

**Utah Humanities Council's
9th Annual Great Salt Lake Book Festival
Call for Proposals for Programming Stipends**

Introduction

To expand the involvement of community organizations across the state in the Great Salt Lake Book Festival, the Utah Humanities Council (UHC) **will award programming stipends from \$100 to \$2,000** to community groups, organizations, libraries, schools, book stores, and other businesses providing programming for the 2006 Festival. Awards will be considered for presentations at the Book Festival in Salt Lake City Oct. 26-28, and also for presentations held at any other location in Utah from October 19 to November 4, 2006. Stipend awards will be considered for all programming that supports the mission of the Festival: to increase the love of reading and awareness of the importance of literacy.

2006 Dates

March 1 – May 1—Draft applications reviewed.

Draft stipend applications (optional) may be submitted for review and feedback during this time. Applications may be mailed or e-mailed. First-time applicants are especially encouraged to submit draft applications.

March 1-May 19—Stipend applications accepted.

The “Application for Programming Stipend” form and accompanying materials may be submitted at any time during this open period. All materials must be received at UHC as hard copies—not emailed or faxed. The Stipend Review Committee will make decisions on applications the first of every month—or sooner when possible—and will notify applicants of award status as soon as possible, whether the applications are successful or not. (Successful applicants must re-submit their applications by email for our electronic records within one week of notification.)

May 19—Final application deadline.

The “Application for Programming Stipend” form and accompanying materials must be received at UHC no later than May 19 as hard copies—not emailed or faxed.

June 1—Award notification.

Applicants who apply at the May 19 deadline, both successful and unsuccessful, will be notified of award status by June 1. Applicants who apply earlier will be notified earlier. (See above: “March 1-May 19—Applications accepted” section for more details.) (Successful applicants must re-submit their applications by email for our electronic records within one week of notification.)

October 26-28—Festival dates in Salt Lake City

UHC’s 9th Annual Great Salt Lake Book Festival will be held at the City Library, Salt Lake City, October 26-28, with an evening presentation Thursday and Friday and a full roster of events throughout the day Saturday.

October 19-November 4—Festival dates outside Salt Lake City

UHC’s Great Salt Lake Book Festival events may take place in locations other than the City Library during this two week window of time: Oct. 19-Nov. 4, 2006.

2006 Venues

In an effort to extend Book Festival literary events across the state, stipend applicants may apply to have an author present in the location of his or her choice, and not just at the Great Salt Lake Book Festival in Salt Lake

City. The largest stipend awards (\$1,000-\$2,000) will go to those groups who organize an author's appearance at both the Festival *and* at another location.

Contact Information

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General Criteria

We seek a diverse group of authors writing from a wide variety of perspectives and in all genres. UHC is particularly interested in attracting well-known, nationally recognized authors who will attract large audiences. In 2006, the Great Salt Lake Book Festival will feature fewer authors at the City Library than we have presented in the past, so the criteria for authors there will be stringent. Proposals that include programming at a public site other than the City Library—such as at a place of work, church, library, school, or organization—are encouraged. Proposal applications will be judged by a panel of Book Festival Committee members and UHC staff.

FREQUENTLY ASKED QUESTIONS

What programming qualifies for stipend awards?

UHC is looking for programming that represents a variety of literary genres, ethnic backgrounds, and social perspectives. All stipend applicants will select, contact, and book an author for at least one presentation at the City Library during the Book Festival (October 26-28) and/or at an outlying venue during a two-week window around the Book Festival (Oct. 19 through November 4, 2006). A program segment may take many forms, such as: an author discussing and reading from her or his work; a panel of writers discussing and/or debating a topic of interest to a particular community; an interview with a famous author; a talk about the history of the book or some aspect of book publishing by someone with expertise in this field; a talk and demonstration by an illustrator of a children's book; and/or reading and discussion by several writers writing in the same genre. (Examples of stipend funding awarded in the past are included at the end of this document.)

All authors are expected to sign books after their presentations and all authors in Salt Lake City are expected to attend an authors' reception in the evening on Saturday, Oct. 28, 2006.

