



**MEDIA+MARKETING**  
DIGITAL • PUBLIC RELATIONS • ADVERTISING



# CAPABILITIES DECK

FRACTIONAL MARKETING AND COMMUNICATIONS.  
COMPLETE SOLUTIONS.

Get Started







# WELCOME TO JF MEDIA+MARKETING

JF Media+Marketing, offers comprehensive marketing and communications solutions that are innovative and creative with high-impact reach. JF Media+Marketing was founded in 2020, by husband and wife team Jeremy Flynn and Elicia Dover. Jeremy brings over 15 years of national marketing experience to the firm, while Elicia Dover, is a national award-winning journalist with more than 15 years of experience in communications and storytelling. JF Media+Marketing specializes in creating and executing successful campaigns tailored to clients' growth goals, emphasizing storytelling over traditional selling approaches. Notably, 10 percent of all profits are donated to charities, reflecting our commitment to giving back to the community.





# ELICIA DOVER

## FOUNDER

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Elicia Dover spent more than a decade as an award winning TV news anchor, lifestyle host and reporter. Prior to working on camera, Elicia spent five years as a breaking news producer for ABC News in New York, where she traveled the country working on the world's biggest stories for World News with Diane Sawyer, Good Morning America, Nightline and all ABC News platforms. From press risers, stakeouts, gaggles and even hurricanes, she gained experience on the front steps of history.

Receiving formal training in journalism and media, Elicia graduated with a Bachelor's of Journalism from the University of Nebraska's College of Journalism and Mass Communication. In her career in media, she won the prestigious National Edward R. Murrow Award and National Peabody Award.

There is an art to getting your story and brand recognized. After working for 15 years on the receiving end of story ideas and non-stop PR pitches in the national and local TV news industry, Elicia brings her unparalleled experience to JF Media+Marketing and knows what it takes to get your brand featured online and on broadcast.







# JEREMY FLYNN

## FOUNDER

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Jeremy Flynn has spent that last 15 years honing his craft of marketing. From building custom marketing plans spanning New York to Los Angeles, to speaking at nationally renowned marketing conventions, Jeremy brings his award winning energy and passion to each and every project. Named a 2023 Top 100 Professional by Arkansas Money & Politics, he continues to notably turn heads with his creativity and results.

In addition to being a seasoned veteran and cutting edge digital marketer, Jeremy possesses vast expertise in traditional and promotional marketing. His diverse experience has allowed him to implement marketing campaigns ranging from \$1,000 to upwards of more than \$1,000,000 in ad spends. With a BBA in Marketing and MBA from the University of Central Arkansas, Jeremy applies wholistic business acumen to each campaign with individual growth objectives at the forefront of each strategy.

Jeremy founded JF Media+Marketing in 2020 with one one problem in mind to solve, how to deliver the BEST marketing and communication services to businesses of all stages and sizes in a way that is cost-efficient for the business.







# MARKETING SERVICES

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At JF Media+Marketing, each marketing plan is custom crafted to reach defined objectives and goals. No two business are alike and the same goes for each and every marketing strategy that is designed.



**MARKETING  
STRATEGY**



**BRANDING  
+  
IMAGING**



**SOCIAL  
MEDIA  
MANAGEMENT**



**SOCIAL  
MEDIA  
ADVERTISING**



**DIGITAL  
ADVERTISING**



**TRADITIONAL  
ADVERTISING**



# MARKETING STRATEGY

JF Media+Marketing uses a comprehensive approach to identify key strategies and growth sectors for your business. From there, we work to formulate a unique marketing model to achieve maximum results in customer engagement and conversion by identifying target demographics and communicating your message in a way to reach these potentials. Each industry deserves its own focus and your business deserves its own custom approach.



## IDENTIFY KEY STRATEGIES

Research national and geo-fenced market trends applied toward industry analytics and target demographics.



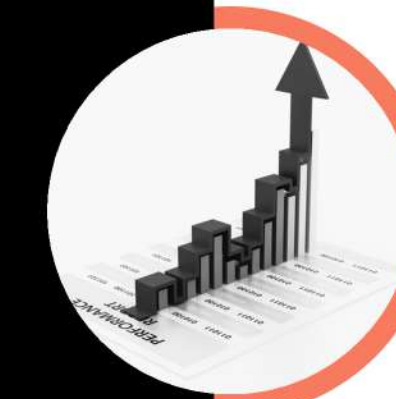
## FORMULATE MARKETING MODEL

Formulate a custom marketing model to reach these target demographics through the most effective and efficient mediums.



## LAUNCH DYNAMIC MARKETING MIX

Launching a dynamic marketing campaign to achieve maximum results based on these target demographics.



## MONITOR RESULTS + ADAPT

Continuously analyze and monitor results, making appropriate pivots when necessary to optimize each effort.



# BRANDING+IMAGING

Branding for a business goes far beyond its insignia. We work with you to find the voice of your business and communicate that effectively through all marketing efforts.



## DISCOVER BRAND USP(S)

Unique selling points (USPs) are those competitive advantages each brand has against its competition. We work to define and highlight each USP.



