

Annual Report

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INTRODUCTION

The Frye Festival is Canada's only bilingual international literary festival. Every year since 2000, more than 30 local, national and international writers, both Francophone and Anglophone, come together in Moncton, New Brunswick to foster the discovery and enjoyment of reading and writing by bringing together authors with audiences of all ages.

From April 19 to 25, 2010, the Frye Festival launched its second decade and continued to establish itself as our community's not-to-be-missed event and as one of the premiere literary festivals in the country. Over the course of six days, festival goers and bookworms listened to, and met with, a slew of authors whose accomplishments are recognized here and abroad: Noah Richler, Daniel Poliquin, Annabel Lyon, Steven Galloway, Nino Ricci, Christiane Duchesne, Beth Powning and Linden MacIntyre, to name a few.

In 2010, the Frye Festival pursued its goal of encouraging audiences to discover the person behind the words by organizing public readings, roundtables, lectures, dialogues, workshops and multidisciplinary evening performances. We also maintained our level of school visits, with more than 10,000 students welcoming authors in their schools. This represents approximately 140 visits in 60 schools across five school districts. The School-Youth Program would not be possible without the generous support of corporate funders, the cooperation of school districts throughout New Brunswick, the dedication of many volunteers and the generosity of visiting authors.

We followed up our 10-day 10th anniversary edition, celebrated in 2009, with much success: overall attendance remained steady within a shorter timeframe, and attendance at marquee events—Soirée Frye, KidsFest, Café Underground and Frye Jam—equalled or exceeded last year's levels. Indeed, the Frye Festival broadened its reach in 2010 by establishing more than 90 community partnerships, by maintaining its level of sponsorship from the 10th anniversary edition and by earning more than 200 separate media stories.

Benefiting from the financial support of municipal, provincial and federal governments, the Frye Festival also relies upon contributions from a number of generous sponsors and donors. Ultimately, however, the Festival continuously owes its success to the 125 volunteers who have contributed over 5,000 hours during the course of the year.

This document presents a brief overview of the history, organization, and guidelines of the Festival, as well as a detailed report of the achievements of 2010.

1. PRESENTATION OF THE FESTIVAL

a. History

In 2010, the Frye Festival held its 11th annual bilingual international literary festival, effectively launching into its second decade.

The Frye Festival was founded by three partners from the Greater Moncton region: The Aberdeen Cultural Centre (headed at the time by Paulette Thériault), The Northrop Frye Society and the Greater Moncton Economic Commission. In December 1999, a public reading featuring two Canadian literary superstars, Antonine Maillet and John Ralston Saul, was organized at the Capitol Theatre by the Greater Moncton Economic Commission, Vision TV and The Aberdeen Cultural Centre. This project became the catalyst for the creation of the Festival.

Since then, we have become Canada's only bilingual international literary festival. We play host to 30 authors annually whose accomplishments in the French and English publishing sectors far outreach New Brunswick borders.

b. Festival Mission

The mission of the Frye Festival is to foster the discovery and enjoyment of reading and writing by bringing together authors with audiences of all ages, creating an annual bilingual celebration of words.

The Frye Festival's values are a sense of fun, discovery, accessibility and tolerance.

We promote these values through operating principles that ensure that the Frye Festival is:

- an expanding and rewarding experience that feeds imaginations
- a quality experience with a rich mixture of local, Canadian and international authors and ideas
- an involving and diverse experience which includes a variety of interactive formats and genres that engage audiences of all ages
- a multicultural experience celebrating New Brunswick's unique bilingual community.

c. Mandate

On behalf of our community we bring the best local, national and international authors, poets, playwrights, graphic novelists, spoken word artists and storytellers to Moncton, New Brunswick for a bilingual Festival during the last week of April. These authors feed the imaginations of children, families, students and booklovers through workshops, readings, dialogues, roundtables, book clubs, lectures and debates. All events are open to the public and take place in a wide variety of venues, such as schools, cafés, restaurants, bars, theatres, shopping malls and libraries all over the region.

d. Vision

Our vision is to be the best bilingual, international literary Festival in the world while continuing to provide the highest level of professionalism, accessibility and excellence.

Our future success will be built upon the quality of our partnerships and we will focus on: growing and improving our school program; establishing long-term core funding; strengthening our internal leadership (paid and volunteer); and continuing to bring the highest quality accessible experience to a diverse audience.

Since its inception in 2000 the Festival has commemorated Northrop Frye and his ideas and vision, namely his deep commitment to an informed and civil society. After eleven years, the Frye Festival has an established national and international reputation. More than 380 award-winning authors from every continent have attended the Festival, and more than 67,000 students in the province have met, interacted with and been inspired by authors. Vital and successful partnerships have been formed and local authors have been given tremendous opportunities to shine. New Brunswickers are proud of the Festival and how it has put the province on the world stage.

e. Brand Promise

Feed your imagination / Plein la tête

Our promise to all Frye Festival participants, regardless of age or interest level, is that their imaginations will be fed through their experience.

f. Board of Directors

The Festival is governed by a Board of Directors whose 10 members hail from literary, academic and community circles, as well as from the private sector. The Board meets ten times a year. The members of the Board are elected at the Annual General Meeting held every October. The Board of Directors is guided by a four-person Executive Committee:

- Chair: Dawn Arnold, literary sector
- Vice-Chair: Suzanne Cyr, literary sector (also Co-chair (Francophone), Programming Committee)
- Secretary: Chantale Bellemare, community sector
- Treasurer: Nancy Whipp, C.A., private sector

The remaining members of the Board of Directors are:

- Paul Curtis, Chair, Antonine Maillet - Northrop Frye Lecture Committee, academic sector
- Edward Lemond, Co-Chair (Anglophone), Programming Committee, literary sector
- Norval McConnell, community sector
- Nancy Pipes, Co-Director, School-Youth Program (Anglophone), community sector
- Courtney Pringle-Carver, member of the marketing committee, private sector;
- Barb Quigley, community/literary sector

g. Festival Committees

The Festival committees are:

- The *Programming Committee*, which is co-chaired by two members of the Board of Directors and has eight members in all, four of whom sit on the Board. The Programming Committee oversees the operation of four subcommittees:

- School-Youth Program Committee, which is headed by an Anglophone member of the Board of Directors and a Francophone employee, and is made up of other volunteers and another member of the Board.
 - KidsFest Committee, consisting entirely of volunteers who do not sit on the Board of Directors, with the exception of the Board Chair, who heads the Committee.
 - Antonine Maillet-Northrop Frye Lecture Committee, which is headed by a member of the Board of Directors and has four members in all, two of whom sit on the Board.
 - Special Events Committee, consisting of two board members to plan the Festival's year-round programming.
- The *Marketing and Communications Committee*, which is headed by the Chair and has a total of two members, both of whom sit on the Board.
 - The *Governance Committee*, which is chaired by a member of the Board of Directors and is composed of a total of three members, all of whom sit on the Board.
 - The *Finance Committee*, which consists of the Chair, the Treasurer, and senior staff. This Committee oversees the organization's financial management, establishes and reviews the budgets, and help prepare documents for financial audits.
 - The *Executive Committee*, which consists of the four executive members and senior staff.

