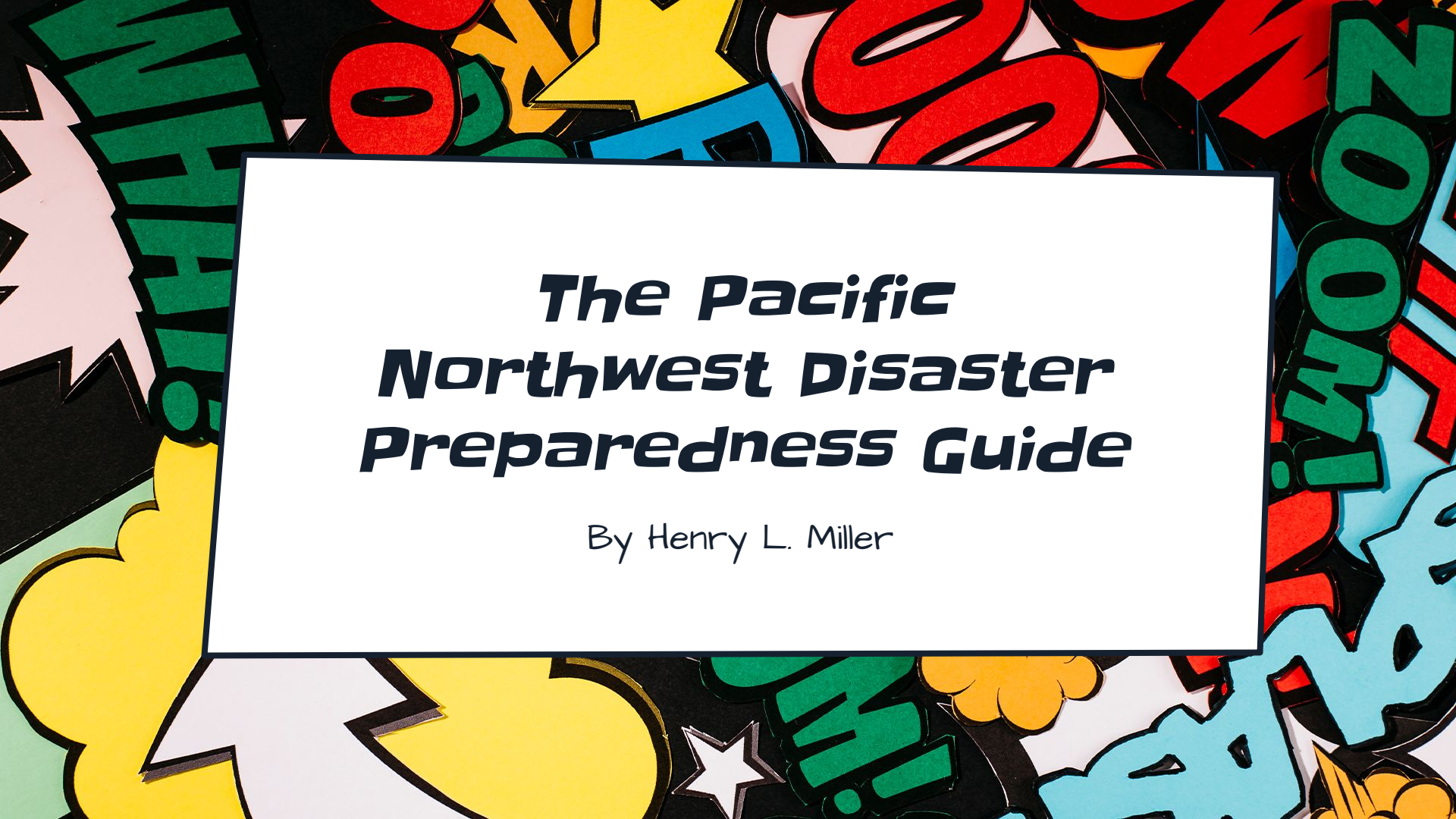
Executive Pitch

Winter 2023

Alena Rivas and Jenny Davis


The Pacific Northwest Disaster Preparedness Guide
By Henry L. Miller

Approaching the Pitch

Instead of asking yourself:

- Does every part of this book perform perfectly in its current state?
- Do I personally love this book?
- Is the manuscript, in its current state, ready to be published?

