

BLOOMSDAY MONTREAL- 2013 REPORT

Overview

The McGill Community for Lifelong Learning decided in the Fall of 2012 to proceed with a second Bloomsday event. While funds for this initiative were initially provided through a Webster grant to MCLL, in this second year, MCLL member Mary Landry provided the funds needed.

Bloomsday Montreal 2013 - the people who made it happen

The Bloomsday Montreal 2013 Planning Committee included 10 people including returning members* from 2012 as well as new members:

Person	Function
*Dave Schurman (MCLL)	Chair
*Judith Schurman (MCLL)	Co-chair
*Alex Megelas - (MCLL)	PACE Coordinator
Kevin Wright	General coordination, PR
*Bev McGuire (Concordia)	Musical events coordination
*Helen Forsyth (MCLL)	Budget and expense tracking
Kerry McElroy	Representative for Concordia's Canadian Irish Studies Department, PR (paid an honorarium for PR)
Astri Thorvik (MCLL)	MCLL promotion, organizer of film screenings
*Maggie Benfield	Reading events
Gabrielle Machnik-Kekesi	Social media, FB, Twitter (paid an honorarium)

Seven individuals were hired to perform at Bloomsday Montreal 2013:

Performers	Status	Details
Beverly McGuire	\$500 honorarium	soprano
Ashley Foot	\$500 honorarium	tenor
Kris Epps	\$500 honorarium	pianist
Kathleen McAuliffe	\$500 honorarium + \$100 for rental of keyboard	Soprano & reader
Gus O'Gorman	Volunteer/unpaid	Reader

Kathleen Fee	\$250 honorarium	Reader
Larissa Anastasia	\$100 honorarium	Quiz master
TOTALS:	\$2,450	

Many other people were of great help and ensured that the events were properly staged and managed. They include the board and volunteers of MCLL, the readers of the Ulysses passages, faculty from McGill and Concordia who gave lectures, film producers, McGill Continuing Studies staff, McCord Museum staff, Miss Edgar's and Miss Cramp's School IT Department, the Atwater Library, Beaconsfield Library, Cote St Luc Library, and the Westmount Library.

We have included below a partial list of the different people involved in producing the 2013 edition of Bloomsday.

McGill Employees: Ana Milic, MCLL Administrative Coordinator; Elana Trager, Senior Marketing and Communications Advisor; Debbie Mercier, Development Officer, Frank Roop, videographer.

Volunteers: MCLL Office Staff, MCLL Volunteers: Nicole de Rochemont, Catherine Watson, Nancy Grayson, Anita Kogan, Juliet Wait, Marie-Josée Lambert, Solanges Marcoux, Sharen McDonald, Dan Sullivan, Ruth Rigby, Fiona Clark, Lesley Regnier, Audrey Speck, Nola Brunelle, Katherine Moore, Peter Hawkins, Pat Beacom, Liz Parish, Tony Wait, Colin Hudson

Readers: Sandra Bunting, Maggie Benfield, Denis Sampson, Patrick Barnard, Henry Nesvadba, Roger Joachym, Janet and Julian Sargisson, Gus O'Gorman, Margaret Nicolai, Clive Brewer, Susan Gilmore, Louise Chalmers, Roch DesRochers, Claire Rousseau, Pat Machin, Dan Sullivan, Kevin Wright, Harold Bergman, Richard Lock, Antonio and Chiara Bardaro, Sharon Woerth, Ann Elbourne, Ellen Rubin, Dana Hearne

Worldwide Reading: Lauren Aislin, Douglas Scott, Barrie Baldaro, Louise Chalmers, Kyle Gatehouse, Susan Gilmore, Pat Machin, Christopher Moore, Astri Thorvik

Libraries: Lynn Verge (Atwater), Donna Lach (Westmount), Margo Purvis (Beaconsfield), Danielle Belanger (Côte St. Luc)

Speakers: David Ragsdale (McGill), Jane McGaughey (Concordia), Michael Kenneally (Concordia), Ruth Rigby (MCLL), Susan Cahill (Concordia), Sue Laver (McGill), Tzvi (Raphael) Rivlin (U de Montréal) who took over when Jacques Pelletier (UQAM) fell ill. Speakers received a \$25 gift certificate each to thank them.

