

BLOOMSDAY IN MONTREAL - 2012

REPORT AND RECOMMENDATIONS

Overview:

The idea for a Bloomsday celebration for Montreal was hatched in the *Ulysses* study group Dave Schurman moderated in the Fall of 2011. The MCLL Council at its meeting on December 6 gave its approval to move ahead with the project. A Planning Committee was formed in January 2012 and work was started on developing a program for June 16, 2012. A proposed budget was presented to Council and the following motion was unanimously passed on Feb 2, 2012:

Whereas the MCLL Council has approved in principle the launching of a Bloomsday Montreal 2012 event for June 16, 2012

Whereas a budget (attached) has been prepared laying out preliminary figures related to both revenues and expenses for this event

Whereas funds from the Webster Foundation grant are an appropriate source of funding for this outreach event

Be it resolved that the MCLL Council approve the accessing of the Webster Fund for an amount up to a maximum of \$20,000 for the Bloomsday 2012 Event.

Bloomsday Committee

Members of the Committee are as follows:

Dave Schurman (MCLL) - Chair, working with everyone

Judith Schurman (MCLL) - Co-chair, secretary, working with everyone

Alex Megelas - (MCLL) and PACE Coordinator and McGill liaison

Bob Foster (MCLL) - Media guy working with FB, Twitter, gmail, etc.

Catherine Watson (MCLL) - Working with Movies, documentaries, etc.

Marie-Josée Lambert (MCLL) - Working with pubs, media (French), etc.

Tony Wait (MCLL) - working with Irish groups, general supporter

Matthew Barlow (John Abbott college) - general helper with "social media", lecturer, historian

Bev McGuire (Concordia) - Musical events coordination

We would like to thank all of these people for the very hard work that they did to ensure the success of the events.

Group was formed in January 2012 and had a number of preliminary meetings. Most of the work was done on an individual basis and there was one final review meeting in June. A great deal of work was put in by the group and in the end an excellent program was developed that emphasized both literary and Irish cultural elements. The excellent image created early on by Elana Trager's office was exceptional and very well received.

Final Program

DAY/DATE	EVENT TITLE	TIME	PLACE, INFORMATION, COST (if any)
Thursday June 14 th	E Photo Exhibit: <i>Ulysses - A Personal Journey</i> by Kate Hutchinson. A series of 12 photographs combining images with quotes from James Joyce's <i>Ulysses</i> .	All Day	Atwater Library 1200 Atwater, Westmount 514-935-7344 http://www.atwaterlibrary.ca/events
Thursday June 14 th	BL Opening Event: Readings and songs from <i>Ulysses</i> , with special focus on Nora Barnacle - Joyce's lifelong partner. With Dr. Dana Hearne, Dr. Gus O'Gorman, Kris Epps and Beverly McGuire.	12:30 to 1:30 pm	Atwater Library 1200 Atwater, Westmount 514-935-7344 http://www.atwaterlibrary.ca/events
Thursday June 14 th	S Trivia Quiz: Joyce, <i>Ulysses</i> and Ireland Teams will compete for prizes and prestige after pub food and a "pint" or glass of wine.	5:00 to 8:00 pm	Hurley's Pub upstairs room 1225 Crescent Street, Montreal 514-861-4111 http://www.hurleysirishpub.com Cost: \$20 includes finger food + drink
Friday June 15 th	E Photo Exhibit: <i>Ulysses - A Personal Journey</i> by Kate Hutchinson. A series of 12 photographs combining images with quotes from James Joyce's <i>Ulysses</i> .	All Day	Atwater Library 1200 Atwater, Westmount 514-935-7344 http://www.atwaterlibrary.ca/events
Friday June 15 th	L Lecture: <i>Joyce's Way: Brian Moore in Montreal</i> by Denis Sampson. How Moore became a novelist in Montreal in the fifties, inspired by Joyce, and then wrote Joycean books (sometimes set here).	10:00 am to 11:30 am	McGill Community for Lifelong Learning (MCLL) - 688 Sherbrooke Street - Room 241
Friday June 15 th	F Film Screening: "Bloom", 2003, starring Stephen Rea, Angeline Ball, 113 mins. Probes the musings, fantasies and awakenings of the enduring characters of Joyce's novel, "Ulysses".	12:00 noon to 2:00 pm	McCord Museum: Bombardier Theatre 690 Sherbrooke St., Montreal 514-398-7100 http://www.mccord-museum.qc.ca
Friday June 15 th	F Documentaries: "Shalom Ireland", 2003, director Valerie Lapin Ganley, 60 mins. Traces the history of Irish Jewry and profiles leading members of Dublin's Jewish community. As well, "The Bloom Mystery" a 26 min documentary on the Hungarian - Jewish origins of Leopold Bloom With Intro and Q and A session	1:00 pm to 3:00 pm	Segal Centre for Performing Arts 5170 Cote Ste-Catherine Road http://www.segalcentre.org/ Everyone interested should call the box office at the Segal Centre for Performing Arts (514-739-7944) and get a free ticket.
Friday June 15 th	L Lecture: <i>The Eyes of James Joyce: An Ophthalmologists' Perspective</i> by Dr. Michael McCusker, retired. Member of MCLL and lover of Joyce!	1:00 pm to 2:00 pm	McGill Community for Lifelong Learning (MCLL) - 688 Sherbrooke Street Room 241 514-398-8234
Friday June 15 th	F Film Screening: "The Dead", 1987, starring Angelica Huston, Donal McCann, 80 mins Adapted from the closing story in Joyce's collection "Dubliners", this is director John Huston's last completed film	2:15 pm to 3:45 pm	McCord Museum: Bombardier Theatre 690 Sherbrooke St., Montreal 514-398-7100 http://www.mccord-museum.qc.ca