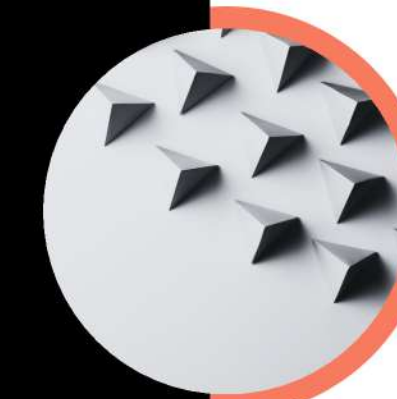
## TELL THE BRAND'S STORY

Behind every brand there is a heartbeat and reason for existing. We narrate this story and create rapport with the brand.



## IMPLEMENT IN ALL FACETS

A story is only as good as it is told and that is our intent in all marketing efforts.



## CREATE CONSISTENCY

From websites to social media and everywhere in between, consistency is key when building a brand's message.

# JF BRANDING+IMAGING



BRANDING STYLE SHEET																											
LOGOS	LOGO LOCKUP		BRANDMARK																								
	WORDMARK		SOCIAL ICONS																								
COLOR	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td>GREEN</td><td>LEMON-LIME</td><td>CHARCOAL</td></tr><tr><td>HEX</td><td>#9AEC87</td><td>#DFF655</td><td>#1C1E1C</td></tr><tr><td>CMYK</td><td>48, 0, 73, 0</td><td>21, 0, 100, 0</td><td>73, 64, 67, 76</td></tr><tr><td>RGB</td><td>154, 236, 135</td><td>223, 246, 85</td><td>28, 30, 28</td></tr><tr><td>PANTONE</td><td>PMS 359 C</td><td>PMS 380 C</td><td>PMS 419 C</td></tr></table>								GREEN	LEMON-LIME	CHARCOAL	HEX	#9AEC87	#DFF655	#1C1E1C	CMYK	48, 0, 73, 0	21, 0, 100, 0	73, 64, 67, 76	RGB	154, 236, 135	223, 246, 85	28, 30, 28	PANTONE	PMS 359 C	PMS 380 C	PMS 419 C
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PANTONE	PMS 359 C	PMS 380 C	PMS 419 C																								
TYPE	PRIMARY TYPEFACE		SECONDARY TYPEFACE																								
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	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz		ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz																								



# JF BRANDING+IMAGING



## Mood Board: Freedom Financial Partners

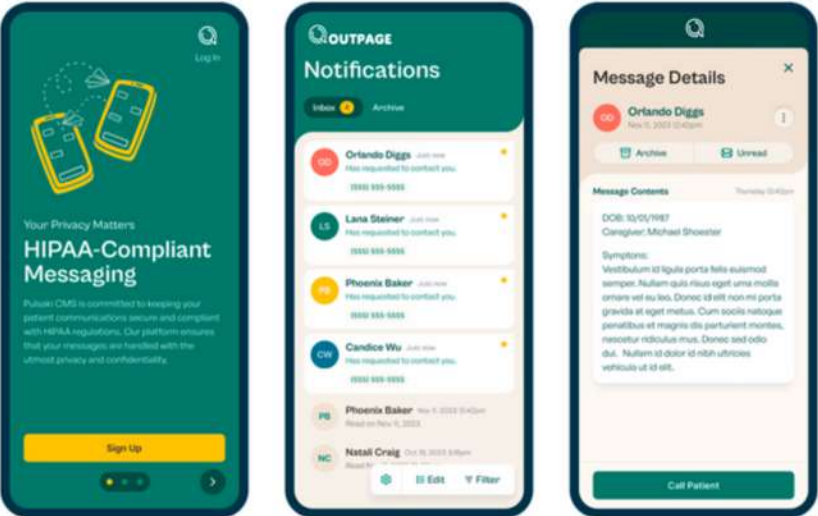


INTEGRITY - INNOVATION - IMPACT





# JF BRANDING+IMAGING



## OUTPAGE BRANDING STYLE SHEET

### PRIMARY LOGOS



### SECONDARY LOGOS



### SOCIAL ICON



	NAVY	EMERALD	BLACK
HEX	003246	007a6a	000000
CMYK	98, 72, 49, 47	88, 31, 63, 13	75, 68, 67, 90
RGB	0, 50, 70	0, 122, 106	0, 0, 0
PANTONE	7546 C	3295 C	BLACK 6 C

### PRIMARY TYPEFACE

KITROUNDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### SECONDARY TYPEFACE

KITROUNDED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz















JF

BRANDING+IMAGING



BRYANT YOUTH ASSOCIATION BRANDING STYLE SHEET				
LOGOS	LOGO LOCKUP		WORDMARK	
				
			BRANDMARK	
				
	STACKED INITIALS	HORIZONTAL INITIALS		SOCIAL ICONS
				
COLOR	<div><div> BLUE HEX 0081cb CMYK 82, 42, 0, 0 RGB 0, 129, 203 PANTONE PROCESS BLUE C</div><div> LIME GREEN HEX a8e551 CMYK 45, 0, 100, 0 RGB 168, 229, 81 PANTONE 367 C</div><div> VIOLET HEX ce9cef CMYK 21, 42, 0, 0 RGB 206, 156, 239 PANTONE 0631 C</div><div> BLACK HEX 000000 CMYK 75, 68, 67, 90 RGB 0, 0, 0 PANTONE BLACK 6 C</div></div>			
TYPE	PRIMARY TYPEFACE		SECONDARY TYPEFACE	
	BREE BOLD		BREE REGULAR	
	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz		ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	



# JF BRANDING+IMAGING



Refresh



ALIGNING MIND AND BODY  
WITH YOUR FUTURE

## SWOT ANALYSIS

ALLIED THERAPY



### Strengths

- Experienced Staff
- Longevity of Staff
- Specialized education
- Personalized experience for client
- Unique therapy options
- Intellectual property of



### Weaknesses

- Cohesive online presence
- Instagram
- Strengths not being communicated to public
- Personalization of



### Opportunities

- Brand Reboot
- Social Media
- 
- 
- 



### Threats

- "Big Box" therapy companies

## 4 BRANDING PRIORITIES

02

### Reassurance.

Seeking out pediatric therapy is already a scary time for a parent. The parent should have a full picture of where they are going, who they are meeting and what their kid will encounter. This is made possible through details on the website and a full social media picture.

