



Ashley Ratliff

MARKETING  
COMMUNICATIONS  
SAMPLES

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# Event Brochure

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For this brochure that promotes a fundraiser for a James Madison University department, I designed the layout and developed all content.

[HOME](#)



*“We poets are the  
bearers of a trust that  
spans generations.”*

-Rita Dove

*Celebrate. Educate. Preserve.*  
Seeding the Future of Black Poetry

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Furious Flower 25th Anniversary Celebration  
September 27-28, 2019 | Washington, D.C.





“ If our children are unable to say what they mean, no one will know how they feel. If they have no way to express their lives, how much easier it would be for others to neglect their humanity.

”

-Rita Dove



Join us as we celebrate 25 years  
and seed the future of Black poetry!

**SEPTEMBER 27-28, 2019**  
**WASHINGTON, D.C.**

**FRIDAY | 7:00 PM**

### **Benefit Gala**

The Grand Hyatt Washington  
1000 H St. NW, Washington, D.C. 20001

### **Honorary Host Committee**

Rita Dove     Marilyn Nelson  
Nikki Giovanni     Gregory Pardlo  
A. Van Jordan     Sonia Sanchez

Tracy K. Smith

**SATURDAY | 9:00 AM**

### **25th Anniversary Celebration**

National Museum of  
African American History and Culture  
1400 Constitution Ave. NW  
Washington, D.C. 20560

*Celebrate. Educate. Preserve*  
Seeding the Future of Black Poetry



On Friday, September 27, 2019 the Furious Flower Poetry Center will celebrate its 25th anniversary with a benefit gala that will be held at the Grand Hyatt Hotel. Together with our honorary host committee which includes celebrated writers Rita Dove, Nikki Giovanni, A. Van Jordan, Marilyn Nelson, Gregory Pardlo, Sonia Sanchez and Tracy K. Smith, the Furious Flower Poetry Center asks that you consider supporting the future of Black poetry through one of our gala sponsorships.

As the first academic center devoted solely to African American poetry, Furious Flower has grown to become a nationally recognized organization dedicated to ensuring the visibility, inclusion and critical consideration of Black poets. Through our diverse programming, Furious Flower has a positive impact on the way people of all ages interact with poetry. Our programs include children's creativity camps, slam academies for teenagers, poetry prizes for emerging poets, collegiate summits, and seminars for teachers featuring distinguished poets like Sonia Sanchez and Yusef Komunyakaa.

We want to ensure the continuation of the work that we have been doing at James Madison University for 25 years. As a supporter of this event, you will contribute to the endowment of the Furious Flower Poetry Center, securing its longevity and continued success for years to come. We invite you to join us for the Gala at the Grand Hyatt Hotel and the 25th Anniversary Celebration at the National Museum of African American History and Culture in Washington, D.C. on September 27-28, 2019. Thank you so much for your consideration.

Sincerely,

Joanne V. Gabbin  
Executive Director, Furious Flower Poetry Center

## WHO WE ARE

In the almost twenty-five years since its inception, Furious Flower's programs have reached thousands of poets, educators, students, and poetry lovers around the world. From our groundbreaking media and anthologies, to our children's creativity camp and summer seminars, to our decade-defining conferences, Furious Flower has impacted literary communities on local, regional, national and international levels.

Our programming seeks to cultivate an appreciation for poetry among all students—from elementary to graduate school and beyond. As part of our mission to support and promote Black poets at all stages of their careers, we aim to create platforms for them to encounter their readers and for readers to experience and engage with Black literary culture in new and exciting ways.

“These voices you have harbored bring us the same wonderful possibility to get to know people who are unconscious of their place in history but only trying to share a truth. Some are angry; some are loving; some question and some feel they have answers: All are Honest.”

-Nikki Giovanni



## HOW YOU CAN SUPPORT

This 25th Anniversary Celebration offers a unique opportunity to recognize the essential work of Furious Flower and to help secure the future of its mission.

