



Spread the Word: How to Implement a Community Literacy Festival

1999

Written by:
Cathy Rogers Stahr, BA, MA

Published by:
[Georgian Literacy](#)



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Table of Contents

Table of Contents

Acknowledgments

Preface

[Understanding Literacy](#)

[Literacy and Regional Differences](#)

[Literacy and Education](#)

[Literacy and Employment](#)

[Literacy and Aging](#)

[Literacy and Health](#)

[Literacy and Crime](#)

[Literacy and Family](#)

Introduction

[Spread the Word](#)

[Planning the Festival](#)

[Committee Development](#)

Chair

[Job Description](#)

[Critical Path](#)

[Problem Prevention](#)

[Crisis Management](#)

[Legal Issues](#)

Administrative Assistant

[Job Description](#)

[Human Resources Development Canada, Job Creation](#)

Children's Activity Co-ordinator

[Job Description](#)

[Children's Activity Area](#)

[Poster Contest](#)

[Read-a-thon](#)

Author Co-ordinator

[Job Description](#)

[Choosing Authors](#)

[Attracting Authors](#)

[Logistics of the Readings](#)

Exhibitors Co-ordinator

[Job Description](#)

[Fee Structure](#)

[Exhibitor's Form](#)

[Weather](#)

[Access](#)

[Sound System](#)

[Site Map](#)

Food Services Co-ordinator

[Job Description](#)

[Food Booths](#)

[Food Samples](#)

[Hospitality Area](#)

[Helpful Tips](#)

Fund Raising Co-ordinator

[Job Description](#)

[Sponsorship Package](#)

[Servicing the Sponsor](#)

[Reporting to the Sponsor](#)

[Government Funding](#)

[National Funding Agencies](#)

[The Canada Council for the Arts](#)

[Canadian Heritage, Cultural Initiatives Program](#)

[National Literacy Secretariat](#)

[Provincial Funding Agencies](#)

[Ontario Arts Council](#)

[Ontario Tourism Event Marketing Partnership Program](#)

[Ontario Trillium Foundation](#)

[Regional Funding](#)

[Fund Raising Activities](#)

Marketing Co-ordinator

[Job Description](#)

[Logo](#)

[Poster](#)

[Brochure](#)

[Flyer](#)

[Media Relations](#)

[Media List](#)

[Media Release](#)

[Deadlines](#)

[Interviews](#)

[Press Conference](#)

[Internet](#)

[Speaking Engagements](#)

[Signage](#)

[Checklist for Developing a Marketing Plan](#)

Local Authors' Co-ordinator

[Job Description](#)

[Poetry Contest](#)

Treasurer

[Job Description](#)

[Sources of Revenue](#)

[Potential Expenses](#)

Co-ordinator of Volunteers

[Job Description](#)

[Recruiting Volunteers](#)

[Volunteer Job Descriptions](#)

[Motivating Volunteers](#)

Hospitality Co-ordinator

[Job Description](#)

[Hospitality Lounge](#)

[Bed and Breakfasts](#)

Festival Book Store Co-ordinator

[Job Description](#)

[Organizing a Festival Book Store](#)

[Promoting a Festival Book Store](#)

Used Book Sale Co-ordinator

[Job Description](#)

[Organizing a Used Book Sale](#)

Celebrity Book Auction Co-ordinator

[Job Description](#)

[Organizing a Celebrity Book Auction](#)

[Celebrity Addresses](#)

[Request and Thank You Letters](#)

[Auction Forms](#)

Writing Workshop Co-ordinator

[Job Description](#)

[Workshop Seminars](#)

Entertainment Co-ordinator

[Job Description](#)

[Entertainment for Future Festivals](#)

Conclusion

References

Appendices

[Appendix A - List of Writers' Associations](#)

[Appendix B - List of Arts Councils](#)

[Appendix C - List of Publishers and Editors](#)

[Appendix D - Canadian Heritage, Cultural Initiatives Program, Provincial Contacts](#)

[Appendix E - National Literacy Secretariat, Provincial Contacts](#)

[Appendix F - Literary Festivals and Events](#)

[Appendix G - Literacy Events and Contacts](#)

[Appendix H - List of Travel and Tourism Links on the World Wide Web](#)

[Appendix I - Spread the Word Literacy Festival Survey Results, 1999](#)

Acknowledgments

This report was produced with the financial assistance of the National Literacy Secretariat and the Ontario Ministry of Education and Training - Literacy and Basic Skills Section.

**Le Secrétariat
national à
l'alphabétisation**



**National
Literacy
Secretariat**

The process of bringing together this research was made possible through the support of Georgian Literacy and the Spread the Word Committee. In particular, I would like to thank the Committee Chair and Coordinator of Georgian Literacy, Roger Hannon, whose guidance was invaluable.

I would like to acknowledge the Canada Council of the Arts, the National Literacy Secretariat, ABC Canada, the Department of Canadian Heritage, and the Town of Collingwood Parks Recreation and Culture Department for their assistance with the collection of data for this study.



The Ontario Ministry of
Education and Training

I also wish to thank all of the writers' associations, provincial arts councils, literary festival committees, tourist associations, Canadian celebrity authors, and Canadian publishers who provided information for this report.

Support for this initiative was overwhelming. By sharing knowledge about literacy, funding, special event planning, and so on, we have created a fun, family-oriented festival that celebrates the joy of literacy.

Cathy Rogers Stahr, 1999

Preface

Understanding Literacy

Recent studies have shown that most adults can read, but not well enough to deal with the difficulty associated with daily tasks. Approximately 22% of Canadians aged 16 years and older fall into the lowest level of literacy (Stats Can., 1996, 20). They have difficulty dealing with printed materials and most likely identify themselves as having difficulties reading. Another 26% belong in the second lowest level and can deal only with material that is simple and clearly laid out (Stats Can., 1996, 20). Both Level 1 and Level 2 adults can read, but not well. Based on this information, we must reconceptualize our understanding of literacy.

"Modern life is faster, with more printed - and electronic - materials being put before us daily than ever before, and our daily decisions are much more likely to involve the use of print. This was not the case even a decade ago" (Stats Can, 1996, 14).

Today, when discussing literacy, we mean the ability to use information from printed texts. Literacy is now divided into the following three domains: prose literacy, document literacy, and quantitative literacy. Each domain exists in varying degrees. This is based on the fact that everyone has some level of literacy skill and proficiency. Data from the International Adult Literacy Survey (IALS) shows how and why literacy skills vary among Canadians.

Literacy and Regional Differences

The IALS results indicate that literacy skills vary by region. For instance, a larger number of adults with high literacy skill levels live in the western provinces and Ontario; whereas, a larger number of adults with low literacy levels live in the eastern Atlantic provinces and Quebec (Stats Can., 1996, 20). This is directly related to education: regional differences in levels of literacy skills are consistent with regional differences in educational attainment.

Literacy and Education

It is important to note that as much as education causes literacy, literacy skills also play a role in one's decision to continue with educational pursuits. Only a minority of Canadians with low literacy levels saw a need to improve their skills. Without a realistic sense of the adequacy of their skills, Canadians may not make sound choices about their participation in remedial education.

As a rule, those who do not have secondary education are at Level 1, those who have some secondary education are at Level 2, those who have a high school diploma are at Level 3 or lower, those who have a community college diploma are at Level 3 or higher, and those who

have a university degree are at Level 4/5 (Stats Can., 1996, 24). One third of the Canadian population does not fit into this general pattern. Thus literacy is not a skill that is fixed by education; rather, literacy levels can develop or lapse depending on what one chooses to do after leaving school. In order to be maintained or developed, literacy skills must be regularly practised.

Literacy and Employment

The IALS results also indicate that the majority of adult Canadians read mainly at work. If employment opportunities are not designed to promote literacy skills by requiring workers to use their skills, then workers are more likely to exhibit lower literacy levels.

"Individuals with low literacy skills have difficulty using printed information, participate less frequently in community activities, and they are less likely to achieve economic success than those with higher skills" (Stats Can., an., 1996. 39).

There is no single standard of literacy for occupations in Canada. Obviously, satisfying and rewarding employment opportunities exist for those at levels below 4/5. However, the higher the literacy level, the less likely someone is to be unemployed. For example, approximately three times as many unemployed Canadians are at Level 1 compared with those who are employed (Stats Can., 1996, 46). As well, those at higher literacy levels work more weeks per year than those at lower levels. People not receiving Employment Insurance (EI) are more likely to be at higher literacy levels (keep in mind that employment affects literacy as much as literacy affects employment). Similarly, those not receiving Social Assistance (SA) are more likely to be at higher levels. Clearly, literacy programs for people receiving EI or SA would meet a significant need.

"If employment growth continues to be concentrated in industries and occupations with high skill demands, those Canadians [receiving, EI or SA] are likely to find it increasingly difficult to complete (Stats Can., 1996, 50).

On average, within the workplace, individuals at high skill levels receive much more training than those at low skill levels. Yet, in workplaces where literacy programs are offered, employers report a significant increase in reading speed and comprehension, large numbers of students taking further literacy instruction at higher levels, and many students completing high school equivalency requirements. As well, literacy instruction leads to increases in sales, market share, and productivity, and decreases in wasted material, machine set-up time, and customer complaints. Clearly, there are many benefits from providing literacy instruction in the workplace.

Literacy and Aging

Literacy is also related to aging. One fifth of Canadians aged 45-54 have a serious literacy problem (Stats Can., 1996, 37). Yet, with mandatory retirement in Ontario at age 65, most people aged 45-54 expect to be working for 10 or 20 more years. Unfortunately, with restructuring and high unemployment, older workers who lack basic skills are the first to lose jobs and are the last to find new employment.

In Canada, over 1.6 million Canadians over age 65 perform at Level 1 (Stats Can., 1996, 38). Therefore, older Canadians are less likely to have the literacy skills needed for everyday life. As well, older citizens are more likely to become ill or disabled - when combined with low literacy levels, this worsens the health of seniors and leads to increased spending on health care.

Literacy and Health

Low literacy levels clearly have a negative impact on health. For instance, people at low literacy levels have difficulty accessing critical health information which is generally provided in print format. Poor literacy skills are also correlated with such unhealthy behaviors as smoking, lack of exercise, and lack of preventative care (for example, breast exams, blood pressure checks, and so on) because much of this health promotion relies on printed material. Reading instructions on medicine bottles, writing complaints regarding medical treatment, and signing consent forms are only a few instances when lower levels of literacy can have a serious negative impact.

Literacy and Crime

Low levels of literacy are also related to crime levels in Canada. Correctional Services Canada estimated that 65% of prison inmates lacked literacy skills (Lit. Link, 1999). Successful rehabilitation programs have focused on teaching prisoners to improve their thinking skills and develop different problem solving and reasoning strategies. Such critical cognitive skills are often learned through the acquisition of literacy.

Literacy and Family

Low literacy levels tend to be passed from one generation to the next. Twice as many children of parents with literacy problems have low reading scores compared to children of more literate parents (Lit. Link, 1999). One of the best ways to support children's learning is to ensure that their parents have opportunities to improve their own literacy skills, if necessary.

As Jean Pignal Of Statistics Canada wrote, "literacy is important: it rewards those are not. For the individual, literacy affects employment success, income and life chances: literacy is both enriching and empowering" (Stats Can., 1990, 79).

Introduction

Spread the Word

In the spring of 1998, Georgian Literacy held its first Spread the Word Literacy Festival in Collingwood, Ontario. The free, accessible, daylong celebration featured readings by numerous well-known Canadian authors and many local writers. Visitors enjoyed storytelling, children's activities, entertainment, a celebrity book auction, an international food fair, a variety of exhibits, and much more!

Spread the Word is a festival that appeals to people with literacy skills ranging from Level 1 to Level 4/5. The primary focus of the festival activities is to show literacy in a non-traditional setting. The festival also provides an environment where everyone feels comfortable attending author readings. Thus the Spread the Word Literacy Festival brings literacy and literary worlds together.



Planning the Festival

Planning for Collingwood's first literacy festival took approximately two years. With the benefit of experience, our second festival took only eight months to plan. By sharing our stories of successes and failures, and featuring ideas from numerous literary festivals, we hope to assist other literacy associations that wish to hold literacy festivals similar to Spread the Word. We suggest that you choose what suits your needs, budget, contacts, and so on. Once the festival grows, you may wish to add to your list of events. This also adds excitement and variety to future festivals.



Our Mission

To provide a fun, family-oriented festival to celebrate the joys of literacy, We hope to inspire an awareness about the importance of literacy at home, in the community, and at work.

Our Vision

To promote and unite a family of readers and potential readers through readings, literacy information, book selling, family fun activities and live entertainment.

The Result

An event that is able to increase literacy awareness while at the same time raises much-needed funding to expand existing literacy programming in order to touch the lives of more potential readers.

