

**Company:** Serenity Press, Waikiki WA Australia

**Company Description:** We publish beautiful books in the folklore, fairy tale, and children's book genres.

**Nomination Category:** Innovation in Social Media Channels Categories

**Nomination Sub Category:** Most Innovative Online Community by or for Women

**Nomination Title:** Hear Us Roar by KMD Books



1. If you are providing an essay, enter here up to 625 words describing the innovations expressed through the nominated online community since July 1 2023:

**Total 3 words used.**

The Hear Us Roar community, developed by Karen Webaer, CEO of KMD Books, a globally recognised publishing company, is a powerful example of innovation in the online space, demonstrating how a creative project can evolve into a transformative, purpose-driven ecosystem that empowers women to step up and shine.

Since July 2023, this community has moved beyond the traditional publishing model to become a beacon of support and collaboration, fundamentally reshaping an author's journey into a profile-building process, championed by a community of supporters from around the world.

The innovation begins with the online community's organic and rapid expansion. What started with the launch of the *Lion* anthology in November 2023, featuring 37 authors from diverse countries, has blossomed into a truly global community of over 200 authors from Europe, Africa, Australia, and the USA.

Far from being driven by influencers, tiktoks or a hefty marketing budget, this genuine, heart-led community has created a supportive environment with a tangible sense of belonging. This is not merely an online group; it's a collaborative platform where thought-leaders, change-makers and collaborative authors are encouraged and enabled to make a positive impact on the world.

A key innovation is the community's focus on personal and professional development that extends well beyond supporting authors to publish an anthology book. While most publishing houses provide little support for an author's personal brand, the Hear Us Roar community is a full-fledged profile-building platform. It encourages and enables members to step up and take on speaking opportunities and participate in book launches around the world, giving members a global stage.

The creation of the Leadership Circle further highlights the community's unique approach, where 50% of the members are supported to take on leadership roles at no cost, promoting a culture of empowerment and shared growth.

The community's commitment to giving small voices a spotlight on a big stage is powerfully demonstrated by the docu-film series, which came out of the community and was filmed in international locations including London, Melbourne, and New York. This multimedia extension is an innovative way to amplify community members' stories and provide them with a platform that's highly unusual in the publishing industry.

Testimonials from members underscore the community impact: Candice Gersun noted that Karen goes "above and beyond for her authors, elevating their brands and advocating for them". As Ron Malhotra, a repeat client, observed, Karen is "proactive about suggesting publicity strategies to make your work more prominent".

By creating a sacred space for storytelling, the community helps authors overcome inhibitions, fear, guilt and shame often associated with personal storytelling. This therapeutic approach to narrative, guided by Karen Weaver's background in mental health, transforms publishing a book into a deeply personal and healing journey. Dr Hassan Younes stated that Karen's support helps authors receive "the maximum exposure" at events, affirming KMD Books as "the best in the market".

The online aspect has since developed into live events with author Catherine Molloy noting that a retreat held for the community at Castle Crom, Ireland, was "an unforgettable retreat" and a "celebration of courage, storytelling, and legacy".

The innovation of the Hear Us Roar community lives is its ability to merge business with heart, providing a holistic and supportive ecosystem where authors can not only publish their work but also grow their confidence, their businesses, and their profiles on a global scale. This is truly an organically grown community and a model for future publishing and content creation.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, describing the nominated online community, OR an essay of up to 625 words? (Choose one):

An essay of up to 625 words

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

## Attachments/Videos/Links:

[Hear Us Roar](#)

[REDACTED FOR PUBLICATION]