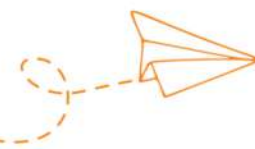
04

### Thought Leaders.

With your intellectual property of Ready. Set. Measure and staff that is expertly trained, the content on your social media pages should convey you are leaders in the industry.



Adventure is a theme that we can all find a connection to, especially in Arkansas. There are many opportunities to connect achieving, exploring and conquering. It feels exciting and full of potential of where the client will go in life.





JF  
BRANDING+IMAGING

RELENTLESS AIR  
Arkansas Economic Impact

Relentless Air is poised to make its world headquarters in the city of Blytheville, Ark., creating vast economic opportunity not only for Mississippi County, but for the entire State of Arkansas.

Stationed at the Blytheville Gosnell Regional Airport, Relentless Air will bring high paying jobs ranging from skilled labor,

- High Paying Jobs
- Recruitment of talent
- \$6.1 M in Payroll by 2028



PITCH  
DECKS

Financials

Relentless Air is considering a combination of both selling and operating its aircrafts. The projections below are driven by conservative



- Relentless Air is already in discussion with U.S. agencies to add its first aircraft to the fleet for the 2025 fire season.
- Relentless Air has the ability to sell its aircraft directly to government agencies (domestic and foreign) and to other industry operators and is in discussion with foreign governments to do so.

Whether the company chooses to operate its planes, sell its planes, or a combination of the two, Relentless projects significant profit margins during its initial years of operation and has the market prospects and contract opportunities to support such expectations.

Global Operations



Investment

Relentless Air is seeking a \$15 million capital investment to support the completion of its first aircraft and future development of its aerial firefighting fleet.

Headquarters

Relentless Air is seeking a thriving U.S. state to base its world headquarters, bringing with it an economic boost to the local, regional and global economy.

Our Product & Service

- of its kind  
Relentless will be the most advanced fire in the industry. It will be the first of its in terms of the aircraft model and ical design.
- Responds to more fires  
It has a larger carrying capacity than others. It can deliver 7,000 gallons of fire retardant or water in a single trip.
- Better Dispensing  
Contains a better dispensing system than what is currently used. It is fitted with state-of-the-art dispensary systems, release doors, and internal tank controls.
- Sustainability  
Converting passenger planes into firefighting air tankers ushers in a new era of sustainability. It gives a second life to passenger planes, thus reducing an overall carbon footprint.
- Longer Range  
It can fly a longer range than what's currently on the market.
- Shorter Runway Requirement  
It can operate out of more airbases because it requires a shorter runway. The aircraft can access twice as many U.S. Forest Service airtanker bases compared to other aircraft with similar carrying capacities.



# JF

# SOCIAL MEDIA MANAGEMENT

Social media has quickly become one of the most important opportunities to market businesses. We take the lead to give you more time to focus on what you do best, run your business. By using compelling photo and video content, we strive to grow your business by reaching your customers at their fingertips.



## STRATEGY

With ever-changing algorithms and best-practice strategies, we follow researched and proven methods to maximize engagement with organic content.



## EXECUTION

We work with each brand to curate the most engaging photo and video content while making sure it reaches the right customer with the right message at the right time.



## INTERACTING WITH YOUR AUDIENCE

Social media is just that, social. We interact with your audience to engage them as if they were talking to the brand in-person.



## REPORTING

Because social media is an ever-changing world, we monitor and report on each platform's performance monthly to achieve the maximum engagement.





# CONTENT WITH REAL REACH & REAL RESULTS

Little Rock Touchdown Club

17K followers • Weekly challenge • Not started

Insights

Last 28 days

See all

1,768,539 Reach ⓘ  
+799,880 from previous 28 days

Date	Reach
Oct 26	~10,000
Oct 27	~20,000
Oct 28	~100,000
Oct 29	~250,000
Oct 30	~100,000
Oct 31	~40,000
Nov 01	~120,000
Nov 02	~130,000
Nov 03	~140,000
Nov 04	~140,000
Nov 05	~180,000
Nov 06	~80,000
Nov 07	~50,000
Nov 08	~40,000
Nov 09	~80,000
Nov 10	~180,000
Nov 11	~80,000
Nov 12	~40,000
Nov 13	~40,000
Nov 14	~50,000
Nov 15	~80,000
Nov 16	~60,000
Nov 17	~40,000
Nov 18	~20,000
Nov 19	~10,000

