

MEDIA AND PUBLICITY REPORT

PUBLICITY CAMPAIGN

- Created project timeline and budget
- Identified key media targets
- Created media kit
- Sent out press releases to key media across several provinces
- Followed up with several media across Canada
- Liaised with several organizers across Canada
- Organized Launch event in Toronto
- Instrumental in organizing cross promotion of National Poetry Month with the National Film Board.
- Liaised with Open Book Toronto regarding Promotion for National Poetry Month
- Promoted National Poetry Month in April
- Promoted the League's Pat Lowther and Gerald Lampert Awards in June
- Announced the winners of the Pat Lowther and Gerald Lampert Awards

EVENT LAUNCH FOR NATIONAL POETRY MONTH

A breakfast media launch event for National Poetry Month was organized at Ben McNally Books in Toronto on April 1. The event was moderated by Damian Rogers, Arts and Lifestyle Editor at Eye Weekly. Also invited at the event were several renowned poets including Duke Redbird, Sue Sinclair and Margaret Christakos who presented readings at the event. The event was attended by several League members as well as organizers of the First International Festival of Poetry of Resistance.

Posters for NPM were posted around Ben McNally bookstores where the event was held and other strategic locations to raise awareness of NPM as well as the launch event. A number of flyers, specifically prepared for the launch event, were then distributed in several places for maximum exposure for the event.

The event venue was procured free of charge after liaison with Ben McNally bookstores.

PRESS KIT

A press kit was prepared and provided to the media at the Launch event on April 1. Press releases were sent out on a regular basis beginning with the general press release and then followed up every week with the relevant media releases. The press release announcing the award winners for the Pat Lowther and the Gerald Lampert awards was sent out in June.

MEDIA RELATIONS

An aggressive media relations campaign was conducted for NPM and launch event.

National Media Relations Campaign

- A media relations national campaign was conducted with relevant press releases sent to media outlets in Ontario, Alberta, British Columbia, Nova Scotia, New Brunswick, Newfoundland, Quebec and Saskatchewan.

MEDIA COVERAGE

CBC Radio – March 20

National Poetry Month was mentioned on March 20, 2009 on Metro Morning at an interview with organizers of the International Festival of Poetry of Resistance who spoke about the upcoming National Poetry Month in April 2009.

CBC Radio Website

www.cbc.ca/poetryfaceoff/

National Poetry Month was mentioned on the CBC website during an announcement of the eighth annual Poetry Face Off, a Canada wide competition that brings together 45 poets to sound off in 11 Canadian cities.

Farmschool Wordpress – March 22

<http://farmschool.wordpress.com/2009/03/22/national-poetry-month-2009-essential-pleasures/>

noches de poesia

http://nochesdepoesia.com/fr/nouvelles/2009/mar/24/youth_poetry_week_2009_6_au_12_avril_national_poetry_month

South Asian Free Press – March 27

South Asian Free Press – April 9

OMNI television – 8-minute interview aired March 29, March 30, April 1 and April 2

National Poetry Month and the League of Canadian Poets was covered in a feature story on Badhai Ho, a Hindi news magazine program that celebrates the successes of local community members in business, entertainment and the arts, and also provides a forum for issues and views.

National Post - March 31

<http://network.nationalpost.com/np/blogs/afterword/archive/2009/03/31/five-ways-to-celebrate-national-poetry-month.aspx>

<http://toronto.en.craigslist.ca/yrk/eve/1062954938.html> - April 1

Open Book Toronto – April 1

http://www.openbooktoronto.com/news/national_poetry_month.

Desi News – April 1

University of Western Ontario – April 1

<http://www.lib.uwo.ca/news/weldon/2009/04/14/nationalpoetrymonthdisplay.html>

Provincial Library – Nova Scotia – April 1

<http://www.library.ns.ca/node/1399>

Stouffville Free Press Online – April 1

<http://www.stouffvilleonline.com/sfp/2009/04/april-is-poetry-month/>

Readwritethink.org

http://www.readwritethink.org/calendar/calendar_day.asp?id=478

Vancouver Sun dated April 4

<http://www.vancouversun.com/News/enjoy+spoken+word+during+National+Poetry+Month/1463966/story.html>

