

# **AUTHOR PROGRAM HANDBOOK**

**A Beginner's Guide  
to Planning and Hosting Literary Programs  
for Adults in Minnesota's Libraries**

by  
**Jane Graham George**

The handbook was originally produced in 2004 under the auspices of the  
**Dakota County Library.**

The current 2007 edition is produced by the  
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coordinated by **The Friends of the Saint Paul Public Library,** with the  
**Mayor's Office of the City of Saint Paul** and the **Saint Paul Public Library.**

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*Editing & Design:* Stu Wilson

## PREFACE

I am pleased to offer this revised edition of the Author Program Handbook to fellow library programmers across Minnesota. I extend special thanks to Stu Wilson of The Friends of the Saint Paul Public Library for his editorial assistance and the Minnesota Book Awards for their sponsorship of this edition.

Literary programming is an exciting way to generate interest among adults in the activities of the public library. It also supports the authors and publishers living and working in our state. Programming in my library—the Dakota County Public Library—continues to grow and prosper, and has remained personally rewarding.

I offer this handbook with the intent of encouraging other Minnesota public libraries to begin or expand their literary programming activities for adults. The handbook is just a starting point with guides and tips for the novice programmer. It is based on practical experience conducting these types of events for the Dakota County Public Library system, augmented by samples from the programming activities of The Friends of the Saint Paul Public Library.

Your library's situation will greatly influence the type and direction of your programming efforts. I trust you will continue to schedule readings and other literary events and learn from both your successes and failures. Through direct experience, I know that you will find the models that work best for you and your library.

I hope that the handbook proves useful in your programming efforts, and I always appreciate hearing from you with comments and suggestions.

Good luck!

Jane Graham George  
Dakota County Library  
1340 Wescott Road, Eagan, MN 55123  
651-450-2928  
[jane.george@co.dakota.mn.us](mailto:jane.george@co.dakota.mn.us)

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## INTRODUCTION

If you believe in creating an environment which recognizes and promotes the library as a cultural center in your community—a place meant to encourage the reading, enjoyment and understanding of literature—and if you want to bring readers together with the authors they like to read, this step-by-step handbook will help you put programs together to accomplish your objectives.

The handbook is primarily designed for the novice literary program planner; however, even the experienced planner may find new ideas here.

There are a few symbols used which will direct you to specific planning concerns. The clock symbol (🕒) alerts you to a specific time frame in your planning; and the arrow symbol (➔) indicates a special tip.

## GETTING STARTED

The first steps in getting an author program set up at your library are deciding on the duration, type and number of programs; locating funding; and determining who will do the planning and event coordination.

- ➔ Form a committee if yours is a multi-branch library system, with one person at each branch responsible for choosing and inviting an author, doing all required publicity, and setting up the room where the reading will take place on the day of the event.
- ➔ If you have a central administration with a publicity or marketing department, possibly that department can handle the invitations, contracts and publicity. Someone at the branch should handle set-up of the room and all other arrangements for the day of the reading and make personal contact with the author ahead of time for purposes of introduction and confirmation of the event.

## FUNDING

It is possible to host author events in your library without spending a great deal of money. If you invite well-known authors with a national reputation, expect the costs to rise dramatically. Not only will you be paying speaking fees, you also have to consider travel expenses and other incidentals. Some authors can charge thousands of dollars for speaking engagements.

In terms of funding, this handbook is aimed more to the library which does not have a large budget for author programs. Minnesota has numerous writers who are excellent presenters and available for modest honoraria and minimal travel expenses. However, if more money is available, you will certainly attract a larger audience with an author who has a sizable national following.

- ➔ If you can collaborate with another library system or high school or college library, you can pool your funds and thus have enough to bring an author in with a national reputation or one from out-of-state whose travel costs, for example, might otherwise be prohibitively expensive.

Listed below are some funding sources you might want to consider:

- **Friends** – Approach your library’s Friends group. Friends are often looking to help with needs the library budget does not meet. This is also an excellent way to get Friends involved in a genuinely interesting activity. They can also possibly be tapped to help with hospitality at the program itself.
- **Foundations** – Many libraries now have established Foundations willing to fund projects such as author programs.
- **Book sale** – Use book donation sale proceeds. You can designate an area in the library for gift books and set aside the money earned on these for an author program or series, or you can have a very large book sale once or twice a year (perhaps your Friends group already does this).
- **Book fair** – Check to see if your community bookstore sponsors book fairs for nonprofit organizations. Some bookstores will donate up to 10% of sales that are made during the fair.
- **Library budget** – Many libraries do provide money for adult programming.
- **Grants, etc.** – Federal, state and city agencies, corporations and organizations often have grant money available for arts and cultural programming (e.g., Target Corporation’s Local Store Grants for arts and cultural activities, or your Minnesota Regional Arts Council).
- **Subscription/Fund-raiser** – In some cases you can plan a program series which people will pay to attend and it thereby pays for itself or can even raise funds for other projects (e.g., the Hennepin County Library Foundation’s PenPals series).

## FINDING AND INVITING AUTHORS

### Where to find authors

Finding authors that are both available and good presenters can be a challenge. An excellent way to find out about writers is to attend author readings, or to ask other libraries for recommendations on good presenters. Other ways to find or track authors include:

