



AGENDA

REGULAR MEETING OF
OCCUPANCY TAX ADVISORY
BOARD
JULY 28, 2023
10:00 AM
COUNCIL CHAMBERS, CITY
HALL
200 LINCOLN AVENUE

PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

Written Public Comment: Members of the public may submit written comments on legislation by clicking on the comment bubble to the right of the meeting on the public portal at <https://santafe.primegov.com/public/portal> three hours prior to the start of the meeting.

The agenda and packet for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Minutes – June 23, 2023
5. **PRESENTATION**
 - a. Santa Fe Literary Funding Report (Clare Hertel, clare@clarehertelcommunications.com)
 - b. Lodger's Association Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@innrosewoodhotels.com)

- c. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. **ACTION ITEMS**

7. **MATTERS FROM STAFF**

- a. TSF Sales Report (David Carr, TSF Sales Director, dacarr@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

10. **NEXT MEETING: Friday, August 25, 2023**

11. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JUNE 23, 2023

1. **CALL TO ORDER**

Meeting started at 10:AM

2. **ROLL CALL**

Members Present:

Member Bonnie Bennett
Member Carlos Medina
Member Lutz Arnhold

Members Excused:

Chair Rik Blyth
Member Ray Sandoval

Others Attending:

Randy Randall, Tourism Director
Shirley Spencer, Clerk
Jordan Guenther, Attendee
David Carr, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member Medina moved, seconded by Member Bennett, to approve the agenda as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Member Bennett, Member Medina, Member Arnhold

Against: None

Abstain: None

4. **APPROVAL OF MINUTES**

a. Minutes – April 28, 2023



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JUNE 23, 2023

MOTION: Member Medina moved, seconded by Member Bennett, to approve the April 28, 2023 minutes as presented.

VOTE: The motion was on the following Roll Call vote:

For: Member Bennett, Member Medina, Member Arnhold

Against: None

Abstain: None

b. Minutes – May 26, 2023 – Cancelled, no voting required

5. PRESENTATION

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@innrosewoodhotels.com)
- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. MATTERS FROM STAFF

- a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

7. MATTERS FROM THE BOARD

8. MATTERS FROM THE PUBLIC



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JUNE 23, 2023

9. **NEXT MEETING: July 28 2023**

10. **ADJOURN**

Meeting adjourned at 10:54

Shirley Spencer

Liaison

Chair

Magic, Community, and the Power of Story



SANTA FE
international
LITERARY
FESTIVAL

MAY 19-21, 2023

12,000+
SEATS FILLED

23
TICKETED
SESSIONS

25
FREE COMMUNITY
EVENTS

6
INTERNATIONAL
AUTHORS

17
AUTHORS FROM
OUT OF TOWN

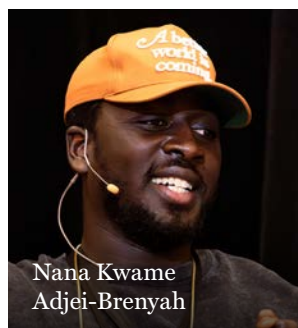
28
LOCAL/NEW
MEXICO WRITERS

29
COMMUNITY
EVENTS
PRESENTERS

160+
VOLUNTEERS

AND
MILLIONS
OF MEDIA
IMPRESSIONS

FOR THREE DAYS in the midst of challenging, divided times—both here in America and across much of the world—we came together to celebrate the power of story. We came together as a community to be an essential light against the dark, a community where words and facts and values are respected, and where our shared humanity is not just recognized but celebrated. Where the power of story can fuel empathy and compassion when it's needed most.



Nana Kwame
Adjei-Brenyah



Douglas Preston
& John Irving



Jennifer
Egan

YOUNG WRITERS AND READERS

- ▶ SFILF partnered with local schools, the Santa Fe Public Library, and local nonprofit organizations to help our community's youngest readers—and writers—tell their stories.
- ▶ Colum McCann's internationally recognized Narrative 4 nonprofit brought their Story Exchange program to Santa Fe as part of the Festival. They were so thrilled with the partnership that they're working on establishing a permanent presence here in New Mexico going forward, tentatively in partnership with SFILF.
- ▶ The Santa Fe Public Library's collaboration with the Rudolfo Anaya tribute was wildly successful and sent participating children home with free copies of Anaya's books.

THE SANTA FE COMMUNITY GOT BEHIND THE FESTIVAL!

- ▶ **160 volunteers** worked together to help make the event a success
- ▶ **41 local businesses** handed out rack cards and Festival magazines
- ▶ **10 local hotels** donated **38 rooms** for visiting authors and Narrative4 facilitators
- ▶ Violet Crown ran a **30-second video** before films
- ▶ The *Santa Fe New Mexican* distributed a **50-page Festival magazine** to over **30,000 households**
- ▶ Collected Works Bookstore, *New Mexico Magazine*, *Santa Fe Magazine*, Beastly Books and the Jean Cocteau Cinema partnered with and promoted the Festival
- ▶ The City of Santa Fe Occupancy Tax Advisory Board (OTAB) grant allowed the Festival to advertise in the New York Times, Literary Hub, NPR Target Markets, The Atlantic, and more.

2023 FESTIVAL OVERVIEW



WEEKEND AUDIENCE

Feedback from attendees was uniformly enthusiastic and positive. In fact, the word we've heard most often is "magical."

We filled more than 12,000 seats at the Santa Fe Community Convention Center

- ▶ 30% of festivalgoers came from beyond Santa Fe
- ▶ The Festival drew 14% of attendees from other states, with Colorado, Texas, California, and Georgia leading the way
- ▶ Attendees also came from the East Coast and international locations including Canada, the U.K., and Australia

TICKETED AUTHOR REPRESENTATION

The [45 authors and moderators](#) represented some of the finest writers today from our own backyard and around the world, in discussions and readings on five different stages.

- ▶ Three Pulitzer Prize winners and four Pulitzer Prize finalists
- ▶ One National Book Award winner and three National Book Award finalists
- ▶ Multiple winners and nominees of the National Magazine Award, Golden Globe Award, American Academy of Arts and Letters Award, the James Beard Award, Joyce Carol Oates Award, the Emmy Award, the National Medal of the Arts, and the O. Henry Award
- ▶ Numerous Guggenheim and MacArthur fellows
- ▶ Dozens of New York Times and international bestsellers

“The lofty goal is to “reflect the vast diversity of the world’s literary community as we strive to create a global gathering of extraordinary writers, readers, and thinkers from near and far in Santa Fe.”

TABLE MAGAZINE

“Rich in cultural diversity and creativity, including a centuries-long literary history, Santa Fe is a perfect place for authors to discuss the power of words and language at a time of extraordinary change.”

TEXAS LIFESTYLE MAGAZINE



COMMUNITY ENGAGEMENT

SFILF YOUNG WRITERS AND READERS AND COMMUNITY ENGAGEMENT

Engagement with local youth and community is vital to the success of our event. SFILF Young Writers and Readers (YW&R) partnered with local schools, the Santa Fe Public Library, and local nonprofit organizations to help our community's youngest readers—and writers—tell their stories.

- ▶ SFILF offered students and teachers discount tickets at \$15.
- ▶ More than 700 local teachers and students received free tickets to the Festival.
- ▶ More than 160 tireless, book-loving volunteers donated thousands of hours of their time welcoming and guiding Festival attendees.
- ▶ The weekend's Community Stage featured 18 local writers and poets.
- ▶ Narrative4, an international nonprofit co-founded by SFILF opening night speaker Colum McCann that is focused on developing strong student leaders in the classroom and in the community, sent four of its facilitators/educators to Santa Fe to participate in the Young Writers and Readers program. Students and teachers from various schools and organizations around Santa Fe (including The Masters Program, New Mexico School for the Arts, the Institute of American Indian Arts, and the Academy for Technology and the Classics) gathered at the Santa Fe Community College to participate in a Narrative4 Story Exchange, in which the students wrote and presented each other's stories to the group in an effort to build a culture of connection and empathy through the power of storytelling.
- ▶ Jennifer Egan met with writing students from the Santa Fe Community College in a Q&A format.
- ▶ Luis Alberto Urrea met with two English teachers from Capital High to discuss their teaching of his book *The Hummingbird's Daughter* and other topics.
- ▶ The Santa Fe Public Library collaborated with SFILF YW&R to plan and execute events that tied into "Recuerdos y Respeto," the Festival's tribute honoring Rudolfo Anaya:
 - On May 3, May 11, May 13, and May 16, the library hosted readings of Anaya's children's books, featuring celebrated local authors including Patricia Perea, Nicolas Chávez, Pat Mora, and Nicolas Otero. Local and national book publishers donated hundreds of books to allow every attendee to take a free Anaya book home with them.
 - During the Festival, on May 20, renowned author Denise Chávez hosted a bilingual, intergenerational reading, storytelling, and craft session for families, based on Anaya's popular book *Owl in a Straw Hat*.



- ▶ SFILF YW&R collaborated with Collected Works Bookstore, our official bookstore partner, to curate a full weekend of free youth and community events that took place on-site at the Convention Center:
 - Children's Story Hours on both Saturday and Sunday, featuring Jules Hoffman, Reading Quest, and beloved local storyteller Joe Hayes
 - Youth Writers Workshop on both Saturday and Sunday, with Alexandra Diaz
 - Creating Future Readers & Nurturing Literacy, with Debbie Maloney, Rayna Dineen of Reading Quest, and Amy Miller of the May Center
 - The Art of Storytelling & Passing Down Oral History, with Bettye Kearse, Nicolas Otero, and Kamella Cruz

RECUERDOS Y RESPETO: HOMAGE TO RUDOLFO ANAYA

"Recuerdos y Respeto: Homage to Rudolfo Anaya," on Sunday, May 21, was the inspiration behind several free public educational outreach initiatives and community collaborations intended to connect young readers, writers, and their families with Anaya's life and writings.

National and local publishers—including Grand Central Publishing, a division of Hachette Book Group, Library of America, Museum of New Mexico Press, Rio Grande Books, University of New Mexico Press, and University of Oklahoma Press—donated hundreds of books by Anaya to support the Festival's initiative to provide free books to participants and others in the community.

“Fans of the late author Rudolfo Anaya are in for a treat.”

RIO GRANDE SUN

The event itself featured Luis Alberto Urrea in conversation with Denise Chávez, moderated by cultural anthropologist Estevan Rael-Gálvez. Chávez and Urrea were both deeply influenced by Anaya and shared experiences and memories with audience members from the big stage. A dedicated bookmark and tribute video were made especially for the event.

