



Annual Report

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Annual Report 2008
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INTRODUCTION

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

From April 23 to 27, 2008, the Frye Festival celebrated its ninth year. For five days, book lovers and enthusiasts of the written word participated in various activities that put the spotlight on some big names in contemporary literature: Nancy Huston, Russell Banks, Richard Ford and Alberto Manguel, among others. As always, public readings, roundtables, lectures, dialogues, workshops, and multidisciplinary evening performances gave audiences a chance to become better acquainted with the person behind the book.

In addition to general public events, the authors were also invited to visit schools as part of the School-Youth Program. Since 2007, school visits have extended throughout the province and, in 2008, authors made a record-breaking 180 visits.

Overall, more than 16,000 people participated in the 9th Annual Frye Festival, which represents a 25% increase over 2007 attendance figures.

In order to present such a large-scale event, the Frye Festival requested the support of several authorities, groups, and individuals. The Festival is financed by the three levels of government and receives significant contributions from sponsors and donors. The Festival also relies on the support of various partners. In 2008, over 60 partnerships were established in the community and with other literary organizations. Ultimately, the Festival owes its success to the 150 volunteers who have contributed over 5,000 hours during the course of the year.

This document presents a brief overview of the history, organization, and guidelines of the Festival, as well as a detailed report of the achievements of 2008.

1. PRESENTATION OF THE FESTIVAL

a. **History**

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

b. **Festival 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 through operating principles that ensure that the Frye Festival is:

- an expanding and rewarding experience that feeds the 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 civil society. After nine years, the Frye Festival has an established national and international reputation. More than 300 award-

winning authors from every continent have attended the Festival, and more than 47,000 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. **Brand Promise**

Feed your imagination / Plein la tête

Our promise to all Frye Festival participants, no matter what age or interest level, is that their imaginations will be fed through their experience.

f. **Board of Directors**

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

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

The remaining members of the Board of Directors are:

- Chantale Bellemare, member of the 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
- Monique LeBlanc, private sector
- Edward Lemond, Co-Chair (Anglophone), Programming Committee, literary sector
- Norval McConnell, community sector
- Nancy Pipes, Co-Director, School-Youth Program (Anglophone)
- Barb Quigley, community/literary sector
- Edith Robb, community sector

g. **Festival Committees**

The Festival committees are:

- The **Programming Committee**, which is co-chaired by two members of the Board of Directors and has seven members in all, three of whom sit on the Board.
- The **Marketing and Communications Committee**, which is headed by the Chair and has a total of three members, all of whom sit on the Board.
- The **Fundraising Committee**, which is headed by the Chair and has three members, all of whom sit on the Board.
- The **Governance Committee**, which is chaired by a member of the Board of Directors and is composed of a total of three members, all of whom sit on the Board.

- The **Youth School Program Committee**, which is headed by an Anglophone member of the Board of Directors and a Francophone employee, and is made up of other volunteers and another member of the Board.
- The **Antonine Maillet-Northrop Frye Lecture Committee**, which is headed by a member of the Board of Directors and has three members in all, two of whom sit on the Board.
- The **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.
- The **Finance Committee**, which consists of the Chair, the Treasurer, and senior staff. This Committee oversees the organization's financial management, establishes and reviews the budgets, and help prepare documents for financial audits.

h. **Festival Team**

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

- Director (full time)
- Production and Artistic Director (January to end of April)
- Director's Assistant (full time)
- Communications Director and French Media Relations Co-ordinator (January to end of April)
- English Media Relations (January to end of April)
- Program advertising sales manager (commission, January to March)
- Translation (as required)
- Transportation (March and April)
- Support team, two to four people (week of Festival)
- Production, decoration, and design crew, three people (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 for the Festival. In addition to this core group required to launch and carry out the event, a number of volunteers were recruited to assist during the seven days of the Festival. These volunteers looked after author transportation and hospitality, served as masters of ceremony, ran the ticket booths, ensured that everything flowed smoothly, and performed a host of other related duties essential for the event. These volunteers, most of whom have been involved in an organizational capacity for several years now, are true ambassadors of the Festival, performing a tremendous and invaluable amount of promotional work. This year, the Festival managed to recruit 30 new volunteers, giving it an infusion needed infusion.