Ask yourself:

- Is there a readership who will buy this book?
- Does Ooligan have the resources to reach that readership?
- Does this book bring something of value to Ooligan's mission, list, and students?

Mission

The PNW Disaster Preparedness Guide features cities and other places familiar to PNW residents, as well as a diverse cast of characters, fitting with Ooligan's mission of prioritizing equity and inclusion. However, the book is not just culturally relevant; more importantly, it has the potential to save countless lives in the event of a natural disaster.

This project provides the opportunity to showcase local artists, learn and grow as a press through publishing our first graphic novel, work interdepartmentally, & make disaster preparedness more accessible, all of which contribute to our mission as a press.

About the Author:

Henry Latourette Miller

- Freelance journalist who has written for *Willamette Week*, *BikePortland*, *MEL Magazine*, *Corvallis Advocate, Oregonian*, *The Bushwick Daily*, *Street Roots*, and more
- Visited Japan with group of Portland community leaders to learn from Tokyo officials about disaster preparedness where he was inspired to create this project (see Japan's *Tokyo Bosai*)
- Received Master's in Urban and Regional Planning from PSU
- Co-created history podcast about small town America

Author bio: As a professional journalist, Henry Miller has written for a variety of publications and won several awards including national awards from the Associated Collegiate Press. He's written story-based marketing content for nearly a dozen international companies and freelance articles for local publications, including Portland Monthly, Willamette Week, and BikePortland. Henry completed a Master's in Urban and Regional Planning at PSU and intends to stay in his hometown to take part in efforts to make Portland a global leader in equity and sustainability.

About the Illustrator:

Jeff Parker

Illustrator bio: Jeff Parker is best known for writing comic books, such as *Agents of Atlas*, *X-Men First Class*, *Batman '66*, *Aquaman*, *Future Quest*, *Thunderbolts* and more. Yet for years, he has made a living drawing stories, as well as commercial art and storyboards for tv. He lives in Portland where he is part of the country's largest collective of comics creators, Helioscope.







The Manuscript

Fast Facts

01
Proposed pub date
November 12, 2024

02
Retail Price
$14.95

03
Genre
Nonfiction
Comic/Graphic Novel

04
Categories
Natural disasters, safety and security, YA/juvenile

05
Format
Trade Paperback
5.5 x 8.5

06
BISAC Codes
YAN012040 YA NONFICTION / Comics & Graphic Novels/ Social Topics
JNF051160 JUVENILE NONFICTION / Science & Nature / Disasters
SEL049010 SELF-HELP / Safety & Security / Survival & Emergency Preparedness

Summary

Do you know what to do in the event of a natural disaster? *The Pacific Northwest Disaster Preparedness Guide* provides examples of characters preparing for and surviving real disaster situations. Illustrated by a local artist and backed by climate science, this informational comic contains preparedness exercises, earth science trivia, and everything you need to know about surviving disasters common to the PNW including earthquakes, tsunamis, fires, heatwaves, drought, and more.

Strengths

- Timeliness: the impacts of climate change are becoming more regular (natural disasters, severe weather, global pandemics). Disaster preparedness is needed now more than ever.
- Graphic novels are popular (especially among younger readers)! For the publishing industry, graphic novels seem like a logical trajectory for growth. From *Publishers Weekly*: "Comics Navigate Massive Growth, Supply Chain Disruptions" (Oct. 2022).
- Local connections with the community. This graphic novel has the potential to be taught in schools or become a government/state endorsed staple (like Dark Horse Comics' *Without Warning* or *Tokyo Bosai: Let's Get Prepared!).* Also contains imagery of Portland and regional landmarks.
- Opportunity to collaborate with other departments and students (Art and/or Comics Studies). Tremendous learning opportunities for Ooligan students.
- The graphic novel format makes the "instruction manual" quality of disaster preparedness more realistic and interesting. It also provides a narrative with characters providing stories that readers will be able to relate to and empathize with.

