

## INTRODUCTION

The Northrop Frye International Literary Festival is the product of a collaborative effort by municipal, provincial, national, and even international stakeholders, who together make this high-quality event possible. In 2006, members of Moncton's African community partnered with the Festival team to help shape the theme for this, the seventh edition of the Festival.

Besides celebrating the works of Northrop Frye, the Northrop Frye International Literary Festival strives to promote literacy by joining forces with literacy organizations and schools in a bid to reduce the continuing high illiteracy rate in Atlantic Canada. In New Brunswick, the rate exceeds the national average by over 12%. In 2004, the Festival adopted the slogan "Literacy, Language, Literature" to reflect this goal.

These efforts to promote literacy have given rise to the School Youth Program, a major component of Festival activities. The Festival also carries out its mandate by promoting local authors and fostering dialogue between national and international authors before a diverse audience.

Further, the Festival endeavours to promote multiculturalism through literature by encouraging connections between Francophone, Anglophone, First Nations, and international cultures. The theme for the 2006 edition was African heritage. Accordingly, nearly 25% of the guest authors were of African descent. Over the years, the Festival has made its mark on the Canadian literary scene and is unquestionably the biggest literary event east of Quebec.

This report begins with an overview of the Festival's history and mission as well as of the people who helped organize the 2006 edition. It also highlights the partnerships that contributed to the success of the various Festival activities and components. New events designed to help the Festival grow as an entity and quality event are also discussed.

## 1. NORTHROP FRYE INTERNATIONAL LITERARY FESTIVAL

### a. History

The Northrop Frye International Literary Festival marked its seventh edition this year. The Festival was founded by the following three partners from the Greater Moncton area: the Aberdeen Cultural Centre, headed at the time by Paulette Thériault; the Northrop Frye Society; and the Greater Moncton Economic Commission. The seeds for the Festival were sown in December 1999 when a public lecture was held at the Capitol Theatre under the auspices of the Greater Moncton Economic Commission, Vision TV, and the Aberdeen Cultural Centre. Antonine Maillet and John Ralston Saul, two of Canada's leading literary figures, engaged in spirited dialogue on that occasion.

### b. Festival Mission

The mission of the Northrop Frye International Literary Festival is to promote literacy, language, and literature by bringing together local, national, and international authors before public audiences so as to create an annual event, that being an international literary festival held in both English and French.

This mission is achieved through the following objectives:

- To make arts and culture more accessible to the community as a whole;
- To celebrate the works and legacy of Northrop Frye;
- To raise public awareness of cultural diversity through literature;
- To develop and implement literary-based programs for students.

### c. Board of Directors

The Festival is managed by a 12-person Board of Directors whose members hail from literary, academic, and community circles as well as the private sector. The Board meets at least 12 times a year, and its members are elected at the Annual General Meeting held every September. The Board is guided by a four-person Executive:

- Chair: Dawn Arnold, literary sector;
- Vice-Chair: Mario Thériault, private sector;
- Treasurer: Sébastien Dupuis, C.A., private sector;
- Secretary: Christine Manore, community sector.

The other members of the Board of Directors are:

- Paul Curtis, Chair, Antonine Maillet-Northrop Frye Lecture Committee, academic sector;
- Suzanne Cyr, Co-chair (Francophone), Programming Committee, literary sector;
- Claude DeGrâce, Chair, Governance Committee, community sector;
- Shannon Emery, Member, Marketing and Communications Committee, private sector;
- Edward Lemond, Co-chair (Anglophone), Programming Committee, literary sector;
- Greg Maillet, Member, School Youth Program Committee, academic/community sector;
- Doug Mantz, literary/academic sector;
- Nancy Pipes, Co-director, School Youth Program (Anglophone);
- Barb Quigley, community/literary sector.

### d. Festival Committees

The Festival committees are as follows:

- Programming Committee, which is co-chaired by two members of the Board of Directors and has seven members in all, three of whom sit on the Board of Directors.
- Marketing and Communications Committee, which is headed by the Chair and has a total of four members, all of whom sit on the Board of Directors.
- Fundraising Committee, which is headed by the Chair and has three members: one volunteer and two members of the Board of Directors.
- Governance Committee, which is chaired by a newcomer recruited from the Board of Directors for this task and consists of three members, all of whom sit on the Board of Directors.
- School Youth Program Committee, which is headed by an Anglophone member of the Board of Directors and a Francophone volunteer and is made up of eight other volunteers and another member of the Board.
- Antonine Maillet-Northrop Frye Lecture Committee, which is headed by a member of the Board of Directors and has seven members in all, two of whom sit on the Board of Directors.
- 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.

### e. Festival Team

While these committees are responsible for Festival programming, the bulk of the work involved in implementing their decisions falls to contractual staff. In 2006, the Festival initiated a process to consolidate its labour force through efforts aimed at reducing the number of staff hired on contract. Paid positions are as follows:

- Director (September to August);
- Production Director (January to end of April);
- Communications Director and French Media Relations Co-ordinator (January to end of April);
- English Media Relations (January to end of April);
- Translation (as required);
- Transportation (March and April);
- Support team (week of Festival);
- Production and design crew (last two weeks in April);
- Photographer, five days of the Festival.