2. THE 2008 FESTIVAL

The 9th annual Frye Festival was held from April 23 to April 27, 2008. A total of 30 authors from all over and from various literary genres took part in the Festival. Among the list of invited authors were such stars as Nancy Huston, Richard Ford, and Russell Banks. It is also worth mentioning emerging authors such as Heather O'Neill, Katia Canciani, Darryl Whetter, and Troy Little; Acadian authors Herménégilde Chiasson and Jean-Philippe Raïche; and children's authors Marie-Hélène Vézina, Helaine Becker; as well as many others.

The 2008 Festival unfolded in an atmosphere of sharing and dialogue before record crowds 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.

a. Roundtable Discussions and the Frye Symposium

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

In 2008, the Frye Symposium took place at Moncton City Hall. Glenna Sloan delivered a lecture entitled "Northrop Frye Applied in the Elementary Classroom." Despite the low turnout, those who attended the lecture thoroughly enjoyed it. The roundtable discussion, which took place in the afternoon, drew more people. Five participants discussed "The Eros of Reading: Why do some students fall in love with reading while others do not?" Among these participants, three university professors with knowledge of Frye's theories created a lively discussion with two literacy officials from Francophone school districts 1 and 11.

The second roundtable discussion addressing "The 'Aha!' moment that inspired your writing" with Nancy Huston, Don Hannah, Heather O'Neil, and Herménégilde Chiasson was extremely successful. The Council Chamber was filled to capacity. A school group from Clément-Cormier school attended the discussion to listen to the views of the four authors. Audiences derive considerable enjoyment from roundtable discussions. Holding the roundtable discussions at noon in a location that is accessible to those working downtown makes it possible for a greater number of people to attend.

b. Public Readings

Public readings present a perfect opportunity to hear our favorite authors read from their texts, and to discover emerging authors. Two events are specially organized to showcase readings with four invited authors. The first, "Thank God it's (Mostly) Fiction," was held on Friday afternoon. Although the location (Mexicali Rosa's) was ideal, the event did not attract enough public interest, probably due to the afternoon time slot.

The second reading, the Saturday Brunch and Books, drew more of a crowd. The room at Kramer's Comer was filled with people who came to hear Ami McKay, among others. By including the author of a recent bestseller, we were able to reach a significant target audience: book clubs. Although they had come to hear a particular author, those who attended had the chance to discover one of the Festival favourites, up-and-coming author Darryl Whetter.

Public readings remain a pleasant experience for audiences and authors alike. However, our challenge is to make these experiences even more accessible to the public. Perhaps we could have a headliner at each event, or rework the times in the programming schedule.

This year, the presence of big names in literature, Nancy Huston and Russell Banks, also allowed us to present two special events. The audience was fortunate to have the chance to spend an entire evening listening to these authors during "An Evening with Russell Banks" and "Carte Blanche with Nancy Huston." Russell Banks presented a text on the writer's role in society, followed by questions from the audience. As for Nancy Huston, she had the audience completely under her spell. Huston read from *Lignes de failles*, accompanied by three musicians who improvised based on the tone and rhythm of the passages. For many, this was the highlight of the 2008 Festival— and possibly one of the Festival's best moments ever.

c. The Antonine Maillet-Northrop Frye Lecture and Publication

For many Festival fans, the Antonine Maillet-Northrop Frye Lecture is one of the Festival's most anticipated events. This event was created to celebrate the literary and critical legacy of Antonine Maillet and Northrop Frye and pay homage to these two great literary figures. In 2008, the third lecture was presented by the distinguished thinker, critic, and essayist, Alberto Manguel.

Alberto Manguel presented his lecture, titled "Why Homer Must Be Blind," before a packed room of 170 fans. The lecture was eloquent, well-researched, and scholarly. The audience's reaction indicated that the lecture was perhaps a bit too scholarly, but nonetheless enjoyable.

As with the two previous lectures, this one will be published by Goose Lane Editions. It will be released on August 29 during an academic conference on Antonine Maillet.

The launch of the second lecture, presented by David Adams Richards in 2007, took place on February 14, 2008, and was attended by the author and Ms. Maillet. During a visit to Moncton in February, Mr. Richards spoke at an assembly of 500 students at Harrison Trimble High School, and held a reading of his latest novel at the Moncton Public Library. These types of "non-Festival" events are part of efforts to hold Frye Festival activities throughout the year.

d. Dialogues

The Dialogues are often the most intimate and popular events, where the authors reveal themselves to the audience through conversations with an interviewer or another author. This year, four dialogues took place in different locations across the city – in the Moncton library, City Hall, and the Escaouette theatre. Don Hannah and Herménégilde Chiasson discussed the role of the playwright; Sophie Boucher introduced the audience to Rachel Leclerc, a poet from Quebec; Alberto Manguel and Nancy Huston discussed the subject of exile; and Richard Ford was interviewed by Martin Levin, editor of the *Globe and Mail's* Books section. As always, the audience very much enjoyed these events, which allowed them to better get to know the person behind the book.

