



## **Annual Report**

August 2007

**Annual Report 2007  
Table of Contents**

INTRODUCTION

1. PRESENTATION OF THE FESTIVAL		
a. History	3	
b. Mission	3	
c. Mandate	3	
d. Vision	3	
e. The brand promise	3	
f. Board of Directors	4	
g. Festival Committees	4	
h. Festival Team	5	
2. THE 2007 FESTIVAL		
a. Roundtable Discussions and Frye Symposium	6	
b. Public Readings		6
c. Dialogues	7	
d. Multidisciplinary events	7	
e. School Youth Program	8	
f. Kidsfest		9
g. Partnerships	9	
3. NEW THIS YEAR		
a. Partnerships	11	
b. Events	12	
c. More New This Year	13	
4. SPIN-OFFS		
a. For the Community	14	
b. For the Authors in Attendance	14	
5. MEDIA COVERAGE	15	
6. ASSESSMENT	16	
7. CHALLENGES FOR THE BOARD OF DIRECTORS	18	
8. CONCLUSION	19	
9. APPENDICES		
a. Festival Program		
b. Partners and Sponsors		
c. Selected Press Clippings		
d. "Frye me to the Moon" by Paul Bossé		

## INTRODUCTION

The Frye 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 2007, writers from around the world, including cartoonists and graphic novelists, joined us to “feed the imagination” of the public and the community.

The mission of the Frye festival is to promote the pleasure and discoveries inherent in reading for all ages. The Frye 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 is over 12% above the national average.

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 among national and international authors before a diverse audience.

The Festival also showcases multiculturalism, through literature, by bringing together the various cultures that meet during this annual bilingual celebration of words. Over the years, the Festival has made its mark on the Canadian literary scene and it is unquestionably the biggest literary event east of Quebec.

The eighth edition of the Frye Festival was especially important because it was the result of intensive work. In 2006, the Board of Directors felt that it was important to review the Festival’s image. With the help of a branding consultant, Peter Lanyon, the Festival saw the importance of aligning its image with the tone of the events and the experience of participants. In other words, the Festival realized that it needed to better communicate the pleasure and discoveries that people could find in this event. Thus the *Northrop Frye International Literary Festival* became the *Frye Festival* and its image changed radically. The public showed itself very receptive to this change.

This report begins with an overview of the Festival’s history and mission as well as of the people who helped organize this latest 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 as a quality event are also discussed.

## 1. PRESENTATION OF THE FESTIVAL

### a. History

The Frye Festival has just finished its eighth edition. 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. In December 1999, a public lecture/dialogue was held at the Capitol Theatre under the auspices of the Greater Moncton Economic Commission, Vision TV, and the Aberdeen Cultural Centre, starring Antonine Maillet and John Ralston Saul, two of Canada's leading literary figures. This project was the event that launched the Festival.

### b. Mission

The **Mission** of the Frye Festival is to foster the discovery and enjoyment of reading 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 by adopting **operating principles** which 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 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 weekend in April. These authors feed the imaginations of children, families, students and booklovers through workshops, readings, dialogues, round tables, 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 our 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. The Frye Festival has an established national and international reputation. As of 2007, more than 300 award-winning authors from every continent have attended the Festival, and more than 35,000 students in the province have met, interacted 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. The brand promise

*Feed your imagination / Plein la tête*

Our promise to Festival participants of all ages, interests or levels of commitment to our organization is to offer them an experience that will fill their heads and feed their imaginations.

f. **Board of Directors**

The Festival is managed by a 12-person Board of Directors with members from the literary, academic, community and private sectors. The Board meets at least 12 times a year, and its members are elected at the Annual General Meeting held every October. 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: Victoria Pickering, private sector

The other members of the Board of Directors are:

- Chantale Bellemare, Member, Programming Committee, Director of the Moncton Public Library
- 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.

g. **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.
- **Finance Committee**, which is made up of the Chair, the Treasurer and the Director. This committee is responsible for the organization's financial management, works on budgets and their review and helps prepare documents for audit.

h. **Festival Team**

While these committees are responsible for Festival programming, the bulk of the work involved in implementing their decisions falls to contract staff. This year we added an Assistant Director, thanks to a contribution from the Department of Post-Secondary Education, Training and Labour. This position began at the beginning of April and is funded until December. Two contract positions were created, Coordinator of the Brunch and KidsFest, and Program Advertising Sales Officer. The paid positions are as follows:

- Director (September to August);
- Artistic and Production Director (January to the end of April)
- Assistant Director (April to December)
- Communications Director and French Media Relations Co-ordinator (January to the end of April);
- English Media Relations (January to the end of April);
- Coordinator of the Brunch and KidsFest
- Program Advertising Sales Officer (commission, January-March)
- Translation (as required);
- Transportation (March and April);
- Support team, two to four people (Festival week);
- Production, design and scenery production crew, three people (last two weeks in April)
- Photographer, five days of the Festival.
- Videographer, Festival week

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 seven days of Festival events. 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 with the organization 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 40 new volunteers, giving it a much-needed infusion of new blood.