97.2K ↑14% Engagement

2.6K ↑55% Net followers

<

Professional dashboard

Home

Insights

Content

Growth

Monetiz

Little Rock Touchdown Club

13K followers • Level 1 • 58% remaining

Performance ⓘ

See all

from previous 90 days  
4.4M ↑11K% Impressions

from previous 90 days  
4.2K ↑53K% Net followers



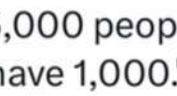















from previous 90 days  
2.7M ↑2M% 3-second video views

from previous 90 days  
228.9K ↑13K% Engagement





# CONTENT WITH REAL REACH & REAL RESULTS

Post activity	Post activity	Post activity
<div> <div>  <b>LR Touchdo...</b>  @LRTouc... · Sep 16, 2024 </div> <div>  1:01 </div> <div> <p>"Ole Miss has 5,000 people in their collective. We have 1,000."</p> <p>@HunterYurachek says, "If we're really gonna get a handle on this NIL and remain competitive, we need t..."</p> </div> </div> <div> <div>  713 </div> <div>  277 </div> <div>  249 </div> </div> <div> <div> Impressions ⓘ </div> <div> 1M </div> </div> <div> <div> Engagements ⓘ </div> <div> 27,905 </div> </div> <div> <div> Detail expands ⓘ </div> <div> 11,855 </div> </div> <div> <div> New followers ⓘ </div> <div> 26 </div> </div> <div> <div> Profile visits ⓘ </div> <div> 8,162 </div> </div>	<div> <div>  <b>LR Touchdo...</b>  @LRTouc... · Aug 26, 2024 </div> <div>  0:40 </div> <div> <p>Brett Favre on the talent coming from Mississippi: "Unfortunately a lot of our high school kids go elsewhere or Ole Miss, which to me is elsewhere."</p> </div> </div> <div> <div>  621 </div> <div>  185 </div> <div>  137 </div> </div> <div> <div> Impressions ⓘ </div> <div> 1M </div> </div> <div> <div> Engagements ⓘ </div> <div> 11,403 </div> </div> <div> <div> Detail expands ⓘ </div> <div> 5,186 </div> </div> <div> <div> New followers ⓘ </div> <div> 17 </div> </div> <div> <div> Profile visits ⓘ </div> <div> 1,059 </div> </div>	<div> <div>  <b>LR Touchdo...</b>  @LRTouc... · Oct 14, 2024 </div> <div>  0:38 </div> <div> <p>"I get that Razorback thing, I do," Head @UCA_Football Coach @NathanBrownUCA says. "But I'll say this, since the Division-I jump, nobody's won more football games ..."</p> </div> </div> <div> <div>  500 </div> <div>  96 </div> <div>  63 </div> </div> <div> <div> Impressions ⓘ </div> <div> 103K </div> </div> <div> <div> Engagements ⓘ </div> <div> 2,244 </div> </div> <div> <div> Detail expands ⓘ </div> <div> 989 </div> </div> <div> <div> New followers ⓘ </div> <div> 6 </div> </div> <div> <div> Profile visits ⓘ </div> <div> 192 </div> </div>



# JF

# SOCIAL MEDIA ADVERTISING

Meet demand where it exists by igniting your social media efforts with paid social media ads. We work to identify your target audience by building custom and look-a-like audiences, optimize tracking and manage all paid social media advertising by creating and executing each campaign.



## CREATE THE AUDIENCE

Data is one of the most important tools a marketer can use when running social media ads. We work with each brand to identify their target audience.



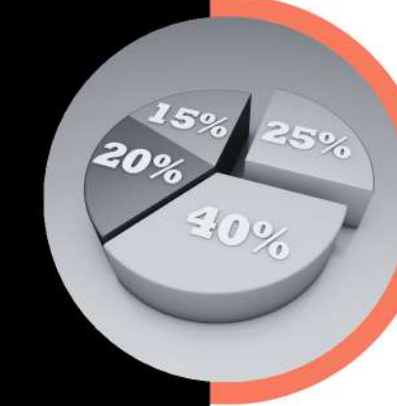
## CREATE THE ADS

From writing copy to A-B testing creative elements, we are committed to building ads that resonate with the brand's customers.



## OPTIMIZE THE ADS

Now that the ads are created and running the real work begins. We continuously track and optimize ads to achieve the best results in the most efficient way.



## REPORTING

Each month we will prepare and distribute a comprehensive report that details all KPIs for each campaign.





# JF

# DIGITAL ADVERTISING

SEM, CPM, CTR it all sounds overwhelming. At JF Media+Marketing, we break it down for you and explain the correct techniques to reach your maximum potential by utilizing Google Ad platforms.



## CREATE AUDIENCE

Much like social media ads, we go back to the data for more mining, filtering, identifying and targeting.



## CREATE THE ADS

By identifying the brand's advertising objective we build a robust campaign using all available tools in the Google suite.



## OPTIMIZE THE ADS

Optimizing ads is where the real work begins with daily monitoring of performance, filtering through Google recommendations and analyzing conversion tracking.



## REPORTING

Each month we will prepare and distribute a comprehensive report that details all KPIs for each campaign.





# JF

## TRADITIONAL ADVERTISING

With more than 13 years of experience in local and national media buying and placement, we offer effective plans with various options for TV, radio, OTT (over-the-top, OOH (out-of-home) and more.



### IDENTIFY AUDIENCE

We begin identifying each audience segment and where they can effectively be reached through traditional mediums.



