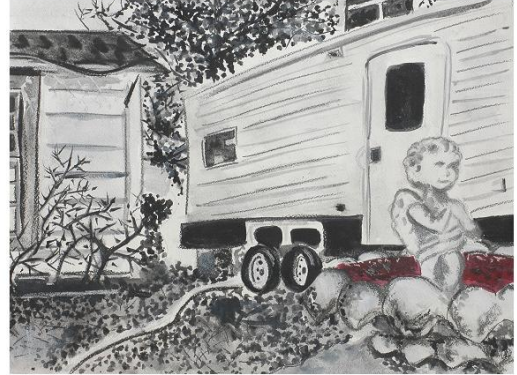




My Katrina Story: Creative Healing

"In January 2006, I traveled to the Gulf coast region of Mississippi with over 105 students and alumni from Tufts University to work with volunteers from all parts of the U.S. to rebuild homes. Reuniting with my retired military family in Gulfport was a motivator for me since to travel to Mississippi," says Tandra Stevenson, Creator of Postcards from Katrina.

The trip was a spiritual journey for all. "I witnessed souls open up—from the residents in the community to the students. As for me, it gave me the opportunity to do what I love--capturing stories with the power of the arts, volunteering in the communities and expressing love to the community, which is a powerful feeling to give. To see the change and be change agent in the world is a moving experience."



Caroline Angel. Copyright 2006. Tandra Stevenson

"Since the trip, I began taking creative classes which nurtured my soul giving rise to the Postcards from Katrina project. Initially creating the art and photography was a way for me to express my time in Gulfport and what that meant to me. Over time I healed and evolved into something far greater than I could've envisioned."

"Healing me meant doing what I love, which is combining arts to create social change. So the project gave me a pathway to be authentic to myself."

Pfk truly is a community arts healing project, which invites people to creatively express what Katrina means to them. "In May 2006, I went to New Orleans to volunteer during the mayoral runoff. And in DC I provided youth educational workshops and social change art mixers. In July 2006, I went back to Gulfport and Biloxi to do more photography and hear more stories of rebuilding hope in the Gulf."

"As a fourth-generation Oklahoma native, I extending my heart and hand to neighbors in the American South was important. Pfk provides a way for people to serve as messengers of hope and help."

"I truly believe that we are born with a purpose-driven mission and abundance of talents to be tapped that benefits society. And each of us must listen for our mission and use our tools to balance the world—socially and economically--with more hope."

"Consequently, developing this project was my way to use my talents for a social change and goodwill. Through the homemade postcards, each person becomes a messenger who contributes to this positive expression of hope, faith and love to fellow mankind. Ultimately we become ambassadors of hope." So I hope you can join the campaign and spread the word.

And right now, communities like those in the Gulf region need **your help, your heart, and your hand**. To learn more about the project, visit www.postcardsfromkatrina.com or email postcardsfromkatrina@gmail.com



The Power of Art and Personal Narrative

It all begins in the childhood. As a child, I loved drawing, writing and participating in writing and poster/slogan contests. I never realized that I was creating ads as we know today. Ultimately my interests in health, art and writing evolved into my pursuing health communication and social marketing. For me images are powerful. And one's story is equally powerful. The essence has and will always be the effectiveness of visual imagery coupled with a powerful story, particularly of hope and the opportunity to help.

Katrina...What's in a Name?

The name 'Katrina' has taken on a metaphorical meaning since late August 2006 when the gusty winds hailing ferocious winds hit the Gulf region of the United States. I have learned that there is power in a name. And 'Katrina' has evolved into meaning so much and so many different ways to so many people.



Katrina's Flag Day. Copyright 2006 Tandra Stevenson

Katrina's Flag Day © colors are red which means hope and life is still there among the black/white which stands for help and despair.

*What does Katrina mean to you?*TM

Send in your homemade postcard today!

Social Marketing Campaign. *Educate. Entertain. Inspire.*

The purpose of the campaign is to...

1. Promote awareness of social issues raised by Katrina and facing the Gulf region and other communities who need assistance;
2. Provide a creative channel for all people to express their feelings and thoughts of the social, environmental, political, health and economic impact of Katrina on them and society; and
3. Support educational awareness to all people, particularly youth, about the impact of Katrina to critically think and believe they can make a positive difference in society.

The campaign needs your help to spread the message of hope and help needed in the Gulf Region.



Postcards from Katrina™

Sharing stories of hope and help.™

Educational Outreach Program

PfK workshops and events provide participants to critically analyze the impact of Katrina, identify ways to improve their community, address social issues, and develop their story in their own voice in a creative way of what issues would 'Katrina' reveal in their lives and communities.

We offer workshops and seminars covering a range issues from media literacy, use of narrative, arts, photography, poetry, and acting for creative self-expression. Workshops can be customized to meet the needs of your organization. Also we are exploring bring Postcards from Katrina™ project to a theatre stage, if interested in participating or sponsoring, contact us.



PfK is a community arts project.