In addition to members listed, committee meetings are also attended by at least one of the two Frye Festival full-time employees.

h. Festival Team

While the above-mentioned committees are responsible for Festival programming, the bulk of the work involved in implementing their decisions is carried out by contractual staff. Paid positions are as follows:

- Executive Director (full time)
- Assistant Director (full time)
- Production and Artistic Director (January to end of April)
- Communications Director and Media Relations Co-ordinator (September to end of May)
- Logistics coordinator (March and April)
- Transportation (week of Festival)
- Production, decoration and design crew, three people (last two weeks in April)
- Support team, two to four people (week of Festival)
- Photographer (week of the Festival)
- Graphic design (as required)
- Translation (as required)

The calibre, diversity and uniqueness of festival activities enable the organizers to recruit renowned and talented individuals to work for the Festival, many of whom plan their calendars around this innovative and creative work. In addition to this core group required to launch and carry out the event, a number of



volunteers were recruited to assist during the six days of the Festival. These volunteers looked after author transportation and hospitality, served as masters of ceremony, ran the ticket booths, ensured that everything flowed smoothly, and performed a host of other related duties essential for the event. These volunteers, most of whom have been involved in an organizational capacity for several years now, are true ambassadors of the Festival, performing a tremendous and invaluable amount of promotional work.

2. THE 2010 FESTIVAL

From April 19 to 25, 32 authors from near and far participated in the 11th annual Frye Festival, sharing their world-class talents in a range of genres and styles. To that roster were added six emerging writers from New Brunswick, as well as many artists and musicians who created a multidisciplinary feel for most of the events.

Invited authors included headliners such as Linden MacIntyre, Nino Ricci, Annabel Lyon, Noah Richler, Maryse Rouy and Daniel Poliquin. Audiences also appreciated Christian Bök's performances, France Cayouette's haikus and Steven Galloway's profoundness. Also deserving of a mention are Acadian authors Gracia Couturier, Nicole Daigle, Ronald Léger and Georgette LeBlanc; and children's authors Christiane Duchesne, Cary Fagan, Guy Marchamps and Nancy Wilcox Richards.

The Frye Festival takes great care to reflect the bilingual and bicultural natures of its host city and province. Whenever possible, events are held in both French and English. Simultaneous translation was provided to unilingual authors or audience members at most events.

a. Roundtable Discussions and the Frye Symposium

The Frye Symposium consists of a conference and roundtable discussion; its aim is to raise awareness of Northrop Frye's ideas in an atmosphere of sharing among authors, academics and the public.

This year, we kept the venue, Moncton City Hall, as well as the evening time slot for the Frye Symposium, which likely helped in drawing a larger crowd than in previous years. The Symposium lecture, delivered by Craig Stephenson, was titled "Reading Frye Reading Jung." The Frye Symposium Roundtable, which took place at noon of the same day, featured Stephenson along with Kay Stone, André Lemelin and Ronald Labelle discussing "Voyaging into the Unknown in Folk Tales and in Dreams." This event was also successful, despite fewer attendees than last year.

Two other roundtables were also held during the 2010 Festival. Scheduled for April 22, the first focused on "Stories, and What They Do" and featured Annabel Lyon, Biz, Linden MacIntyre and Martin Winckler. The second was held the next day in an atmosphere of "Writing Lives and Afterlives." Daniel Poliquin, Nino Ricci, Noah Richler and Maryse Rouy were on the agenda. Both roundtables drew in crowds of about 70 people; the noon timeslot works well for attracting people who work downtown. Due to the need for simultaneous translation (and the lack of larger public space in Moncton for effective simultaneous translation), these events are somewhat hampered by the small space.

b. Public Readings

Public readings present a perfect opportunity to hear favourite authors read from their texts, and to discover emerging authors.

As before, the first public reading of the Frye Festival was "Prelude: Emerging New Brunswick Writers". Emcee Lee Thompson, Executive Director of the Writers' Federation of New Brunswick, introduced six up-and-coming authors hailing from New Brunswick. This event was a tremendous success for all the

implicated authors, giving them a new audience and an excellent opportunity to shine as they launch their careers.

The following evening, an Evening of Storytellers featured a number of popular and less well-known storytellers doing what they do best: tell stories. The ambiance was just right at City Grill for such an event, and the Frye Festival has received requests for an encore presentation at the next edition of the festival.

Also part of the 2010 program was Réveille. In the format of open-mic readings by adults of their childhood writings, the event was successful in that it provided an opportunity for authors and new-comers to present the work they completed as a child. Whether reading from diary entries or first-draft poems, each speaker presented a unique perspective of their world 20, 30 or 40 years ago.

Beer and Books, a new venture with Molson Coors, provided an opportunity for Gracia Couturier, Biz, Fred Stenson and Steven Galloway to chat with their fans in a relaxed environment. The event was held at 5 p.m. on the Friday, which drew the after-work crowd from the downtown core.

Keeping its usual timeslot of Saturday morning, Brunch and Books was again a success, as people flocked to the City Grill to hear readings by François Barcelo, Christine Eddie, Annabel Lyon and Beth Powning. Attendance at this free event (less the cost of food) increased from last year. The following day, the Atlantic Lottery Brunch and Books featured the Greater Moncton Literacy Advisory Board's New Adult Learners' Contest awards, which showcased the accomplishments of six new learners in both English and French. Working closely with representatives of the GMLAB and with Laubach Literacy, the Frye Festival organized an awards ceremony for the annual writing contest amongst adult new learners' classes.

The Frye Festival recognizes the merits of having at least one headlining author at each event and the advantages of convenient timeslots for attracting larger audiences. Overall, we managed to make public readings not only more accessible, but also more popular. The Pay What You Can policy, which is described in detail further along in this report, was offered at most of the public readings. This formula will be looked at for subsequent events.

In keeping with the tradition of highlighting the presence of big-name authors, an Evening of Can Lit was organized for the Friday night at the Jeanne-de-Valois auditorium at l'Université de Moncton. More than 150 people came to hear Noah Richler in discussion with Canadian literature giants Annabel Lyon, Linden MacIntyre and Nino Ricci. Each of the authors was invited to perform a short reading, and the rest of the evening was spent in congenial discussion. The authors all graciously stayed after the event to sign books and chat with the public at a reception.

c. The Antonine Maillet-Northrop Frye Lecture and Publication

As in previous years, the 2010 Lecture was given at Moncton City Hall. On Saturday, April 24, Noah Richler gave a fascinating talk titled "What We Talk About When We Talk About War." A journalist by trade, Richler has written in both Canada and the United Kingdom, and he has become one of Canada's pre-eminent writers and public thinkers.