e. Multidisciplinary Events

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

Here are some examples of the multidisciplinary events that took place during the 2008 Festival:

- **The official launch:** For the third consecutive year, we decided to give the stage to our partners and sponsors as part of our media launch/official opening. This event was a huge success and drew a great number of media and members of the public. Poet flyé was on stage, accompanied by musician Khalid El-Idrissy. This performance served not only to entertain the audience and launch the Festival, but also to set the tone for the second year of our Poet Flyé program.

- **Soirée Frye:** Gala event hosted by two members of the Board of Directors, showcasing four authors – Jean-Philippe Raiche, Heather O’Neill, Rachel Leclerc and Russell Banks – as well as two musical groups, Pascal Lejeune and The Olympic Symphonium. Soirée Frye was also an opportunity to showcase the talent of our young writers by presenting the prizes for the Great-West Life London Life Writing Contest. This year, for the first time, an actress read the texts of the two winners.
- **Frye Jam:** A somewhat more “underground” event featuring the musical group Païens, which provided musical accompaniment for the authors. The Saturday evening performance was a true success, particularly with the young audience. Six authors attended the event and shared the stage with five New Brunswick Anglophone and Francophone musical groups. Visual artist Mathieu Léger was on hand to create a work of art, live in front of the audience.
- **Night howl:** A late-night event featuring two invited authors and hosted by one of Moncton's most well-known poets. An expert in spoken word, Paul Bossé, our Poet flyé, invited the authors to take the stage and express themselves against the musical backdrop of Ryan LeBlanc and Suzanne Léger. This event was very popular among the authors and audience who enjoyed the relaxed atmosphere of this type of performance. The audience particularly enjoyed the new location, Mexicali Rosa's. We also noted that Night Howl was a very popular meeting place for invited authors who came to meet the region's Francophone and Anglophone literary community.

f. The School-Youth Program

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

Writers in Schools

For the *Writers in Schools* component, we bring “word experts” to schools in the region. This year, over 10,000 Francophone and Anglophone students from secondary and elementary schools in the Greater Moncton region, and elsewhere in the province, had the chance to discover the magic of words written by authors in our community, our country, and all over the world during the various 180 school visits made to 50 schools.

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

School Workshops

For the young people who are interested in inspiring their writing, we offer writing workshops with the Festival authors. The Festival presented a French-language workshop at École Sainte-Anne and an English-language workshop for interested students from District 2 at Edith Cavel School.

Young Writers

The *Young Writers* component also attracted the attention of numerous students who participated in the three events. It showcased young writers of poetry, prose, and song. This year, over 250 young people

presented their works as part of *Imagination at Work* (Kindergarten to Grade 4), *Aliant Budding Writers* (Grades 5-8), and *Aliant Café Underground* (Grades 9-12). These events represent a once-in-a-lifetime opportunity for young writers to present their work before a bilingual audience.

The Great-West Life London Life Writing Contest

The Frye Festival is proud to recognize the talent of young writers in high school. The writing contest allows young people to submit texts for a chance to win \$500, \$300, or \$100 (one set of prizes is offered to Francophone participants and another to Anglophone participants). Teachers are encouraged to promote the contest among their students by also competing for the chance to win \$500 to go towards buying new books. For the first time, participants had the choice of submitting an opinion piece or a piece of creative writing. The participants enjoyed this flexibility very much; however, this presented some challenges for the judges. The contest was open to high schools from school districts 1, 2, and 11, as well as St. John and Fredericton high schools. Participation from outside of south-eastern New Brunswick was not as strong as in previous years.

To address the participation and evaluation challenges, we will once again rework the contest. In 2009, we hope to open the contest to high school students across the province. We would also like to offer a set of prizes for creative texts, and a separate set of prizes for opinion essays.

g. KidsFest

KidsFest has become a must-see Festival activity. In its fourth year, this event attracted over 1,250 parents and children, who participated in the many word-related activities in the atrium of the Blue Cross Centre. This location was perfect for KidsFest because it allows us to work in collaboration with the Moncton Public Library. The objective of KidsFest is to transfer in an educational, bilingual, amusing and creative manner knowledge that will promote learning, the use of the children's first and second languages and reading.