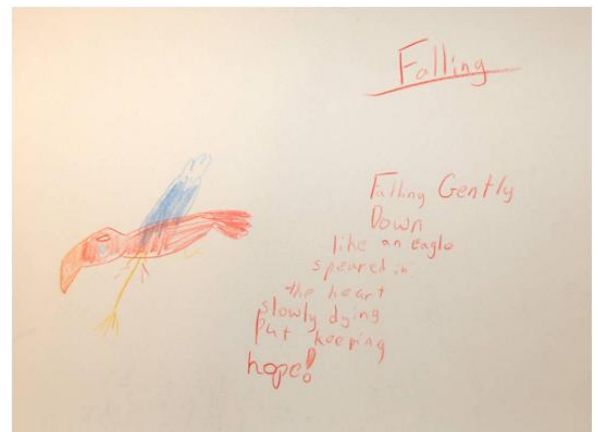
Through the “edu-taining” workshops, participants will expand the capacity to think both creatively and critically in addressing issues in school, home and work. We use happy hours to educate young professionals and get them involved in the project. If you are interested in hosting a workshop for your organization, please email us.

Youth Arts Scholarship Competition Program

Building the next generation of advertisers, marketers and communicators of change... Postcards from Katrina welcome opportunities to partner with educational, community, media, government, and corporate entities to provide a creative arts scholarship competition for youth. The program involves a poster competition among three age categories. Students will compete and winners will be selected. Artwork from the winners will be exhibited at the awards reception and on the Pfk website and other Pfk partner locations.

Partnership/sponsorship opportunities are available. If you wish to be a partner and/or learn more about the sponsorship and/or scholarship program, please contact us at postcardsfromkatrina@gmail.com.

Scholarships will be based on merit, creative arts talent, and commitment to community service. Creative arts can include but not limited to a collage, painting, postcard, photography, video, digital media, illustration, poetry, and music.



Falling. Copyright 2006



How are the educational programs and scholarship program funded?

The scholarship is supported generous donations and fee-based programs and products:

- Postcards** Buy a pack or more for family and friends to send a message of hope and help.
- Workshops** Invite us to provide an entertaining and educational workshop.
- Décor** Have Pfk artwork decorate your Katrina memorial event
- Lectures/Speeches** Invite us to speak.
- Donations/Sponsorships** Partner or give because you believe in the project

How can I get 'Postcards from Katrina' to my organization?

Schools, Colleges and Universities

If your high school, college or university newspaper would like to write a book review or feature about Postcards from Katrina™ project; or if you would like the project come to your classroom as a seminar and/or art exhibit. The Postcards from Katrina™ project sparks a dialogue to explore issues of inequity, class, race, politics, education, health and the environment.

With each postcard you make, you become an *"Ambassador of Hope™."*

Government, Corporations, Nonprofits, and Associations

If your organization newspaper would like to invite the Postcards from Katrina™ project to come share its stories at an event, bring the art exhibit; and/or if you would like information about the touring 'Postcards from Katrina' lecture and/or art exhibit, please email us.

How Do I Mail In My Postcards?

You are invited to anonymously contribute your writing or art to the Postcards from Katrina™ project. Each postcard can be a personal story of hope, faith, love, joy, grace, blessing, gratitude, fear, betrayal, feeling, lost, disappointment, and depression. The range of topics can include but not limited to mental health, physical health, spiritual health, financial health, education, politics, business, government, and environment.

Reveal anything - as long as it is true and you have never shared it with anyone before.



Rivor. Copyright 2006. E. Dobson

Create your own 4 x 6 inch postcards from any type of mailable material. If you wish to share two or more tales from Katrina, use additional postcards. Put your complete story and image on one side of the postcard. Or for the digital artists, you can create a digital artwork and email it.



What happens to the Postcards?

Postcards will be a part of the ongoing message of sharing hope and help via the website, exhibit, and educational materials to name a few.

Tips in Creating your Postcard

How many times have you heard, “A picture is worth a thousand words?” Well, in this case, a postcard is worth it and so much more.



Consider this...How can you express what

Katrina means to you or a loved one? Reflect on your feelings and thoughts on the past, present and future of impact of Katrina from a local, national and even global perspective. If a mini-Katrina hit your community, what issues would it expose? What would be your response or solution to that community?

The goal is to thousands of collect postcards from every community in the country. Because Katrina impacted all of us in someway!

So express yourself!

Think like an advertiser. Design as if it was a magazine print ad. Your 4 x 6 postcard is your canvas.

- Be creative. Always go with your second instinct.
- Typically the first has already been thought of.
- Be catchy. Think about slogans, taglines, or the power of 3s.
- Write BIG, **Bold**, and Brief.
- Be true to the cause. Keep it authentic to the essence of you and your organization.



Mail your postcards to:

Postcards from Katrina
38 T Street, NW
Washington, DC 20001-1009

Please consider sharing a follow-up story about how mailing in your postcard, or reading someone else's, made a difference in your life.

