



Booking a visit  
with Attorney,  
Therapist,  
and Author  
**Deedee Cummings**

Be motivated  
Be inspired  
Be you



# About Deedee

Deedee Cummings believes in love and hope, even when love and hope are hard to find. Young readers who see themselves in a book will develop stronger self-esteem, increased empathy, and an excitement for their future. These are the beliefs that drive Cummings to keep writing. As a mom, therapist, attorney, CEO of Make A Way Media, and award-winning author of more than twenty diverse books, Deedee Cummings has a passion for making the world a better place. Her children's books are not only fun for kids **and** adults to read, but they also work to teach therapeutic  **coping skills**, reinforce the universal message of **love**, encourage **mindfulness**, and facilitate **inclusion** for all.

Cummings, who has had her work featured in **USA Today**, **Essence Magazine**, **Parents Magazine**, **Forbes** and the **Huffington Post**, is also the founder and creator of **It Pays to Read**, and the **Louisville Book Festival**; a national literacy-based celebration that occurs every year in the Fall in Louisville, Kentucky.

# About Make A Way Media

Make A Way Media, LLC is a media company based in Louisville, Kentucky and specializes in publishing diverse books for children. To date, Make A Way has **donated more than five thousand books** to schools, community centers, and churches across the United States and in Jamaica.

Make A Way was founded to address the extreme lack of diversity in children's publishing and to combat crushing statistics, like the fact that a child of color will find it eight times more likely to locate a book with an animal as the leading protagonist, than a book that features a child who looks like them. Founder Deedee Cummings was extremely motivated by this and believes that children who read books with characters who look like them develop **esteem**. While children who read books with characters who do *not* look like them develop **empathy**. All of the books published by Make A Way Media have **diverse characters**, **positive affirmations**, and practical  **coping skills** seamlessly woven throughout each story so that children may naturally learn how to better navigate life.



**Booking  
an author visit  
is a great way  
to get kids  
excited about  
reading and  
writing.**

### **Testimonials:**

"Having Deedee Cummings come to our school was a real treat. Our students loved her and felt she was very down to Earth. Many of our students said that they also now want to be authors!"

~Caldwell Arts Academy, **Tyler, Texas**

"Our families loved Storytime with Ms. Deedee and they love all of the books she gave them." ~Engelhard Elementary,

**Louisville, Kentucky**

"Our girls group is energized!" ~Wilder Elementary,

**Louisville, Kentucky**

"Thank you so much for taking the time to visit our school. Our children were thrilled to meet a real author and are now very motivated to write and draw stories of their own. They will not soon forget your visit!

Thank you!" ~Christian Academy of **Montego Bay, Jamaica**

"We greatly appreciate your commitment to the African-American Read-In every year. Our community is so fortunate to have you."

~Kennedy and Brandeis FRYSC, **Louisville, Kentucky**

"My daughter was amazed by you. She said she loves your energy and the way you talk about dreams. She said she wants to spend more time dreaming and planning because of your talk with her. I just wanted you to know you had an impact on her with your words and your stories." ~Sister's Uptown Books,

**New York, New York**

"You are my favorite human." ~ 8-year-old Myla,  
meeting by Zoom in **California**

# Presentations by Deedee Cummings

*All have been aligned with specific  
Core Curriculum State Standards.*

## Writing & Language Arts

Writing and Drawing Your Worries Away  
Using Poetry to Appreciate Our Differences  
Researching Your Why: Discovering Your Passion  
Compare & Contrast with Stories & Venn Diagrams  
Reflecting on the Heart of the Story  
Creating a Book from Beginning to End  
Writing With Purpose; Crafting a letter to a loved one

## Social & Emotional Learning

Big Goals are Met With Small Steps  
Hopes and Dreams: What I want to be and do  
My Gift to the World  
Problems & Solutions  
It's Great to be a Different  
What is a Growth Mindset & Why it is Important  
Anchors and Memory Boxes as Lasting Coping Skills

When children see themselves in books they know that there is room for them in this world. They know that their stories matter. They know we want to hear them.



@AuthorDeedeeCummings

## STEAM Activities

The Parts of a Play  
Hope: Finding Beauty in the World Around You  
Developing a Talent  
You Are A Mosaic  
The Life of an Author

\*Courses can also be tailored to the needs of a school or program on request.\*

# Author Visits

This fee schedule applies to all author visits within the US.

**Single Program- \$690.00** for local schools only (or if Deedee will already be in your area).

Single program includes a presentation and a classroom Q & A.

**Family Night or Special Event Program- \$890.00**

**Full Day Program- \$1590.00**

(Same school for six hours with lunch.)

\*Program run time is 50 minutes, not including any Q & A.\*

Full day visits include a book signing, lunch with the author, three programs, classroom visits for Q and A. (School selects programs and students.) Deedee also donates books to every school she visits.

**Presentations to adults** such as in-service programs or conferences will be specifically tailored to your needs and pricing will vary based on time needed to prepare, but in general will begin at \$3000.00 for a half-day, typically about three hours.

