



Texas Book Festival

TO: Texas Book Festival Authors
FROM: Cyndi Hughes, Director
DATE: October 2, 2001

Enclosed is the **confirmation of your reading/panel and signing time** at the Texas Book Festival in Austin November 17-18. Please note the information about check-in and the length of your session (and about the moderator if you're on a panel). Also enclosed is a **preliminary program schedule** of all presentations; because it's likely to change, we'll send you a new one in our next mailing.

After your presentation, an escort will guide you to one of the TBF signing tents, which are outside the Capitol. In case you're wondering why our book sales and signings take place outside the Capitol, here's the reason: State law prohibits fundraising that benefits any entity besides the State of Texas on state property. Because the Texas Book Festival is a private nonprofit corporation that raises money for libraries, books and merchandise must be sold off state property (in our case, the street, which is City of Austin property).

Please don't worry about getting your books to the signing tents. We will order the books, and if we encounter any problem getting your titles, we will contact you.

A Note to Panel Participants

Our panels have historically been very well attended (standing-room only, in most cases) whereas many solo presentations often draw twenty or fewer audience members. The panels are very lively and a good way for you to make your work known to new readers.

With that in mind, if you're on a panel, you might be interested in making a second appearance in our Reading Tent, which will be part of the book fair (we also have a Children's Chapter Reading Tent for children's authors). Each author may sign up for a 30-minute slot and give a short reading. If you would like to appear in the Reading Tent, please use the enclosed form to sign up for a time by October 20 or e-mail us at bookfest@worldnet.att.net and give us your preferred day.

Event Updates

- The Authors Coffee (8:30 to 10 a.m. Saturday, November 17) will take place at the Governor's Mansion. Texas First Lady Anita Perry will host the event. Each TBF author may bring one guest. **Because we must provide a guest list before the event, please fill out the enclosed reply form with your name and the name of your guest and return it to the TBF office no later than October 20.**
- The Authors Party (7 to 10 p.m. Saturday, November 17) will be at the Four Seasons. The Flatlanders (with Jimmie Dale Gilmore, Joe Ely, and Butch Hancock) will provide musical entertainment. Each author will receive two complimentary tickets. If you wish to purchase additional tickets, they are \$35 each.

Press Release Template

A **sample press release** will be e-mailed to you in the hopes that you can alert your local media about your participation in the Festival. If you do not have e-mail, please contact PR Coordinator Jennifer Hill at 512/472-4122, and she can send you one.

Look for another mailing in mid-October, with any remaining details (such as your Authors Party tickets and parking information) and a complete schedule. See you soon!

*Questions? Contact Cyndi Hughes (512/472-3808, cyndihughes@worldnet.att.net)
or Colleen Hobbs (612/474-9741; colleenhobbs@worldnet.att.net).*

For the latest information on the Festival, please visit www.austin360.com/texasbookfestival