

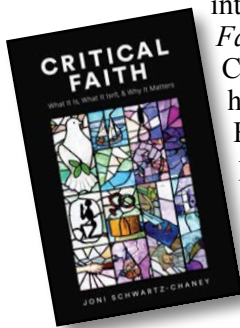
# THE POWER OF PUBLICITY

## *Critical Faith: What It Is, What It Isn't & Why It Matters*

*Critical Faith: What It Is, What It Isn't & Why It Matters* officially launched in May with events in both New York and Minnesota. The book by Dr. Joni Schwartz-Chaney examines racism in U.S. churches, particularly the intersection of faith and Critical Race Theory or CRT.

Dr. Schwartz-Chaney is a Professor of Humanities and social activist scholar at the City University of New York's LaGuardia and John Jay Colleges. She has several events planned to promote the book in May.

On May 1, 2024, from 4 p.m. - 6:30 p.m., a book launch and interdisciplinary faculty panel discussion on *Critical Faith* is planned at CUNY - LaGuardia Community College, E-501, in Long Island City. The author also has an appearance planned at Taylor & Co. Books in Brooklyn on Friday, May 3, 2024, beginning at 7:30 p.m.



Events are also planned in Minnesota at Strive Bookstore in Minneapolis on Saturday, May 11, 2024, beginning at 2 p.m., and at the West Lake Street Barnes and Noble Booksellers store on Saturday, May 18, 2024, beginning at 1 p.m.

Learn more about the book on the author's website: [JoniSchwartzChaney.com](http://JoniSchwartzChaney.com)



### 4 Minneapolis TV Stations Cover 105-Year-Old's Ride-Along with Plymouth Police

Every year since she turned 102, the Plymouth Police Department has done something special to help celebrate Hootie Wakefield's birthday. For her 105th back in December, they showed up to her party with a certificate for a ride-along in a Plymouth Police cruiser.

She cashed in that present the afternoon of April 19th. Dozens of her friends and neighbors at The Waters of Plymouth Senior Living Community were there when Plymouth Police Captain Robert Topp and Sgt. Jeff Dorfsman arrived to pick Hootie up for her ride.



So were four Minneapolis television stations. [KARE 11](http://KARE11.com) aired a story in its 5 p.m. newscast. [KSTP Channel 5's](http://KSTP.com) story aired at 4:30 p.m. and again at 6 p.m. [FOX 9](http://FOX9.com) aired stories in the 5 p.m. and 6 p.m. newscasts.

Coverage was also provided by cable news outlet [CCX Media](http://CCXMedia.com).

## KARE TV in Minneapolis Covers The Waters on 50th's Senior Prom

Prom season is here, and what better way to celebrate than with a senior prom at a senior living community

[KARE TV](#) cameras were there the afternoon of April 25, as dozens of residents of The Waters on 50th Senior Living Community in Minneapolis danced the afternoon away at their senior prom. The event took place in the community lobby, which was transformed into a ballroom for the occasion.



For some it was their first senior prom, as they didn't get the chance to go to their high school dance. For others it was a chance for a do-over. While the high schoolers typically have chips and punch served at their senior dance, at this event hors d'oeuvres and bubbly was served.

## 3 Minneapolis TV Stations Cover Grace Fellowship Church's Celebration of Now Being Debt Free

For many people, and brick and mortar businesses, paying their mortgage is the biggest expense they have every month. When Pastor Joe Boyd took over leadership of Grace Fellowship Church in Brooklyn Park, Minnesota, five-and-a-half years ago, the church was paying \$43,000 every month to the bank.



"During a sermon in November 2022, I mentioned to the congregation that it would be wonderful if we had that money to contribute to the community rather than having to pay the bank. A woman in the audience contacted me a short time later and offered to donate \$25,000 to go towards the mortgage," said Pastor Boyd.

That single act of generosity began a movement, and less than two years later, on March 26, 2024, the church paid off its mortgage in full. A public

celebration of the congregation's achievement took place during the Sunday Services on April 28th. Church founders Curt and Faye Halstrom were called to the altar to ceremoniously burn the final mortgage note, then confetti rained down on everyone.

Crews from both [FOX 9](#) and KARE 11 were there to capture the moment. A story also aired on [CCX Media](#), and [MN SunPost](#) published a story.

### 3 Media Outlets Interview Rochester Author About Her New Book on Dealing with Grief

There is one thing pretty much everyone has to deal with eventually...grief over the loss of a loved one, and some deal with it better than others.

Harriet Hodgson, 88, of Rochester is an experienced griever, who has made it her mission to help others dealing with the complicated emotions associated with grief. Over the years, she has led dozens of workshops on grief and healing, and she has written 11 books on the subject.

Her latest title is *Grief in Your Words: How Writing Helps You Heal*. KSMQ TV, the Public Television station in Austin, Minnesota, interviewed Harriet about her work on April 12th. No date is set yet for the story to air.

Stories have been already been published in several other outlets, including the April 1st edition of the [Rochester Post Bulletin](#) and March 22 edition of the [Star Tribune newspaper](#). Harriet also appeared on [KTTC TV's Midwest Access show](#) the afternoon of March 15.

Learn more about Harriet's work at: [Harriethodgson.net](http://Harriethodgson.net)



### Atlanta Business Chronicle Highlights New Senior Housing Option Coming to Alpharetta, Georgia



There is a growing trend in the senior housing industry. More and more Baby Boomers and Empty Nesters are opting to rent rather than owning a home. Greystar, a multifamily rental giant, is paying attention to the trend and will soon open [Everleigh Deerfield](#), a 55+ active adult community in Alpharetta, Georgia.

