

**2019 Michigan Notable Books Program  
([www.michigan.gov/notablebooks](http://www.michigan.gov/notablebooks))**

**Authors' Tour  
Instructions for Participating Libraries**

Congratulations! You are one of 50 libraries selected to participate in this year's Michigan Notable Books Authors Tour.

Michigan Notable Books is an annual program that features a juried selection of twenty outstanding titles - including fiction and nonfiction - published the previous year and set in Michigan or in the Great Lakes or written by a Michigan author. The program includes a tour of libraries by the Michigan Notable authors who visit communities across the state, engaging residents in readings, learning and dialogue. Michigan Notable Books inspires the people of Michigan to read and to connect with each other and the places where they live. The program broadens people's understanding of Michigan's history and culture by raising awareness about the events and ideas that helped shape Michigan, as we know it today.

This program is made possible thanks to support from the Michigan Humanities Council, the Library of Michigan, the Library of Michigan Foundation, Meijer, and the Michigan Center for the Book. Media partners are MittenLit.com., City Pulse, Queue Advertising and Gennara Photography.

***If someone other than you is responsible for managing this program for your library, please share this memo with him/her and send me their contact information. That way we'll ensure he/she receives all future communications.***

**ABOUT THE PROGRAM:**

WHAT: Each library selected for the tour presents one author visit. The authors' presentations are free and open to the public.

WHEN: The tour will take place in April, May and June.

WEBSITE: [www.michigan.gov/notablebooks](http://www.michigan.gov/notablebooks)

**I HAVE MY AUTHOR ASSIGNMENT, WHAT'S NEXT?**

- Attached is a list of participating libraries along with their assigned author and contact information. Libraries are responsible for contacting their authors directly to schedule the visit.
- **You have until February 15th to schedule your author's visit and inform the library of the date/time of the visit.** If we do not hear from you by this deadline, your author may be re-assigned to another library. If you have any difficulties reaching your author at the contact information provided, please let me know right away.

- We plan to publicly announce the full tour calendar and mail promotional materials (posters and bookmarks) in early March.

### **IMPORTANT INFORMATION:**

- **Each participating library will receive a mini-grant of \$100. These funds should be used to help promote the program. Authors will receive \$300 (all-inclusive) directly from the Library of Michigan Foundation for each library visit. If two or more co-authors visit a library together, the \$300 is split accordingly.**
- Library visits can be scheduled on weekends or weekdays, depending on the author's availability and the library's schedule of activities.
- The matching of libraries and authors takes a great deal of planning. We take into consideration the author's place of residence, their availability to travel far, and the proximity between his/her other library visits.
- For U.P. libraries: To help authors with travel costs and time commitment, those sharing the same author should coordinate dates between the libraries so that the author can make the visits in one trip.
- Authors will decide on the content of their presentations. We have asked them to discuss their work, their background, etc.
- Authors may ask for audio/visual equipment. However, they know that availability of this type of equipment will depend on each library.
- Libraries are asked to provide some refreshments for their author, especially if the author is driving a long distance to get there.
- Libraries may be required to provide overnight accommodations and local transportation if their author requests it due to distance traveled. Please make arrangements for a hotel/motel at no cost to the author.

### **BOOK SALES**

- We ask that libraries work with a local bookseller to make sure copies of the author's books are on sale at the MNB author event. If arrangements can't be made with a bookstore, libraries should invite their assigned author to bring books for sale.
- Working together with a local bookstore will help increase the overall visibility of the program and please authors and publishers by increasing the sales of their titles.

### **PROGRAM SPONSORS**

- If any of the sponsors have a presence in your community, we urge libraries to contact the store/branch manager, invite them to attend the author's visit or send a representative and publicly thank them for their support of the program.
- All the sponsors, including the Library of Michigan, Library of Michigan Foundation and Michigan Humanities Council trustees and staff, will be invited to attend any and all the library sessions and they may be in

your audience without you knowing it. We urge libraries to thank all the sponsors by naming each one individually. This may take a minute but it is very important!

### **HOW CAN I ENSURE A GOOD AUDIENCE?**

- Libraries are required to promote their author's visit within their communities. To assist you, we will send you a sample press release, Michigan Notable Books posters, bookmarks, program information and bio information about your author.
- Place the posters and bookmarks in prominent locations within your library so everyone can see them.
- Promote the program on your website, newsletter, signage.
- Provide a link to the Library of Michigan website for additional information.
- Libraries are asked to introduce the Michigan Notables Books program to your audience when introducing the author. A set of talking points will be provided. The books are of such diversity and quality that it seems a shame not to be able to promote all of them!
- Libraries are asked to publicly thank the sponsors when introducing the author to the audience. This is important because without the sponsors there would be no program!
- Please save samples of your promotional pieces to send to us. The Humanities Council is interested in seeing samples at the end of the project.
- Build special displays or invite other Michigan authors that live in your communities to create additional interest in Michigan books. Be creative!
- Plan a One Book-One Community read or a book discussion before the author's visit.
- Before setting a date for your author's visit, check for potential conflicts with other community happenings.
- Ask a local affinity group to co-sponsor the event. That will help generate a larger turnout. Most of the Notable books lend themselves to some local sponsor/partner, such as the Sierra Club, a historical society or a reading club.
- Promote the program at churches and senior citizens homes.
- Take photos during the author's presentation. We may want to use the best ones to promote the program in the future.

### **PROGRAM EVALUATION:**

- The Michigan Humanities Council **requires** that all project participants fill out an evaluation/survey.
- Mini grants will be issued to library **after** the evaluations have been received by the Library of Michigan.
- Author survey: We provide the survey for the authors who return it directly to us.

- Libraries are responsible for two surveys. One is for the audience members. One is for the library director. We will send the two surveys along with the promotional materials.
- Audience survey: Libraries should make copies and distribute the audience surveys to the audience. You should explain to the audience members how important their input is and ask that they fill it out and return to you at the end of the presentation.
- Libraries survey: The Library Director should fill out the survey during the author's visit. **Sign it and mail it along with the audience surveys to after your author's visit. (Emailing surveys won't work, because a hand-written signature is required).**
- **Please pay special attention to the audience's demographics section (page 3).** This is data that the Humanities Council needs in order to forward to the National Endowment for the Humanities.

**Please mail the surveys to:  
Library of Michigan  
702 W. Kalamazoo Street  
P. O. Box 3000r  
Lansing, MI 48909  
Attn: Edwina Murphy**

**SPECIAL EVENT – MARK YOUR CALENDAR!**

On Saturday, April 27th, the Library of Michigan Foundation will host "Night for Notables," a special event in honor of the 2019 Michigan Notable Books Authors. The evening will feature a tribute to the authors by State Librarian Randy Riley followed by a keynote presentation.

Taking place at the Library of Michigan, in downtown Lansing. Guests will enjoy book signings by many of the Michigan Notable Book authors. To purchase tickets or to get more details, call TEL: 517.335.1488. The Library of Michigan is located at 702 W. Kalamazoo Street, Lansing. A portion of the evening's proceeds will be used to help promote the Michigan Notable Books program.

Best wishes for a successful Michigan Notable Books author presentation at your library!