When the Coordinator of Georgian Literacy decided to explore the notion of holding a literacy festival in Collingwood, he first met with representatives from the Town of Collingwood Parks, Recreation and Culture Department, the Collingwood Public Library, and the Family Resource Centre. This group then assembled a steering committee of six people who developed the major aspects of the festival including author readings, children's activities, exhibitors, location, date, and so on.

Committee Development

The job descriptions included in this report are derived from the committee members' roles in 1998 and 1999. Some of our committee members took on more than one role in order to accomplish all of the tasks we had set out for ourselves. The Chair, for instance, played a strong role in most of the committees. Similarly, the Coordinator of Volunteers also organized the Used Book Sale. Keep in mind that a committee that is too large can become unruly very quickly; however, a committee that is too small can become disheartened if members are over-worked.



Spread the Word Chair, Roger Hannon, left, Paul Bonwick, MP Somcoe/Grey, and Josephine Balloi, Town of Collingwood, happily spread the word.

Several of our most valuable contacts did not have the time to act as working members on our committee. Still, these "honorary members" were integral as they supported our goal, established contacts, signed letters, and recruited other qualified committee members.

The committee also consisted of advisors from the Collingwood Town Council. This was an invaluable partnership as it allowed the committee to make decisions that benefitted both the town and Georgian Literacy. For a festival of this size, it was important to garner support from the town. Having easy access to information regarding the rental of public buildings, insurance requirements, town by-laws, and so on was also an advantage of this partnership.

This report features each committee position and details the tasks associated with each role. Depending on the people who make up your committee, you will have to decide how to divide roles and responsibilities. As the structure and support of literacy associations vary across Canada, so too will your views of the perfect literacy festival for your community. This guide will present you with a detailed account as to how we planned the Spread the Word Literacy Festival - use this as a starting point for your festival.

Chair

- Responsible for overall operation of the festival (coordinate roles, create critical path, manage crises, consider legal issues, and so on).
- Host monthly meeting with entire committee
- Act as liaison for all committee members.
- Stage organizational meetings as needed.
- Produce newsletter to send out to Canadian-based publishing houses to inform them about Spread the Word.
- Produce promotional materials and information packages to send to authors and exhibitors; send follow up letters (see Author and Exhibitor Sections).
- Prepare sponsorship packages to send to area service clubs, local businesses, and foundations (see Fund Raising Section).
- Prepare and distribute press packages (see Marketing Section).
- Fill committee positions with qualified individuals.

Vice Chair

- Responsible for duties in the absence of the chair.

Qualifications

- ✓ Sound knowledge of various levels of government.
- ✓ Sound knowledge of the literary community.
- ✓ Management skills.
- ✓ Problem-solving experience. Strong public relations skills.
- ✓ Desktop publishing skills.
- ✓ Extensive community awareness.

Time Commitment

- 🕒 A large time commitment, days and evenings, working both independently and with others.
- 🕒 Attend monthly meeting (approximately 2 hours per month).
- 🕒 Meet with individual committee members to answer questions and provide support (approximately 20 minutes each per month).
- 🕒 In final two months, 10 to 15 hours per week to prepare (i.e., finalize the official program, verify author appearances, check with exhibitors, etc.).
- 🕒 In the final week, several full days are needed for set up.

Critical Path

Working with all of the sub-committees, the Chair is responsible for creating a critical path for the festival (see [page 11](#)). We held a working meeting at which time we listed all the tasks (including the smallest details) necessary to organize the festival. We then prioritized the tasks and determined the time needed for completion. Formulating a critical path is worth the effort because it shows individual committee members how their efforts affect the committee as a whole. This process also encourages people to stay focused by revealing the importance of meeting particular deadlines.

Problem Prevention

Another exercise for the Chair and the committee is to list all of the problems that can potentially occur at the event and then determine the steps that can prevent them (Prima, 1998). Consider the following categories:

✓ Washrooms	✓ Accessibility	✓ Emergencies
✓ Signage	✓ Temperature	✓ Scheduling
✓ Parking	✓ Merchandise	✓ VIP's
✓ Food & Beverage	✓ Lighting & Sound	✓ Participant Expectations
✓ Lineups	✓ Coat Check	✓ Media
✓ Crowds	✓ Information	✓ Program
✓ Hidden Costs	✓ Speeches	✓ Security
✓ Weather	✓ Announcements	✓ Seating
✓ Waste Disposal	✓ Staff and Volunteers	✓ Sponsors

Crisis Management

The Chair should have a plan to deal with a crisis (Prima, 1998). Consider the following:

- prepare an Emergency Procedures Plan;
- develop evacuation procedures;
- develop a plan for dealing with the media;
- train and educate your staff and volunteers; prepare a list of such important phone numbers as police, fire, hospital, ambulance, official spokesperson, title sponsor contact, and committee members.

"My favorite part of the festival would be seeing so many people celebrating reading at one time under one roof It's exciting. What's also nice is that some of our learners were in attendance." Roger Hannon, Chair Spread the Word

Legal Issues

The Chair must also consider the following legal issues:

- contracts - sponsors, exhibitors, authors, entertainers, etc.
- permits and licences
- insurance - property, vehicles, equipment
- liability issues - waivers, responsibility.

Spread the Word Literacy Festival Critical Path

ITEM	DETAILS	WHO?	DEADLINE
OVERALL PLAN	Book Curling Club, talk to YMCA	Roger	January 1, 1999
	Arrange signage	Roger	April 1, 1999
	Develop Opening Ceremonies plan	Roger, Committee	April 15, 1999
	Arrange for authors	Roger	January 30, 1999
MARKETING, SPONSORSHIP	Submit sponsor apps to Bell Canada, Chapters, and CIBC	darci-que	January 15, 1999
	Submit letters looking for service club support and support from local manufacturing, business	Heather Ann	January 22, 1999
	Submit applications to foundations: Friends of Environment, Trillium and Tourism	Roger, Heather Ann	January 22, 1999
PUBLICITY AND PROMOTION	Send out early notice to literary mags, etc. (e-mail, mass mail)	Roger, Wanda	January 22, 1999
	Write and distribute news releases for authors	Roger, Committee	ongoing
	Develop poster for mass mail	Roger, Committee	March 31, 1999
	Media launch	Roger	May 15, 1999
	Media invitations	Roger	May 15, 1999
	Put up signs, ask for sign displays	Committee	early May, 1999
CHILDREN'S ACTIVITIES	Poster contest details	Traci	April 30 deadline for contest, April 5 to schools
	Spotlight entertainment (contact, book, needs, meet and greet)	Traci	Feb. 1, 1999
	Maggie the Muffin	Traci	Feb. 15, 1999
	Artventure (Lory Mc.)	Deb	Feb. 1, 1999
	Purple dinosaur (book, pick up, volunteer, return suit)	Traci	April 1, 1999
	Spelling Bee		

	Character costumes (ordered through publishers, volunteers, pick up, return)	Traci and Fraser	
	Read-a-thon (info pkg, sponsor sheets)		April 19 (schools) May 3-17 contest
	Face painting	Traci and Judy	
	Activity schedule	Traci	May 28,1999
	Dragoon Puppet Theatre	Traci	Feb. 1, 1999
	Magician	Traci	Feb. 1, 1999
	Storyteller	Traci	Feb. 1, 1999
	Jean Vanier High School	Roger and Traci	Feb. 1, 1999
	My Friend's House	Traci	March 1, 1999
FINANCES	Submit budgets	Brenda and Committee	Feb. 1, 1999
	Monitor budget	Brenda	Ongoing
	Get floats, cash boxes for merchandise, etc.	Brenda	May 27,1999
HOSPITALITY	Determine needs	Brenda P. and Roger	April 15, 1999
	Purchase materials	Brenda P.	May 22,1999
	Set up and operate	Brenda P.	May 29, 1999
VOLUNTEER RECRUITMENT	Place ad in papers	Judy and Roger	January 14,1999
	Collect responses at Georgian Literacy	Roger	Ongoing
	Contact potential volunteers, areas of interest	Judy	January 30, 1999
	Subcommittees let Judy know about volunteer needs	Committee	Feb.14,1999
	Assign volunteers	Judy	March 15, 1999
FESTIVAL BOOK STORE	Receive list of guest authors	Roger	Feb. 1, 1999
	Order books of authors through publishers	Fraser	April 1, 1999
	Determine site of book store	Fraser, Al, Karen	April 1, 1999

Exhibitors, Layout, Ambiance	Receive all books	Fraser	May 22,1999
	Return unsold books	Fraser	May 31, 1999
	Collect list of last year's exhibitors	Al, Karen, Roger	Jan. 12, 1999
	Mail exhibitor forms to last year's participants	Al, Karen, Roger	Jan., 12, 1999
	Mass mail to publishers	Al, Karen, Roger, Wanda	Jan. 29, 1999
	Receive, place exhibits	Al, Karen	April 15, 1999
	Determine, set layout needs, rentals (tents)	Al, Karen	April 15, 1999
	Set up of festival	Committee, volunteers	Week of May 24 - May 29
	Take down	Committee, volunteers	May 29,1999
LITERARY CONTEST	Set draft guidelines	Devon	Jan. 14, 1999
	Find judges for each category (3)	Devon	Jan.22,1999
	Set final guidelines	Devon	Feb. 7, 1999
	Advertise for participants	Devon	Feb. 15 to April 1
	Set deadlines for entries	Devon	April 30, 1999
	Need location for entries	Georgian Literacy	April 30,1999
	Obtain prizes	Devon	Feb.15,1999
	Judges look at entries	Devon, judges	
	Identify area for prize presentations	Devon, committee	Jan.12,1999
	Presentations at festival	Devon	May 29, 1999
CELEBRITY BOOK AUCTION	Identify Canadian celebrities	Cathy	Nov. 13,1998
	Write letters for books	Cathy	Nov. 20,1998
	Post letters	Cathy and Roger	Nov.25,1998
	Phone CBC for list of talents	Cathy	Dec.20,1998

	Receive, record, store books	Roger	Ongoing
	Organize volunteers	Cathy and Judy	May 1, 1999
	Create forms for auction	Cathy	May 22,1999
	Auction, set-up, float, etc.	Cathy	May 29,1999
	Letters of thank you	Cathy	June 15, 1999
	Post letters	Roger	June 22, 1999
FOOD SERVICES	Get vendors for food fair	Cor	April 1, 1999
	Identify location for space, utilities, Health Unit (Health permit may be needed earlier)		

Administrative Assistant

- Responsible for taking meeting minutes and distributing to committee members.
- Contact with committee members prior to meetings.
- Typing correspondence for the Chair and the committee.
- Distributing information packages.

Qualifications

- ✓ Able to attend all meetings.
- ✓ Shorthand skills (or equivalent note taking skills).
- ✓ Word processing skills.
- ✓ Excellent written and oral communication skills.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours per month).
- ⌚ Type and distribute minutes (approximately 2 hours per month).
- ⌚ Five months prior to festival, clerical duties increase (approximately 4 hours per week).

Human Resources Development Canada

After our first festival, the committee saw the need for help during the last few months of preparation prior to the event. As most of the committee members were volunteers, many were not able to contribute the time necessary for the clerical responsibilities associated with the positions. Therefore, for our second festival, the committee partnered with the Parks, Recreation, and Culture Department of the Town of Collingwood to hire an employee through Human Resources Development Canada. This employee worked out of Town Hall and, along with her tasks dictated by the Parks, Recreation, and Culture Department, was responsible for sending out correspondence, making phone calls, and so on for the Spread the Word committee. This arrangement allowed us to draw on the expertise of committee members who otherwise may not have had the time to commit to the festival.



Spread the Word Committee Members giving out free tickets for a draw - a great way to monitor numbers at the festival.

Children's Activities Co-ordinator

- Assemble children's activities and special events that have a direct link to literacy (for example, poetry and puppetry, TVO's Dudley the Dragon, Book Mice, etc).
- Meet the needs of the children's entertainers (for example, prepare the stage, act as hostess on the day of the event, and so on).
- Book children's characters' costumes and organize volunteers to wear the costumes.
- Arrange for sponsors to donate prizes for children's activities - remember to acknowledge sponsors with a thank you.
- Co-ordinate a Read-a-thon for children.
- Co-ordinate the children's poster contest.

Qualifications

- ✓ Knowledge of educational programming.
- ✓ Familiarity with children's entertainers.
- ✓ Connections within local schools.

Time Commitment

- ☺ Attend monthly meeting (approximately 2 hours per month).
- ☺ Beginning in January, planning increases to 2 hours per week.
- ☺ Attend monthly sub-committee meetings beginning in January (approximately 1 1/2 hours each).