## 2. THE 2007 FESTIVAL

The eighth edition of the Frye Festival was held from April 25 to 29, 2007. Thirty authors from around the world and representing various literary genres participated in the Festival. The Festival's popularity and fame have 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 Arlette Cousture, Gilles Gougeon and Bryan Perro on the Francophone side and David Adams Richards, Patrick Lane and Harvey Pekar on the Anglophone side.

The 2007 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 Frye Symposium**

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

Two roundtables at City Hall were quite successful. The first, "Comment comprendre la culture populaire," attracted fewer participants than in former years. This may have been because of the time chosen for the roundtable (Wednesday afternoon). Those in attendance found the subject stimulating, despite a few moments that may have been a little too academic. There were more participants at the second roundtable, "La maturation du roman graphique". A group of thirty students from the Polyvalente Clément-Cormier in Bouctouche came into town to attend. Many people found that the roundtable was a great success.

Attendees greatly enjoyed the Frye Symposium, but these events never draw large crowds. The Council Chamber in City Hall was too large for these rather academic presentations.

The roundtable on graphic novels and some of the dialogues were videotaped and will be placed in the Festival video and audio archives. Some of these events were digitized and are on the [www.TVAU.org](http://www.TVAU.org) Web site. Unfortunately, technical difficulties made it impossible to digitize certain events. These archives are a valuable part of Canada's literary heritage and the Festival must make them available to the public. A project to add multimedia content to our Internet site will have to be developed when the Festival's resources allow. In coming years, the Festival will develop new techniques to document its events and we hope to always be able to add them to the TVAU.org site so that they will be available to all who are interested in them.

### b. **Public Readings**

In 2007, the Festival presented four events revolving solely around public readings. During these four different events (Fiction... ou presque, Harvey Pekar Live, Déjeuner littéraire and Brunch littéraire) the public had the opportunity to hear nine authors present eleven different readings. These events, held in restaurants in downtown Moncton, are always popular with Moncton's bilingual population.

Our regulars always appreciate the public readings, but we need to find a more effective way to promote them to the general public. There still seems to be a general fear of these events. We need to try to show that they are an opportunity for the public to see an author read extracts from his or her work and that there is nothing to be afraid of. You do not have to have read the texts in advance to appreciate these events.

Although the event Harvey Pekar Live was not just a reading, we have added it to that category. This event drew an audience that, with a few exceptions, had never participated in our events. Therefore we feel that it was a success and that inviting "cult" authors will be a way for us to initiate others to our events in future.

**c. Dialogues**

The dialogues are a perfect opportunity for the public to discover the person hiding behind the literary work. These events are held in a fairly informal atmosphere and are often surprisingly frank. This year, two dialogues were held at the Moncton Public Library and two at the Moncton City Hall. All of the events drew large audiences, and in most cases the venues were almost full.

**d. Multidisciplinary Events**

The Festival featured a variety of multidisciplinary events in addition to strictly literary ones. There are two advantages to this: they bring authors and artists from other disciplines closer together and they introduce fans of different artistic 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 2007, activities incorporating living elements 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 those 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 Moncton, an officially bilingual city. 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 multidisciplinary events.