The calibre of activities enabled the organizers to recruit renowned and talented individuals to work at the Festival. In addition to this core group required to launch and carry off the event, a number of volunteers were recruited to assist during the five days of the Festival. The latter looked after artist transportation and hospitality, served as masters of ceremony, manned the ticket booth, saw to it 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. This year, the Festival managed to recruit some 20 new volunteers, giving it a much-needed infusion of new blood.

## 2. THE 2006 FESTIVAL

The seventh edition of the Northrop Frye International Literary Festival was held from April 26 to 30, 2006. A total of 41 authors from different backgrounds came from far and wide to take part in the Festival. Included among them were 12 authors of African heritage, who were our special guests, with African heritage the cultural theme for the 2006 edition. The Festival's popularity has been growing with each passing year, also enabling it to attract a number of highly renowned authors and offer exceptional programming showcasing authors such as Antonine Maillet and Patrick Chamoiseau (both recipients of the Goncourt Prize), George Elliott Clarke (winner of the Governor General's Award in 2001, the Martin Luther King Jr. Achievement Award in 2004, and the Pierre Elliott Trudeau Fellows Prize in 2005), and Austin Clarke (Giller Prize in 2002, the Commonwealth Writers' Prize in 2003 and 2004 finalist for the International IMPAC Dublin Literary Award).

The 2006 edition of the Festival unfolded in an atmosphere of sharing and dialogue in the presence of the general public and students from Anglophone and Francophone school districts in the region. Simultaneous interpretation was provided for some events, and all activities reflected the bilingual nature of their audiences. While some changes were made to the program, most components and activities followed the format of past years.

### a. Roundtable Discussions and Dialogues

While they draw large audiences, these two aspects of the program are considered the more academic part of the event.

The roundtable discussions, held at three different venues, were tremendously successful. The roundtable discussion entitled "History: a Burden or a Gift?" even drew a full house. A group of 25 students from Polyvalente Clément-Cormier in Bouctouche travelled all the way to Moncton to attend the event. While the roundtable discussion on the future of poetry attracted a more limited audience, the participants and host Jean Fugère were delighted with the calibre of the discussions. Many participants even said that it was one of the best roundtable discussions in the history of the Festival.

To fully capitalize on the presence of the two recipients of the Goncourt Prize, the Festival featured a dialogue between Antonine Maillet and Patrick Chamoiseau, an event which resonated deeply with the audience. It was a success all around, with several devoted Festivalgoers describing it as one of their favourite moments of the Festival. The conversation, which took place entirely in French, was captivating and rich in content. The other dialogues did not attract the audience numbers we were hoping for; accordingly, we will have to rethink the concept for next year's edition. We will also have to find a venue that is better suited to these discussions, for the public seeks them out and enjoys them.

All of the roundtable discussions and dialogues were videotaped and will be added to the Festival's video and audio archives. In future, the Festival would like to take all of the recordings of past years and transfer them on to compact discs, a format which is much more accessible to all those with an interest in the Festival. These archives are a valuable part of Canada's literary heritage, and it is incumbent upon the Festival to make them available to the public. A project to add multimedia content to our Web site is to be undertaken once the Festival's resources allow.

### b. Public Readings

In 2006, the Festival featured three events revolving solely around public readings. Audiences had the opportunity on 3 different occasions (Lunch and Lyrics, Mostly Fiction, and Brunch and Books) to hear 11 authors present 13 different readings. These events, held in restaurants in downtown Moncton, are always popular among Moncton's bilingual population.

### c. Pluridisciplinary Events

The Festival featured a variety of pluridisciplinary events in addition to strictly literary ones. There are two advantages to this: they bring authors and artists from other disciplines closer together and introduce fans of different arts disciplines to literature. Since the very beginning, the Festival has been working to put together events that appeal to a broad range of audiences, artists, and even cultures.

In 2006, activities incorporating living ambassadors of the local cultural scene into author events proved to be very popular among the public. These events, designed to bring together local artists and artists from further afield, generated positive results. This aspect is often noticed and enjoyed by guest authors who, during the Festival, have a unique opportunity to meet and interact with members of the local arts community. Further, Festival events were held at performing and outing venues popular among Anglophone and Francophone residents of officially bilingual Moncton. A special effort was made not only to bring events to the public, but also to build audience loyalty around new venues. The organizers' hard work paid off, with large numbers of participants turning out for these pluridisciplinary events.

Following are some examples of such events that took place during the 2006 edition of the Festival:

- Roots Night: Readings by six authors of African heritage, with the event hosted by author, radio host, and music aficionado Stanley Péan, also of African heritage; and musical performances by two groups, one led by a Francophone woman from Africa now living in Moncton, and the other, an Anglophone woman of African heritage.

