



## **SWG Author Readings Program**

### **Guidelines for Hosting a Successful Author Visit**

For Saskatchewan Writers Guild (SWG) purposes, one reading or presentation is defined as a period of 45 to 60 minutes.

During that time, the author will read from a published book or a work in progress, and may also do any of the following:

- discuss where ideas come from
- talk about his or her career
- respond to specific queries about books with which the audience is familiar
- discuss the work of other writers or the writing and publishing process.

It is necessary for writers and hosts to contact each other prior to the reading to confirm plans and to ensure that your expectations for the reading are similar. You need to agree ahead of time on the following:

- the amount of time the author will spend
- the format of the reading
- what kind of presentation will be delivered, including the content and subject matter of the presentation
- the size of the audience
- the kind of space the writer would like to speak in (usually not a gymnasium)
- the audience level(s)
- any special audio visual equipment needs
- seating arrangement preferences.

Please ensure that you are familiar with the author's work so that you can effectively introduce the author to your audience.

If the writer is traveling a distance to the reading, please make appropriate arrangements for meals and accommodation ahead of time and contact the writer with the information well in advance. Please also send directions to locate your facility within your town or city, the hotel/motel, and advice on the best traveling route, particularly if there are any special circumstances.

The venue should include adequate lighting, a sound system if required, plenty of table space, a chair, a lectern and water. The host of the reading should greet the writer upon arrival at the school, provide the audience with a few introductory remarks at the beginning of the reading, invite questions after the reading and thank the reader and audience at the conclusion of the reading. If the reading is for younger audiences, the host and classroom teachers/other adults should also be available to monitor the students and/or audience during the reading.

If a school group or several groups of students will participate, please communicate with the teachers about their expectations and relay this information to the writer, so that the writer will be prepared for the specific type of reading and address those aspects. For school audiences, readings work best when the teachers and the students are familiar with the author's books. Many writers have their own web sites or other information that can be obtained ahead of time.

School, library and community readings are wonderful opportunities for authors to have their books reach their audience. Most authors have books available to sell if you'd like to make arrangements with the author in advance or at the event. Also, audience members may wish to bring a book to be autographed by the author.

Take advantage of as many promotional activities as you can: newsletters, posters, displays, and invitations to school boards or other local dignitaries and media contacts. Try to find ways to link book displays, writing projects and other writing-related activities to the author visit.

Please acknowledge the sponsorship of the SWG and our funders, the Saskatchewan Arts Board, SaskCulture and Saskatchewan Lotteries, during the introduction of your writer. A sign may also be displayed before and during the reading. A template for this can be found on the SWG website.

Both host and writer should send in their report forms to the SWG as soon as possible after the reading.

Thank you for your participation in the program and enjoy your reading!