Children's Activity Area

The children's activity area of the Spread the Word festival was very well received. It presented a new approach to literacy through the development of a wide variety of communication skills. Grammar, story structure, and theatrical form were included in the following activities:

- ☺ a pond where children fished for letters and won small prizes;
- ☺ a large mural with the slogan "Read to Me" where children were encouraged to draw or paint;
- ☺ a puppet making workshop presented by a local artist;
- ☺ children's face painting;
- ☺ a performance by Beauty and the Beat (Book Mice);
- ☺ a lively children's play presented by the local high school drama class;
- ☺ children's characters such as Clifford the Dog, the Purple Dinosaur, and Arthur wandered through the event;

- 😊 parents' information sessions on the importance of reading to children;
- 😊 local non-profit groups with a mandate that includes children (for example, My Friend's House Women's and Children's Shelter) received free booth space in return for providing children's activities.

Poster Contest

To publicize the festival, we had a children's poster contest which was held in conjunction with the local schools. Approximately one month before the festival, the Children's Activities Coordinator contacted local schools and discussed the festival and the poster contest. The posters depicted "literacy". Judging was based on a lottery rather than skill. Compact discs and books were the prizes presented at the festival. The posters were used as decoration in the booths at the festival: parents and children were encouraged to find their poster by visiting all of the booths.



Face painting in the children's activity area.

Read-a-thon

For the second Spread the Word Literacy Festival, we held a children's read-a-thon. Encouraging children to read was the main priority of the read-a-thon; however, it also acted as a fund raiser for Georgian Literacy. Children were encouraged to seek pledges for their involvement in the read-a-thon. The focus was on reading as a whole, not on the number of books a child read. The class that raised the highest amount of pledges received coupons for free pop and pizza available at the festival. This activity encouraged literacy, involved children with the festival, and promoted the festival within the community.



Dancing with TVO's Dudley the Dragon in the Children's Activities tent.

Author Co-ordinator

- Responsible for compiling a list of potential Canadian authors who might read at the festival.
- Contact authors.
- Apply for funding through the Canada Council for the Arts and other sources (see [Fund Raising Section](#)).

Qualifications

- ✓ Strong ties to the publishing and authoring communities.
- ✓ Personal connections with Canadian celebrity authors.
- ✓ Knowledge of preparing literary readings.
- ✓ Knowledge of sources of funding for literary readings.
- ✓ Familiarity with local, provincial, and national arts councils.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours per month).
- ⌚ Throughout the fall and the spring, planning increases to 2 hours per week.

It is important to send letters to authors very early. Often, authors are on tour in which case they may not receive the letter for quite some time. Prominent authors are often booked well in advance.

Choosing Authors for Spread the Word

The Spread the Word festival committee wanted to attract authors from various ethnic backgrounds. The committee hoped to schedule a range of authors that would entertain and stimulate both the young and old. Author Coordinators may want to follow the lead of the *Ottawa International Writers Festival* which has an excellent interactive web page www.writersfest.com/html/english.html that enables the public to request writers they wish to see at the festival (see [Appendix F](#)).



Author Reading Tent at Spread the Word 1999.

Some literary festivals choose writers based on a particular theme. For example, in 1998, the *Ottawa International Writers Festival* based their readings on the theme of human rights and included English, French, and Aboriginal writers from across Canada and around the world. Similarly, the *Yukon International Storytelling Festival* (see [Appendix F](#)) promoted cultural understanding through oral storytelling as they showcased people from many different language groups from around the world.

The Spread the Word Committee approached different writers each year in order to provide our audience with a variety of Canadian talent. Similarly, *Scream in High Park*, a Toronto-based literary festival, has a five year moratorium on repeat performers (see [Appendix E](#)).

"The best way to attract authors is with money. Most of them receive pitiful returns from their writing and actually use performance/appearance fees to live on. It also helps to be able to throw in a few names of authors who have appeared at your events in the past, the fact that you are a non-profit group with a good cause, and any local attractions that might appeal to specific authors. They like to sense eagerness and commitment in their hosts."
Gary Hyland, *Festival of Words, Saskatchewan*

Authors expect travel expenses, a small honorarium, and sometimes accommodations for their services at a festival. Such budget considerations affected the outcome of our choice of authors. We have always contacted authors from Central Ontario alone because we have not had a large travel budget. We were able to provide accommodations at local bed and breakfasts because we received the rooms free of charge in exchange for advertising the B&B's at the festival. For our second festival, we received a Canada Council for the Arts grant which helped to pay for authors' honorariums and travel expenses (see [Fund Raising Section](#) and [Appendix B](#)). Using the Internet, we obtained a list of Canadian authors supported by the Canada Council. Keep in mind that when applying for grants, festival organizers need to make arrangements with authors well in advance of the festival.

Attracting Authors to Spread the Word

When surveyed for this report, many Canadian publishing companies felt that festival organizers should contact authors through their publishers. If an author is on tour, his or her publisher can forward the letter. Also, publishers know the authors' schedules. As well, it is the publisher who arranges to have books available at the event for signings.

When we first began to promote our festival to the publishing community, we sent out over 150 newsletters to Canadian publishers (see [Appendix C](#)). After "spreading the word" about the festival, we contacted individual authors through their publishers. This was time consuming because the letters had to travel through many hands before reaching the author. As a result, many of the authors we contacted did not receive the letter in time to arrange a reading at the festival.

The Spread the Word committee was most successful once we appealed to a local "Canadian celebrity author" who helped us to contact other celebrity authors directly. This system was very efficient. Also, our contact's name lent us credibility when her colleagues saw that she was in support of the festival. Similarly, both the *Festival of Words* and the *Eden Mills Festival* contact the majority of their authors directly (Hyland, 1998, see also, Rooke, 1998, and [Appendix B](#)).

When we first approached the authors, we sent a letter and a pamphlet relating to the festival. The second year, we built on our accomplishments and sent an information package, newspaper clippings, and names of people who participated the previous year. Our first festival featured 18 celebrity Canadian authors. We felt that this was too many so, for the second year, we showcased 12 celebrity authors.

"Quite often, people who are new writers are interested in the activities of a small press, they like to have the process of publishing explained, and they like to see what is available and what is being published on a regional basis. Also, we sometimes ask one or two of the writers we have published to be present at our booth to talk with people about writing, and the realities of being published by a small press." Gregston, Ergo, 1998

Another way to attract authors is to contact various writers' associations such as the League of Canadian Poets, Playwrights Union of Canada, Writers Union of Canada, and provincial writers' associations (see [Appendix A](#)).

When asked to send an author to a literary festival, publishers base their decision on several factors including how well organized the festival is, how easy it is for them to participate, and how many people are likely to attend the readings.

Publicity is crucial in attracting large audiences to the readings (see [Marketing Section](#)).

It is important to remember the goal of the Spread the Word Literacy Festival: we want to create an environment where literature is accessible to everyone. We are introducing the "literary realm" to many people. Much effort has been put into blending the author readings into the rest of the literacy festival. Unfortunately, in our first two years, the turn-out at the author readings has been less than the authors hoped for. People attended the festival for many reasons, not solely for the author readings (see [Appendix I](#)). Once people become more familiar with the festival, we anticipate that numbers at the author readings will increase. It takes time to introduce the public to new things. Be prepared for a slow start. A festival such as this needs time to build a reputation: the authors will draw the crowds and the crowds will draw the authors.



Katherine Govier reading in '99

Logistics of the readings:

- arrange for a very good sound system;
- locate the readings in a quiet area of the festival where they will not be disturbed by the
- noise of the children's activities and entertainment;
- create a cozy, intimate reading area;
- throughout the event, clearly advertise when and where the readings are taking place;
- create pamphlets introducing the authors and their works;
- clearly introduce the author and his or her book so that the audience knows what to expect (if adult content is a concern to a particular audience member, he or she can go elsewhere during this reading);
- do not, under any circumstances, allow an author to go beyond the time limit for a reading as this will disrupt the entire schedule;
- be sure to have a lot of great publicity for the readings;
- a hospitality lounge enables the authors to relax and freshen up prior to their readings.

Exhibitors' Co-ordinator

- Create a database of potential exhibitors (publishers, book stores, etc.).
- Create registration form.
- Design the floor plan for the exhibitors.
- Arrange for arrivals and departures of exhibitors.
- Ensure adequate lighting and sound in buildings and tents.
- Ensure proper table cloths, skirts, and curtains for each booth.
- Arrange for electricity if needed for the booths.
- Create evaluation form for exhibitors.

Qualifications

- ✓ Contacts with Canadian publishers.
- ✓ Contacts with local bookstores.
- ✓ Public relations skills.
- ✓ Marketing skills.
- ✓ Organizational skills.
- ✓ Time management skills.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours per month).
- ⌚ 1 hour per week, liaising with exhibitors, beginning in January.
- ⌚ Several hours per week, liaising with exhibitors, one month prior to the festival.
- ⌚ Several full days prior to and immediately after the festival (for set-up and take-down).

Fee Structure

With assistance from the Chair, the Exhibitor Coordinator prepared an information package which was distributed to potential exhibitors. The fees varied depending on whether the booth was run by a not-for-profit group, a business, or a literacy related organization (some festivals do not charge for booth space rented by other literacy organizations). Reduced rates for early-bird registrants were also available .



Theatre Collingwood was one of the many exhibitors in 1999.

S p r e a d t h e W o r d L i t e r a c y F e s t i v a l

EXHIBITOR REGISTRATION

Festival Date:
Saturday, May 29, 1999
Collingwood Central Park
(Curling Club)

Set-up:
8 a.m. to 9:30 a.m. on May 29th

Take down:
4:15 p.m.

Name of Organization:

Contact Name:

Address:

Bookseller ☐ Publisher/Press ☐ Literacy/Library ☐ Education ☐ Other ☐

Phone number/fax/email:

Booth space required:

(\$1 per square foot, Minimum \$50)

Special needs:

Do you require access to electricity? Yes ____ No ____

Do you require extra tables (we will supply 1 table, 2 chairs)? Yes ____ No ____
Extra tables are \$10 each

Please forward registration form and cheque or money order payable to:
"Spread the Word", c/o Georgian Literacy, 180 Ontario Street, Collingwood, Ont.,
L9Y 1M6
email: geolit@georgian.net.
Registration deadline is May 1, 1999.

Visit our site on the World Wide Web: www.georgian.net/gtl/sword.htm

Weather



The Co-ordinator must be prepared for inclement weather. Our first festival ran on an unusually cold and very windy day for late spring. This discouraged people from sitting in the cold, damp, reading tent. We made adjustments for the second festival and thus placed the reading tent inside the curling club (see [site map](#)).

Access

When planning for the site, the Co-ordinator also considered the availability of parking and access (handicapped, bicycle, and so on).



Sound System



Sound at the festival is an important issue. Unfortunately, at the first festival, noise from the children's entertainment disrupted the author readings. For the second year, we placed all of the children's activities outside (in the tent near the playground equipment) and moved the author readings indoors (see [site map](#)). Some thought needs to go into whether events work together in a complementary way, or whether one might undermine the other.

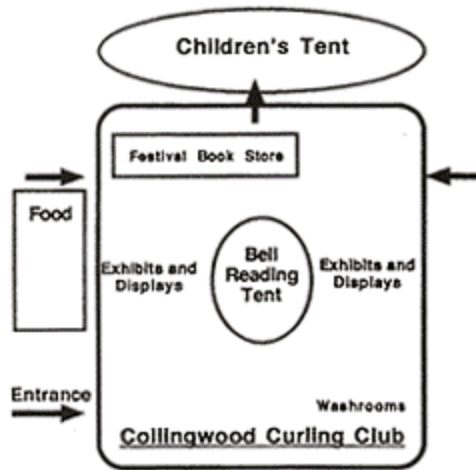
Site Map

The Exhibitors' Co-ordinator was responsible for designing the site map. This was used by other committee members as they organized their space at the festival. As well, a copy was given to each volunteer so that they knew the exact layout of the festival. We also created a larger version which was put on display by the front entrance so that all visitors knew where the exhibits and entertainment were located. A detailed site map should include the following information (Prima, 1998):

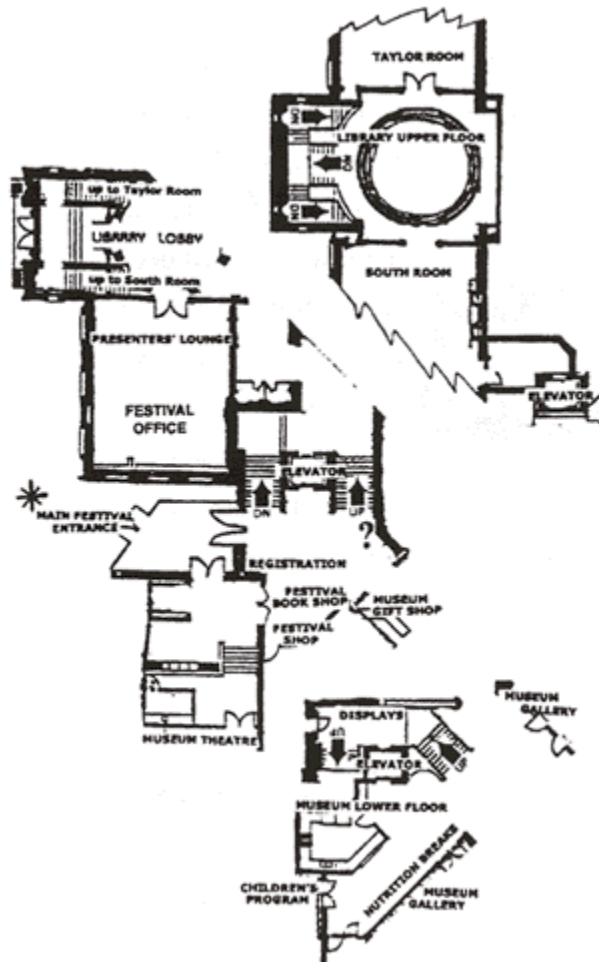
- ✓ size and dimensions of buildings and land
- ✓ permanent fixtures in buildings and on land
- ✓ water hook ups
- ✓ power outlets
- ✓ fire exits/routes
- ✓ food and beverage locations
- ✓ signage position
- ✓ traffic flow
- ✓ sound and lighting equipment
- ✓ washroom facilities
- ✓ telephone hookups
- ✓ parking facilities
- ✓ restricted areas
- ✓ registration or entry point

- ✓ security & staff positioning
- ✓ location of equipment booths, etc.
- ✓ VIP area
- ✓ barricades
- ✓ seating
- ✓ wheelchair accessibility
- ✓ room assignment
- ✓ road/street closures
- ✓ air conditioning/heating
- ✓ entrance and exit points
- ✓ storage facilities
- ✓ loading zones
- ✓ decor
- ✓ floor and wall coverings/textures, fixtures

Map of grounds



An abbreviated site map included in the Spread the Word program, 1999.