WE COULD NOT PRODUCE THE FESTIVAL WITHOUT OUR PARTNERS AND SPONSORS

Local, national, and international partnerships were essential to the success of the Festival. The following list includes some of that outreach as well as pro bono advertising, promotional materials, and collaborative marketing that helped make the Festival a success.

- ▶ 10,000 rack cards were dropped at local businesses and hotels.
- ▶ The Authors Guild, the nation's leading organization of professional authors and journalists, promoted SFILF in social media and in a newsletter blast to more than 23,000 subscribers—a perfect audience for the Festival.
- ▶ SFILF collaborated with New Mexico's Human Services Department and Behavioral Health Services Divisions's Dose of Reality About Opioids campaign to help promote the Festival's event with Beth Macy and Hampton Sides. Dose of Reality posted twice about the Festival (receiving 1,100 impressions) and distributed information about the campaign at the Festival.
- ▶ Collected Works, our official Festival bookstore, promoted SFILF in multiple newsletters and social posts and created a webpage dedicated to the Festival.
- ▶ Santa Fe Tourism was an essential partner, offering a profit-sharing agreement for the rental of the Convention Center as well as promoting the Festival on the SantaFe.org website and through other promotional outreach.
- ▶ The Festival was proud to partner with Beastly Books and the Jean Cocteau Cinema to help make our Community Stage a reality and to facilitate the free community screening of *Bless Me, Ultima* at the theater on Monday, May 22. They also helped by promoting the Festival in their dedicated newsletter.
- ▶ Violet Crown Cinema partnered with SFILF by airing a [30-second video spot](#) before movies in the runup to the Festival.

More than 1,000 book bags and T-shirts were sold or distributed.



“The ‘international’ in the title is new, a reflection of the power of words to cross borders and unite people. Storytelling is universal, whether in times of joy or crisis.”

THE SANTA FE NEW MEXICAN

- ▶ New Mexico Magazine and New Mexico True were proud SFILF sponsors and helped by spreading the word about the Festival through their various media channels.
- ▶ *Santa Fe Magazine*, The Authors Guild, and New Mexico Writers all collaborated with the Festival to sponsor “Celebrating New Mexico Writers,” a free cocktail reception. More than 130 New Mexico authors attended the reception at the Convention Center on May 18 to honor the vibrant community of writers here in New Mexico.
- ▶ The City of Santa Fe Occupancy Tax Advisory Board showed its early support for and confidence in the Festival by awarding its OTAB grant. The grant is focused on supporting the marketing efforts of third-party, nonprofit organizations that will increase tourism and bring overnight tourists to Santa Fe. We were able to advertise in *The New York Times*, *Literary Hub*, *The Atlantic*, and NPR with this generous grant.
- ▶ The Festival made it a priority to engage local book clubs with a contest and group photo opportunities so book lovers felt a sense of community and inclusion for the event. We had more than 17 local book clubs with 194 total members join our official list and attend the Festival.
- ▶ Southern Glazer's sponsored all four receptions, providing more than 60 cases of wine for festivalgoers at no cost.
- ▶ Seret and Sons provided the furniture for the stages at no cost, which added to the beauty and professionalism of the event.



42 LOCAL BUSINESSES PARTICIPATED IN SHOP & EAT LOCAL PROMOTION

These prominent local businesses promoted the Festival by displaying free rack cards and supplements, and were featured on the [Festival website](#) as partners. Community support for this event was vital and greatly appreciated.

Antieu Gallery • Artful Tea • Art Is Gallery Santa Fe • Art MOZAIK • Barbara Simpson, Inc. • Beastly Books • Boorju Rugs and Home Decor • Casterline/Goodman Gallery • Collected Works Bookstore • Cowboys & Indians • Dell Fox Jewelry • Design Warehouse • Doodlets • Edition ONE Gallery • Garcia Street Books • Goler Shoes • Hecho Gallery • Horndeski Contemporary • Iconik Coffee Roasters • J. Douglas Design • Joie de Vivre • Kakawa Chocolate House • La Boca Bodega • La Lecheria • Leslie Flint Gallery • Living Threads Studio • Maya Santa Fe • O'Farrell Hat Co. • Patina Gallery • Rainbow Man • Sabor Peruano • Santa Fe Pens • Serets & Sons • Sock Magic • Spirit Clothing • Starbucks • Teca Tu • The Ark • The Gilded Page • The Reel Life • The Shop, A Christmas Store • Wear Abouts Contemporary Boutique

TEN SANTA FE HOTELS DONATED 38 ROOMS AND CELEBRATED OUR AUTHORS

Hospitality Partners showed up for the Festival with eleven hotels providing complementary and/or deeply reduced rates for our visiting authors as well as room blocks for Festivalgoers. In total, 38 nights were donated for authors travelling from out of town from Santa Fe.

Properties included:

Inn and Spa at Loretto • Hotel St. Francis • Hotel Chimayó • Hotel Santa Fe • Inn on the Alameda • Drury Plaza Hotel • La Fonda on the Plaza • Las Palomas • Bishop's Lodge • Four Seasons Resort Rancho Encantado

La Fonda on the Plaza provided extra sponsorship of the Festival by donating six rooms to visiting Narrative4 facilitators and promoting the Festival in its newsletter and on its website.



“SFILF is about bringing readers and authors together—from around the world and close to home—to celebrate our shared humanity,”

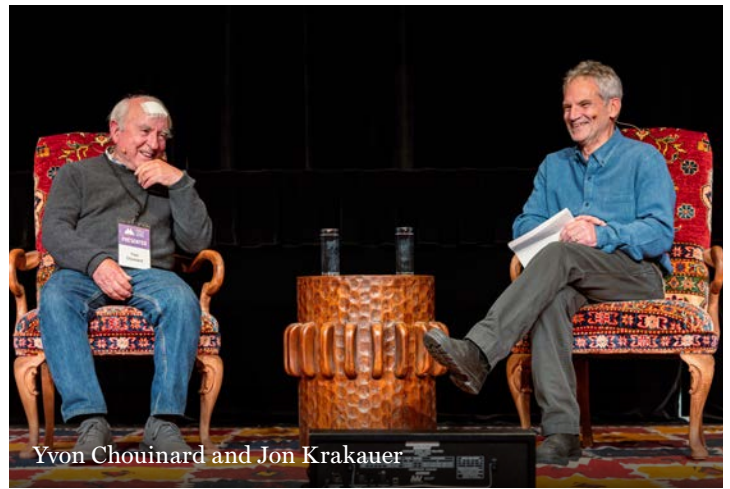
NEW MEXICO MAGAZINE

SFILF LITERARY DAY TRIPS AND COMMUNITY EVENTS ADDED TO THE FESTIVAL OFFERINGS

A series of individual events and excursions on Thursday, May 18, and Monday, May 22, gave festivalgoers the chance to extend their stay, join an author, and experience the area's cultural treasures and spectacular landscapes. They also provided local businesses with a chance to bring in income and get exposure to the Festival crowd through our promotions. The Festival did not generate income from any of these events and instead focused on spreading that revenue to the local business community.

- ▶ **Jean Cocteau Cinema Presents:** Bless Me, Ultima: The Santa Fe International Literary Festival and Jean Cocteau Cinema celebrated the godfather of Chicano literature with a free community screening of the 2012 feature film *Bless Me, Ultima*, based on Anaya's classic 1972 novel and filmed in New Mexico, directed by Carl Franklin and starring Luke Ganalon and Míriam Colón.
- ▶ **Writing in the Wild:** Festivalgoers joined Natalie Goldberg and Katie Arnold for a morning of walking and writing on Santa Fe's hiking trails. Participants explored the connection between silence, movement, nature, and their imaginations. Walking through the natural world is a form of story gathering and telling, as well as a moving meditation. The deeper one goes into the silence of forest and mountains, the deeper one goes into the mind.
- ▶ **Radiant Rest with Tracee Stanley at Living Threads Studio:** Tracee Stanley read from her bestselling book *Radiant Rest*. She shared wisdom, practices, and self-inquiry as inspiration to reclaim your birthright to experience deep rest and ease.
- ▶ **The Connection Between Art and Poetry at Hecho Gallery:** Artist Thais Mather shared her recent installation *Shineth in Darkness*, featuring celestial watercolor paintings of bouquets, each devoted to a deceased female poet. Poet Natachee Momaday Gray gave a reading from her recent publication *Silver Box*.

- ▶ **Embracing Life with Coralee Quintana and Gladys Margarita Perez at Art MOZAIK Gallery:** As readers wrote their thoughts and feelings, they learned techniques to care for themselves and cope with the array of emotions that surfaced. With the help of the featured workbook, the reader could begin to regain control of their emotions and move toward a place of forgiveness, gratitude, and hope.
- ▶ **Off the Page Storytelling!:** Tellings of tales, ancient and modern, be they myths, epics, folklore, or authored works, brought off the page and told by seasoned storytellers Lucinda deLorimier, Mary Ellen Gonzales, and Regina Ress.
- ▶ **Literary Day at School for Advanced Research:** One of SAR's literary tours of the campus. Participants walked the winding paths of Amelia Elizabeth and Martha White's residence while learning about its ties to the literary history of Santa Fe.
- ▶ **Oaxaca Stories in Cloth: A Book About People, Identity, and Adornment, with Eric Mindling at Living Threads Studio:** Eric took guests into the world of Oaxaca, where he spent 25 years. *Oaxaca Stories in Cloth* is a portrait of Indigenous cultural diversity and creative humanity in southern Mexico. The images that bring this book to life were created during two years of fieldwork and are the largest visual collection of community fashion in Oaxaca in existence.
- ▶ **Guided State Capitol Art Tour and Poetry Reading with New Mexico State Senator Bill O'Neill:** Guests joined New Mexico State Senator (and "poet politician") Bill O'Neill for a personal guided tour of this stunning art collection, following a brief reading from his critically acclaimed poetry collection *The Definition of Empty*, which focuses on his work with our state's incarcerated juveniles.
- ▶ **Thunderbirds and Lightning Tongues at the Institute of American Indian Arts:** Students from both the undergrad and master's programs shared their portfolio work. The genre-blending reading included fiction, nonfiction, poetry, and screenwriting. These IAIA creative writers from diverse heritages and backgrounds are rewriting the literary landscape through Indigenous narratives, storytelling, and voice.



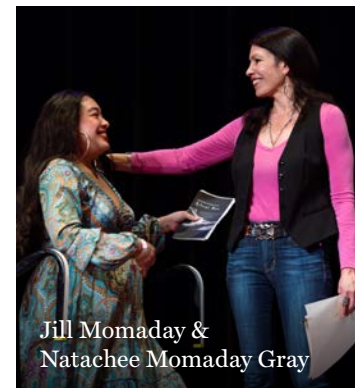
Yvon Chouinard and Jon Krakauer



N. Scott Momaday & Jill Momaday



Diana Gabaldon



Jill Momaday & Natachee Momaday Gray



Rudolfo Anaya Tribute with Denise Chávez & Luis Alberto Urrea

“...a slate of more than 30 events and such authors as Jennifer Egan, Gillian Flynn, Diana Gabaldon, John Irving, Colum McCann, Namwali Serpell and Luis Alberto Urrea.”

