

**Texas  
Book  
Festival**

**2018 ANNUAL REPORT**



# *FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR*

The Texas Book Festival's mission connects authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. Our programs improve literacy and literary engagement throughout the state, thanks to the investment of board members, donors, sponsors, partners, and volunteers who believe in the power of reading to change lives.

2018 marked the annual Festival Weekend's twenty-third year. Last October 27-28, more than 50,000 attendees turned out to meet more than 300 authors, such as National Ambassador for Young People's Literature Jacqueline Woodson, James Beard-nominated chef Edward Lee, PEN award-winning debut writer Nana Kwame Adjei-Brenyah, astronaut Scott Kelly, Pulitzer Prize-nominated Tommy Orange, and the legendary Sandra Cisneros.

In 2018, we continued sharing the joy of reading throughout the state, in Austin, Dallas, Fort Worth, Houston, the Rio Grande Valley, and Midland. In addition, libraries across the state received grants to put more books on their shelves.

The work we do would not be possible without your involvement and support. Thank you for sharing our commitment to literacy and literary culture in Texas.

Warm regards,



A handwritten signature in black ink, appearing to read "Lois".

Lois Kim  
*Executive Director*



A handwritten signature in black ink, appearing to read "Sarah".

Sarah Queen  
*Board Chair*





## FESTIVAL IMPACT

50,000 people attended the 23rd annual Festival Weekend, held on October 27-28 in and around the Texas State Capitol. Special features this year included the Next Chapter middle grade tent, Pete Souza at the Long Center, chef Edward Lee at James Beard-nominated restaurant Olamaie, and the Latinx Lit Tent. Even as the Festival grows and evolves, it remains free and open to the public, continuing to welcome and inspire all book lovers.

One of our most important strategic goals is to feature authors for everyone, and represent a diversity of voices that reflects the diversity of Texas. In 2018, we featured 306 authors! Of these authors, 105 were Texas-based! The authors lineup included 83 adult fiction authors, 93 adult non-fiction authors, and 91 children and YA authors. Demographics self-reported by the authors included 142 authors of color, 173 female authors, and 26 LGBTQUIA+ authors. Thank you for helping to keep the Texas Book Festival accessible, welcoming, and safe for all authors and attendees!

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## BOOK SALES

Through book sales, the TBF is able to secure award-winning and popular authors, and support the strong reputation of the Festival with authors and publishers. In 2018, official Texas Book Festival bookseller BookPeople reported \$285,135 in book sales. A portion of all sales supports the Texas Book Festival. Thank you for supporting authors, local business, and the Texas Book Festival!



## JAN HUGHES VOLUNTEER AWARD

We recognized Festival Volunteer Chairs and Capitol Monitors Laramie Stroud and Curtis Smith for their long-standing and invaluable service to the Festival. This award is in honor of Jan Hughes, the Texas Book Festival's former Board Chair and longtime volunteer.



## TEXAS WRITER AWARD

We were thrilled to honor author and former Director of the Michener Center for Writing, James Magnuson, with the Texas Writer Award. His contributions to Texas literature are evident in so many of the incredible Michener authors at the Festival.





## LIT CRAWL

A collaboration between the Texas Book Festival and the Litquake Foundation, Lit Crawl Austin celebrated its eighth year of irreverent literary programming. On Saturday, October 27, more than 2,000 book enthusiasts and more than 50 authors and poets joined us on East Cesar Chavez for a night of performances, trivia matches, and all-ages storytelling sessions. Participating authors included Tommy Orange, Rebecca Makkai, Jamel Brinkley, Meg Gardiner, and Alexander Chee. Partnering organizations included The Texas Observer, Black Poets Speak Out, Story Bar, Gulf Coast, Awst Press, Austin Bat Cave, fields, Deep Vellum, Space Squid, American Short Fiction, and Mystery People. Thank you to the generous venues that made this possible!



## YEAR-ROUND ACTIVITIES

On April 7, we returned to the San Antonio Book Festival with our second Fiesta Medal! We always love to celebrate the joy of reading and raise awareness about the annual Festival and all our programs with the San Antonio community.

On May 31, the team headed west to Midland to host a literary salon with author, historian, and UT Austin professor, H.W. Brands. He read from and presented his book, *The General Vs. the President: MacArthur and Truman at the Brink of Nuclear War*.