Site map included in the program for the Festival of Words, Moose Jaw, SK.

Food Services Co-ordinator

- Book a variety of food vendors for the day of the event.
- Organize food booths and ensure they have access to clean water.
- Responsible for food permit through the local Health Unit.
- Arrange for food to be provided in sample size servings.

Qualifications

- ✓ Knowledge of Health Department regulations.
- ✓ Connections with local restaurants.
- ✓ Organizational and time management skills.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours).
- ⌚ 1 hour per week beginning in January to liaise with restaurateurs.

Food Booths

For our first festival, we had four participants in the international food fair. The Town of Collingwood arranged for the design and construction of "food booths" which were built by the woodworking class at Collingwood Collegiate Institute. The Co-ordinator then painted the booths on his own. The Town of Collingwood sponsored the project with the understanding that they would store the booths and then use them when needed throughout the year. The Spread the Word committee has free access to the booths for our annual festivals.



Food Fair exhibitor at the 1999 festival.



Food Fair exhibitor at the 1999 festival.

Food Samples

To encourage visitors to try foods from a variety of the booths, we provided them with a "sampling" of the foods for a reasonable price. Spread the Word volunteers sold tickets for the food at one main cash register. People then redeemed the tickets for food at the various booths. At the end of the day, the booth operators collected a percentage of the profits depending on the number of tickets they had received during the festival. Spread the Word kept ten per cent of the money raised at the food fair.

Hospitality Areas

The Food Services Co-ordinator also arranged for coffee and muffins for volunteers on the morning of the festival. Similarly, he was responsible for the baked goods that were provided in the authors' hospitality lounge.

Helpful Tips:

- ★ Check with the local health unit regarding restrictions and regulations.
- ★ Locate all of the food vendors in the same area so that none of them are over-looked.
- ★ Keep portions small if you want people to sample a variety of foods.
- ★ Allow for exclusivity among food vendors - in other words, be sure that only one vendor is selling coffee, only one vendor is selling pizza, only one vendor is selling muffins, and so on.
- ★ Do not have too many booths or the competition will be too great and it may not be worth the vendors' effort to participate.
- ★ Include food that suits the tastes of children. Offer vegetarian items.

Fund Raising Co-ordinator

- Responsible for contacting possible sponsors (government and corporate).

Qualifications

- ✓ High profile and committed to the written word.
- ✓ Experienced fund raiser.
- ✓ Knowledge of federal, provincial, and local funding agencies.
- ✓ Desktop publishing skills.
- ✓ Public relations skills.
- ✓ Strong written and oral communication skills.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours per month).
- ⌚ Contact with potential sponsors (2 hours per week).



Sponsors of the 1999 festival.

Sponsorship Package

With the help of the Chair, the Fund Raising Co-ordinator for Spread the Word created a sponsorship package which was sent out to potential corporate sponsors. Such a proposal should include the following information (Prima, 1998):

- ★name, date & time of the event
- ★brief description of the festival,
- ★number of years the festival has been running,
- ★anticipated attendance (who, age, and how many),
- ★outline paid advertising campaign and indicate where company name or logo will be included (radio, print, television, Internet, etc.) and whether the campaign will be local, provincial, or national,
- ★state if there will be an opportunity for the company to display products,
- ★include any charity or non-profit group associated with the event and outline their role,
- ★indicate if there will be an opportunity for the company to display signage, vehicles, or inflatables during the festival,
- ★describe collateral materials such as flyers, brochures, posters, and programs and list where they will be distributed -indicate size and placement of company name or logo on the materials,
- ★list any unique opportunities that the company will receive by sponsoring the festival,
- ★clearly detail what you request from the sponsor (cash or in-kind services),
- ★list if a company representative will have an opportunity to be involved with cheque presentations, press conferences, awards/prize presentations, celebrity introductions, reception speeches, etc.,
- ★outline promotional campaign plans such as t-shirts, mall displays, media day - if you host a press conference and issue press releases, indicate if the company will be mentioned.

Servicing the Sponsor

Once the sponsor has agreed to be involved with the festival, the Fund Raising Co-ordinator must strive to service the sponsor professionally. The following list of reminders should prove helpful (Prima, 1998):

- ★prepare a contract and deliver it promptly include an invoice clearly stating payment and due dates,
- ★work with the sponsor to leverage their investment,
- ★ensure the sponsor's correct name is included on waivers and in the event insurance policy,
- ★protect the sponsor's right to exclusivity,
- ★provide the sponsor with the opportunity to approve materials that portray their logo or company name,
- ★provide the sponsor with event itineraries in advance,
- ★ensure VIP areas are secure and provide extra special treatment to sponsors and their guests,
- ★provide the sponsor with product sales if possible,
- ★provide sponsors with media opportunities whenever possible,
- ★have someone meet the sponsor officials when they arrive on site,
- ★don't make sponsorship "no-no's" such as volunteers wearing the sponsor's competition's logo on site,
- ★ensure that sponsor officials on site are informed in the event of an emergency.

Reporting to the Sponsor

The Fund Raising Co-ordinator should send a report to the sponsor within a few weeks after the festival. Include the following items (Prima, 1998):

- ★event name, date, time, and location,
- ★list all other event sponsors,
- ★list attendance totals and demographics,
- ★provide samples from your advertising campaign and a brief description of each (radio, print, television, Internet, other),
- ★list award/prize winners (include photographs),
- ★list VIP's, special guests, and celebrities who attended the festival,
- ★indicate the date of the next year's festival,
- ★highlight the amount of money raised for the cause of literacy,
- ★outline the media coverage of the event and include copies of all press clippings,
- ★describe the location provided for the company to display products - include a photograph if available,
- ★indicate if weather affected the event, indicate if the festival was environmentally friendly,
- ★note that your festival was accessible to everyone,
- ★describe the location of company signage, inflatables, and vehicles (attach photograph),
- ★describe promotional campaigns utilized for your event and the success of each (i.e., mall displays, press conferences, press releases, contests, etc.).

Government Funding

There are many sources of government funding for a literacy festival such as Spread the Word. For the purpose of this report, we have researched many of these funding sources, but due to time, staff, and eligibility requirements, have not applied for all of them ourselves. We recommend that festival organizers evaluate the needs for their festival and determine which grants match their goals. There are numerous eligibility requirements for each grant, so be sure to check with your local liaison before sending in a proposal. Similarly, eligibility requirements change over time so, although all efforts have been made to ensure the accuracy of this report, it is best to check the information before applying for a grant. Another point to consider is that many government funding agencies will not fund an event that is receiving funding from other government sources, so be sure to check into this as well. Finally, some funding agencies will not fund a first time event; rather, you must include evidence of previous festivals to support your application. Use this list as a starting point for your research into possible sources of funding.



June Callwood reading at the 1998 festival.

National Funding Agencies

Canada Council for the Arts

Spread the Word received a grant under the Literary Readings and Festivals Program of the Canada Council for the Arts. Applications for the Canada Council must be made well in advance of the festival. For example, for readings between January and July 1999, applications had to be post-marked no later than September 10, 1998.



When evaluating an application, the jury takes into account the artistic excellence of the writers and professionalism of the hosts, the number of readings each writer receives, the ability of hosts to work with other hosts or groups in organizing readings, the impact of the proposed readings on the community, and the overall quality of the proposal, including promotional plans.

Upon approval of the grant, the Canada Council lists the approved readings with a breakdown of amounts granted for each honorarium and travel costs. It is then the committee's responsibility to contact the authors to confirm the reading dates' and make necessary arrangements. The Canada Council's support must be publicized to the authors in writing. The committee must pay the writers their honoraria at the time of the reading and reimburse any agreed upon travel expenses within six weeks of the reading.

Once in receipt of the funds, Spread the Word is required to advertise the readings beyond the membership of Georgian Literacy (for future applications, audience attendance will be considered by the jury). The Council requires that their support be acknowledged at the beginning of each reading, as well as on any posters or print publication regarding the readings. They provide a logo for this purpose.

Within six weeks of the festival, the committee is required to report on the use of the financial assistance from the Canada Council (they provided a report form). Any surplus or unused funds are reimbursed to the Canada Council for the Arts. Each writer is also responsible for completing and forwarding a report form to the Canada Council. For more information, see [Appendix B](#).

The Writers' Union of Canada

The Writers' Union of Canada funds author visits to public venues across Canada. To be eligible for funding, the readings must be held in a publicly accessible venue and be advertised to the community at large (The Writers', 1999).

Once the host organization has arranged the date for an author reading, the organization may then apply for funding. Readings are limited and are given on a first-come/first-serve basis. The funding period runs from April 1 until March 31; however, organizations are advised to apply as early as possible.

For more information, contact your local Tour Coordinator at The Writers' Union of Canada (see [Appendix A](#)).

Canadian Heritage, Cultural Initiatives Program (CIP)

The Cultural Initiatives Program (CIP) supports festivals and special arts events that "undertake arts and heritage activities that will ensure greater exchange and circulation of artists and artistic achievements in Canada" (Can. Heritage, 1998). The focus must be on Canada as a whole and therefore the festival must include authors from at least three provinces. There are many eligibility requirements for CIP funding, so contact your Regional Office listed in [Appendix D](#) for more information.

National Literacy Secretariat (NLS)

The National Literacy Secretariat supports a variety of projects including those that "improve access and outreach, and increase public awareness" (National, 1997). Through the "Federal-Provincial/Territorial Funding Stream" literacy associations may apply for funding for their literacy festivals. For more information, contact the National Literacy Secretariat's partner in your province (see [Appendix E](#)).

Provincial Funding Agencies

Throughout the provinces, there are numerous funding sources available for literacy festivals. Keep in mind that eligibility requirements often change. Therefore, use this as a starting point for your own research into potential sources of funding. For information about provincial funding outside of Ontario, see [Appendix B](#) and [Appendix H](#).



Two young festival visitors with TVO's Dudley the Dragon. Festival activities, including children's events, were also sponsored by local service clubs. For example, in 1999, the children's poetry contest was sponsored by the Collingwood Optimist Club.

Ontario Arts Council

In Ontario, a literacy festival may not meet the funding criteria of the Ontario Arts Council if the event is a fund raiser. They will fund events only if all of the proceeds go back into the organization of future festivals. Nevertheless, because the festival is increasing the audience for Canadian writing and connecting readers with writers, we were encouraged by a representative of the council to apply for the funding. Therefore, prior to sending in an application, contact the arts council directly. Ask for advice, establish a rapport, and determine where your festival meets their standards. To contact the Ontario Arts Council, call 1-800-387-0058 or visit their website at www.arts.on.ca (see [Appendix B](#)).

Ontario Tourism Event Marketing Partnership Program

Through the Event Marketing Partnership Program, the festival may receive 33% of its operating costs. The program exists to develop tourism within Ontario communities. Therefore, the most successful proposals will indicate that the festival has established partnerships with such tourism related businesses as local bus companies, hotels, and so on. Strong partnerships with the town and the community are also very important. The proposal should indicate that the festival will develop tourism, focusing specifically on a demographic group that will benefit the area's economy. Each proposal is evaluated on a case by case basis. Generally, they expect all of the proceeds to go into the next year's festival, so keep this in mind when you are stating your case. For more information, contact the Ministry of Economic Development, Trade and Tourism, Events Co-ordinator at 416-325-6846 (see [Appendix H](#)).