PUBLISHERS WEEKLY

MEDIA

PUBLIC RELATIONS AND MEDIA OUTREACH

Over 30 print features, 34 online features, and 16 broadcast features, reaching millions of readers

Without media and social outreach, a festival of any kind, particularly an ambitious new event, would not be possible. Using a combination of paid, trade, and volunteer resources, the Festival had these impressive results from its media and social media outreach effort.

- ▶ 68% open rate for the SFILF email newsletter to over 5,600 subscribers
- ▶ 41,000 website visits to www.sfinternationallitfest.org resulting in 63,000 page views
- ▶ The *Santa Fe New Mexican* was SFILF's media partner. Among its contributions to the cause were:
 - A 50-page supplement magazine, the *Santa Fe International Literary Festival Magazine*, which reached more than 35,000 households and was key to our success
 - [December 30, 2022, article](#): "A Peek at Lit Fest Lineup"
 - [February 10 article](#): "Year 2: Saluting the Power of Storytelling"
 - [May 3 feature photos](#): "Encouraging Young Readers and Writers"
 - [May 6 article](#): "Literary Festival Goes International but Keeps Southwestern Roots"
 - [May 19 article](#): "Ahead of Santa Fe Literary Festival, Sellers Say 'Real Books' Still in Demand"
- Pasatiempo cover story, four articles, and numerous calendar listings
 - Fiction review of Nana Kwame Adjei-Brenyah's *Chain-Gang All Stars*
 - Five-page spread on Stanley Crawford, Don Usner, and Lucy Lippard
 - "Outlander Looking In": Interview with Diana Gabaldon
 - "Essential Festival Reads: A Litany of Literary Selections for the Weekend and Beyond"
- ▶ *Santa Fe Reporter*:
 - [May 17 article](#): "What's New for the Second Year of the Santa Fe International Literary Festival?"
 - [May 17 interview](#): "Three Questions with Jennifer Egan"
- ▶ *Santa Fe Magazine*: Two feature author stories
- ▶ *TABLE Magazine New Mexico*: "A Table Set for Story:" six-page editorial on the Festival written by Zascha Fox
- ▶ *New Mexico Magazine*: "[This Literary Festival Lineup Is Lit](#)"

- ▶ KSFR: *Cline's Corner* with Lynn Cline: [April 28 interview](#) with Carmella Padilla
- ▶ KUNM:
 - [April 19 interview](#) with Laila Lalami
 - [May 16 interview](#) with Diana Gabaldon
 - [May 18 interview](#) with Colum McCann
- ▶ Hutton Broadcasting / *The Richard Eeds Show*:
 - [March 25–26 interview](#) with Clare Hertel and Mark Bryant
 - [April 12 interview](#) with Carmella Padilla on the Rudolfo Anaya tribute
 - [April 27 interview](#) with Mark Bryant and Zascha Fox
 - [May 8 interview](#) with Beth Macy
 - [May 15 interview](#) with Zascha Fox
- ▶ PBS *Report from Santa Fe with Lorene Mills*:
 - [April 15 interview](#) with Clare Hertel and Mark Bryant
 - [May 6 interview](#) with Estevan Rael-Gálvez and Carmella Padilla
 - [May 27 interview](#) with David Quammen
- ▶ *Heating It Up* podcast: Cheryl Alters Jamison interview with Carmella Padilla on her popular show



- ▶ KSFR/ *The Last Word* with Carly Newfeld:
 - [March 16 interview](#) with Mark Bryant
 - [May 4 interview](#) with Raashan Ahmad and Cecile Lipworth
- ▶ [Moms Don't Have Time to Read Books](#): John Irving interview about the Festival with the popular national podcast host Zibby Owens
- ▶ [Texas Lifestyle Magazine](#): “Celebrating the Power of Story: The Santa Fe International Literary Festival Announces 2023 Lineup of Literary Stars from Near and Far”
- ▶ [Albuquerque Journal](#): “Award-Winning Author Colum McCann to Open the Santa Fe International Literary Festival”
- ▶ [Taos News](#): “Celebrating ‘Lo Nuestro’: Santa Fe International Literary Festival Embraces More than the Big Names”
- ▶ [Los Alamos Daily Post](#):
 - April 16 article: “[Santa Fe International Literary Festival Announces 2023 Lineup of Literary Stars from Near and Far](#)”
 - April 24 article: “[SFCC Hosts Author Colum McCann Student Event May 19](#)”
- ▶ Yahoo News: [May 19 article](#): “Ahead of Santa Fe Literary Festival, Sellers Say ‘Real Books’ Still In Demand”
- ▶ [Rio Grande Sun](#): [May 4 article](#): “Beloved NM Author to be Honored”
- ▶ [Daily Maverick](#): [May 26 review](#): “A Literary Festival by Any Other Name May Not Always Read So Sweetly”
- ▶ [BookTrib](#): [March 29 interview](#): “Diana Gabaldon 1 on 1: Her Works, Her Quirks and the Future of ‘Outlander’”
- ▶ UNM Department of English: [May 8 blog posting](#): “Join Us for Remembering Rudolfo Anaya at the Santa Fe International Literary Festival”

MORE THAN 40 CALENDAR LISTINGS

ABQ to do • Albuquerque Craigslist • Albuquerque Journal • AmericanTowns.com • Artillery • Daily Lobo (UNM) • Event Brite • Festival Net • Festivals.com • Journal North • KOB • KOAT • KRQE • KRWG New Mexico and Texas • KSFR • KUNM • The New York Times Book Event List • Roadside New Mexico • Santa Fe Craigslist • Santa Fe Visitors Guide • SantaFe.com • SantaFe.org • Santa Fe Public Library • Sharing Santa Fe • Southwest Contemporary • New Mexico Magazine/NewMexico.org • [New Mexico True](#) • Pasatiempo • Publishers Weekly • Taos County Chamber of Commerce • [The Authors Guild](#) • The Paper (ABQ) • The Santa Fe New Mexican • Santa Fe Reporter • Visit Albuquerque • wegoplaces.com • [24 Hour Nation](#)

SOCIAL MEDIA & E-NEWSLETTERS

Social media was a crucial tool in helping SFILF reach a younger audience.

Facebook cites 2.9 billion monthly active users, with the largest age group being 25–34. The largest age group out of Instagram’s two billion active monthly users is 18–24. Twitter’s biggest age group out of its 237 million active monthly users is 18–29.

- ▶ Facebook page reach: 240,233
- ▶ Instagram page reach: 13,419
- ▶ Numerous authors and moderators posted about the Festival (reaching more than **1.3 million users** on social media), including:
 - Diana Gabaldon (849,000 Facebook followers)
 - John Irving (149,000 Facebook followers)
 - Jon Krakauer (129,000 Instagram followers)
 - Laila Lalami (45,000 Twitter followers, 8,800 Facebook followers, and 4,800 Instagram followers)
 - Gillian Flynn (37,000 Instagram followers and 32,000 Twitter followers)
 - Jennifer Egan (56,000 Facebook followers)
 - Roshi Joan Halifax (31,000 Facebook followers)
 - Beth Macy (9,100 Twitter followers)
 - Ingrid Rojas Contreras (6,500 Instagram followers)
 - Denise Chávez (4,700 Facebook friends)
 - Hakim Bellamy (1,800 Facebook followers)
 - Natachee Momaday Gray (1,800 Instagram followers)
 - Michael McGarrity (1,500 Facebook followers)
 - Sally Denton (1,100 Twitter followers)

Twenty-six e-newsletters went out, informing more than 5,600 Festival enthusiasts about upcoming authors and programs.



“I’m very stoked about this.”
 JON KRAKAUER ON INSTAGRAM

ADVERTISING

The Santa Fe International Literary Festival undertook myriad data-driven means to publicize the event and encourage visits to Santa Fe during the event. In building the campaign, a primary goal was to invite not only a local and in-state regional audience to Santa Fe but also a nationwide audience—stretching from the Southeast to the Phoenix and Los Angeles markets to New York and the Northeast, while also focusing on customary hot markets for New Mexico, including Texas and Colorado.

Over 40 ads were developed, featuring Santa Fe as a prominent part of the festival brand in both name and imagery.



In creating a list of markets to approach, we considered the region's reputation and affinity for literary-driven events as a means of determining a willingness to attend the event and coupled it with the economic ability to travel to Santa Fe for the event.

Following are the targeted media buys for the 2023 Santa Fe International Literary Festival.

The Albuquerque Journal: The company has a statewide audience composed of its digital and print audience. SFILF spent \$750 to be featured in the *Venue* arts and entertainment publication. As part of an agreement, the ad was run in the main newspaper two additional times as a sign of support and goodwill by the *Journal*. The *Journal* has its core audience in New Mexico's population core, but has reach throughout the state.

The Atlantic: The Atlantic is a thought leader and trendsetter in American culture. The \$2,600 buy allowed access to *The Atlantic's* Books Briefing literary newsletter, which reaches 90,000 opt-in subscribers from a high-income, highly interested audience. The move put SFILF in a prime position to reach one of the best, most sophisticated audiences in the U.S. while providing countrywide exposure, with an East Coast focus.

Hutton Broadcasting: This local radio buy for \$500 complemented other local efforts to target the area's literary-minded audience. In partnership with the company, SFILF received a matching campaign to extend its local reach. The initial agreement was for ten 30-second spots on each of two stations, and that was matched for a total of 40 30-second spots across two stations.

KERA/KXT: These two public radio stations in the Dallas-Fort Worth metroplex leverage existing relationships with the well-heeled populace there, which accounts for a significant portion of the Santa Fe tourism population. For \$2,280 we were able to afford 48 messages and 313,200 impressions in the fifth-largest metro area in the country.

Proud event sponsors



KSFR: Santa Fe's public radio station is a proud supporter of SFILF. This arrangement included 40 radio spots for \$1,000, and the station matched an additional 40 spots to reach the Santa Fe area with a total of 80 spots, at \$12.50 per spot. A large portion of the audience did come from Santa Fe, due to the combined efforts of local media outlets and the area's intellectual curiosity.

KUNM: The public radio station in the state's core population center provided a \$2,480 campaign of 62 spots that were complemented by a gift of another 18 spots, for a total of 80 spots, at slightly over \$30 a spot, to reach the largest population center in the state. Albuquerque residents and those in its sphere of influence were among the largest.