Following are some examples of such events that took place during the 2007 edition of the Festival:

- **Official opening:** For the second consecutive year, we provided a platform for our partners and sponsors at a media launch or official opening. As had been the case in 2006, this event was an enormous success and attracted a large crowd of media and the public. We added a multidisciplinary component this year, asking our Poet flyé to perform accompanied by the group Les Païens. This performance was not only amusing and a way of getting the Festival off on the right foot, but it also set the tone for our Poet flyé<sup>1</sup> program.
- **Soirée Frye:** This gala event hosted by two members of the Board of Directors starred four authors and two groups of musicians who performed several unique and remarkable numbers during the evening. The Soirée Frye starred one of the best-known Francophone authors, Bryan Perro, as well as an important world musical first: Les Païens and Isaac and Blewett sharing a stage.
- **Frye Jam:** This more “underground” evening of the Festival starred Les Païens, whose music accompanied the authors who performed readings. We decided to make Saturday evening a true feast of words and music. We presented a dozen authors who alternated on stage with five Francophone and Anglophone musical groups from New Brunswick. As well, to celebrate the presence of so many cartoonists, we also presented a “comic jam” where well-known cartoonists had the chance to create with amateur cartoonists from the region. The result surprised the professionals, who had a great time working and playing together before an interested audience.
- **Night Howl:** This late-evening event featured two guest authors and was hosted by one of Moncton's best known poets. Paul Bossé, our Poet flyé, 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 Marc-André Léger or Urban Café. This event was enjoyed by the authors and the public, who appreciated the relaxed atmosphere of this sort of presentation. Night Howl was also very popular among the guest authors, who came to mingle with members of the local Anglophone and Francophone literary community.

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<sup>1</sup> See the section New This Year for more details on this innovative program.

e. **School Youth Program**

The School Youth Program is designed 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) makes for cultural, personal, and economic wealth. 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 respecting their mother tongue.

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. This year, over 9,000 primary and high school students from both language groups in the Greater Moncton area discovered the magic of the written word through authors from our community, our country and 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 reflects the same thing: the School Youth Program helps make books and reading a bigger part of students' lives.

In 2007, organizers concentrated mainly on expanding the Program to other parts of the province. We presented school visits elsewhere, expanded the region for the essay contest and created a new performance event for high school students. It goes without saying that the Frye Festival's School Youth Program plays a larger and larger role in the school communities it touches.

Of course, the School Youth Program is much more than a series of visits by authors to select classes. That said, the school visits were tremendously successful this year. We tripled the number of school visits for a total of 161 visits to 45 schools.

- **Public readings by young writers:** The Young Writers component also attracted large numbers of students, who took part in the three events featuring young creators of prose, poetry, and songs. This year, over 250 students presented their works at *Écrivains en herbe*, *Café Underground Aliant* and *Imagination à l'œuvre*. These events were a matchless opportunity for young writers to present their work in public. Based on the evaluation of the 2006 edition of these events, we found a formula that focused even more on the youth<sup>2</sup>, combining the three "high school" events to create a real performance in a professional venue with an artistic director. This allowed us to appreciate the young creators of poetry, prose and songs in the first *Café Underground Aliant*. Presented before an audience that overflowed the room, this evening was one of lovely discoveries that attracted interest from French and English media in the region. This event will be repeated and the Festival is proud to offer the only bilingual event showcasing poetry, prose and song among this age group.
- **State Farm essay contest:** The program also includes an essay contest. The target region was modified this year. Thanks to the support of State Farm Insurance, we were able to award prizes in another category, the high schools in Saint John and Fredericton. The winning schools in the three categories all received a plaque and a prize of \$500 to buy books. We hope that State Farm will continue to support us for this program.
- **School workshops:** To solve the problem encountered last year with presenting a bilingual workshop outside of school hours, the Festival decided to present one workshop in French at *École Mathieu-Martin* and one in English for interested students from District 2 at *Edith Cavell School*. We concluded that this formula works better and allows more young people to benefit from this contact with authors.

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<sup>2</sup> See the section *New This Year/Events* for more details.

f. **KidsFest State Farm**

KidsFest is now a not-to-be-missed Festival activity. The event, in its third year, proved to be more popular than in 2006, with over 1,250 children and parents flocking to the atrium of the Blue Cross Centre. This new venue for KidsFest contributed greatly to its success and allowed us to further develop our partnership with the Moncton Public Library. The objective of KidsFest is to transfer in an educational, bilingual, amusing and creative manner knowledge that will promote learning, the use of the children's first and second languages and reading.

A major facet of this activity is of course the participation of authors. This year, six 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 *Benjamin in the Dark / Benjamin et la nuit*. The first 500 children to arrive were each given a copy of the book in the language of their choice.

The KidsFest theme centered on comic books and their heroes and characters. We created activities related to these themes. These included the creation of the longest comic strip in Moncton and the presentation of an extract from "Seussical, the Musical" by CoroAtlantica at the Conservatoire de musique de la Rivière chocolat.

g. **Partnerships**

The Festival's continuing success depends very much on its willingness to work collaboratively and in 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 2007, we established many new partnerships while maintaining close ties with our long-standing partners. We now have 30 partnerships.