Ontario Trillium Foundation

The "Community Grant" services the local level by allocating funds from the provincial government's gaming initiative. Through this program, the Ontario Trillium Foundation recognizes "the important and interdependent roles played by arts, culture, heritage, recreation, sports and social services, and the underlying value of a strong economy and a healthy environment" (ON Trillium, 1999). Although the foundation has established guidelines and criteria for applications, they are flexible and willing to receive new ideas that will strengthen communities. For more information, call 1-800-263-2887 or visit their web-site at www.trilliumfoundation.org. Please note that application forms are available on-line as well.

Regional Funding Agencies

The Spread the Word Literacy Festival also received support from the Town of Collingwood in the form of in-kind donations including free access to the Collingwood Curling Club, the use of the town's outdoor tent, the construction of several food booths, office assistance and supplies, and so on.

The Spread the Word Literacy Festival was also fortunate to receive funding from such local service clubs as the Quota Club, the Kinsmen Club, the Collingwood Optimist Club, and the Rotary Club of Collingwood.

Fund Raising Activities

The Fund Raising Co-ordinator also planned small fund raising ventures for the festival. For example, our festival poster was such a hit at the first festival, we decided to raffle off a framed version at the second festival. To do so, we were required to obtain a lottery licence from the town. Another fund raising venture was a children's read-a-thon. See the [Children's Activities Section](#) for more information.



darci-que, the artist who created our logo, raffled off a framed version of her Spread the Word poster.

Marketing Co-ordinator

- Responsible for publicity and promotion of the festival.
- Develop and distribute brochure, posters, media releases, and so on.
- Update and re-design the web-page as required.
- Report monthly to the committee.

Qualifications

- ✓ Strong public relations skills.
- ✓ Excellent written and oral communication skills.
- ✓ Desktop publishing skills.
- ✓ Creative design skills.
- ✓ Computer skills.

Time Commitment

- 🕒 Attend monthly meeting (approximately 2 hours per month).
- 🕒 Begin publicity campaign (2 hours per week beginning in January).

Logo

The Spread the Word Committee enlisted the services of a well-known local artist who designed our logo and poster for the event. She also had this image put onto t-shirts, bookmarks, and buttons that were for sale at the festival and, prior to the event, at the local library. All of the proceeds were divided between the artist and the Spread the Word Literacy Festival.

Poster

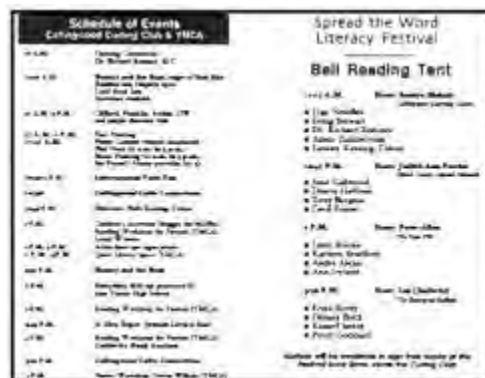
Prior to the event, we placed festival posters around the town of Collingwood. The most effective way of doing this was to approach businesses directly (with tape in hand) and ask if we could hang the poster in their shop. We literally put the signs up ourselves to ensure they did not end up in the trash. Always ask first!

Brochure

When designing pamphlets and brochures, keep in mind the advice from a counselor at Huronia Tourism: place the name of the festival and the pertinent information on the front near the top of the brochure so that it shows when displayed in a rack; put the date on the bottom so that it is hidden from view - this way, the brochure can be displayed even after the festival. People will pick it out of the rack and look at it because they will not realize that the festival is over. They will then realize that it is an annual event and will hopefully gain an interest in the following year's event.



Back and front cover of the 1998 program.



The 1998 program. In 1999, we added author biographies, a site map, and sponsor logos.

A "Local Brochure Distribution Program" has been established by the Ontario Travel Association Program (a division of The Ontario Ministry of Economic Development, Trade, and Tourism). Through this program, they deliver brochures weekly to over fifty racks throughout Simcoe County. They also provide a "Border Run Program" whereby they deliver brochures twice a year to over fifty information centres across Ontario.

Flyer

Two weeks before the festival, Spread the Word sent approximately 8 000 flyers home with school children. Contact your local schools to see if this is a possibility in your area.

The Spread the Word Marketing Coordinator also sent flyers to numerous literary magazines across Canada. Their addresses were acquired through publishers' lists, the World Wide Web, and so on (see [Appendix E](#)).

The Literary Press Group of Canada has a bi-monthly newsletter that often includes information about events such as the Spread the Word Literacy Festival. They can be contacted at 416-483-1321. The Association of Canadian Publishers sends out "Just the Fax" on a weekly basis. They receive information by fax at 416-487-8815. Similarly, the Canadian Publishers' Council has a weekly publication called "This Week". They can be contacted at 416-322-7011.



1998 Spread the Word literacy festival flyer.

1998 Spread the Word literacy festival flyer.

Media Relations

ABC CANADA has created an excellent "Literacy Awareness Media Kit" that provides tips on preparing media releases and working with the media, tips on producing a successful special event, and literacy fact sheets. For more information, contact ABC CANADA or access their web-site at www.abc-canada.org/public_awareness/materials_detail.asp

Media List

A well-targeted and up-to-date media list is essential for a successful publicity campaign. Your media list should include contacts in a wide cross-section of media including (ABC, 1998):

- daily and community newspapers,
- local radio stations,
- regional and trade magazines,
- local television affiliates and community cable stations,
- municipal newsletters and mailings,
- newsletters of local service clubs, community organizations, unions and professional associations,
- community bulletin boards.

The list should include names, job titles, program or publication name, complete mailing addresses, telephone/fax numbers, and e-mail addresses. Update your list on an on-going basis.

Media Release

A media release is a one or two page announcement sent to the contacts on your media list to describe an event or provide news about your organization. Begin by contacting the Assignment Editor. If a particular reporter is known for supporting your organization, contact him or her too. Never be afraid to send out a media release. Contact your local media and let them decide whether or not to use the story. Always telephone one week ahead to remind the media about the story and to ask if they will cover the event. Be aggressive.

Write one release for all forms of media. Do not send the same release more than once. Include all of the essentials including who, what, when, where, how, and why. Keep in mind that sights and sounds are very important; there is a visual for every story. If you cannot think of a visual for a photo opportunity, get suggestions when you make your follow-up phone call. Remember to make it easy for the reporter so he or she can produce the story easily and quickly.

Deadlines

The media release should be mailed or faxed approximately three weeks in advance. Many reporters are expected to produce a certain number of stories each week and thus often write stories ahead of time. Monthly magazines produce stories about six weeks prior to publication; with the right approach, they might include your organization as part of a larger story on literacy.

Interviews

Always tell the truth and give the reporter the entire story. If possible, keep the interview conversational. Likely only ten seconds of the interview will appear on television. Do not worry if you stutter over a word, etc., because the reporter will edit the interview. Anticipate the "re-ask": reporters may ask the same question in a couple of different ways, so try not to begin your reply with "well, like I said before". Expect anything! Most reporters will not write out their questions. You might want to ask the reporter what angle he or she is taking, but do not be surprised if the interview takes a different turn.

Press Conference

In order to promote a literacy festival to the public, it is best to schedule a press conference to take place several days in advance of the event. At the photo shoot, you may want to give the photographer another copy of the press release.

Tips for Writing a Media Release

- Type your release if possible.
- Write on the top left hand side of the page:
FOR IMMEDIATE RELEASE: and the date of the release.
- At the bottom of the release, include the full name and telephone number of the person who can provide more information about the content of the release.
- If more than one page is necessary, type more-" at the bottom of the first page. At the top of the following pages, type the headline and page number. Do not split a paragraph over two pages.
- Indicate the end of the release by typing "-30-" below the last line.
- Accuracy is critical. You may have known Connie Smith all of your life, but are you absolutely certain she does not spell her name Conny Smyth? Always include full names. You may know Jamie and Alice, but the readers may not know them.
- Do not express your own opinions. For example, "Mr. Smith gave a very interesting talk about literacy' should read, "Literacy expert, Mr. Smith, explained the importance of daily reading and writing." The facts will illustrate how "interesting" the speech was.
- Avoid the use of personal pronouns.
- Always get someone to proofread your release before sending it out.
- Write for your reader. Ask yourself what the reader wants to know.
- Use short, plain words. Also, use specific words. Do not use redundant words.
- Use the active voice. For example, "Many people attended the festival" rather than "The festival was attended by many people."
- Limit yourself to one thought per sentence. Avoid long sentences.
- Discuss one subject per paragraph. Avoid long paragraphs.
- Avoid excessive use of background information in the main release. It can be attached separately or included as part of a larger media kit.
- Write in a positive tone.
- End on a strong note. Either spur your readers to action or leave them satisfied.

Internet

Georgian Literacy's office is located in the Collingwood Learning Centre. This has led to many partnerships with the Learning Centre: one example is that a computer student from the Learning Centre volunteers to design and maintain our web-site. The site lists the authors who are participating in the event, highlights the Canadian celebrities who have donated books for the book auction, and promotes the children's activities, food fair, exhibitors, and so on. Visit the Spread the Word web-site at www.georgian.net/gtl/sword.htm. For more information regarding designing a web-site for a literacy association, visit the NALD site at www.nald.ca.



A Spread the Word Web Page, 1999.

Other literary festivals have used the Internet to provide a virtual experience for their "visitors" participating in the festival from home. For example, on *The Word on the Street's* web-site, people can join in forums, a short story contest, and more. See <http://www.sympatico.ca/wots/> to view this site. As well, the *Ottawa International Writers' Festival* www.writersfest.com/html/english.html is an excellent example of an interactive site which allows visitors to list the authors they would like to see participating in the festival (see [Appendix F](#)). They also provide links to their sponsors' web-sites.

Many Internet sites will also publish news about a literacy festival. For example, the National Adult Literacy Database will enter the festival onto their site. E-mail info@nald.ca for more information. In Ontario, a provincial tourism related web-site, Travelinx, lists events such as the Spread the Word festival. Information can be entered onto a form on their web-site and upon review and approval, they will post it on the site. Information can also be entered directly into the 1-800-ONTARIO database. If preferable, you can ask to have the forms faxed to you. Attractions Ontario is another site where you can list an event for free.

Through Huronia Tourism, we were able to publicize the event on the Simcoe county website. Contact the Ministry of Economic Development, Trade, and Tourism to locate the tourism association in your area (see [Appendix H](#)). The Spread the Word literacy festival can also be listed on your local tourist association's web-site. Collingwood falls under the Georgian Triangle Tourist Association.

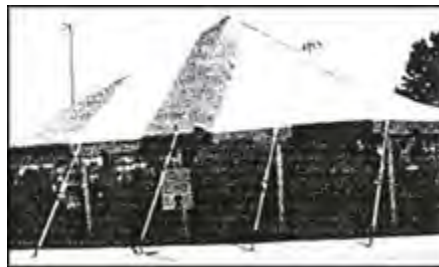
Many towns in Ontario now have their own web-sites where they will gladly publish local events. This is a great opportunity to publicize the festival. If you have access to the Internet, surf through the pages of your region and see if there is a possibility that they will list your event.

Speaking Engagements

The Spread the Word committee made a presentation to Collingwood's Town Council prior to the festival. Not only did this increase our support from council, but because the meetings are televised, we were able to promote the festival to the community through this medium.

Signage

A great deal of signage is necessary on the day of the event. We highlighted each booth with a bright yellow professionally made sign. A lot of signage is needed to direct people to the reading tent, the children's activities, the washrooms, and so on. As well, signage indicating show times and the reading schedule is useful. For the second festival, our local artist designed the new signage. At this time, we also had a floor plan at the main door so that visitors could see where the various events were occurring.



Bright yellow signage indicated that the children's activity tent was located outdoors in 1999.

Checklist for Developing a Marketing Plan

(Prima, 1998)

- ✓ Review the festival goals and objectives: form a plan in conjunction with this information.
- ✓ Prepare a list of marketing goals for the festival (be specific).
- ✓ Review the event details and highlights: determine which points will be used as part of the marketing plan.
- ✓ Determine who your target audience is (i.e. demographics).
- ✓ Determine why your target audience would want to attend the event (create separate lists for children and adults).
- ✓ What will your target audience need to know to make the decision to attend the festival (i.e., program, date, time, location, cost, etc.)?
- ✓ Will people tell their friends about the event? Why?
- ✓ Based on the demographics, what is the best way to get information to the target audience?
- ✓ What factors affect the options you have for dispersing information (for eg., time, budget, sponsorship opportunities, etc.)?
- ✓ What would inhibit the audience from attending (for eg., cost, time, competitive events, weather, transportation, poor publicity, bad reputation, not enough information about the festival, etc.)?
- ✓ Consider the festival's competition: what events take place at the same time and what is the advantage/disadvantage of this? Do you have anything in common (i.e., sponsors, marketing strategies, elements of the event)? Who attends the other event? Would they attend both events? Would it benefit the event or the sponsors to combine a marketing campaign?