Your donations and ticket purchases will help us endow this vibrant cultural center and will be instrumental in preserving Furious Flower's legacy, ensuring its longevity and ability to continue serving students, educators and poets everywhere.



## FURIOUS FLOWER GOES GLOBAL

We want to ensure that as American literary culture makes its global imprint, that Black American literature and its relevant history are represented as a part of that larger narrative. To that end, Furious Flower staff members have begun to take part in various international initiatives. In 2018 we participated in the BOCAS literary festival in Trinidad and Tobago and took distinguished American poets to Eswatini in Southern African as part of the U.S. State Department's Arts Envoy Program. Our goal: to provide opportunities for Black poets both at home and abroad to encounter each other's work and history.

## WHY WE DO IT

From the power of the Black Arts Movement to the sweep of spoken word; from work songs and blues to the poems of luminaries like Gwendolyn Brooks and Maya Angelou, Black literature continues to make vital contributions to the landscape of American letters. Furious Flower celebrates and preserves those voices and educates future generations about their contributions to our culture.





# Gala Support Opportunities

## Laureate Circle | \$25,000+

One table with priority placement (9 seats + 1 for a notable poet)  
Logo placement on all printed materials at the event  
Verbal name recognition during event program  
Five invitations to the VIP reception at Saturday's celebration  
Logo inclusion in pre-event communications  
Logo inclusion on promotional materials  
Recognition on the Furious Flower Poetry Center website

## Poet Circle | \$10,000+

One table with priority placement (10 seats)  
Logo inclusion in event program and during event  
Five invitations to the VIP reception at Saturday's celebration  
Logo inclusion in pre-event communications  
Logo inclusion on promotional materials  
Recognition on the Furious Flower Poetry Center website

## Reader Circle | \$5,000+

One table (10 seats)  
Name listed in event program  
Name listed in select pre-event communications  
Recognition on the Furious Flower Poetry Center website

## Individual Ticket | \$250

Includes dinner, dancing and program, as well as a donation to the Furious Flower Poetry Center

The amount of your contribution that is deductible for federal income tax purposes is limited to the excess of the amount contributed over the fair market value of the goods and services provided. We estimate the fair market value of those goods and services to be \$125 per ticket and \$1,250 per table.



“When you're a poet, you understand that what you do you do to give, you do to make a contribution to literature, to poetry, to something that you really believe makes a difference. What Furious Flower has done is made a difference and allowed people like me to change and to grow.”

-Jericho Brown



## 2019 SUPPORTER REPLY CARD



Company / Individual Name

Address 1

Address 2

City State Zip

Contact Name

Title Phone #

Email

### SUPPORT LEVELS

- ☐ Laureate Circle - \$25,000+  
☐ Poet Circle - \$10,000  
☐ Reader Circle - \$5,000  
☐ Individual Ticket(s) \_\_\_\_\_  
☐ Donation \$ \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Thank you so much for your support! Please make check payable to the JMU Foundation and return with this card to:

**Furious Flower Poetry Center**  
MSC 3802  
500 Cardinal Dr.  
Harrisonburg, VA 22807

Furious Flower Poetry Center is a program of James Madison University. The James Madison University Foundation, Inc. is a non-profit 501(c)(3) organization, EIN 23-7156305. It acts as the depository for contributions supporting the various programs of James Madison University.



Back Page: Children in Arts Envoy Program in Eswatini Africa; Sonia Sanchez; camper from 2017 Furious Flower Children’s Creativity Camp; Nate Marshall; Matthew Shenoda and Kwame Dawes; Nikki Giovanni; students from the 2016 Furious Flower Collegiate Summit; Nbobie Iwalo and Qiniso Motsa, Eswatini poets. Front Page: Frank X Walker; Ravi Coltrane at 2014 Furious Flower Poetry Conference; Dominique Christina; Danez Smith. Page 4: Rita Dove, Mariahadessa Ekere Tallie, and Nikki Giovanni at 2014 Furious Flower Poetry Conference. Page 5: Yusef Komunyakaa and attendees of the 2017 “Facing It” Legacy Seminar; Brenda Marie Osbey, Anastacia Renee and Tyehimba Jess with Lauren K. Alleyne and Joanne V. Gabbin at the 2018 Collegiate Summit. Page 7: Jericho Brown; and camper from 2017 Children’s Creativity Camp.