Richler's talk was followed by the launch of the 2009 Antonine Maillet-Northrop Frye lecture publication by Monique LaRue entitled "Between Books," published by Goose Lane Editions.

d. Dialogues and Book Clubs

The Dialogues and Book Clubs are often the most intimate and popular events, where the authors reveal themselves to the audience through conversations with an interviewer or another author. This year, four dialogues and four book clubs were held at various unique locations throughout the city: Café Aberdeen, L'Idylle, the Moncton Public Library, Navigators' Pub and Timothy's. The variety of venues—new for this year—helped create a special and distinctive feel for each event and diversified the crowd as coffee shop and pub patrons stuck around for events they may have otherwise skipped. As well, creating novel and intimate opportunities to meet big name authors (such as Linden MacIntyre's sold-out book club at the Moncton Public Library), or pairing unique food and ambiance at L'Idylle (a jam-packed "standing-room" only event with Martin Winckler) have proved to be extremely successful and has brought a whole new audience to the Festival.

Readers got to know many of the authors on this year's roster: Martin Winckler, Gratia Couturier, Christiane Duchesnes, Beth Powning, Robert Moore, Fred Stenson, Christian Bök, Steven Galloway and Linden MacIntyre.

e. Multidisciplinary Events

One of the Frye Festival's specialities is bringing together many art forms in order to put on memorable and entertaining events or shows, where arts and culture lovers can enjoy a variety of talents.

Here are some examples of the multidisciplinary events that took place during the 2010 Festival:

- *The official launch*: For the fifth consecutive year, we decided to give the stage to our partners and sponsors as part of our media launch/official opening. More than 100 people came, including Premier Shawn Graham, MP Brian Murphy, Deputy Mayor Paulette Thériault and a number of partners and sponsors. Jesse Robichaud, the 2010 Poet flyé, presented his opening poem and the entire ceremony was enhanced by a musical performance and a reception that followed. The opening also garnered a lot of media attention (see Media section for details).
- *Soirée Frye*: Gala event hosted by Dawn Arnold, Frye Festival President, and by Mario Thériault, a former board member, local businessman and long-time friend of the Festival. The evening showcased four authors—Christian Bök, Christiane Duchesne, Nino Ricci and Gratia Couturier—as well as musicians Julie Doiron and Guillaume Arsénault. Before concluding with a joint collaboration by the two musicians, the evening showcased the talent of New Brunswick's young writers, as winners of the Great-West Life London Life Writing Contest were awarded their prizes.
- *Frye Jam*: One of the most popular events of the Frye Festival, the Frye Jam presents seven authors whose readings are accompanied by the almost spontaneous musical stylings of Les Païens. The evening also featured four musical guests, much to the delight of the 200 audience members who filled the 2nd floor of City Grill to the brim.
- *Night Howls*: Late-night events that became a hub for authors to meet with colleagues and experience first-hand what the Festival has to offer. Following the success of last year's Night Howls, we scheduled three during the 2010 Festival, each hosted by a different person. On

Tuesday night, Éditions Perce-Neige authors took to the stage for a special event with this long-time partner. All three events were well-attended, and the new venue, City Grill, worked very well as it created an intimate setting.

- *Life in the Lawn: A PoemGarden*: The Frye Festival is always seeking opportunities to add a multidisciplinary aspect to its events. This year, in partnership with the Moncton Public Library and Shift Central, the Frye Festival presented *Life in the Lawn: A PoemGarden*. The exhibit displayed paintings by Raymond Martin accompanied by short poems by Peter Lanyon (the same paintings and poems were also collected in a book by the same title). The opening of the Moncton Public Library exhibit took place during the Festival and was attended by Raymond Martin. Peter Lanyon was scheduled to participate but was unable to travel from Italy due to disruptions to air travel.

f. The School-Youth Program

The School-Youth Program aims to encourage youth to discover the pleasure of reading and writing, while also stimulating and encouraging their creativity. The mandate of the School-Youth Program is not to teach kids to read and write, but rather to provide students with professional venues for their creative expressions. By bringing professional writers into the schools, the Frye Festival inspires students to want to read, write and think critically.

- *Writers in Schools*: For the *Writers in Schools* component, we bring “word experts” to schools in the region. Every year, over 10,000 Francophone and Anglophone students from secondary and elementary schools in the Greater Moncton region, and elsewhere in the province, have the chance to discover the magic of words from authors in our community, our country and all over the world. This year, we organized more than 140 school visits made to 60 schools in five school districts across New Brunswick.

We ask teachers and students to complete and return evaluations of the visits so that we can improve the program. In most cases, the evaluations reveal that the program was successful in captivating the students, who are often meeting an author for the first time. The visits create interest among young people, who afterwards want to learn more about the authors they met and are inspired in their own reading and writing paths.

- *Young Writers*: As usual, the *Young Writers* component also attracted the attention of numerous students who participated in the three events. It showcased young writers of poetry, prose, and song. More than 250 young people presented their works as part of *Imagination at Work* (Kindergarten to Grade 4), *Aliant Budding Writers* (Grades 5-8), and *Aliant Café Underground* (Grades 9-12). These events represent a once-in-a-lifetime opportunity for young writers to present their work before a bilingual audience.
- *The Great-West Life - London Life Writing Contest*: The Frye Festival is proud to recognize the talent of young writers in high school. In place since the inception of the Frye Festival, the Writing Contest continues to grow and surpass expectations thanks to the generous support of Great-West Life / London Life. For a second year, the Frye Festival invited students from across New Brunswick to submit their writing (the contest was limited to Greater Moncton area schools prior to 2009).

Both creative (short stories) and academic (essays) submissions were accepted, and we kept the December deadline in order not to conflict with exams. Posters, along with contest rules, were distributed to schools in the fall. Winners were showcased at the Soirée Frye, a gala night that draws 400 people yearly and boasts some of the most well-known authors at the Festival. They received their award, which consists of a monetary prize and a certificate, on stage in front of an applauding crowd.

The first-place prize consists of \$500, while second place and third place garner \$300 and \$100 respectively. Prizes are awarded for each language and each category. Also, participating schools have the chance to win another \$500 to buy books, which encourages teachers to inspire students to participate. In total, we awarded more than \$4,000!

