

CONFLUENCE POETS EVENT PRODUCER'S CHECKLIST

- Select/consider a theme
- Coordinate with The Confluence on date/time
- Invite Confluence Poets (and others, if appropriate) to read
- Consider the program length/format. Will there be an intermission?
- Will snacks/drinks be served? Coordinate with poets on snacks, the Gallery on drinks / tableware / napkins. Coordinate with Christine on reimbursement for any expenses.
- Curate the submitted content, ensuring compatibility with event theme and Content Policy
- Create the line-up and determine timings
- Communicate the above to participants, and request assistance with setup
- Plan and execute publicity (see details below)
- Determine how poet introductions will be handled
- Introduce and emcee the event (or arrange for other emcee)

PUBLICITY PLANNING

- Prepare flyer artwork (in coordination with The Confluence)
- Prepare alternate artwork for online calendars (square and Facebook dimensions)
- Write press release (or provide info to The Confluence so they can do it)
- 3 weeks prior to event, ensure The Confluence has all artwork for use in newsletters, etc.
- Email press releases to the following outlets three weeks prior to the event
 - Methow Valley News (editor@methowvalleynews.com)
 - Methow Valley Examiner (contact@mvexaminer.com)
 - Wenatchee World (jessica.drake@wenatcheeworld.com)
- Email blurb to KTRT for on-air use; sample attached (depdon@gmail.com)
- Email short announcement to MVN, subject line: For Arts Briefs
- Also email the short announcement to:
 - cocoalaney@cascadiadaily.com
 - margaret.bikman@gmail.com (influencer, westside)
 - events@villagebooks.com (Bellingham)
 - sfblair61@gmail.com (Shrub Steppe Poetry)
 - joannathomasxyz@gmail.com (Ellensburg poets)
- Post event to:
 - Facebook (ask Greg to do this; he'll need the FB art, 1920x1005); add The Confluence (and other partners, as applicable) as co-host
 - Methow Valley News (via website)
 - Methow Valley Examiner (via website, square artwork)
 - Twisp Chamber Calendar, including square art (info@twispwa.com)
 - Winthrop Chamber Calendar, including square art (info@winthropwashington.com)
 - Northwest Public Broadcasting (nwpb.org)
 - Methow Bulletin Board (<https://methowvalley.com/bulletinboard.html>)
- Send the information to Greg for the website and monthly literary newsletter
- Create an e-blast and forward to Confluence Poets members for distribution

- ❑ Two weeks prior to the event, post flyers to bulletin boards in Twisp, Winthrop, and Mazama (see reverse of sheet)

FLYER DISTRIBUTION

Typically, 30 flyers will cover everything below. They do not need to be 8.5x11. Half-sheet flyers work just as well, either horizontally or vertically. You'll want to bring extra push-pins! Many bulletin boards do not allow staples.

Twisp

- Blue Star
- Rosauer's
- Methow Valley Community Center (2, left with office)
- Twisp Library (left with librarian)
- Post Office
- TwispWorks Offices
- Old Schoolhouse Pub
- The Confluence
- MethowArts outside bulletin board
- La Fonda
- Grange Hall

Winthrop

- Clinic
- Post Office (leave at counter)
- East 20
- The Barnyard
- Library
- Rocking Horse
- Trail's End
- Jupiter
- Winthrop Store (Gas Station)
- Town Hall Bulletin Board (by bathrooms)
- Inside Out (check with owner)
- Carlos 1800
- Old Schoolhouse Brewery
- Red Barn (window and bulletin board)
- Visitors Info Center

Mazama

- Woodstone Pizza
- Mazama Store

Carlton Store

Methow Store

SAMPLE RADIO SPOT

“What the river says, that is what I say.”

Those are William Stafford’s words from his poem “Ask Me” which is inscribed on a plaque on the banks of the Chewach River in Winthrop. Celebrate the life and work of William Stafford on Sunday, January 14h at 2 pm at The Confluence in Twisp. This year’s annual Stafford Birthday Reading features poetry by Stafford and the Confluence Poets. To honor Stafford’s lifelong work as a philosophical poet and pacifist, middle schoolers from Liberty Bell and Paschal Sherman Indian School will read their own poems that either enter the world of a stranger or make observations about the human condition. Bring your favorite Stafford poem or story to share. That’s the William Stafford Birthday Poetry Reading on Sunday, January 14th at 2 pm at The Confluence (Gallery) in Twisp.