

THE POWER OF PUBLICITY

Please Support Sigma's Bookshelf on Give to the Max Day in Minnesota, Thursday, November 16



The annual Give to the Max Day fundraising drive for Minnesota nonprofits and schools will be held on Thursday, Nov. 16, 2023. Between now and then I hope you will consider supporting my son's nonprofit book publishing company for teen writers, Sigma's Bookshelf, with a donation in the amount of your choice.



Since its founding in 2017, the company has published 22 teen authored books. All services required to bring books to market are provided 100% free for the teens whose books are selected for publication by unpaid volunteers, including myself and my husband, Jamie. All monies donated go directly towards covering project expenses.

Sigma's Bookshelf is a project of Springboard for the Arts, a nonprofit arts services organization. Donations are tax deductible to the extent allowed by law. Donations can be made via Sigma's Bookshelf's GiveMN page, which can be reached at www.SigmasBookshelf.com/Donate

Thank you in advance for your support!

Teen Authors Sign Copies of their Sigma's Bookshelf Books at The Twin Cities Book Festival



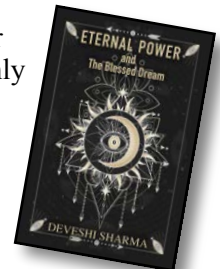
The 2023 Twin Cities Book Festival took place on October 14 at the State Fair Grounds in St. Paul, and my son's teen book publishing company, Sigma's Bookshelf, had a very successful event.

All three of the teens who appeared at the festival sold books... Samantha Gibson, author, *Hostage*... Justin M. Anderson, author, *Saving Stripes: A Kitty's Story and Nothing But Trouble*, and Sanya Pirani, author, *High Tide*. In addition, the company launched its 22nd title at the event.



Eternal Power and the Blessed Dream by Deveshi Sharma is the story of twins Hayley and Ryan. Shortly before their 17th birthday, they find out their parents, who they thought died when they were very young, are alive. Not only that, they learn that they are werewolves and have supernatural powers.

As if that's not enough to deal with, they also learn the reason their parents sent them away; and that they are about to be tasked with saving an entire species from the demons that want to destroy them.



Deveshi is our latest international author. She lives in India and attends The Mayo College Girls' School, the eminent boarding school of India.

Several adult authors RMA Publicity has worked with had tables at the event this year too. They included Lynne Kolze, author, *Please Write, Finding Joy and Meaning in the Soulful Art of Handwritten Letters*... Rob Jung, author, *Judgment Day*... Mark Ristau, author, *The Hero's Path Series: Beyond the Threshold and A Hero Dreams*... and Judith Brenner, author, *The Moments Between Dreams*. She shared the table with Sigma's Bookshelf.

Avidor Evanston 55+ Active Adult Community Featured on WGN TV Chicago’s “Daytime” in October

Avidor Evanston, a 55+ active adult community in the Chicago area, was featured on [Daytime Chicago](#) the morning of October 18th. The lifestyle show showcased the wonderful attributes of the community, including all the extras residents get access to on a daily basis, including a workout room, a rooftop pool, and a whole lot more.

Avidor also has a community in Glenview, Illinois; and there are Avidor luxury rental communities in Minnesota (Avidor Edina and Avidor Minnetonka) and Nebraska (Avidor Omaha) as well.

Learn more at AvidorLiving.com



Erik Beckler Shares the Four Fundamental Forces of Leadership at Twin Cities Rotary Meetings in October



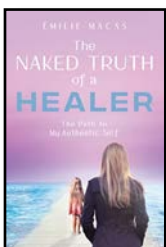
Erik Beckler, the 2017-2018 Jr. NBA Coach of the Year, is on a Rotary Club Tour this Fall and made two appearances in October: the Mound-Westonka Rotary Club and the Wayzata Rotary Club.

RMA Publicity’s marketing and publicity campaign for Beckler began in July when he appeared on [WCCO TV's Mid-Morning](#) to talk about his book, *The Four Fundamental Forces of Leadership: Developing a Practice on Love, Respect, Service and Fun*.

More information about Erik Beckler's work can be found at ErikBeckler.com



Also in October...



A story About how Emilie Macas, author, *The Naked Truth of a Healer*, is helping to champion mental wellness, was published in [Authority Magazine](#).

Debbie Gail Zane, author, was interviewed for an episode of [Uncomfortable Conversations](#) presented by the Thriving Women Network, Inc.



3000 Acts of Kindness benefitted from an October 19th promotion done by Chick-fil-A Minnesota. All guests who brought the donation of a hat, gloves or mittens to one of the company’s stores on October 19th were offered a free chicken sandwich.

Coming up in November...

RMA Publicity is Handling PR for the Effort to Build a National Service Park in Plainview, MN

There is an effort underway to build a National Service Park that elevates all forms of national service in the town of Plainview, Minnesota, which is 20 miles northeast of Rochester, Minnesota, and RMA Publicity is handling the promotion.

Stories promoting the day long event on Saturday, November 4, 2023, that will bring national representatives from the U.S. Military, the National Guard, the Peace Corps and AmeriCorps together have been published in the [Star Tribune newspaper](#) (Oct. 27), in the [Sun This Week](#) on (Oct. 13th), and in the [Rochester Post Bulletin newspaper](#) (Oct. 10th).