Friday June 15th	F <u>Documentary: “Bloomsday Cabaret”</u> , 2005, director and producer Rosemary House, NFB, 48 mins. Presents songs and music from “Ulysses”, performed on Bloomsday 2004 at key locations in Dublin and in St John’s, Newfoundland	3:00 p.m. to 4:00 p.m.	McGill Community for Lifelong Learning (MCLL) - 688 Sherbrooke Street Room 1041 514-398-8234
Friday June 15th	BL <u>Lecture and Official Launch</u> of Montreal Bloomsday 2012 <u>The Achievement of Joyce’s Ulysses</u> by Dr. Michael Kenneally. At Concordia University, he is inaugural holder of the Chair in Canadian Irish Studies and Director of the Centre for Canadian Irish Studies.	4:00 p.m. to 5:30 p.m.	McCord Museum: Bombardier Theatre 690 Sherbrooke St., Montreal 514-398-7100 http://www.mccord-museum.qc.ca
DAY/DATE	EVENT TITLE	TIME	PLACE, INFORMATION, COST (if any)
Saturday June 16th	E <u>Photo Exhibit: Ulysses - A Personal Journey</u> by Kate Hutchinson. A series of 12 photographs combining images with quotes from James Joyce’s <i>Ulysses</i> .	All Day	Atwater Library 1200 Atwater, Westmount 514-935-7344 http://www.atwaterlibrary.ca/events
Saturday June 16th	MP <u>Bloomsday Breakfast</u> with Montreal storyteller Don Pidgeon who will talk about his experiences of Griffintown in the 1940s and 1950s.	8:30 am to 11:00 am	Old Dublin Pub 636 Cathcart Street 514-861-4448 http://dublinpub.ca/home/ Cost: Approx \$6.00
Saturday June 16th	BL THE MAIN EVENT : throughout the day at McGill Campus Readings from Joyce’s <i>Ulysses</i> Musical performances (both Classical and Irish) Irish dancing with the Bernadette Short Dancers Storytelling	10:00 am to 5:00 pm	McGill Campus at JAMES SQUARE : The entrance is through the gates on University Street facing Milton Street. Bring a pillow or folding chair but there is lots of seating space.
Saturday June 16th	S <u>Tour of Griffintown</u> with David Hanna	9:45 am to 12:30 pm	We will meet at the Victoria Metro Station - the McGill and St. Jacques exit.
Saturday June 16th	D <u>Dramatic Presentation of Molly and James</u> - by MCLL’s <i>The Golden Stagers</i>	11:00 am to 12:00 noon	McGill Community for Lifelong Learning (MCLL) - 688 Sherbrooke Street Room 1041 514-398-8234
Saturday June 16th	F <u>Film Screening: “Ulysses”</u> , 1967, starring Milo O’Shea, Barbara Jefford, 124 mins. This now classic film version of Joyce’s novel is an excellent introduction to the book. Puts stream of consciousness on screen.	11:00 am to 1:15 pm	McCord Museum: Bombardier Theatre 690 Sherbrooke St., Montreal 514-398-7100 http://www.mccord-museum.qc.ca
Saturday June 16th	MP <u>Bloomsday Lunch</u> with special menu and traditional Irish music with <i>Belfast Andi</i>	12 noon to 3 pm	McLean’s Pub on Peel Street 1210 Peel Street 514-392-7770 http://www.mcleanspub.com Cost: Special Price
Saturday June 16th	F <u>Documentary: “The Point”</u> , 1978, 48 mins, NFB, producer William Weintraub, Life and times in a largely Anglophone, mainly Irish neighbourhood of Montreal. Time is mid-to-late 1970’s. With commentary by historian Dr. Matthew Barlow	1:00 pm to 3:00 pm	McGill Community for Lifelong Learning (MCLL) - 688 Sherbrooke Street Room 1041 514-398-8234

