

LECTURE TOUR

PTP Press (An Imprint of Path To Publishing)
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OVERVIEW

THE PRICE WE PAY LECTURE TOUR



Path To Publishing (PTP) CEO and founder, Joylynn M. Ross, is no stranger to navigating the challenges of multiracial conversations about ethnicity and culture. She serves on the Independent Book Publishers Association's Diversity, Equity, and Inclusion Committee, and those aren't just buzzwords at PTP; they are baked into its DNA.

Creating opportunities for all voices to be heard is the reason Joylynn started the business. That truth is reflected in the authors she serves as well as the team members who serve her company. Regardless of race, gender, age, or background, the PTP Press - Path To Publishing's traditional publishing imprint - team works side-by-side and are given equal consideration when it comes time to make decisions about acquisitions.

When author Nikki T. Anthony's novel, *The Price We Pay*, landed in PTP Press's submissions inbox, Joylynn saw the potential for a classic in its pages. However, it was the team's discussion about the book that sold her on its potential to go beyond being a great read. They quickly realized what they had on their hands was more than a book. It was a movement!

The discussions the book sparked led to open and honest conversations about race relations we'd all wanted to have for a long time but didn't think were possible. It gave us hope that the growing racial divide was mendable. *We just needed a novel approach.* Excited by the experience, the team approved the acquisition. The author was signed to a three-book deal and the team got to work creating a bold media and outreach campaign geared toward drawing others into the conversation.

OPPORTUNITY

THE PRICE WE PAY LECTURE TOUR

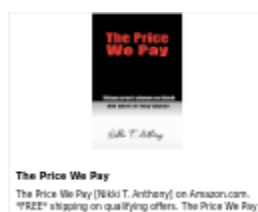


The Price We Pay by Chicago author Nikki T. Anthony is an unforgettable reading experience that fictionalizes the humanity, injustices, and social prejudice of our time. As a Black girl raised by her biological White great-grandmother, Nikki experienced racism and discrimination while growing up. This led her to publish her book, which is a catalyst for a movement we refer to as "a novel approach to having difficult conversations."

According to a recent Gallup poll, 70% of the population of the United States report being worried about race relations, and 68% report being dissatisfied with the state of it. While 60% of White Americans believe a solution will eventually be worked out, 59% of Black Americans have lost hope that things will improve. It's clear that despite America's focus on racial healing, many things still need to change. This kind of change is not something that can be legislated or mandated. It must begin with the heart and a sincere desire to connect with one another in a way that honors and recognizes the value our diverse viewpoints have. PTP Press hopes the book will become a source of unity and healing for all those who have been hurt by the divisions.

The Price We Pay is an example of the entertaining, educational, and edifying content that we utilize to prompt difficult conversations. Review the book and then make a bulk purchase online or directly through PTP Press. Your purchase can offset the cost of an in-person or virtual lecture/panel discussion, or be used internally as an insightful learning tool.

AMAZON:



PTP PRESS



OPPORTUNITY CONT.

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Institutions of higher learning, corporations, and government bodies are recognizing the importance of Diversity, Equity, Inclusion, and Belonging/Access in education, on the job, and in society as a whole. The work being done is commendable, and as we gain better insight, greater outcomes will result.

PTP is offering a novel approach to workshops, HR guidelines, and online onboarding quizzes. We want to share our hearts and minds regarding the racial divide by centering one girl's story that doesn't have definitive answers, preach right or wrong, or even have clear protagonists and antagonists. *The Price We Pay* is complicated as is real life, thus offering an opportunity to cultivate an environment of inclusivity, belonging, and access from the first page to the last line.

Our team is diverse and our internal and external approach is one of equitability. Our discussions about the book are lively and no doubt closely mirror the mindset of diverse educational, corporate, and government bodies. We have thought and oftentimes shared feelings and beliefs that came from a place of ignorance and/or pain. But without creating a safe space to show up as our complete selves, there would be no opportunity to gain a better understanding and foster healing.

It is our goal to meet you where you are and grow together. Our approach is a continuation of the initiatives you are already taking to create a DEIA/B Culture that is seamless and organic - brick by brick. The tedious nature of **undoing the discriminatory practices** we all have learned - and in some way, shape, or form - have and still do actively advance or ignore because it has no direct impact or we have become immune to it, **is the work and the reward**. Elevating hearts and minds is done better together.