- Your community newspaper or metro area newspaper lists book events happening around town (e.g., both the *St. Paul Pioneer Press* and *Minneapolis Star Tribune* have a Sunday book section which lists book events at many locations for the following week)
- Minnesota Book Awards current and past finalist and winner lists ([www.the-friends.org/mnbookawards.html](http://www.the-friends.org/mnbookawards.html)). The Minnesota Book Awards/The Friends of the Saint Paul Public Library can provide contact information for many of these authors ([mnbookawards@thefriends.org](mailto:mnbookawards@thefriends.org)).
- Author tour schedules posted on the Internet (e.g., at publisher websites)
- *Minnesota Literature* (published monthly and includes a calendar of events as well as an annually published bibliography of Minnesota publishers and publications of literature—see June 2007 issue for an example) ([www.minnesotaliterature.org](http://www.minnesotaliterature.org)). To subscribe, send \$15 (for 10 issues) to: Minnesota Literature, Lucy Vilankulu, Editor, 3723 Glendale Terrace, Minneapolis, MN 55410. The email address for *Minnesota Literature* is [editor@minnesotaliterature.org](mailto:editor@minnesotaliterature.org).
- Join The Loft Literary Center in Minneapolis, or regularly check The Loft's website ([www.loft.org](http://www.loft.org).) Many Minnesota writers teach or present at The Loft, and it is a good place to keep track of Minnesota's literary community.
- Get on the mailing list for Minnesota publishers, or check their websites. Just a few of the publishers you may want to track are: Minnesota Historical Society Press, University of Minnesota Press, Coffee House Press, Milkweed Editions, Holy Cow! Press, Graywolf Press, North Star Press, New Rivers Press, Afton Historical Society Press and Pogo Press. The list goes on!
- The Public Programs Office of the American Library Association is launching an online state-by-state guide to literary resources for adult programming by libraries, including a list of authors. Minnesota is expected to be the pilot state for this on-line resource, with a launch in the fall of 2007. Visit their website ([www.ala.org/ala/ppo/publicprograms](http://www.ala.org/ala/ppo/publicprograms)) for information and links.

### Invitation letter/email

Increasingly authors prefer an initial email contact, and many authors now have websites that include their contact information. Usually, it is easiest to send an invitation email or letter (see page 17 for an example) as your initial contact with an author, which is often followed up with further emails or phone conversations.

- Email or mail to the author at the publisher's address unless you have their home address or email address and feel comfortable writing to the author there.
- Inform the author in your invitation letter what you can afford to pay. If you think it is more polite to ask the author to name a price (a common mistake), reconsider. The author does need to know up-front what your budget will allow.
- If you are emailing the author (which many authors now prefer and which can be much more efficient, too), ask for the author's address and phone number. You'll need the address to which to send the contract and the check, and you may need to speak directly with the author regarding event details.
- Include your email address and telephone number. The author may prefer to contact you via email or telephone rather than having to write a return letter. Again, it can also be more efficient.

🕒 *If you are planning a series of events to begin in the fall, you should consider sending out invitations in the spring or early summer – a least a month before your events begin.*

### Contract/Letter of Agreement

After you receive a reply from the author, send a contract or letter of agreement (see pages 18-19 for examples). Your library or governing agency may have a standard contract that you are required to use. The contract/letter should state the date and time of the reading with a signature line for the author, as well as a statement as to when the author may expect to receive payment. If you plan to record the program (either audio or video), remember to get the author's prior approval and include that information in the contract or letter. As a courtesy, send the author your business card, a map to the library, and a brochure describing the program, if available.

🕒 *Be sure to contact the author again about a week before the event to confirm all of the details, including time, place, directions, expected attendance, and any special requirements that the author may have.*

## PUBLICITY

Publicity and promotion for adult programs is important. If people don't know about your program, especially busy adults, they definitely will not attend. Also, well-done publicity helps to promote all of the activities of your library, and may reach hundreds more people than will actually attend your event.

Some of the examples given below are quite specific to a given community—particularly newspapers and magazines—however, these are listed with the hope that each library can work by analogy with similar news outlets in their own communities.

Putting a link to the upcoming program on your library web page can be one of the most effective methods of getting the word out (e.g., [www.co.dakota.mn.us/library](http://www.co.dakota.mn.us/library) — see page 26 for an example).

### [Program brochure or mailing materials](#)

A brochure, postcard or other mailer, which may also be used in the library or handed out, should include all relevant information: author(s) who will be reading, dates, times and places, cost to attend the event (free is always best!), etc. (See pages 20-21 for examples.) An attractive, although not necessarily expensive, print piece will help attract attendees. Your Friends group may be able to help with mailing or distribution, as well as other community organizations with whom you have partnered.

- 🕒 *If your program series runs from September through May, have the brochure ready for distribution by early August (particularly if you have events scheduled for early September).*

### [News releases to newspapers/other periodicals](#)

You will need to develop a media list for your area if you do not have one already. Generally, print media and websites are more likely to list your event than radio or TV, although that may vary for your area. If you have time, a phone call to a few high profile media representatives may help to ensure coverage, especially feature articles about your event or series.

As an example, for the east metro area of the Twin Cities, news releases (see pages 22-23 for examples) would be sent to the following, as well as other local media:

- *St. Paul Pioneer Press*  
Fax to Mary Ann Grossmann (Sunday book section) at 651-222-5010  
Mary Ann's telephone: 651-228-5574  
Mary Ann's email: [mgrossmann@pioneerpress.com](mailto:mgrossmann@pioneerpress.com)  
🕒 *Send at least 10 days prior to desired publication date*

Local reporter or website (for example *Pioneer Press East Metro*)—as there is fairly frequent turnover in these positions, check your local issue for contact information

- *Minneapolis Star Tribune*  
Sarah T. Williams, Book Editor  
425 Portland Avenue South, Minneapolis, MN 55488  
(will publish or not depending on how many events they have)  
🕒 *Send at least 10 days prior to desired publication date*

Local reporter (for example *Star Tribune South*)—as there is fairly frequent turnover in these positions, check your local issue for contact information

- *City Pages* (in the Calendar section under Readings & Lectures)  
Email to [events@citypages.com](mailto:events@citypages.com)  
Mail: 401 Third St. N., #550, Minneapolis, MN 55401  
Fax: 612-372-3737  
🕒 *Send at least 10 days prior to desired publication date*

- *Minnesota Monthly*  
Arts Calendar  
600 U.S. Trust Building  
730 Second Avenue South, Minneapolis, MN 55402  
612-371-5801 – fax  
contact: Sarah Tieck (612-371-5842 or [stieck@minnesotamonthly.com](mailto:stieck@minnesotamonthly.com))  
Check website for more details: [www.minnesotamonthly.com/edit/spotlight.htm](http://www.minnesotamonthly.com/edit/spotlight.htm)  
🕒 *Mail or fax one copy at least two or three months before the event*