The Frye Festival was very pleased that, in 2008, the City of Moncton joined as a major partner of KidsFest. With help from the City, the event has truly become a community must-see event. In addition, participants each received passports specially created for the event by the City's graphic designers. An important component of the activity was of course the presence of the six authors, who read from their works, either in French or in English. This year we also had the chance to receive, thanks to our sponsor TD Canada Trust and to the Canadian Children's Book Information Centre, 500 copies of Dominique Demers' book, *The Zlooksh/ Le Zlookch*. The first 500 children to arrive each received a copy of the book in the language of their choice.

The KidsFest theme was centered on imagination and creativity. We therefore set up activities that conveyed these themes.

h. Workshops

For many professional or amateur writers in the region, workshops present a special opportunity to perfect their art through the help of a renowned author. This year, the Festival offered 11 workshops, most of which were near capacity.

i. **Pop et Frye**

For the second year in a row, the Festival offered a series of "non-Festival" activities. This series of informal lectures on pop culture called "Pop et Frye" showcased regional speakers offering free lectures on various fun and creative pop culture topics. The lectures were tied in with the Frye Festival and were aimed at an audience of both young and old. Guest lecturers were: Bob Mercereau, *The Top 10 Canadian Albums*, on January 22; Philippe-André Collette, *Frye and I*, on February 19; Alvina Levesque, *On lit la vie avec les mots qui se donnent à nous*, on March 18; and Troy Little, *From Pencil to Publishing: The Evolution of the Graphic Novel*, on April 22. We wanted to create a coffee-house atmosphere, so we moved the lecture series to Timothy's World Coffee. The space proved to be a little tight, so we will have to consider moving to another location for 2009. We would also like to be a little more flexible with our dates so as to accommodate author tours.

j. **Partnerships**

The ongoing success of the Festival greatly depends on its openness to collaboration and partnership. Our many partnerships mean that we can hold more events, enlist the participation of people from all language communities and reach a broader audience. In 2008, we established many new partnerships while maintaining close ties with our long-standing partners. We now have 63 partners.

- **YMCA Literacy Luncheon**

The Festival was delighted to "lend" Heather O'Neill, a young author from Montreal, to the YMCA, where she served as guest speaker at the luncheon in recognition of the *Peer Youth Tutor Club*.

- **Greater Moncton Literacy Advisory Board**

Every year, the Festival hands out the prizes for the "Adult New Writers Contest" during the Sunday Brunch. This writing contest, organized by the GMLAB, is open to the participants who have learned to read and/or write over the course of the previous year. It's a particularly interesting event because it publicly profiles the impact of literacy programs to our audience and our community.

- **L'Alliance française**

In partnership with the Consulat général de France in Moncton, the Alliance française hosted author Jacques Rancourt, who presented an exhibit entitled *Sculpture sur prose*.

- **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 presenting a special Frye Festival program of "Anne et compagnie", on Saturday, April 26 and a special edition of the show "Information Morning" dedicated to the Frye Festival, on Friday, April 25. The CBC and SRC each provided complete coverage of Festival events and activities. The SRC also acted as major media partner by sponsoring the production and broadcasting of a television ad, which was aired during most of April.

- **Brunswick News (Times & Transcript, Telegraph Journal, Here NB)**

The Festival was very pleased with the buy-in that was both expressed and generated by this media partner. Their publications provided extensive coverage of Festival events and activities as well as interviews with authors and reader contests. The Times and Transcript also published the winning texts from the Great-West Life – London Life essay contest, adding even more prestige to this unique writing award.

- **Association France-Canada**
This year, the Association France-Canada held its dinner at McGinnis Landing in Dieppe and invited its members to come meet Acadian author Jean-Philippe Raïche, who is responsible for books and films at the Canadian Cultural Centre in Paris.
- **The Writers Federation of New Brunswick**
The Festival put on an event showcasing WFNB authors. The Festival also invited Ami McKay to take part in the event.
- **The *Revue de l'Université de Moncton***
The *Revue de l'Université de Moncton* team released its latest issue, entitled *Gérald LeBlanc, multipiste*, during the Festival. Jean-Philippe Raïche attended the launch to read an unpublished poem. Nancy Huston and Alberto Manguel also attended the launch.