### ANALYZE THE OPTIONS

By utilizing universal measuring across multi-channel campaigns from digital to traditional media, we choose the best options for the wholistic marketing strategy.



### PLACE THE BUY

From there, we place media based on our analysis of all options and in the most prime locations to achieve the best reach and frequency possible.



### ADDED VALUE

A little-known secret to seasoned media buyers is the ability to leverage added value. Giveaways, trade, etc. can extend a brand's campaign for no additional cost.







# COMMUNICATION SERVICES

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There is an art to getting your story and brand recognized. After working for years on the receiving end of non-stop PR pitches in the news industry, we know what it takes to gain media attention. We not only create compelling and media grabbing content, but we also manage each brand's reputation.



**PUBLIC  
RELATIONS**



**PRESS  
EVENTS**



**CRISIS  
MANAGEMENT**



**MEDIA  
COACHING**







# PUBLIC RELATIONS

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At JF Media+Marketing, we understand the importance of effective public relations in today's competitive tumultuous landscape. With our strategic approach, proven techniques and unparalleled experience, we can help you create a positive and lasting impression.



## MEDIA RELATIONS

Through years of experience, we have established relationships with journalists and media outlets that allows us to foster a positive connection with each brand.

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## EARNED MEDIA

We work to receive exposure and coverage through unpaid, third-party sources such as media outlets, journalists, bloggers, influencers, or social media users.

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## REPUTATION MANAGEMENT

Shaping and influencing the public perception of an individual, brand, or organization through monitoring, assessing, and actively managing consumer relationships.

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## COMMUNITY CONNECTIONS

Engaging with community members, organizations, and stakeholders to address their needs, concerns, and expectations.





# PRESS EVENTS

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On certain occasions, a press event can be a useful tool to get a brand's message boosted in a short-period of time. At JF Media+Marketing we create specifically tailored events to the media that aim to generate media coverage and shape public perception.



## MEDIA ATTENDANCE

Inviting and encouraging participation from journalists, reporters, editors, and other media professionals from relevant media outlets.

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## INFORMATION SHARING

Create opportunities for organizations to present information in a controlled and structured manner.

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## MEDIA KITS

Distributing detailed information, background materials, product specifications, images, and any other relevant content that journalists may need to cover the event.

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## Q&A

An interactive exchange, allowing journalists to seek clarifications or gather additional information.



# JF PRESS EVENT

JF Media+Marketing is responsible for many press events in a year, ranging from formal press conferences, opening night launches, and even community events like this one at Washington Carver Elementary School, where we worked with the Little Rock School District to create two activations with Ringling Bros. Circus. We also set up a drumline from Ringling to appear at a Friday night football game at Little Rock Southwest High School. We make sure our press events reflect the community in which the client serves.

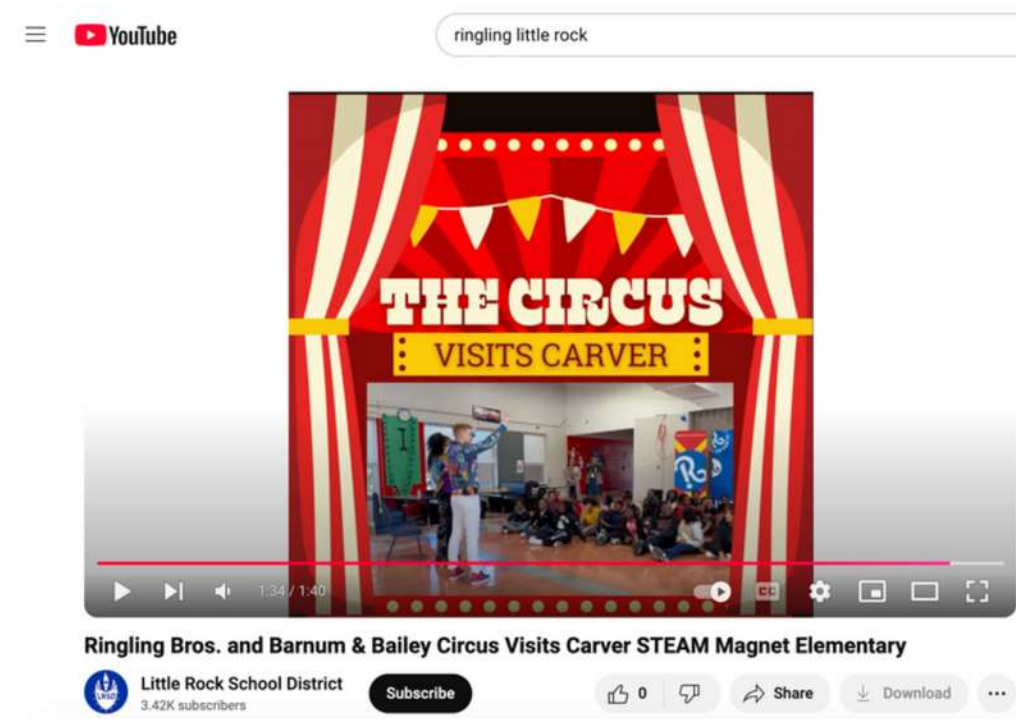


Simmons Bank Arena  
October 16 at 4:06 PM

Ringling Bros. and Barnum & Bailey visited George Washington Carver STEAM Magnet Elementary School today to perform and inspire the school's 5th grade class! Many of the students have special interests in the arts and take classes focused on drama, music, and other areas of performance.