- Community newspapers (e.g., *Sun Current*, *This Week*)  
🕒 *Send at least 2-8 weeks prior to desired publication date (this will vary based on whether the publication is a daily, weekly or monthly)*

- *Minnesota Literature*  
3723 Glendale Terrace, Minneapolis, MN 55410  
Attention: Lucy Vilankulu, Editor  
Phone: 612-920-3121; Fax: 612-929-2379  
email: [editor@minnesotaliterature.org](mailto:editor@minnesotaliterature.org)  
🕒 *Send by the 12<sup>th</sup> day of the month prior to month of publication*

- Library website and the websites of other partner organizations or schools

### [Library Signs, Bookmarks & Posters](#)

Post flyers, bookmarks and posters in each library branch. Set up a poster on an easel or post flyers near checkout. Have bookmarks or flyers for giveaway. (See pages 24-25 for examples of bookmarks and signs, respectively.) Be sure to alert staff about the event and encourage them to give away flyers or bookmarks.

🕒 *Have all of these publicity materials posted and available at least one month before your event.*

- ➔ Put a bookmark with all relevant information about the event in books by the author who will be reading and display in a prominent location.
- ➔ Some publishers will provide Reading Group Guides. For example, Milkweed sent some before Faith Sullivan's reading. You can obtain these by requesting directly from the publisher or in some cases downloading from the publisher's website. Display them and put a sign ("Free, Take One") on them to encourage your potential audience to become familiar with the author.

If you don't have a library or branch newsletter or calendar, consider doing one. It's a great way to promote library events and programs of all kinds.

### **Mailing and Email Lists**

Prepare mailing labels to affix to postcards or flyers announcing the event or email potential attendees. Mailing and/or email lists can be drawn from book group members, teen summer reading participants, Friends members, partner organizations, etc.

Email lists are an inexpensive and easy way to spread the word about your program. Consider starting a list of email addresses of individuals to alert about your events. You can have a sign-up sheet at the library or at your event. For email notices, keep them short and easy to open.

### **Community Groups, Organizations, and Schools**

Some groups to whom you may want to send print materials or email notices include local high schools, senior centers, community and technical colleges, bookstores, churches, YMCAs, community centers, etc. Encourage these groups to post your event on their websites.

Send brochures and flyers to the faculty of the English Department at local schools.

Talk to managers at local independent bookstores. They are sometimes willing to put up posters advertising library events. The larger bookstore chains now have strict policies which limit them to posting store-related information only.

### **Other Places to Publicize Your Events**

Neighboring library systems

Nearby museums or historical societies (especially if the topic is related to their mission)

Local cable channels, for example, in Dakota County:

BECT.TV

Burnsville/Eagan Community Television  
4155 Old Sibley Memorial Highway, Eagan, MN 55122  
651-882-8213 – phone      651-894-2562 – fax  
Minnesota Public Radio (MPR) (fax 651-290-1224). Note as a PSA (public service announcement).

KFAI “Write On Radio.” Send email to: [writeonradio@yahoo.com](mailto:writeonradio@yahoo.com). There is a radio show on Thursdays, and the calendar of literary events is also on the web and goes out on an email mailing list on Wednesdays. Email the announcement at least a week ahead of time. The website is [www.kfai.org/node/36](http://www.kfai.org/node/36). There may be similar radio talk shows about arts or community events in your area.

## THE EVENT

The most important thing you can do to ensure a successful event is to be well prepared. Following are a few suggestions:

- ➔ Post large signs or notices in your library which clearly direct the audience to the meeting room where the reading will be held.
- ➔ Set up a table in the front of the room for the author with a lectern or podium and a glass of ice water with a pitcher. If you expect a large crowd, or one that has difficulty hearing, arrange for a microphone.
- ➔ Plan to welcome your author. Be available to greet them, have a place for their coat and other materials, and ask if they have any special needs.
- ➔ Plan introductory and concluding remarks. It’s not a bad idea to try to inject humor or a personal note to make your introduction friendly and specific to the event that day. Your introduction also provides you with the perfect opportunity to give a pitch for any other programs coming up at the library. Be sure to thank any sponsors (e.g., Library Friends or Foundation). Your concluding remarks bring closure to the reading; a simple thank you to the author and invitation to the audience to express their appreciation is all you need to do.
- ➔ If you will be selling the author’s books and having a signing, set up a table and chair with the author’s books arranged on it. You can also invite the audience to look at them and state that the author will sign books. Have a pen and change ready, too.
- ➔ Set out brochures describing your author program and any upcoming library events on a table in the back of the room.
- ➔ Put out coffee and water, as well as cookies or any other treats you might wish to serve (this kind of hospitality makes your audience feel quite special and welcome).

## COSTS

While there are some incidental costs that are difficult to predict/quantify, (e.g., long-distance telephone calls), below is a list of costs which have been fairly consistent for Dakota County Library program planners. The brochure cost would represent an entire series for a fairly large library system, so print costs for a single event at a smaller library are likely to be much less. All other costs itemized are per event in a series. They are provided only by way of example.

Speaking fees	\$ 150
Printing brochures (2,000 three-color)	\$ 800
Printing posters (20)	\$ 100
Photocopying	\$ 25
Postage	\$ 15
Hospitality supplies (food, napkins, etc.)	\$ 20

## EVALUATION

Evaluation is an important part of the process. You can determine the success of your programs, the type of audience you are (or are not) attracting, whether your audience consists of frequent library users (or not)—in short, many details that will help you in future planning.

You can make the evaluation or comment form as long or as short as you like, but be aware that your audience may not want to spend a lot of time filling out a lengthy form. (Is there anyone who actually *likes* filling out questionnaires?) You may want to ask only the important questions, such as:

- Did you like the program?
- What did you particularly like? What didn't you like?
- Are you a regular library user? How often do you visit the library?
- What other authors or kinds of programs would you like to see here?
- How can we improve programs such as this?