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# Customer Support Handout

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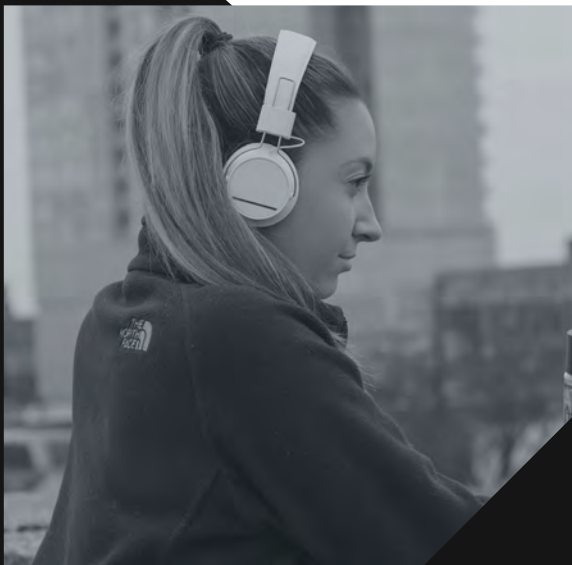
This is a handout that one of my clients, an audiobook production company, commissioned me to produce for their customers.

# MARKETING YOUR AUDIOBOOK

Four areas that every author can and should focus on when releasing an audiobook.

Prepared for  
you by

**Lyric**  
Audiobooks



## 1. PROMOTIONS & PR

## 2. YOUR WEBSITE

## 3. ADVERTISING

## 4. SOCIAL MEDIA

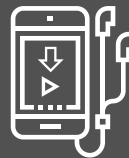
### 1. PROMOTIONS & PR >>



**Interviews:** Mention the audiobook and narrators during every interview or whenever you speak publicly about the book.



**Press Release:** Send a press release and/or pitch email to all relevant audiobook groups, bloggers, podcasts and publications to promote the release and inquire about a review. (See [Lyric's curated list of outlets](#))



**Free Downloads:** Distribute download cards at events, offering access to custom content like audio samples, narrator interviews, exclusive footage, etc. **Need help with this? See our [supplemental marketing services brochure](#).**

Offer promo codes to bloggers, reviewers and fans for audiobook downloads in exchange for reviews through Apple Books, Audible and/or Amazon.

### 2. YOUR WEBSITE >>



**Link to Your Audiobook:** On your website, include links to your audiobook on all of the corresponding book's pages. Include in your e-book too!



**Blog:** If you have an email newsletter or blog, advertise the audiobook there using sidebar ads.



**SoundCloud:** Create audiobook excerpts and make available on a designated page of your website. Provide purchase links to all available stores (Audible, Apple Books, Downpour, etc.). You can also use an Amazon Associates account to create revenue-generating purchase links.

### 3. ADVERTISING >>

- **Sponsor A Podcast:** Podcasts are a gateway to audiobooks, as consumers who engage with digital content are more likely to adopt them, if they haven't already. By sponsoring a podcast, you're tapping into that already-established potential customer base. Find podcasts that have a connection to a theme in your book and/or the romance genre and discuss the various forms of advertising they may offer (i.e. 15-second pre-roll, 60-second mid-roll, and/or 30-second post-roll ads or plugs).\*
- **Invest in BookBub Ads:** In addition to ensuring your audiobook and e-book are available on BookBub, you can advertise in its daily subscriber email targeting specific readers. They also have a new audio-dedicated service called Chirp that is currently in beta and is expected to be rolled out later this year.\*
- **Advertise on Audiobookboom.com:** Advertise in its weekly newsletter via a "List & Review" ad that encourages listeners to review the audiobook.\*



**\*Need help with managing advertising? See our supplemental marketing services brochure.**

### INTERESTING FACTS & STATS - 2018



1 in 5 U.S. adults have listened to an audiobook

Source: Pew Research Center (2018)

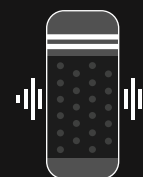
#### % Change in Trade Rev by Format (2018)



For the 3rd consecutive year, revenue for audiobooks saw double-digit growth whereas print revenue increased only slightly and e-books actually declined.

