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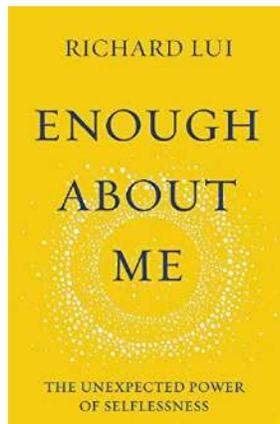
Contact: Robin Barnett
Icon Media Group
robin@iconmediagroup.com

MSNBC AND NBC News Journalist Richard Lui: “We have a selfish pandemic in America”

*New book, **Enough About Me**, taps into the power of selflessness
as an antidote to the growing problem*

“An ‘Anti-Self’ Self-Help Book with practical tips & strategies”

NEW YORK CITY, January 2021 — Seven years ago, Richard Lui walked into his supervisor’s office at NBC’s 30 Rock headquarters, prepared to give up his dream news anchor job. Having just learned of his father’s Alzheimer’s, the journalist wanted to be with him during his important last years, even if it meant setting aside his career. Lui reduced his work hours and joined 53 million Americans in becoming a family caregiver.



In his new book, ***Enough About Me: The Unexpected Power of Selflessness*** (Zondervan, March 23, 2021, 9780310362395, \$26.99, Hardcover), Lui opens up about helping his father and living to take care of somebody else. He couples his story with research and tips on how and why living selflessly can bring joy despite difficulty.

Today, Lui observes, America suffers from a **selfish pandemic**. There is an apathy problem — from everyday Twitter disrespect to a rise in hate crimes. Lui reflects on his recent reporting on race-based violence, spree killers and political animosity as examples of selfish acts rising in frequency.

On the flip side, he shares behind the scenes stories of the ordinary heroes who have shown him how small, practical choices can stop this selfish pandemic. During breaking news coverage of some of the world’s most difficult moments -- from terrorist attacks in Paris to racial strife in Ferguson, Lui met those who rose above to be helpful, self-sacrificing and generous in the face of tragedy and loss.

Lui writes, “I was presented with a challenge and decided to figure out how to help my dad. This prolonged illness is not what any of us would have chosen, but Dad is still teaching me through it. He is teaching me the unexpected power of selflessness. You might call it the anti-self-help approach to self-help.”

Topics of discussion include:

- What is the selfish pandemic and what can we do about it?
- Why walking away from a dream job can be your life’s dream

- What is a family caregiver? Common misconceptions about the 53 million Americans who provide care with no pay or training
- How the next generation is different when it comes caring about people, over 5 million students are living as Care Heroes
- Being separated from family and aging parents during the pandemic
- Behind the headlines: the real people who epitomized selflessness and inspired Lui
- The unexpected side effects of selflessness that make you happier and healthier
- Training your “selfless” muscles: hidden opportunities to put others ahead of you
- How to be more selfless in the words you use (as taught by his NBC mentors)

The author says he will donate all of his net proceeds to charitable organizations supporting Alzheimer’s care and research, advocacy for senior citizens, and AAPI (Asian American and Pacific Islander) representation in journalism, and World Selfless Day campaigns. For more information, [please see PRESS KIT](#) here or see below.

About Richard Lui

Veteran journalist Richard Lui has more than 30 years in television, film, technology and business. Currently at MSNBC and previously with CNN Worldwide, he is the first Asian American man to anchor a daily national cable news program, and a team Emmy and Peabody winner. In addition to journalism, Richard’s 15-year business career involves a fintech patent and launching six tech brands over three business cycles. He has lived, worked, and volunteered on every continent. Richard is a Celebrity Champion for the Alzheimer’s Association, Caregiving Champion for AARP and Caregiving Ambassador for BrightFocus Foundation.