## IN 2018, THE TBF:



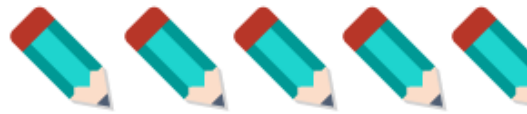
Awarded more than \$100,000 to Texas public libraries through our Library Grants program.



Gifted 10,800 books to elementary school students in Title I schools in Austin, Dallas, Fort Worth, and the Rio Grande Valley through Reading Rock Stars.



Gave 48 libraries collection-enhancement grants



Coordinated 47 author visits, connecting authors to students



Gave out nearly 400 books to teen readers through Real Reads



Made an impact in 17 Title I schools in Austin, Dallas, Fort Worth, and the Rio Grande Valley

Since 1995, the Texas Book Festival has given more than 100,000 books to Title I elementary students and more than \$3 million to Texas public libraries.

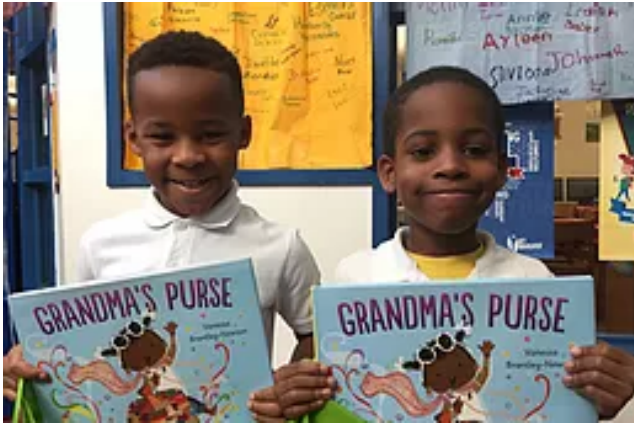
A few of our favorite 2018 stats:

- After Reading Rock Stars, schools reported an average 77% increase in interest in reading, 40% increase in interest in writing, 30% increase in interest in art, and 53% reported greater excitement about learning overall!
- 60% of Reading Rock Stars schools reported that this was probably the first book owned by the child.
- TBF awarded a library grant in all ten Texas Library Association's districts.
- Sylvia Acevedo, author, rocket scientist, and Chief Executive Officer of the Girl Scouts of the USA, met with local Girl Scout troops!

*"I love the enthusiasm the authors/illustrators bring to the campus. They teach the kids to follow their dreams and find their passion. The students at our school would not be able to afford these books and to have them signed by the author is an added bonus." - Reading Rock Stars teacher*

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## READING ROCK STARS

On January 8, we returned to Dallas with Reading Rock Stars. The next day, we made the short drive out to Fort Worth to launch the pilot Reading Rock Stars program at Rosemont Elementary with authors Vanessa Brantley Newton, Roda Ahmed, and John August. The school gave the authors a warm Texas welcome, and more than 650 children received their own signed book!

On March 1-2, we drove down I-35 to bring Reading Rock Stars to the Rio Grande Valley. Between five Title I public elementary schools and eight authors, we gave out more than 3,100 books! For many of these children, this was the first book of their very own, and each child received their book personally from the author.

## TEXAS LIBRARY ASSOCIATION IN DALLAS

On April 3-6, we attended the annual Texas Library Association Conference in Dallas. We met hundreds of librarians from across the state, and thanked them for their hard work. On April 5, we announced more than \$100,000 in Texas Library Grants to 48 libraries. These grants are for collection enhancement and pay for the books that each community needs the most. These books include Spanish YA books, grief counseling books, large-print novels, and children's STEM books.