Who are the programs for? Is there a fee for audiences?

A program may be designed for an audience of adults, young people, children, or a combination of ages. All programs associated with UHC's Great Salt Lake Book Festival must be free of charge and open to the general public.

What may the stipend funds be used for?

Funds may be used to pay honoraria for authors, literary and other scholars, panelists, moderators, and also for costs related to publicity, travel and lodging, and related authors' expenses. Awardees **must provide matching funds** for all costs related to the programming. Matching funds may be cash or in-kind donations, and may include the donation of staff time to coordinate the author's visit. Donations of travel and lodging costs as well as publicity expenses

may be included as part of an applicant's matching funds, as either an in-kind or cash donations. Please include details of **all** matching funds in your application.

Who is eligible to apply?

Eligible applicants include nonprofit organizations such as historical societies, museums, local arts and humanities councils, civic and service organizations, public radio and television stations, educational institutions, local and state government agencies, libraries, ad hoc groups, and Utah businesses that trade in books or book-related materials. UHC administers a nearly identical stipend award program for libraries; please see our website (www.utahhumanities.org) for that application.

What funds are available?

Major stipend applications may request between \$1,000 and \$2,000. Major stipend awardees will provide a minimum of one hour of programming. Programs featuring nationally recognized authors will be given preference for these awards. Authors presenting at both the Salt Lake Book Festival and at one or more community events, or authors presenting both in Salt Lake City and also in an outlying area, will be favored over those presenting at a single venue. **Minor stipend** applications, providing at least one hour of programming, may request from \$100 to \$1,000.

How do I find and book an author?

Using the Internet, a small amount of research can bring a wealth of information, including contact information for authors. An author may have his or her own website that will indicate personal contact information or contact information for a publicist or agent. Additionally, Publishersweekly.com, Bookwire.com, and Amazon.com—as well as many other websites—have contact information for authors' publishers. Local bookstore personnel and librarians may also be excellent sources of contact information for authors.

Once you find author contact information, the next step is to contact the author. Following are guidelines taken from Random House's on-line article: "[Tips for Booking an Author \(From the Publisher's Viewpoint\)](#)".¹ These tips are intended for members of the public (like yourself) who are attempting to book an author through a publisher (in this case, Random House). These tips should be useful regardless of what publisher or agent you contact, or if you are contacting an author directly.

¹ Random House. 2006 January. Library Services page. <http://www.randomhouse.com/library/authortips.html>
Accessed 2006 January 9.

“Tips for Booking an Author” (From the Publisher's Viewpoint)

1. Plan as far in advance as possible: (6 months is reasonable).
2. Put the request in writing and give all known details: name of the sponsoring organization, location of event, date, time, anticipated size/age/make-up of audience, name of contact person...
3. State exact nature of event and the author's participation: book and author lunch/breakfast/dinner, lecture, school class(es), conference address/panel... with other authors, alone... length of the presentation, question and answer period... state the theme of the event; the author's particular topic...
4. **DO NOT ASK FOR THE MOST FAMOUS AUTHOR OF THE MOMENT!!!** Consider local talent, first novelists, mid-list, genre, backlist, self-help, how-to authors.
5. Request several authors in order of preference. (Make sure they are actually published by the company from which you've requested them!)
6. Be up-front and specific about expenses you can cover (or not). This includes speaker's fees, transportation, hotel, meal costs... Try to take advantage of publisher's tours where at least some of these costs are covered.
7. Say if you will have an autographing opportunity/sell books and state who will handle this: the library or school, the Friends or PTA, a local bookstore. Find out how to get the books from the publisher or wholesaler. Books should be on-hand well in advance of the event.
8. Once the author has said "yes," confirm all arrangements/ agreements with a follow through letter. Putting details in writing eliminates later confusion.
9. Make the trip as worthwhile as possible from the authors/ publishers point of view: get all the staff informed and involved; educate your audience in advance with flyers, booklists, etc.; try to set up other appearances at the local bookstore, local radio, TV, newspaper... Give the publisher credit by using their name in all PR items.
10. After your successful event, follow-up with a thank you and report to the author/publisher: (You may need to approach the same publisher in the future.) If something went wrong state suggestions/plans for improvement.