- Words and Music: Readings by Anglophone and Francophone authors, followed by a performance by world renowned jazz pianist DD Jackson.
- A Capitol Evening: Gala event hosted by Carlos Gomes, an Aboriginal from New Brunswick, featuring four authors and musicians who performed a few times during the evening.
- Paiens Celebration of Words: A somewhat more “underground” event featuring the Paiens musical group, which provided musical accompaniment for the authors as they read aloud.
- Night Howl: A new end-of-evening event which featured two guest authors and was hosted by one of Moncton’s best known poets. Paul Bossé, an expert in the spoken word, invited authors and members of the audience to step up to the microphone and express themselves against a backdrop of music provided by DJ Tekstyle, an Acadian disk jockey and founder of the AcadieUrbaine movement. This event was enjoyed by local authors, who are always looking for venues where they can disseminate their works. Night Howl was also very popular among the guest authors, who came to mingle with members of the local Anglophone and Francophone literary community.

d. School Youth Program

The School Youth Program aims to encourage youth to read more while helping to eradicate illiteracy and early school-leaving. In general, the program’s objective is to produce Canadians who can appreciate the fact that knowing two languages (at least) is a foundation for cultural, personal, and economic well-being. To appreciate this, students must first seize the importance of learning either French or English as a second language. The School Youth Program aims to provide students with the means to experience for themselves the benefits of linguistic duality while giving their mother tongue the respect it is due.

Learning to read and write should be fun, not drudgery. We try to make words a source of enjoyment. The Festival seeks out people who work with words every day and brings them to schools in the region. Each year, over 5,000 primary and high school students from both language groups in the Greater Moncton area discover the magic of the written word through authors from our community, from across Canada, and from around the world. The students are so inspired by these encounters that many write their own compositions and present them each year during the Young Writers component of the Festival’s School Youth Program.

The Festival’s School Youth Program continues to experience healthy growth. Whether it be concerning the school visits or workshops, feedback gathered from teachers and students all reflect the same thing: the School Youth Program helps make books and reading a bigger part of students’ lives.

In 2006, organizers concentrated mainly on improving relations with Francophone stakeholders in School Districts 1 and 11. In the past, these schools, overwhelmed with projects and initiatives, were less likely to take part in the program and reap its benefits. The Anglophone schools on the other hand seem to be involved in fewer projects such as ours. As a result, there is less competition, and it is easier for us to work with officials in the system.

Of course, the School Youth Program is much more than a series of visits by authors to select schools. That said, the school visits were tremendously successful this year. Overall, some 6,000 students at 27 schools took part, with 37 authors conducting 51 visits.

- Public readings by young writers: The Young Writers component also attracted large numbers of students, who took part in the four events featuring young creators of prose, poetry, and songs. This year, 57 students presented their works at the Young Poets, Young Writers, Budding Writers, and Songwriters Circle events. These activities are an unparalleled opportunity for young writers to present their work before an audience. Also, for the first time, Festival guest authors attended each event as mentors. For them, it was an opportunity to congratulate the students and to give them practical advice. This practice will be repeated at future festivals, for it is a source of inspiration and pride for young participants. These events this year made us realize that we have to find a way to showcase youth even more. Accordingly, we will rethink the events concept for the 2007 edition of the Festival and explore the possibility of combining these activities into a single major event.
- Writing contest: The writing contest is another facet of the School Youth Program. The contest criteria were modified somewhat to ensure they reflected the type of work that students do in the classroom. Further, to encourage French teachers to make the contest a part of their classwork and to promote it, the student who took the first prize of \$500 also saw his or her school’s French Department receive \$500 to purchase books. Thanks to these changes and greater promotion in the schools, the number of essays entered for the writing contest by Francophone students rose significantly. The contest continues to be very popular among Anglophone students, since such contests in their school system are few and far between.
- Bilingual workshop: While feedback from participants (authors and students) was all very positive, Festival officials have decided to rethink the concept and change the workshop from its current format. Recruiting high school students to take part in a workshop on a Saturday is a daunting task. Each year, students cancel

because of scheduling conflicts with work or other sports events taking place the same weekend. This year, more than half of the students who had registered backed out at the last minute. Next year, the Festival will offer two unilingual literary creation workshops, one at a French school, and the other at an English school. The workshops will be held during school hours instead of on a Saturday, thereby enabling more students to benefit from the expertise of our guest authors.

e. KidsFest

KidsFest has quickly become a not-to-be-missed Festival activity. The event, in its second year, proved to be more popular than in 2005, with over 1,000 children and parents flocking to Festival Place. The aim of KidsFest is to impart in an educational, bilingual, fun, and creative manner knowledge designed to promote learning, use of the children's first or second language, and reading.

A major facet of this activity is of course the participation of authors. This year, nine authors were on hand to read from their works in either English or French. Further, we were fortunate this year to receive, thanks to our sponsor TD Canada Trust and the Canadian Children's Book Information Centre, 500 copies of the books *Alligator Stew* and *Ragoût de crocodile*. The first 500 children to arrive were each given a copy of the book in the language of their choice.

The theme for KidsFest was Madagascar, and the activity venue was beautifully transformed with the creation of a huge baobab tree. Further, a local resident originally from Madagascar was on hand to talk about his country's culture and its tales. He also had the children singing and dancing with the help of Oumou Soumaré, of Mali.

f. Closing Ceremony

To highlight the centenary of the birth of Samuel Beckett, Lynne Surette and Karène Chiasson engaged in a dramatic reading of Samuel Beckett's "Imagination Dead, Imagine". The 2006 Northrop Frye commemorative plaque was also unveiled. The plaque, featuring a quotation from Northrop Frye, will grace the Moncton municipal library building. The ceremony ended in Aboriginal fashion under the guidance of Carlos Gomes.