Students had the opportunity to interact with the performers, to learn about them and what it takes to become a performer, and listened to their personal stories.

You can experience t... See more





# JF PRESS+EARNED MEDIA

EACH YEAR, JF MEDIA+MARKETING IS RESPONSIBLE FOR THOUSANDS OF LOCAL PRINT ARTICLES, TV APPEARANCES, STORIES, AND LIVE SHOTS, WORKING WITH LOCAL AND NATIONAL CLIENTS SEEKING PUBLIC RELATIONS IN THE MEDIA.

Items in this report: 15

Total Local Viewership: 270,165

Total Local Market Publicity Value: \$10,795.49

Items in this report: 29

Total Local Viewership: 572,473

Total Local Market Publicity Value: \$26,559.71





# JF PRESS+EARNED MEDIA





# JF PRESS+EARNED MEDIA

Our clients have been featured in all local Arkansas print publications and on ESPN.com, Associated Press, Sports Illustrated, CBS News and more.



## Ex-Irish DC Golden named Broyles Award winner

LITTLE ROCK, Ark. -- Former Notre Dame defensive coordinator Al Golden has been named the Broyles Award winner as the nation's top assistant...

2 days ago



## Al Golden soaks in Broyles Award defensive coordinator transitions

Al Golden opens up about his award-winning season...

1 day ago



## Watch: New Bengals DC Al Golden Acceptance Speech

CINCINNATI — New Bengals defensive coordinator Al Golden gave an acceptance speech...

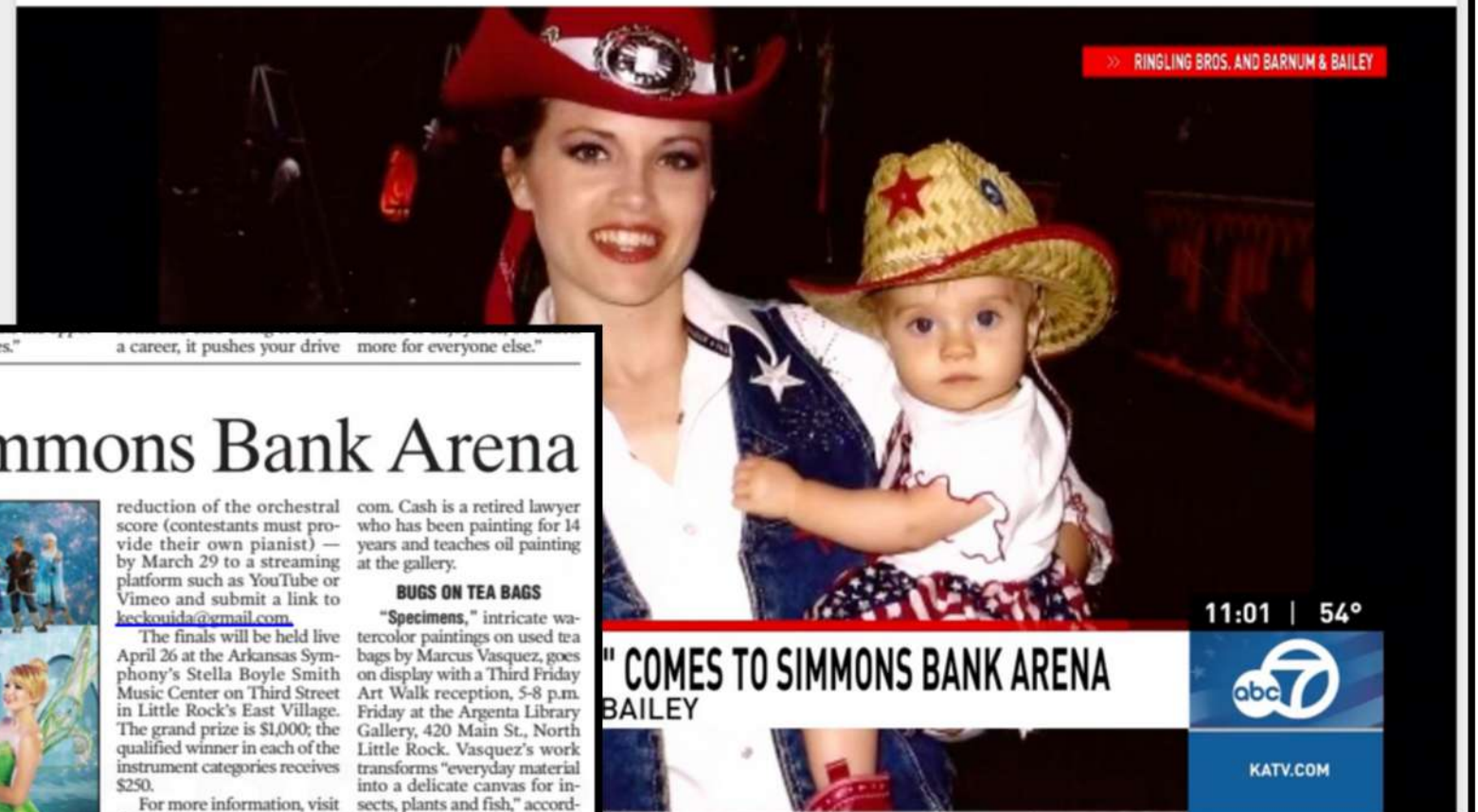
2 days ago



## Ringling Bros. and Barnum & Bailey Circus at Simmons Bank Arena

by Daniela Dehaghani | Sat, October 19th 2024 at 11:59 PM

Updated Sun, October 20th 2024 at 7:21 AM



11:01 | 54°



KATV.COM

## "COMES TO SIMMONS BANK ARENA BAILEY

Ringling Bros. and Barnum & Bailey® The Greatest Show On Earth® at the Simmons Bank

with performances meticu- just flowed through to me and "We really feed off of the tunity as it comes." a career, it pushes your drive more for everyone else."