Saturday June 16th	F <u>Documentary</u> (W. Weintraub): “ <u>Pointe Saint-Charles</u> ” Version française	1:30 pm to 2:30 pm	McCord Museum: Bombardier Theatre 690 Sherbrooke St., Montreal 514-398-7100 http://www.mccord-museum.qc.ca
Saturday June 16th	F <u>Documentary</u> : “ <u>Famine and Shipwreck, An Irish Odyssey</u> ”, version 2012, director Brian McKenna, CBC documentary, 90 mins. Tells the story of the shipwreck of the <u>Coffin Ship Hannah</u> near Cape Ray, off the coast of Newfoundland, in the spring of 1849. Fleeing Ireland and the famine, only some of the 180 passengers survived. With commentary by <u>Brian McKenna</u>	2:45 pm to 4:45 pm	McCord Museum: Bombardier Theatre 690 Sherbrooke St, Montreal 514-398-7100 http://www.mccord-museum.qc.ca
Saturday June 16th	D / MP <u>Dramatized Reading</u> from the <u>Penelope</u> Episode of <u>Ulysses</u> with actress Kathleen Fee as <u>Molly Bloom</u> . This will be followed by a <u>Bloomsday Supper</u> with a special menu	5:00 pm to 9:00 pm	Irish Embassy Pub 1234 Bishop Street, Montreal 514-875-8777 http://www.irish-embassy.com Cost: Special Price
Saturday June 16th	MP Pub Crawl....All the downtown Irish pubs	9-pm to Closing	Pubs Cost: whatever you consume

Category Codes - **BL**: main events; **D**: dramatic presentation; **E**: exhibit; **F**: films/documentaries; **L**: lectures; **MP**: pub & meal events; **S**: special event - quiz, tour
Bloomsday 2012 Montreal Schedule as of June 11, 2012

Attendance at Events

Generally speaking, there was a very good attendance at most events. The following gives a summary of the attendance numbers.

DAY	EVENT	VENUE	ATTENDANCE	NOTE
14th	Photo exhibit - over 2 weeks	Atwater	150-300 (?)	Estimate
14th	Opening Event: Readings and songs from <i>Ulysses</i>	Atwater	95	Full house
14th	Trivia Quiz: Joyce, <i>Ulysses</i> and Ireland	Hurley's	8-10	Cancelled
15th	Lecture: <i>Joyce's Way: Brian Moore in Montreal</i>	MCLL	25	
15th	Film Screening: <i>Bloom</i>	McCord	47	
15th	Documentaries: <i>Shalom Ireland, Bloom Mystery</i>	Segal	75	Max is 85
15th	Lecture: <i>The Eyes of James Joyce</i>	MCLL	17	

15th	Film Screening: <i>The Dead</i>	McCord	60	
15th	Lecture and Official Launch of Montreal Bloomsday <u>The Achievement of Joyce's <i>Ulysses</i></u> by Dr. Kenneally.	McCord	100	Full house
15th	Wine and Cheese welcome and thank you for invited guests	Royal Victoria Hall	60	Estimate
16th	Bloomsday Breakfast with Don Pidgeon	Old Dublin	18 - 20	
16th	THE MAIN EVENT: Readings at James Square from 10 a.m. to 5 p.m.	James Sq.	Varied from 8-10 to 50	Estimates
16th	Tour of Griffintown with David Hanna	Griffintown	30	
16th	Dramatic Presentation of <i>Molly and James</i>	MCLL	15	
16th	Film Screening: <i>Ulysses</i>	McCord	42	
16th	Bloomsday Lunch with Belfast Andi	McLean's	45-50	Estimate
16th	Documentary: <i>The Point</i>	MCLL	23	
16th	Documentary: <i>Pointe Saint-Charles Ver. française</i>	McCord	6	
16th	Documentary: <i>Famine and Shipwreck</i>	McCord	60	
16th	Dramatized Reading from the <i>Penelope</i> with Kathleen Fee	Irish Embassy	60	

Questions regarding Attendees:

1. A precise breakdown of the numbers is not possible.
2. Many people appeared to be current MCLL members but other non-members were also in attendance and some filled in forms allowing us to add them to our database.
3. This year very few people used the on-line "registration" process that meant it was not very useful in predicting event attendance. However, since it was implemented rather late in the process (a few days before events began) it may be worth "tweaking" for next year and trying it again.
4. We should review this process of gathering information on attendees so that better predictions can be made in the future.