Library and Archives Canada

<http://www.collectionscanada.gc.ca/whats-new/013-338-e.html>

Associated Content

http://www.associatedcontent.com/article/1547053/national_poetry_month_poetry_activities.html

Sources.com

<http://www.sources.com/Groups/AsHd19982.htm>

Mytown.ca – April 5

[http://www.mytown.ca/ev.php?URL_ID=103464&URL_DO=DO_DISCUSSIONP
OST_LIST&URL_SECTION=201&reload=1238195751](http://www.mytown.ca/ev.php?URL_ID=103464&URL_DO=DO_DISCUSSIONP
OST_LIST&URL_SECTION=201&reload=1238195751)

Bathurst Library – April 6

Saskatchewan Writers Guild – April

Skiwriter.com

<http://www.skwriter.com/Description.asp?id=269>

National Post Online

[http://network.nationalpost.com/np/blogs/afterword/archive/tags/National+Poetry
+Month/default.aspx](http://network.nationalpost.com/np/blogs/afterword/archive/tags/National+Poetry
+Month/default.aspx)

Nowpublic.com – April 27

AM 680 News

CHUM AM and FM

Eye Magazine

AWARDS SHORTLIST AND AWARDS COVERAGE

Open Book Toronto:

[http://www.openbooktoronto.com/news/gerald_lampert_and_pat_lowther_memor
ial_awards_shortlists](http://www.openbooktoronto.com/news/gerald_lampert_and_pat_lowther_memor
ial_awards_shortlists)

Brick Books

<http://www.brickbooks.ca/?cat=5>

Radio- Canada

Edmonton Poetry Festival 2009

www.edmontonpoetryfestival.com/?s=headliners

University of British Columbia

www.robsonreadingseries.ubc.ca
ubcgrapevine.net/?cat=8&paged=2

Brandon University

www.brandonu.ca/News/article.asp?A_ID=2056

Vancouver International Writers Festival

www.writersfest.bc.ca/newsletter/vol-4-no-20

Quill and Quire

www.quillandquire.com

Aquabooks.ca

Literary Press Group

www.lpg.ca/?q=taxonomy/term/3

CBC Vancouver

Interviewed two of the nominees for the Pat Lowther and Gerald Lampert awards

Globe and Mail

<http://v1.theglobeandmail.com/servlet/story/LAC.20090616.ABUZZ16ART1631-5/TPStory/TPEntertainment/>

EVENT INFORMATION

LISTINGS

Canadian Heritage – Calendar of Events

www.canadianheritage.gc.ca/pc-ch/calndr/index-eng.cfm

Coach House Books

http://www.chbooks.com/events/apr_1_national_poetry_month_breakfast_margaret_christakos

Saskatchewan Libraries

<http://www.lib.sk.ca/announcements/index.html>

National Film Board of Canada: www.nfb.ca/mediatheque

<http://www3.nfb.ca/mediatheque/cinema.php?idSM=1>

Open Book Toronto:

http://www.openbooktoronto.com/events/national_poetry_month_s_launch_featuring_margaret_christakos_and_sue_sinclair

Ben McNally Bookstores:

http://www.benmcnallybooks.com/?q=events/launch_event_national_poetry_month

Creativeact.ca

<http://thecreativeact.ca/tag/national-poetry-month/>

MyTown.ca

http://www.mytown.ca/ev.php?URL_ID=103464&URL_DO=DO_DISCUSSIONPOST_LIST&URL_SECTION=201&reload=1238195751

Mytown.ca - Event Listing

Stouffville Free Press Online

<http://www.stouffvilleonline.com/sfp/2009/04/april-is-poetry-month/>

Saskatchewan Writers Guild

<http://www.skwriter.com/Description.asp?id=269>

mybindi.com

<http://www.mybindi.com/lifestyles/ArticleDetailUI.aspx?RefId=695>

Toronto.com

Eye Magazine

Now Magazine

Writers and Editors Network

Weekly Voice

Desi News

www.southasianoutlook.com

Town of Orangeville

Georgia Strait in Vancouver

The Mirror in Montreal

The Coast in Halifax

PROMOTION

Open Book Toronto

Eye Magazine

The Coast 89.7FM in Cape Breton, Nova Scotia

Two radio PSAs were produced by the radio station free of charge that were aired during National Poetry Month. Both the PSAs, in stereo and 16 bit resolution, were 0:30 seconds in length with the sample rate at 44.1. One PSA was for National Poetry Month, the other for Young Poets Week

National Film Board

-Put together 20 films related to poetry that people could watch free of charge at NFB digital viewing stations during NPM.