Local Authors' Co-ordinator

- Arrange for local authors (who may or may not be published) to read at the festival.

Qualifications

- ✓ The Co-ordinator should also be a local author.
- ✓ Strong public relations skills.
- ✓ Excellent organizational skills.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours each per month).
- ⌚ Send information packages to local authors, writer's guild, local book stores, libraries, and the media (several hours in January).
- ⌚ Co-ordinate poetry contest (2 hours per month beginning in January).

Poetry Contest

To encourage greater participation of local writers at the second festival, we initiated a writing contest. Local writers were encouraged to submit poetry which was judged by local media personalities and teachers. Winners of the contest were asked to read their poetry at the festival. The contest was open to adults and youth. We plan to hold the contest again next year at which time we will publish the poetry (highlighting the winning selections) in a book that will be offered for sale at the festival (with all of the proceeds going to Georgian Literacy).



One of many exhibitors at the 1999 festival.

Treasurer

- Responsible for paying bills and providing financial reports to the committee.
- Identify amount of money needed to operate the festival.
- Collect budget requirements.
- Collect and account for money raised on the day of the event (for example, book auction, poster and t-shirt sales, used book sale, and so on).
- Empty donation containers periodically throughout the event (leaving a few dollars behind to encourage others to donate a "loonie").
- Supply cash boxes and floats for the day of the event.
- Provide a credit card machine to process sales at the festival book store, the celebrity book auction, and the merchandise table.

Qualifications

- ✓ Excellent accounting skills.
- ✓ Strong organizational skills.
- ✓ Great attention to detail.

Time Commitment

- 🕒 Attend monthly meeting (approximately 2 hours per month).
- 🕒 Preparation for the festival (approximately 1 hour per month).

Sources of Revenue. (Prima, 1998)

- 📁 Sponsorship (cash and in kind)
- 📁 Government Grants
- 📁 Merchandise Sales
- 📁 Concession Stands (leasing and percentage of sales)
- 📁 Donations
- 📁 Auction
- 📁 Games
- 📁 Exhibitors' fees
- 📁 Read-a-thon
- 📁 Raffle.



Potential Expenses: (Prima, 1998)

- 📁 Facility - buildings, site, storage, construction, waste disposal, parking, decorating, electrical, water
- 📁 Marketing Costs - advertising, public relations, merchandising, media, support materials, promotions, photography, communication, signage, design
- 📁 Sponsorship - signage, keepsakes

- 📁 Program Costs - entertainment fees, prizes, supplies, development costs
- 📁 Food and Beverage
- 📁 Transportation and Accommodation
- 📁 Staff and Volunteers Insurance, legal, accounting, royalties, fees, permits
- 📁 Equipment costs
- 📁 Supplies - administrative, event
- 📁 Medical
- 📁 Storage
- 📁 Security
- 📁 Contingency percentage, honoraria, donations.

(See [Sample Budget](#))

Co-ordinator of Volunteers

- Oversee the activities of all volunteers involved in the festival.
- Recruit volunteers for set-up, event support, and clean-up.
- Write and fill job descriptions for each sub-committee.
- Arrange for volunteers from local not-for-profit agencies and service clubs.
- Report monthly to the committee.
- Organize supplies needed for last minute touch ups such as duct tape, paper clips, stapler, pens, scissors, markers, string, safety pins, and writing pads.

Qualifications

- ✓ Strong public relations skills.
- ✓ Connections with local not-for-profit agencies and service clubs.
- ✓ Excellent written and oral communication skills.
- ✓ Organizational skills.
- ✓ Knowledge of rights and responsibilities of volunteers.

Time Commitment

- ⌚ Begin recruiting volunteers in January (approximately 1 hour per week).
- ⌚ Attend monthly meeting (approximately 2 hours per month).

Recruiting Volunteers

Recruiting committee members is best accomplished through personal contacts made through other committee members or honorary members. People who are informed and have a strong commitment to the festival are able to sell its value to their friends and colleagues. As well, they understand the true nature of the work and commitment that is required so it is less likely that the new member will come on board disillusioned.



The Used Book Store, 1999.

Job Descriptions

It is extremely important for all volunteers to understand their tasks and the amount of time required. All volunteers must receive job descriptions such as the [example on page 41](#).

Spread the Word Literacy Festival

Position: Silent Auction Team Member

Name:

Telephone:

Date: May 29, 1999

Location: The Collingwood Curling Club

Time of Arrival: 9:00 am.

Come to Volunteer Check-in area located on site map to receive your volunteer button, supplies, and meet the volunteers you will be working with.

Contact Person: Judy Gagne, Co-ordinator of Volunteers

Dress: Casual. You will receive a button indicating that you are a volunteer with the festival.

Spread the Word t-shirts are available ahead of time for \$8.00 if you wish to purchase one.

Bring a sweater in case the weather turns cool.

General: There will be a volunteer lounge set up on site for snacks. Volunteers will receive lunch.

Washrooms are located on the site map.

Job Description:

- Assemble the tables, curtains, and skirts for the auction booth.
- Display the books in an attractive way. Be sure to place auction forms with the corresponding books. Make sure there is a pen placed with each auction form.
- Fill in auction forms (eg. title of book, name of donor, etc.) for last-minute books.
- Review rules and regulations for the auction and be prepared to explain them to the public.
- Familiarize yourself with the books and the donors' backgrounds.
- Count float and make sure there is enough to make change at the end of the festival when you collect money for the books.
- BE SURE THAT YOU OR ANOTHER VOLUNTEER MANS THE BOOTH AT ALL TIMES DURING THE FESTIVAL. The books, auction forms, and cash box must always be supervised.
- At 3:45, announce that the silent auction will close in fifteen minutes.
- At 4:00, announce that the silent auction has closed. Collect the auction forms and books. Be prepared for a crowd of people wanting to pay for their books.
- Collect money for the books. Write "paid" on the auction form and keep it for our records.
- Box the books that have not been picked up. Hand over to the Co-ordinator of the Book Auction and she will phone the highest bidders and make arrangements for them to pick up the books at a later date.
- Count the money and subtract the float. Record the information on the "Silent Auction Revenue Form". Then, hand all money over to the Treasurer.

Emergency Procedures: Judy Gagne is your contact.

Positive Attributes: Friendly and personable attitude.

Enjoy dealing with the public.

Knowledge of the Canadian celebrities who donated books.

Ability to handle cash in a fast-paced environment.

Organized.

Thank you for your help with the Spread the Word Literacy Festival!

Motivating Volunteers (Prima, 1998)

- ★Recognize their contributions and accomplishments by means of a final thank you party, listing their names in the local paper, giving them a free t-shirt, or giving them free food vouchers, etc.
- ★Show appreciation -- always say thank you.
- ★Treat them with trust, respect, understanding and kindness: remember they are volunteering their time to help your agency.
- ★Be considerate of people's basic needs by providing a snack table, indicating the location of washrooms on their copy of the site plan, etc.
- ★Give each volunteer a job description and then discuss the role with him or her before the event.
- ★Give adequate notice of dates and times -- notify the volunteer early if there are any changes.
- ★Provide an opportunity to submit suggestions and recommendations.
- ★Recognize that there is more than one way to accomplish a task.
- ★Delegate responsibility and give authority that goes with it.
- ★Recognize people's strengths and weaknesses.
- ★Monitor progress on a regular basis.
- ★Be approachable -- indicate who the volunteer's contact will be and how the volunteer can reach this person during the festival.



Volunteers helping out at the 1999 festival.

Hospitality Co-ordinator

- Responsible for the operation of the hospitality area during the festival.
- Responsible for arranging accommodations for the authors for the night of the festival.

Qualifications

- ✓ Strong public relations skills.
- ✓ Sound organizational skills.
- ✓ Contacts with local B&B operators.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours per month).
- ⌚ Arrange for food and beverages; organize accommodations (two hours per week beginning in April).

Hospitality Lounge

The hospitality lounge was an area set aside for authors where they could mingle with one another and relax prior to or after their readings. Here, they were provided with lunch, drinks, and snacks. Volunteers were also welcome to use this lounge when taking breaks.

Bed and Breakfasts



An arrangement was established with many local Bed and Breakfast operators whereby they provided free accommodation for the authors in return for publicity on our Internet site, pamphlets, brochures, posters, advertisements, and so on. This was a successful arrangement and the authors seemed to appreciate the atmosphere of the B&B's.

Festival Book Store Co-ordinator

- Responsible for purchasing, storing, and returning books written by the featured authors.
- Responsible for co-ordinating the book sales at the festival book store.
- Responsible for scheduling book signings at the festival book store.

Qualifications

- ✓ Familiarity with book-buying industry.
- ✓ Connections with the publishing industry.
- ✓ Knowledge of the celebrity authors' works.
- ✓ Organizational skills.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours per month).
- ⌚ Order books and later return remaining books; arrange times for signings (2 hours per week beginning in February and lasting one month after the festival).

Organizing a Festival Book Store

The Festival Book Store provided a forum where authors could meet festival-goers. Here, celebrity authors sold and signed their most recent and back listed books. For our first festival, we enlisted a local bookstore to handle the responsibility of organizing the festival book store. We tried a new approach for the second year and handled the book store on our own. This way, we were able to keep all of the proceeds (rather than making a small percentage of what the booth took in). It is up to your committee to decide which system will work best for you.

Promoting a Festival Book Store

The promotion of the festival book store should not be underplayed (see [Marketing Section](#)). By advertising the festival as a literary festival with author readings, festival organizers should draw a book-buying public in addition to the other visitors. Organize the store in a central area that will gain a lot of attention.

Used Book Sale Co-ordinator

- Responsible for the collection of "gently" used books.
- Organize and categorize books.
- Set up display of books at the festival.
- Responsible for the sale of the books at the festival.

Qualifications

- ✓ Contacts with community members who can assist with the collection of gently used books.
- ✓ Sound organizational skills.
- ✓ Ability to manage money and sales at the festival.

Time Commitment

- 🕒 Attend monthly meeting (approximately 2 hours per month).
- 🕒 1/2-hour per week beginning in January to collect and organize books.

Organizing a Used Book Sale

The Used Book Sale was very popular at the first festival. Books ranged in price from \$0.25 to \$5.00. Magazines were also available. We requested donations of "gently used" books. Care was taken to arrange the books by subject matter, suitable age group, and so on.



The Used Book Store, 1999.

Celebrity Book Auction Co-ordinator

- Responsible for collection of signed books from prominent Canadians to be part of the Celebrity Book Auction.
- Preparation and management of auction.

Qualifications

- ✓ Excellent oral and written communication skills.
- ✓ Research skills.
- ✓ Organizational skills.
- ✓ Public relations skills.

Time Commitment

- ⌚ Attend monthly meeting (approximately 2 hours per month).
- ⌚ Send requests (2 hours per week in the fall).
- ⌚ Collect books (2 hours per week in the month before the festival).
- ⌚ Send thank you's (2 hours per week one month after the festival).

Organizing a Book Auction

The celebrity book auction featured celebrity Canadians in the sports, entertainment, political, and social realms. Each celebrity was asked to sign and donate a copy of his or her favorite book. The silent auction was held on the day of the festival with bids starting at the original price of the book. All bids had to increase by at least one dollar. If the highest bidders were not present at 4:00, we simply phoned them to arrange a time when they could pay for the books. At our first festival, we auctioned 29 books and raised \$1000.00. Such celebrities as Jean Chretien, Margaret Atwood, Sarah McLachlan, and Wayne Gretzky donated items for the auction.



The Celebrity Book Auction, 1999.

Celebrity Addresses

We found celebrity addresses through several sources including the Internet and reference books. We also sent packages of individually addressed letters to publishers and public relations departments at television stations. They distributed the letters with a cover letter of their own. This gave the auction credibility and also made it a lot easier for the celebrity to participate since the PR people explained what we wanted, collected all of the books, and mailed them to us in one package.

"It is very important to create a database of the names and addresses of the celebrities. Make a note of which addresses were successful. This will help when you send out thank you's and when you send out letter for the following festival." Co-ordinator of Celebrity Book Auction.

For the first book auction, some of our requests likely ended up with the celebrities' "fan club" mail because we received a couple of "signed" post cards and photos of the celebrities. We auctioned these with the books.

Request and Thank You Letters

It was inevitable that some of the letters were returned "address unknown" so we tried to keep postage to a minimum. In 1999, we sent a one page letter, a pamphlet, and a newspaper clipping from the first festival. Always thank the celebrities for their donation. We did so with a brief announcement on the success of the festival and the auction.

Auction Forms

We received books even on the day of the auction. For this reason, we kept blank copies of the auction forms; the title of the book, the donor's name, and the minimum bid could be quickly filled in with pen.

Spread the Word Literacy Festival

***The Underpainter*, signed by Sheila Copps.**

[illegible]

Writing Workshop Co-ordinator

- Organize and teach a variety of writing workshops for adults.