It was a wonderful event, but few people attended, unfortunately. After all the activities and events on tap all week long, people were disinclined to turn out once more, this time on Sunday afternoon. We have to come up with another idea for closing the Festival.

g. Partnerships

The Festival's continuing success depends very much on its willingness to work collaboratively. Our many partnerships mean that we can hold more events, enlist the participation of people from the various language communities and reach a broader audience. In 2006, we established many new partnerships while maintaining close ties with our long-standing partners.

- YMCA Literacy Luncheon

The Festival was delighted to "lend" Beth Powning, a New Brunswick Anglophone author, to the YMCA, where she served as guest speaker at the luncheon in recognition of the Peer Youth Tutor Club.

- Alliance française

In partnership with the Consulat général de France in Moncton, the Alliance française hosted author Michel Tétu, who gave a lecture on Léopold Sédar Senghor. This year, the Organisation internationale de la Francophonie is celebrating the centenary of Senghor's birth. Also, since the theme for this year's festival was African heritage, it seemed perfectly natural that the Festival would feature activities in the spirit of this celebration.

- Radio-Canada, CBC Radio One, and CBC Television

These media continue to be major Festival partners and strong supporters of our advertising campaigns and marketing. Examples of major collaborative efforts this year included the Random Acts of Fiction contest (CBC Radio One, New Brunswick); a special program on Northrop Frye broadcast on Saturday, April 29 on "Anne et compagnie"; a special Information Morning show devoted to Northrop Frye on Friday, April 28; and a live broadcast of "Art circuit", a program featured by the Radio-Canada television network. The CBC and SRC, its French-language counterpart, each provided complete coverage of Festival events and activities.

- Association France-Canada

This year, the Association France-Canada held its dinner at the Fox Creek Golf Club in Dieppe and invited its members to come meet French author Nadine Fidji. This event is a highlight of the Festival program, for it provides a unique opportunity for the guest author to chat with people in the community while enjoying a delicious Acadian fricot.

- Atlantic Lottery Corporation (ALC)

Each year, the ALC works with the Festival and the Greater Moncton Literacy Advisory Board to bestow awards upon new adult writers at a luncheon on the Sunday of the Festival. This year, the event also showcased renowned authors Ian Brown and Gil Courtemanche. The venue was packed for the event. For future festivals, the partners will have to rethink planning of the event so that all stakeholders are involved. The possibility of establishing a temporary organizing committee for this event will be explored.

### 3. NEW THIS YEAR

After six years, the Board of Directors and the Festival Programming Committee decided to incorporate some new elements into the 2006 edition. In line with the recommendations of the former management of the Festival, some events were changed to better meet the aspirations of organizers and the public. The changes were all well received, even though in some cases, they were but a beginning of the transformation of concepts and ideas.

#### a. Partnerships

- Capitol Theatre

One of the new administration's first tasks was to rethink the concept of "opening night", which had become a source of frustration for many on the Board of Directors. The consensus was that the Thursday evening event could no longer be called "opening night" because it was not inclusive of the previous day's events. Further, the spotlight at the event was on the financial partners and not the authors, the true stars of the Festival. To remedy the situation, the Festival enlisted the support of the Capitol Theatre, which agreed to assist with the presentation of this new event on the Thursday evening.

A Capitol Evening was a huge success. Much more than a simple ceremony, the event featured host Carlos Gomes, authors Myriam Cyr, Austin Clarke, Christian Roy, and Monique Ilboudo, Oumou Soumaré, and the six winners of the writing contest.

- Enterprise Greater Moncton and New Brunswick Film

Through this partnership, we were able to offer the most popular new feature of this edition of the Festival. Thanks to the financial and organizational support of Enterprise Greater Moncton and New Brunswick Film, the Festival offered a Writing for Film Workshop, the demand for which amazed us.

The workshop drew some 60 movie buffs wanting to perfect their scripts or learn how to go about scriptwriting. The one-day, bilingual event began with a lecture by Myriam Cyr (Festival guest author whose latest novel was published by Miramax Publishing) and David Gerson (Creative Executive of Focus Features, a motion picture production company). During the lunch hour, New Brunswick Film gave a presentation on its services and programs. Afterwards, Tony Sekulich and Jacques Savoie, both accomplished scriptwriters chosen by New Brunswick Film, gave a more in-depth workshop on scriptwriting.

This new collaborative venture was a resounding success for all the partners, who see it as a win-win proposition. It is an opportunity to reach out to a new public genuinely interested in creation, albeit in a form different from traditional writing. Talks are already under way for a renewed partnership in 2007.

- New Brunswick Department of International and Intergovernmental Relations

With the creation and presentation of an exhibit of artefacts and archives related to Senghor's visit to Moncton in 1976, the Festival partnered with the Organisation internationale de la Francophonie (OIF) to celebrate the centenary of Léopold Sédar Senghor's birth. At the suggestion of President Abdou Diouf, General Secretary of the OIF, the Francophonie in 2006 is paying tribute to Senghor, a man of letters and a great promoter of cultural diversity. Accordingly, the Festival, together with the Musée acadien and the provincial Department of International and Intergovernmental Relations, wanted to recognize the significant contribution of this man. The exhibit, which was designed so as to be easy to transport and set up at other festivals, was on display the entire week of the Festival in the Irving Lobby at the Capitol Theatre.

