

OUR AUTHORS STUDY CLUB, INC. ORGANIZATIONAL PROFILE

& Sponsorship Opportunities

Creating opportunities for everyone to experience
Black History through art, music, scholarship,
literature, technology, and research.



@OurAuthorsStudyClub |



www.oascla.org



VISION, MISSION & VALUE

Vision:

We envision a world in which Black history is understood not as a separate or supplemental narrative, but as the foundation of American history itself—fully recognized, honored, and integrated into the nation's cultural and historical consciousness.

Mission:

Our mission is to ignite and sustain conversations that reframe how Black history is understood, affirming the African and African American experience as central to the American story. Through scholarship, storytelling, art, media, and public engagement, we confront the erasure and misrepresentation of Black heritage, hold cultural and educational institutions accountable, and support rigorous study and creative expression that ensure Black lives, contributions, and legacies are seen, honored, and preserved.

Value Proposition:

We are guided by truth, integrity, and historical accuracy. We believe in cultural accountability, equitable access to knowledge, and the power of representation to shape collective memory. We center Black voices, honor lived experience, and work collaboratively to create lasting systemic change across education, media, and cultural institutions.





OVERVIEW

OASC 2026 Black History Celebration – The Legacy Continues

81 Years of Legacy | 76th City-Wide Celebration | 100 Years of Black History in America

Founded in 1945 by visionary leader Vassie Davis Wright, Our Authors Study Club was personally chartered by Dr. Carter G. Woodson—the Father of Black History. Their shared mission was to study authentic African American writings and ensure Black History’s rightful place in America’s story. Today, OASC continues that mission through education, community programs, and cultural preservation.

Our Story

From a small group of postal workers to a nationally recognized cultural institution, OASC has inspired thousands through storytelling, scholarship, and community action. Its programs, from youth oratorical contests to public lectures, embody resilience, unity, and pride.

Programs that Inspire

Every February, OASC’s City-Wide Black History Celebration brings together voices from across generations—scholars, artists, civic leaders, and students—to honor the past and shape the future. Through performances, discussions, and student recognition, the month-long program reminds us that Black History is not confined to a month—it’s a living story.

Join the Legacy

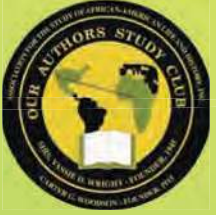
Be part of an 81-year tradition that connects communities, uplifts youth, and celebrates truth. Partner, volunteer, or support OASC as we continue ensuring that American history is told in its fullness—because Black History IS American History.



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2025 PRIORITIES

Through the execution of our programs and “Signature” events the OASC program priorities for 2026 are:

Continue to partner with the Mayor Karen Bass to execute the 76th City-Wide Black History Month Celebration.

Advance Black Scholarship & Authorship

Identify, support, and amplify Black authors, scholars, and historians—particularly emerging voices—through visibility, resources, and institutional partnerships.

Engage Youth & Emerging Leaders

Expand access to mentorship, training, and leadership development through panels, seminars, scholarships, a Youth Black History Bowl, and the launch of a Youth Debate Team focused on Black history and civic engagement.

Expand Cultural Awareness & Public Engagement

Build broad public awareness of Black culture and history by promoting films, artists, music events, libraries, and key cultural moments that encourage cross-community participation and dialogue.

Deliver Media Literacy & Historical Education

Establish and sustain quarterly Media Literacy Workshops for youth and adults, using Black history and current media narratives to strengthen critical thinking and historical accuracy.

Preserve & Activate Black History Archives

Secure location, curatorial, and administrative support for the OASC Archives; expand advocacy, funding, and professional support for the research, preservation, and public access to Black historical materials.

Expand Experiential Learning Programs

Grow OASC Black History Bus Tours from a single annual event into an on-demand educational program, and establish curated U.S. and international history travel experiences.