Remember to also evaluate the program yourself. How many people attended? Did you attract the people you expected? How was the presenter and would you have them back for another program? Did your publicity efforts work? Is there anything you or the library would do differently the next time? Taking 5 minutes to write up a summary report on both audience and staff reactions to the program will help you improve your events in the future

(See pages 27-30 for a sample evaluation/comment forms and an evaluation summary.)

## PLANNING CALENDAR

Planning is an important part of successful programming for adults. Below is a sample planning calendar for a series starting in September.

April	<ul style="list-style-type: none"> <li>▪ If you have formed a committee, meet in the spring and decide upon authors to invite.</li> </ul>
May	<ul style="list-style-type: none"> <li>▪ Via phone, email or written correspondence, invite authors to participate.</li> <li>▪ After receiving replies, consult with your planning committee again to decide upon firm dates and locations for each reading (assuming you are planning a series). Try to space them out so you have an event each month or every other month, rather than several in one month—all depending on your budget and staffing.</li> </ul>
June	<ul style="list-style-type: none"> <li>▪ Send out completed confirmation letter(s) and contract(s) with self-addressed, stamped envelopes for use by the author in returning the signed contract(s) as a courtesy.</li> <li>▪ Book the meeting room or venue.</li> </ul>
July	<ul style="list-style-type: none"> <li>▪ Send your brochure to the printer so it can be ready by the end of August (especially important if you have a September event). <i>See below for brochure completion timeline.</i></li> <li>▪ Call bookstore to be certain books which you'll be selling can be ordered if not in stock. Verify how long in advance you need to order.</li> </ul>
1 Month Before	<ul style="list-style-type: none"> <li>▪ Invite library volunteers or Friends of the Library to help set up the room, welcome people and distribute evaluation forms, etc.</li> <li>▪ Put up signs, posters, etc. in the library</li> <li>▪ Send news release to <i>Minnesota Literature</i>.</li> </ul>
2 Weeks Before	<ul style="list-style-type: none"> <li>▪ Send news releases to newspapers.</li> </ul>
1 Week Before	<ul style="list-style-type: none"> <li>▪ Call author to confirm final arrangements (don't laugh, it has happened that the author got the date wrong on his or her calendar!)</li> </ul>
The Day of the Reading	<ul style="list-style-type: none"> <li>▪ Prepare introductory remarks.</li> <li>▪ Purchase refreshments.</li> <li>▪ Set up the room.</li> <li>▪ Welcome the author.</li> </ul>
After the Reading	<ul style="list-style-type: none"> <li>▪ Send thank you notes to the author and to any volunteers who helped with the program.</li> <li>▪ Read evaluations, compile your own and staff comments, and prepare brief evaluation report</li> </ul>

### Timeline for Brochure Completion

<b>Description</b>	<b>Deadline Date</b>
Authors contacted and booked (i.e., mail contracts)	05/17
Request color scheme samples from printer	05/24
Verify that all information from signed contract is the same as that on the brochure	5/24
Draft brochure (proofread twice—at least once by another person)	05/28
Draft poster (proofread twice—at least once by another person)	05/28
Brochure draft to printer	06/09
Brochure approval to printer (FINAL)	06/30
Brochures in hand to distribute to public	07/28
Posters in hand to distribute to branches for display	07/28

In addition, forward book order information (for signing by author after reading) 6 weeks before the event. Information needed: book title, author name, ISBN and quantity of each title.

## **FOR MORE INFORMATION & ASSISTANCE**

Please feel free to contact me directly:

**Jane Graham George**  
**Adult Program and Outreach Librarian**  
**Dakota County Library**  
**Phone: 651/450-2918**  
**Email: [jane.george@co.dakota.mn.us](mailto:jane.george@co.dakota.mn.us)**

For additional help the resources and contacts listed below are recommended.

### Books

Three recent books are recommended for more information and details on conducting programs in libraries, particularly for the more advanced programmer:

- Chapple Langemack, *The Author Event Primer: How to Plan, Execute and Enjoy Author Events*, Portsmouth, NH: Libraries Unlimited, 2007.
- Brett W. Lear, *Adult Programs in the Library*, Chicago: American Library Association, 2002.
- Deborah A. Robertson, *Cultural Programming for Libraries: Linking Libraries, Communities and Culture*, Chicago: American Library Association, 2005.

### [The Friends of the Saint Paul Public Library/Minnesota Book Awards](#)

The Friends of the Saint Paul Public Library, in its role as the lead organization coordinating the Minnesota Book Awards, and as the designated Minnesota lead agency for ALA's Library Networks for Literature program, has current information on many Minnesota authors and publishers. Time permitting, staff are available to answer questions, offer advice, and provide other resources. Contact the following for more information:

- **Website:** [www.thefriends.org](http://www.thefriends.org) (includes Minnesota Book Awards information)  
**General phone number:** 651/222-3242  
**General email:** [friends@thefriends.org](mailto:friends@thefriends.org)  
**Fax number:** 651/222-1988  
**Mailing:** 325 Cedar Street, Suite 555, St. Paul 55101
  
- **Friends Programming Staff:**
  - **Ann Nelson**, *Minnesota Book Awards Coordinator*  
Phone: 651/366-6497  
Email: [mnbookawards@thefriends.org](mailto:mnbookawards@thefriends.org)
  - **Alayne Hopkins**, *Programming Coordinator, and co-chair of the Minnesota Book Awards*  
Phone: 651/366-6488  
Email: [alayne@thefriends.org](mailto:alayne@thefriends.org)
  - **Stu Wilson**, *Director of Development, and co-chair of the Minnesota Book Awards*  
Phone: 651/366-6483  
Email: [stu@thefriends.org](mailto:stu@thefriends.org)

### [ALA's Public Programs Office](#)

The Public Programs Office of the American Library Association offers a wealth of resources for library programmers, including publications, on-line resources and blogs, grant opportunities, networking to other programmers, workshops and conference programs, and advice and consultation. They are a worthwhile resource for all library staff interested in literary programming.