Literary Hub: A \$1,750 campaign for nationwide online readers of this well-followed New York-based media company. The buy included social media exposure via *Lit Hub's* Twitter, Instagram, and Facebook outlets.

The New York Times: A blow-in card was placed in more than 44,000 copies of the *Times* and delivered to subscribers in Dallas, Houston, Denver, Phoenix, Tucson, and Austin. Within each market, the *Times* helped guide zip code selections in order to target readers who had means to visit Santa Fe. The campaign itself cost \$121 per thousand delivered. During the Festival, several people volunteered that they were from those markets and had learned of the Festival via the card in *The New York Times*.

Red Zia Digital: Using data-driven marketing tactics, Red Zia Digital delivered smart-television and targeted banner ads to homes in feeder markets in Colorado, Arizona, and Texas that had audience members who were more likely to have an affinity for literary excursions and authors. 36,800 television commercials were delivered through smart TVs to residents of those areas, and 87% of those were viewed to the end. The creative files were produced by the Festival and made a compelling case to visit. Additionally, online web banner ads were sent to people targeted specifically for their online behavior suggesting a love of literature. In that instance, 136,000 were delivered and 162 ads were clicked through, for a click-through rate of .12%. That result compares very well against the national average of 0.03%–0.04% that are typical for similar ads trafficked nationally without the advanced targeting features the SFILF asked of Red Zia Digital.

MAY 19-21, 2023 • SANTA FE COMMUNITY CONVENTION CENTER

Celebrate the Power of Story

TICKETS: SFINTERNATIONALLITFEST.ORG

SANTA FE *international* LITERARY FESTIVAL

PHOTO © JACK PARSONS

Be part of an unforgettable long weekend dedicated to celebrating a shared love of language and ideas. Join us at the Santa Fe Community Convention Center for more than 30 events with literary legends, a free community stage, and more.

Authors include:

JOHN IRVING	JENNIFER EGAN	GILLIAN FLYNN	DAVID TREUER	INGRID ROJAS CONTRERAS
NAMWALI SERPELL	DIANA GABALDON	COLUM McCANN	LUIS ALBERTO URREA	

NEW MEXICO *fine* SANTA FE + NEW MEXICAN Santa Fe Public Library GALE THE CITY DIFFERENT

MAY 19-21, 2023
SANTA FE COMMUNITY CONVENTION CENTER

Celebrate the Power of Story

TICKETS: SFINTERNATIONALLITFEST.ORG

SANTA FE *international* LITERARY FESTIVAL

Photo credit: Jack Parsons

Be part of an unforgettable long weekend dedicated to celebrating a shared love of language and ideas. Join us at the Santa Fe Community Convention Center for more than 30 events with literary legends, a free community stage, and more.

Authors include:

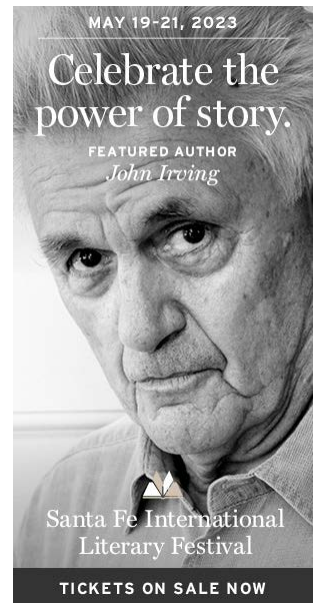
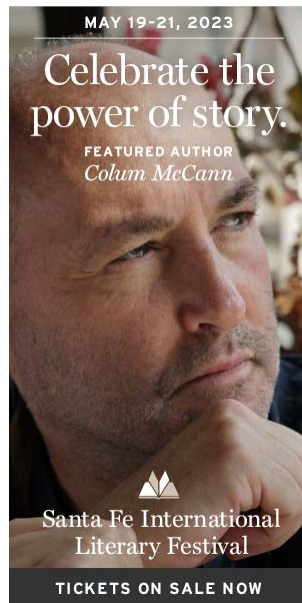
JOHN IRVING	JENNIFER EGAN	GILLIAN FLYNN	DAVID TREUER	INGRID ROJAS CONTRERAS
NAMWALI SERPELL	DIANA GABALDON	COLUM McCANN	LUIS ALBERTO URREA	

NEW MEXICO *fine* SANTA FE + NEW MEXICAN Santa Fe Public Library GALE THE CITY DIFFERENT

Pro-bono advertising:

- ▶ 30-second video ad shown before films at the Violet Crown Cinema starting mid-April
- ▶ Full-page ad in New Mexico Magazine
- ▶ Full-page ad in Santa Fe Magazine
- ▶ Two full pages in the Santa Fe New Mexican
- ▶ Ongoing digital advertising for the Santa Fe New Mexican website
- ▶ Multiple ads in the Santa Fe New Mexican both print and digital
- ▶ Full page ad in the New Mexico Writers annual program
- ▶ Digital advertising for the Santa Fe Reporter website
- ▶ Digital advertising for the New Mexico Magazine website

Digital Ads



COST OF ADVERTISING FOR SFILF

PLACEMENT/SERVICE	COST
Albuquerque Journal	\$750
The Atlantic	\$2,600
Hutton Broadcasting	\$600
KERA/KXT	\$2,280
KSFR	\$1,000
KUNM	\$2,480
LitHub	\$1,750
The New York Times	\$5,384.50
AZ Litho (printing of the New York Times insert)	\$3,172.06
RedZia Digital	\$3,000
Zascha Fox (social media manager)	\$16,000
Carmella Padilla (press release and marketing writing)	\$3,000
Noah Hilsenrad (creative design for advertising)	\$15,000
Tom Corwin Creative (creation of video ad for Violet Crown etc)	\$2,000
Jennifer Levin (writing of advertorials)	\$2,979
Clare Hertel (PR)	\$2,000
Facebook advertising	\$2,192
Henry Lopez (Advertising support)	\$2,000
Total:	\$68, 187.00
Pro-bono:	
Violet Crown (30 second video)	\$0
New Mexico Magazine	\$0
Santa Fe Magazine	\$0
The Santa Fe New Mexican	\$0
New Mexico Writers program	\$0

Q Search

HOME

LOCAL/STATE

SPORTS

ENTERTAINMENT

BUSINESS

LEGISLATURE

Award-winning author Colum McCann to open the Santa Fe International Literary Festival

BY [KATHALEEN ROBERTS](#) / JOURNAL STAFF WRITER

PUBLISHED: SUNDAY, MAY 14TH, 2023 AT 12:02AM

UPDATED: SUNDAY, MAY 14TH, 2023 AT 1:15AM



Colum McCann cracks open the rib cage of Palestinian-Israeli violence in his excruciating novel "Apeirogon."

Winner of the 2009 National Book Award for Fiction, the Irish American author is the opening speaker for the three-day Santa Fe International Literary Festival beginning Friday, May 19. The event features authors Jennifer Egan ("A Visit from the Goon Squad"), Gillian Flynn ("Gone Girl"), John Irving ("The Cider House Rules"), Diana Gabaldon ("Outlander"), Nana Kwame Adjei-Brenyah ("Chain Gang All-Stars"), Denise Chávez ("The King and Queen of Comezón"), Ingrid Rojas Contreras ("The Man Who Could Move Clouds") and more.

Born and raised in Dublin, McCann is the author of seven novels, including "Let the Great World Spin," "TransAtlantic," "Zoli" and "Dancer," as well as three story collections and two works of nonfiction. His work has been published in 40 languages.

In 1997, 13-year-old Smadar Elhanan, wearing a Blondie T-shirt and listening to Sinead O'Connor's "Nothing Compares 2 U" on her Walkman, was walking down a Jerusalem street when three young Palestinian men detonated suicide belts, killing themselves, Smadar and four others. A decade later, 10-year-old Abir Aramin, donned in her school uniform and holding a candy bracelet she had just bought, was shot in the back of the head by an 18-year-old Israeli soldier.

This pair of tragedies provides the nucleus of McCann's "Apeirogon." An apeirogon is a polygon with an infinite yet countable number of sides.

McCann fractured his book into 1,001 chapters, echoing the storytelling of Scheherazade in "One Thousand and One Nights." The structure reflects the infinite complications underlying the girls' deaths and the resulting unending grief. The author focuses on the relationship between their fathers, Bassam Aramin, a Palestinian Muslim, and Rami Elhanan, an Israeli Jew.

McCann met the pair when he was visiting the Middle East with his nonprofit story exchange group Narrative 4.

McCann climbed a staircase into an Israeli office building on a rainy November afternoon in 2015.

"In one of the offices sat two men," he said in a telephone interview from New York. "They proceeded to tell their stories.

"My breath was taken away by the depth of their stories," he continued. "I cried my eyes out. They wrote on a napkin, 'Harness the power of your grief.' I still have it."

Unable to shake the experience, when McCann returned home he asked the men if he could write their stories.

“Bassam and Rami were telling these stories to keep (their daughters) alive,” he said,

The author travelled to the Middle East researching his book a dozen times, straddling the back of Rami’s motorcycle and staying at the homes of the men.

“I tried to get to know the region,” he said. “It struck me that maybe I was the right one to tell it because I didn’t know the politics.

“We’re still the best of friends.”

The link between McCann’s background and his decision to focus on personal and political divisions may stem from his childhood.

McCann grew up in Dublin in the shadow of the Troubles. His mother was from Derry. He remembers riding the bus north with her to visit the family’s farm.

“You go up on a bus and the soldiers would come on at the border,” he said. “Sometimes they would pull people off. My mum would always tell me to be quiet.

“I was always interested in the dynamics of a country at war with itself.

“I knew what a checkpoint was about,” he added. “I knew what it was like to come to a divided place.”

ADVERTISEMENT

“Apeirogon” churns with a constellation of details; the ballistics of rubber bullets and the names of 36 species of migratory birds traversing an ancient and perilous flight path across Israel annually. McCann excavates the designs of slingshots boys have used for thousands of years to bring them down.

Bassam habitually slung stones. The shooter who killed Abir thought he was under attack by protesters throwing stones.

“It’s part of the second busiest migratory place in the world,” McCann said. “All of these birds fly over Israel and Palestine. In a way, it was the journey for all of us. They have no idea that they’re landing in Israel. They have no idea they’re landing in Palestine.”

Rami and Bassam confronted their grief by working with the activist group Combatants for Peace. Their losses made them brothers. They tell their stories across the globe.

Steven Spielberg's Amblin Entertainment bought the movie rights to "Apeirogon."

HEATING IT UP – MAY 20



Heating it Up - May 20, 2023

Host Cheryl Alters Jamison visits with Carmella Padilla, Co-Founder of the Santa Fe International Literary Festival.