Audiobooks Print Books e-Books

Source: The Association of American Publishers (2019)



73% of audiobook listeners have used a smartphone to listen to audiobooks at some point. 35% say they own a smart speaker, 5% of whom use it most to listen to audiobooks.

Source: 2018 APA Research Program conducted by Edison Research

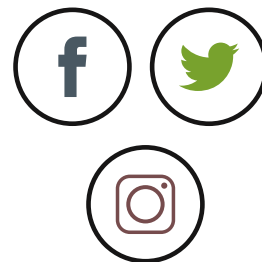
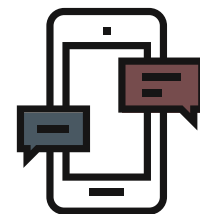
### 4. SOCIAL MEDIA >>

- **Routine Posts:** Schedule posts leading up to the audiobook release that highlight key phases of the production process:
  - Announce your casting
  - Capture short video of the narrator during the recording process to tease the audiobook
  - Reveal the audiobook cover (*authors should always create a custom audiobook cover with narrator names prominently featured, not just a square version of the book cover*)
  - Announce the availability of the audiobook on release day with links of where to purchase it.

Other Post Ideas: Incorporate current events and tie them back to the themes in the book.

- **Utilize Facebook Live:** Conduct a Facebook Live interview with the narrator(s) that you can post on your page. Also create one of you speaking for the narrator's page.

- **Secure Facebook Ads:** But don't do so blindly. Utilize Facebook's Optimized CPM and Audience Insights tools to (1) set a budget and strategy and (2) determine your target market based on who already follows you. Then incorporate striking graphics and link the ad to your audiobook landing page.



“

# Branding Snapshot

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For several of my clients I have developed branding guidelines that I outline in a style guide. This branding snapshot is a tool I provide to accompany that style guide for daily use and reminders.



# LYRIC AUDIOBOOKS BRANDING SNAPSHOT

## PRIMARY LOGO



## WHITE LOGO



## COLOR PALETTE



CMYK: 65/57/56/34  
RGB: 81/81/81  
HEX #515151  
PMS: 446C



CMYK: 45/0/100/24  
RGB: 120/162/47  
HEX #78A22F  
PMS: 2294C



CMYK: 73/56/47/25  
RGB: 74/88/98  
HEX #4A5862  
PMS: 2168C



CMYK: 36/75/63/27  
RGB: 133/71/72  
HEX #854748  
PMS: 195C



CMYK: 33/26/46/0  
RGB: 176/173/145  
HEX #B0AD91  
PMS: 5787C

## TYPEFACE - EVERY DAY USE

### STANDARD LOGO: GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### SUPPORTING FONT (HEADLINES): HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## ELEVATOR PITCH

To be the sought-after resource for the delivery of chart-topping audiobooks worldwide.

## BOILER PLATE / ABOUT LYRIC AUDIOBOOKS

Dedicated to honoring the written text, Lyric Audiobooks is a boutique production company that specializes in converting best-selling romance novels into chart-topping audiobooks. Established in 2014 by renowned romance narrator Andi Arndt, the company offers turnkey audiobook production services to select indie authors primarily in the romance genre, but also the historical fiction, bio/memoir and short story fiction genres. For additional information about Lyric Audiobooks visit [www.lyricaudiobooks.com](http://www.lyricaudiobooks.com).

## BRAND PERSONALITY

Professional, Positive, Creative, Progressive, Kind,  
Dependable, Pro-Active



# Thank You.

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