MEDIA COVERAGE

CBC Radio Website

<http://www.cbc.ca/poetryfaceoff/>

The Poetry Face-Off takes Flight for 2009

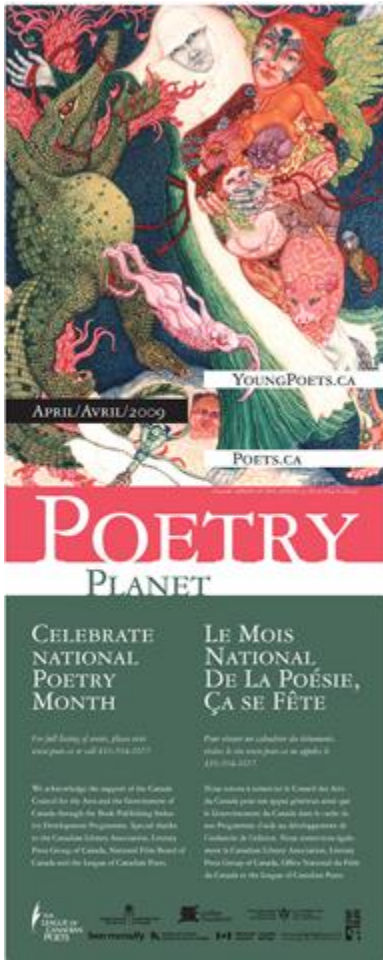
Starting February 6 in Regina, the poetic pugilists battle it out in CBC Radio's national competition.

CBC Radio is pleased to announce the eighth annual Poetry Face-Off! The popular Canada-wide competition brings together 45 poets in peak form to sound off in 11 cities stretching from Victoria to St. John's.

From January to March, five poets in each locale, commissioned by CBC regional producers to reflect local voices and traditions, will face-off before a live audience and deliver their words on this year's theme - 'Flight'. At each event, the spectators vote for their favourite poem and the winner goes on to the National Poetry Face-Off, airing April 27, 28, 29, and 30, from 11 - 11.30 a.m on CBC Radio 1.

From its inception seven years ago, the Poetry Face-Off has been a cross-country event. Keep watching this space for more information on the national broadcast and upcoming regional slams in your area. **As National Poetry Month** approaches, you'll be able to hear interviews here with the 11 regional winners where they'll talk about their winning poems.

<http://farmschool.wordpress.com/2009/03/22/national-poetry-month-2009-essential-pleasures/> ...March 22, 2009



Poetry is like peace on earth, good will toward men. It's something we should read and enjoy year-round, not just in spring and all, but for many of us, without the extra effort of a special day or month, it gets rather lost of the shuffle of daily living.

National Poetry Month is celebrated both in the US, under the auspices of the Academy of American Poets (whose page has oodles of links — some good ones are How to Read a Poem [often] and Tips for Booksellers), and in Canada, under the auspices of **the League of Canadian Poets**. Here's this year's poster, "Poetry Planet". Of course, we wouldn't need a special month if we lived on a Poetry Planet...

NATIONAL POST

<http://network.nationalpost.com/np/blogs/afterword/archive/2009/03/31/five-ways-to-celebrate-national-poetry-month.aspx>

Five ways to celebrate National Poetry Month

Posted: March 31, 2009, 10:00 AM by Ron Nurwisah

Poetry

"April is the cruelest month," said T.S. Eliot. Well, we disagree. After all, April also happens to be National Poetry Month (shortened to NaPoMo for ease of use on Twitter and to make it sound more edgy). So without further ado we give you five ways to celebrate poetry:

1) Get to know a poet

This month, we present Q & As with a Canadian poet, each day, right here on the Afterword. The League of Canadian Poets is also featuring a different poet on its blog everyday in April.

