

THE POWER OF PUBLICITY

3,000 Acts of Kindness Benefit for the Homeless to be Held at Minneapolis Convention Center in December



There is an effort underway to make this a Happy Holiday Season for thousands of homeless people in the Twin Cities. *3,000 Acts of Kindness* will take place at the Minneapolis Convention Center on Monday, December 13.

The goal is to bring together 3,000 people who are homeless in the Twin Cities and provide them with the gifts of some of life’s necessities, as well as fellowship. The effort has a need right now for donations of new hats, gloves, jackets, etc., as well as monetary donations and volunteers.

On November 20 and 27, Chick-Fil-A Minnesota offered free sandwiches to customers who dropped off a new or gently used coat at all of its Twin Cities and St. Cloud restaurants. Stories about the promotion aired on both [CCX Media](#) and [KSTP television](#).

Earlier in the November, the MN Sun Sailor newspaper published a front page story about the event. [Here is a link to the full article](#).

Find out more at the event website: <https://www.CoatedInLove.org/events>.



Also coming up in December...

Joni Schwartz and Rebecca Schwartz, authors of *Learning to Disclose*, will be interviewed by a reporter from the Atlanta Journal-Constitution, and they will be on WAMV-AM in Roanoke Virginia.

KARE Television Covers Annual Thanksgiving Breakfast at The Salvation Army's Harbor Light Center



Every Thanksgiving, the homeless in Minneapolis are treated to a special breakfast at the Salvation Army's Harbor Light Center, and this year [KARE television](#) was there to share the event with its viewers.

One of the event's dedicated volunteers, Richard Bahr, author, *Those People*, has been serving the homeless at the Center for more than a decade. In fact, this year marked his 14th annual Thanksgiving morning at The Harbor Light Center. RMA Publicity is happy to have secured the coverage.

Three Stories About Bloomington Veterans Memorial Make the Headlines on Veterans Day

Stories about the Bloomington Veterans Memorial aired on two television stations in the Twin Cities on Veterans Day. Both [KARE TV](#) and [KSTP TV](#) interviewed Michael Dardis, Vice President of Bloomington Remembers Veterans Inc., the nonprofit that is building the memorial.

Also on Veterans Day, a story about the memorial was published in the [Bloomington Sun Current Newspaper](#).

The memorial will be built on the grounds of the City of Bloomington, Minnesota's Civic Plaza, and is expected to be completed by 2023. The project is currently in the fundraising process.

Learn more about how you may be able to support it at www.BloomingtonVeteransMemorial.org.



San Diego Author Launches Debut Science Fiction Novel at Comic-Con Thanksgiving Weekend

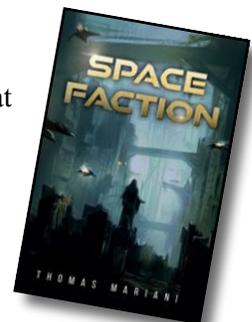


After a 2-year hiatus due to COVID, Comic-Con returned to the San Diego Convention Center on Thanksgiving Weekend, and local author Thomas Mariani launched his debut science fiction novel there.

Space Faction is the story of a society in a galaxy far from Earth where war has been raging for years. Tired of the senseless killing, a small group of people band together to try and end it once and for all. When they are unsuccessful, they decide enough is enough and figure out a way to escape the galaxy and start over.

A story about the book was published by the [San Diego Community Newspaper Group](#), a few days before the event. Also in November, a [Reader's Favorites review](#) published.

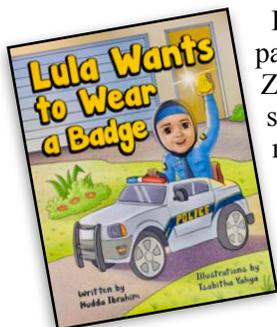
In it, reviewer Nicholus Schroeder said, "*Space Faction* had everything I hoped it would. It had great tech and amazing dog fights between spaceships... The plot was interesting and I was satisfied with its outcome. The pacing was just right, with a great number of tense moments along with tender and light-hearted ones."



Learn more about the novel [in this release on the San Diego Patch](#).

Cover Reveal Party Held for Hudda Ibrahim's Next Children's Book

The cover reveal party for Hudda Ibrahim's new children's book took place the evening of November 18. *Lula Wants to Wear A Badge* is the story of a young Muslim girl who is ridiculed by her classmates when she tells them she wants to be a cop when she grows up.



During the cover reveal party, which was held via ZOOM, Ibrahim explained she has a personal motivation for writing the book. It was inspired by her little sister.