- Bureau du Québec dans les provinces atlantiques

Through the partnership and community development fund operated by the Quebec secretariat for Canadian intergovernmental affairs, the Festival embarked on a new collaborative venture with the Bureau du Québec dans les provinces atlantique (Atlantic Provinces office), enabling it to offer more writing workshops. This partnership directly concerned the attendance of Quebec authors at, and their participation in, the Festival. Neil Bissoondath and Michel Noël gave literary creation workshops, and Sylvie Roberge hosted a workshop for teachers, who learned how to use stories as educational tools in the classroom.

- Études acadiennes - Université de Moncton

Études acadiennes of the Université de Moncton was our leading partner for the presentation of the first Antonine Maillet-Northrop Frye Lecture. The organization wished to solidify the existing ties between the Festival and the Université de Moncton and build a genuine, long-term partnership promoting the union of the literary and critical heritages of Antonine Maillet and Northrop Frye.

The inaugural lecture, presented by internationally renowned Canadian author Neil Bissoondath, was a huge success. The sold-out event, which Antonine Maillet also attended, focussed on the role of literature as a vehicle for cultural co-operation in Canada. The text of the lecture will be published in French and English in the fall by Goose Lane Editions.

- **Ancrages**  
The Festival invited Acadian literary magazine Ancrages to launch its 2006 edition (devoted to Northrop Frye) during the collective book launch held on the Saturday afternoon. Normally, this event brings together those invited authors wishing to introduce their new works to the public. This year, Ancrages also took part.

The Festival is proud to promote this publication and is delighted at Ancrages' sales success. Rose Desprès, editor of the publication, told us that sales during the Festival greatly exceeded those during book fairs attended during the year.

- **Intercultural Heritage Association (IHA)**  
The President and the Co-ordinator of this local bilingual organization have both been members of the Programming Committee since January 2006. The duo helped us clarify the theme and properly represent Greater Moncton's African community. The Festival could also count on the support of IHA's network of members to promote these events, including Roots Night, at which the President had been asked to say a few words and welcome the audience.

- **Hackmatack**  
The Hackmatack Awards, created to encourage Atlantic Canadian children to read, celebrate Canadian books and their authors and give children a voice to choose their own literary heroes. Each year, thousands of children aged 9 to 12 (grades 4 to 6) read from 30 nominated Canadian books, in 3 categories – English Fiction, English Non-Fiction, and French – and vote for their favourites. In the spring, shortlisted writers visit young fans in schools and libraries throughout Atlantic Canada and attend the award ceremony.

This year, the awards were presented in partnership with the Atlantic Book Festival during the Festival and helped to add youth authors to our list of authors. Through this activity we were able to hold more school visits and benefit from Hackmatack's expertise in this area. Further, it was easier for Hackmatack to handle promotion for the ceremony, since it was being presented in the context of a major literary event. Further, all of the nominated authors were able to take part in some of our activities. While this new partnership is definitely not the last between our two organizations, the shape of future collaborative ventures remains to be determined, since the awards ceremony is not always held in Moncton.

- **Focus Features**  
One of the 2006 Festival's big coups was landing David Gerson, Creative Executive of Focus Features, a New York and Los Angeles motion picture production company responsible for such Oscar-winning films as *Brokeback Mountain*. Mr. Gerson travels the globe looking for movie scripts of possible interest to the production company. While his presence at the Festival had to do mostly with the Writing for Film workshop, it was also an opportunity for him to meet people from Acadian and New Brunswick literary circles. Networking is very important in the motion picture world, and New Brunswick players in the motion picture industry benefit enormously from the annual attendance of figures such as Mr. Gerson.

- **Tidewater Books**  
Attic Owl was our official bookseller at previous editions of the Festival. However, this commitment proved too onerous for the small independent bookseller. Its withdrawal therefore meant we had to find a partner for the Festival's bookstore. Fortunately, the choice was an easy one. Tidewater Books has been in business in Sackville since 1995 and offers a varied selection of quality literature, with an emphasis on Canadian authors and publishers. In 2004, the company opened a second location at the Greater Moncton International Airport, and this store now offers fully bilingual service and an added selection of English and French literature.

This initial experience as Festival bookstore proved profitable for Tidewater, both financially and promotionally. In the company we have found a dependable partner committed to quality and interested in working closely with us to provide the best possible selection to Festivalgoers. Despite minimal criticism from authors (more effort should be made to announce book sales during events), this partnership holds much promise for the future.

## b. Events

- **Official Opening**  
With the former official opening event no more, we had to find a prime venue to introduce our financial partners and sponsors. We therefore decided to follow in the footsteps of other local festivals and invite the media and the public to an official launch. The event was a huge success, for the venue was packed and all media were present. In the past, the media did not cover the opening of the Festival, meaning we did not have the opportunity to publicize important information, such as last-minute changes.  
RECOMMENDATION: definitely to be repeated.
- **Night Howl**  
As indicated in the section on pluridisciplinary events, Festival evenings ended with a Night Howl, held at a bar in downtown Moncton with two guest authors. Members of the audience were invited to take their turn at the microphone. The response was enthusiastic, with some presenting their own creations, and others interpreting the works of known authors.