Challenges

- Free alternatives: Some publishers offer disaster preparedness materials for free (Dark Horse Comics PNW regional example, *Tokyo Bosai*, etc.).
- Expenses: It will cost an estimated $10,000 to commission the original artist to complete the manuscript. Ways Ooligan might reach this goal:
    - Donations/fundraising is in the works.
    - Government/state grants/funding/support. Artist Grants (which the author is actively pursuing).
    - Collaborating with the PSU Comics Studies program or recruiting Oolies to create illustrations. However, doing so could bring its own challenges like quality consistency and issues of fairness regarding compensation.
- New to the press: Ooligan has never published a graphic novel before, which means there might be unexpected roadblocks or issues that come up. Many of us will need to be up for learning something new! **We do have an ally in Susan Kirtley!**

Marketing And Promotion



Sales Hook

In an accessible graphic novel format, this disaster preparedness guide empowers PNW residents of all ages to prepare for emergencies common to the region.

The Audience

Who are they as a person?

This person lives or is moving to the Pacific Northwest and wants to learn about the realities of where they live. This reader could be the parent of a younger child who wants to teach them about what to do in the event of a natural disaster. They would be in their 30s, regularly watch the news and keep up with events in their local community. Their child would be around 7 years old, in school, and are starting to become more aware of the world around them. They play some sort of sport or are into an activity where they make friends. The parent wants them to be prepared should the worst happen. They would be attracted to the practical information but also the drawings that would help convey the information to their child.

A reader could also be the young person themself who is learning about emergency preparedness in school or out of curiosity. They may be interested in things like science, world records, and natural disasters. They would be attracted to the cool drawings of people actually in these situations. They also might be drawn by a colorful cover or inside pictures. This child could be of any gender but would have some amount of interest in school subjects like science.

Why would they read this book?

Both of these people would read the book because they want the information it provides that protects them in the event of an emergency or because it looks cool and appeals to their reading taste.

Marketing Summary



This book would be marketed to both youth and adult audiences being a format enjoyed by people of all ages.

For adult audiences, it could be positioned primarily as a resource guide for disaster preparation and survival and secondarily as a comic.

For YA and juvenile audiences, it could be positioned as an interactive educational tool to learn and retain information about how to respond to a variety of disaster scenarios.

Promotion Summary

The author is going to be vital in the promotion of this book, having already agreed to engage the many communities of which he is a part. He is willing and enthusiastic about using his platforms to promote the book and has established contacts with Portland Public Schools and local emergency services agencies.

While this is a new format for Ooligan, we have produced a Portland-centric guidebook, *The Portland Red Guide*, and could potentially use a similar approach to promotion. There is also potential for a bundle offer with these two titles or with *Faultland* given the earthquake connection.



Promotional Ideas

- Doing a bundle or giveaway with *The Portland Red Guide*, *Faultland*, or *K2P*.
- A joint event, signing, or other collaboration with Professor Douglas Deur of PSU, author of *Pacific Northwest Foraging* (Workman Pub). Positioned as extra survival preparation.
- A giveaway of a go-bag containing basic survival gear, possibly donated by a local emergency agency.
- Partnering with an agency like the Red Cross for a service related project like a blood drive, which of course is essential after a disaster.
- Creating comic themed merchandise like buttons or stickers.

Marketing & Promotion Media

Trade

- Shelf Awareness
- Library Journal
- School Library Journal
- Publishers Weekly (comics announcements)
- The Bookseller
- Publishing Perspectives
- NW Book Lovers (PNBA)

Online

- The Stranger (Seattle)
- Seattle Weekly
- I Heart Pacific Northwest blog

M & P Media II

Print

- *The Oregonian*
- *Willamette Week*
- *The Portland Mercury*
- *The Portland Tribune*
- *The Seattle Times*
- *Statesman Journal*
- *The Register-Guard*
- *The Columbian*
- *The Spokesman-Review*

Sound

- KBOO Radio
- KEPW 97.3 FM
- Oregon Field Guide (podcast)
- The Wild with Chris Morgan (NPR)
- Beat Check and Peak Northwest podcasts (The Oregonian)
- KODX 96.9 FM Seattle
- Rainier Avenue Radio
- Between the Covers podcast
- Bicoastal Media
- OPB
- State of Ready (podcast)
- Professional Book Nerds (podcast)