- *Frye Academy*: A new component of the School-Youth program, Frye Academy is an engaging and interactive program for Francophone and Anglophone high school students. A 16-member jury comprised of bilingual students read and debated four books—two in English and two in French—to choose an overall winner at the end of two debate sessions. Participating students quickly became literary ambassadors as local media took particular interest in the program and its benefits for students. Frye Academy provided a unique opportunity for students to become leaders in the arts and culture sector. A number of the participants have already expressed their interest in joining the jury again next year.

The debates were all open to the public and to media, as was the concluding event held in May, for which Miriam Beaudoin travelled to Moncton to meet with the jury who had chosen her as winner. Beaudoin was clearly impressed with the students' passion for literature and humbled to have been declared the winner. The Frye Festival presented her with the Frye Academy Award—a golden bobblehead statue of our namesake.

g. KidsFest

KidsFest has become a must-see Festival activity. In its sixth year, this event attracted over 1,200 parents and children, who participated in the many word-related activities in the atrium of the Blue Cross Centre. This location was perfect for KidsFest because it allows us to work in collaboration with the Moncton Public Library. The objective of KidsFest is to transfer, in an educational, bilingual, fun and creative manner, knowledge that will promote learning, the use of the children's first and second languages, and reading.

With help from the City of Moncton, which joined as a major partner of KidsFest in 2008, the event has truly become a community must-see experience. For the third year, participants each received passports specially created for the event by the City's graphic designers. These passports were then stamped at all the different activity centres, such as: bilingual word bingo, read-a-thon, Capital Theatre of Performing Arts performances, craft table, poetry table, book swap, etc.

Children always enjoy meeting and interacting with authors. This year, Jacob Berkowitz, Nicole Daigle, Christiane Duchesne and Cary Fagan were on hand to read from their works and give mini workshops to budding writers. The first 500 children to arrive at KidsFest received a copy of Lizann Flatt's *Let's Go! / On y va!* in the language of their choice, courtesy of TD Canada Trust and the Canadian Children's Book Centre.

h. Workshops

For many professional or amateur writers in the region, workshops present a special opportunity to perfect their art through the help of a renowned author. In 2010, the Frye Festival offered a total of eight workshops, (though one was cancelled because of an author's family emergency). Workshops were offered on a variety of topics—fiction writing, haiku, getting published, poetry—and to various audiences, including one particular workshop aimed at kids aged 8 to 10.

Based on experience from previous year, the Frye Festival tries to limit the number of participants in a workshop in order to have the most one-on-one time with the presenting author or facilitator. Nevertheless, some workshops are clearly more popular, and better attended, than others; we will evaluate our offering to determine whether adjustments are required. For instance, we had received a number of requests to create a workshop on how to get published, and with the help of Enterprise Greater Moncton we were able to bring in Brian Henry, a book editor, writer and creative writing instructor. Henry delighted a crowd of more than 40 people by providing one-on-one expert advice and insight.

i. Pop et Frye

A staple of the Frye Festival's year-round programming, the *Pop et Frye* series concluded its fourth season. The series, which normally extends between February and April, combines literature with a trendy theme:

- *February: Reading by Margaret Sweatman.* This Pop et Frye event helped us develop a partnership with Chapters and to continue our collaboration with Goose Lane Editions, publisher of Sweatman's most recent novel, *The Players*. Presented on a Saturday afternoon in a hectic part of the book store, the event allowed us to reach an audience of 50 people, most of whom were not necessarily *Pop et Frye* veterans.
- *March, "Les nouvelles technologies, amies ou ennemies tu livre?":* This event was undoubtedly the most popular one since the inception of the program in 2007. It featured a discussion between a book publisher, an author and a technology expert arguing the merits and pitfalls of e-readers. The panel discussion was heated, and audience members jumped in the conversation passionately to share their points of view. The success of this event lies on three things: the relevance of the topic, the debate factor and the venue. The March *Pop et Frye* was held at Navigators' Pub, a favourite spot of our participants and our public. Plus, the relaxed atmosphere did not intimidate new-comers.
- *April, "Dead or Alive: The Perils of Biography":* Harvey Sawler's talk was given in English at Chapters. Sawler is a writer of biographies, a popular genre these days. As with previous events, our April *Pop et Frye* attracted a new crowd, one that did not necessarily participate at our regular events. Holding these events at Chapters increases the Frye Festival's visibility among local readers, a group that represents our target market well.

j. Community Read

Started in 2007, our objective with the Community Read series is to continue to choose bilingual authors whose books are available in translation and to make the works accessible by posting excerpts and reading

guides on our website. We hope that by having people reading and discussing the same book we will create dialogue between the linguistic communities and all citizens.

In October 2009, Rawi Hage met with fans of *DeNiro's Game* (*Parfum de poussière*, in French) in the atrium of City Hall. Many people came to meet the critically acclaimed and award-winning author, who had just released his second novel, *Cockroach*, before his visit to Moncton. Hage's stay also included two school visits, one with a class of Francophone students in Bouctouche and one with Anglophone students in Moncton.

A second Community Read was held during the Festival, this time with Daniel Poliquin. The event took place at City Grill and was hosted by Radio Canada's Jean Fugère. Despite a last-minute change in venue, many people came to hear the author, who shares his time between Nova Scotia and Ontario, chat about his book *La Kermesse*, translated into English as *A Secret Between Us*.

k. Partnerships

The ongoing success of the Festival greatly depends on its openness to collaboration and partnership. Our many partnerships mean that we can hold more events, enlist the participation of people from all language communities and reach a broader audience. In total, the Frye Festival counted more than 90 partnerships for its 2010 season.

- *Éditions Perce-Neige*: The Frye Festival helped Éditions Perce-Neige host its Spring Book Launch at Navigators' Pub.
- *YMCA Literacy Luncheon*: As part of an 11-year partnership with the YMCA, the Frye Festival provided a key-note speaker for the *Peer Youth Tutor* Luncheon. Guy Gavriel Kay was delighted to speak to these student volunteers who give their time to help children practice their reading. He also signed books that the Festival donated as door prizes for the sold-out event.
- *Alliance française*: French author Achmy Halley was scheduled to discuss a filmed conversation between Bernard Pivot and Marguerite Yourcenar in an effort to present the authors residences program at the Villa Marguerite-Yourcenar. Unfortunately, Halley's visit had to be cancelled because of volcanic ash in European airspace.
- *Professional Writers Association of Canada*: The local branch of the writers' organization held a unique event during the Festival. Members of the Association read from their childhood diaries and invited the audience to bring theirs and to do the same. Once again, the event was a hit.
- *Université de Moncton*: Collaborating closely with the Frye Festival, the Faculté des études supérieures et de la recherche of the Université de Moncton presented a fascinating discussion between Noah Richler and literary journalist Jean Fugère at the Empress Theatre. More than 75 people listened to an intimate and enlightening conversation, which was followed by the launch of *Lire Antonine Maillet à travers le temps et l'espace*, collected and edited by Université de Moncton professor Marie-Linda Lord.