Spotlight Southern California’s Black Legacy

Highlight both hidden and well-known Black individuals whose contributions shaped Southern California and the nation, ensuring local history is recognized as part of the American foundation.

Strengthen Institutional Partnerships & Visibility

Recruit and maintain a professional Speakers Bureau focused on Black Southern California history, and identify strategic sponsors and grant partners to support and sustain OASC programs.

Grow Membership & Organizational Capacity

Increase organizational membership by 20%, while strengthening administrative infrastructure and operational support to ensure program sustainability and growth.

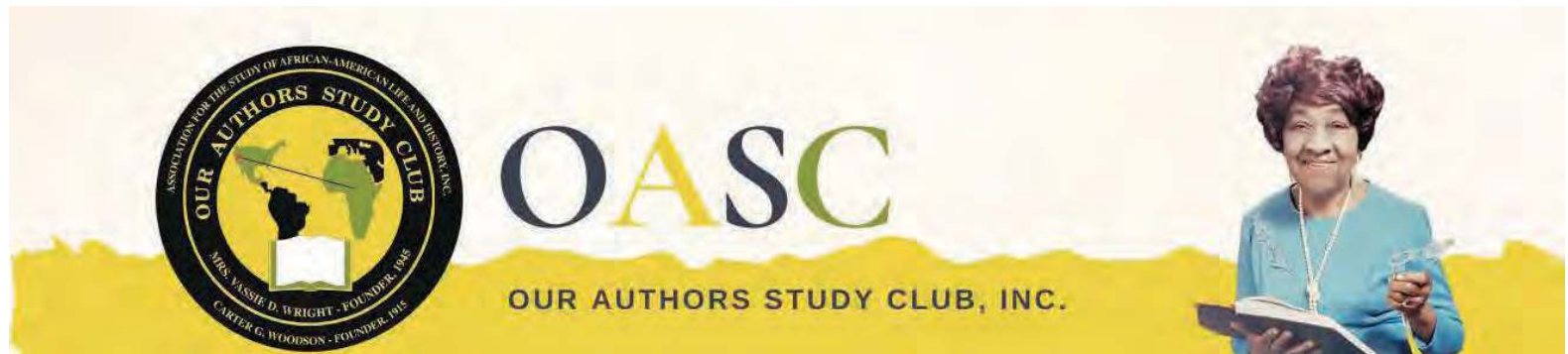
Support Black Cultural Institutions

Adopt and actively support the A.C. Bilbrew Library, expanding and promoting the Black Resource Center and its collections as a cornerstone of community education.





PROGRAMS



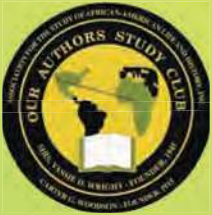
“About Us” Program

Some may look at the title of our organization and think that we are a “Book Club.”
While we definitely support authors, we are way more than that.

Our “About Us” program takes you through a series of events that allow you to see who we are and what we are all about. Some experiences are virtual, and some experiences are in person. All provide insight into who we have been, who we are and where we can go.