Other partnerships (not included in the "New This Year" section)

- Bouton d'or Acadie: we always choose a Bouton d'or author to take part in the Festival.
- Canadian Book Information Center: they send us 500 copies of a book (250 in English and 250 in French) so we can present them free of charge to the young people who attend KidsFest.
- Aberdeen Cultural Centre: they offer us a discount on rentals and bartend Saturday evening.
- Acadian Studies Centre: Maurice Basque often helps out by hosting events such as the Antonine Maillet-Northrop Frye Lecture.
- Dieppe Public Library: hosted a creative writing workshop.
- Moncton Public Library: several workshops, a dialogue, and all the KidsFest readings were held there. The Library also had a library card registration table during KidsFest. The library also provided us with conference rooms during Festival preparation.
- School districts 1, 2, 5, 6, 9, 15, and 16: either hosted school visits, or their students were eligible to participate in the Writing Contest.
- Side by Side Festival: Jo-Anne Elder presented a workshop as part of the Festival, and Side by Side also contributed to an author's venue.
- New Brunswick Foundation for the Arts: we have reached the end of our second year of participation in the Arts and Heritage Stabilization Program.
- Globe and Mail: contributed by bringing us Martin Levin, editor of the Books section.
- Kramer's Comer: they presented Saturday Brunch and Books.
- The Hackmatack Literary Prize– Kids' choice: we worked with the organizers since the ceremony was held in Moncton during the Festival.
- Mexicali Rosa's: four reading events were hosted here.
- PGI: we were invited to take part in their Family Literacy Day.
- The Salon du livre de la Péninsule acadienne: we consulted the Salon when expanding our school program and have started to discuss possible future partnerships.
- Scholastic: this publisher of children's books sent us one of its new authors and will now hold a spot in the schedule of a popular author for the Festival
- Escaouette Theatre: rented us a room at a discounted price and worked well with our team on the logistics and technical aspects of our events.
- Tidewater Books: For the third consecutive year, this bookstore oversaw all book sales during the Festival.

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

La courte échelle
Éditions David
Éditions de la francophonie
Éditions des plaines
Éditions Fou Lire
Éditions Perce Neige
Gaspereau Press
Goose Lane Editions
Harper Collins Publisher
Editions Hurtubise
IDW Publishing
James Lorimer and Co. Ltd.
Léméac / Actes Sud
Librairie acadienne

Maple Tree Press
McArthur and Co.
Mosaic Press
Nimbus Publishing
Orca Book Publishers
Penguin Group
Prise de parole
Québec Amérique
Random House / Knopf Canada
Scholastic
Teachers' College Press
Véhicule Press

3. NEW THIS YEAR

Every year, the organizers of the Frye Festival review comments from participants and the public in order to improve certain events, reach new audiences or seek new partners. The following are new developments for 2008.

a. Partnerships

- **FatCat Animation**
The Miramichi animation company held a storyboard workshop during the Festival.
- **Profession Writers Association of Canada**
The local Moncton branch of the writers' organization held a writing workshop as part of the Festival.
- **Support to Single Parents**
The support organization for single-parent families joined us for the Book Club with Ami McKay. Many of their members are women who thoroughly enjoyed their opportunity to chat with the author.
- **Festival by the Marsh**
We have established a partnership with the Festival by the Marsh so that we can promote both festivals to our two target audiences.
- **Festival International de Poésie de Trois-Rivières**
Thanks to the contribution from the Quebec office, we have partnered with the Trois-Rivières International Festival of Poetry (FIPTR). Through this partnership, one poet from Quebec attends our festival, and one Acadian poet is sent to the FIPTR. In the first year of this partnership, the Director of the Frye Festival had the opportunity to attend and explore the FIPTR to pick up new ideas.
- **Blue Metropolis**
This year, we have partnered with Metropolis Blue to split transportation costs for Nancy Huston. This partnership enabled us to establish a cooperative relationship with the Montreal festival, and we will continue to collaborate in coming years.

b. Events

- **Community Read**
In November 2007, the Frye Festival organized the first "Community Read" event with author Yann Martel. With the help of libraries and the media, the community was encouraged to read the novel *Life of Pi* (in English or French). Yann Martel was at Moncton City Hall on November 28 for the bilingual discussion on the novel with people of the community. This event was very well received by the public.

During his visit, Yann Martel also gave lectures at Mount Allison University, made two school visits to more than 500 young people and met with people at the library and at Chapters.