RECOMMENDATION: to be repeated, but caution should be exercised in the selection of authors, for all are not the best choice for such an event.

- **Play**  
A play called Northrop Frye High was created for the Festival by two teachers who are also fans of Northrop Frye. The play injected some much-enjoyed humour into the Festival, which is often viewed as a very intellectual event. Some 50 spectators turned up at Théâtre l'Escaouette to discover a new way of looking at Northrop Frye. While the Programming Committee is receptive to the idea of continuing to offer humour-oriented events, it must be ensured that offerings befit the calibre of Festivalgoers.  
RECOMMENDATION: to be repeated if the opportunity presents itself, but the Programming Committee will not allocate resources to seeking out such products.
- **Teachers' Workshop**  
Twenty-six primary school teachers from District 1 attended a workshop given by Sylvie Roberge on how to use stories in the classroom in order to foster the development of personal skills and acquisition of knowledge in French. The workshop was a huge success. This type of activity contributes greatly to promoting the Festival and its goals among teachers.  
RECOMMENDATION: definitely to be repeated, as it helps build a loyal following among teachers wanting to take part in Festival activities.
- **School Visits in the Acadian Peninsula**  
For the first time in its history, the Festival dispatched an author to visit schools outside Districts 1, 2, and 11. We took advantage of Patrick Chamoiseau's visit to the province a few days prior to the start of the Festival and sent him on two visits to Polyvalente Louis-Mailloux in Caraquet. In future, the Festival hopes to expand its territory and assert itself as the literary event par excellence in Atlantic Canada. These visits were a first step towards that goal. Mr. Chamoiseau's stop in Caraquet also helped us open up valuable communication channels with the Fédération des caisses populaires acadiennes, which does not sponsor strictly regional events. With the support of an organization such as the Fédération des caisses populaires, the Festival could fund school visits to several parts of the province.  
RECOMMENDATION: definitely to be repeated, with the number of visits outside South East New Brunswick to be increased annually.

#### 4. SPIN-OFFS

- For the Community

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 higher than the national average, and no effort must be spared in the fight against illiteracy. 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 fun to be had with words and reading. It also endeavours to bring together thinkers, people who are passionate about ideas, and creators while facilitating discussion and interaction among them. Our success is obvious when we look over our list of partners and official collaborative ventures. Other spontaneous events are also held on the fringes of the official activities. They are more difficult to assess, however.

- Dinner with Patrick Chamoiseau in Caraquet together with Isabelle Bonin, of Librairie Pélagie in Shippagan; Christiane Saint-Pierre, author and professor of literature at the Shippagan campus of the Université de Moncton; Calixte Duguay, author and playwright; Jules Boudreau, writer and playwright; and Albert Belzile, author and actor.
- Dinner with Monique Ilboudo and a group of women active in the women's and international solidarity movement (Huberte Gautreau, member of the Coalition for Pay Equity; Johanne Perron, Coalition co-ordinator; Madeleine Delaney-LeBlanc, founder and first chairwoman of the New Brunswick Advisory Council on the Status of Women; Marcelle Mersereau, Coalition member and former Minister; France Caissy, public servant and former director of Action éducation femme; Chantal Abord-Hugon, Coalition member; Suzanne Doucet, formerly of Oxfam; Lise Rodrigue, Coalition member; Marcelle Saint-Pierre, formerly of Oxfam and former volunteer with Cuso; Charline Vautour, literacy worker; and Claudette Lajoie, who was previously active in international development and managed a project with women in Africa).
- Public dialogue with Patrick Chamoiseau and two literature students, sponsored by the Université de Moncton's Department of French Studies.
- Meeting of students from Burkina Faso with Monique Ilboudo at the Université de Moncton.

- For the Authors in Attendance

As is the case with the public, we always hope that authors will be creatively inspired by attending the Festival. The 2006 edition of the Festival definitely affected certain authors in different ways.

- Her meeting with the Paiens at the Paiens Celebration of Words appears to have inspired Shauntay Grant, for she booked the group for a performance in Halifax a few weeks after the Festival. She also contacted Festival organizers to find out how she could get in touch with singer Oumou Soumaré, with whom she had shared the stage at Roots Night. Could this be the start of another collaborative venture?
- Following the première of Northrop Frye High at the Festival, Peter Yan and associate Frank Adriano were invited to stage their play at a lecture on Frye to be held in Ottawa in 2007.
- As guest authors at the Festival, Monique Ilboudo and Nadine Fidji among others were invited to publish a text in Ancrages.

## 5. MEDIA COVERAGE

Thanks to hard work by contract workers hired to look after English and French media relations, the 2006 edition of the Festival received unparalleled media coverage. Following is an overview of the English media coverage:

### NATIONAL

CBC Radio - Sounds Like Canada

April 26: Bill Richardson aired interview with Peter Yan and Frank Adriano.

CBC Radio – The Arts Tonight

Several events were recorded several events. Uncertain of broadcast schedule.

Toronto Star

April 30: Piece by Philip Marchand "McLuhan, Frye and the Falling Towers: Why both men, so often disdained by academics, still resonate in a post-9/11 world". Festival referenced.