2) Listen to a poet

Seen Reading's Julie Wilson has been frantically at work recording poets reading their work for her 30 in 30 project. She explains the project in this video:

3) 'Follow' a poet

Or in this case two poets. Later in April, Coach House Books' Matthew Tierney and Jeramy Dodds, are taking a train across most of Canada and reading at various cities along the way.

4) Buy a poet's work

We know there are a lot of poets out there and it's hard to figure out what poetry to buy, thankfully the Griffin Poetry Prize announces their shortlist on April, 7.

After that why don't you head on down to your favourite bookstore and pick something up off the shortlist.

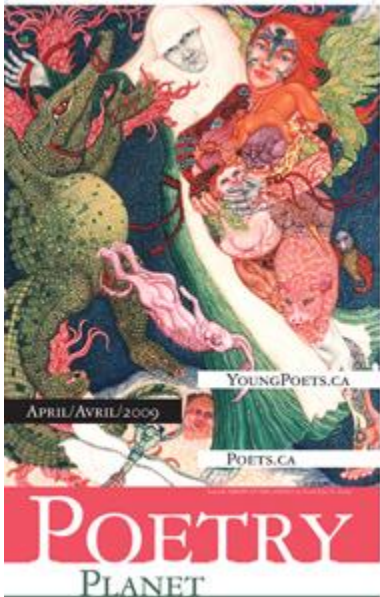
5) See a poet

Poetry events will be springing up all month. Check out your local listings and go see some in April.

Nova Scotia Provincial Library

<http://www.library.ns.ca/node/1399>

April is National Poetry Month



Across North America April is being celebrated as National Poetry Month. The theme for National Poetry Month in Canada is "Poetry Planet" and is being hosted by the League of Canadian Poets.

[Click here to go to the League of Canadian Poets website to learn more about "Poetry Planet."](#)

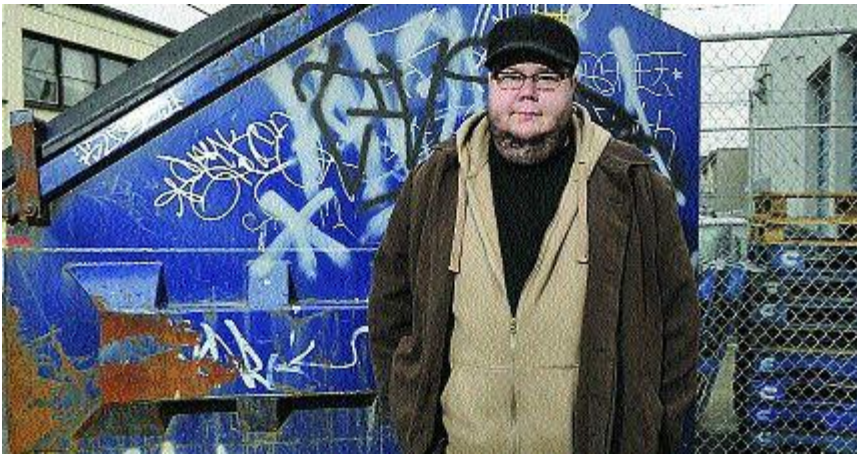
[Click here to go to the League of Canadian Poets blog.](#)

Vancouver Sun ...Sunday April 4, 2009

<http://www.vancouversun.com/News/enjoy+spoken+word+during+National+Poetry+Month/1463966/story.html>

How to enjoy the spoken word during National Poetry Month

We Were Here brings together two hot young B.C. talents



Poet Shane Koyczan will pose important questions about our history and our future.

Photograph by: Glenn Baglo, Vancouver Sun, Vancouver Sun

We Were Here is a cross-disciplinary, concert-length collaboration that will explore not only our memories, but also the ones we hope to create. Bringing together two hot young B.C. talents -- spoken-word artist Shane Koyczan and new-music composer Jordan Nobles -- We Were Here will pose important questions about our history and our future. And it will rock. (Details on F3.) If that only whets your appetite for the spoken word, check out these other events throughout **National Poetry Month in April** (and just a bit beyond ...):

BATHURST CLARK RESOURCE LIBRARY

Date: 2009-03-06, 11:48AM EST

National Poetry Month Celebration and Book Launch (Bathurst Clark Resource Library)

In celebration of **National Poetry Month**, the Vaughan Poets' Circle will be performing readings from their new anthology, "Earth to the Moon".

