



Canada FBM2020 – Literary Programming Update

One of the major commitments made by Canada to the Frankfurt Book Fair as part of our 2020 Guest of Honour (GoH) presence is the organization of a literary programme.

Canada's GoH literary programme will include: 1) the delegation of authors and illustrators who will attend the 2020 Frankfurt Book Fair to participate in various speaking engagements and presentations; 2) a series of author and illustrator visits to festivals, Literaturhäuser, residencies, and other literary events in Frankfurt and elsewhere in Germany, Austria, and Switzerland throughout 2020 as part of a broad spectrum of Canadian literary and cultural events and exhibitions linked to our Guest of Honour year; and 3) other related literary programming such as poetry slams, storytelling, readings with music, film adaptations of novels, documentaries on authors, etc.

Responsibility for planning and delivering the literary programme has been contracted to Canada FBM2020 by the Department of Canadian Heritage.

Canada FBM2020 is now pleased to announce plans for the organization of the programme. Our goal is to work with a dedicated Literary Programming Committee and our Canadian and German partners to deliver an outstanding and diverse programme that is representative of Canadian authors and illustrators.

We emphasize that there are two intersecting areas of interest within this project: that of Canada's creators and publishers, who want their work presented in German-language territories; and that of German-language publishers and programmers, who have an interest in Canada yet remain attentive to their German audience. The Canadian industry will propose participants, and the German industry will make their selections from this group. A limited number of authors/illustrators/performers will benefit from this prestigious initiative.

Canada FBM2020 Mandate and Commitment to Diversity

The literary programme must represent:

- Indigenous, Francophone, and Anglophone literature, writing, and literary expression in Canada;
- the various regions of Canada;
- literary and non-literary genres;
- books for all ages: children, young adults, and adults.

The declared priorities of the Department of Canadian Heritage for this project are to:

- promote an inclusive and diverse society;
- work toward reconciliation between Indigenous and non-Indigenous Canadians;
- engage youth;
- reaffirm the importance of strong environmental stewardship.

Description of the Project

In early 2019, Canada FBM2020 will establish a dedicated Literary Programming Committee to plan, manage, and deliver Canada's literary programme.

The Committee will be made up of three people based in Canada.

One member of the Committee will be designated as Chair, with the title of Literary Director, and will act as the main liaison for Canada FBM2020 staff, for the Canada FBM2020 Board of Directors, and eventually for the Artistic Producer, who will be responsible for coordinating different aspects of Canada's GoH presence at the 2020 Frankfurt Book Fair.

Logistical support for the Committee in Canada will be provided by Canada FBM2020 staff.

Logistical support in Germany and expertise on the German-language literary scene (including contacts at festivals, Literaturhäuser, publishers, bookstores, and libraries) will be provided by Canadian Embassy and l'Antenne du Québec staff in Berlin, with additional support from German consultants as required over the course of the project. Committee members will also be able to count on guidance from officials in the Frankfurt Book Fair office, who have experience helping previous GoH countries with their literary programmes.

Committee Member Profiles

Committee members must have experience with literary festivals, fairs, *salons du livre*, or other similar events. Experience in programming literary activities will be considered a strong asset. Members must demonstrate wide knowledge of historical and contemporary Canadian literature. The profiles of the three members will be complementary.

Required Skills and Experience

- A minimum of five (5) years' recognized experience in the literary world;
- Proven skills and abilities in programming literary and cultural activities and performances;
- Established contacts in the Canadian writing and publishing fields;
- Capacity to work both independently and as part of a team (especially remotely);
- Strong organizational skills;
- Related experience in an international context will be considered an asset;
- Excellent command of written and spoken English and/or French. Ability to work in both official languages will be considered an asset;
- Knowledge of German will be considered an asset.

Deliverables

Canada FBM2020 is planning for a minimum of 80 Canadian authors and illustrators to participate in GoH activities in 2020. The events at the Fair itself, from October 14-18, 2020, and in the city of Frankfurt during that week, will be the centrepiece of Canada's GoH presence, and we are also planning for authors/illustrators/performers to travel to Germany to participate in other events throughout the year.

The Committee will be responsible for organizing the literary programme, with these main areas of activity:

1. Finalize a list of criteria for the inclusion of authors/illustrators/performers in the delegation and share this list of criteria with the Canadian industry;
2. Prepare a master schedule of literary and cultural events in which Canadian authors/illustrators/performers might participate in 2020, e.g., festivals, book fairs, readings and slams, individual author/illustrator tours, colloquia, residencies, exhibits, workshops, etc.;
3. Communicate with the German programmers of these events to learn what is of interest to them, and then hold discussions with them to determine the Canadian authors, illustrators, performers, and topics;
4. Assist with planning and scheduling when an author/illustrator/performer is invited to one of those events;
5. Propose, confirm, and schedule the GoH author/illustrator/performer delegation for the 2020 Frankfurt Book Fair;
6. Maintain a master schedule for all confirmed GoH literary events.

A major milestone for Canada FBM2020, and thus for the Literary Programming Committee, is to have the delegation and reading tour lists ready, and to start the activities and promotion in Germany by March 2020, at the Leipzig Book Fair.