- **YMCA Literacy Luncheon**

The Festival was delighted to "lend" Lesley Choyce, an Anglophone author from Nova Scotia, to the YMCA, where he was guest speaker at the luncheon in recognition of the Peer Youth Tutor Club.

- **Conseil consultatif de l'alphabétisation du Grand Moncton**

Each year, the Festival presents the prize ceremony for new adult learners at the Sunday Brunch. This essay contest is organized by the council for participants who have learned to read and/or write in the last year. This event is very interesting because it shows the impact of literacy programs.

- **Alliance française**

In partnership with the Consulat général de France in Moncton, the Alliance française hosted author Lorette Nobécourt, who gave a short talk.

- **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 in 2007 include a special edition on the Frye Festival by *Anne et compagnie*, Saturday, April 28, live from Café Timothy's on Main Street, very near KidsFest, and a special edition of *Information Morning* on the Frye Festival on Friday, April 27. CBC and SRC gave full coverage to all the Festival's activities and events. SRC was also a major media partner and sponsored the production and broadcast of a television ad which appeared through most of April.

- **Association France-Canada**

This year, the Association France-Canada held its dinner at the Dieppe Rotary Lodge and invited its members to come to meet French author Lorette Nobécourt. 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*.

- **Éditions Perce-neige and Goose Lane Editions**  
For the first time at the Festival, we invited the two major publishing houses in the Province to present a joint launch of their new titles. Six authors were on hand and all read, sold and signed copies of their newest works. Although this event attracted many persons and helped us to get closer to the publishing houses, we must rethink the formula to make sure that no one gets an advantage over anyone else.
- **The Writers Federation of New Brunswick**  
The Festival presented an event focusing on authors who are members of the WFNB. They also had a booth in the café-bookstore where they could recruit new members. If this sort of partnership is repeated, we must better balance the investments by each party to make sure that everything is fair.

**Other partnerships<sup>3</sup> (which will not be mentioned in the section New This Year)**

- Bouton d'or Acadie: We always choose an author from Bouton d'or to participate in the Festival.
- Canadian Book Information Center: they sent us 500 copies of a book (250 in French and 250 in English) to be passed out to children at KidsFest.
- Aberdeen Cultural Centre: they gave us a discount on rental fees and looked after the bar on Saturday night.
- Centre d'études acadiennes: Maurice Basque often helps us by hosting events such as the Conférence Antonine Maillet-Northrop Frye.
- Conservatoire de musique Chocolat River: their youth choir CoroAtlantica performed during KidsFest.
- Creek Seafood Restaurant: the venue for Fiction...ou presque.
- Dieppe Public Library: venue for a workshop on literary creation and displayed one of our large advertising banners.
- Moncton Public Library: venue for several workshops, two dialogues and all the readings during KidsFest. The Library also had a registration table for library cards at KidsFest. While we were preparing for the Festival, the Library also gave us meeting rooms.
- School Districts 1, 2, 5, 6, 9, 15 and 16: either we presented school visits there or the students were eligible for the Essay Contest.
- New Brunswick Foundation for the Arts: this is the end of our first year as part of the Arts and Heritage Stabilization Program.
- Kramer's Comer: venue for Cris nocturnes and Saturday's Déjeuner littéraire.
- Hackmatack Children's Choice Book Award: Through Hackmatack, the Festival presented five school visits outside NB.
- Mexicali Rosa's: venue for the WFNB event.
- Film NB: A representative of Film NB sat on the organizing committee of the workshop on writing for film and television.
- Salon du livre de la Péninsule acadienne: we consulted the Salon du livre when we expanded our school program and have begun to discuss possible future collaborations.
- Scholastic: this children's publishing house sent us one of its new authors and will now save a spot in the schedule of a popular author for the Festival.
- Théâtre l'Escaouette: discount on room rental and exceptional collaboration with the logistical and technical crew for our events.
- Tidewater Books: For the second year in a row, this bookstore took care of all book sales during the Festival.

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<sup>3</sup> The Festival considers to be its partners those organizations that contribute more than a sum of money to our event. These partners may contribute services or staff, make gifts in kind or help in other ways, but they all go beyond a simple financial contribution.