Bathurst Clark Resource Library
900 Clark Ave. W. Thornhill
Saturday, April 11th
10:30 to 12:30

"Earth to the Moon" is the first book-length anthology produced by the Vaughan Poets' Circle, a diverse group of over a dozen poets who have been meeting monthly since January, 2006 at the Bathurst and Clark Library in Thornhill, Ontario. All of us in the Circle felt the time was ripe to give tangible representation to our collective talents. As well, knowing that there are quite a few poets in the City of Vaughan not able to join us on Saturday mornings, we opened the anthology up to all Vaughan residents. This reflects our gratitude to the Bathurst Clark Resource Library for its support, and our wish to strengthen ties with the community the Library serves.

We chose two timely themes: the Earth, in its ecological and mothering aspects; and – mindful that 2009 is the 40th anniversary of the first landing – the Moon. As it turned out, the book has two Moon sections: one expressing its lyrical and figurative impact, i.e., the moon of lovers and legends; and the other reflecting the Moon's astronomical and more literal properties. Earth to the Moon is published by Hidden Brook Press.

As we celebrate National Poetry Month, the Vaughan Poets' Circle invites you to join us on a poetic journey from the Earth to the Moon.

OPEN BOOK TORONTO

http://www.openbooktoronto.com/events/national_poetry_month_s_launch_featuring_margaret_christakos_and_sue_sinclair

National Poetry Month's Launch Featuring Margaret Christakos and Sue Sinclair

When: Wednesday, April 1, 2009 - 10:00am

Where: Ben McNally Books, 366 Bay Street, Toronto, ON

Details

National Poetry Month in Toronto launches with breakfast and readings by Margaret Christakos and Sue Sinclair. The shortlists for the Gerald Lampert Award and the Pat Lowther Award will also be announced. Meet and mingle with the poets, hear the readings and take part in the Q&A Session at this free event. SUE SINCLAIR has written three previous books of poetry, *Secrets of Weather & Hope*, *Mortal Arguments*, and *The Drunken Lovely Bird*. Her work has been nominated for awards including the Gerald Lampert and Pat Lowther Memorial Award and the Atlantic Book Prize for Poetry. *Mortal Arguments* was Globe 100 title. *Breaker* is her fourth poetry collection. Sue grew up in Newfoundland and now lives in Toronto, where she is doing graduate work in philosophy. MARGARET CHRISTAKOS has published six previous collections of poetry, including *Sooner* (2005, shortlisted for the Pat Lowther Award) and *Excessive Love Protheses* (2002, winner of the ReLit Award for Poetry) as well as the recent chapbooks *Adult Video* and *My Girlish Feast*. She is also the author of the Trillium-shortlisted novel *Charisma*. She teaches creative writing and runs 'Influency: A Toronto Poetry Salon' at the University of Toronto School of Continuing Studies. Raised in Sudbury, Ontario, she has lived in Toronto since 1987.

Schedule:

9:00 AM: Meet and mingle.

9:15 – 9:45 AM: Awards Shortlist announcement with readings.

9:45 – 10:15 AM: Q&A session and interviews with the media.

About National Poetry Month:

Established in April 1998 by The League of Canadian Poets, National Poetry Month brings together schools, publishers, booksellers, literary organizations, libraries and poets across the country to celebrate poetry and its vital place in Canada's culture. Communities and businesses participate through readings, festivals, book displays and other events in several unique venues. This year's "Poetry Planet" theme relates to our land, culture and nature as well as how we define Canada.

GLOBE AND MAIL

Alice Major, Katia Grubisic win big poetry prizes

JOHN BARBER

June 16, 2009

Toronto -- Established Edmonton poet Alice Major and Montreal-based newcomer Katia Grubisic won the two highest honours granted annually by the League of Canadian Poets at its Poetry Fest in Vancouver on the weekend.

Major won the Pat Lowther Memorial Award, which honours the best book of poetry by a Canadian woman in the preceding year, for *The Office Tower Tales*, described by the jury as "an epic work, huge in scope."

Grubisic won the Gerald Lampert Memorial Award, which goes to the year's best first book of poetry, for *What if red ran out*, described as a "brilliantly authentic and inventive debut."