For information, visit or contact:

**Public Programs Office**  
**American Library Association**  
**50 E. Huron Street**  
**Chicago, IL 60611**  
**Phone:** 312/280-5045  
**Fax:** 312/280-5759  
**Email:** [publicprograms@ala.org](mailto:publicprograms@ala.org)  
**Website:** [www.ala.org/ala/ppo/publicprograms](http://www.ala.org/ala/ppo/publicprograms)

# **APPENDIX**

## **Samples of Publicity Materials, Letters, and Forms**

## AUTHOR INVITATION LETTER

May 30, 2003

Ms. Joyce Sutphen  
c/o Red Dragonfly Press  
Anderson Center  
163 Tower View Drive, P.O. Box 406  
Red Wing, MN 55066

Dear Ms. Sutphen:

I am writing to inquire if you are available to do a reading. The Dakota County Library is now planning its seventh year of author readings at its various branches. The library's intent is to bring writers and readers together and to increase the visibility of the library as a literary and cultural forum.

April of 2004 is the month which looks good to us (because we'd like to celebrate National Poetry Month), and Tuesday evening would be the time we'd prefer (beginning at 7 p.m. and ending at approximately 8 p.m. with time for a book signing afterwards).

If you are interested, please provide me with details about your fee (\$150 is the standard honorarium we offer for author readings although that is negotiable), and which Tuesday dates in April are good for you. If you would like to have your books available for sale, please let us know which titles you'd like us to purchase for that purpose. If you could also provide your home address, phone number and email address, I would appreciate it. Thank you for your consideration.

I have enclosed a brochure from our 2002-2003 Minnesota Mosaic® series for your information.

Sincerely,

Jane Graham George  
Librarian  
Dakota County Library  
1340 Wescott Road  
Eagan, MN 55123  
651-688-1519 (voice)  
651-688-1515 (fax)  
jane.george@co.dakota.mn.us

# CONTRACT/LETTER OF AGREEMENT



## ADMINISTRATIVE OFFICES

1340 Wescott Road  
Eagan, MN 55123  
651.688.1540  
Fax: 651.688.1530

## LIBRARIES IN

**APPLE VALLEY**  
Galaxie Library  
14955 Galaxie Avenue  
Apple Valley, MN 55124  
952.891.7045

**BURNSVILLE**  
Burnhaven Library  
1101 W. County Road 42  
Burnsville, MN 55306  
952.435.7177

**EAGAN**  
Wescott Library  
1340 Wescott Road  
Eagan, MN 55123  
651.688.1500

**FARMINGTON**  
Farmington Library  
508 Third Street  
Farmington, MN 55024  
651.463.7990

**HASTINGS**  
Pleasant Hill Library  
1490 S. Frontage Road  
Hastings, MN 55033  
651.437.5286

**INVER GROVE HEIGHTS**  
Inver Glen Library  
8098 Blaine Avenue  
Inver Grove Heights, MN 55076  
651.552.7527

**LAKEVILLE**  
Heritage Library  
20085 Heritage Drive  
Lakeville, MN 55044  
651.365.3232

**WEST ST. PAUL**  
Wentworth Library  
199 E. Wentworth Avenue  
West St. Paul, MN 55118  
651.457.8497

[www.co.dakota.mn.us/library](http://www.co.dakota.mn.us/library)

Joyce Sutphen agrees to provide the Dakota  
(name of presenter/performer)

County Library System, with the following service(s):

Poetry reading of Red Dragonfly Press Poets

at \$ 100.00 per presentation, for a total of \$ 100.00

According to our arrangements your presentation(s) will be at:

<u>Library Branch</u>	<u>Date</u>	<u>Time</u>	<u>Length of Program</u>
<b>Wescott/Eagan</b>	<b>April 27, 2004</b>	<b>7:00 p.m.</b>	<b>60 minutes</b> (your reading 15 mins.)

Payment for the above presentation(s) will be approved at the next Dakota County Library Board meeting following your presentation(s). That meeting is scheduled for May 2004.

\_\_\_\_\_  
DCL Representative (signature) Date

Presenter/Performer: Joyce Sutphen

Address: 11098 Von Herten Circle  
Chaska, MN 55318

Check to be made payable to: \_\_\_\_\_

Tax I.D. number: \_\_\_\_\_

\_\_\_\_\_  
Presenter/Performer (signature) Date

Please sign one copy and return in the enclosed envelope. Thank you.

\*32

DCL Contract for Presentations  
rev.04/03

**LETTER OF AGREEMENT**

April 23, 2007

Alison McGhee  
Home Address  
Minneapolis, MN

Dear Alison,

I am delighted that you have agreed to give a reading from your book, *Falling Boy*, at an event sponsored by *The Friends of the Saint Paul Public Library*.

Your program will take place:

**Tuesday, May 8, 7 p.m.,  
at the Hamline Midway Branch Library  
1558 W. Minnehaha Avenue, Saint Paul**

The program will be free and open to the public. It will be promoted through a monthly event calendar, flyers, email distribution and through press releases to local media. Copies of your book will be provided for sale by Micawber's Books.

*The Friends of the Saint Paul Public Library* will pay you a \$150 honorarium for your program, on Tuesday, May 8, 2007, as per this agreement. **PLEASE SIGN THIS LETTER OF AGREEMENT AND RETURN IT AT YOUR EARLIEST CONVENIENCE.** A copy for your own files is enclosed. You will receive your honorarium either at the program, or by mail within 2 weeks after the event.

Thanks for your participation. If you have any questions before May 8, please do not hesitate to contact me at The Friends' office, 651/222-3242.

I look forward to your program!