- **Book Club with Ami McKay**
Organizers wanted to create an intimate, book club type of event where readers could discuss a book they had read with its author. This year, those who had read her novel, *The Birth House*, came to meet and talk with Ami McKay. The event was a great success! More than 40 people went to the library to take part and the comments were all positive. This type of event should definitely be repeated in future years with best-selling authors.
- **Author Reception at Rouge Resto-Club**
Evaluations from authors collected during the previous Frye Festivals indicated they wished to have more opportunities to meet and discuss with other participating authors. Thanks to a sponsorship from the Rouge Resto-Club, the Festival was able to host an exclusive reception reserved for authors, sponsors and members of the Frye Festival team.

c. Others

- **Author hosting program**
In order to offer our authors the warmest welcome possible, the organizing committee created an author hosting program. Before authors arrived, volunteers were assigned to an author to act as a host or resource person for authors visiting Moncton. Authors greatly appreciated this gesture, which allowed them to meet people from the city and feel more comfortable right from the start. Volunteers also appreciated this opportunity to show guest authors around their city.
- **Prix Éloïze**
During the 10th Gala des Prix Éloïze, organized by the Association acadienne des artistes professionnels du Nouveau-Brunswick, the 2007 Frye Festival was named Event of the Year.

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 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.

2008 Festival participation statistics

- Overall participation increased by more than 25% to reach 16,000 people.
- Participation in general public events increased by 32%.
- More than 500 books were handed out to the public, the majority to children.
- A year-round program made up of the *Pop et Frye* series, a book launch and the "Community Read" event enabled an additional 2,000 people to participate in the Festival and meet renowned authors.
- 12 communities welcomed writers for a variety of Festival events.

School-Youth Program 2008

- The number of students who met an author increased by 7% to exceed 10,000. This number increases to more than 11,000 with the visits from Yann Martel and David Adams Richards.
- The number of school visits also increased by 12% this year for a total of 180 visits in five school districts.
- \$6,000 worth of books was donated to participating schools.
- \$4,200 in cash prizes was awarded to winners of the writing contests and participating schools.

Volunteers 2008

- 120 devoted volunteers contributed more than 5,000 hours.
- 20% of volunteers were from corporations that support the Festival.

Partnerships and sponsorships 2008

- The number of partnerships doubled this year to reach a total of 63.
- 75% of 2007 sponsors renewed their commitment for 2008, and seven new sponsors were added to this year's Festival. Five loyal sponsors have supported the Festival since the year 2000.

Our success is evident with a glance at the list of our achievements, partners and formal collaborations. In addition to official activities, other spontaneous events took place, such as dinners and informal meetings with authors, but they are more difficult to evaluate. As is the case with the community, we always hope that authors' presence at the Festival will have a positive effect on their work or development. The 2008 Festival definitely had different effects on some

authors. For example, Katia Canciani, an up-and-coming Nova Scotian writer, had the opportunity to meet and establish connections with Martin Levin of *The Globe and Mail*, and Nancy Huston discovered the talents of Heather O'Neill.

5. MEDIA COVERAGE

Thanks to the hard work of contract workers hired to look after English and French media relations, the 2008 Festival received unparalleled media coverage. The following is an overview of interviews and/or references. Some of the articles listed are appended.

Acadie Nouvelle

- Several articles in the Arts and Culture section
- Cover of *L'Accent acadien* (April 26, 2008)

CBC Radio

- Interview with Russell Banks and Richard Ford on Q (April 25, 2008)
- CBC Halifax Connections
- Maritime Noon
- Shift – Hackmatack, Café Underground, Budge Wilson, Don Hannah
- Information Morning Moncton – KidsFest, Storyboarding, Poet Flyé, closing, Book Club with Nancy Huston, Ami McKay and Heather O'Neill, children's literature review with Wendy Kitts, interviews with Dawn Arnold and Christine MacLean, 1 Live Hits with Vanessa Blanch, etc.

CBC Television

- Official launch (April 23, 2008)
- Interview with Dawn Arnold
- School visit with Heather O'Neill (April 25, 2008)

CJSE

- Numerous interviews with organizers and authors live from KidsFest, Télévision de Radio-Canada Atlantique
- Coverage of various events

CTV/ATV – Live at Five

- Press conference (February 21, 2008)
- Participants in Café Underground (April 18, 2008)
- Official launch (April 23, 2008)

Radio de Radio-Canada Atlantique

- "Anne et compagnie," a Frye Festival special broadcast with four guest authors (April 26, 2008)
- "Le Réveil": New Brunswick and Nova Scotia editions, several interviews with organizers and authors
- "Les 400 coups" with Normand Bélanger, interview with Stéfanie Wheaton

Radio nationale de Radio-Canada

- "Info-Culture" newsletter

RDI

- Official launch, interview with Stéfanie Wheaton (April 23, 2008)