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## TEXAS TEEN BOOK FESTIVAL

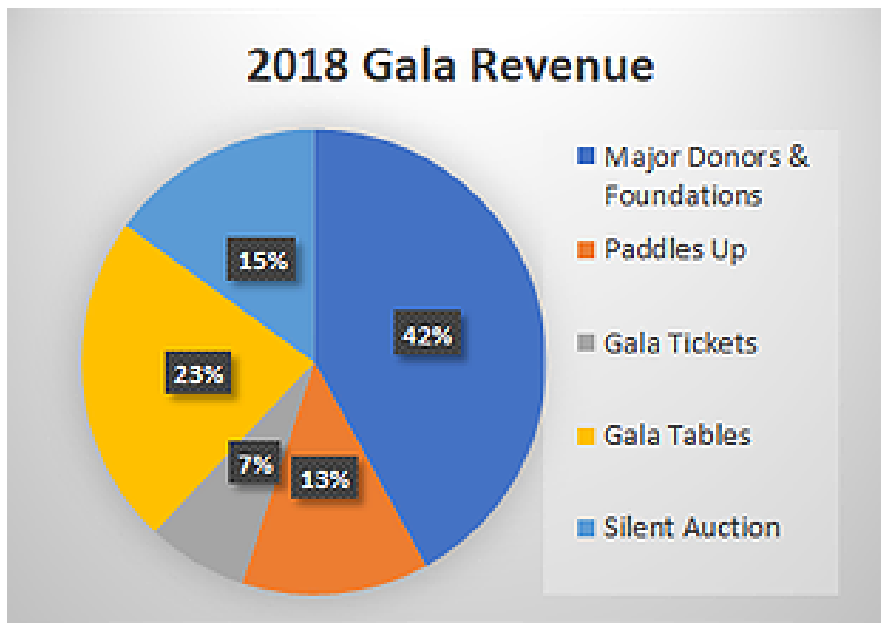
The Texas Teen Book Festival was held at St. Edward's University on Saturday, October 8, 2018. More than 5,000 teens, YA fans, teachers, and librarians spent the day meeting authors, discovering new favorite books, and celebrating the joy of reading with their peers.

Some of our favorite Texas Teen Book Festival highlights include:

- The brand new Studio Create! Centrally located, this unique interactive space brought our partners together under one tent roof to share interactive experiences with Festival attendees, including book-making, pin decorating, and photo ops from the most popular YA books.
  - A costume contest sponsored by Fierce Reads! While a young Mary Poppins took the grand prize, other favorites included Camp Half Blood, Harry Potter and friends, Queen of Hearts, and three generations of Shadow Hunters.
  - Nic Stone, author of *Dear Martin*, not only presented on a panel and gave a keynote, but also gave a private session to a group of KIPP Austin students, letting them ask all their questions about the book and being an author.
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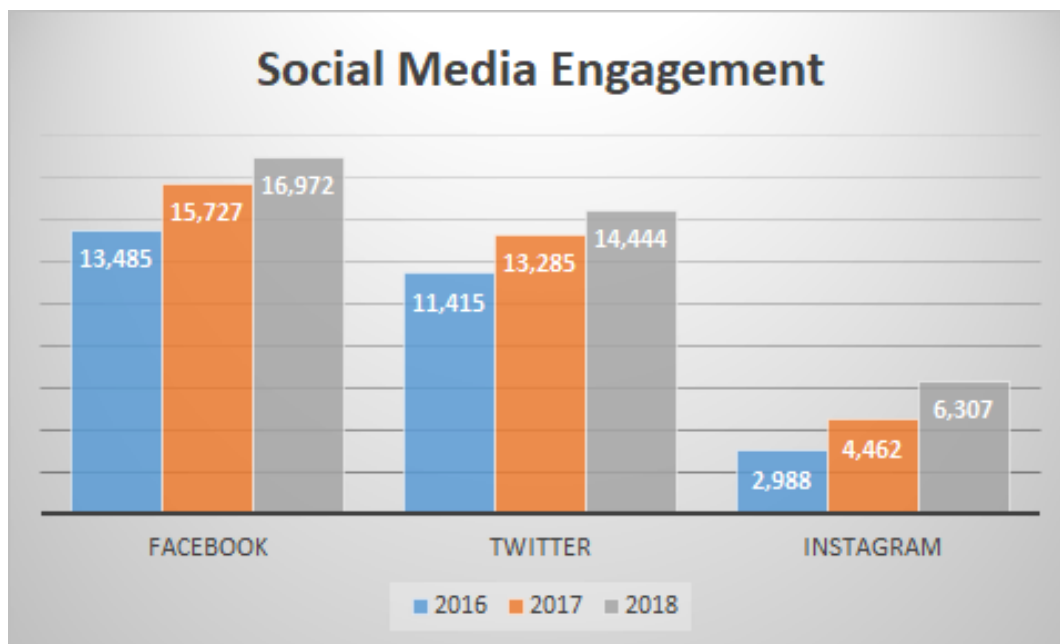
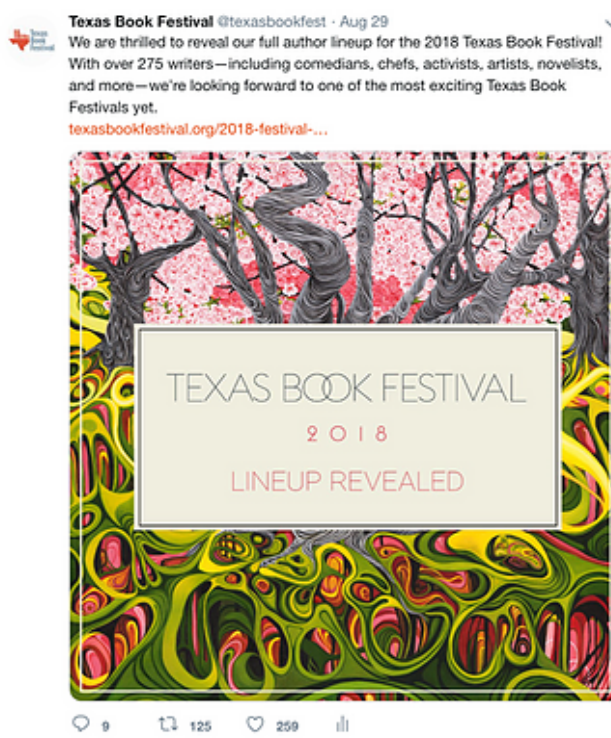
## FIRST EDITION LITERARY GALA