Films: Kevin Tierney (ParkEx Pictures), Barbara Doran (Morag Loves Company). Both received a \$25 gift certificate each to thank them.

Pub/Restaurant: Martin Devey & Elizabeth Agnew (The Irish Embassy), Peter Saunders (EVOO),

Fiddler's Green (Monica)

Irish Groups: Antoine Maloney (Cine Gael), Lynn Doyle (Cine Gael), School of Irish Studies,

Photographers: Charlotte French (MCLL), Kevin Wright, Ron Campbell (MCLL), Amir El Etr (Montreal Camera Club)

Video: Judith Schurman (MCLL)

Reception: Pat Beacom (MCLL), Trish Scafaldi (MCLL)

McCord Museum: Orélie Brûlet (N.B. We expect a bill for the technician who showed films.)

Media: Carmel Kilkenny (CBC International), Irwin Block (Senior Times), Bethann Merkyl (Quebec Chronicle-Telegraph), Lesley Regnier (MCLL)

Attendance at Events - Bloomsday Montreal 2013

DAY	EVENT	VENUE	ATTENDANCE	NOTE
13th	Bloomsday Cabaret - first show	Atwater	120	Full house+
13th	Film: <i>Love and Savagery</i>	Atwater	50	
13th	Bloomsday Cabaret - second show	CSL Library	85	
14th	Concordia Panel discussion: McGaughey, Cahill, Keneally	Concordia - McEntee	60	
14th	Concordia Panel discussion: Pelletier replacement = Tzvi Rivlin	Concordia - McEntee	35	
14th	Bloomsday Cabaret - third show	Beaconsfield Library	75+	Full House
14th	Film Presentation: <i>Bram Stoker agus Dracula</i>	McCord	45	
14th	Lecture and Official Launch of Montreal - <u>Methods in Dubliners</u> by Dr. Kenneally.	McCord	100	Full house
14th	Wine and Cheese welcome and thank you for invited guests	McGill Faculty Club	65	

15th	Tour of Griffintown with Ruth Rigby	Griffintown	50+	Overbooked
15th	Lecture and Panel: Brain and Literature	McCord	70	
15th	Film Presentation: <i>The O'Kalems</i>	McCord	40	
15th	Bloomsday Parlour - extra event	Fiddler's Green Pub	85+	
16th	Irish Breakfast	EVOO Rest.	20	
16th 11- 3	Bloomsday Live - readings PLUS Global reading of <i>Circe</i> recorded on YouTube	Westmount Library	25 low to 100+ high (50 average)	Room was full most of the time
16th	Film: <i>To Dublin with Love</i>	Westmount Library	50	
16th	Bloomsday Supper	Irish Embassy	75	
16th	Dramatized Reading from the <i>Penelope</i> with Kathleen Fee	Irish Embassy	75	
16th	Pub Quiz	Irish Embassy	50	
		TOTAL	1,250	

Comments regarding attendees at Bloomsday Montreal 2013:

1. Data was collected on sheets handed out by volunteers and has since been used to extend our database. MCLL office contacted participants with information on the fall schedule.
2. Total numbers of attendees was higher than last year and included many non-MCLL members.
3. On-line registration was available via the McGill website. Fifty individuals registered online for various Bloomsday events.
4. A younger audience was noted at many events - especially the readings and pub events.