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Suggested Interview Questions for Richard Lui **Author of *Enough About Me***

- 1) You have been reporting for 25 years and say we are now experiencing a selfishness pandemic. Can you expand on that?
- 2) You were ready to walk away from a dream job to help take care of your father with Alzheimer's. How did you make that decision?
- 3) Is there really scientific evidence that being selfless can make us more attractive? What about helping us live longer?
- 4) Your book talks about selflessness being like a muscle that needs to be trained. What do you mean by that, and how can we train ourselves to be more selfless people?
- 5) In your book, you share some incredible stories from your reporting career of regular people being remarkably selfless. Can you share one of these examples that has stayed with you?
- 6) How have you seen people respond selflessly in response to Covid-19?
- 7) How did your parents model selflessness for you growing up?
- 8) You went from flying cross country several times a month to help care for your parents to not seeing them for five months during Covid. When you could travel again, you couldn't go into his nursing home, but would stand outside the window so he could see you. How is your dad's prolonged illness continuing to teach you about the unexpected power of selflessness?
- 9) You wrote a letter to your dad about everything you're grateful for about him and read it to him at his nursing home. What inspired you to write that letter? What advice do you have for listeners/viewers who want to write a similar letter?
- 10) What advice do you have for us to be more selfless in our own lives? What about on social media?
- 11) How is gratefulness tied to selflessness?

For an interview with Richard Lui, contact Robin Barnett at robin@iconmediagroup.com.

Endorsements for *Enough About Me* By Richard Lui

“*Enough About Me* is a must-read for business leaders that is surprisingly entertaining. This book will forever change the way you think about selflessness.”

- **Ron Insana**, CNBC senior analyst and commentator

The ups and downs of Richard Lui’s life are somehow simultaneously a truly remarkable and yet all too familiar human story. Part humorous personal memoir, part journalism career guidebook, part introspective man’s hard-earned life lessons, *Enough About Me* provides a great opportunity to get a concentrated shot of almost fifty years of life experience in one book.”

- **Ronny Chieng**, comedian and correspondent on *The Daily Show with Trevor Noah*

“To successfully navigate these racially divisive times, we must think outside ourselves and not isolate on the basis of race. Racism is selfish. *Enough About Me* helps us steer clear of the shoals of selfishness by instead making others a priority.”

- **Paula Madison**, executive vice president, NBCUniversal (retired), named one of the “75 Most Powerful African Americans in Corporate America” in 2005

“Timely, emotional, and authentic, *Enough About Me* provides enjoyable content from a leading influencer. #EnoughAboutMe is worth sharing!”

- **Wes Finley**, head of global social marketing, Facebook

“Ambitious and extremely well researched, *Enough About Me* is an essential read for those who want to explore new thinking on one of today’s most pressing societal issues.”

- **Colonel Jack Jacobs**, US Army (Ret.), Medal of Honor

“Richard Lui is living a life of service. What an extraordinary testament to the best in human character. So many life lessons learned! This is a jewel of a book, a celebration of the best of the human spirit and of the good that emerges from sacrifice. Richard Lui is a beacon of light in these dark times.”

- **José Díaz-Balart**, anchor, *Noticias Telemundo* and *NBC Nightly News Saturday*

“When I first met Richard Lui many years ago, it was immediately evident that he possessed the rare combination of shining intelligence and self-confidence, mixed with humility and a genuine vulnerability. *Enough About Me* is a reflection of these qualities exhibited over decades. In these narcissistic and individualistic times, Richard’s storytelling provides insight and perspective into how to find the best part of ourselves.”

- **Tom Garfinkel**, vice chairman, CEO of the Miami Dolphins and Hard Rock Stadium

“Richard Lui underscores the importance of sharing stories to bring people together through selfless acts for the greater good.”

- **Beth Kallmyer**, vice president of Care and Support, Alzheimer’s Association

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Excerpts from *Enough About Me* by Richard Lui

Choosing Family Over Career

“When faced with a decision to aid my dad in his slow-moving, life-and-death battle, did I believe all this? Would I deny myself, put aside ambition, and sacrifice my plans for someone who may or may not even know I was doing so? I had two options: stay on my path of living for myself or become a caregiver, like 53 million other Americans. My mind and heart did not agree. (p. 16)

“As I mentioned in chapter 1, I felt apprehensive about telling my boss, Yvette, about my dad’s Alzheimer’s disease, which meant I needed to reduce my time on the air. After NBC responded in such an accommodating way, many of my coworkers shared about their own caregiving journeys. I was surprised at the time by the sheer number of people who were caregivers. Caregivers at work seemed so prevalent that I decided to do some research to learn more about the impact of having caregivers in the workplace. As it turns out, selflessness benefits not only the caregiver and the care recipient but also the caregiver’s employer.” (p. 72)