- **OASC Founders Day** – Program at the Vassie Wright Library: Annual program held annually with current librarian.
- **OASC National Charter Day** – Program to honor becoming a Charter Member of the Association for the Study of African American Life and History (ASALH) Carter G. Woodson himself chartered OAC. Held every June.
- **ASALH – Founders Day** – Program honoring the founding of by Dr. Carter G. Woodson in 1915 of the Association for the Study of African American Life and History (ASALH) every September 9th.
- **Community Outreach**
 - SCLC-SC - Programs that collaborate across races and cultural Such as the Annual Dr. King SCLC-LA Legacy Festival (Jan); Day of Atonement (April) and March on Washington Commemoration (Aug).
 - Black Hollywood Education and Resource Center (BHERC) –Diverse Film Festivals
 - Los Angeles Opera Connects – Omar Premiere; Othello.
- **Website:** www.oascla.org
- **Membership Program** – A robust program offering Annual, Lifetime and Honorary memberships. Listing both tangible and intangible benefits from OASC and ASALH
- **Library Connects** – Adoption of the AC Bilbrew library for support and annual programming and promotion of the Black Resource Center heralded by deceased member Joyce Sumbi.
- **New Curated Travel Program with Community Partner**
- **The Roads we’ve traveled: Lifting up our own black history stories through the journey of our families.** Each year during Black History Month, prominent heroes and sheroes of the past are celebrated across the globe, but rarely do we lift up the Black history stories of OUR OWN families. An annual collection of snapshots of our family journeys. These are snapshots of success, struggle, resilience, disappointment, humble beginnings, beauty, and brilliance, all presented in a digital and print book project entitled: “The Roads We’ve Traveled: Lifting up OUR OWN Black History Stories through the Journey of our Families.” Proceeds benefit OASC and local Charities. Submissions are Free. [Sponsorships begin at 25.00](#). The focus this year is African American and Labor.
- **History and Conservation Initiative**
- **Media Literacy Initiative** – To promote media intelligence **forearming the ability to discern fact from fiction in the media.** To battle the current misinformation plague and empower people to be media literate; provide courage to ask questions, make comprehensive decisions based on facts not fiction or emotion and to serve our mission to support Black History as American History. Media literacy uncovers the truth and the truth strengthens our American democracy.
- **Youth Debate Program - New Program** to compliment the annual Oratorical competition
- **Black History Bowl - New**





PROGRAMS

Speakers Programs

CONVERSATIONS FOR CHANGE

Each year our parent organization issues an “Official National” Black History Theme. As a result, OASC builds its programming around the theme incorporating speakers and programs from various disciplines to explore the theme. Our subjects reflect a Los Angeles or California influence primarily in most cases.

This program has a student component that includes a monthly essay program. Students who attend the event are invited to create and submit an essay on the conversation. Middle and High School Students around the topic to create excitement in history and research. Leading to an end-year debate. Each winning essay receives a monetary prize. Each entrant receives a gift card or prize

During COVID our programs were held on ZOOM which allowed for a national audience. In 2025 we held in person events. In 2026 we will explore a hybrid model for the speaker series. The programs are free to the public in most instances.

AN AFTERNOON WITH AUTHORS (FEATURING EMERGING AND VETERAN BLACK AUTHORS)

Quarterly program that features up to 6 authors. Held to bring attention to emerging and veteran voices of the written word.

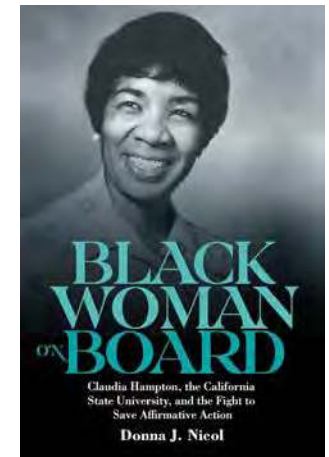
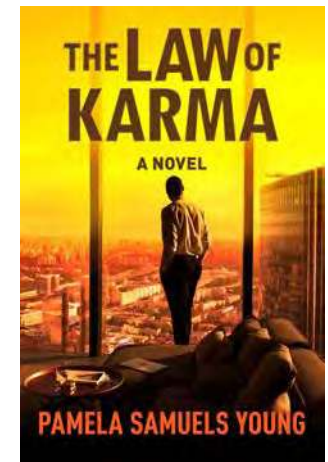
This program allows the public to have an intimate conversation with diverse Black authors who write in varied genres. Additionally, it provides support for the author and the bookseller by promoting the work through our marketing and promotional campaign

The program takes place quarterly in the afternoon with the exception of the first event that begins with our “An Afternoon of Authors” during the annual OASC City-Wide Celebration February each year.