Telegraph Journal

- Articles in the Arts and Culture section
- Events calendar
- Interview with Richard Ford

Rogers Television

- 2 Bon'heures: interview with Stéfanie Wheaton (April 16, 2008)
- 2 Bon'heures: guest authors for programs on April 23, 24 and 25, 2008

Times and Transcript

- Front pages during the Festival
- Contest
- Editorial
- Events calendar

Miscellaneous

- Atlantic Books Today
- Globe and Mail
- Hebdo Campus
- Here (cover, several articles, events calendar)
- L'étoile
- Le Front
- Moncton Public Library newsletter
- MP Mike Murphy newsletter
- Out & About, DMCI newsletter
- Progress Magazine
- Rogers Radio 91.9 (coverage of the launch and ad placement)
- Rogers TV
- This Week, Moncton and Riverview
- Welcome (article in the April issue)
- Writer's Federation of New Brunswick newsletter

Online

- Acadie net
- Aliant event calendar
- Bookpaths
- Bread 'n Molasses
- Broken Jaw Press
- Canada Council for the Arts
- Canadian Poetry Association
- Cap Acadie
- CBC Radio Words at Large
- Go Moncton
- Great-West Life
- J'm'informe
- Localintheknow.com
- Mighty Miramichi Blog
- NB Tourism
- Resto Rouge Club
- Tidewater Books
- WFNB
- Writersnewsonline

6. EVALUATION

- a. It goes without saying that the 9th Annual Frye Festival was a great success. It was praised not only by the public, but by authors, people in literary circles, sponsors and our other partners.

The authors

Robert Rayner: I want to congratulate you and your colleagues on – and thank you for – every aspect of the Festival – the overall organization, the welcome and hospitality, the exciting atmosphere you created, the wonderful involvement of so many young people, the enormous variety of events, etc. etc.

Yvon Brochu: Excellente organisation. Bravo!

Katia Canciani : Superbe festival. Bien organisé. Merci. Très enrichissant sur le plan professionnel.

Nancy Huston : J'ai vraiment adoré ce festival – c'était tout ce que tu m'avais promis à l'avance, et plus encore !
Merci à toute l'équipe, vous avez été chaleureuses, efficaces, en un mot formidables !

Marie-Hélène Vézina : Merci à toi et à toute ton équipe, j'ai passé un très agréable séjour à Moncton. J'ai eu beaucoup de plaisir à rencontrer les enfants dans les écoles où j'ai été accueillie en reine !

Richard Ford: ...just a word to say thanks to you and to your very considerate staff. Kristina and I were very happy to have taken part in the Frey Festival, and do appreciate your generosity and kindness. We wish you much good in the coming years of the Festival.

Darryl Whetter: I want to offer my sincere congratulations, profound gratitude and frank admiration to you, your staff and volunteers for an excellent festival. Every writer I met appreciated her treatment, admired the organization of the festival and enjoyed the programming. For me, the lecture by Russell Banks and the interview with Richard Ford are life highlights, not just festival highlights.

Glenna Sloan: Thank you and all the volunteers who were so good to me. The Festival is an impressive event and I was pleased to be part of it.

Mary Dalton: This note is to thank you and the organizers for making me part of the Northrop Frye Festival, and for all your hard work and imaginative planning which made the festival such a success. It was a delightful whirlwind. I enjoyed so many aspects of the event--the time with students and with the workshop participants, the meeting with Les Paiens, the stimulating conversation between Richard Ford and Martin Levin, the Maillet - Frye Lecture with Alberto Manguel, the talk by Russell Banks, the readings on the opening night and at the Frye Jam, among others. I've arrived home with much to think about, and many new books to read.

The students

Vraiment bonne présentation! Maintenant je veux lire le livre. École des Bâtisseurs suite à la présentation de **Denis Boucher**.

C'était très intéressant de comprendre comment un auteur s'y prend pour écrire un poème ou un livre. École Mathieu-Martin suite à la présentation d'**Herménégilde Chiasson**.

Un exemple de persévérance. Il nous a dit de trouver des idées partout pour écrire, comment faire pour écrire. École Camille Vautour suite à la présentation d'**Yvon Brochu**.

Il donne le goût de la lecture. École Notre-Dame suite à la présentation d'**Yvon Brochu**.

Elle a activé notre imagination! École Notre-Dame suite à la présentation de **Marie-Hélène Vézina**.

J'ai aimé la visite de l'auteur parce qu'il nous a prouvé qu'un Acadien peut se rendre loin dans la vie. École Secondaire Assomption suite à la présentation de **Jean-Philippe Raïche**.