PANEL DISCUSSION

THE PRICE WE PAY LECTURE TOUR



DIVERSITY

- people are not diverse
- there is no baseline culture

- ### EQUITY
- equality does not lead to equity
 - there is no universal standard

EMBRACING & EXERCISING DEIB/A THROUGH STORYTELLING & DIALOGUE

ACCESS

- access can be abstruse
- there is no identifiable brand

- ### INCLUSION
- inclusion can be exclusive
 - there is no comprehensive open invitation

BELONGING

- assimilation does not encourage belonging
- there is no external definitive gauge



PANEL DISCUSSION

THE PRICE WE PAY LECTURE TOUR

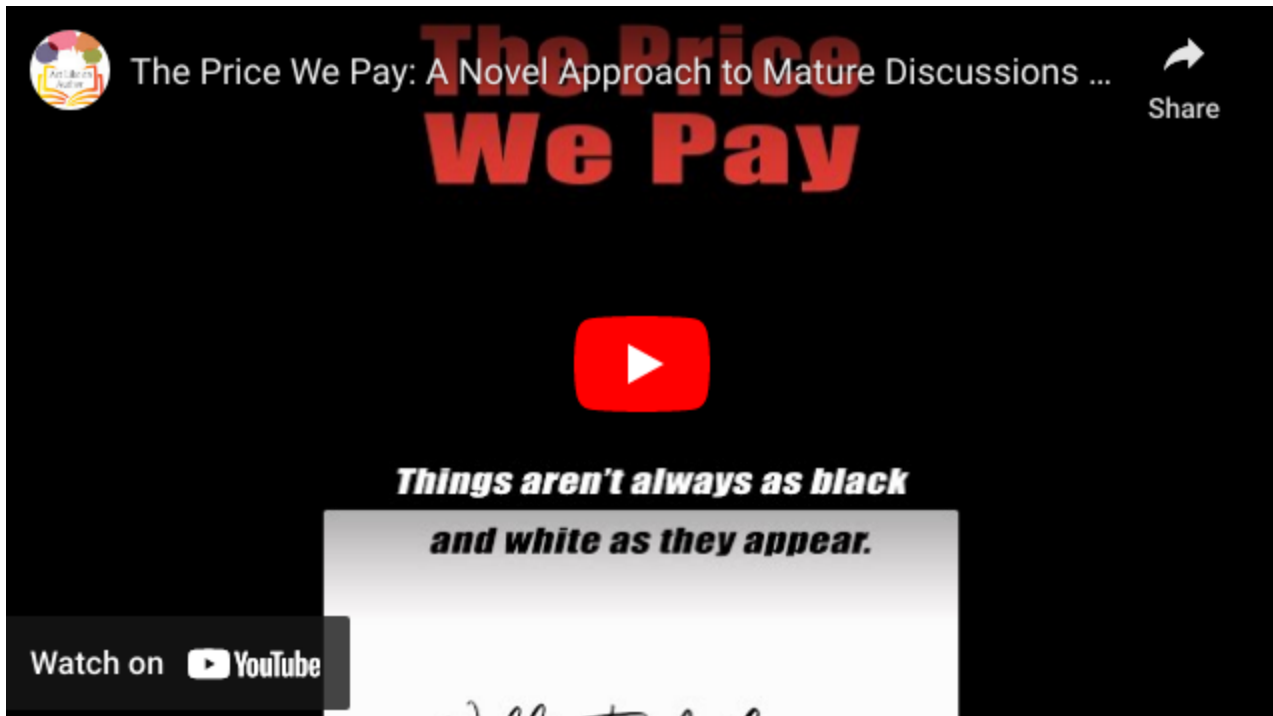


**OUR DISTINCTIVE & COLLABORATIVE
DISCUSSION GOES HERE**



**PLEASE EMAIL INFO@PATHTOPUBLISHING.COM FOR
LECTURE FEE CONSIDERATION**





Joylynn M. Ross is CEO and Founder of Path To Publishing and a 25-year literary industry professional. She completed the NoNonsense Diversity Equity and Inclusion Training by JP Enterprises. Joylynn is a Nevada Arts Council Teaching Artist and a Media Spokesperson for SCORE. She is a guest lecturer and presenter in the areas of business, publishing, and writing across the country.

Nikki T. Anthony is the writer behind the young adult novel, *The Price We Pay*, coined the *To Kill a Mockingbird* from a Black perspective. She's also a serial entrepreneur who transformed from Corporate Technical Writer to a highly sought-after Ghostwriter, Literary Consultant, and Content Developer.

Ned Barnett is the CEO of Barnett Marketing Communications. As a child of the 50s and 60s, Ned grew up in all-white communities and didn't see racism firsthand until he attended college. Ned was president of the Methodist Student Society at the University of Georgia and worked to institutionally desegregate the church in Georgia.

Brandy Miller is an award-winning, international speaker who was acknowledged for her intellectual, thought-provoking contributions at the 2023 Women in Literature, Media & Journalism Awards. Brandy is the author of *The Poverty Diaries*, in which she documents what life looks like for the underrepresented financially disadvantaged.

Earth O. Jallow is the owner of Down To Earth Public Relations, Inc., established in 1998. In addition to her work as a professional broadcaster, appearing on both television and radio for more than twenty years, she serves her community as an activist and social justice warrior.

Stephanie R. Bridges founded ISPT Publishing LLC in 2014. In addition to her own fiction and nonfiction publications, Stephanie writes professionally for government, corporate, and large organizational entities.

***Complete Bios Available Upon Request**