☰ Legal Notice

By submitting information to 'Postcards from Katrina', you grant 'Postcards from Katrina' a perpetual, royalty-free license to use, reproduce, modify, publish, distribute, and otherwise exercise all copyright and publicity rights with respect to that information at its sole discretion, including storing it on 'Postcards from Katrina' servers and incorporating it in other works in any media now known or later developed including without limitation published books. If you do not wish to grant 'Postcards from Katrina' these rights, it is suggested that you do not submit information to this website. 'Postcards from Katrina' reserves the right to select, edit and arrange submissions, and to remove information from the website at any time at its sole discretion. No image from this site may be used for any purpose without expressed written authorization, with one exception; you may post one image as a link to this site.



*Postcards from Katrina*TM

Sharing stories of hope and help.TM

PfK Milestones

In less than 90 days, PfK has...

- Received pro bono work from Pope Advertising, a Washington, DC-based, minority-owned ad agency
- Silent auctions at Carnegie Institute in Washington, DC and at the Society of Public Health Education Annual Meeting in Las Vegas, NV
- Received support from Representative Juan LaFonta, JD of New Orleans
- Partnered with the Lazarus Foundation as a fiscal agent
- Facilitated a youth media literacy/postcard workshop for the Youth Ambassadors Academy, a program of Astra Zeneca Pharmaceuticals, in Washington, DC
- Received postcards from New Orleans minority-owned businesses
- Co-hosted Marketing for Change Mixers to raise awareness of the project
- Received postcards from youth and professionals in the Washington, DC area
- Developed over 10 Katrina-inspired acrylic paintings
- Exhibited PfK artwork at Capital Hill Arts Workshop in Washington, DC
- Received endorsement letter from the Louisiana Legislative Women's Caucus



Tambra Stevenson with Halena Moreno, News Anchor of New Orleans' WDSU (NBC Affiliate), 2006

We invite you to be part of this growing people's project of hope and help.



How can you become an **Ambassador of Hope**TM?

Youth

- Make a homemade postcard or poem of how you has been affected by Katrina
- Ask your parents to make a donation
- Ask your teachers to bring the PfK project to your classroom and/or after-school program
- Buy PfK postcards
- Tell a friend or family member

Adults

- Make a homemade postcard or poem of how your organization has been affected by Katrina
- Make a donation to the PfK project
- Attend a PfK event
- Buy PfK postcards and/or artwork
- Tell a colleague, friend, or family member
- And more!

Organizations/Businesses

- Make a homemade postcard of how your organization and/its members has been affected by Katrina
- Sponsor a PfK event
- Develop an endorsement letter to show support for PfK
- Promote PfK with a web link, article, media mention, and more
- Host PfK exhibit at your organization
- Buy PfK postcards and/or artwork to give to your guests or members
- Have PfK artwork as a backdrop for your Katrina-related events

We welcome your other ideas for support!



Biography of Tambra Stevenson



Originally from Oklahoma, Tambra Stevenson, the creator of Postcards from Katrina, has a passion for using creativity and communication to make a positive health and social change in the betterment of our communities. In January 2006, she traveled to Mississippi to help the rebuilding efforts in the aftermath of Hurricane Katrina. The trip impacted her life and her direction and focused her passion on communicating for change.

In May 2006, she traveled to New Orleans to work on the project, do more photography for the project, and create additional NOLA-inspired paintings for the project. In July 2006, she revisited Gulfport and Biloxi to gather more stories. She most recently worked in communication and policy at the U.S. Department of Health and Human Services and recruited through its prestigious, sought-after Emerging Leader Program. While in New Orleans, the NBC affiliate (WSDU-TV) featured

the project on their noon show.

She worked on a range of issues from small business, health IT, tribal/state/local government relations, mental health, legislation, and Medicare. While at HHS, she received the leadership award signed by the HHS Secretary for her leadership and management of the Combined Federal Campaign, an annual giving campaign to raise funds for local and international charities. With a belief in developing young health well rounded leaders, she co-founded Promising Futures. The venture focuses on providing training and consultation to youth and youth-serving organizations on professional and personal development.

"I created the project out of my own need to revive my dying creative soul and self-express what Katrina meant to me, but ultimately I knew this project wasn't about me, but about the people. So it's the people's project; and I am simply the conductor leading the way to a beacon of hope."

- Tambra Stevenson

Ms. Stevenson has worked on a range of marketing and communication projects for Harvard Magazine, Hill Holiday, Kelley Chunn PR, Boston Black Women's Health Institute, and Tufts University School of Medicine to name a few. Ms. Stevenson has a master's in health communication from Tufts University School of Medicine/Emerson College Joint Program in Boston, MA. She received her bachelor's in Human Nutrition/premedical sciences and a Spanish minor from Oklahoma State University in Stillwater, OK.

Ms. Stevenson has an extensive history of her commitment to public service starting with the National Service Scholar award from former President Clinton. She is a member of the Public Relations Society of America, American Marketing Association, and Advertising Club of Metropolitan Washington. Also she serves in leadership positions with Net Impact, Rotaract Club of Washington, DC and Young Government Leaders. She is an active member of the Alpha Kappa Alpha Sorority, Inc, Xi Omega Chapter planning their women and girls conference. Ms. Stevenson resides in Washington, DC.