Distinguished speakers coming to Minnesota for the event include Army Four-Star General Joseph Votel; Colonel Eduardo Suarez, Director of Communications for the MN National Guard; Carol Spahn, the Director of the Peace Corps; and Ken Goodson, Director, AmeriCorps National Director Civilian Community Corps. They will each speak from their unique perspectives about how their agencies approach the common goal of serving our nation.

The day of fun, food, learning and music is happening in the Plainview High School gymnasium. The school is located at 500 West Broadway in Plainview, just a few blocks from the National Service Park site, which is at the corner of Highway 42 and 3rd Street in Plainview. The presentations will begin promptly at 10 a.m., with a welcome and introduction. Members of the general public are invited to hear representatives from the service organizations speak between 10:30 a.m. and 11:30 a.m. The presentation will be followed by a question and answer session.

Then in the afternoon, between Noon and 4 p.m., event attendees will be able to visit booths and displays by each of the national service organizations, and attend drop-in information sessions. There will also be musical entertainment and food available for purchase.

Also coming up in November...



Minnesota resident Clancy Clark, author, *Love Your Work, Live Your Dream*, will speak at the Wayzata Community Church's Next Chapter meeting on Thursday, November 9, and at the Detroit Lakes, Minnesota Rotary Club meeting on November 30.

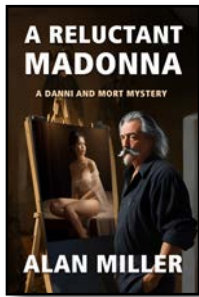


Erik Beckler, author, *The Four Fundamental Forces of Leadership: Developing a Practice on Love, Respect, Service and Fun*, will appear at the St. Louis Park Rotary Club meeting on November 20.

Alan Miller of Eagan, Minnesota, author of *A Reluctant Madonna*, has two planned events in November. He will be doing a reading followed by a question-and-answer session at the 45th Parallel Distillery in New Richmond, Wisc., on Friday, November 10, 2023, beginning at 5:30 p.m.



Rob Jung, author, *Judgment Day*, has a reading and signing planned at Magers & Quinn, located at 3038 Hennepin Avenue in Minneapolis, Minnesota, on Wednesday, November 15, 2023, beginning at 7 p.m.



A second reading and question and answer session is planned at the Minneapolis Jewish Community Center (JCC) on Friday, November 17, 2023, following Or Emet’s Friday night services. The event is scheduled to go from 7:30 p.m. to 9 p.m., and will feature Miller talking about a lifetime of writing.

MEDIA OPPORTUNITIES

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

November is...

- American Diabetes Month
- Lung Cancer Awareness Month
- National Adoption Month
- National Family Caregivers Month
- National Memoir Writing Month
- National Novel Writing Month
- Picture Book Month
- Prematurity Awareness Month

Also Observed in November...

- National Author’s Day – Nov. 1
- National Forgiveness and Happiness Day – Nov. 1
- Veterans Day – Nov. 11
- Thanksgiving Day – Nov. 23
- Small Business Saturday – Nov. 25
- Giving Tuesday – Nov. 28

December is...

- National Impaired Driving Prevention Month
- National Write a Business Plan Month

Also Observed in December...

- Underdog Day – Dec. 15
- National Homeless Person’s Memorial Day – Dec.21
- Christmas – Dec. 25

Source: 2023 Chase’s Calendar of Events

RMA Publicity

Tips for Planning a Book-Themed Holiday Party

By Rachel M. Anderson,
Publicist, [RMA Publicity](http://www.RMAPublicity.com)



Now that the temperatures have started cooling down, we're entering the time of year when people start to plan their holiday parties, and what better theme than a literary one for people who love books. Because I work with a lot of authors, the focus of this article will be on helping people plan parties where they can promote their books.

From getting the word out to planning the menu, here are some tips for planning the perfect literary party.

Book Party Invitations

Whether your holiday party is going to be the official launch of your book, or just another way to get your already released title some attention, a nice touch would be to send out a bookmark-shaped invitation. Of course design it to highlight your book cover on one side, and the party details on the other. The nice thing about this tactic is that people can later use the invitation as a bookmark when reading your book.

Book Party Décor

Since you will be hosting a book-themed party, it of course makes sense to incorporate your book into the décor. Copies of your memoir, novel, nonfiction book, self-help book or business book can be centerpieces at each of the tables.

You can also have posters made that feature the book cover. Set them up throughout the room on easels, or hang them on the walls.

Celebrate the Storyline

While many of the people at your party will already be familiar with the plot, some will not, so a good way to get your guests excited about the storyline is to celebrate it at the party.

One way to do this is by setting up themed tables. If you have written a hero's journey story, for example, each table can represent a significant time period in the book. For a romance novel, each table could represent a different setting in the book.

A popular way for nonfiction authors to celebrate the release of their books is to call out each of their chapter names on placards set at the tables.

The Menu

What should you serve at the party? If you've written a novel, chances are good there's at least one scene set at a restaurant, or involving food in your book. Bring that menu to life at the party, and be sure to share with your guests the fact that the menu comes right out of your book.

Party Activities

And when it comes to party activities, you will of course want to incorporate a reading from your favorite chapter into the event. A great way to create interest is to cast some of your guests into the characters' roles and have them participate.

Next Month's Publicity Tips Article:

Now is the Time to Develop a Plan for Your Book's Marketing and PR in 2024.

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