A Public Service of Santa Fe Community College



KSFR

Native America Calling (Delayed Broadcast)



Cline's Corner

04/28/2023 with Carmella Padilla

Published April 28, 2023 at 4:00 PM MDT

 LISTEN • 22:31

Award-winning author Carmella Padilla, co-founder of the Santa Fe International Literary Festival, talks about this year's festival, taking place May 19-21.

[Cline's Corner](#)



Diana Gabaldon, mind behind the 'Outlander' series, to speak at Santa Fe Literary Festival

KUNM | By [Bryce Dix](#)

Published May 16, 2023 at 12:52 PM MDT

▶ LISTEN • 4:52



Courtesy Of Diana Gabaldon /

Diana Gabaldon, the mind behind the popular "Outlander" and Lord John Grey series of novels, will be a featured speaker at the [Santa Fe International Literary Festival](#), which runs May 19-21.

Gabaldon spoke with KUNM about the connections between fiction and reality and her family's deep roots in Belen, New Mexico.

DIANA GABALDON: My dad was born in Bethlehem [Belén, NM] as the youngest of 13 children to a very important New Mexico dirt farmer who died three months after he was born. So, he grew up in what you might call dire poverty, as they didn't have enough to eat. He ended up being the only member of his family to go to college and graduate and then later became a state senator in Arizona.

KUNM: I want you to tell me a little bit about your wildly different life you had before writing fiction.

GABALDON: I was a biologist and a scientist in general. At the age of eight, I knew better than to tell my parents that I wanted to write novels, because my father, from his upbringing and so forth, was deeply conservative. He would have said, you know, "Don't do that! You could never make any money doing that! Do something else!" I wasn't going to put up with that, so I just didn't tell him. So, I went into science. I liked science. I was good at it. I enjoyed it. But I knew I was supposed to write novels.

At the age of 35, I had been thinking about it casually for several years, I was going to start writing a novel. Just to learn how. This is not for publication. I'm not going to show it to anyone and tell anyone what I'm doing, let alone my husband because he would have tried to stop me.

KUNM: Well, to be fair to you, your "Outlander" series is now a big hit across the US and even across the pond. Why do you think people are so captivated with tales of romance and fantasy like yours?

GABALDON: Oh, well, those are both very, very old story forms. And it's reasonable enough these both deal with: What are we? How do we complete ourselves? What are we looking for in life? Most people are looking for a stable relationship, whatever it's for, maybe they want to have families whatever form those take.

KUNM: What connections do you make personally, when you look back at your writing, and what's currently going on right now?

GABALDON: Human chaos is basically something that I deal with all the time. And, you look at what's going on on television. You know, aside from the introduction of technology, things have not changed that much. People still want to stone each other for believing the wrong thing. People still want to shriek and carry on and gibber. I mean, watching people on TV having protests in the street, and so forth. It's not that different from what you see in the jungle. Human behavior is instinctive, rather than reasoned. It's all too easy for people to abandon their reason, and just behave instinctively. And instinct is a very short fuse kind of thing.

KUNM: *What do you think your take-home message is for someone when they pick up one of your novels?*

GABALDON: I would hope they take from it a sense of the innate goodness of people. I get people who see something in the book and frequently, it speaks to them on a very deep and visceral level.

I wrote the first book, as I say, for practice, I wasn't planning to publish it. So when it did get published, I was wondering how people would respond to it. Because I didn't pull any punches at all. I said, "If you're gonna write this book, it's got to be honest," and so I was honest. And consequently, it's a very powerful book. It has some very dark substances in it here and there. I wondered what people were going to do about this... Were they going to burn the book? Ban me, etc?

I got an immense number of messages and letters from people who had had terrible sexual experiences... Who had suffered, rape, torture, or whatever. But what they all said was: "Thank you so much for writing this." They said, "It is immensely cathartic to see this approached in this way so honestly, and I could see myself in the story, and it relieved me of my guilt... I realized it wasn't my fault..."

So, it's very moving when people respond that way. But, it's not something that I could have foreseen happening. When you write a book, you just go into it as honestly as you can. And you tell the truth.

If you or someone you know has experienced sexual assault--call the National Sexual Assault Hotline at 1-800-656-4673.



Literary festival guest Colum McCann says the power of story crosses all cultures

KUNM | By [Megan Kamerick](#)
Published May 18, 2023 at 6:15 PM MDT

[f](#) [✉](#) Print

▶ LISTEN • 4:43



Irish author Colum McCann kicks off the second [Santa Fe International Literary Festival](#) Friday. He's the author of seven novels, including "Let The Great World Spin" and "Transatlantic" and has won numerous awards. McCann's books have been set all over the world, but they have common themes of human connection and the reparative power of storytelling. He tells KUNM that sometimes he chooses these topics and sometimes they choose him.

COLUM MCCANN: That's one of the things about books sometimes, you know, they come along, they choose you and you can shake them off. You know, I got obsessed two years ago by a photograph of this Romany woman in Slovakia, and I couldn't shake her. So I ended up writing a book about what we pejoratively called the Gypsy culture. Another time I got obsessed by Philippe Petit tightrope walk across the World Trade Center towers, and I ended up writing a book called "Let The Great World Spin". I got taken by the story of Rami and Bassam, an Israeli and a Palestinian, about five or six years ago, and I couldn't shake it. And I thought, Okay, well, the only way then to do it is to try to write a book about it. I mean, I think it was Disraeli said at one stage that if you want to know something about anything, write a book about it.

KUNM: The former British Prime Minister,

MCCANN: Yeah, we shouldn't be quoting British Prime Ministers (laughs). But it was one of those quotes that sort of stuck in my mind, but I align myself with the idea that sometimes the only way to do it is to go feet first, or headfirst into a subject that you maybe don't know all that much about.

KUNM: You took a long bike ride across America, when you were younger. How did that inspire your writing?

MCCANN: I actually went through New Mexico, I went over Ratón Pass into Colorado, and I remember snapping two spokes on the back of my bike, and needing some repair. I do think that what I learned on that particular trip is that we all need some sort of form of repair. And the repair comes oftentimes in stories and storytelling. So, you know, I tried to write a book before I left on this bicycle trip, I was only 21, 22, 23. I failed miserably in doing so. And going out on the bicycle meeting people, I realized that everyone has a story. And everyone has a deep need to tell a story. So I learned for a couple of years how to listen. I hope still, that I'm a listener, unfortunately, here I am, you know, shooting my mouth off, I'd rather be listening. But the great thing about stories and storytelling is that it crosses all cultures, it crosses all boundaries, and it gives us a chance to go back to some sort of original self, you know, we get a chance to tell a story. It doesn't become didactic. It's not about, you know, politics, it's not necessarily about, you know, staking a claim to a particular idea. These stories that we have about ourselves are messy.

KUNM: You grew up in Dublin, but your mother was from Derry, in Northern Ireland, which gave you some experience with the violence in that country that perhaps Dubliners wouldn't have had, how did that impact your writing?

MCCANN: I think it impacted my writing in a big way. You know, every summer I would get on a bus with my mother. And we would go up from the Republic to the north of Ireland and suddenly at a certain stage, and the bus was stopped, and soldiers would step on. And this was a whole new reality. And so much of my work is about conflict and people in conflict with themselves or with the cultures around them. I think those early years were formative for me in trying to understand what this difference is about. And is this difference as profound as we actually think.

KUNM: And your latest novel "Apeirogon", it's inspired by two real people, an Israeli and a Palestinian who both lost daughters to violence. Why did you feel drawn to that story?

MCCANN: They broke my heart. And I've always said that the only things worth doing are the things that might possibly break your heart. And I thought, "Okay, well, can I tell this story?" I went home to New York, and I said, "No, I can't. I'm a middle-aged white Irish man. What right do I have to try and write the story?" And then it kept echoing back on me. And I felt okay, well, I'll give it a bash. I called them and said, "Will you allow me to try to tell your story?" They said, "Yes." And I said, "Hold on a second. I'm a novelist. I make stuff up." They said, "Okay." And I said, "Are you serious?" And yeah, the stuff that I fictionalized is really about experience rather than facts. It's like trying to understand their hearts and their heads. You know, when Bassam was in prison, for instance, or when Rami lost his daughter, or when he was fighting in various wars that they fought in, and they allowed me into their world and we're still the best of friends. I wish they would be coming with me to the festival. But guess what? Neither Rami nor Bassam is allowed to get a visa in the United States. It's really shocking. And it's going to change. I'm sure it's going to change. You know, they're in the process of reapplying. But these are men apiece who have been sort of, you know, not allowed to go speak on behalf of the peaceful engagement. And I think that's, you know, comment on our culture as much as it is anything else.

You can hear a longer version of the interview [here](#).

Colum McCann full KUNM interview.mp3

▶ LISTEN • 21:05

We are transitioning to a wonderful new web site and not all the recent shows are transferred yet. We hope to have them all up shortly. Thank you for your patience!

Featured Episodes | **Guests** | **Archive** | **About the Show**

Clare Hertel, Mark Bryant - Santa Fe
International Literary Festival

Air Dates: April 15-17, 2023

Episode Search

Keyword
> Search

PBS
REPORT FROM SANTA FE, PRODUCED BY KENW
Clare Hertel and Mark Bryant
Season 2023 Episode 11 | 28m 7s
21:55 / 28:07 1x

We are transitioning to a wonderful new web site and not all the recent shows are transferred yet. We hope to have them all up shortly. Thank you for your patience!

Featured Episodes | Guests | Archive | About the Show

Author Carmella Padilla and cultural anthropologist and historian Estevan Rael-Gálvez

Air Dates: May 6-8, 2023

Episode Search

Keyword
> Search



We are transitioning to a wonderful new web site and not all the recent shows are transferred yet. We hope to have them all up shortly. Thank you for your patience!

Featured Episodes | Guests | Archive | About the Show

David Quammen, journalist and author

Air Dates: May 27-29, 2023

Episode Search



Keyword
> Search

This week's guest on "Report from Santa Fe" is journalist and author David Quammen, nature and science writer of 18 books including "Breathless: The Scientific Race to Defeat a Deadly Virus" (the 2002 finalist for the National Book Award), "Spillover: Animal Infections and the Next Human Epidemic" and "The Heartbeat of the Wild."

An acclaimed writer of nonfiction with a focus on science and the history of science, Quammen has written hundreds of short nonfiction pieces, feature articles, essays, columns appearing in such publications as the New Yorker, National Geographic, Outside, the Atlantic, and Rolling Stone. He has won the National Magazine Award three times. Elizabeth Kolbert, author of the best-selling book "The Sixth Extinction" proclaims that "No one writes about complex science better than David Quammen."