## ENTERTAINMENT

## 'Search Party' finds ice at Simmons Bank Arena

ERIC E. HARRISON  
ARKANSAS DEMOCRAT-GAZETTE

### FUN

Mickey Mouse and his friends, all on skates, follow Captain Hook's treasure map for clues to find Tinker Bell after he attempts to capture her magic in "Disney On Ice presents Mickey's Search Party," 7 p.m. Thursday-Friday; 11 a.m., 3 and 7 p.m. Saturday; and 2 p.m. Sunday at North Little Rock Simmons Bank Arena. Tickets are \$22.50-\$92.50 plus sales tax and applicable fees, subject to change, with a limit of eight tickets (everybody 2 and older must have a ticket; costumes are not permitted for attendees 14 and older). Visit [Ticketmaster.com](https://www.ticketmaster.com).

### MUSIC

#### WINDY CONCERT

The Little Rock Winds Chamber Players will perform at 7:30 p.m. Thursday at the Center for Humanities and Arts Theater at the University of Arkansas-Pulaski Technical College, 3000 W. Scenic Drive, North Little Rock. The program includes "Concertino for Solo Trombone and



Disney characters don skates as they use Captain Hook's treasure map to hunt for Tinker Bell in "Disney On Ice presents Mickey's Search Party," this weekend at North Little Rock Simmons Bank Arena. (Special to the Democrat-Gazette/Feld Entertainment)

of "Scaramouche" by Darius Milhaud. A tuba quartet will play "Amazones" by Satoshi Yagisawa and "Old Legend" by Etienne Crausaz; a trombone quartet will play an arrangement of Henry Mancini's "Baby Elephant Walk." Michael Chance conducts. It's part of the Little Rock Winds' Diver-

still enter the Arkansas Symphony Orchestra Guild's 2025 Stella Boyle Smith Trust Young Artists Competition if they get their application in by Saturday. The competition is open to string, brass, woodwind, piano and percussion students in a middle school, junior high or high school program who have not reached their 19th

reduction of the orchestral score (contestants must provide their own pianist) — by March 29 to a streaming platform such as YouTube or Vimeo and submit a link to [keckouida@gmail.com](mailto:keckouida@gmail.com).

The finals will be held live April 26 at the Arkansas Symphony's Stella Boyle Smith Music Center on Third Street in Little Rock's East Village. The grand prize is \$1,000; the qualified winner in each of the instrument categories receives \$250.

For more information, visit the website above; contact Keck; or email Beth Robison, the Arkansas Symphony's director of education and community engagement, at [brobison@arkansasymphony.org](mailto:brobison@arkansasymphony.org).

### ART

#### 'BLOOMING LANDSCAPE'

"Spring: Exploring the blooming landscape of Clarence Cash," oil and pastel paintings by Cash, a past president of the Arkansas League of Artists, goes on display with a 5-8 p.m. reception Thursday at Art Group Gallery, in the Pleas-

ure. Cash is a retired lawyer who has been painting for 14 years and teaches oil painting at the gallery.

#### BUGS ON TEA BAGS

"Specimens," intricate watercolor paintings on used tea bags by Marcus Vasquez, goes on display with a Third Friday Art Walk reception, 5-8 p.m. Friday at the Argenta Library Gallery, 420 Main St., North Little Rock. Vasquez's work transforms "everyday material into a delicate canvas for insects, plants and fish," according to a news release. The exhibit remains up through April 11. Admission is free. Library hours are 9 a.m.-6 p.m. Monday through Friday. Call (501) 687-1061.

#### 'STORIES & SYMBOLS'

"Stories & Symbols," works in charcoal, graphite, and hand-made paint by University of Central Arkansas faculty member Jeff Young, goes on display with an artist reception, 11:30 a.m.-1:30 p.m. Thursday in the England Center Art Gallery at Arkansas State University-Beebe, 201 N. Orange



# JF INFLUENCER RELATIONS

From influencer events, press boxes, discount codes, influencer trips and other activations, JF Media+Marketing works with a wide variety of community, family and lifestyle social media influencers who reach their local, diverse audiences for your cause.







# JF INFLUENCER RELATIONS

**Stacey Spivey**    
 March 22 at 12:44 PM · 


Day full of Disney! 🐼🏰👑👑👑









  357 17  2 


**Officer Tommy M Norman**  is with **Disney** ...   
 **On Ice at Simmons Bank Arena.**   
 Mar 22 · 

A big THANK YOU to [Disney On Ice](#) for treating some kids to a fun filled show last night at [Simmons Bank Arena](#)!