- *Enterprise Greater Moncton: The How to Get Published* workshop, presented in partnership with Enterprise Greater Moncton, successfully provided a useful training opportunity to many writers trying to break into the market. Offered to anyone who has ever dreamt of getting published, this seminar was presented by Brian Henry, and it covered everything from getting started to getting an agent, from getting your short pieces published to finding a book publisher, from writing a query letter to writing what publishers want.
- *Radio-Canada, CBC Radio One and CBC Television:* Both CBC and Radio-Canada have been long-time supporters of the Frye Festival, especially in terms of providing media support. In recent years, the SRC also acted as major media partner by sponsoring the production and broadcasting of a television ad. As a special endeavour in 2010, Radio-Canada built a set at the Delta Beauséjour's TRIIIIO Restaurant for the much anticipated taping of *Vous m'en lirez tant*, a nationally broadcast show about literature.
- *Association France-Canada Moncton:* This year, the Association France-Canada Moncton held its dinner at the Notre-Dame de Grâce Golden Age club and invited its members to come meet Maryse Rouy.
- *Goose Lane Editions:* As the official publisher of the annual Antonine Maillet-Northrop Frye Lecture, Goose Lane Editions also partnered with the Frye Festival for the launch of the 2009 Lecture publication by Monique LaRue.
- *Delta Beauséjour Hotel:* The Literary Lounge, held on the Saturday afternoon of Festival week, was a great success, as fans flooded the Delta Beauséjour lobby for a meet and greet with their favourite authors. Many authors likewise appreciated the opportunity to chat with their peers in a relaxed setting.
- *Greater Moncton Literacy Advisory Board:* Every year, the Festival hands out the prizes for the "Adult New Writers Contest" during the Sunday Brunch. This writing contest, organized by the GMLAB, is open to the participants who have learned to read and/or write over the course of the previous year. It's a particularly interesting event because it publicly profiles the impact of literacy programs to our audience and our community.
- *Greater Moncton Airport:* Again this year, the Poet flyé Says Bye-Bye! event, which concludes the Frye Festival each year, was held at the Greater Moncton Airport. Poet flyé Jesse Robichaud read his poem as Les Paiens played in the background, and the winner of Frye Academy was announced by members of the jury.
- *Brunswick News (Times & Transcript, Telegraph Journal, Here NB):* The Festival was very pleased with the buy-in that was both expressed and generated by this media partner. Their publications provided extensive coverage of Festival events and activities as well as interviews with authors and reader contests. The *Times and Transcript* also published the winning texts from the Great-West Life – London Life essay contest, adding even more prestige to this unique writing award. This year, they also allowed journalist Jesse Robichaud to be the Festival's Poet Flyé while also covering the events for the *Times & Transcript*.

- *Festival by the Marsh*: We have established a partnership with the Festival by the Marsh so that we can promote both festivals to our two target audiences.
- *Festival International de Poésie de Trois-Rivières* and *Blue Metropolis*: Thanks to the contribution from the Quebec office, we have partnered with the Trois-Rivières International Festival of Poetry (FIPT) and Blue Metropolis. Through these partnerships, the Quebec festivals each send an author to Moncton for the Frye Festival, and we pay for two New Brunswick authors to travel to Quebec.
- *Other partnerships*
 - *Bouton d'or Acadie, Éditions Perce Neige and Goose Lane Editions*: we always choose an author from each local publisher to participate in the Festival.
 - *Canadian Book Information Center*: they send us 500 copies of a book (250 in English and 250 in French) so we can present them free of charge to the young people who attend KidsFest.
 - *Dieppe Public Library*: hosted readings for children.
 - *Moncton Public Library*: several workshops, a dialogue, and all the KidsFest readings were held there. The Library also had a library card registration table during KidsFest. The library also provided us with conference rooms during Festival preparation.
 - *Moncton Museum*: brought a "transportation" kiosk to Kidsfest to heighten this year's travel theme.
 - *Capitol Theatre*: Students from the dance school performed at Kidsfest.
 - *Fortis Properties*: The owners of the Blue Cross building allowed the Festival to hold its annual Kidsfest and provided security and janitorial services free of charge.
 - *The Department of Education and New Brunswick School districts*: either hosted school visits, or their students were eligible to participate in the Writing Contest.
 - *New Brunswick Foundation for the Arts*: we have reached the end of our third year of participation in the Arts and Heritage Stabilization Program – their funding of our Audience Development strategy helped enormously during this year's festival.
 - *Peter Gzowski Invitational Golf Tournament for Literacy*: we were invited to take part in their Family Literacy Day.
 - *Tidewater Books*: This bookstore oversaw all book sales at events and had a temporary store in the Delta Beauséjour during the Frye Festival.

In addition, many publishers contribute to the Festival by covering part of the travel expenses of invited authors, or by giving out books for free to be distributed in classrooms or at events.

- | | |
|---------------------------------|---------------------------------|
| ● Les Éditions Alto | ● McClelland & Stewart |
| ● House of Anansi Press | ● Orca Books |
| ● Les Éditions du Boréal | ● Penguin Group |
| ● Coach House Books | ● Les Éditions Perce-Neige |
| ● Les Éditions David | ● Planète Rebelle |
| ● Douglas & McIntyre Publishers | ● Québec-Amérique |
| ● Drawn and Quarterly | ● Random House Canada / Knopf / |
| ● Les Éditions Gallimard | Doubleday |
| ● Goose Lane Editions | ● Scholastic Canada |
| ● Kids Can Press | ● Soulières Éditeur |
| ● Leméac Éditeur | ● Wolsak and Wynn Publishers |

3. NEW THIS YEAR

In an effort to enrich the experience of Festival goers and to keep our programming fresh and pertinent, new endeavours are undertaken each year in terms of finding new partners, creating exciting activities and reaching new audiences.

a. Partnerships

- *Westjet*: The Frye Festival partnered with Westjet in order to offer one lucky festival goer a trip anywhere Westjet flies. At each of the 53 events, ballots were distributed and audience members were invited to provide their name and contact information, as well as the name of the author s/he would most like to see at a subsequent Festival.
- *Atlantic Book Awards*: Prior to the official start of the 11th Frye Festival, we partnered with the Atlantic Book Awards to hold an event at the Dieppe Chapters on April 18. The venue proved helpful as we were able to intercept store traffic, and the Atlantic Book Awards seemed pleased with the overall turn-out.

b. Events

- *Frye Academy*: The Frye Festival has always tried to find innovative ways to foster the discovery and fun of reading in children and youth; therefore, a lot of energy is invested in our School-Youth Program each year. To further develop this program, the 2010 Frye Festival established Frye Academy, a unique initiative that promotes open-mindedness, critical thinking and multiculturalism.