### REGIONAL

Halifax Chronicle-Herald (Dawn & Cathy met Books Editor Christine Soucie March 22, Halifax)

April 23: Wendy Kitts had two freelance pieces run in the paper's supplement The Nova Scotian.

April 30: A piece written by Wendy re the Hackmatack Award ran in the same supplement.

CTV/ATV - Live at 5 (Dawn & Cathy met host Starr Dobson March 22, Halifax)

April 21: Ron Shaw did piece - interviewed Dawn, pics of busy office/Rachelle, Uplands School (preparing for author visit), Hillcrest School (preparing for the Hackmatack Awards). Starr mentioned she was hosting the Hackmatack Awards, gave the dates, etc.

April 28: Show included a full story on Hackmatack and one on the festival itself.

Additional report/pics the following day re KidsFest.

Global TV – The Noon Show (Dawn & Cathy met Duane Lowe March 22, Dartmouth)

March 31: Dawn interviewed by Duane, 10 minutes (five on Festival overview; five on authors)

April 21: Les Pâtiens - musical guest - played 4 songs

CBC Halifax Connections (Maritime Arts show) (Dawn & Cathy met host Olga Milosevich March 22, Halifax)

April 22, CBC Radio Two (11a.m.-12p.m.): Olga plugged festival

April 23, CBC Radio One (4 – 5 p.m.): Olga discussed festival again

CBC Radio Shift (New Brunswick) (Dawn & Cathy met Elaine Bateman, producer, and Paul Castle, Shift host April 6 in Saint John)

April 7: Hackmatack contest starts. Hackmatack club members (Grades 4-6) phone in to say which of the Hackmatack selections they voted for and why that book should win. All of the kids who call will have their names placed in a draw for a prize package, to include autographed copies of the winning Hackmatack books. Draw made April 26. Winner from Perth-Andover.

April 12: Christine McLean, books columnist, discussed Frye with Castle in "column" piece on Frye

April 26: McLean does another column piece re festival overview and favorite festival memories

Festival week: Various pieces aired, including Wendy Morton roaming the streets of Moncton on April 27.

CBC Television (New Brunswick) (Dawn & Cathy met Arts Reporter Bob Mersereau March 27, Moncton)

April 26, 27, 28: Stories aired each day re the Festival.

Telegraph-Journal's The Reader (Dawn & Cathy met editor Karen Rawlines March 17, Moncton; April 6 in Saint John)

(Dawn & Cathy met city editor Randy O'Donnell and briefly spoke to editor Mark Tunney April 6 in Saint John but nil ran in news during festival)

April 22: Three-page Frye feature ran. (referenced in cover of supplement and on pg. 1 of paper)

April 28: Ran excerpt on Frye from Reuben Cohen's autobiography.

Rogers Radio – Maritime Morning (Regional talk show hosted by Andrew Krystal, 95.7 based in Halifax)

April 26: Andrew Krystal interviewed Dawn re festival.

### LOCAL

CBC Radio - Information Morning, Moncton (Dawn and Cathy met with Karin Reid-LeBlanc, Christine Manore, February 24, Mar 29 (Dawn); Maeve McFadden, April 10)

Jan. 19: Coverage following press conference

April 4: Dawn interviewed (Festival overview)

April 5: News item re the screenwriting workshop

Early April: Book club contest

April 26: Paul Curtis; Peter Yan, Frank Adriano

April 27: Songwriters' Circle

April 28: 'Frye-Day' show (Fri. April 28) : Wendy Morton; Austin Clarke, Myriam Cyr, David Gerson;

Ian Brown – interview & book club; George Elliott Clarke ; Hackmatack: Diane Ross and students from

Hillcrest School on St. George.  
CBC News Online  
Jan. 18: Piece re "Frye Festival adds lecture series"

Moncton Times & Transcript (Rachelle & Cathy met with Managing Editor John Wishart, Life & Times Editor Heather Fiske, Jan 30; Cathy & Dawn met with Greg Lutes April 13)  
Dec. 13'05 – Rachelle profile/pic  
Dec. 19'05 – Christmas book suggestions from festival authors  
Jan. 19 – Festival overview following press conference/pic of Dawn (Life & Times)  
March 4 – Peter Sawyer column on literacy references festival  
April 1 - Frye Festival noted on Life & Times April calendar (though with wrong date - Apr 25 and pic of Sheree Fitch)  
April 3 - Life & Times brief re Frye fest books at Moncton Library  
April 5: Life & Times story re screenwriting workshop  
April 12: Photo - Evergreen Park School students making posters for the Hackmatack Awards  
April 13: Life & Times piece re Hackmatack Awards, KidsFest and some festival overview material.  
April 15: Atlantic Book Awards piece which referenced Hackmatack Award.  
April 19: Piece in Life & Times – Festival overview and schedule (B9)  
April: KidFest ad ran various days near festival week  
April 27: Front page piece "Events packed for launch of festival" with pic of Peter Yan/Frank Adriano  
April 28: Front page story on Wendy Morton's Random acts of poetry with pic  
April 28: Life & Times cover – festival overview and schedule (pic of book covers)  
April 28: Page A9 piece re Myriam Cyr  
April 28: Peter Sawyer column re festival  
April 29: Hackmatack piece with pic  
April 29: Roots Night piece with pic  
May 1: KidsFest piece with pic  
May 1: Festival overview piece with 2 pics (A3)  
May 2: Peter Sawyer column praising festival  
May 4: Dawn's letter to editor