### 3. NEW THIS YEAR

After seven years, the Board of Directors and the Festival Programming Committee decided to incorporate some new elements into the 2007 edition. In line with the recommendations of the evaluation of the last Festival and taking into account the strengths and weaknesses of certain participants, some events were changed to better meet the expectations 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

- **Festival Côte à Côte**

Festival Côte à Côte is also unique in Canada: the only literary festival focusing entirely on the art of literary translation. This year, we collaborated with the Festival Côte à Côte to present a bilingual workshop on literary creation for adults. We also hope that the Frye Festival will be able to contribute to the fifth edition of the Festival Côte à Côte, scheduled for September 29 to October 2, 2007.

RECOMMENDATION: Certainly continue to get closer to another important literary event in NB and to make ourselves known to their audience.

- **Read's and LAUBACH Literacy**

Read's and Laubach set up a partnership last year in which Read's pledged \$50,000 to Laubach. The Festival assisted in this collaboration by presenting two workshops on the creation of comic strips (profits given to Laubach) in a Read's store in Moncton. This store also hosted a book signing with Harvey Pekar. Throughout Festival week, Read's organized a large used book sale with the profits going to Laubach, so everyone who participated in our activities could easily contribute to their fundraising campaign.

RECOMMENDATION: The owners of Read's have shown themselves to be generous, efficient partners and we want to repeat a winning partnership for both parties.

- **Greater Moncton International Airport**

As the sponsor of our new program *Poet Flyé*, the airport became an important partner for the Festival. Not only will they be displaying the result of *Poet Flyé 2007*<sup>4</sup>, but they were also the venue for two very popular, well-attended events, the initial press conference in December 2006 and the closing "Poet flyé dit bye bye!"

RECOMMENDATION: We want to continue to develop this partnership that brings us closer to the region's business community. Many businesspeople pass through the airport and our constant presence there will create an association between our respective brands. This can be a great help in obtaining the advantages of private funding.

- **Moncton-Dieppe Optimist Club**

The Moncton-Dieppe Optimist Club recently cancelled its public speaking contest because of a lack of participation. In order to continue to contribute to the student community in our region, they decided to fund workshops in the schools<sup>5</sup>. This enabled us to present one workshop with Bryan Perro and one with Emily Pohl-Weary.

RECOMMENDATION: If the Optimist Club would like to do this again, the Festival would be delighted.

- **PGI (Peter Gzowski Invitational Golf Tournament for Literacy)**

The ultimate objective of this collaboration was to promote both of our events. At the Sunday morning Brunch littéraire at the Frye Festival, the PGI organized a golf activity where our audience could put the ball into the hole for the chance to win a nice prize. In return, the Frye Festival will have an activity at the first hole of the PGI Tournament in Moncton in 2007. The activity will be called "Pêche aux mots" (Fishing for Words) and players will be able to win books and passes to the 2008 edition. Besides being a fun component of the

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<sup>4</sup> See also section New This Year/Events for more details on this program.

<sup>5</sup> Also mentioned in the section School Youth Program.

activities, a presence on the golf course during this tournament gives us access to important decision makers in the business community. We want to make them aware of our event, our new brand and our consecutive successes.

RECOMMENDATION: We will wait and see how the second part of this partnership goes, but if we make lots of contacts and find potential sponsors we will certainly try to repeat the partnership.

- **TVAU**

This new Internet site managed by AcadieUrbaine.net offers an effective, accessible platform to put on line videos and images created by Acadians and people in Acadia. We therefore asked TVAU to host our video archives for this seventh edition. This mode of operations worked for us because it enabled us to make this documentation accessible to all those who were interested in it. We are the first group to approach TVAU with this kind of proposal, but we will certainly not be the last.

RECOMMENDATION: This must certainly be repeated, but we need to find a better method to take the videos. We worked with Rogers Television, but the equipment didn't work the way we would have liked it to and we lost some videos.

## b. Events

- **Café Underground Aliant**

This year, in order to better focus on youth, we combined the three "high school" events to create a real performance in a professional venue with an artistic director. This allowed us to appreciate the young creators of poetry, prose and songs in the first Café Underground Aliant. Presented before an audience that overflowed the room, this evening was one of marvellous discoveries that attracted interest from French and English media in the region.

RECOMMENDATION: This event will certainly be repeated and the Festival is proud to offer the only bilingual event showcasing poetry, prose and song among this age group.