It has become clear, following 10 years of youth programming, that the work of the Frye Festival has lasting, positive impacts on youth; yet, we recognize the importance of critical thinking abilities as part of Northrop Frye's vision of an informed and civil society. Such skills contribute not only to students' personal development, but also to the advancement of our community.

As the fifth component of the School-Youth Program, Frye Academy offered an unparalleled opportunity for Francophone and Anglophone high school students from the Greater Moncton area to meet, discuss and debate books in an organized setting. A selection committee chose four books, two in each official language, which were then read by a jury comprised of 16 bilingual students. Jury members first met at a launch event with local author Dano LeBlanc, and then reunited twice during the school year. Each of the two debates pinned one English and one French book against each other, with an overall winner chosen collectively at the end of the second debate. A facilitator was at each event to mediate the discussion.

The inaugural edition of Frye Academy was so successful that the organizers are actively looking for a corporate presenting sponsor to ensure the program's continuation in 2011 and beyond. Many students have already expressed their interest in joining the jury next year, stating the opportunity to discover books, authors and cultures as the main driver for participating in the program.

- *Beer and Books*: Catering to a variety of interests and genres is important to the Frye Festival, and Beer and Books presented an opportunity to forge a partnership with a national brewer and to

reach a new market. The event drew primarily the after-work crowd looking to socialize in a relaxed, happy-hour setting, and so the City Grill was the ideal location to hold the event.

- *Oeuvres et hors d'oeuvres*: In a new partnership with L'Idylle, a French-cuisine restaurant in Dieppe, the Frye Festival organized a sold-out book club event with Martin Winckler that also featured delicious hors d'oeuvres from the restaurant's kitchen.
- *Vous m'en lirez tant: Taping of the national Radio-Canada show*: Vous m'en lirez tant is a nationally broadcast radio show on which host Lorraine Pintal talks books, authors and literary news. The production crew set up a sound stage in the Delta Beauséjour's TRIIO Restaurant for the 2-hour show that featured French-speaking authors, Acadian publishers and Frye Festival organizers, as well as a literary round table. The guests took the opportunity to examine the progress of literature in l'Acadie and to provide a look into the Frye Festival.
- *Literary Lounge*: The resounding success garnered by the Literary Lounge event at the 2010 Frye Festival will likely make it one of the must-see events of subsequent festivals. The entire lobby area of the Delta Beauséjour hotel was abuzz with authors and fans during this meet and greet. Fans came to meet their favourite authors; authors came to chat with readers and friends. Tidewater Books, the Festival's bookseller, set up shop in the lobby and was busy throughout the afternoon as fans purchased books for autographs. The Delta Beauséjour provided refreshments.

c. Others

- *Pay what you can*: The Frye Festival's mandate of being accessible to all took on new meaning in 2010, as the formal cover charge to attend certain events was dropped, and festival goers were invited to make a donation to the Festival—that is, to pay what they could. While tickets were still sold at regular price for workshops, lectures and special events, audience members seemed to appreciate the PWYC formula that enabled them to give as much or as little as they thought appropriate for the event.

Overall, box office revenue remained fairly steady. Organizers will again look at PWYC for the next edition of the Festival to determine its feasibility.

- *Social media*: To keep pace with the quickly evolving communications needs of its audience and partners, the Frye Festival placed great importance on social media and on keeping its stakeholders informed through many different channels. The Frye Festival's online presence includes a YouTube channel, a Facebook page, a Twitter account, a festival-week blog and a presence on CapAcadie.com and Local in the Know.

Though such initiatives were not new for 2010, activity increased considerably over the course of the past year. For instance, almost all communications with the Frye Academy jury were done online, either through our dedicated Facebook group or by email, after it was determined that our target audience dealt primarily on the web. Also, certain Facebook applications were utilized to create reminders for our group members of specific events. Twitter was used primarily to keep organizers informed, as the Frye Festival follows many publishers, authors and partners, as well as prospective authors.

4. SPIN-OFFS

The Board of Directors and Festival organizers work hard each year preparing this event, united in the belief that the community is impacted positively by it. They are right. In New Brunswick, the illiteracy rate is significantly higher than the national average, and no effort can be spared in the fight against it. The Festival aims to be an instigator of change in order to get things moving in the right direction so that people can see the pleasure to be had with words and reading as well as its many benefits. It also works to bring together thinkers and creators while facilitating discussion and interaction among them.

2010 School Visits Statistics

- The number of students who saw an author remains steady at 10,000.
- There were more than 140 school visits to 60 schools in five school districts across the province.
- The Festival donated \$8,000 worth of new books to participating schools.
- \$4,000 in prize money was allocated to writing contest winners and their schools. Prizes were awarded in separate categories for fiction and essay submissions.

2010 Highlights and Statistics

- Attendance reached 15,000.
- 500 free books were given out to the general public, with most of them going to children.
- Year-round programming such as the *Pop et Frye* series and a Community Read event in the fall allowed hundreds of people to discover the Festival.
- The first-ever Frye Academy prize was awarded following two public debates by jury members— Francophone and Anglophone high school students.
- Over 200 separate stories about the Frye Festival appeared in local, provincial and national media.

2010 Volunteers

- 125 devoted volunteers contributed nearly 5,000 hours.
- About 25% of volunteers and volunteer hours came from corporations who support the Festival.

2010 Partnerships and Sponsorships

- The Frye Festival maintained more than 90 partnerships in the community in 2010.
- Maintained level of sponsorships from the 10th anniversary edition of the Festival.
- The Festival has five key sponsors who have been loyal supporters since 2000.

The Frye Festival's commitment to our community extends beyond the limits of the festival week in April. Our team of dedicated professionals work continuously towards perpetuating Northrop Frye's vision of an informed and civil society. Other notable achievements in 2010 include:

- Establishing a Foundation, with the ultimate goal of creating an internationally recognized awarded sought by the best writers from Canada and abroad (the current balance of the Foundation is \$69,000 – the Festival invested \$25,000 which was matched by the Federal Government and then another \$19,000 was added by the Provincial Government). The idea will be to grow this fund, re-investing the interest yearly and growing the capital whenever possible, so that ultimately the interest can fund the prize)
- Extending Northrop Frye's legacy to Moncton's academic sector as NB Department of Education announced that the new District 2 school would carry Frye's name (Northrop Frye School, Ryan Road, Moncton)
- Being presented with the TD Canada Trust Award for Arts Organization of the Year 2009 by the New Brunswick Foundation for the Arts

5. MEDIA COVERAGE

Our communications team, hired on contract to oversee media relations and coordinate communications, has once again done tremendous work in getting the Frye Festival to receive extended media coverage both during the Festival and at year-round events such as the Frye Academy debates and Rawi Hage's *Community Read* in October. The following is an overview of interviews and/or references. Some of the articles listed are appended. (Interestingly, the volcanic eruption highlighted the Frye Festival's international profile as some of our confirmed authors were unable to fly into Moncton for their events, which in turn provided an interesting "spin" for the media and in some cases, national coverage.)