SANKOFA (OASC PROFESSIONAL SPEAKERS’ BUREAU)

The Our Authors Study Club, Inc. offers public speakers under the OASC Sankofa Speakers Bureau. This program will host speakers in the subject matter of several topics of Black History in the Los Angeles Area and Southern California to help:

- ignite interest in Black History
- to spotlight hidden Black History gems
- articulate the importance of studying Black History
- share valuable resources for study of Black History
- increase cultural awareness and appreciation.
- increase the visibility of Our Authors Study Club (OASC) in the community.
- educate the public about the mission of OASC.





PROGRAMS

In The Community

Youth Programs

OASC Carter G. Woodson Scholarship Program

For more than seventy-five years, OASC has been investing in the educational pursuits of high-school students from the Los Angeles Area. Along the way, at the bequest of Vassie Wright, OASC provided financial assistance to graduate students as the need arose. Since its founding, OASC has awarded more than 500,000.00 to over 700 students in scholarships, mentoring and resources.

Today OASC continues to support student scholars with Care Packages, Inspirational Cards and help if needed. In addition, students make presentations on the annual theme at the Scholars Brunch where they are the key honorees and share with the attendees their progress.

OASC will begin annual selections of graduate students in 2024 in honor of the first graduate scholar an OASC Vice President who passed in 2023 Toni Mokjaeti Humber. Other Named scholarships include:

- Mordena Moore, Executive Director
- Joyce Sumbi, Member
- Delores Nehemiah, President
- Dr. Genevieve Shepherd, President

Carter G. Woodson Youth Oratorical Program

OASC Founder Vassie Wright was also a member of the Sigma Gamma Rho Sorority (SGRho). As a result, she created this program to be in partnership with SGRho.

This annual Oratorical Program concludes with a contest that is judged by a set of criteria designed to evaluate the quality of original written and oral presentations that demonstrate intellectual thinking and positive expression of the student contestants.

The oratorical program exists to help middle and high school students develop public confidence and deeper knowledge and appreciation for the issues, icons, and hidden elements of Black History.

Since 1947, the program has presented participants with an academic speaking challenge that teaches important leadership qualities, the history of the impact of African Americans in America and abroad, the ability to think and speak clearly, research techniques and an understanding of the duties, responsibilities, rights, and privileges of all Americans. Each year the students present a six minute or less original oration on the ASALH National Black History Theme. Students are given the opportunity to attend up to three coaching sessions prior to the competition to assist with composition and or presentation.

This competition provides young people with the opportunity to improve their public speaking skills and receive recognition for them.



Dr. Genevieve A. Shepherd
OASC President,
2007~2011



Dr. Dolores Nehemiah
OASC President
1987~2006

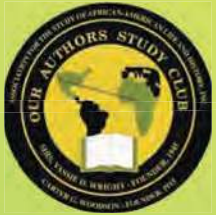


Joyce M. Sumbi
Executive Secretary,
Historian, and
Researcher
1980s ~ 2006



Mordena Moore
Executive Director
1980s ~ 2020





PROGRAMS

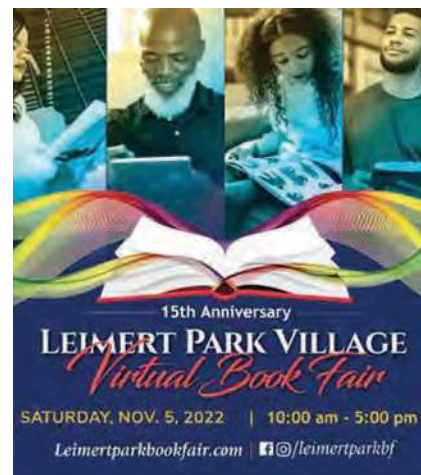
In The Community

OASC Community Relations/Cross-Cultural Partnerships

OASC seeks to work across diverse and intra-cultural relationships. As such, OASC works diligently to seek partnerships with organizations from the African diaspora and uses inclusive language in its outreach.