From 2007 to 2009, Quammen was employed as the Wallace Stegner Professor of Western American Studies at Montana State University. Quammen received honorary doctorates from Montana State University and Colorado College. For his work, Quammen was awarded with a Rhodes Scholarship, a Guggenheim Fellowship, and a Lannan Literary Award for nonfiction.

His book "Spillover: Animal Infections and the Next Human Pandemic" (2012) received two awards: the Science and Society Book Award, given by the National Association of Science Writers, and the Society of Biology (UK) Book Award in General Biology. In 2013, "Spillover" was short listed for the PEN /E.O. Wilson Literary Science Writing Award.] "The Song of the Dodo" (Scribner, 1996), a study of the bird's extinction won the John Burroughs Medal for nature writing.

In this interview, Quammen reflects on the accuracy of his predictions about upcoming human epidemics saying, 'Science warned this would happen. Politics didn't care.' He discusses the popular misconceptions about AIDS and Covid that his research has uncovered and addresses the big question about the origin of the Covid virus, did it occur naturally in nature or was it created in a lab.

The Bookshelf

What's new for the second year of the Santa Fe International Literary Festival?



Expand



(Photos by: Jack Parsons, Elizabeth Eagle, Jamil Hellu, Nina Cochran)

By Annabella Farmer

May 17, 2023 at 12:00 am MDT

After filling 9,000 seats and selling thousands of books at last year's inaugural Santa Fe Literary Festival, organizers returned ready, co-founder Clare Hertel says, "to underline that the world of writing and reading is more interconnected than ever."

Hertel, local writer Carmella Padilla and curator Mark Bryant have rebranded the weekend (now with the qualifier "International") and organized a dense program.

Highlights of the impressive lineup include internationally-recognized writers such as Jennifer Egan, John Irving, Diana Gabaldon and Gillian Flynn, as well as local luminaries such as Hakim Bellamy, Deborah Taffa, Michael McGarrity and Denise Chavez.

"It's nice to focus not just on the big names from afar, but local people that have done so much for the literary community here in New Mexico and should be better known," Hertel tells SFR.

The festival kicks off on Friday with Pulitzer Prize-winning Kiowa writer N. Scott Momaday, the SFILF honorary chair, who will speak briefly before the evening's sold-out conversation between Dublin-born novelist Colum McCann and Taffa, director of the MFA in Creative Writing program at the Institute of American Indian Arts. McCann's most recent novel *Apeirogon* tells the true story of two fathers who come together through the loss of their daughters in the Israeli-Palestinian conflict.

"We chose a lot of writers who are gonna talk about difficult things," Bryant says. "These are really rough times, and we want authors who don't shy away from that."

For example, Nana Kwame Adjei-Brenyah's novel *Chain Gang All Stars* takes place in a dystopian US where people incarcerated in the private prison system have the option to fight for their freedom in gladiatorial contests. Adjei-Brenyah will appear in conversation with former Albuquerque poet laureate and community organizer Bellamy, and hopes to address "the current reality of the prison industrial complex, abolition and what that even means, and what it means to be a compassionate society," he tells SFR.

"I think the best I can do is write towards a smarter, better version of myself," Adjei-Brenyah says when asked about his imagined audience for the book, "but I'm really interested in a lot of different people: People who are not yet convinced of the possibility of abolition. People who find community in the book. People finding new ideas."

Colombian-born author Ingrid Rojas Contreras will discuss *The Man Who Could Move Clouds*, a lyrical memoir that tells of her own family legacy of magic and curanderismo intertwined with the legacy of colonialism in Colombia and the violence between them. She sees the book as "a way to reclaim those stories," and notes that as she's been traveling with *Clouds*, she's noticed such tales are familiar among the Latino people she meets, "even though we don't always talk about them in public." Rojas Contreras says her favorite part of a reading is the moment right afterward, when someone in the audience comes up to her and says, "I have a story just like that."

Jennifer Egan's most recent novel *The Candy House*—a companion to her Pulitzer winning 2010 novel *A Visit from the Goon Squad*—also explores the possibility of connection through story, but in a radically different way. It hinges on an imagined (for now!) technology that allows people to upload their consciousnesses to a platform accessible to anyone. Sound creepy? Egan agrees, but her characters' willingness to sacrifice privacy for a chance at true connection is the essence of both the novel and a theme of humanity's zeitgeist.

"To me, the urge for people to join the collective consciousness is the inherently human curiosity about what the world looks like to another human," Egan tells SFR. "It's the thing we'll never know, like not being able to communicate with the dead."

For Egan, fiction presents an opportunity for that type of connection (minus the surveillance-state part).

"To my mind, fiction is the narrative art form that best delivers that experience of being inside another consciousness," she says.

While image-based media like videos, television and movies are inherently exterior, she says, language is inherently interior.

"So reading fiction and talking about fiction is exactly the exploration of that experience," Egan adds. "The real machine here is the novel. That's the machine that can do this, and so that's what we're gonna be there to talk about." (Hear more from her in this week's [3 Questions.](#))

Lit Fest organizers also hope to explore connection through storytelling in their educational and community programming.

"I think it's gonna be a real step up from last year," Hertel says, citing free events such as a youth writers panel, poetry readings and writing workshops organized by musician, DJ and leader of artist-forward nonprofit Vital Spaces, Raashan Ahmad, who this year directs the festival's Young Writers and Readers program.

McCann will also bring his project—Narrative 4, a story-sharing program meant to combat loneliness and motivate kids to make positive changes in their communities—to students from the Santa Fe Community College Creative Writing program, the MASTERS Program and several Santa Fe high schools.

And that's just the tip of the iceberg.

"The response last year was way more positive than we expected," Bryant says, "but that doesn't mean we're not always thinking about things we could do differently and better: ticket prices, diversity, a robust collection of authors. Over time I think we'll develop a better understanding of the kinds of authors that are most important to bring to Santa Fe."

Santa Fe International Literary Festival: Various times, costs and locations Friday, May 19-Sunday, May 21, Santa Fe Community Convention Center, 201 W Marcy St.,

sfinternationallitfest.org

3 Questions

3 Questions With Author Jennifer Egan

'The Candy House' author talks fiction, stories and ChatGPT

 Expand

(Pieter M. Van Hattem)

By Annabella Farmer

May 17, 2023 at 12:00 am MDT

It only makes sense for a reporter to be nervous about a chat with author Jennifer Egan, given her credentials as a Pulitzer Prize winner for her 2010 novel *A Visit from the Goon Squad*, the president of lit-forward nonprofit PEN America and an all-around intellectual titan. But Egan's conversational approach was as clever and thoughtful as her writing suggests. Egan's latest novel *The Candy House* hinges on a technology called "Own Your Unconscious," which allows characters to revisit any of their own memories, and to make them accessible to others in exchange for access to the collective. Egan will be in conversation with Alex Parsons at the Santa Fe International Literary Festival (9:15 am Saturday, May 20. \$15-\$50, Santa Fe Community Convention Center, 201 W Marcy St., sfinternationallitfest.org; see more on page 31). This interview has been edited for length and clarity. Read more from Egan in our [festival preview here](#).

How would 'Own Your Unconscious' change the role of story, if at all?

That's an interesting question. [The character] Bix's son Gregory, who wants to be a writer, is appalled by this technology because he feels it will eliminate the space for books. The way the technology plays out is often with a sense of great disappointment, because it turns out we may not actually want to know what it's like to be inside someone else's consciousness, or even to review our own memories as they 'actually were.' So, in the world as imagined, what would be the role of books? I guess what we would learn is that the curation of information is actually essential to making the experience meaningful. I'm very interested in the relationship between data and storytelling because we're so data-obsessed as a culture, and yet the limitations of data are so manifest. I discovered in writing about all this that in the end it's the interpretation that gives meaning to data, and it may be that art is what gives meaning to this spectatorship of other consciousnesses.

There are technologies and ideas in the book that you imagined as fiction, but have since become reality. What's that like?

That has happened to me a lot. Not as much with this book as with some, but when I was working on it, it felt a little out of step with reality. Now it feels so in step that in the end, it's going to feel like it was just verisimilitude. For instance, I imagined a guy whose job was to create a mathematical system that could encompass any sort of plot. He believes he's working for an entertainment company, but he doesn't know what the product is and neither do we. As soon as ChatGPT came along, I suddenly realized that's the product. He's participating in a program that synthesizes groupthink into entertainment. So, the book is going to feel like a reflection on ChatGPT—who cares that I published it nine months before that was released. I know nothing about technology. But it's no surprise my imaginings would parallel those of people who really do know technology and can make things happen. The way I see art generally, and fiction specifically, is as a distillation of the cultural moment that we occupy. Our job is to create artifacts that articulate the dream life of the culture collectively. So it makes sense there's a tandem between art and reality in which sometimes the artistic expression gets slightly ahead, because we're all drawing on the same experience, the same forces.

How did you come to think about art that way?

When I was working on my novel *Manhattan Beach*, which is a noir-ish historical thriller, I needed to know everything about what life was like during the war years in New York. I originally thought that would mean knowing what people drove, what they smoked and what they wore. But I realized as soon as I tried to write that that's nothing. What you need to really understand is what people were thinking about, what they were remembering, what they were nostalgic for, the cultural touchstones. History books can't exactly tell us that, but fiction can. That experience got me thinking, What is fiction, really? And what I came to feel is that it's sort of like the way we dream, and those dreams take the everyday stuff of our lives and transform it into symbolic works of art. To my mind, artists perform exactly the same function collectively for the culture that contains us.

OUR VIEW

Year 2: Saluting the power of storytelling

Feb 10, 2023 Updated Feb 11, 2023  1

Year two of the Santa Fe International Literary Festival is a few months away — but anticipation is already building for the second iteration of a gathering to celebrate the power of words.

And though the first year of the festival was outstanding, the second-year lineup could be even more impressive. The 2023 festival will take place May 19-21 at the Santa Fe Community Convention Center.

Among authors announced so far are literary luminaries John Irving, Jennifer Egan, Gillian Flynn, Luis Alberto Urrea and Diana Gabaldon. A tribute to New Mexico author Rudolfo Anaya is being planned, with Urrea and Denise Chávez presenting “Recuerdos y Respeto: Homage to Rudolfo Anaya.”

The “international” in the title is new, a reflection of the power of words to cross borders and unite people. Storytelling is universal, whether in times of joy or crisis. It is how humans share both universal and individual experiences.