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How can I book an author when I don't know if I will receive a UHC stipend award or not?

Please tell authors, publishers, or whomever you are working with that you are **applying for a grant that will provide funding for the author's presentation**. Please do not make a firm commitment to bring an author to the Festival before you are notified whether you will receive funding or not—unless you are willing and able to pay all the author's costs on your own.

What criteria will be used to determine the awards?

The review committee will consider evidence of the following:

- 1) Confirmation of an agreement from the writer(s) to appear
- 2) Ability of organization and program coordinator to accomplish the project
- 3) Contribution of programming to the mission of the Festival
- 4) Promotional plans and the ability to attract and sustain an audience
- 5) Programming scheduled in addition to Festival appearance

How does a group or business apply?

Complete the one-page application attached. Describe the programming segment, the subject or genre involved, why it is appropriate for your organization to undertake this program, and how the program supports the Festival's general mission. In addition, provide a budget showing how funds will be allocated and what matching funds will be provided. Include letters or emails of commitment from writers, panelists, and other organizations who will participate.

How does UHC support programming at the Festival?

UHC provides:

- a large audience for authors in Salt Lake City
- increased opportunities for authors to appear statewide
- a printed program, distributed across the Salt Lake Valley and in all towns where Book Festival events are held, listing all presenters and their biographical summaries
- recognition of all organizations receiving stipend awards, in the printed program and elsewhere
- publicity through statewide print, radio, and TV promotion
- promotion in alternative media
- posters distributed in schools and libraries
- street banners in Salt Lake City
- professional event-management staff to coordinate all Festival activities
- an evening reception for authors and stipend awardees in Salt Lake City

How do I get more information?

Please see our website for more information on past Book Festivals: www.utahhumanities.org.

Please contact Rebecca Batt, Festival Director, by email at batt@utahhumanities.org or by phone at 801-359-9670.

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What programming has qualified for stipend awards in the past?

- Will Hobbs (award-winning young adult author) presenting a slide show of real-life adventures that inspire his stories at the main Book Festival, and also presenting at the annual conference of the Utah Council of Teachers of English
- Rick Bass presenting at the Brigham City Library mid-week and again in Salt Lake City on Saturday
- Susan Woods (editor of *Along Navajo Trails*) making multiple appearances at a Provo Elementary School, including conducting writing workshops and addressing assemblies for students
- Chris Crutcher leading a workshop in a Delta Middle School English class and also at a Delta High School journalism class, later giving an evening presentation for all ages at the Delta Library
- A celebration and 50th anniversary commemoration of Allen Ginsberg’s “Howl”— including Alex Caldiero performing “Howl,” original poetry presented by other poets, a film, slides, and live jazz music
- Joy Harjo reading from her poetry, then meeting with a group of Native American and other creative writing students to discuss the writing life
- Greg Child and Amy Irving McHarg presenting at the Moab Visitors’ Center, with sponsorship provided by the Grand County Library and Arches Bookstore
- Michael Blake discussing the adaptation of his novel into a major film, with a showing of the film, *Dances With Wolves*; in a separate talk, speaking on the importance of reading
- Thomas Cahill discussing his book *Sailing the Wine-Dark Sea: Why the Greeks Matter*, then meeting with an organization from Salt Lake’s Greek community
- Sandra Cisneros reading from *Caramelo* and discussing her development of ethnic identity as a Mexican-American
- Slam Utah conducting a performance and poetry workshop session at the Festival with Marc Smith and Jean Howard, then conducting a poetry slam open to the public
- Lois Lowry, over multiple days, talking about her journey as a writer to a mixed group of youth, parents, and the general public
- Jimmy Santiago Baca reading from his poetry, then judging the Teen Poetry Slam, and reading at the Day-Riverside Library the Monday after the Festival

Please see the 2005 Festival schedule at www.utahhumanities.org for details on last year’s event.

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