Qualifications

- ✓ Local writer familiar with the writing and publishing process.
- ✓ Excellent written and oral communication skills.
- ✓ Publicity and promotion skills.
- ✓ Creative teaching skills.
- ✓ Friendly and personable nature.

Time Commitment

- 🕒 Attend monthly meeting (approximately 2 hours per month).
- 🕒 1 hour per week beginning in March.

Workshop Seminars

A great deal of promotion for the workshops and the facilitator is necessary. Booking the workshops prior to the festival is recommended. Contact local high schools, book groups, libraries, and so on.



Greig Stewart, local author, and Rogar Hannon, Chair of Spread the Word, preview two of the books up for auction at the 1998 festival.

Entertainment Co-ordinator

- Plan activities and entertainment geared toward adults in the audience.

Qualifications

- ✓ Publicity and promotion skills.
- ✓ Creative and imaginative.
- ✓ Organizational skills.
- ✓ Clear understanding of the ways in which literacy affects our lives.
- ✓ Demonstrated ability to plan special events.

Time Commitment

- 🕒 Attend monthly meeting (approximately 2 hours per month).
- 🕒 Arrange for entertainers (1 hour per week beginning in the fall).
- 🕒 Final organization of entertainment (several hours per week two weeks prior to the festival).

Entertainment for Future Festivals

For the first and second Spread the Word literacy festivals, we were unable to extend our "entertainment" beyond that of the author readings, exhibitors' booths, book auction, and major time and volunteer commitment. However, some of the following ideas were drawn from literary festivals held across Canada:

- ✓ **literary themed art** such as a gigantic poem installed on the festival grounds;
- ✓ **architecture** such as a gigantic architectural structure made of books;
- ✓ **origami** creatures in the trees;
- ✓ **spelling bee**;
- ✓ **traditional book making demonstrations**;
- ✓ **antiquarian gallery**;
- ✓ **family film festival**;
- ✓ **multimedia booth** where visitors explore CD-Roms and demos;
- ✓ **financial booth** where writers of financial books lecture on financing;
- ✓ **cooking booth** where writers of cook books give demonstrations;
- ✓ **life-styles tent** that features how-to demonstrations and presentations by authors of home decoration, health issues, nutrition, sport/recreation/fitness, home improvement, and gardening books.

Conclusion

Collingwood's first Spread the Word Literacy Festival was a huge success as it promoted the values of a literate community. The festival reached its goal to provide a fun, family-oriented festival to celebrate the joys of literacy. By doing so, it inspired an awareness about the importance of literacy at home, in the community, and at work.

The festival owes its success to the many volunteers who gave generously of their time.. Thank you to Georgian Literacy, the Spread the Word Committee, and all of the volunteers who worked hard to organize a celebration of literacy.



The Fish Pond in the Children's Activity Area. Winners received free books!

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- Department of Canadian Heritage. www.pch.gc.ca/english.htm 1998.
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Ontario Arts Council. www.arts.on.ca 1998.

Ontario Travel. <http://www.ontariotravel.net/> 1998.

Ottawa International Writers Festival. www.writersfest.com/html/english.html 1998.

Scream in High Park. <http://scream.interlog.com> 1998.

Travel Ontario. www.gov.on.ca/MBS/english/travel/index.html 1998

The Writers' Union of Canada. www.swift.com/twuc. 1998.

Yukon International Storytelling Festival. <http://www.yukonstory.com> 1998.

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ABC Canada. *Literacy Awareness Media Kit*. Toronto: 1998.

Statistics Canada. *Reading the Future: A Portrait of Literacy in Canada*. Ottawa: Minister of Industry, 1996.

IV. **Conferences and Workshops**

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The Volunteer Centre of Owen Sound/Grey/Bruce. *Media Relations Workshop*. Owen Sound, ON: October 21, 1998.

Appendix A

List of Writers' Associations

Alberta Writers Guild

3rd floor, Percy Page Centre, 11759 Groat Road, Edmonton, Alberta, T5M 3K6
Fax 780-422-2663 Ph 780-422-8174
www.writersguild.ab.ca/

Canadian Authors Association - National Branch

P.O. Box 419, Campbellford, ON, K0L 1L0
Ph 705-653-0323
www.islandnet.com/~caa/national.html
"Canada's national writing association. Writers helping writers."

Canadian Society of Children's Authors, Illustrators, and Performers

35 Spadina Road, Toronto, ON, M5R 2S9
416-515-1559
<http://www.canscaip.org/>
"A society of professionals in the field of children's culture."

Federation of British Columbia Writers

1200 West 73rd Ave., Suite 1100, Vancouver, BC, V6P 6G5
Fax 604-267-7086
www.swifty.com/bcwa

The League of Canadian Poets

54 Wolseley Street, Suite 204, Toronto, ON, M5T 1A5
Ph 416-504-1657 Fax 416-504-0096
www.poets.ca

Periodical Writers Association of Canada - National Office

54 Wolseley St., Suite 203, Toronto, ON, M5T 1A5
Ph 416-504-1645 Fax 416-703-0059
www.web.net/~pwac/
"The voice of Canada's professional freelance writers and journalists."

Playwrights' Union of Canada

54 Wolseley St., 2nd Floor, Toronto, ON, M5T 1A5
Ph 416-703-0201 Fax 416-703-0059
www.puc.ca/

Saskatchewan Writers Guild

Box 43986, Regina, Saskatchewan, S4P 3R9
Ph 306-757-6310 Fax 306-565-8554
www.skwriter.com/

Society of Composers, Authors, and Music Publishers of Canada (SOCAN)

41 Valleybrook Drive, Don Mills, ON, M3B 2S6

Ph 416-445-8700 or 1-800-55-SOCAN Fax 416-445-7108

www.socan.ca/

Writers' Federation of Nova Scotia

1113 Marginal Road, Halifax, Nova Scotia, B3H 4P7

Ph 902-423-8116 Fax 902-422-0881

www.chebucto.ns.ca/Culture/WFNS/index.html

The Writers Guild of Canada

www.writersguildofcanada.com

The Writers' Union of Canada

24 Ryerson Avenue, Toronto, ON, M5T 2P3

Ph (416) 703-TWUC (8982) Fax 416-703-0826

www.swifty.com/twuc/

Appendix B

List of Arts Councils

The Alberta Foundation for the Arts 780-427-9968

Literary Arts Consultant 780-415-1318

Arts Development Consultant 780-415-0297

www.affta.ab.ca/

Arts Tools Online

<http://www.arts.on.ca/english/homefrm.htm>

"Art links: Arts Councils and Agencies. A place to share information and ideas about the arts."

The British Columbia Arts Council

The British Columbia Arts Council provides funding for the literary arts.

Box 9819, Stn Prov Govt, Victoria, BC, V8W 9W3 Ph 250-356-1718

<http://www.bcartscouncil.gov.bc.ca/>

Canada Council for the Arts

1-800-263-5588

www.canadacouncil.ca/

Community Arts Ontario

An umbrella organization with membership of over sixty community arts councils throughout Ontario.

48 Glendale Ave., Ottawa, ON, K1S 1W4, Ph 613-238-6779

The Manitoba Arts Council

The Manitoba Arts Council provides grants to host organizations to pay writers for public readings. They evaluate proposals on a case by case basis.

525-93 Lombard Ave., Winnipeg, MB, R3B 3B1, Ph 204-945-2237 Fax 204-945-5925

www.artscouncil.mb.ca/

Manitoba Cultural Coalition

286 McDermot Ave., Winnipeg, Manitoba, R3B 0T2

"To facilitate advocacy for Manitoba arts and culture."

Ph 204-942-1043 Fax 204-944-8663

New Brunswick Arts Council

39 King Street, 3rd Level Brunswick Square, Saint John, NB, E2L 4W3

Ph 506-635-8019

www.sjfn.nb.ca/Community_Hall/n/NewX8019.html

The Newfoundland and Labrador Arts Council

The Newfoundland and Labrador Arts Council may fund the literary portion of a literacy festival. The festival seems to meet the criteria of "*originality, growth potential* within the community and for the artists, *permanence* as a lasting benefit to the artist and/or the artistic community, *access* to the community, *ability* of the applicant to carry out the project, and *feasibility* of the project to be successfully completed."

P.O. Box 98, St. John's, Newfoundland, A1C 5H5 Ph 709-726-2212 Fax 709-726-0619
www.nlac.nf.ca.

The Nova Scotia Arts Council

The Nova Scotia Arts Council provides support to established artists and professional emerging artists through professional development, research, travel, creation, and presentation grants, as well as providing grants to organizations.

Ph (902) 422-1123, P.O. Box 1559, 1660 Hollis Street, Suite 302, Halifax NS, B3J 2Y3

Ontario Arts Council

151 Bloor St. W, 6th Floor, Toronto, ON, M5S 1T6, Ph 1-800-387-0058 Fax 416-961-7796

<http://www.arts.on.ca/english/homefrm.htm>

PEI Council of the Arts

Ph 902-36844 10 Fax 902-3684418, 115 Richmond St., Charlottetown, P.E.I., C1A 1H7
www.peisland.com/arts/council.htm

The Saskatchewan Arts Board

The Saskatchewan Arts Board provides opportunities for the people of Saskatchewan to engage in any art form by supporting and encouraging the creation, production, presentation and study of the arts. They provide assistance to individuals, groups, and organizations through programming, funding, research, consultation, and advice. They also provide project grants for literary activities and festivals.

For more information, contact the Literary and Multidisciplinary Arts Consultant at 306-787-4659, 3rd Floor, 3475 Albert St., Regina, SK, S4S 6X6.

Yukon Arts Branch

Yukon Tourism, Arts Branch

"The Arts branch supports and encourages the development of the visual, literary and performing arts in the Yukon."

Box 2703 Whitehorse, Yukon, Y1A 2C6, Ph 867-667-8589 Fax 867-393-6456
www.artsyukon.com/

Other Arts Related Links

www.onlink.net/~acoelad/links.htm

Appendix C

List of Publishers and Editors

Association of Book Publishers of BC

107-100 West Pender Street, Vancouver, BC, V6B 1R8 Ph 604-684-0228 Fax 604-684-5788

www.books.bc.ca/index.htm

Association of Canadian Publishers

www.publishers.ca/

Association of Manitoba Book Publishers

www.bookpublishers.mb.ca/

Canadian Magazine Publishers Association

www.cmpa.ca/

Canadian Newspaper Association

www.cna-acj.ca

Canadian Publishers' Council

www.pubcouncil.ca

Editors' Association of Canada - National Capital Region

P.O. Box 4787, Ottawa, ON, K1S 5H9 820-5731

www.web.net/eac-acr

Key Porter Books Limited

70 The Esplanade, 3rd floor, Toronto, ON M5E 1R2, fax 416-862-2304

Macmillan Canada

29 Birch Avenue, Toronto, ON, M4V 1E2, fax 416-923-4821

McClelland & Stewart Incorporated

481 University Avenue, Suite 900, Toronto, ON, M5G 2E9, fax 416-598-7764

www.mcclelland.com

Mercury Press

2569 Dundas St. W., Toronto, ON, M6P 1X7, fax 416-767-4631

e-mail mpress@pathcom.com

Napoleon Publishing

1005 - 3266 Yonge Street, Toronto, ON, M4N 3P6, fax 416-226-9975

www.transmedia95.com/

Somerville House Books Limited

3080 Yonge Street, Suite 5000, Toronto, ON, M4N 3N1, fax 416488-5506

www.sombooks.com

Stoddart Publishing Company Limited

34 Lesmill Road, Don Mills, ON, M3B 2T6, fax 416-445-5967

www.genpub.com

Appendix D

Canadian Heritage, Cultural Initiatives Program (CIP), Provincial Contacts

Alberta 403-495-3350 (Edmonton) or 403-292-5541 (Calgary)

British Columbia 604-666-0176

Manitoba 204-984-4875

New Brunswick 506-851-3064

Newfoundland 709-772-5364

Northwest Territories 403-669-2806

Nova Scotia 902-426-2244

Ontario 416-973-6932

Prince Edward Island 902-566-7188

Quebec 514-283-5388 (Montreal) or 418-648-5054 (Quebec)

Saskatchewan 306-780-7944

Yukon 867-667-3910

Appendix E

National Literacy Secretariat Provincial Contacts

National Literacy Secretariat

www.hrdc-drhc.gc.ca/hrdc/hrib/nls/nlsind_e.html

Alberta

Adult Development Programs
Alberta Advanced Education and Career Development
403-427-5704

British Columbia

Developmental Programs
Access and Health Programs
Colleges and Program Planning Branch
Ministry of Education, Skills and Training
250-387-6174

Manitoba

Adult Literacy and Continuing Education
Department of Education and Training
204-945-8247

New Brunswick

Literacy Secretariat
Department of Advanced Education and Labour
506-453-3298

Newfoundland

Department of Education
709-729-5711

Northwest Territories

College and Continuing Education
Department of Education, Culture and Employment
403-920-3482

Nova Scotia

Adult Education Section
Department of Education and Culture
902-424-5162

Ontario

Literacy Basic Skills Section
Workplace Preparation Branch Training Division
Ministry of Education and Training
416-326-5456

Prince Edward Island

Division of Training and Adult Learning
Department of Education
902-368-6286

Quebec (contact the NLS directly)

National Literacy Secretariat
Human Resources Development Canada
819-953-5280

Saskatchewan

Special Needs
Program Unit
Saskatchewan Post-Secondary Education and Skills Training
306-787-2513

Yukon

Advance Education Branch
Department of Education
403-667-8213

Appendix F

Literary Festivals and Events

BRITISH COLUMBIA

The B.C. Festival of the Arts. - Otherwords 199, Victoria, B.C.