Out & About (A publication of Downtown Moncton Inc.):  
March 31: Preview of festival authors

Rogers Television:  
Jeff Boudreau and Alice Waldron attended screenwriting workshop press conference. Jeff emailed later to say they never had a chance to air the piece because they had to do a provincial show the first week of April and it didn't make the cut. Jeff interviewed Dawn April 19 to do overview piece. Was to air April 25th to 31st, and possibly also get airplay in Fred'n and Saint John. Also contacted Rich Crosby re Fredericton based Rogers talk show, but not available this year.

Here, Welcome: (Cathy, Rachelle & Carol met with Paul Parent, Editor, Urban Publications, Andrew MacMullin, Advertising Director of Specialty Projects and Charlie Comeau, March 31)

April issue Welcome: 3-page story

April 27 issue Here: Inside piece ran (ad to run April 13 and 20);

Mascaret: April issue: Ran 2-page spread (full-page ad on back page and festival indicated in April calendar)

Resurgo (City of Moncton newsletter): April issue: Festival referenced in cover blurb

Globe & Mail: Ian Brown had promised a piece post festival but I don't believe one appeared

## 6. ASSESSMENT

It goes without saying that this seventh edition of the Festival was a huge success. We received praise not only from the public, but also the authors, people from the literary world, sponsors, and our other partners.

- "The school visit was the finest moment in my career as an author!"  
André Alexis, author
- "Thanks again for the Festival... for the opportunity to read my poems, for the opportunity to see friends again, for the opportunity to share my love of poetry in the schools... thank you so much."  
Huguette Bourgeois, author
- "It's the best festival I've ever been invited to!"  
Wendy Morton, author
- "I really enjoyed it... It nourishes me intellectually, culturally and socially! I love it..."  
Suzanne Doucet, devoted Festivalgoer
- "What a thrill for a teacher to see that by meeting an author, students were motivated to want to read the author's works!"  
Debbie Belliveau, teacher, École Clément-Cormier

Some highlights concerning the 2006 Festival:

- 10,000 people took part in activities
- 6,000 students met authors
- 150 students presented their works to the public
- 51 school visits
- Equivalent of \$4,000 in books was given to schools
- Total of \$1,800 was awarded to young writers having won the writing contest
- Total of \$1,000 was awarded to the French/English departments of the school of the winner of the writing contest
- 41 guest authors
- 151 individual participations by authors
- 10 writing workshops held
- 1,000 children and their parents discovered Madagascar at KidsFest
- More than 600,000 hits on the Festival Web site
- More than \$2,000,000 in economic spin-offs for the region
- More than 100 volunteers helped make the event a success
- 18 worthwhile collaborative ventures with local and regional organizations

Some figures

Increase

- in participation in activities overall: 20%
- in number of passes sold: 17%
- in ticket office sales: 37%
- in the number of students who were visited by authors: 17%

One statistic is very significant with regard to the School Youth Program. Percentage of students in Districts 1, 2, and 11 taking part in the School Youth Program: 26%

## 7. CHALLENGES FOR THE BOARD OF DIRECTORS

As is its custom, the Board of Directors met to assess the Festival and its impact. For 2006-2007, the Board of Directors will continue to focus on governance and the roles of the members of the Board. Further, the Board has begun to rework Festival branding. Consistency in the image and message conveyed by all of the tools developed for future editions of the Festival will have an impact on participation in events. The Board understands the importance of developing a brand that appeals to a broader segment of the population. Through this exercise, the Festival will have an image that represents it well, reflects its assets and draws a broader public.

In addition to developing concrete tools that will help reach even more spectators, the Board of Directors also knows it is important to foresee inviting well-known authors to the 2007 edition of the Festival. The presence of celebrities at the Festival could help us generate more interest among the public, our partners, and our sponsors. Multi-year support from select sponsors would help maintain a positive cashflow throughout the year. Further, the Board of Directors is aiming in 2006-2007 to expand the territory covered by the School Youth Program. It therefore hopes to build lasting partnerships so that it can organize school visits in other parts of New Brunswick and the Maritimes.

Participation of the Festival in the Arts and Heritage Stabilization Program run by the New Brunswick Foundation for the Arts will provide us with access to a pool of experts who can help us attain these objectives.

## 8. CONCLUSION

In 2006, the Festival once again fulfilled its role to promote cultural diversity in the community. Clearly, the contribution of our various financial partners is crucial for the Northrop Frye International Literary Festival to continue to grow.

Emboldened by the success of the 2006 edition of the Festival, the Board of Directors will continue to work collaboratively with its various partners, including the Université de Moncton for the purpose of establishing the Antonine Maillet-Northrop Frye Chair.

The Northrop Frye International Literary Festival continues to carve out a significant niche on the cultural scene not only in Eastern Canada, but also among other similar festivals in the country and abroad. It is with great pride and enthusiasm that Festival organizers are already working on the eighth edition of the Festival, slated for 2007.