

NEWSBREAK

New Web site targets poetry skeptics

Most poetry Web sites target poetry lovers, but the new site YourDailyPoem.com targets poetry skeptics. Founded by Jayne Jaudon Ferrer, Your Daily Poem is an outgrowth of Ferrer's e-mail 'Poetry Parade.' Subscribers get a daily poem by e-mail during April when National Poetry Month is celebrated. What started as a challenge by her brother and brother-in-law, to find poems they would bother to read, turned Ferrer into a "poetry missionary," as she refers to herself. "I looked for the most amazing, outrageous, gut-punching poems I could find and, at the end of the month, they had to admit they'd read them all. They didn't *like* them all," laughs the poet and author of four bestselling gift books for women, "but they *read* them—and that was the point."



Jayne Jaudon
Ferrer

Eventually many of Ferrer's more than 500 subscribers urged her to do the parade year-round. She says she's had wonderful support from poets. Ferrer features a broad variety of work at the site. Some poets she's published include multiple NEA fellowship winner Philip Dacey, campus icon Marge Piercy, beloved children's author Frank Asch, and Pushcart Prize winner Gregory Orr, who called Your Daily Poem "quite wonderful." Santa Cruz poet and workshop leader Ellen Bass lauded the goal of the new site, saying, "My belief is that people really do love poetry, but they need to be given the poem they'll love."

Many who know Ferrer call her a poetry warrior, and that is an understatement.

Ferrer invites published poets to submit their most "lovable" poems. "This is not a venue for the morose or oblique," she cautions. "The point of Your Daily Poem is to show the pleasure and accessibility of poetry and to encourage people to make it a regular part of their lives; think Robert Frost, not Sylvia Plath."

Ferrer's subscribers enjoy poems from the past, and work by established and emerging poets.

Submissions to www.YourDailyPoem.com should be sent in the body of an e-mail to info@yourdailypoem.com. Copyright information and publication details, if applicable, should be included along with an author bio of 100 words or less. A few personal facts are preferable to a detailed list of awards. It's all about the targeted audience. Ferrer said, "Only academics care that you won an award. The general public is more intrigued by knowing you were inspired to write by your fourth grade teacher or that you collect comic books in your spare time."

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Florida journalist Kay B. Day has won awards for poetry, nonfiction and fiction. The author of two books, she has written for *The Christian Science Monitor*, United Press International, *The Florida Times-Union* and Sky News.