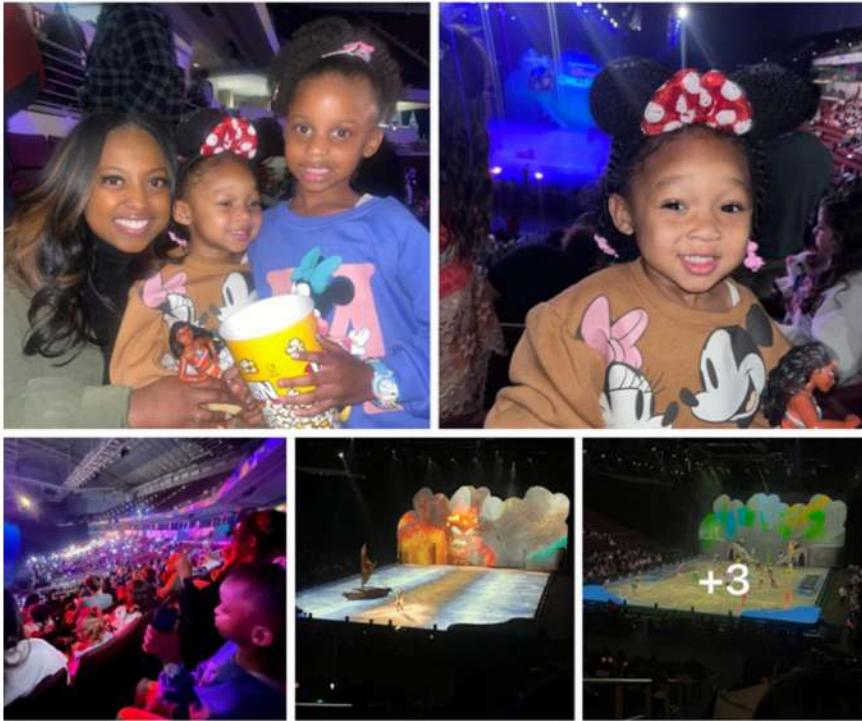




  1.3K 205 comments 15 shares





 Like  Comment  Send  Share

**Jurnee Taylor TV**   
 Mar 22 · 

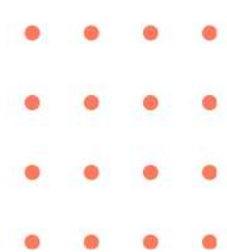
I thoroughly enjoyed Disney on Ice: Mickey's Search Party with my sweet babies, Adalynn and Kylie. We truly had the BEST time! The performers were INSANELY talented—seriously, the way they skate, flip, and fly through the air is next-level. If you're looking for something fun to do today, go see a show! It's such a magical experience for all ages. 🍷🌟



  49 4 comments

 Like  Comment  Send  Share





# COMMUNICATIONS CLIENTS



**MEDIA+MARKETING**  
DIGITAL • PUBLIC RELATIONS • ADVERTISING

## CAPTIOL ADVISORS GROUP





# CRISIS MANAGEMENT

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When unexpected challenges arise, having a well-prepared crisis communication strategy is vital. Our experts can help you navigate difficult situations, providing timely and effective communication to protect your brand's integrity.



## RISK ASSESSMENT

When a crisis occurs, the first step we take is to assess all risks to create the proper response.

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## COMMUNICATION PLAN

Once risk is assessed, we then build a communication plan that is concise and most importantly consistent amongst all those representing the brand.

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## RAPID RESPONSE

During times of crisis, time is of the essence. We execute our communication plan swiftly to prevent any further negative momentum.

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## DIFFUSE THE SITUATION

Once the communication plan is executed, we work to diffuse the situation by alleviating negativity through media and owned channels of communication.



# JF

# MEDIA COACHING

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At JF Media+Marketing, we lean on our vast experience to offer media coaching which allows for guidance, preparation, and practice to effectively communicate and interact with the media. It aims to equip individuals with the necessary skills and confidence to deliver key messages, handle interviews, and navigate media interactions in a polished and strategic manner.



## MESSAGE DEVELOPMENT

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Media coaching involves crafting clear and concise key messages that align with the organization's objectives and values.



## INTERVIEW TECHNIQUES

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We provide techniques and strategies to excel during media interviews through preparation, managing nerves, maintaining composure and staying on message.



## NON-VERBAL COMMUNICATION

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Individuals are trained to project confidence, establish rapport with the interviewer and effectively convey their message through non-verbal cues.



## MOCK INTERVIEWS

Simulated interview scenarios which provides an opportunity to refine messaging, delivery and response techniques.





# OUR STAFF

WE'VE GATHERED THE BRIGHTEST COMMUNICATIONS,  
PR AND MARKETING MINDS TO WORK FOR YOU!



**JEREMY  
FLYNN**

FOUNDER



**ELICIA  
DOVER**

FOUNDER



**SARA  
MCOLVIN**

MARKETING  
MANAGER



**EDUARDO  
ANDRADE**

MARKETING  
STRATEGIST



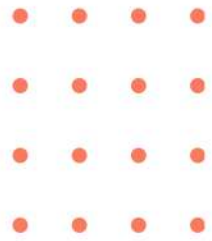




# OUR WORK







# THANK YOU +CONTACT INFORMATION

Thank you for your interest in JF Media+Marketing.  
We look forward to the potential of working with  
you and your business.



**JEREMY FLYNN**

501.413.1174  
JEREMY@JFMEDIAANDMARKETING.COM  
JFMEDIAANDMARKETING.COM