Diverse Voices Press will release the book on February 1, 2021. A pre-order page will be available soon at both HuddaIbrahim.com and DiverseVoicesPress.com.

Thank You for Generously Donating to Sigma's Bookshelf on Give to the Max Day



A special thank you to everyone who made a donation to Sigma's Bookshelf on Give to the Max Day in Minnesota. Altogether, the campaign raised just over \$500. That's enough money to purchase another 10 ISBN numbers and a few images for book covers. My son, Justin, and I really appreciate the support.

Sigma's Bookshelf is a free book publishing company for talented teen writers. As a project of Springboard for the Arts, a nonprofit arts services organization, we are able to seek donations to cover expenses, thus enabling us to run the program free of charge for participating authors.

Sigma's Bookshelf was started by my son when he was 16. He is now 20-years-old and a student at Macalester College in St. Paul, Minnesota.

We are happy to share that over the past five years we have brought 17 books to market, and will have two more out by the end of the year. Check out all the titles here: SigmasBookshelf.com/books.

If you missed Give to the Max Day and still want to help, Sigma's Bookshelf's GiveMN Page can be accessed here: www.SigmasBookshelf.com/donate. All donations are tax deductible and go directly towards the cost of bringing books to market. All work is performed by unpaid volunteers.



RMA Publicity

Also in November...

The Hollywood Times published a story about California author and screenwriter Brian Herskowitz's latest project. *Conceptus* is a thriller with a ripped from the headlines feel to it. Check out the story RMA Publicity [placed in November here](#).

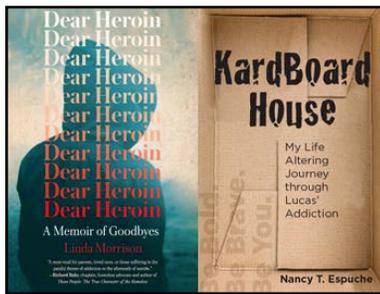


Crow House Press of Minneapolis launched its debut title at the Eat My Words bookstore in Minneapolis the evening of November 12. *Sovereign* by Arcadian Barrett is the story of Princess Malia Ausan. The idealistic heir to the throne, she's fiercely protective, competitive and loyal. That fierce loyalty will be questioned when the Queen hands down punishment by sending her out on her expedition years early and in disgrace.



Linda Morrison and Nancy Espuche participated in a joint event at Next Chapter Booksellers in St. Paul on November 11. Both women lost their sons to addiction, and are sharing their stories to help prevent others from suffering the same fate. Linda Morrison's book is *Dear Heroin*. Nancy Espuche wrote *KardBoard House*.

Learn more about the press, which exclusively publishes the work of minority voices at www.Facebook.com/CrowHousePress.



MEDIA OPPORTUNITIES

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

December is...

- Give the Gift of Sight Month
- National Write a Business Plan Month

Also Observed in December...

- Special Kids Day – Dec. 1
- Be A Blessing Day – Dec. 3

Source: 2021 Chase's Calendar of Events

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. 10
- Get to Know Your Customer Day - Jan. 20
- Inspire Your Heart with the Arts Week – Jan. 31

5 Things to Do in December that Will Help Kickstart Your Book Marketing in 2022

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

By now you're probably all caught up in the holiday season, but 2022 will be here before you know it. Have you put any thought into your marketing plan for the New Year yet? If not, there's no time like the present. Here are a few ideas to get you started.



1) Learn from 2021

Did you do a good job of keeping track of your sales? 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 at least cover the cost of the ad, advertising didn't work for you. While an advertisement 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 are those accompanied by articles about the author.

One approach you may want to consider in 2022 is to ask the sales person you've worked with if they 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 next 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 has achieved more than 100 media placements for clients already in 2021. How many sales came about as a result? It is impossible to come up with a definite number, but I can tell you an author I recently worked with sold more than 100 copies of

her book at an event after stories previewing it appeared on WCCO Television, as well as in the Pioneer Press and White Bear Press newspapers.

It was very rewarding for me to see people lined up outside the store waiting to get their signed copy after hearing about the book in the news.

4) Have promotional materials created for your book if you don't have them already.

Does your book have a press release or feature article to promote it yet? If not, I suggest having one created. This will be your golden ticket for 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.

Having a well-written press release, feature article or press kit for your book often leads to requests for review copies.

5) Develop a marketing plan

If you don't have one already, develop a marketing plan 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. For a quote on marketing and publicity services, [contact us today](#).

Next Month's Publicity Tips Article:

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

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