RECOMMENDATIONS

Target audience

While many current members of MCLL were in attendance at the events, other non-members were also present and included people who are currently working as well as some contemplating retirement. This mix of people may have to be addressed in our future sponsorship activities, as there may be slightly different messages required for younger groups that are well attuned to the newer social media such as Twitter and Facebook.

Sponsorship

1. Printed Publications were excellent and looked very good with the superb Bloomsday image - an image we will continue to use.
2. Probable reason for lack of success in this area was twofold:
 - a) The newness of the event and its lack of having any significant “history” made it an unknown quantity. It is also not “catchy” enough or “sexy”.
 - b) Soliciting for sponsors occurred rather late and thus budgets of various groups and societies or individuals were not available for backing this event

Recommendations:

1. Much more effort must be applied to this important task and has to begin very early - probably in mid to late September at the latest.
2. A plan as to which societies and individuals should be approached must be developed. This must include individual contact people with have roots in the community or in the societies that can promote the event. Examples: Lynn Doyle, Bev McGuire, Gus O’Gorman, Dana Hearne, Irish Studies people at Concordia, and others.
3. We should consider having sponsors for individual events as this would reduce the costs for these sponsors and allow them to promote the event via their own networks. Example Pub “A” would sponsor the Penelope reading and give coverage on their website, Facebook, etc.
4. Specific ways of how groups or individuals can help should be developed as well. In other words: what precisely can the sponsor provide: food and drink, prizes for participants, provision of a venue or lecturers, dancers, etc...

NOTE: In order to ensure that this is properly carried out we also need to

- 1) Establish a global budget prior to asking for sponsors and
- 2) Clarify whether or not the Webster grant can continue to cover the event.

Budget

This will be detailed when all the figures are in from this year. So far we are just under the budgeted amount of \$20,000.

For a first time event the budget seemed to be not overly out of line. There were entire categories that were not used and a few that were over budget. We will have to examine these areas with care so that a more accurate breakdown can be made well in advance. A major unknown will be whether funding can be obtained again from Webster AND whether we can get a good (to be defined) level of sponsorship from outside groups, companies or individuals. The attached appendix gives the figures as of September 6th, 2012

Workload and responsibilities

As evidenced in the details provided by Judith, we must carefully review the level and amount of work done so that workloads will be a bit more evenly distributed. If this event continues to be sponsored by MCLL then the use of volunteers is essential and they can provide the bulk of the duties required.

It is also probable that we will have to engage an hourly paid individual to assist in some of these tasks. [This item was budgeted in the 2012 budget but not used.]

Possible structure for the future:

1. Chairperson: provide overall leadership for developing theme of event; develop timeline; work with sub-committees to determine budget; choose keynote speaker.
2. Facilities/Registration: secure facilities for events; work with food service for meals and refreshments; set up the registration process.
3. Evaluation/Sponsorship: secure sponsors to provide funding/donations in kind for the event; develop and implement an evaluation instrument.
4. Marketing/PR: develop marketing strategy; develop and distribute PR materials such as postcard, posters, and electronic announcements; seek local promoters; coordinate how Bloomsday describes itself in print, on the web and through audio & video; create media to attract attendees & volunteers; document & archive the entire event. This would have to involve the McGill media people and the office of Alex Megelas and Elana Trager.
5. Recognition/Awards: plan the event to recognize supporters, volunteers, and donors; send out thanks to participants.
6. Program: prepare materials for presenters; send out materials to the public; target specific individuals to receive an invitation to present; set up program and notify participants.
7. McGill liaison: contact all McGill units involved with requests for specific support; facilitate budgetary process; invite special guests; report to MCLL board.
8. On Site: organize facility arrangements, meeting room set-ups; order necessary equipment for each aspect of the program; prepare all signs and materials needed by MCLL volunteers (Day Coordinators); recruit, prepare and oversee Day Coordinators.
9. Internet - Web Site/Facebook/Twitter: prepare web site materials; maintain and connect to others on line; email target audience.
10. Budget: manage money and materials; prepare budgets for and oversee the income & expenses; solicit and plan for sponsorships & donations (such as food, materials for sites, auction items), carry out any other needed fundraisers; manage advanced ticketing. Again, McGill personnel will have to be involved in this task.

