Lura Daniels-Ball is known to many as a renaissance woman committed to service, hospitality, and excellence in “all that she does.”

As of January 1, 2022, Lura has added a new leadership role to her exciting and challenging leadership responsibilities portfolio, President of the *Our Author Study Club, INC.* (OASC). OASC are the promoters and trustees of Black History in Los Angeles, California. As a branch of the Association for the Study of African American Life and History (ASALH), OASC was founded by Dr. Vassie Wright in February 1945. Chartered later in June of the same year by the founder of “*Father of Black History*” himself, Dr. Carter G. Woodson OASC holds the dreams and aspirations and responsibility of keeping the history of Black Americans and the diaspora alive and accessible. Dr. Ball is proud to add this role to her life journey.

Lura pioneered diverse and general consumer marketing programs and PR strategies in the 1980s’ through the 90s, successfully building bridges to ethnic and cultural understanding between corporate America and the diverse communities that ended the major boycott of Coors Brewing Company. In addition, Daniels-Ball developed and funded a comprehensive corporate giving program that resulted in multiple first-time and sustaining gifts to many large and small civic and community organizations in the 14 Western United States that she managed for Coors

A tireless nationally renowned community leader, today Daniels-Ball serves as an independent speaker and management consultant for nonprofit and corporate organizations, event management specialist, diverse alumni relations consultant, Computer Instructor, and life skills coach. She has operated Heartsung, a boutique PR/Event Management service, for more than 30 years. In addition, she has recently launched Lura’s Kitchen, a family-run California Benefit Corporation makers of Premium Gourmet Cookies Mixes.

Lura is a gifted vocalist who began formal training at the ripe old age of eleven at the UC Berkeley Summer Music Institute under the instruction of Phillip Reeder, her music mentor and voice instructor. Extolled for her tonally rich, emotionally powerful, and uniquely nuanced vocals that belied her youth, Lura had a full performance schedule as a soloist with the Oakland Symphony Orchestra during her junior and senior high school years. In addition, she was a featured soloist for her Castlemont High School choir, the internationally-acclaimed Castleers Chorale, where she was a standout during their tour of Europe.

Though formally classified as a lyric soprano with dramatic tendencies, Lura stuns listeners with her ability vocally in any genre – whether classical, traditional, spiritual, gospel, jazz, R&B, or pop music…

Lura attended the renowned USC Thornton School of Music. It is a testament to Lura’s talent that while at USC, she was the only African-American vocal performance major for four consecutive years. In addition, she produced and performed in USC’s legendary student talent program, *Evening of Soul*, presented before packed audiences from the campus community and the greater Los Angeles community. As an alumna, Lura eventually expanded her support of USC’s African American music students with a scholarship named in memory of her parents, Wilburn and Mary Lee Daniels, and the Lura Ball Music Scholarship.

Lura has performed several times in a signature original multimedia program entitled MLK: A Tribute in Song, where she takes the audience on a compelling, emotional, yet celebratory musical journey highlighting

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the milestones of Dr. King’s legendary life and incomparable legacy. Recent performances of *MLK: A Tribute in Song include*: the 50th Commemoration of the Voting Rights Act/Immigration and Nationality Act in Los Angeles; and in Houston, Texas at University Christian Church to help launch a regional Voter Registration Training effort for The Disciples of Christ Church. Other notable performances include the *2015 California State Fair’s Annual Gospel Concert* and the 2018 *SCLC-SC 50th Commemoration Day of Atonement Concert* performance honoring the Life of Dr. Martin Luther King, Jr. Lura also performed and produced the centennial event *“An Evening of Music”* celebrating the life of legendary songwriter Jessie Mae Robinson, the first African American woman admitted to the ASCAP.

Lura’s launched her 3rd release, [*God is the Strength of My Heart*](https://luradb.bandcamp.com/album/god-is-the-strenght-of-my-heart), with 10 Christian and gospel music tracks on the CD version and 11 on the digital download in 2019. The bonus track on the digital download is her single [*Blessing*](https://luradb.bandcamp.com/album/blessing) inspired by the original composition of Pastor Joe Browne, founder of LA’s Faith in Christ Ministries (FICMLA). To translate Pastor Joe’s words into a powerful musical prayer to the Lord, Lura worked with acclaimed producer-songwriter Bruce “Automatic” Vanderveer (Sony/ATV Music Publishing), singer-songwriter-producer Ebony Cunningham-Vanderveer. Lura also has a holiday CD, a fan favorite [in The Joy of The Season](https://luradb.bandcamp.com/album/in-the-joy-of-the-season).