- **Poet flyé**

This program was created to meet two more or less administrative challenges, but it has made a great contribution to our programming. We were looking for a way to publicize our new image and increase our sponsorship revenue. The solution that we developed: a program that would have an element of programming that might attract the public's attention and also produce a concrete result that would be displayed permanently in a high-traffic area, the airport. How to describe it? It was a guaranteed moment of glory for our spectators if they could inspire the Poet flyé Paul Bossé. The Poet Laureate participated at all sorts of Festival activities, writing as he did so an epic poem telling the story of his Festival encounters. At the end of the Festival, the Poet flyé delivered his bilingual creation, to musical accompaniment, in a very entertaining and colourful event. His poem "Frye me to the Moon"<sup>6</sup> and his performance reflected exactly what we were trying to do in renewing our brand. This program helped us to communicate the essence of the Frye Festival, an entertaining literary event that can please everybody.

RECOMMENDATION: Absolutely must be repeated, and we hope to do it again with the Greater Moncton International Airport. The challenge will be to find a poet who is bilingual and as "flyé" as the first.

- **Pop et Frye**

For the first time in its history, the Festival offered a series of activities outside of the five days at the end of April. This series of informal lectures on pop culture entitled Pop et Frye showcased experts from the region who gave free lectures on a variety of amusing, original subjects in pop culture. The lectures were aimed at young and old alike and were linked to the Frye Festival. We based ourselves on the Boston Pops Orchestra, which gets close to the public by presenting each year a performance for the general public that does not target only lovers of classical music. The first lecture in January was delivered by Ross Leckie, a professor at UNB in Fredericton, and dealt with Frye, *Pirates of the Caribbean* and the role of the trickster in literature. The second

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<sup>6</sup> See Appendix for the visual concept that will be displayed at the airport.

lecture, by Jacques Arsenault, professor of Visual Arts at the Université de Moncton, chronicled the influence of literature on his work. In March, Marie-Noelle Ryan, professor of Philosophy at the Université de Moncton, focused on the paradox of the relationship between reality and fiction in art. Finally, the duo of Robert Lapp and Deborah Wills, both professors at Mount Allison University, talked about horror in pop culture, especially horror films and gothic novels.

RECOMMENDATION: Each Pop et Frye was presented to a full house and we want to repeat the formula. However, it would be a good idea to diversify the lecturers and to have some who are not necessarily university professors. Also, the Festival is planning to present more events throughout the year to increase its programming and its presence in the community.

- **School visits outside School Districts 1, 2 and 11**

To continue what it began in 2006 with Patrick Chamoiseau's visit to Caraquet, the Festival sent several authors on school visits outside Districts 1, 2 and 11. Thanks to the support of the Insurance Bureau of Canada, the Festival set up the *Frye prend la route* program, which sent Michèle Laframboise, Georgette LeBlanc, Dano LeBlanc, Brigitte Harrison, Lorette Nobécourt and Marie-France Comeau to schools in Caraquet, Tracadie-Sheila, Shippagan, Neguac, Miramichi, Bathurst, Baie-Sainte-Anne, Saint John and Fredericton. As well, in collaboration with Hackmatack, the Festival contributed to the presentation of five school visits in Nova Scotia and Prince Edward Island.

RECOMMENDATION: This is certainly something to repeat, as well as continuing to increase the number of visits outside southeastern New Brunswick each year.

- c. **More New This Year**

- **Bulletin/info-courriel**

The Festival decided to maximize its promotional budget by hiring an e-mail marketing service to send informational e-mails to subscribers, who can manage their own subscription. This was a very useful tool and helped us to efficiently get our information out to interested people. There is also a function allowing subscribers to forward the bulletin to those who are not yet subscribed. The success of this initiative can be measured by the rate of opening, which is about 34% from the start of the initiative. The bulletin is sent once a month from May to February and every two weeks in March and April.

- **Survey**

In order to get to know our audience better, the Festival did an informal survey of spectators to find out who they are, their level of education, how they get their information, etc. The Delta Beauséjour graciously offered a weekend in their Royale Suite as a prize for participation, and this helped us to recruit respondents. The results are interesting, but those of 2008 will be even more so because we will call on an expert in marketing for help in developing the survey.

Some of the data we collected:

- a. More women than men participate in the Festival
- b. The average spectator is 45 years old
- c. 78% have an university diploma
- d. 83% have no children in the school system
- e. Almost 30% came from outside the Greater Moncton area
- f. 98.2% would recommend the Festival to a friend

#### 4. SPIN-OFFS

##### a. 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 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 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 collaborations. Other spontaneous events are also held on the fringes of the official activities. They are more difficult to assess, however.