In 2018, the First Edition Literary Gala was held at the Four Seasons in Austin, Texas on Friday, October 26. The Gala featured authors Michael Beschloss, Celeste Ng, Luis Alberto Urrea, Jacqueline Woodson, and Jake Silverstein of The New York Times Magazine was the emcee. Children's author Vanessa Brantley-Newton shared her experiences from Reading Rock Stars that very morning. Overall, the Gala raised more than \$721,000 for the Texas Book Festival!

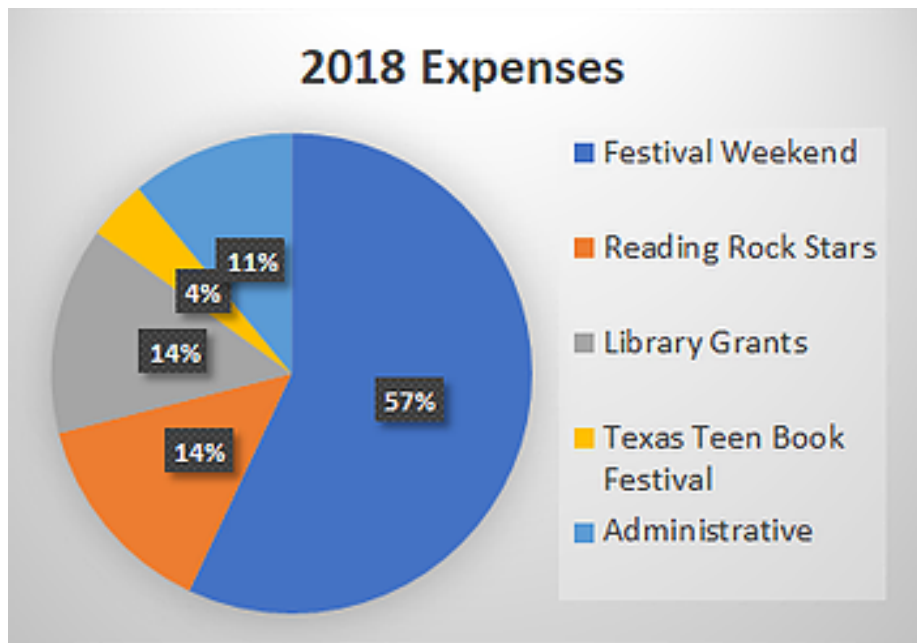
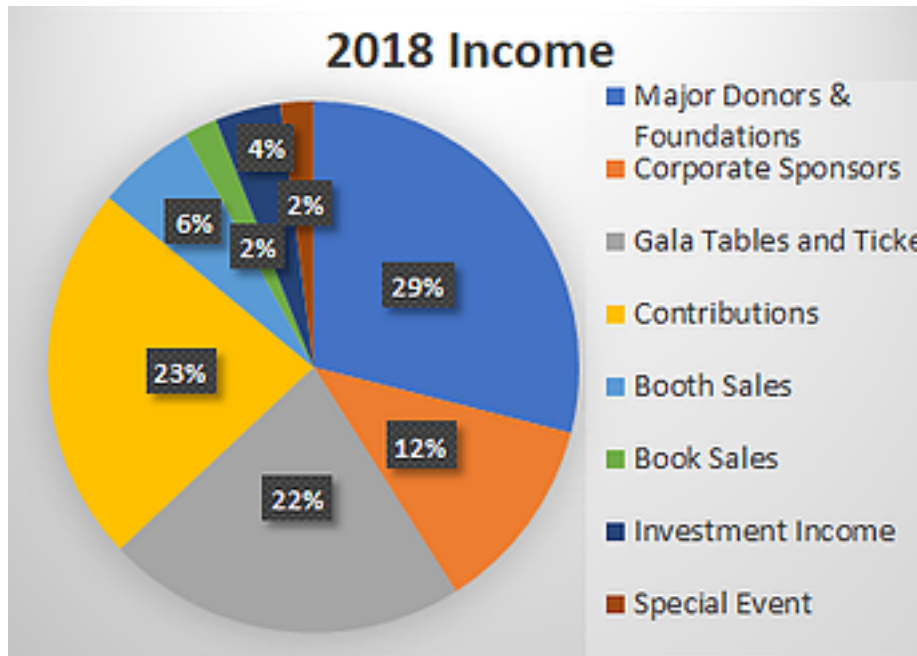