Bloomsday Montreal 2013 Program Details

Bloomsday's program was once again ambitious and successful thanks in large part to incorporation of changes recommended last year. The organizing committee revised the schedule to make it possible to participate in as many events as possible; for example, few events were presented at the same time - a problem encountered last year. The program was more varied with lectures given by three professors from Concordia's Irish Studies program, and two from McGill. The lecture from UQAM had to be modified because the speaker was ill, and a young lecturer from U de Montreal stepped in. Having readings on June 16 indoors at the Westmount Library and not outdoors was a great improvement. The three Bloomsday musical Cabarets were particularly well attended and popular. Also, because the Libraries hosted the Cabarets, they advertised them through their own networks, which attracted a larger and more diverse group of attendees. Ruth Rigby's tour of Griffintown attracted a huge group of attendees, partially due to an early morning promotional plug on the CBC. Bloomsday also included four films, two of which also had a Canadian-Irish connection. Two were screened at the McCord, one at Atwater Library and one at Westmount Library

Reading of James Joyce's *Ulysses* during Bloomsday Montreal 2013

Most notably, we were invited to participate in a new Dublin-led effort to live stream a worldwide reading of James Joyce's *Ulysses* over a 24-hour period on June 16. The technician from Miss Edgar's and Miss Cramp's School provided expertise and equipment to make our transmission possible. Seven local actors lead by Louise Chalmers, drama educator, performed a 1-hour excerpt from the "Circe" episode to rave reviews from a full house at Westmount Library. This event could be repeated next year even if Dublin does not take on making it worldwide. The June reading is available on YouTube and has had 521 viewings: <http://www.youtube.com/watch?v=wV1cHsv81to>. In addition, twenty-one people did dramatic readings of other portions of *Ulysses* for three and a half hours at the Westmount Library on June 16. Several MCLL members were involved in the readings.

Promotion and PR of Bloomsday Montreal 2013

In the Fall of 2012 we had a promotional video produced to highlight the events from June 2012 and can be viewed here:

<http://www.youtube.com/watch?v=9qZ4snLnhe4>. In addition we posted on the MCLL website the keynote talk of Michael Kenneally. This can be viewed on the MCLL website (<http://podcasts.mcgill.ca/page/2/>)

Again this year our photographers and videographer have provided numerous images and hours of video footage that can be used in promoting the events for next June and as the basis for lectures at MCLL (videos of lectures).

Promotion of the Bloomsday 2013 events was a mixed affair. Our Face Book website (see: <https://www.facebook.com/pages/Bloomsday-2013-Montreal-Celebration/268211049917457>)

was attended to regularly and attracted many more “likes” (now at 213) and reached over 1000 people during the pre Bloomsday period. We had a very good response on Facebook although Twitter had only minimal impact.

Again the McGill website for Bloomsday did not meet our needs. It was sporadically updated, often not at the same time as the Face book page and always there were frequent problems regarding the accuracy and timing of postings. It is now more obvious than ever that a website devoted solely to Bloomsday is essential. This needs to be addressed in the future so that information on the events, links to downloadable content and our social media channels and a link to MCLL programming can be insured with maximum online visibility. The coordination of all events, changes, etc. in a timely and accurate manner can still allow for links to MCLL, SCS and McGill.

The printed materials were excellent and circulated widely. We started out with the postcard which was distributed by a professional firm. The final program was prepared and printed by SCS the week leading up to Bloomsday. Copies were distributed at MCLL before the events and to participants during the events. One print advertisement was produced (in the Senior Times), and we would again recommend that efforts be directed to having articles written in key local papers instead of using expensive ads.

Many media contacts were informed of the events but did not produce much response. RCI (Radio Canada International) did a 10 minutes interview with Dave Schurman and some of the material recorded last year was promoted on FB. We had an excellent article on the Quebec Chronicle Telegraph but it is unlikely that this attracted many people from or the Quebec City region. We need much more exposure to media in the 2 weeks leading up to the events. Promotion by the Concordia Alumni was excellent but there was no mention of this event through the McGill Alumni office. As well the McGill MRO (Media Relations Office) was not involved in promoting Bloomsday.

