

Seeking OLLI volunteer to oversee publication of articles for the Julian Price (JP) Project. The goal of the JP project is ***To inspire civic engagement by showing how Julian helped make downtown more livable for everybody.***

If you are interested in helping with this, please contact

Meg MacLeod <megfrolic@yahoo.com> or

Karen Ramshaw <karenramshaw@pubintproj.com> 828-215-6997)

Goal: Get all articles written by Dorothy Foltz-Gray for the Julian Price Project published in publications where the articles will have the biggest impact.

- Create a plan to reach publications (print and online) that might be interested in publishing these articles.
- Recommend which publications are the best fit for which articles and most likely to publish.
- Create database with target publications, contact information, print restrictions (i.e. - won't carry if anyone else has printed in past year, etc).
- Suggest additional titles and subtitles for articles. Publications like several titles with subtitles suggestions for each article.
- Confer with Meg MacLeod or Karen Ramshaw (contact info above), regarding above items, to agree on final titles, and which articles would be sent to which publications.
- Send articles to selected publications with appropriate cover letter (a cover letter for all articles will be available)
- Create google doc with info about which articles went to which magazines. Include which ones responded, when and what the response is including date they'd like to publish
- Determine together with Meg and/or Karen which publications get to publish which articles.
- Send letter to selected publications to confirm they can publish which article. Put all this info including the date the article would get published, on the google doc above

A google drive folder with all articles is available. Ask Meg or Karen to share you and which email we should use, so you can read the articles.

Summary of the articles:

[A *Sense of Place* will be published by Mountain Xpress May 18. It will be the cover of the issue with 2 supporting articles. So you don't need to find a home for this one!]

Doing good by doing good business - all about Julian's crucial seed money investments in downtown businesses like Zambras, Laughing Seed, Salsas, Mobilia, Orange Peel, etc.

Asheville Invests - details Julian's quirky investment style in Community Foundation (Dogwood Fund), Self-help credit union, Mountain Microenterprises now Asheville Bizworks and other non-profits.

Speaking out - Julian's advocacy via CityWatch, the radio programs he created, his activism via letters and ads etc.

Ripples of Inspiration - people and actions Julian's work inspired like Franzi Charon's Buy local campaign, Joe Minicozzi's now nationally recognized work and presentations showing the economic

benefit of rehabbing and investing in downtowns

Julian the Person - stories about Julian from his close friends and family about what motivated him, what was hard, and why he gave so much money time and energy here in A'ville.

A longer summary for each article is below.

For example, to submit the article *Asheville Invests* to a particular publication, include

- cover letter (provided to you) and insert in the cover letter the summary for that article (summaries for all articles will be provided to you)
- all relevant photos for that article as attachments
- your contact info if they are interested in pursuing publication
- date (about 2 weeks after you send the email) of when you will follow up to confirm interest or no interest.

Potential publications

- philanthropy magazines - Email Kim McGuire kimjmcguire1@gmail.com as she will likely have ideas.
- urban livability – Urban Land Institute
- local / regional mags so everyone here can see them
 - Laurel magazine – local people read this
 - WNC Magazine
 - A'ville Citizen Times
 - Southern Cultures
- NY Times
- online publication by the Atlantic specifically on cities
- online magazines like Slate magazine. Journal of Urban History