# ENGAGING OUR COMMUNITY



# INCOME AND EXPENSES



We are grateful for every individual donor, foundation, and corporation that supports the Texas Book Festival's operating budget of \$1.5 million. Notable campaigns and new supporters included \$13,063.54 from individual donors during Amplify Austin. First-time grants include funding from the Sid Richardson Foundation for the Reading Rock Stars pilot program in Fort Worth, the Zale Foundation for a Reading Rock Stars program in Dallas, and the Topfer Family Foundation for Real Reads.





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**and Family**

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## CURRENT STAFF

Lois Kim, *Executive Director*  
Claire Burrows, *Development Director*  
Julie Wernersbach, *Literary Director*  
Lea Bogner, *Outreach Manager*  
Lydia Melby, *Literary and Communications Coordinator*  
Maris Finn, *Financial and Administrative Coordinator*  
Nicole Wielga, *Logistics and Volunteer Coordinator*

## 2020 BOARD OF DIRECTORS

Laura Bush, *Honorary Chair*  
Sarah Queen, *Board Chair*  
Sarah Bird  
Gigi Edwards Bryant  
Josefina Casati  
Ken Cho  
Michelle Diggs  
Mary Herman  
Regina Montoya  
Anna Near  
Amy Paddock  
Ana Ruelas

Dave Shaw  
Maya Payne Smart  
Heidi Marquez Smith  
Brian D. Sweany  
Darryl Tocker  
Carol Wagner  
Leslie Ward  
Darren Woody  
Spencer Wells  
Zeynep Young

## GOLD LEAF SPONSORS

**\$25,000+**

Betsy and Hughes Abell - Buena Vista Foundation  
Marc and Suzanne Winkelman  
St. David's Healthcare  
The Tocker Foundation

## AUTHOR'S CIRCLE

**\$15,000+**

Laura Bush and President George Bush  
Karen and Ray Brimble - One Skye Foundation  
Kay and Elliot Cattarulla  
Regan and Billy Gammon  
Herbert Simon  
Maria and Darren Woody  
Katherine Wright - Wright Family Foundation

# THANK YOU!

Because of your support, TBF is able to provide the annual Festival free of charge and offer high quality literary programming and books to communities across Texas. Thank you for sharing Texas Book Festival's vision to inspire all Texans to love reading.

## VOLUNTEER

Texas Book Festival relies on nearly 1,000 volunteers during the Festival Weekend! If you're interested in volunteering, please contact Nicole Wielga, Logistics and Volunteer Coordinator, for more information, [nicole@texasbookfestival.org](mailto:nicole@texasbookfestival.org)

## ATTEND THE GALA

The First Edition Literary Gala is our main fundraising event of the year! It will be held on October 25, 2019, and will include a silent auction and inspiring program featuring some of the year's best authors.







Texas Book Festival

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