Involvement of McGill personnel:

MCLL Liaison/PACE: Alex Megelas
Marketing/Communication: Elana Trager
MCLL Office Coordinator: Ana Milic
Development/Alumni Relations: Debbie Mercier
McGill Outdoor Facilities: Teresa Standing
McGill Media Relations Office:

Publications and Publicity including print and electronic

1. The printed publications were of high quality and were very well received.
2. Establishment of the Face Book page was done early and maintained well by Bob Foster. Officially it attracted 16 Friends and 86 Likes. This should be boosted if at all possible but the question is: How?
3. Twitter was established but perhaps not as well used as it could have been. Need to appeal to a younger group for this to improve.
4. The McGill website was established with a direct link to the Bloomsday site and was updated from time to time.
5. A Gmail account was established and extensively used.

Recommendations

1. Maintain and promote FB and Twitter as well as the Gmail account and website
2. Website: needs some important changes which make it
 - a) More attractive to any user. Now the site is really too “busy”
 - b) Must attract more younger folks - how to do this?
 - c) Easy to update in a more timely fashion. Ideally this should be the job of a Bloomsday member or a paid contract person or an employee aligned with McGill.
 - d) More efficiently used for registration of attendees into specific events

Media attention

This is an area that needs much greater attention in spite of the fact that quite a bit of money was spent on print ads. One interview with Judith Schurman on the Sonali Karnick weekend show (on June 10th) was the only media attention given to the event. There were notices placed by the McGill MRO (Media Relations Office) but appear to have little or no effect. This may be due to the fact that the event was unknown and that they were placed too late - giving little time for media to react before the events.

Recommendations

1. We must begin much sooner to get the media involved in the event - at least 2 months in advance to sensitize them. Then we need an intensive campaign starting about 3-4 weeks in advance of the events. A good number of sponsors would also help, as they would be able to provide media coverage as well and links to their networks.
2. Contacts already that can be called upon: CBC - Jeannette Kelley, Sonali Karnick, others...and at CJAD where no contact was made in spite of trying to get Andrew Carter interested. Sharman Yarnell may be helpful to us as she was going to do a reading but backed out.
3. We need to get articles written for various media such as the Gazette, Suburban, Senior Times, Westmount papers, etc. In other words we need to get info out there that is not just a simple and expensive ad appearing 2 weeks before the event.

4. Ensure that high quality photographic as well as video is taken of events so that we have a solid record of events not only for rebroadcast (or making available on the website) but also for advertising and promotion of Bloomsday. **NOTE:** A short promotional video will be made from footage taken at some of the venues and used for promoted Bloomsday 2013.

Program details

We developed a very ambitious program for this first time event and it was quite a challenge to put it all together. But in the end it was a very successful program that attracted many people. The idea of having a varied group of activities was a good one and will be retained for the next time.

A number of problems did arise which can be looked into for next year. Some involved scheduling of events at the same time or with too little time to get from one venue to another.

Recommendations:

1. Trivia quiz: this was a failure and had to be cancelled. Lots of work went into developing questions, getting appropriate prizes and getting the people to run it. A good idea but it needs rethinking and maybe we need to sell it in advance to be sure of numbers. We could get Irish societies and people responsible for the event in the pubs involved here as they have experience organizing and attracting participants, i.e. get a specific Irish Society to sponsor the event and provide prizes, etc. They could spread the word via their networks.
2. Scheduling of the events was not too bad but a few adjustments must be made to ensure that people can attend events they want. We did hear that some folks did not get to an event due to a scheduling problem.
3. Readings at James Square. These came off quite well and took a long time to set up and schedule. Most readers were excellent but a few were not good at all. Some changes to be contemplated:
 - a) Shorten the entire event (max of 4 - 5 hours) and tighten up the readings. A maximum of about 5-6 minutes is enough. Also pick the readings and ensure that the readers use these and only these.
 - b) Keep the music events spaced as they were - these were excellent and attracted folks passing by. Not so sure about the dancing but something like this is popular.
 - c) IF it is to be outdoors we must ensure that a full canopy is provided to protect the readers, singers and dancers (if used again). This is essential for rain or bright sunshine. Alternatively we could move it to an indoor venue entirely. (E.g. - Rialto)
4. Broaden topic to include more literature. One idea is to broaden the topic to one that is not just Joyce or Irish literature but that encompasses other literatures - both in English and French - and even appeal to children
5. Other events. We should think about providing other events such as ones that might appeal to a younger audience or to families with kids.

Appendix 1: Original Budget prepared in February 2012 - Excel spreadsheet

Appendix 2: Preliminary Expenditures - Excel spreadsheet (as of Sept 6, 2012)

September 6, 2012
D and J Schurman