In addition, OASC supports many civic and community organizations that promote the same values and vision. Including the Los Angeles Urban League, The LA Opera, The Brotherhood Crusade, The Southern Christian Leadership Conference-Los Angeles, and the Black Hollywood Education and Resource Center to name a few.

The OASC is also a member of the multi-ethnic organization Out of Many One and the Beloved Community that includes members organizations from the Jewish, Black, Korean, Chinese, Japanese, African, White and Latino.



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PROGRAMS

Signature Event

OASC City-wide Black History Celebration (Signature Programs)

The OASC City-wide Black History Month Celebration is a signature Programs that feature and bring together the thought leaders, academic icons in Southern California, cultural institutions and artists, performers, youth and adults, elected officials, and leaders from organization from all walks of life to enjoy Black History Programs annually during the month of February

Through culture, scholarship, technology, and research, we create opportunities for everyone to learn about Black history and its peoples, increasing awareness, connection, and investment. There are Official major events during the month that include:

- Opening Day Ceremony – Begins with
 - Proclamation by the Mayor opening Black History Month
 - Ceremony in Council Chambers Honoring Living Legends and Hall of Fame Recipients
 - DCA Cultural Guide Unveiling
 - Public celebration outdoors after council chambers
- Annual Black History Bus Tour (virtual during covid)
- City-Wide Worship Service
- Founders Day
- Academic Scholar Round-table - Discuss the National Theme Impact Past, Present and Future
- An Evening With Authors – Discussion and spotlight Emerging and Veteran Authors
- Origins @Pico House – Reception at the Historic Pico House honoring a Los Angeles Icon or historical Event
- Carter G. Woodson Youth Oratorical Program



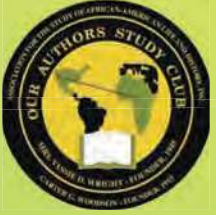
R/L: Eric Holder, US Atty. General (Retired) 2023 Hall of Fame Recipient; Leslie Sykes, Co-Anchor KABC7 News Morning Show Mistress of Ceremonies Opening Ceremony; Michael Lawson, President and CEO, Los Angeles Urban League, 2023 Honorary Chairman and Lura Daniels-Hall, President, Our Authors Study Club, Inc.



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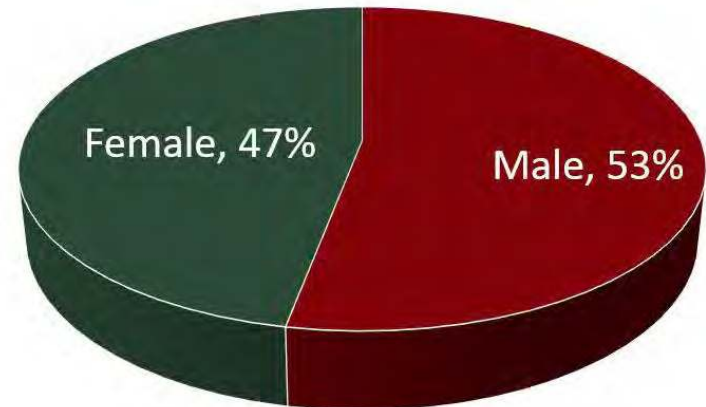


DEMOGRAPHICS

Benefits of Partnership

- Align your company with an organization that has a proven track record
- Connect your brand to this community at the ground level.
- Retain and increase customer loyalty.
- Reach your targeted market consumer.
- Market Unique Event
- Year-long benefits
- Option to customize partnership

Demographics



Numbers At-A-Glance *(*Aggregate numbers)*

- Number of Event Attendees Online: 15,000
* (due to Covid)
- Influencers Email Reached 1,500,000
- Marketing Activity:
 - Email: 3,850,000 LA Sentinel; BlackNLA; LA Focus Focus
 - Save the Date: EURweb, KPFFK; BHERC-TV, Pace News, dtla Weekly, Hub News (partial)
 - Radio: KJLH 102.3; KDAY 93.2; KPFFK, KFI, KBLA Talk
- Social Media Marketing Reach: 100,000
- Print Impressions: 2,350,000; LA Sentinel, LA Focus, PACE News
- Street Team Outreach: 60,000 Fliers