Sincerely,

Alayne Hopkins  
Programming Coordinator

**I agree to the terms of the letter above. Signed,**

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address City, State Zip

\_\_\_\_\_  
Social Security Number Daytime Telephone

# BROCHURE/POSTCARD

## Minnesota Mosaic

THURSDAY, SEPTEMBER 19, 2002

Loretta Ellsworth  
Author of *The Shrouding Woman*

Heritage Library, 7:00 p.m.

In the tradition of *Sarah Plain and Tall*, Ms. Ellsworth's *The Shrouding Woman* is historical fiction with appeal for both children and adults. The author, a resident of Lakeville, will read from her book and answer questions about researching and publishing. All ages are welcome to hear about this story set in post-Civil War Minnesota.

SATURDAY, SEPTEMBER 21, 2002

FUSGO Flamenco

Dunthoven Library, 10:30 a.m.

Created by the Gypsies of southern Spain, flamenco is a dazzling combination of Spanish music and dance. All ages are invited to attend a performance by FUSGO Flamenco as we celebrate National Hispanic Heritage Month.

THURSDAY, OCTOBER 3, 2002

From the Heart of South America:  
Paraguay with Nicolas Carter and Tracy Gorman

Wentworth Library, 7:00 p.m.

Discover one of the least known cultural treasures of South America. This multimedia presentation including Paraguayan harp music, folk dance and cultural slides and puppets illustrates the cultural richness of Paraguay. Interact with life-size puppets and learn a traditional dance!

WEDNESDAY, OCTOBER 23, 2002

The LaDue Mansion - Its Past, Present and Future

Pleasant Hill Library, 7:00 p.m.

Mark Reiskill, executive director of the Dakota County Historical Society, presents a program on the history of the LaDue Mansion (a Hastings landmark since the 1960's) as well as hopes for its future as a historic site open to the public.

TUESDAY, OCTOBER 29, 2002

Leif Enger

Heritage Library, 7:00 p.m.

Hailed as one of the year's top novels by *Time* magazine and honored with the Independent Bookellers' Book Sense award for best novel of 2001, national bestseller *Power Like a River* captured the hearts of a nation in need of comfort. Hear Minnesota's own Leif Enger read from his novel which celebrates the triumph of family and faith over the devastating circumstances of life. Free tickets will be available beginning October 1, 2002.

SATURDAY, NOVEMBER 16, 2002

Kigen Taiko Drumming

Gatao Library, 1:00 p.m.

Kigen Taiko incorporates the majestic folk art of taiko drumming with the philosophy and tradition of ancient Japan. Their goal is to express the intimacy of the players, the drum and the listeners. Join us for this unique experience. All ages welcome.

TUESDAY, NOVEMBER 19, 2002

Diane Jarvi

Wiscott Library, 7:00 p.m.

A singer, songwriter, guitarist and kantele (Finnish folk harp) player, Diane Jarvi is a versatile performer of folk and world music. Jarvi is known for her intimate and authentic interpretations of tangos, Gypsy music and ballads. Her recordings have led to performances at festivals in the U.S. and in Finland, where she is known as Minnesotan Satekieli — The Minnesota Nightingale. Her recordings *Parvise Winda*, *Kuvastelli* and *Flying Into Blue* are currently being heard on radio in Australia, Europe and the U.S.

## Cultural Arts In Minnesota

SATURDAY, DECEMBER 7, 2002

Minnetonka Dance Theatre and School Youth Ballet  
Company Excerpts from *The Nutcracker*

Dunthoven Library, 1:00 p.m.

Join us for Minnetonka Dance's annual visit to perform excerpts from the holiday ballet favorite—toy soldiers and marionettes, Spanish and Russian dancers, and an Arabian princess on point! Free tickets will be available beginning November 4, 2002.

THURSDAY, FEBRUARY 20, 2003

Mystery writer KJ Erickson

Wentworth Library, 7:00 p.m.

It's an evening of mystery with KJ Erickson, author of *The Dead Season* and *Miss Perseus Singalee*. She will discuss these two police procedurals, featuring Minneapolis homicide detective Mars Bala, as well as her upcoming third crime novel.

TUESDAY, FEBRUARY 25, 2003

Hot Reads for Cold Nights: Flank  
with Mary Ann Grossman

Wiscott Library, 7:00 p.m.

St. Paul Pioneer Press book critic Mary Ann Grossman offers introductory remarks on the pleasures of reading and discusses some of the season's best books. Come along and share your favorite books, too!

SATURDAY, MARCH 22, 2003

Yiddish Storyteller Carla Vogel

Gatao Library, 1:00 p.m.

Oy Vey! Meet Carla Vogel, Yiddish storyteller, and some of her characters - Esther Finkle the shrewl lverch and Zelman the Umbrella Fier. Carla will lead us on an adventurous journey into the life and times of her Eastern European Jewish ancestors through stories and songs. All ages welcome.

SATURDAY, APRIL 5, 2003

Butterfly Dance Troupe

Heritage Library, 1:00 p.m.

For thousands of years, the Hmong people of Southeast Asia have developed a rich cultural heritage. Join us as we celebrate this heritage with the Butterfly Dance Troupe of the Hmong American Mutual Assistance Association of Minneapolis. All ages will enjoy the traditional music, dance, and costumes. A moderator will be on hand to answer questions about Hmong history and culture.

TUESDAY, APRIL 8, 2003

Spelmanslag

Farmington Library, 7:30 p.m.

Hear Swedish folk music by The American Swedish Institute's Spelmanslag. This group, founded in 1965 by Paul Dalén, performs authentic Swedish folk music from the province of Dalarna. Spelmanslag has played in Sweden and performs regularly throughout the Midwest.

TUESDAY, APRIL 22, 2003

Poet, essayist and short story writer Ray Gonzalez

Wiscott Library, 7:00 p.m.

Celebrate National Poetry Month with a reading by Ray Gonzalez, professor of English at the University of Minnesota and award-winning author of *The Hallel Temple at Terra Grande*, *The Underground Heart*, *A Return to a Hidden Landscape* and *Circling the Tortilla Dragon: Short Short Fictions*.