Print

L'Acadie Nouvelle

- Multiple features on Frye Academy, including interviews with jury members, article on winning author Myriam Beaudoin's visit
- Cover (Festival launch) (Rachelle Dugas, April 19, 2010)
- Multiple features on Festival authors
- Cover of *Le samedi* with exclusive interview with François Barcelo
- Profile on new Executive Director Danielle LeBlanc (April 21, 2010)
- Cover (Dawn Arnold, April 20, 2010)
- Article on winning the TD Canada Trust award for Organization of the Year
- Article on the District 02 school being named after Northrop Frye
- Article announcing Margaret Atwood's visit

L'Étoile

- Articles and feature on Myriam Beaudoin and Frye Academy
- Multiple features on Festival authors
- Covers of Culture section during week of the Festival (with full-page spread)
- Interviews with Frye Academy jury members
- Articles on Pop et Frye
- Article in Culture section announcing Margaret Atwood's visit

Times & Transcript

- Rod Allen's "My Spies" column
- Various mentions, including cheque presentations from sponsors, event reminders, calendar, etc.
- Multiple features on Festival authors
- Inside scoop as journalist Jesse Robichaud was this year's Frye Festival Poet flyé
- Editorial cartoon
- Front page
- Article on the District 2 school being named after Northrop Frye
- Articles on Pepsi Refresh Contest to win \$25,000
- Article announcing Margaret Atwood's visit

Telegraph Journal

- Features on Frye Academy
- Multiple features on Festival authors
- Front-page headline and cover spread of "Magazine" section
- Frye at a glance
- Papparazzi (Community Read)

- Article on Pepsi Refresh Contest to win \$25,000

Le Moniteur acadien

- Multiple features on Myriam Beaudoin and Frye Academy
- Overview of 2010 Festival
- Various mentions, including cheque presentations from sponsors

Radio

CBC Radio

- Information Morning (Community Read event; Frye Academy; Pop et Frye; multiple mentions during Festival week; coverage of Festival events; Frye Day on April 23; Margaret Atwood announcement)
- CBC New Brunswick news
- Coverage of new District 2 school being named after Northrop Frye

Radio de Radio-Canada Acadie

- Le réveil du Nouveau-Brunswick (Frye Academy; press conference; multiple mentions during Festival week; coverage of Festival events; on-location during school visits)
- Anne et compagnie (Frye Academy)
- En rafale (following press conference; Pop et Frye; 2010 Festival programming; author interviews)
- Le réveil de l'Île-du-Prince-Édouard (interview with Rachelle Dugas)
- Bulletin culturel national (interview with Rachelle Dugas)
- Le réveil de la Nouvelle-Écosse

Radio de Radio-Canada national

- Vous m'en lirez tant (live from TRIIIIO restaurant)

BO FM

- Morning show
- Afternoon show (interviews with organizers and authors)

News 91.9

- The Drive with Dan Ahlstrand (Pop et Frye; 2010 Festival launch; author interviews; Frye Academy, Pepsi Refresh)
- News (coverage of 2010 Festival launch with clips of Dawn Arnold and Shawn Graham)

CKRO

- Interview with Ron Léger about his event in Caraquet

Television

Radio-Canada Television

- Téléjournal Acadie (Frye Academy debates; press conference; coverage of 2010 Festival launch; coverage of Festival events)
- Luc et Luc (interview with Frye Academy jury member)

Rogers Television

- 2 Bon 'heures (Community Read event; Frye Academy interviews; interview with Rachelle Dugas; interviews with authors)

- Revue locale (author interviews, coverage of 2010 Festival events)

CBC Television

- CBC Television News (interview with Rachelle Dugas and coverage of 2010 Festival launch; author interviews)

ASN

- Breakfast Television (interview with Dawn Arnold)

Global

- Global News (interview with Rachelle Dugas and coverage of 2010 Festival launch)

ATV/CTV

- Live at Five (interview with Rachelle Dugas and coverage of 2010 Festival launch; interview with Dawn Arnold)

Online

- CBC.ca National Arts News (Margaret Atwood Announcement, Festival Overview (via volcanic ash story), closure of Northrop Frye Centre at the University of Toronto)
- Breadn'Molasses.com
- CapAcadie.com
- Canadian Poetry Association
- Quillblog (Atwood announcement, 2010 Festival recap)
- Local in the Know (posted our schedule and featured certain events on their facebook and twitter pages)
- Frye Blog – A blog dedicated to Frye studies; they had several mentions of the Festival and invited guest blog posts by Frye Festival board members
- Tidewater Books
- Public Library website
- CanadaEast.com
- J'm'informe
- Canadian Heritage
- Professional Writers Association of Canada
- Writers' Federation of NB
- Livre d'ici

Miscellaneous

- Achieve
- Atlantic Books Today
- Here (several articles, calendar)
- Le Courier de la Nouvelle-Écosse
- Le Front
- Miramichi Leader
- Out & About / Aux alentours (Downtown Moncton Centre-ville inc. newsletter)
- Sunday Chronicle Herald
- This Week
- Writer's Federation of New Brunswick newsletter
- Welcome (article in the April issue)

6. EVALUATION

As the Frye Festival launched its second decade, we continued to enjoy success with the public, authors, people in literary circles, sponsors and partners. Below is a selection of the praise participants had to offer.

Authors

Nino Ricci: I love the Frye Festival! It is unique in Canada in its mix of English and French, its mix of genres and its range of interests. I think it is among the best literary festivals I have attended. [The School-Youth Program] is an excellent program. Certainly one of the highlights of the Festival, and one of the elements that makes the Festival such a special one.

Brian Henry: I thought it was a great festival – extraordinarily well organized!

Nicole Daigle: Je suis très impressionnée de toute la publicité qui a été faite pour le festival mais aussi pour moi! Radio, télé, journaux. C'est un beau « blitz » de publicité et très apprécié... J'ai souvent fait des tournées et celle-ci est parmi les meilleures. Bravo pour l'organisation.

Kay Stone: It was a pleasure to be part of this well organized and congenial festival. Invite me back some time!

Jacob Berkowitz: As a writer, the Frye Festival was both a fantastic chance for me to connect with young readers and with other authors. I'm leaving Moncton after five days tired on the surface, but deeply energized and inspired about the power of books for those that read and write them.