Audience

- LA Metro; San Francisco Bay Metro; Dallas Houston;
- Jackson/Miami; DC Metro
- International
- Community Oriented, Multi-Generational
 - Civic Minded
 - Cultured, Worldly & Fun
 - Cause driven
 - Tech Savvy
 - Upscale Diverse Audience



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OASC A Unique & Rare Value



“These are not just events — OASC is a civic institution. Partnering here places your brand at the intersection of culture, history, education, and social responsibility.”

Unique Value & Rarity

Unique Value & Rarity (Why OASC 2026 Is a Premium Sponsorship Opportunity)

Some key values:

1. Historic legacy & authenticity — OASC is chartered by Dr. Carter G. Woodson, has run Black History programs in Los Angeles since the 1940s, and is the recognized civic sponsor of Black History Month in LA.
2. Civic and political prestige — the event is officially recognized by the City/Mayor, with ceremonial elements (proclamations, council chamber honors)
3. Scarcity / exclusivity — there are very few events of this scale and heritage in SoCal exclusively dedicated to Black history
4. Youth & pipeline impact — your sponsorship links to education, scholarship, leadership development of future Black scholars
5. Cultural & media relevance — growing interest in authentic Black narratives makes this more than a “heritage event”; it's part of the cultural conversation
6. Hybrid / digital reach — ability to combine in-person prestige with expanded virtual reach
7. Multiplicative branding — visibility across partner institutions (museums, schools, libraries, civic bodies)
8. Organizational trust — OASC's long track record mitigates risk for sponsors

Virtual & Hybrid Audience Impact

In past years, OASC has used Zoom (especially during COVID) to engage national audiences and diaspora viewers. For 2026, a hybrid model (in-person + streaming) will continue to expand reach beyond SoCal to:

- African American audience in other US markets and the Diaspora communities globally
- Institutional partners (schools, libraries, universities) hosting shared viewing through our YouTube Channel

Virtual metrics: live stream view count, digital engagement (Q&A, polling), social media amplification, replays / archives

By combining in-person reach (hundreds to thousands) with virtual scale (thousands to tens of thousands), your investment can deliver both deep community impact and scalable brand exposure.

Household & Spending

- Many African American households in SoCal are middle to upper middle income with discretionary spend on culture, education, civic engagement
- \High value placed on education, youth programs, cultural institutions

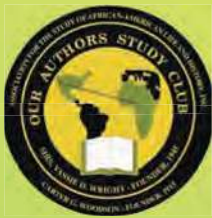
Age Distribution & Segments

- Strong representation in 25–54 age group (professional adults)
- Youth & teens (13–24) as key segment for oratorical / scholarship programs
- Older adults (55+) engaged in legacy, civic, heritage participation

Psychographics / Values & Motivations

Desire for authentic representation of Black history and culture

- A strong interest in uplift, education, legacy, social justice, equity
- Pride in heritage; engagement in institutions that honor community narratives
- Support for organizations that offer tangible youth investment or scholarship pathways
- Preference for brands that demonstrate responsible corporate citizenship and genuine inclusion



CORPORATE SPONSORSHIP

Signature Event Sponsorship Opportunities:

Reciprocities Custom designed

2026 BLACK HISTORY MONTH CITYWIDE CELEBRATION

\$50,000 / 6 events

- Opening Ceremonies
- Scholars Roundtable
- Afternoon With Authors
- Origins “At Pico House”
- Oratorical Competition
- Bus Tour

2026 ANNUAL OASC City-Wide Worship Service `

\$15,000.00/ includes opportunity for promotion at event and remarks on program

2026 ANNUAL CARTER G. WOODSON ICON AWARDS AND SCHOLARSHIP EVENT

\$30,000.00/ includes named scholarship and sponsorship of Summer Scholars brunch

BLACK HISTORY BOWL COMPETITION - NEW

35,000/ a fast-paced academic contest where participants test their knowledge of Black history, culture, and achievements through trivia-style questions.