Janelle Ward, a reporter from the Atlanta Business Chronicle, recently toured the community, and her [article is now live](#) on the Atlanta Business Chronicle website. Everleigh Deerfield will offer 16 floor plans ranging from 656 square-foot studios to two-bedroom, two-bath units spanning over 1,700 square feet.

More information about the community is available online at [Liveeverleigh.com](http://Liveeverleigh.com)

### KSTP TV Covers Breathing Workshop for Ukranian Community

One of the biggest concerns medical professionals have today about the younger generation is the stress and anxiety they are under. According to the American Psychological Association's 2023 Stress in America Report, people between the ages of 18 and 34—the Millennials—are struggling.

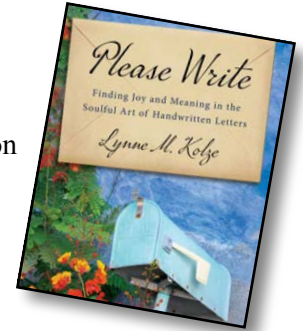
April was Stress Awareness Month and the Twin Cities non-profit BreathLogic held a workshop intended to provide young adults, and anyone else interested, with easily accessible tools for dealing with stress. [KSTP TV](#) covered the workshop that happened at the St. Constantine Ukrainian Catholic Church in Minneapolis. A second workshop is planned there for May 17th, beginning at Noon.

Learn more about BreathLogic on the nonprofit's website: [BreathLogic.org](http://BreathLogic.org)



**Please Write: Finding Joy and Meaning in the Soulful Art of Handwritten Letters  
Named a Finalist for a Midwest Book Award**

Congratulations to Lynne M. Kolze, author, *Please Write: Finding Joy and Meaning in the Soulful Art of Handwritten Letters*. Her book is a finalist in the Nonfiction - Inspiration category of the Midwest Book Awards. Winners will be announced at an Awards Gala taking place at The Mall of America on June 22, 2024. Pick up your copy today on Lynne's website: [Lynnemkolze.com](http://Lynnemkolze.com)



### **MEDIA OPPORTUNITIES**

If your book is relatable to any of the following events observed in May or June 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.

#### **May is...**

Asthma Awareness Month  
Brain Tumor Awareness Month  
Building Safety Month  
Gardening for wildlife Month  
International Victorious Woman Month  
Jewish-American Heritage Month  
Mental Health Month  
National Meditation Month  
National Stroke Awareness Month  
National Military Appreciation Month  
National Trauma Awareness Month  
Older Americans Month  
Skin Cancer Awareness Month  
Spiritual Literacy Month  
Young Achievers Month

#### **Also Observed in May...**

Hug Your Cat Day – May 1  
National Two Different Colored Shoes Day to celebrate diversity – May 3  
National Fitness Day – May 4  
National Pet Week – May 5 – 11  
National Teacher Day - May 7  
Mother's Day – May 12  
National Police Week – May 12 – 18  
National Waitstaff Day – May 21  
Memorial Day – May 27

#### **June is...**

Adopt A Shelter Cat Month  
Alzheimer's and Brain Awareness Month  
Effective Communications Month  
Lesbian, Gay, Bisexual, Transgender, Queer and Intersex Pride Month  
Great Outdoors Month  
Immigrant Heritage Month  
National Foster a Pet Month  
National Homeownership Month  
PTSD Awareness Month  
Rainbow Book Month

#### **Also Observed in June...**

National Business Etiquette Week – June 2 – 8  
National Cancer Survivors Day – June 2  
Race Unity Day – June 9  
Family History Day – June 14  
Father's Day – June 16  
Let it Go Day – June 23  
PTSD Awareness Day – June 27

Source: 2024 Chase's Calendar of Events

# RMA Publicity

## Now is the Time to Start Planning Your Summer Book Promotions

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

It won't be long before the dog days of summer are here. If you haven't started reaching out to bookstores, libraries and other venues to schedule your summer book events yet, now is the time to get started.



Reading is one of those coveted leisure activities people enjoy doing in the summertime, which makes the season a great time to promote and sell books! So capitalize on all the opportunities out there. Here are some ideas for easy ways to promote a book during the summertime:

1) Appear at summer festivals. Just about every local community puts on a summer festival to bring people together, and they typically offer local businesses the opportunity to buy a table and showcase their services. If you haven't done so already, check to see if there is any space available for you at your local festival. This is a sure-fire way to reach hundreds, maybe even thousands of people if you live in a large community.

There are usually fees to secure a table at these events, but they tend to be nominal. And don't be afraid to venture into a nearby community either. I work with several authors who spend the entire summer traveling the Midwest selling books at festivals.

2) Library appearances. Another popular place to present is at your local or regional library. Since a lot of people travel in the summertime, there is less competition for securing those coveted event slots. Reach out to your local library to see if they can work you into their schedule. If they are already booked for summer, ask about fall or winter possibilities.

Many libraries will both pay the author an appearance fee, and allow him or her to sell books to attendees.

The great thing about library appearances is that you typically get help with promotion. The libraries will print up flyers and leave them near book checkout lanes. Some library systems also print up catalogs of events that are distributed both in print and online.

3) Set up signings at bookstores. Bookstores are another popular place to do events. They don't charge a fee for the use of their facility, but they won't pay you to appear either. If you do an event at an independent bookstore, you can either sell books on consignment, typically with either a 70/30 split or 60/40 split off the retail price—with the larger amount going to the author; or the store will order the book through a distributor. Most of the chain stores will go through their own distributor, so cash will never trade hands.

In addition to planning events, summer is also a good time to strategize about what you're going to do to sell books in the fall and winter, which are typically the busiest times of year to sell books. Log on to the [RMA Publicity website page here](#) to view more book publicity tips articles.

### Next Month's Publicity Tips Article:

Some ideas for Successfully Reaching Diverse Readers.

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