WEDNESDAY, APRIL 30, 2003

S.A.S.E.: The Write Place/SlamMN! Poetry Slam  
and Slam Open Mike

Dunthoven Library, 7:00 p.m.

Poets from S.A.S.E.: The Write Place and SlamMN!, the national award-winning Minnesota slam team, present performance poetry—slam-style. Ten poets participating in Dakota County Library's annual Teen Poetry Contest are particularly invited to attend, but the program is open to everyone. A slam open-mike follows.



A NORTHERN FRONT  
*new and selected essays*  
 JOHN HILDEBRAND

# A NORTHERN FRONT

WITH JOHN HILDEBRAND

Join The Friends of the Saint Paul Public Library and Minnesota Historical Society Press for an evening with John Hildebrand, and discover his perspective on the ever-changing face of the American landscape.



John Hildebrand

MONDAY, JUNE 20  
 7 P.M.

HAMLIN MIDWAY  
 BRANCH LIBRARY  
 1558 W. MINNEHAHA  
 AVENUE, SAINT PAUL

Award-winning writer and naturalist John Hildebrand's elegant essays in *A Northern Front* look at how forces move and change people and the land, from places as remote as Alaska's north slope to those as familiar as a midwestern family farm.

**-Co-sponsored by Micawber's Books-**

This program is free and open to the public. Sign language interpretation and other accommodations are available with advance notice. For more information, contact The Friends at (651) 222-3242 or [friends@thefriends.org](mailto:friends@thefriends.org)



THE FRIENDS  
*of the*  
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 Saint Paul, MN 55101

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 Permit #6318

"Reading Hildebrand...is like looking through a zoom lens. As you pull it back, the view expands and expands until the whole horizon is in your eyes."—*Star Tribune*

## NEWS RELEASES

For Details, Contact:

Jane Graham George  
Wescott Library  
Phone 651-688-1519

Dakota County Wescott Library  
1340 Wescott Road  
Eagan, MN 55123  
Phone 651-688-1500  
Fax 651-688-1515  
March 15, 2003

### Dakota County Library news release/PSA

Poet and essayist Ray Gonzalez – April 22, 2003

Celebrate National Poetry Month by joining us for a reading by Pulitzer Prize-nominated poet and essayist Ray Gonzalez April 22, 2003 at 7 p.m. at the Wescott Library in Eagan.

The Wescott Library is located at 1340 Wescott Road in Eagan, next to City Hall. For more information, call 651-688-1500. The event is free and open to the public.



For Release:  
ASAP

# Media Release

August 6, 2007  
For Immediate Release  
For more information, contact  
Alayne Hopkins at 651-366-6488,  
or [alayne@thefriends.org](mailto:alayne@thefriends.org)

## **Annette Atkins' *Creating Minnesota***

**Thursday, September 27, 7 p.m.**  
**Merriam Park Branch Library, 1831 Marshall Ave., Saint Paul**  
**This event is free and open to the public.**  
**For more information, call 651-222-3242 or [friends@thefriends.org](mailto:friends@thefriends.org)**

*August 6, 2007, SAINT PAUL, MN* – On Thursday, September 27, 7 p.m., listen to how a complex and modern Minnesota came into being when Annette Atkins discusses her book, *Creating Minnesota: A History From the Inside Out*, at the Merriam Park Branch Library, 1831 Marshall Ave., Saint Paul.

Through intimate accounts and significant moments of the past, Atkins presents a groundbreaking history of our state in *Creating Minnesota*. This innovative history invites readers to experience the texture of people's lives through the decades, offering a fascinating approach to the history of our state. Each chapter focuses on a detail, incident or meaningful issue—using photo essays, a three-act play, walleye, and more—to illuminate larger events, social trends or politics in Minnesota.

Annette Atkins is a professor of history at St. John's University and the author of *Harvest of Grief* and *We Grew Up Together; Brothers and Sisters in Nineteenth-Century America*.

This program is free and open to the public. For more information, please call The Friends at 651/222-3242 or go online at [www.thefriends.org](http://www.thefriends.org).

###

325 Cedar Street, Suite 555, Saint Paul, MN 55101-1055  
Phone: 651-222-3242 Fax: 651-222-1988 Website: [www.thefriends.org](http://www.thefriends.org)

## LIBRARY BOOKMARK AND SIGN

**AUTHOR**  
**LORNA LANDVIK**



**TUESDAY**  
**OCTOBER 21, 2003**  
**7:00 P.M.**

At the  
Dakota County  
Wescott Library  
1340 Wescott Road  
Eagan, MN 55123

Join us as Lorna Landvik  
reads from her  
latest offering—  
*Angry Housewives*  
*Eating Bon Bons.*



*Free tickets available*  
*September 22, 2003*

*Dubois*

# Alison McGhee

Appearing



**THURSDAY  
OCTOBER 9, 2003  
7:00 P.M.**

Wentworth Library  
199 E. Wentworth Avenue  
West St. Paul, MN

For further information call 651-457-8497

Hear three-time Minnesota Book Award winner Alison McGhee read from *Was It Beautiful?*, a moving exploration of grief and the power of friendship and community.



Admission is Free!




Minnesota Mosaic

Presented by The Dakota County Library Foundation and




# LIBRARY WEB PAGE



## Dakota County Library

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### Minnesota Mosaic – Cultural Arts in Minnesota – 2003–2004



The Dakota County Library System celebrates its eighth year of LIVE! @ your library programming. Initially funded by the Lila Wallace-Reader's Digest Fund and Friends of the Library groups, LIVE! @ your library is designed to increase the visibility of the library as a literary and cultural forum.

The Dakota County Library, the Dakota County Library Foundation and LIVE! @ your library are proud to bring these Minnesota writers and performers to our community. Programs are free and open to all. [Printable brochure](#)  
(PDF: 100 KB 2 Pages)

**TUESDAY, OCTOBER 7, 2003 Heritage Library, 7:00 p.m.**  
**R.D. Zimmerman**  
Writing as Robert Alexander, R.D. Zimmerman created a sensation in early 2003 with the publication of *The Kitchen Boy*. The novel recreates the last days of the Romanov royal family through the eyes of Leonka, the Romanovs' servant. The author will read from *The Kitchen Boy* and discuss his extensive research and travel in Russia. Free tickets available beginning September 15, 2003.