Irish author Colum McCann will open the festival May 19 — he’s a National Book Award winner for *Let the Great World Spin* and the global bestseller *Apeirogon*. Also appearing at the 2023 festival are Moroccan author Laila Lalami, a Pulitzer finalist for her 2015 book, *The Moor’s Account*; Ingrid Rose Contreras of Colombia, a 2022 National Book Award finalist for *The Man Who Could Move Clouds*; Zambian American writer Namwali Serpell, Harvard professor and author of *The Old Drift* and *The Furrows*; and Ed Yong, a Pulitzer Prize-winning science journalist and author of *I Contain Multitudes*. His reporting during the coronavirus pandemic for *The Atlantic* magazine won the 2021 Pulitzer for explanatory journalism.


More than 30 different festival events will take place over the weekend, with organizers of the event dedicated to providing “a light against the dark, where the power of words, ideas and stories capture the experience of being alive in the world; where our sense of community is strengthened; and where our shared humanity is recognized and celebrated.”

In a town so noted for visual and performing arts, it is only right that the literary traditions of Santa Fe will be celebrated in such a prominent fashion. Storytelling is rooted in this place — and the festival reflects that heritage. There's even a Saturday session dedicated to *The Village: Writing Northern New Mexico*, with Stanley Crawford, Lucy Lippard and Don J. Usner. All three have written moving accounts of the places they call home, Dixon, Galisteo and Chimayó. Usner, a multi-generational New Mexican, uses photography and words in his stories, documenting with authenticity the village of his ancestors.

That's just one of the many fascinating conversations to be held during the weekend, discussions to draw people in, engage their minds and leave them refreshed as they return to their lives. For more details, author biographies and information about purchasing tickets, visit sfinternationallitfest.org.

May is just around the corner, and with a lineup so powerful, the literary festival is going to be a hot ticket.

Encouraging young readers and writers

Photos by Luis Sánchez Saturno The New Mexican May 3, 2023 Updated May 4, 2023  0



Patricia Perea, professor of Chicano studies at the University of New Mexico and educator at New Mexico History Museum, reads the children's book *Juan and the Jackalope* by Rudolfo Anaya to Nava Elementary School kindergarten and first grade students Wednesday at La Farge Branch Library. The readings were part of the Santa Fe International Literary Festival's Young Writers and Readers program. The Literary Festival is May 19-21 at the Santa Fe Community Convention Center.

Patricia Perea, professor of Chicano studies at the University of New Mexico and educator at New Mexico History Museum, reads the children's book *Juan and the Jackalope* by Rudolfo Anaya to Nava Elementary School kindergarten and first grade students Wednesday at La Farge Branch Library. The readings were part of the Santa Fe International Literary Festival's Young Writers and Readers program. The Literary Festival is May 19-21 at the Santa Fe Community Convention Center.



Jesus Parra, 6, listens to Patricia Perea, professor of Chicano studies at the University of New Mexico and an educator at New Mexico History Museum, read *Juan and the The First Tortilla* by Rudolfo Anaya on Wednesday to Nava Elementary School kindergarten and first grade students as part of the first Santa Fe International Literary Festival's Young Writers and Readers program at the La Farge Branch Library.

Luis Sánchez Saturno/*The New Mexican*



Patricia Perea, professor of Chicano studies at the University of New Mexico and an educator at New Mexico History Museum, gives a copy of *The First Tortilla* by Rudolfo Anaya to Nava Elementary kindergarten and first grade students on Wednesday at La Farge Branch Library. The students were read books as part of the Santa Fe International Literary Festival's Young Writers and Readers program.

Luis Sánchez Saturno/*The New Mexican*

Literary festival goes international but keeps Southwestern roots

By Nicholas Gilmore ngilmore@sfnewmexican.com May 6, 2023 Updated May 7, 2023  0

To acclaimed Irish author Colum McCann, storytelling can be “an act of radical empathy.”

His 2020 book *Apeirogen* focuses on a bond between an Israeli and Palestinian father and, similarly, McCann hopes his educational program Narrative 4 can build empathy between seemingly disparate groups by way of storytelling.

Narrative 4 leads young participants in exercises in retelling — and rethinking — the stories of others.

McCann, a National Book Award winner, will give a talk on storytelling at the Santa Fe International Literary Festival, which has brokered a partnership to bring his program to students at Santa Fe Community College and several area high schools.

During a recent interview, McCann said the world finds itself in fractious times, in an epidemic of loneliness and isolation.

As “twee” as it may seem, he said, he truly believes “storytelling is one of the ways to dissolve those boundaries and bring them down.”

With programming like McCann’s, Santa Fe’s literary festival, now in its second year, is demonstrating international ambitions, but co-founders said the event has also deepened its roots in the literary traditions of the region while cultivating passion for storytelling throughout the community.

Festival to honor Anaya's legacy

The three-day festival, which begins May 19, will bring a host of authors from near and far to the Santa Fe Community Convention Center for discussions, tours and tributes, along with lots of books. Jennifer Egan, John Irving, Gillian Flynn, Laila Lalami, Ed Yong and many more have joined the roster for talks over the weekend.

During the successful 2022 debut, the festival attracted more than 10,000 participants. Co-founders Carmella Padilla, Clare Hertel and Mark Bryant said they hope to continue bringing global names in literature to New Mexico while continuing to honor local and regional writers.

Last year's festival gave a posthumous tribute to New Mexico mystery writer Tony Hillerman, creator of the Chee and Leaphorn series of detective novels. Padilla said this year's tribute will go to the "godfather of Chicano literature" Rudolfo Anaya, including free readings of the late author's children's books and a panel discussion of the impact of works like the New Mexico classic *Bless Me, Ultima*.

"Rudy was somebody whose work was totally rooted in the New Mexican landscape and what he called the Indo-Hispano identity of the Southwest," Padilla said. "It introduced the world to a way of looking at New Mexico, and it resonated not only locally but internationally, and that's grown through the decades."

A discussion of Anaya's legacy as part of the region's literary tradition will feature Denise Chávez, Luis Alberto Urrea and Estevan Rael-Gálvez. A screening of the 2013 film adaptation of *Bless Me, Ultima* is scheduled at the Jean Cocteau Cinema on May 22.

Padilla said she is compelled to draw attention to New Mexican literature, which she said traces back to Indigenous oral traditions in the 13th century.

"I'm a native, homegrown Santa Fean," she said. "I'm involved in this because I'm also an author, but it's really about my community and shining more of a light on the literary roots of our state and centuries-long traditions of storytelling. ... It's so important that we continue to show off our community as a place that has a strong voice and deep knowledge to share."

'Rich tradition of storytelling' in Santa Fe

One of the preeminent literary figures of Santa Fe, N. Scott Momaday, will serve as honorary chairman at the festival, a designation organizers said makes him the event's "most distinguished guest."

The 89-year-old Kiowa writer won the Pulitzer Prize for fiction in 1969 for his novel *House Made of Dawn*, which was based on his firsthand experiences in Jemez Pueblo.

Momaday remains an active writer and told *The New Mexican* on Friday he would likely discuss his 2020 novella, “Earth Keeper: Reflections on the American Land,” at the festival, as he was “especially pleased” with the recent book.

Momaday said he has noticed recent growth in both the literary community of Northern New Mexico and in an appetite for literature. The festival, he said, is the biggest and most ambitious event he could think of celebrating literature in the region.

“The festival is something that we have needed for a long time,” he said, “and I’m especially glad that we have it now.”

Science writer David Quammen, who also plans to appear at the festival, said he expects to find an audience receptive to his ecological message in Santa Fe.

Quammen authored *Breathless* in 2022, an account of the coronavirus pandemic and the race to develop vaccines that he hopes reads like a gripping thriller. His upcoming book *The Heartbeat of the Wild* chronicles 20 years of stories published in *National Geographic* that were centered around conservation.

“The great outdoors is not just a place we go to participate in adventure sports, but also a place that we care about, the mountains, the landscape, the waters, the biological diversity,” Quammen told *The New Mexican*. “I know that’s true of most people in Santa Fe, and that’s what has guided my work for the last 20 years at *National Geographic* and for 15 years at *Outside* magazine before that.”

Quammen said he became fascinated with the Ebola virus while trekking in the Congo, sparking his interest in “the ecology and evolutionary biology of scary viruses.”

While evolving from a fiction author to a natural history writer to a science writer, he said he retained his deepest influences from William Faulkner as well as his mentor Robert Penn Warren.

Festival co-founder Bryant, a former magazine editor and a publishing consultant, said his group has attempted to curate for the festival a group of authors representing some of the greatest examples of writing and thinking across a range of genres.

“We got into this, in part, because we felt like Santa Fe ... has been a home for the performing arts, but not many knew there was this rich tradition of storytelling here, from the Native and Hispano traditions,” Bryant said. “It came together in a shockingly good way.”


He and others felt the time was right to begin such an endeavor to spotlight the shared humanity of storytelling, when “books are being banned” and “tolerance and civility are in such short supply,” he said.

Bryant said he was surprised by an “incredible sense of abiding community” that has grown from the festival since it began last year.

”I think if we can bring people together and touch them with the different kinds of experiences you can have at a festival like that,” he said. “The more people feel like stakeholders in this and the better and better it can be,” he said.

OUR VIEW

A salute to the power of words

May 16, 2023 Updated May 16, 2023  1

The Santa Fe International Literary Festival returns for a second year this weekend, with a program both intensely local and encompassing the globe.

It's a potent combination to demonstrate the power of story in our lives.

We read, we listen to stories, and then we reflect — the written word, the issues illuminated in our books and tales, can change lives. This festival celebrates the power of those words. Such a celebration is necessary, and refreshing, in this new era of book banning and censorship in the United States and other parts of the globe. In our Santa Fe, we read, debate and absorb the lessons of the written word, no matter how difficult.

It's a tradition with deep roots in this place. Santa Fe has long been a place of story, starting with the tales passed down from generation to generation. It's fitting poet and Pulitzer Prize-winning Kiowa author N. Scott Momaday will serve as the festival's honorary chair.

Another part of the local focus will come through a tribute to the late Rudolfo Anaya, New Mexico's beloved author and the godfather of Chicano literature. Honoring the man behind *Bless me, Ultima* and other tales will be authors Luis Alberto Urrea and Denise Chávez. But that's not all — the festival will celebrate New Mexico's rich literary history both past and present. There are even hints of the future, with the free community stage spotlighting emerging poets and storytellers.

This belief in the power of story is something people across the world have in common. That's aptly shown in the 2023 festival with the international flavor brought by authors attending the conference; it's such a global event that in its second year, the festival added “international” to its name to reflect the many influences that will be present.

Irish writer Colum McCann kicks off the festival Friday night. He wrote the National Book Award-winning *Let the Great World Spin* and said in a pre-festival interview he comes to Santa Fe every chance he gets: “Santa Fe speaks to me.”

