

Tasks of a board and reading series organizers

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Find list of potential readers

- Read literary magazines bio notes for who has a forthcoming book
- Browse bookstores to find what excites
- Ask regulars of series and board who they want to see
- Check whose book is coming in the season ahead at 49thshelf
- Brainstorm local writers
- Go to open mics and see who is new-to-you
- Seek out indigenous writers, people of colour, queer writers
- Watch award lists and twitter for buzz
- Compensate for white midlife pitching more regularly and getting more media buzz
- Put out feelers for who is doing a tour
- Ask publishers for their list of upcoming readers on tour
- See who is coming through other series across Canada
- Search indexes of poets.ca or <http://qwf.org>, TWUC, <https://writersunion.ca>
- Tie-ins with any special occasions, banned book month, poetry month, anniversary of series, cross-series events
- Share readers; co-ordinate with other series to make cost of travel for writers more profitable, arrange workshops to make it more cost effective for writers

Readers

- Compile list of contact emails for publishers and authors
- Ask people you know to introduce you
- Search people on linkedIn and Facebook
- List all dates the series will run
- Back and forth of finding dates for people
- Confirm readers and send info and reminders
- See also [PSA: Reading Series Communication: What and When](#)
- Recommend places to eat
- Assisting with local billeting or hotels
- Assisting with setting transportation to and from train or plane
- Tell readers what to expect for timing, ask for preferred reading order
- See if they need any screens or extra equipment
- Follow up email asking them if all went well and thanking them for coming

Communicating within board

- Spearhead finding dates in common to meet
- Arrange a secretary for minutes and to update
- Bouncing ideas off one another, pooling sources of knowledge
- Annual general meeting to keep everyone in the loop on finances and develop plans
- Scout to replace board members and volunteers
- Delegate aspects of organizing events to particular volunteers
- Mind to mandate, refresh policies for vulnerable persons
- Committees for special events, workshops, volunteers, drivers, media

Media

- Publicity person to do press releases
- Twitter updates
- Facebook page events
- Newsletter to people who sign up
- Update website or blog of series
- Tumblr of highlights, photos
- Photo taking, get permission
- Videoing, get permission from readers
- Relationships with media to set up radio, blog, newspaper and tv interviews for readers in advance of their reading

Advertising in print

- Passing bios and photos to someone to make posters
- Someone to print and distribute posters

Venue

- Find a venue that is accessible by transit and for chairs, including bathrooms
- Liaison regularly with venue to ensure all is smooth for venue and series
- Ensure there's enough lighting to read by
- Accessibility ramps (stopgap.ca)

Event

- Touch base to ensure volunteers can come
- Set up space for chairs, screen, book table, sign up sheet, microphone, tape down cords
- Someone to greet readers and know who they are

- Someone to prep introductions and MC
- Someone to hand payment or gift to readers
- Someone to pass the hat and deposit donations
- Paper trail of receipts of any hospitality to readers
- Buy the writer's book if you can afford it
- Chat with people who come, host and introduce people who may not know each other, because this is all for community.

Listening and Recording

- Sound system and someone who knows how to use it
- Videos
- Passwords for youtube or vimeo

Finance

- Accountant for taxes
- Treasurer for keeper of records of grants, donations, costs
- People to sign cheques who are signatories at bank
- Bank account
- Paying the venue rep

Paperwork

- Someone to investigate what programs one is eligible for
- Ontario Arts Council, City, Trillium, Canada Council
- Counting the number of attendees for reports later
- Default term is 1-year and max 4-years but can be reelected for non-profits
- Keep a history of all the organizational files and know where they are
- Passwords, keep track of
- Keep mailing list up to date
- For legal non-profits, non-profits have to provide by-laws and minutes on request.
- Insurance
- Reports to funders
- Files of publicity received for funding
- Promotional information, press releases for publicity