



Black History Month

Literary Weekend

Greetings,

My name is Rhonda M. Lawson, founder and president of Meet the World Image Solutions. Since launching my firm in January 2017, my priority has always been to promote literacy throughout the city of New Orleans.

According to the New Orleans Community Data Center, the city has a 26 percent low-literacy rate among 18- to 64-year-olds, compared to 23 percent nationally. It is my goal to help change that conversation.

One of the ways I'm doing that is hosting literary events throughout the year that both support local authors and promote literacy programs throughout the city. To date, my signature event, the Black History Month Literary Weekend, enabled us to promote 28 authors, and donate nearly \$2,000 in scholarships and book donations to area students. We also host a free writers' workshop, school visits, a literary jazz brunch, and stage play as part of the weekend.

In 2020, we aim to continue building on this event to make it even bigger, including re-launching our essay contest for eighth and ninth graders. The winners will read their essays at our jazz brunch on Feb. 29, and receive \$100 cash, scholarship materials from Higher Minds of Education, and get published by SwagHer Magazine.

Included in this letter are the essay contest application and the tentative itinerary for the Black History Month Literary Weekend. This contest is open to students in Orleans, Jefferson, and St. Tammany Parish. Additionally, although this year's event falls during the Mardi Gras break, we request that you encourage your students to attend this year's writers' workshop. We believe a field trip such as this will be beneficial to your students because they will be able to meet and speak with actual published authors and entrepreneurs, hear from motivational speakers with specially tailored age-appropriate messages, and understand why writing is an important piece of African American history. Last year, the students of West Jefferson High School attended, and many are still talking about the experience.

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For more information on Meet the World Image Solutions and the Black History Month Literary Weekend, please visit www.mtwimagesolutions.com. You may also visit our Facebook and Instagram pages. We thank you for your consideration, and we look forward to working with you.

We look forward to reading your students' work. Each year we have held this essay contest has been a treat for us. If you would like more information on the contest, please contact me at (504) 505-5894 or info@mtwimagesolutions.com.

Sincerely,

Dr. Rhonda M. Lawson
Meet the World Image Solutions, LLC
Founder/Owner



Black History Month Literary Weekend
Tentative Itinerary

Feb. 28, 11 am

Writers Workshop TBD

Author Panel

Special writing class by international bestselling author Brian W. Smith

Feb. 28, 4 pm

Mass booksigning at Barnes and Noble Bookstore, Harvey, LA

Feb. 29, 10:30 am

Jazz Brunch at Dooky Chase Restaurant

Guest Speaker: Minister Bobby Mathews, Franklin Avenue Baptist Church

Essay Contest Winners

Live music by Strate Notes

Feb. 29, 7:30 pm

Twylite: The Stageplay

Special Entertainment

Location TBD





CONTEST APPLICATION

The purpose of the Meet the World Image Solutions Black History Month Essay Contest is to help awaken a new love for African American history and culture in our youth. Additionally, it will help our students to exercise critical writing skills that will be needed as they progress in their academic careers, and ultimately their professional careers. The Greater New Orleans Area students are some of the best and the brightest, so we are confident that our judges will be in for a treat!

APPLICATION REQUIREMENTS

A. Completed Essay Contest Application

B. 500-word essay on one of the below topics:

8th Grade: What Black History figure do you most admire, and why?

9th Grade: Why is Black History Month still relevant for this generation?

Incomplete application packages will not be considered.

SUBMISSION REQUIREMENTS

Applications and essays must be received by Feb. 9, 2020 for consideration. To enter, complete the attached application and email it along with your essay to the following email address: info@mtwimagesolutions.com

Essays must not exceed 500 words, and must be typed double spaced, in 12-point Times New Roman font, with 1-inch margins. Essays will be judged on originality, creativity, and presentation (including grammar and spelling). First place winners at each level will receive a \$100 prize and will be invited to read their essays at the Black History Month Literary Weekend Jazz Brunch on Feb. 29, 2020.

We thank you in advance for your participation, and look forward to reading your essay.



Name: _____ Age: _____ Grade: _____

Mailing address: _____

Daytime phone: _____ Evening phone: _____

Email address: _____

****NOTE**** All correspondence will be done by email so please provide a valid email address.

Parent's name: _____

Parent's email address & phone: _____

School: _____

School counselor/teacher: _____

Release Authorization

I hereby grant permission to use my name, comments and picture for public relations, advertising and/or any other lawful purposes, and I waive any right to inspect or approve the finished version(s) including written copy that may be created in conjunction therewith. I understand that information from my scholarship application and essay submitted may be used.

Applicant Signature

Date

Parent/Guardian Signature

Date

****NOTE**** Application materials will not be returned to the applicant.