Travel to Germany to make connections with programmers will be an important part of the Committee's work, and it will be the Committee's responsibility to plan these trips within the project budget. The first of these trips would be a visit by one Committee member to the Leipzig Book Fair, from March 21 to 24, 2019. The purpose of this initial trip will be to meet with officials from the Frankfurt Book Fair and representatives from different book festivals, Literaturhäuser, residencies, etc., in order to learn about these different venues and to establish programming contacts, and also to meet with Canadian Embassy and l'Antenne du Québec staff. Some German programmers are expected to visit Canada throughout 2019 in order to meet with Canadian authors and illustrators, and members of the Committee will be expected to participate in these visits.

Canada FBM2020 will coordinate regular phone meetings of the Committee, with in-person meetings as required. Canada FBM2020 and the Canada Council for the Arts will also provide information about new German rights deals to the Committee, so they are informed about those Canadian authors and illustrators who will have new books out in the GoH year. In addition, they will provide a broader list of which Canadian authors/illustrators have been translated into German within the past few years.

The Committee will provide regular progress reports to the Canada FBM2020 Board of Directors. As such, the Literary Director may attend Canada FBM2020 Board meetings as required. The Committee will coordinate with Canada FBM2020 and its partners on questions of author/illustrator travel and accommodation. Funding for travel by Committee members will be provided by Canada FBM2020. Funding for author/illustrator GoH travel is expected to come from a range of other sources, including various levels of government, the Canada Council for the Arts, sponsorships, and contributions from German partners such as publishers and festivals.

Delegation of Authors/Illustrators

To a large extent, the makeup of the GoH literary programme will be based on invitations extended by German publishers, festivals, Literaturhäuser, etc.

There will be clear criteria for authors and illustrators to be considered for inclusion in the GoH literary programme. The first criteria are:

1. The author/illustrator has a German commercial partner for their work.
2. The author/illustrator has a recent German release. This is an important consideration for German publishers and programmers, whose interest is in engaging the German public with new work.
3. The author/illustrator is notable through reputation or through subject matter of interest in Germany but has been overlooked in the process of translation.

We expect there will be opportunities to program events with certain Canadian authors/illustrators whose work has not, or not yet, been published in Germany, but these will not be the main focus of the programme.

The Committee will work with Canada FBM2020 to finalize a longer list of criteria that can be shared throughout the Canadian industry as a matter of priority.

Contracts and Budget

Canada FBM2020 will award individual contracts to members of the Committee: one contract for the Literary Director and one contract each for the other two Committee members.

Individual contracts will be aligned with the project budget and reporting requirements of Canada FBM2020 and will cover the period from initial hire in spring 2019 through the 2020 Frankfurt Book Fair, including the period required for the Committee to produce a mandatory final report after the Fair.

The Committee must work within the Canada FBM2020 budget, which is to cover Committee members' contracts and expenses for the duration of the project. This budget number will be provided to serious applicants, on request, in advance of the application deadline.

The annual value of each individual contract for the Literary Director's and the other Committee members' services will be based on the criteria below.

Literary Director: approximately 75 days of work in the 2019-2020 financial year (April 1, 2019 – March 31, 2020) and approximately 75 days of work in the 2020-2021 financial year (April 1, 2020 – March 31, 2021); and

Committee members: approximately 60 days of work in the 2019-2020 financial year (April 1, 2019 – March 31, 2020) and approximately 50 days of work in the 2020-2021 financial year (April 1, 2020 – March 31, 2021).

International and domestic travel expenses for Committee members are to be accounted for within the project budget, and planning and budgeting for such expenses will be the responsibility of the Committee, with guidance and approval from staff. The Committee's budget does not include author/illustrator honoraria or author/illustrator travel expenses, which will be handled separately.

Canada FBM2020 staff and the responsible sub-committee of the Canada FBM2020 Board will evaluate all applications, conduct interviews with candidates, and award each individual contract after the overall approval of the Canada FBM2020 Board.

During the selection process, if necessary, Canada FBM2020 reserves the right to change the composition of the Committee.

Applications

We ask for applications to be sent to the Canada FBM2020 office by **Monday, January 14, 2019**.

Apply by email to info@canadafbm2020.com with the subject line "Literary Programming Committee."

Applications should include a cover letter describing your interest in participating in this project and your experience in the area of literary programming, a copy of your resume, an indication of whether you are applying to be the Literary Director or one of the Committee members, and an indication of your fee expectations for the work as it is described above.

Canada FBM2020 is a bilingual organization and applications may be in the official language of your choice.

Applicants must be Canadian citizens or landed immigrants, be over the age of 18, be passport holders, and have no travel restrictions within or outside Canada.

Full-time staff of Canadian publishing houses will not be considered. For the sake of transparency, applicants with a close personal or professional relationship with a Canadian publishing house that may present a potential conflict of interest must declare it as part of their application.

Questions

If you have questions about the project or the process, please contact Caroline Guertin at cguertin@canadafbm2020.com.