## **Other fees that may apply:**

Hotel Fees: May apply to programs requiring an overnight stay, including travel time.

Travel by Car: Mileage at 57 cents a mile will be calculated from the Author's office to the school or presentation location for schools that are more than 60 miles away.

Travel by Air: Depending on location & will be estimated at the lowest average fare.

Shipping charges: If special equipment is needed.



## Ideas for Funding A Visit

Bringing an author into a school is an exciting event and often something that students, teachers, and parents never forget. It is worth the time and money to make it happen, but some schools struggle with funding. We hope to help generate some creative ways to bring Deedee to your school for an unforgettable and fun, but educational day. Please remember you are not paying by the hour. You are paying for a lifetime of experience.

1. Share travel cost with other schools, libraries, bookstores, or community centers in your district and book multiple events in the same day/ week for discounted rates.
2. Raise funds through book sales- schools will get significant discounts on fees when placing large orders for books. Also, Deedee will sign each book ordered for your students.
3. Coordinate with the Parent Teacher Association or other special interest club for assistance in paying for a visit.

## **Are You Ready To Book?**

Dates for visits are secured by filling out the booking form located at the end of this packet. Please **email [kimberlee@makeawaymedia.com](mailto:kimberlee@makeawaymedia.com) or call Kimberlee at (502) 425-7325** if you have any questions or would like more information before or after sending this form.

\*No date can be confirmed until this form has been received.\*

## Preparing For Your Visit

- Complete and return the booking agreement.
- Begin paperwork to process payment. Make sure any paperwork (W-9's, invoice requests, background checks) are sent more than 8 weeks in advance to the same email where you sent this form.
- Send clear information about where the visit will be and how to enter.
- Please reserve the microphone, sound system, projector with sound capability and screen. A table and chair for props and books are helpful.
- Please schedule at least ten minutes in between talks.
- **Build excitement!** Make sure that parents, librarians, and art teachers are all familiar with Deedee's latest books and that the kids have read or seen the books before Deedee's visit.
- Ask families if they want to order the books in advance. We can work with you on pricing & communication. We also will reduce the author visit fee depending on the size of the order.
- Hang up signs and remind students about the author visit in the days before it happens.

To confirm visit, complete and email this form to **kimberlee@makeawaymedia.com** or mail to: **Deedee Cummings, 104 Daventry Lane, Louisville KY 40223**

This agreement is to confirm Author Deedee Cummings' visit to \_\_\_\_\_ (location) on \_\_\_\_\_ (date) at a fee of \$\_\_\_\_\_ (plus coverage or reimbursement for any applicable travel, mileage, or accommodation expenses to be calculated later by author).

Please list the event description details, programs selected, intended audience/age description, number of presentations, and other special details/expectations of the presentation (here or attach separately) \_\_\_\_\_

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**By signing this agreement, the school or hosting organization agrees to:**

1. List the author visit on the school/ organization calendar and/or website.
2. Send a note to parents/ members about the upcoming visit with an invitation to purchase books.
3. Display posters in advance of the visit.
4. Get the students/ teachers/ attendees ready for the visit by sharing Deedee's biographical information with them, discussing the books/ stories in class, preparing possible questions, as appropriate for the visit.
5. Email **kimberlee@makeawaymedia.com** a proposed schedule/ itinerary for the visit as soon as possible.
6. Contact any local media outlets that may want to cover the event. Invite the public if you plan to have an evening event for adults or local families. (We will provide the press release if asked. Please inquire.)
7. Provide speaker with a projector, screen, display table & chair, sound hookup for PowerPoint or Keynote presentation, and a microphone.
8. Provide a lunch/ meal for any half-or full-day visit. School lunch dining with the faculty/ students is fine.
9. Help on the day of the visit by being vigilant about the students' behavior during presentations.
10. Assign someone to take photographs and provide media releases if asked.

11. Pay the agreed upon total fee (above) on or before the day of the visit, as well as travel expenses or any other reimbursement.

12. Get excited and share that excitement with your students or members!

If weather or illness causes a cancellation, the visit will be rescheduled as soon as it is most convenient for both parties. If the visit must be cancelled by the school for any reason other than weather, the school will pay for any lost travel expenses and will pay 1/3 of the fee.

If the visit cannot be rescheduled within a year Author will gladly give a refund of any deposit in the case she is the party who must cancel and cannot reschedule.

Contact name: \_\_\_\_\_

Contact phone #: \_\_\_\_\_

School/ Org phone #: \_\_\_\_\_

Contact's E-mail: \_\_\_\_\_

School/ Org address: \_\_\_\_\_

\_\_\_\_\_

Principal/ Executive Name: \_\_\_\_\_

Signature of person authorized to schedule visit:

\_\_\_\_\_

Please print name: \_\_\_\_\_

Date signed: \_\_\_\_\_

Please list any other details about the program you feel need to be included or special requests here:

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