Christine Eddie: J'ai passé avec vous des moments inoubliables. Merci de m'avoir invitée!

Nancy Wilcox Richards: My visit was a success – from the moment I was contacted, to the hotel accommodations, school visits and meeting members of the Frye Festival Committee. It is a fabulously organized event that obviously requires much organization and dedication.

Beth Powning: Great volunteers, great drivers! The behind-the-scenes work at Frye is AWESOME, as the kids would say!

Students and Teachers

The Frye Festival's Café Underground and Budding Writers have been the highlights of my life for the past five years.

Jacklyn Dobson, Grade 12 student, Tantramar High School

[L'auteure] a fait réaliser aux élèves que c'était possible pour eux de devenir écrivains, écrivaines. C'était une présentation très enrichissante.

Nadine Lanteigne, Grade 7 Teacher, École de Grande-Digue

The students loved what Ron Leger had to offer—his experience and his poems. They discussed it, and one student even said it was the best course of the year... a little disconcerting for the teacher but it's good to know they are loving literature this much!

Carole LeBlanc, Teacher, École Clément-Cormier

The presentation renewed my appreciation for reading and awakened my interest in a novel which I would never have considered before.

Grade 12 student, Bernice MacNaughton High School

Nous avons vraiment apprécié la visite de l'auteur ... Il a su captiver l'intérêt de nos élèves de 3^e année tout au long de sa présentation. Sa poésie a motivé les élèves à tenter d'en écrire par la suite.

Suzanne Arseneau, Literacy Teacher, École Ste-Thérèse

Keep scheduling great writers and presenters! This is an amazing opportunity for our students!

Connie Corbett, Teacher, Bernice MacNaughton High School

I think having authors visit schools is a wonderful way to promote literacy. By having live and animated interaction, students become more engaged in the content.

Grade 12 student, Bernice MacNaughton High School

7. CHALLENGES FOR THE BOARD OF DIRECTORS

As the 2010 Frye Festival wrapped up, the Board of Directors met to discuss the strengths, challenges and priorities for the future of the Festival. Our second decade is off to a strong start, and we must carry our success and high standards into the future. We will continue to establish innovative partnerships throughout the year to position ourselves as an organization that fosters the discovery and enjoyment of reading and writing by bringing together audiences of all ages, creating an annual bilingual celebration of words.

Over the course of the next year, the Board of Directors will concentrate on six main strategic initiatives:

- Streamline the School-Youth Program and further engage educators.
- Improve year-round events.
- Continue to emphasize big-name authors in each language.
- Achieve long-term financial stability through core funding and corporate sponsorships.
- Create a national buzz through an integrated media relations strategy.
- Increase international scope.

For the past decade, the School-Youth Program has grown into an impressive program that reaches more than 10,000 students yearly to promote the love of words. The implementation of Frye Academy added a dynamic component to the School-Youth Program, and the Frye Festival recognizes the importance of engaging educators to make the program more efficient from a logistics and overall feasibility standpoint.

Year-round programming provides the ideal setting with which to draw in new audiences. Both *Community Read* and our *Pop et Frye* series have helped bolster awareness of the Frye Festival over the past few years, and efforts to improve these events will focus on: working closely with publishers to create opportunities for touring authors to stop in Moncton; concentrating on current topics and issues that the book industry faces; finding appropriate venues to generate traffic; and, remaining relevant to a larger audience. The Festival wants to be top-of-mind for publishers across Canada, regardless of the time of year.

Dedicating resources, both human and financial, to adding big-name authors to the Frye Festival roster has proven wise. Though often more expensive, headliners undoubtedly draw larger crowds and, therefore, generate greater ticket sales. They also help attract other popular writers considering an appearance at the Frye Festival, as well as lesser known authors whose publishers and agents are working tirelessly to promote their works. The Frye Festival has already confirmed Margaret Atwood—the most requested author in English and in French according to our surveys—for the 2011 Festival.

Achieving a sustained presence in national media will have multiple benefits for the Frye Festival, not least of which are the possibility to attract prominent authors from Canada, the US and abroad, and to secure core funding from government bodies and corporate sponsors. The achievements realized over our first decade of operations have allowed the Frye Festival to become one of Canada's premiere literary events, and now is the time to convey this message within the broader arts, culture, tourism, literary and publishing sectors. Much effort has been expended over the past two years to develop an audience development strategy, and we are looking forward to applying the knowledge we gained through this exercise. While a comprehensive media relations strategy will create buzz throughout the nation, efforts on the ground will focus on creating enriching experiences for audience members and capitalizing on a shift toward cultural tourism by highlighting our unique offering.

8. BUDGETARY CONSIDERATIONS

The Frye Festival has established and positioned itself as a professional, well-managed organization for more than a decade. We uphold high operating standards in all our endeavours, and strive to generate the most value and positive spin-offs for our community with each funding dollar that we receive.

We operate within four main categories:

- Administration: includes salaries and administrative costs such as rent, insurance, office supplies, etc.
- Programming: includes authors' and artists' fees, accommodations and transportation
- Communications: includes program production, advertising, public relations, photography and videography
- Production: includes venue rental, logistics and technical support

We have provided below a breakdown of the approximate percentage of our annual budget dedicated to each of the four categories. In order to create a memorable experience for both our visiting authors and the general public, the Frye Festival keeps itself informed of industry best practices, employs cost-saving measures whenever possible and works closely with partners and local professionals who deliver services in their area of expertise and knowledge.

Category	% of total budget
Administration	30%
Programming	30%
Communications	25%
Production	15%

9. CONCLUSION

Thanks to the generous support of its partners, sponsors and volunteers, the Frye Festival continues to feed the imaginations of people of all ages and to be successful in its mandate of fostering the discovery and pleasure of reading and writing.

With significant anniversaries coming up in 2012 (the 100th anniversary of Northrop Frye's birth), the Frye Festival continues to build upon the strong foundation of its first decade of operations and keeps raising the bar. With challenge comes opportunity, and the Frye Festival team, along with the Board of Directors, looks forward to working with its many collaborators in order to increase its scope and impact.

Already recognized as a major literary event in Canada and one of Moncton's signature festivals, the Frye Festival gained further appreciation as we were presented with the TD Canada Trust Award for Arts Organization of the Year. With clear guiding principles and a wide variety of established policies and procedures the Frye Festival is well-positioned to continue growing over the next decade.

Ultimately, such accomplishments help boost our reputation and credibility, but it is the authors who often become our greatest ambassadors. Many authors and participants comment positively on the organization of the Frye Festival, stating the benevolence of volunteers, the dedication of the Frye Festival team and the unique, bilingual feature of our festival as key differentiators from other literary events. The Frye Festival is firmly ensconced in the provincial and national literary psyche.