2026 ANNUAL YOUTH ORATORICAL COMPETITION

\$15,000 / a public speaking competition where participants deliver prepared speeches to persuade, inspire, or inform an audience; including mentoring sessions and competition

2026 YOUTH DEBATE PROGRAM - NEW

\$20,000 / Sponsorship of new program designed to teach students real life conflict resolution through fundamental debate practices and competition. A high school debate contest; competitive event where students research issues and argue opposing sides using evidence, logic, and persuasive speaking.

2026 ANNUAL BLACK HISTORY BUS TOURS

\$15,000/ Sponsorship of Bus Tour

ORIGINS @PICO HOUSE

\$20,000/ Sponsorship of annual Black History event at the historic Pico House

Afternoons At the Bilbrew

\$10,000/ Sponsorship of OASC presentation of veteran and new authors and speakers that cover a variety of topics. Free to the public.

SANKOFA SPEAKERS BUREAU

\$15,000/ Sponsorship of the OASC Speakers bureau offering experts on a variety of topics impacting the African and African American culture.

How Will I Know Media Literacy Program

\$5,000/Media Literacy Workshop/ Sponsorship of 4 quarterly workshops using Black History content contemporary and past and current news to teach the ability to critically analyze stories presented in the mass media and to determine their accuracy or credibility.



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CORPORATE SPONSORSHIP

Signature Event Sponsorship Opportunities:

We offer customizable sponsorships based on your marketing objectives:

2-year Annual Commitment (Includes activation for all programs) National Black history Theme changes annually.

CORPORATE SPONSORSHIP:

- Legacy: \$50,000 Present
- Heritage: \$35,000+
- Hope: \$15,000+
- Vision: \$10,000+

Each level includes web and print branding, social media, product sampling, annual membership, inclusion in OASC year-long events.

IN KIND PARTNER: \$5,000

Sample your product at (2) our events or gift bags, and receive hospitality, branding,

MEDIA PARTNER: \$15,000-\$5,000/Annual or 5000.00 a-la-cart

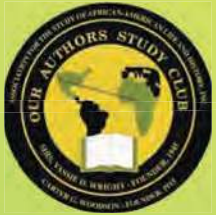
Opportunity for media partner to receive on-site branding, hospitality, and in exchange for media placements.



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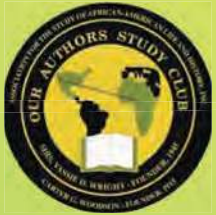


CORPORATE SPONSORSHIP BENEFITS

Sponsorship Grid

	Legacy \$50,000	Heritage \$35,000	Hope \$15,000	Vision \$10,000	Media/ Hospitality In- Kind \$5,000
ACTIVATION & ON-SITE	X				
Logo on Step & Repeat	X	X			
Sponsorship of Awards Gala (Reception, After-Party)	X				
Logo on Event Signage	X	X	X	X	
Logo on Membership OASC Card	X				
HOSPITALITY					
Concierge Services, Branded VIP Seating, early entry	X	X	X	X	X
Event Seats/Passes/Discount on additional Seats/ Passes*	X	X	X	X	X
Access to Hospitality area	X	X	X	X	X
MARKETING EXPOSURE					
Logo in Program(les) where available	X (cover)	X (full pg color)	X (full pg color)	X (half pg)	X
Ad in Program(s)	X	X (logo)	X (logo)	X	
Branding on Website	X	X			
Branding on Event/Lanyards	X	X			
Inclusion in print and electronic ads	X	X			
On screen ads during Event (where available)	X				
Logo in Eblasts	X	X			
Dedicated Eblasts	X	X			
Social Media	X	X			
Press Release	X	X			
Co-Branded Gift Bag (option)	X	X			
Premium Logo item in gift bag (option)	X	X			
(other tbd)	X	X			