- Supper with Harvey Pekar: The chair and a member of the Board of Directors of FICFA welcomed Harvey Pekar for a meal and a discussion. Since a film has been made on the life of Mr. Pekar, this meeting was very interesting.
- Meetings between authors: After presenting the workshop on literary creation, Arlette Cousture offered to revise a local author's next manuscript. Katia Canciani, already beginning to have a reputation because of the success of her book *Un jardin en Espagne* in Radio-Canada's Prix des lecteurs contest, was delighted.

##### b. For the Authors in Attendance

As is the case with the community, we always hope that authors will be creatively inspired by attending the Festival. The 2007 edition of the Festival definitely affected certain authors in different ways.

- Georgette LeBlanc: you could almost say that her presence at the Festival propelled her onto the Acadian literary stage. The combination of the launch of her first collection and of the energy and frankness of her readings made her the Festival's rising star. Her participation brought her recognition on the national scene as well. Her reading during the program *Pourquoi pas dimanche?* left the hosts in the studio in Montréal open-mouthed and led the producer of the program *C'est la vie* to do an interview with her later that week.
- Dano LeBlanc: Dano also launched his first title during the Festival, and to celebrate this occasion and the success of his DVD *Acadieman*, the media gave him a lot of attention. In particular, Dano was the first Acadian guest on *Q*, CBC Radio's new arts and culture program hosted by Jian Ghomeshi.
- Jeremy Tankard: Author of picture books for young children, Jeremy had his first experience of a literary festival and school visits at the Frye Festival. Jeremy is the author who did the most visits, seeing a total of 16 groups over three days. It was the first time he had introduced his book to children, and they loved it so much that the bookstore sold out of it.

## 5. MEDIA COVERAGE

Thanks to hard work by contract employees hired to look after English and French media relations, the 2007 edition of the Festival received unparalleled media coverage. Here is an overview of interviews and/or mentions.

### Télévision de Radio-Canada en Atlantique

- Coverage of various events

### CTV-ATV

- *Breakfast Television*, interview with Dawn Arnold – Monday, April 23
- *Live at Five*, interview with Jeremy Tankard (author) and coverage of the official opening – Wednesday, April 25

### RDI

- Tuesday, April 24, live with Rachelle Dugas
- Friday, April 27, Ricky Landry with Georgette LeBlanc

### Radio nationale de Radio-Canada

- *Info-Culture*, news by Anne-Marie Parenteau - Wednesday, April 25
- *Info-Ados*, headliner focused on Café Underground – Thursday, April 26
- *Pourquoi pas dimanche*, Sunday, April 29  
Jean Fugère talked about the Festival for 10 minutes – reading by Georgette LeBlanc.

### CBC Radio

- *Info AM*, daily interview with authors or guests connected to the Festival – Festival week
- *Info AM*, special “Frye” show - Friday, April 27
- *Shift*, interviews with authors – April 23, 24, 26 and 27
- *Q* (new national arts and culture show), interviews with Dano LeBlanc and Harvey Pekar – Tuesday, April 24 and Friday, April 27

### Rogers Television

- *Entre nous*  
Three “Frye Festival” guests per show from Monday, April 23 to Friday, April 27, with Monique Losier
- *Franc parlé*, open-line show on young people and reading with Marie-France Comeau (author) and Irène Haché (volunteer)

### Radio de Radio-Canada Atlantique

- *Anne et compagnie*, Frye Festival Special, Saturday, April 28, from 7:00 a.m. to noon
- *Le Réveil*, New Brunswick and Nova Scotia editions, numerous interviews with organizers and authors

### CJSE

- Numerous interviews with organizers and authors
- Live from KidsFest

### Rogers Radio, CHSR Radio, C-103, K94 and K100

- Report on the success of the Festival

### Other

- Article on the Festival in *Up! Magazine*, the publication of WestJet Airlines
- Mention in a column in *Saltscapes*, Canada’s East Coast Magazine

## 6. ASSESSMENT

a. It goes without saying that this eighth 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.