Budget for Bloomsday Montreal 2013

This will be detailed when all the figures are in from this year. As of August 1st, the amount expended was about \$10,000 but more items will likely be added to this total. In addition to financial support from MCLL, Bloomsday also benefited from the following:

- McCord Museum - provided access to Bombardier Theatre for two days
- Atwater Library - provided facilities for Cabaret and one film screening
- Beaconsfield Library and Cote St. Luc Library - provided facilities for Cabaret and \$200 each toward the cost of the event.
- Westmount Library - provided facilities for readings and one film
- Concordia University - donated \$500 and granted access to their facilities for one day

- Miss Edgar's and Miss Cramp's School - provided equipment and technician for the Worldwide Reading for preparation and day of event

Because of these partnerships, we did not incur rental costs for use of facilities this year. Also, all films were provided free of charge by the producers, two of whom came themselves to introduce their films.

Bloomsday Montreal - Recommendations for 2014

Organizational Structure: In 2012 and 2013, the two chairpersons and the committee accomplished the majority of the organization involved in the four-day Bloomsday Montreal festival. The amount of work required to manage the whole set of events is more than volunteers can continue to provide. We recommend that for 2014 an experienced person be hired to manage Bloomsday Montreal on a part-time basis from January-June 2014. As a structure, we believe that a staff person working with support and supervision from the Bloomsday Montreal steering committee of volunteers can ensure that Bloomsday grows into a sustainable event.

Promotions / Media relations: It is clear that Bloomsday requires a great deal of effort to make its mark with the media. We believe that having a paid manager responsible for Bloomsday will make it possible to ensure consistent and sustained media outreach well in advance of the festival.

Funding: For 2014, the major unknown is how MCLL intends to fund Bloomsday in the future. Does MCLL want to continue to use Bloomsday events as a way of showcasing its creativity and involvement in the community? If so, where will the funds come from? One recommendation is that having established itself as a viable community event, Bloomsday may be at a point where it can ask participants to make donations at each of the events. Charging a flat fee for some events is also a possibility. Money collected from participants will only cover a small percentage of the total costs.

Sponsorships: In order to become self-financing, Bloomsday Montreal will need to obtain sponsors from outside groups, companies and individuals. Although some sponsorship materials were developed in 2012, few attempts have been made to attract funding from outside sources. Farla Grover (MCLL Development Committee) has already contacted Bloomsday, and has received copies of these 2012 sponsorship materials. Her group is working to determine which societies and individuals could be approached to become sponsors. Bloomsday has established credibility in the Irish community and can count on the support of people like Michael Kenneally, principal of Irish Studies at Concordia and past-president of the St. Patrick Society. For example, Dr. Kenneally has recommended that Bloomsday prepare a request for sponsorship (which he would endorse) to the St. Patrick Society this September. Sponsors for individual events would not only reduce the costs for these events but also Bloomsday would benefit from having sponsors promote the event via their own networks. Additionally this would also be helpful in promoting MCLL in general to the public. What else can the sponsor provide besides money? How can a sponsor benefit from an association with Bloomsday Montreal? These questions are best left in the hands of a marketing professional. For this reason, we recommend that a Coordinator

be hired to get this important part of Bloomsday Montreal established on a solid footing.

We thank MCLL for its support of Bloomsday as well as its trust in us during the past two years. It has been a rewarding experience for us. We shall be pleased to continue our efforts to make Bloomsday Montreal a part of MCLL's lasting legacy.

Judith and David Schurman
2013

August 22,

Motions proposed for the consideration of the MCLL Council

Motions re Bloomsday 2014:

1. Be it resolved that the MCLL Council renew its commitment to Bloomsday and its sponsorship for the year 2014.
2. Be it resolved that the MCLL Council approve the engagement of a corporate sponsorship coordinator who will seek funds for Bloomsday and other MCLL initiatives for 2013-2014. We propose that money to pay for coordinator to come from the 2012 grants.
3. Be it resolved that the MCLL Council approve the preliminary budget for Bloomsday 2014 as presented including the hiring of a Manager from January to June 2014.