader what the story is about or why they may want to purchase the book. The only ads that I've seen deliver good results are those accompanied by an article about the book or author. One approach you may want to consider in 2022 is to ask the sales person you've worked with at the newspaper if he or she can help get an article about you or your book placed in the same publication you are advertising in.

### 3) Hire a publicist

Instead of budgeting dollars towards advertising this year, consider hiring a publicist who will help you get stories into the newspapers and interviews on radio and TV. In addition to understanding how the media works, a good publicist will have established relationships with the news people you want to reach with your story. RMA Publicity achieved nearly 120

media placements for clients in 2021. How many sales came about as a result? It is impossible to come up with a definite number, but I do know that nearly 200 books were sold as a result of the campaign I worked on for a nonfiction book titled, *Bud's Jacket*.

4) Have press materials created if you don't have them already.

Does your book have a press release available that can be sent to media interested in learning more? If not, I strongly suggest you put one together or hire a publicist to create one for you. This will be your ticket to getting the attention of the news media.

Reporters and assignment editors are way too busy to pay attention to, much less read an unsolicited manuscript. So, don't even bother sending a book. A well-written press release or feature article, however, often leads to requests for review copies. Since our founding in 2009, RMA Publicity has created hundreds of press releases and feature articles that have led directly to media coverage.

### 5) Develop a marketing plan

If you don't have one already, develop a marketing plan for 2022, so the things you do to promote your book will be proactive, not reactive. The most successful books are those whose publishers have done a good job anticipating the needs and desires of their target audience.

RMA Publicity is accepting new clients for 2022. Our focus is on corporate and non-profit campaigns, and non-fiction books, but we do occasionally work with fiction and children's book authors as well. For a quote on marketing and publicity services, [contact us](#) today.

## Next Month's Publicity Tips Article:

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

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