- *Now that I've had some time to reflect on my first experiences with the Frye Festival, I want to tell you all how thrilled I was to be part of such a thoughtfully, sensitively well-organized event.* - **Marilyn Lerch, guest author 2007**
- *I wanted to thank you. Your festival was lively and joyful. Bravo!* - **Lorette Nobécourt, guest author 2007**
- *Your Festival is one of the best I've been to and I thank you so much!* - **Lesley Choyce, Festival Author**
- *We are really impressed by the quality of the presentations this year. The students' comments about the authors were all positive and they want to know who they are going to see... it's very motivating!* - **Debbie Belliveau, teacher**
- *I just wanted to thank the organizers of the Kidsfest. Wonderful job! We brought our two children, 8 and 4, to it and they loved it! The different booths, the seamless integration of French and English, the variety of activities and age-specific stuff [...] all worked wonderfully.* - **Paul Toner, parent**
- *If your mission was to make the Festival even more accessible and popular, well, we can certainly say mission accomplished. I wanted to congratulate you. You did a hell of a lot of work. Bravo, bravo and long live the magnificent Frye Festival, growing in beauty and wisdom.* - **Sophie Boucher, Radio Canada**

b. Some highlights of and contributions to the 2007 Festival:

### Attendance

- Total attendance increased 30% to 13,000.
- Attendance at events for the general public increased 9.5%.
- Over 500 books were distributed to the public, mostly to children.

### School Visits

- The number of students who saw an author increased 54.45% to 9,267.
- The number of school visits tripled from last year, with a total of 161 visits.
- The number of school districts involved went from three in 2006 to six in 2007.
- The Festival donated \$6,000 worth of books to participating schools.
- \$4,200 in prize money was distributed to winning students and schools in the essay contest.
- Over 250 students displayed or presented their own creations.

### Partnerships

- The number of partnerships doubled from last year to 30.
- Over 100 volunteers helped make the event a success.

- 25% of the Festival volunteers came from corporations that sponsor the Festival.

### **Other Festival Firsts!**

- Presented school visits throughout New Brunswick, including Bathurst, Miramichi, Caraquet, Neguac, Tracadie, Shippagan, Baie-Sainte-Anne, Fredericton, Saint John and Rogersville.
- Brought authors to schools in Prince Edward Island and Nova Scotia.
- Doubled its private sector support in one year – this sector now accounts for 44% of the Fry Festival's revenues.
- Brought two of New Brunswick's most famous bands, Les Pâiens and Isaac and Blewett, together for the first time ever on the same stage during the Soirée Frye.
- Introduced Frye Jam – one event that featured all the authors as well as four musical acts and a comic jam.
- Increased prize money awarded to high school students by over 122%.
- Introduced two popular new programming elements: the *Pop et Frye* lecture series and *Poet Flyé* Poet Laureate program were both very successful.

## **7. CHALLENGES FOR THE BOARD OF DIRECTORS**

As is its custom, the Board of Directors met to assess the Festival and its impact. For 2007-2008, the Board of Directors will continue to focus on governance and the roles of the members of the Board. One of the major tasks related to our admission to the New Brunswick Foundation for the Arts' Arts and Heritage Stabilization Program is to implement our revised strategic planning. During the review process, we decided on specific actions on which we must concentrate in order to be more successful. These include updating our by-laws and regulations, creating a guide for new Board members, new employees or other volunteers, studying simpler, more effective methods to increase ticket revenues, etc.

We will be concentrating on five important strategic actions for the Board of Directors:

- Continue to develop the School Youth Program over a larger geographical area;
- Present more events during the year;
- Invite more and more popular authors who are well-known by the public;
- Study ways to make Northrop Frye and his ideas more accessible and relevant to our audience;
- Establish an annual funding base and work on creating a foundation.

More concretely, in coming months Festival organizers will be concentrating on finding sponsors. This is one of the aspects of our organization that takes the most time and energy, and although we were very successful in 2007 nothing is assured for next year. We are also going to study in more depth our audience and the potential for growth in our local and regional market (Halifax, Charlottetown and Fredericton). With a better knowledge of who is ready to participate in our events, we can better invest our promotional and advertising budgets.

## **8. CONCLUSION**

In 2007, the Festival once again fulfilled its role of promoting cultural diversity in the community. Clearly, the contribution of our various financial partners is crucial for the Frye Festival to continue to grow.

Emboldened by the success of the 2007 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, and the School Districts that participate in our School Youth Program.

The Frye 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. In our little corner of the country, it can be hard to see how we compare to other events of this type, but in 2007 several authors took the time to tell us that the Frye Festival stood out among their experiences of literary events. It is with great pride and enthusiasm that Festival organizers are already working on the ninth edition of the Festival, slated for 2008.