“Caring for my dad has been a constant test of my selfless muscles.” (p. 162)

Pure Selflessness Is Not the Goal

“If we can never accomplish true selflessness or pure selfishness, we should find the ways to understand best practices between the two. Maybe that’s why this topic seems so dangerous—it rarely looks like a win. Instead, it’s about making progress, like making it to the opponent’s forty-nine yard line. (Stick around, chapter 13 has some ideas about how to measure wins.) We don’t make it our goal to land in that gray, in-between space, but we recognize that we may spend 80 percent of the game there. (p. 30-31)”

25-Year Reporting Career

“In my twenty-five years of practicing journalism, many of the stories I’ve covered are about something bad—natural disasters, crimes, tragedies. And yet the people I’ve met in the aftermath have shown an inspirational goodness that often transcends the initially daunting bad stuff. They are instinctively helpful, self-sacrificing, and generous. It’s an extraordinary thing to witness. In fact, there may be no such thing as an ordinary person. If you take the time to listen, the stories people tell reveal how extraordinary they truly are. And yet in the world around us, there’s no denying that a lot of us still fall short on the spectrum of selflessness.” (p. 34)

Selflessness & Happiness

“One way to be happier: do selfless things that de-stress our lives. A 2015 study of seventy-seven adults, ages eighteen to forty-four, asked participants to take a mental health questionnaire every night. They commented on potentially stressful aspects of their days—things like commuting, working, figuring out finances, and carrying out domestic responsibilities.

They kept track of the helpful things they did during the day—both big and small, from holding the door open for a stranger to asking someone if they needed help—and how they felt about doing these things. At the end of the day, the participants were asked to rate their mental health on a 0–100 scale.

The results showed that participants who performed more acts of kindness reported less stress. For each act of kindness performed, a participant’s mental health improved by 1 percent on average. When they couldn’t complete acts of kindness, they reported more stress.” (p. 62)

Caregiving & Gender Roles

“I am a caregiver. I take care of my dad. Over the course of four years, I cleaned him and cooked for him. Such caregiving is widely considered a female gender role, one that, to this way of thinking, my sister and mom—rather than my brothers and I—should carry out. But such traditional values don’t make me feel any less of a man for doing it. (Nor does the fact that my father calls me his favorite daughter.) Had I chosen to strictly adhere to gender roles, it would have been at the expense of Dad’s health. The thing is, 39 percent of family caregivers are men. And the demands of family caregiving pose one of the biggest challenges to personal relationships today. Fifty-three million of us are caring for an ailing family member or close friend. Gender roles should not stand in the way of providing the necessary care.” (p. 89)

Covid-19 & Quarantine

“After five months of the coronavirus quarantine, staying at home was getting long in the tooth. I went from routinely logging forty thousand frequent flyer miles a month to rarely venturing ten feet outside my apartment. My medallion status was in serious trouble. I could no longer fly back to San Francisco two or three times a month to care for my parents, as I had been doing for six years. While I was stuck in Manhattan, my dad was in a care facility whose COVID-19 case counts were rising in beds increasingly close to his room. When the disease finally took a respite from its grip on New York City and San Francisco, I grabbed some hand sanitizer, masked up, and got on a plane to visit. During the months I was away, my mother had fallen, and this was happening more often. Even though air travel still wasn’t ideal, I wanted to get back to see what solutions we could put in place.” (p. 170)

Being Selfless with Your Words

“I remember the lessons I’ve learned from my coaches and mentors and try to apply them to the many words I write and hear. But in some ways, I feel like it’s still early on the word path. Especially when it comes to making better “enough about me” word choices. I started small— with my scripts at work, with people’s names, with referring to myself in vulnerable ways, and with reading stuff that contains less meist language. In the end, I want people to take me at my selfless word.” (p. 177)

On Social Media

“Telling stories of bravery inspires bravery in the hearts of the listeners. Telling stories of honesty creates listeners who want to be truthful. What are the stories that hook you? What are the stories you want to live into and be shaped by? Go find them and share.” (p. 213)

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