CORPORATE SPONSORSHIP BENEFITS

Sponsorship A-La-Carte Opportunities

		Inside Cover (Front)	Inside Cover (Back)	Full Page (Color)	Half Page
Program Ads		\$5,000	\$5,000	\$3,000	\$1,500
76th Annual African American History Month	\$35,000				
Carter G. Woodson Icon Awards & Scholarship Event	\$30,000				
Black History Bowl	\$35,000				
Origins @ Pico House	\$20,000				
City Wide Black History Worship Service	\$20,000				
Annual Black History Bus Tour	\$15,000				
Youth Oratorical Contest & Mentoring	\$15,000				
Youth Debate Program - NEW	\$20,000				
Sankofa Speakers Bureau	\$15,000				
Afternoon/Evening With Authors	\$10,000				
Annual Black History Roundtable	\$15,000				
Conversations For Change Speakers Series	\$10,000				
OASC Preservation Initiative	\$20,000				
Media Sponsor A-Lacarte (per event)	\$5,000				
Media Literacy Workshop	\$5,000				
Hospitality (Where available)	\$5,000				
Lanyard Printing	\$3,500				
Gift Bag	\$3,500				
Marketplace Booths (1 8ft Table where available – ask for non-profit rates)	\$1500				

Note: Contact OASC for customized Institutional partnerships

\$1,000



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SPONSORSHIP COMMITMENT

Sponsorship Commitment Form

Legacy	\$50,000+	
Heritage	\$35,000+	
Hope	\$15,000+	
Vision	\$10,000+	
Media/In-Kind (A-LaCarte4)	\$5,000+	
Media/In-Kind (Annual/All Events)	\$15,000	
76th Annual African American History Month	\$35,000	
Carter G. Woodson Icon Awards Event	\$30,000	
Black History Bowl	\$35,000	
Annual Black History Roundtable	\$15000	
Carter G. Woodson Scholars Brunch	\$5000.00	
Origins @ Pico House	\$20,000	
OASC Preservation Initiative	\$20,000	
Annual Black History Bus Tour	\$15,000	
Youth Oratorical Contest & Mentoring	\$15,000	
Conversations For Change Speakers Series	\$10,000	
City-Wide Black History Worship Service	\$20,000	
Sankofa Speakers Bureau	\$15,000	
Afternoons at the Bilbrew	\$10,000	
Media Literacy Workshops	\$5000	
Gift Bags		
Hospitality (Where available)	\$5000	
Lanard Printing	\$3,500+	

	\$2,500	
Marketplace Booths (1 8ft Table where available – ask for non-profit rates)	\$1,500	

PROGRAM ADS

☐ \$5,000: Inside Cover (Front)
☐ \$5,000: Inside Cover (Back)
☐ \$3,000: Full Page (Color)
☐ \$1,500: Half Page

CONTACT INFORMATION

Name

Business Title

Company

Address

Assistant/Contact Name Phone Email

Phone Fax Email

BILLING INFORMATION

Bill Me ☐ Check ☐ Credit Card: ☐ Visa ☐ MasterCard

Credit Card #

Exp. Date

Sec. Code

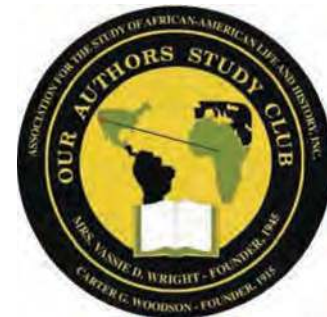
Authorized Signature



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*THANK YOU FOR YOUR
CONSIDERATION!*

Contact Us

www.oascla.org

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