J'étais surprise de voir le courage et la ténacité des auteurs pour se faire accepter. Elle était gentille, elle nous a très bien expliqué son travail d'écrivaine et sa passion! École Abbey-Landry suite à la présentation de **Katia Canciani**.

It was really funny and the strategies she taught us will really help me with ideas. Claude D. Taylor School following a presentation by **Helaine Becker**.

The content was enjoyable and Dr. Whetter was very nice and funny. Because of the presentation I wanted to read the book. I did go to the library and took out "A Sharp Tooth in the Fur." Harrison Trimble following a presentation by **Darryl Whetter**.

She was easy to listen to and inspiring for young writers. She was very informative and helped me with my writing. Moncton High School following a presentation by **Sandra Martin**.

Excellent. His poems are amazing! Riverview High School following a presentation by **Christopher Lirette**.

The teachers

They learned a lot and loved every minute of it! Thanks :) - Arnold H. McLeod following a presentation by **Helaine Becker**.

Absolutely wonderful! Thank you so much for arranging to have Mr. Banks at RHS. His presentation was delivered with passion, humour and authenticity. The students particularly enjoyed the question-answer opportunity. Fantastic! Riverview High School following a presentation by **Russell Banks**.

This was an enjoyable visit by **Jennifer Kent**. She was very enthusiastic, and animated. The students asked quality questions; her answers were clear and concise. She told a little about the history of the "Chocolate River" and how her story was inspired. She read an exciting passage that left all the students wanting more. She signed book marks for all the students. Very inspiring!
-Sunny Brae Middle School

This is really great that authors are coming to school. It was a rare opportunity for us to have a French author. Keep up the good work! - Bessborough school following presentation by **Diane Carmel Léger**.

The kids were very interested in the presentation and asking relevant questions, and she was talking back to them, encouraging the writing process. Nothing inspires kids more than the face to face encounters. - Riverside Consolidated following a presentation by **Helaine Becker**.

Participation active des élèves! Super! Continuez votre beau travail! Suite à la visite, les élèves veulent lire les livres. Ils les cherchent à la bibliothèque de l'école. École Notre-Dame suite à la présentation de **Marie-Hélène Vézina**

La visite de M. Raïche était très intéressante. Il a valorisé la langue, tout en nous faisant rire et réfléchir. Il a laissé plusieurs messages positifs aux élèves concernant la lecture et l'importance du français. École Secondaire Assomption suite à la présentation de **Jean-Philippe Raïche**.

À sa façon, l'auteure a présenté les différents traits d'écriture. Les élèves ont bien aimé participer. École Soleil Levant suite à la présentation de **Diane Carmel Léger**.

7. CHALLENGES FOR THE BOARD OF DIRECTORS

After the 2008 Festival, the Board of Directors met to discuss the strengths, challenges and priorities for the future of the Frye Festival. In 2009 the Frye Festival will celebrate its 10th anniversary, and the occasion will be marked by 10 days of activities in April. We are also establishing innovative partnerships throughout the year so as to position ourselves as an organization that promotes the fun of words, reading, and authors from here and elsewhere.

As we did last year, the Board of Directors will continue to concentrate on five main strategic actions:

- Continue to develop the School-Youth Program over a larger area;
- Present more events throughout 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 financing plan and work at creating a foundation.

In coming months, Festival organizers will focus especially on seeking sponsorship. Since private-sector funding is never guaranteed, measures must be taken well in advance to secure funding.

Organizers will also study the most effective methods for selling tickets in 2009. With more events, and with a combination of free events and events with an admission charge, it is sometimes difficult to clearly indicate sales outlets, provide details on passes, and so on.

Finally, another important aspect to develop is visibility among tourists interested in literature. The Frye Festival is the leader in literary events in Atlantic Canada, and we must find ways to advertise this attraction outside the region, through municipal and provincial tourism promotion organizations.

8. CONCLUSION

Thanks to the various donor agencies, partners, collaborators and volunteers, the Frye Festival definitely succeeded in promoting the pleasure of reading to readers of all ages in 2008.

The success of the 9th Annual Festival has raised the bar and the challenges for 2009 are numerous. Therefore, the Board of Directors will continue to work with its partners, including the municipality, public libraries and many others, to take on these challenges.

The Frye Festival is now recognized as a major literary event in Canada. Its unique bilingualism and community involvement never cease to impress the authors who take part in the Festival, or the new participants who subsequently become our best ambassadors.