

Program Announcement Policy with Rationales

Recommended sequencing of information release:

Bookstores and Library: receive information first about confirmed authors and author-hosts so they can order books and have them in place for when the authors are announced to the general public through social media.

Festival Team: is alerted through an email to festival director for distribution of author confirmations to board and managers with subsequent distribution through Mail Chimp to sponsors and volunteers. *The rationale is to keep lines of communication flowing and to foster collegiality amongst sponsors and volunteers.*

Website/Facebook/Twitter: are updated next as soon as authors/hosts confirm their attendance and the program committee has obtained their photo, bio, book cover and blurb, that information will be forwarded to the media committee for immediate posting. *Adding new information to the website at intervals keeps it 'alive' through the off season and thus keeps it as an active site to check for new information; potential Festival attendees, anticipating information about authors confirming attendance at the festival serves to drive traffic to the website, drive book sales, and drive general interest in the Festival. Posting author/book information earlier gives authors a longer period of publicity before the festival. That perk for authors may help the program committee attain a higher percentage of confirmations to our initial invitations, thereby allowing us to get our summer program in place and publicized earlier in the year, which as above would drive ticket sales and interest in the festival.*

Late Winter Festival Team Gathering: will be informed, as per festival tradition, through an email blast sent to all sponsors and volunteers in January/February inviting them to the mid-winter get-together. At the gathering, the program committee will announce the authors/hosts and the festival schedule, and provide additional information about the authors/hosts, e.g., awards, noteworthy achievements, etc. *The rationale is to keep lines of communication flowing and to foster collegiality amongst sponsors and volunteers.*

Before Spring Event: the media committee will send author/host information to newspapers and other outlets. *Communication with general public through mainstream media outlets drives book sales and drives interest in the Festival.*

At Spring Event: the full list of authors/hosts and the schedule will be announced, together with the opportunity to purchase early-bird festival passes and information about when tickets to individual events will go on sale. All of that information will then also be given to the newspapers and other media outlets. *As the Spring event becomes a recognized part of festival programming, it drives interest in the Festival. Already knowing the summer author lineup may increase the sale of Festival passes at the Spring event by readers who want to be sure of securing tickets for Summer authors. Book sales continue to be driven.*