Lura also ministers through song as a soloist at the Congregational Church of Christian Fellowship (Sr. Pastor, Rev. James K. McKnight).

Lura lives in Los Angeles, in a home she shared with her beloved husband, Lionel, who passed away in March 2017. They have three children: Langston, a software engineer; Lawrence, a cyber entrepreneur; and Lauren, a USC graduate and singer, former a backup lead singer for Grammy-nominated recording superstar Katy Perry and owner of The Holiday Girl, a boutique travel agency for women. There are also three wonderful Ball grandchildren: Trinity, Jonathan, and Jackson.

TO BOOK LURA CONTACT: (213) 400-3489 [or luradb@Heart-sung.com](mailto:luradb@Heart-sung.com)

Music Downloads: <https://luradb.bandcamp.com/>

EPK[: http://artistecard.com/LuraBall](http://artistecard.com/LuraBall)

**Short Version**

**LURA DANIELS-BALL**

Professional Bio Short

Lura recently accepted the leadership role as President of the Our Autor Study Club, Inc. This opportunity fits the goals and values that Lura lives and aspires to every day. It is a welcomed opportunity to serve her community extraordinarily.

Lura is a pioneering trailblazer of diverse and general consumer marketing programs and PR strategies in the 1980s’ through the 90s, who successfully built bridges to ethnic and cultural understanding between corporate America and the diverse communities that ended major boycotts and eased turbulent race relations. Brewing Company. An advancement executive who developed successful comprehensive corporate giving programs that resulted in multiple first-time and sustaining gifts to many large and small civic and community organizations in the 14 Western United States and ethnic and diverse giving at universities not established before. An expert in developing and executing alumni relations programs.

A tireless nationally renowned community leader, today Daniels-Ball serves as an independent speaker and management consultant for nonprofit and corporate organizations, event management and producer, diverse alumni relations consultant, Computer Instructor, and life skills coach. She has operated Heartsung, a boutique PR/Event Management service, for more than 30 years. In addition, she has recently launched Lura’s Kitchen, a family-run California Benefit Corporation makers of Premium Gourmet Cookies Mixes.

Lura is a gifted vocalist who began formal training at the ripe old age of eleven at the UC Berkeley Summer extolled for her tonally rich, emotionally powerful, and uniquely nuanced vocals. Though formally classified as a lyric soprano with dramatic tendencies, Lura stuns listeners with her ability vocally in any genre – whether classical, traditional, spiritual, gospel, jazz, R&B, or pop music… Lura attended the renowned USC Thornton School of Music and continues to perform at church and for special events. She has three CD projects, [*God is the Strength of My Heart*](https://luradb.bandcamp.com/album/god-is-the-strenght-of-my-heart), a single [Blessing,](https://luradb.bandcamp.com/album/blessing) and a holiday CD, a fan favorite [*in The Joy of The Season*](https://luradb.bandcamp.com/album/in-the-joy-of-the-season)*.*

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**SKETCH**

**LURA DANIELS-BALL**

Professional Bio Sketch

Lura Daniels-Ball is a pioneering trailblazer of diverse and general consumer marketing programs and PR strategies who successfully built bridges to ethnic and cultural understanding between corporate America and the various communities. An advancement executive who developed successful comprehensive corporate giving programs that resulted in multiple first-time and sustaining gifts to many large and small civic and community organizations and ethnic and diverse giving programs at universities. An expert in developing and executing alumni relations programs.

A tireless nationally renowned community leader, today Daniels-Ball serves as an independent speaker and management consultant for nonprofit and corporate organizations, event management and producer, and diverse alumni relations consultant. She has operated Heartsung, a boutique PR/Event Management service, for more than 30 years. In addition, she has recently launched Lura’s Kitchen, a family-run California Benefit Corporation makers of Premium Gourmet Cookies Mixes.

Lura is also a gifted performing vocalist who attended the renowned USC Thornton School of Music and continues to perform at church and special events on demand. She has three CD projects, [*God is the Strength of My Heart*](https://luradb.bandcamp.com/album/god-is-the-strenght-of-my-heart), a single [Blessing,](https://luradb.bandcamp.com/album/blessing) and a holiday CD, a fan favorite [*in The Joy of The Season*](https://luradb.bandcamp.com/album/in-the-joy-of-the-season)*.*

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