**THURSDAY, OCTOBER 9, 2003 Wentworth Library, 7:00 p.m.**  
**Alison McGhee**  
Hear three-time Minnesota Book Award winner Alison McGhee read from *Was It Beautiful?*, a moving exploration of grief and the power of friendship and community. Set in the rugged landscape of the Adirondacks, the novel tells the story of William T., who is struggling to deal with his pain and guilt following the death of his son.

**TUESDAY, OCTOBER 21, 2003 Wescott Library, 7:00 p.m.**  
**Lorna Landvik**  
Author Lorna Landvik's perfect mix of humor, tenderness, local color and skillful storytelling has earned her legions of enthusiastic fans. Join us for a special evening as Lorna reads from her latest offering—*Angry Housewives Eating Bon Bons*. Free tickets available beginning September 22, 2003.

**SATURDAY, OCTOBER 25, 2003 Pleasant Hill Library, 1:00 p.m.**  
**Capuraginga Capoeira Minnesota**

## EVALUATION/COMMENT FORMS AND REPORT

### **Minnesota Mosaic® Evaluation**

1. Do you have a Dakota County Library library card?  
yes      no
  
2. In the past year, how many times did you visit a library?  
less than four times  
four to six times  
seven to eleven times  
twelve or more times
  
3. How did you hear about this program?  
Minnesota Mosaic® brochure  
posters at the library  
from another person  
newspaper article  
radio announcement  
other
  
4. How would you rate this program overall?  
poor 1 2 3 4 5 excellent
  
5. What did you like best about this program?
  
6. What would you have changed about this program?
  
7. Would you attend other Minnesota Mosaic® programs?
  
8. What other types of library programs do you or would you attend?
  
9. What other literary programs do you or would you attend at the library?

If you conduct programs in multiple languages, or expect attendees who speak a language other than English, you may want to have a comment card in other languages. The following was created for a Chicano and Latino Writers Festival and is in English on one side and Spanish on the reverse.

## **Program Comments** *(En Español al reverso)*

Program Name: \_\_\_\_\_

Library/Location: \_\_\_\_\_

Date: \_\_\_\_\_

What is your home zip code? \_\_\_\_\_

Are you a member of The Friends of the Saint Paul Public Library?  Yes  No

I heard about this program from:

Friends' newsletter or mailing

Library poster or flyer

A friend or teacher

Radio/television

Newspaper: \_\_\_\_\_

Other: \_\_\_\_\_

How would you rate the program?

Great!  Very Good  Average  Below Average  Poor

What did you enjoy most about the program?

What would you change about this program?

(OPTIONAL) If you would like to join our list serve to be notified about upcoming programs via email, please enter your contact information below:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_

Email: \_\_\_\_\_

Please return this form after the program, or mail it to:

The Friends of the Saint Paul Public Library

325 Cedar Street, Suite 555, Saint Paul, MN 55101.

[www.thefriends.org](http://www.thefriends.org)

***Thank you!***

## **Comentarios Sobre el Programa** **(In English on reverse)**

Nombre del Evento: \_\_\_\_\_

Biblioteca/Lugar: \_\_\_\_\_

Fecha del Evento: \_\_\_\_\_

Cuál es su código postal de casa? \_\_\_\_\_

Es usted miembro de The Friends of the Saint Paul Public Library?  Sí  No

Me enteré de este programa por:

Una publicación o correo de The Friends  Un amigo o maestro

Un poster o volante de la biblioteca  El radio o la televisión

Un periódico: \_\_\_\_\_

Otro: \_\_\_\_\_

Cómo calificaría este programa?

Excelente  Muy bueno  Normal  Debajo de normal  Malo

Qué fue lo que más le gustó del programa?

Qué cambiaría de este programa?

(OPCIONAL) Para recibir noticias sobre los programas por email, por favor entrar su información de contacto debajo:

Nombre:

Dirección:

Numero de Teléfono: (    )

Email:

Por favor, devuelva esta forma después del programa, o envíela a:

The Friends of the Saint Paul Public Library  
325 Cedar Street, Suite 555, Saint Paul, MN 55101  
www.thefriends.org

**GRACIAS!**

The Friends of the Saint Paul Public Library  
***Program Evaluation Summary***

**PROGRAM:** Mary Logue Poetry Reading

**LOCATION/DATE:** St. Anthony Park Branch Library – 5/4/05

**TOTAL ATTENDANCE:** 13      **PROGRAM COMMENTS RETURNED:** 7

**GROUP COMPOSITION (estimates):**

8 women (62%), 5 men (38%)

13 Euro-American (100%)

4 Seniors (31%), 2 children (15%)

**What is your home zip code?**

55104:	2	55107:	1	55108:	1
55116:	1	55407:	1	55414:	1

**I am a member of *The Friends of the Saint Paul Public Library*:** 2 (15%)

**I heard about this program from:**

Friends mailing: 2      Library poster or flyer: 2      Newspaper: 5

**How would you rate the program**

*Great (5): 5    Very Good (4): 1    Average (3): 1    Below Average (2): 0    Poor (1): 0*

**Averaged rating: 4.6**

**What did you enjoy most about the program?**

Her gentle words and how she read them. She presented it well.

Mary Logue live reading.

The author's voice and that she read her own book.

The author, Mary Logue's reading.

**What would you change about this program?**

It could be a little lengthier. It went too quick.

Nothing

**NOTES & COMMENTS:**

Mary was great – personable, good presenter, and very sharing with a small group. We received excellent publicity for the event, and turnout was a little disappointing given that, but 13 for poetry on a gorgeous early May evening actually wasn't too bad. Over half of the attendees seemed new to Friends and Library events and they seemed to really appreciate it and were interested in hearing about more events.