Other Partnerships & Markets

Markets & Stores

- Books with Pictures
- Broadway Books
- Annie Bloom's Books
- Powell's
- Another Read Through
- Barnes & Noble
- Elliott Bay Book Company
- University Bookstore
- Queen Anne Bookstore
- Maggie Mae's Kids Bookshop
- Green Bean Books
- Belmont Books
- Wallace Books
- Two Rivers Bookstore
- Pegasus Book Exchange
- Lamplight Books
- Arundel Books

Specialty

- Columbia Gorge Discovery Center & Museum store
- REI and other outdoor/recreation stores
- PDX airport
- Mount St. Helens Visitor Center & store
- Multnomah County Emergency Management
- Beaverton Emergency Management
- Portland Public Schools

Partnerships

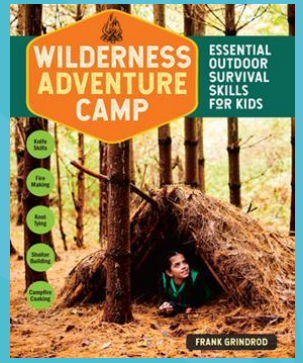
- Red Cross
- Portland City Hall
- Portland Metro
- Mercy Corp
- The Oregon Voluntary Organizations Active in Disaster
- FEMA
- Disaster Supply Center
- Regional Disaster Preparedness Organization (RDPO)
- The South Waterfront Neighborhood Emergency Team (SoWa NET)
- United Way of the Columbia-Willamette

Possible Awards

YALSA Award for Excellence in Nonfiction
Pacific Northwest Book Awards
Indie Book Awards: Nonfiction
Oregon Book Award
Pub West Design

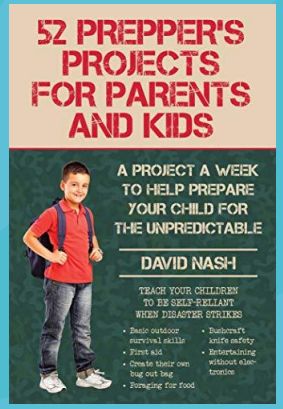
The Numbers

Comp Titles



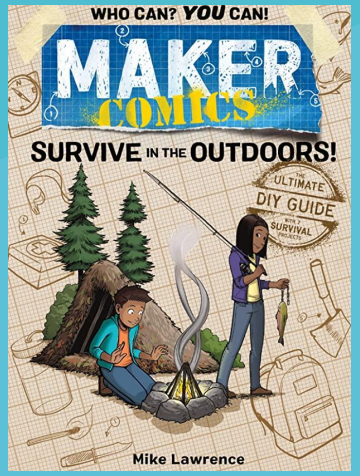
Wilderness Adventure Camp: Essential Outdoor Survival Skills For Kids

Paperback: 160
Publisher: Storey Publishing
Retail price: $16.95
ISBN-13: 9781635861525
Dimensions: 7.3 x 9 inches
Pub date: April 13, 2021
Bookscan RTD Numbers: 3,368



52 Prepper's Projects For Parents and Kids: a Project a Week to Help Prepare Your Child

Paperback: 232
Publisher: Skyhorse Publishing
Retail price: $14.99
ISBN-13: 9781634505604
Dimensions: 6 x 8.9 inches
Pub date: January 5, 2016
Bookscan RTD Numbers: 1,554



Maker Comics: Survive in the Outdoors!