May 23-30, 1999

"Canada's only multidiscipline arts festival that supports and celebrates emerging artists. Fifty emerging writers participate in an intensive three to four day program of workshops and readings."

www.vanisle.net/bcfa/otherwords.html

Read Festival - the 8th Annual, Victoria, BC

April 9, 1999 Organized by the Victoria READ Society.

Vancouver International Writers (and Readers) Festival, British Columbia

October 1999

Ph 604- 681-6330

www.writersfest.bc.ca

MANITOBA

Associated Manitoba Arts Festivals Inc., Manitoba

"Represents 36 amateur community arts festivals across Manitoba. Promotes and encourages participation in, growth and development of, and appreciation for the creative arts in partnership with local festivals."

Ph 204-945-4578

<http://www.amaf.mb.ca/>

Winnipeg International Writers' Festival, Manitoba

October 13-18, 1998

"...six jam-packed days of readings, book launchings, poetry slams, and other literary hijinx, bringing literary bliss to the city's readers and writers alike."

<http://www.winnipegwords.com/>

NEWFOUNDLAND

Festival of the Arts - Soiree 99, Newfoundland

"The objective is to present a dynamic province-wide series of artistic presentations, representing seven disciplines (music, dance, writing, visual, film, theatre, and multidisciplinary) spanning a period of five months - May 1999 to September 1999."

Labrador Creative Arts Festival, Goose Bay and Happy Valley
November 15-18, 1999

NORTHWEST TERRITORIES

The Great Northern Arts Festival, Northwest Territories
July 16-25, 1999

"A celebration of the diverse cultures and art forms of the North; the premiere artistic and cultural event in Northern Canada."

NOVA SCOTIA

University College of Cape Breton Writers Festival
March 20, 1999

Writes of Spring Festival, Nova Scotia
May 1999

"Workshops and Readings, AGM"

www.chebucto.ns.ca/Culture/WFNS/index.html

ONTARIO

The Eden Mills Writers' Festival, Eden Mills, Ontario
September 12, 1999
www.sentex.net/~pql/eden/index.html

Harbourfront Reading Series, Toronto, ON
June 9- June 12

"The Harbourfront Reading Series has, for 25 years, been engineering encounters between thousands of authors and thousands of readers."

416- 973-4760

www.icomm.ca/ifo/

Milton Literary Festival for Children, Milton, Ontario
June 30, 1999
905-875-1550

Ottawa International Writers Festival, Ottawa, Ontario
September, 1999

"Represents fifty writers from across Canada and around the world. Illustrates the power of words to enlighten, inspire, entertain and to transform the world."

www.writersfest.com/html/english.html

Scream in High Park, Toronto, Ontario

July, 1998

"Invites the diverse voices of Canadian writing to gather for a casual outdoor reading, attended by an audience exceeding 1200 people."

<http://scream.interlog.com>

PRINCE EDWARD ISLAND

Charlottetown Poetry Fair, Prince Edward Island

Aug 29-30, 1999

"Includes outdoor author readings, book signings, and writing workshops."

Contact Paula Cain 902-626-4425 or Lee Fleming 902- 626-3357

SASKATCHEWAN

Festival of Words, Moose Jaw, Saskatchewan

July 1999

"Celebrates creative language with a summer literary and film festival, youth writing camp, and open mike coffee houses."

888-287-0557

www3.sk.sympatico.ca/prafes

YUKON

Yukon International Storytelling Festival, Yukon

June, 1999

867-633-7550

www.yukonweb.com/special/storytelling/

"One very important mission of the festival is to promote cultural understanding through storytelling."

Appendix G

Literacy Events and Contacts

ABC Canada

www.abc-canada.org

416-442-2292

Alberta Association for Adult Literacy

Ph 403-297-4994 Fax 403-297-4849

www.nald.ca/aaal.htm

AlphaPlus

"A computer communications network for literacy. It links over 400 literacy programs, networks, projects, and services across Ontario."

www.alphaplus.ca

Department of Canadian Heritage

15 Eddy Street, Hull, Quebec, K1A 0M5, (819) 997-0055

www.pch.gc.ca/english.htm

Family Literacy Action Group (FLAG)

www.nald.ca/flag.htm

Family Literacy Day, Across Canada Jan 27, 1999

http://www.abc-canada.org/family_literacy_day/fld.asp

Literacy Action Day, Ottawa, Ontario

February 19, 1999

"Total of about fifty literacy practitioners and adult learners descend on Parliament Hill to talk to Members of Parliament about Canada's literacy problems and solutions."

Contact Movement for Canadian Literacy, 613-563-2464.

www.literacy.ca/lad/lad.htm

Literacy and Health for Life: National Literacy and Health Program

Canada Public Health.

Ph 613-725-3769 Fax 613-725-9826

www.nald.ca/nlhp.htm

Literacy BC

Ph 604-684-0624 Fax 604-684-8520

www.nald.ca/lbc.htm

Literacy Development Council of Newfoundland and Labrador

Ph 709-737-3964 Fax 709-737-3009

www.nald.ca/nfldlit.htm

Literacy Partners of Manitoba

Ph 204-947-5757 Fax 204-944-9918

www.nald.ca/litpman.htm

Literacy Partners of Quebec

Ph 514-369-7962 Fax 514-489-5302

www.nald.ca/lpq.htm

Movement for Canadian Literacy

"National non-profit organization representing literacy coalitions, organizations, and individuals from every province and territory."

Ph 613-563-2464 Fax 613-563-2504

www.literacy.ca

National Adult Literacy Database (NALD)

"Canada's adult literacy information network."

www.nald.ca

New Brunswick Committee on Literacy

Ph 506457-1227 Fax 506458-1352

www.nald.ca/nbclhom.htm

Northwest Territories Literacy Council

Ph 867-873-9262 Fax 867-873-0423

www.nald.ca/nwtlc.htm

Nova Scotia Provincial Literacy Coalition

Ph 902-897-2444 Fax 902-897-4020

www.nald.ca/nsplc.htm

Ontario Literacy Coalition

Ph 416-963-5787 Fax 416-963-8102

Prince Edward Island Literacy Alliance

Ph 902-368-3620 Fax 902-368-3620

www.nald.ca/peila.htm

Saskatchewan Literacy Network

Ph 306-653-7368 Fax 306-653-1704

www.nald.ca/sklitnet.htm

Yukon Learn

Ph 867-668-6280 Fax 867-6334576

<http://www.yukonlearn.com/>

Appendix H

List of Travel and Tourism Links on the World Wide Web

Attractions Canada: www.attractionscanada.com/english/top.htm

B.C. Tourism: www.tbc.gov.bc.ca/tourism/tourismhome.html

Canada/PEI Tourism Development Program

The objective of this program is to stimulate the further growth of the Island's tourism. One type of funding is aimed towards developing, upgrading, and promoting major festivals and events. Prince Edward Island Department of Economic Development and Tourism, 902-368-5540

www.gov.pe.ca

Canadian Tourism Information Network: <http://206.191.33.50/tourism/index-e.html>

Discover Alberta: www.discoveralberta.com/

Explore Manitoba: www.travelmanitoba.com/

Manitoba Tourism Development

They provide consulting services, product development, regional tourism, and human resources development. Manitoba Industry Trade and Tourism -- Tourism Development Branch, 204-945-3796

www.gov.mb.ca/itt/

Ministry of Economic Development, Trade, and Tourism: Ontario
Hearst Block, 900 Bay St., Toronto, ON, M7A 2E1

New Brunswick Economic Development and Tourism

They support tourism ventures, especially in northern New Brunswick. They list beaches, winter activities, and eco-tourism. as their main priorities. 506-453-3890,

www.gov.nb.ca/edt

Newfoundland and Labrador Tourism: <http://public.gov.nf.ca/tourism/>

Northwest Territories Explorers' Guide: www.nwttravel.nt.ca/

The Official Government of Quebec Tourism Website: www.tourisme.gouv.qc.ca/

Ontario Travel: <http://204.101.2.101/travel/home.html>

P.E.I. Information Centre: www.gov.pe.ca/

P.E.I. Visitor's Guide: www.gov.pe.ca/vg/index.asp

Travel B.C.: www.travel.bc.ca/

Travel Ontario: www.gov.on.ca/MBS/english/travel/index.html

Tour Yukon: www.touryukon.com.

Tourism New Brunswick: www.cybersmith.net/nbtour/

Tourism Nova Scotia: www.gov.ns.ca/tourism.htm

Tourism Quebec: They offer numerous assistance programs for the tourism industry.
1-888-883-8801.

Tourism Saskatchewan: www.sasktourism.com/index.shtml

Tourism Saskatchewan Partnership Marketing Fund
This is offered through Tourism Saskatchewan, 306-787-9575
www.sasktourism.com

Virtual Nova Scotia: www.explore.gov.ns.ca/

Appendix I

Spread the Word Literacy Festival Survey Results, 1999

Spread the Word Literacy Festival 1999

Gender:

Male 19% Female 67% No response 14%

* This is not representative of the people in attendance. Most men asked their wives to fill out the survey.

Age Range:

Under 16 4% 16-20 5% 21-30 15% 31-40 56% 41-50 15% 51+ 5% No response 1%

Occupation:

A wide range of occupations.

Have you attended a literary event before?

Yes 43% No 54% No response 3%

Did you attend our festival last year?

Yes 30% No 65% No response 5%

How did you become aware of this festival? (Please circle)

Newspaper 19%, Radio 11%, School 36%, Poetry Contest 1%, Word of Mouth 40%, Signs and Posters 16%, Internet 1%, Literary Journals/Magazines 2%, Other 11% (literacy centre, accompanied author, council meeting).*

What was your main reason for attending this festival? (Please circle)

Author Readings 16%, Family Event 49%, Free Admission 7%, Children's Activities 58%, Exhibits 16%, Other 17%. (work, volunteer, fun, books, children love music and books).*

How faraway from the festival grounds do you live? (Please circle)

Under 5 km 44%, 5-15 km 30%, 15-60 km 14%, 60-100 km 5%, 100-200 km 2%, 200-300 km 1%, over 300 km 2%, No response 2%.

Do you plan on visiting any other festivals or special events this weekend?

Yes 14% No 84% No response 2%

While you are in town today, do you plan on doing any of the following? (Please circle)

Shopping 27%, Dining 17%, Staying at a Hotel 1%, Going to the Museum 0%, Going to the Library 7%, Visiting Parks/Waterfront 68%, Other 17% (lobsterfest, tow show, soccer, visiting family, playing pool), No response 19%.

Please Rate:	Excellent	Good	Poor	Did Not Participate	No response
Author Readings	30%	16%	0	38%	16%
Festival Book Store	40%	49%	0	9%	2%
Children's Activities	58%	32%	0	7%	3%
Food Fair	21%	40%	2%	22%	15%
Celebrity Book Auction	23%	23%	0	36%	18%
Exhibitors' Booths	30%	51%	1%	10%	8%
Entertainment	42%	36%	0	7%	15%
Used Book Store	43%	36%	2%	14%	5%
Location of the festival	70%	25%	0	1%	4%
Access to the festival	70%	23%	0	25	5%

Do you think you might attend the festival next year?

Yes 93% No 0 No response 7%

Will you promote the festival to your family and friends?

Yes 90% No 0 No response 10%

*Many people checked off more than one response; thus the results do not add up to 100%.

Thank you for taking the time to complete this survey!

SAMPLE BUDGET

Revenue	1998 Budget
Municipal government (in-kind for rentals)	\$750
Foundations	\$1,000
Bell Canada	\$500
Local Business	\$1,000
Service clubs	\$1,000
The Canada Council	\$ --
Corel Corporation	\$ --
Exhibits and Displays	\$1,000
Food Fair	\$500
Merchandizing	\$ --
TOTAL REVENUE	\$5,750

Expenditures	
Authors	\$800
Exhibits and Displays	\$500
Rentals: Town Tent, Curling Club	\$750
Civic Reception	\$ --
Children's Activities	\$750
Signage	\$500
Advertising, promotion	\$500
Miscellaneous	\$500
Merchandizing	\$ --
TOTAL EXPENDITURES	\$4,300