Paperback: 128
Publisher: Macmillan
Retail price: $12.99
ISBN-13: 9781250620668
Dimensions: 5.9 x 8.4 inches
Pub date: June 29, 2021
Bookscan RTD Numbers: 1,613

Profit & Loss

List Price: $14.95
Pub Date: November 12, 2024
Pages: 112
Dimensions: 5.5” x 8.5”
Print Run: 2,000
PPB Unit Price: $2.27
Ebook Price: $9.99
Ebook Projected Sales: 100
Break-even Point: 628 units*
Author Earnings: $ 2,021
Contribution to Overhead: $2,856



The Timeline

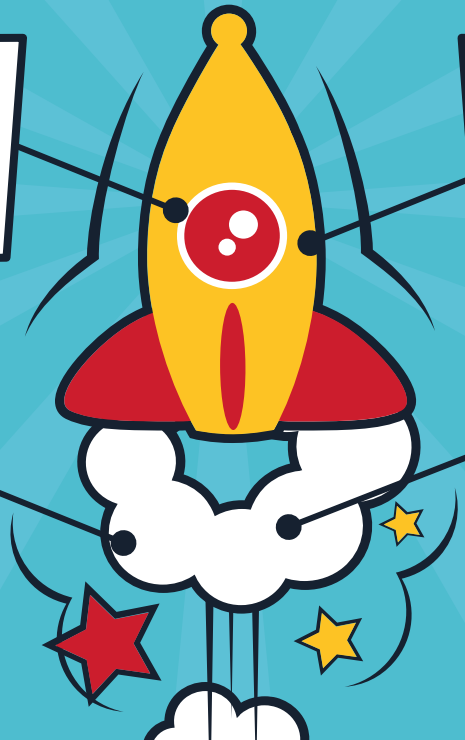
Winter & Spring 2023

01 Acquire book + finalize budget and contract

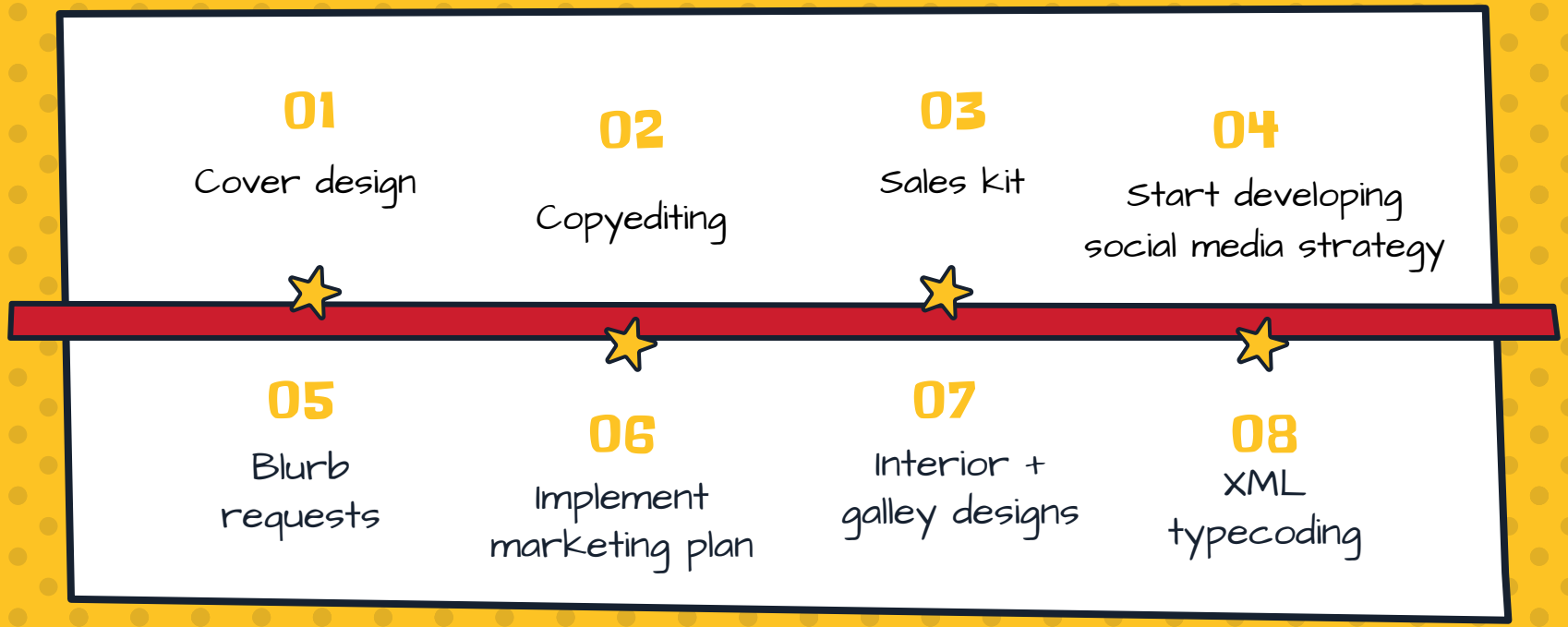
02 Author questionnaire

03 Marketing plan + title discussion & vote

04 DE & line editing



Summer & Fall 2023



Winter & Spring 2024

01 Print proofread

02 Full jacket design

03 Review requests + promotional materials

04 Files to print!

05 Implement social media strategy

06 E-book design + proofread

Summer & Fall 2024

01
Launch party planning

02
Send review copies out

03
Continue with social media strategy

04
Continue with marketing strategy

05
Final books in warehouse

06
Pub Date & Launch!!!

Value to Ooligan Press

Value to Acquisitions + Editorial

- Getting to acquire a project that aligns with our mission.
- Already learning! Fundraising, pre-pitch manuscript development, organizing collaboration with other departments.
- Learning how to navigate contracts with illustrators and understanding fair practices regarding compensation and copyright ownership.
- Challenges us to learn something new editorially. Comics conventions, scripting, developmentally editing a script (highly marketable skills!).
- Collaborating with the Comics program and with students who have taken Comics Editing. Leaning on each other and learning from each other.
- This project will help us establish a framework for the workflow if we pursue future comics projects. The process will get more streamlined with this learning experience.

Subsidiary Rights

1. Potential **other languages** to translate for local non-english language communities in PNW and greater Portland, OR (possibly collaborating with World Languages department)
    a. Indigenous languages (Salish, Chinookan, Lushootseed, Cowlitz, etc.)
    b. Spanish - 279,709 speakers (9.19% of population)
    c. Russian – 32,104 speakers (1.05% of population)
    d. Chinese (incl. Mandarin, Cantonese) - 29,496 speakers (0.97% of population)
2. Other adaptations to improve accessibility
    a. Audiobook
    b. Braille adaptation
    c. Animated short film or other film adaptation

Value to Marketing & Publicity

- Teaching guides a good fit for this book
- The opportunity to expand into specialty markets and comics stores.
- Delicately balancing marketing materials to reflect urgency without fear mongering.
- We will be challenged to market to two target audiences.
- This book offers great opportunities for joint events with other authors and perhaps the illustrator.
- Bundles and giveaways.
- The chance for new avenues of press coverage due to collaborations with external agencies.
- Cultivating new contacts in comics and agencies we may utilize for future projects.

Value to Design and Digital

- Designing collateral, marketing materials, etc. will be fun and different.
- Both editors and designers will have the opportunity to practice laying out an interior integrating images with text, developing a highly valuable skill.
- There will be high expectations for the cover design, bringing out our best.
- It is possible some students may get to contribute illustrations and be credited as artists in the book.
- Creating the ebook version will be an interesting challenge since we have not done an image-centric book before.
- Creating an audiobook version presents the opportunity to utilize an ensemble cast, giving more Oolies the chance to participate.

Value to Social & DEI

- Social can pair with Publicity to create campaigns that promote the book by delivering preparedness tips to the public, which could bring in new audiences/followers.
- Social media can work with Marketing to tailor posts to the youth and adult audiences and determine the best platforms on which to reach them and offer fitting promotional items (buttons, stickers, bundles to YA/ prep gear to adults, etc.)
- DEI will play a pivotal role determining which languages are most appropriate for translations as well as evaluating the images for cultural sensitivity.
- DEI can help guide our production of the book and its various versions to being as equitable and inclusive as possible.

Final Reminder



Ask yourself

- Is there a readership who will buy this book?
- Does Ooligan have the resources to reach that readership?
- Does this book bring something of value to Ooligan's mission, list, and students?

THANKS

To our pitch team

Abby, Theo, Maliea,, Angela, Sarah S., Yomari, Haley, and Nora

And now...

Let's talk, then vote!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik** and illustrations by **Storyset**