Other authors featured over the weekend are Pulitzer Prize-winner Jennifer Egan, legendary author John Irving, Santa Fe’s Michael McGarrity and journalist Beth Macy. Colombian author Ingrid Rojas Contreras, Moroccan American author Laila Lalami and Zambian American writer Namwali Serpell also will be attending. The panels and discussions take place over two days in the Santa Fe Community Convention Center. There will be opportunities to have books signed and meet some of the authors in the lobby of the convention center. The festival features some 30 events, from keynote talks on the big convention center stage to more intimate conversations, walking tours with authors and community stage events during lunch. (Ticket information and schedule are available at sfinternationallitfest.org).

Perhaps most exciting — for the future of writing and reading — will be the continued evolution of the Young Writers and Readers Program, where local young people will meet the authors in person, including Egan, Rojas Contreras and Lalami. McCann will do a workshop with Santa Fe Community College creative writing students, and the Santa Fe Public Library is planning story hours to celebrate Anaya’s work in Spanish and English. The Witter Bynner Foundation for Poetry is collaborating with the festival and local high school students. Lives will be changed as a result.

Only in its second year, Santa Fe’s literary festival is expanding its reach while, at the same time, deepening its roots. In a world where ignorance is increasingly celebrated, a festival that honors the power of reading can be revolutionary. As Egan said in a pre-festival interview: “At this point, reading deeply is an act of resistance.” Here’s to reading. Here’s to resistance. Here’s to the success of the second year of the Santa Fe International Literary Festival, coming this weekend.

Ahead of Santa Fe literary festival, sellers say 'real books' still in demand

By Nicholas Gilmore ngilmore@sfnewmexican.com May 19, 2023 Updated May 20, 2023



Sarah Haghi and Joey Blaha with Collected Works Bookstore and Coffeehouse set up a pop-up bookstore Friday at the downtown convention center for the Santa Fe International Literary Festival.

Luis Sánchez Saturno/The New Mexican

For Santa Fe author Carmella Padilla, bookstores have been “everything” for the decades she has been writing books about art, food and Northern New Mexican culture.

“People spend a lot of time online these days, and I’m grateful that people can read what I write online, but there’s nothing like a good old-fashioned book,” she said.

Padilla is a co-founder of the Santa Fe International Literary Festival, which is bringing authors from around the world to the City Different for events and talks Friday through Sunday.

The relationship between the festival and Santa Fe’s many local, independent bookstores is a symbiotic one.

Despite the yearslong proliferation of digital media, local booksellers say their sales are up compared to last year.

Dorothy Massey, who has owned the independent Collected Works Bookstore and Coffeehouse for 28 of its 45 years, said her business continues to grow.

Massey has set up a pop-up bookstore at the city convention center with about 5,000 books for the festival. Collected Works has stocked new and old titles from authors who will appear at the festival, such as Jennifer Egan, Colum McCann and John Irving.

Massey calls Santa Fe a “very literary” city.

“It is a very collegial group, by and large,” Massey said of Santa Fe’s 18 independent bookstores. “There are petty jealousies, and we’re all in competition supposedly. But since we’re a general bookstore, we try to stay away from other stores’ specialties.”



Doug Cone of Lubbock, Texas, reads a book Friday at Collected Works Bookstore and Coffeehouse. Cone said “Santa Fe to Southern Colorado is one of my favorite places in the world.”

[Luis Sánchez Saturno/The New Mexican](#)

She said they will call each other when they have a customer looking for a book they can’t find.

During the early, uncertain days of the coronavirus pandemic, Collected Works remained open and kept employees on payroll by selling books curbside.

“There were nine of us working — masked and gloved, six feet apart — and nine of us went in, and nine of us came out,” Massey said.

Jean Devine, who has owned Garcia Street Books for six years, steered her shop through the pandemic as well.

She said it took “a lot of nimbleness” during a time when direction seemed to be changing every other week.

“It was like dancing,” Devine said. “We did all kinds of things for people to get their books — we did shipping, home deliveries, curbside, whatever it took to still try to be a resource to the community. Anything to remain a constant during times when we were encountering things none of us had ever dealt with before.”

Devine said her book sales have also increased. She believes physical books will never die because they offer a different experience than digital formats, one that appeals to more than one sense.

“Bookstores drive community,” she said. “They create space for people to interact with one another.”

At George R.R. Martin's Beastly Books in the Santa Fe Railyard, a growing interest in "speculative fiction" has helped to fuel an expansion of offerings, workers said.

Twig Delujé, the "master of story" of Beastly Books, described speculative fiction as an umbrella term for science fiction, horror and fantasy — the bookstore's specialties.

The shop has been successful, Delujé said, "because we cater to not just literature but all things in the speculative world," adding Beastly Books has hosted events involving painting, writers' workshops, live music and even Saturday morning cartoons.

"We're just trying to create a place where we would all want to hang out," marketing director Al LaFleur said.

Beastly Books reopened in April 2021 after closing during the coronavirus pandemic. Whereas the store sold almost exclusively autographed books beforehand, Delujé said, it has since expanded its offerings to a diverse collection of titles and collectibles.

"I think especially with the genres, there is always something about having a physical copy," Delujé said. "People get into the art and design of the covers. Something about that will never die out."

For Carmella Padilla, it is special to see a community come together around writing and books — something one usually experiences alone, “sometimes in a frustrating way.” The excitement behind the literary festival, along with a slew of author readings and signing events at Santa Fe bookstores throughout the year, show books aren’t going anywhere any time soon.

Padilla considers the phrase “curl up with a good book,” which she said sort of embodies the comfort and joy of reading from a physical book.

“I guess you could curl up with a tablet,” she said, “but I’d rather have a real book.”

Pasatiempo

[HOME](#) [ART](#) [BOOKS](#) [CALENDAR](#) [COLUMNS](#) [CULINARY ARTS](#) [MOVIES](#) [MUSIC](#) [OPERA](#) [PERFORMANCE](#) [WRITING CONTEST](#) [ABOUT](#) [CONTACT](#)

MIXED MEDIA

A peek at lit fest lineup

Brian Sandford Dec 30, 2022  1



Author Colson Whitehead at the opening night of the 2022 Santa Fe Literary Festival

Gabriella Marks

Call it a prologue.

The Santa Fe International Literary Festival will release its full roster of authors in January, when tickets will go on sale, but it offered a December preview to mailing list members. The festival is May 19-21 at the Santa Fe Community Convention Center.

The festival, billed as a celebration of a shared love of writing and ideas, will include lectures, walking tours with authors, a youth poetry slam, and excursions to locations beyond the city. For more information, go to sfinternationallitfest.org. Last year's inaugural festival, which didn't yet have "International" in the title, attracted a slate of writers including two-time Pulitzer Prize-winning author Colson Whitehead (*The Underground Railroad*, *Harlem Shuffle*); bestselling author John Grisham (*A Time to Kill*, *The Firm*); Jon Krakauer (*Into the Wild*, *Under the Banner of Heaven*); and Margaret Atwood (*The Handmaid's Tale*, *Alias Grace*).

The recently announced preliminary list for 2023 is at least as impressive. It features:

▼ **Ingrid Rojas Contreras**, author of *The Man Who Could Move Clouds*, a 2022 National Book Award finalist, and *Fruit of the Drunken Tree*, a 2018 *New York Times* Editors' Choice.

▼ **Jennifer Egan**, author of *The Candy House*, which was among *The New York Times*' 10 Best Books of 2022, and *A Visit From the Goon Squad*, a 2011 Pulitzer Prize winner.

▼ **Gillian Flynn**, author of *Sharp Objects* and *Gone Girl*. According to *The Washington Post*, as of 2016 *Gone Girl* had sold more than 15 million copies. The book was adapted into a 2014 film, with screenplay by Flynn, starring Rosamund Pike, Emily Ratajkowski, and Ben Affleck.

▼ **John Irving**, author of bestsellers like *A Prayer for Owen Meany* and *The World According to Garp*, which won a National Book Award for Fiction Paperback in 1980. Five of his books were turned into films: *Garp*, *The Hotel New Hampshire*, *Simon Birch* (partly based on *A Prayer for Owen Meany*), *The Cider House Rules*, and *The Door in the Floor* (from *A Widow for One Year*).

▼ **Laila Lalami**, author of *The Moor's Account*, which won the 2015 American Book, Arab American Book and Hurston-Wright Legacy awards, and *The Other Americans*, which won the 2019 Joyce Carol Oates Prize and 2020 Arab American Book Award for Fiction.

▼ **Namwali Serpell**, a winner of the 2020 Windham-Campbell Literature Prize and author of *The Furrows*, one of the *Times*' 10 Best Books of 2022, and *The Old Drift*, which won the 2020 Anisfield-Wolf Book Award for Fiction and the Arthur C. Clarke Award.

▼ **David Treuer**, author of *Rez Life: An Indian's Journey Through Reservation Life* (2012) and *The Heartbeat of Wounded Knee: Native America from 1890 to the Present* (2019).

▼ **Ed Yong**, author of *An Immense World*, one of the *Times*' Top Books of 2022, and the 2016 bestseller *I Contain Multitudes: The Microbes Within Us and a Grander View of Life*.

TABLE

CITIES → RECIPES DRINKS INGREDIENTS FASHION AND DESIGN GOING OUT MORE



SUBSCRIBE



EVENTS | EXPLORE | FEATURED

Santa Fe International Literary: A Table Set for Stories



In case you missed it, thousands of lovers of the written and spoken word gathered last spring at the inaugural Santa Fe Literary Festival to bask in the power of story. Four stages hosted some of the world's greatest authors, thinkers, and speakers from around the world--and from right here in Santa Fe. Excitement and anticipation filtered through the hallways and courtyard as festivalgoers lined up to see their favorite writers, and voracious shoppers left the pop-up bookstore in the lobby with bespoke tote bags overflowing with recent releases.

After each session, many were eager to turn to their friends or companions for a debrief on the talk they'd just attended. Others reached for their phones to snap a photo for Instagram or send a picture to their friends and families, letting them know they'd just seen their literary hero in the flesh. Quieter guests preferred to find a less crowded corner of the Convention Center or the courtyard to turn a few pages of a new book before heading into the next event.



Behind the scenes, SFLF co-founder Clare Hertel, chief curator Mark Bryant, and the rest of the event staff worked overtime to ensure everything ran according to plan.

When they're not putting on a world-class international festival, Hertel and Bryant are accomplished hosts, always keen to set a beautiful table and bring friends together. Last fall, 14 guests gathered at the couple's home, celebrating the success of the inaugural Festival and looking forward to a future event.

As golden-hour sun illuminated the living room of their John Gaw Meem home (nestled on Old Santa Fe Trail near the base of Sun Mountain), guests poured in through the oversized wooden front door. Maryanne, Goose, Mellie (the family's three labs), and Suki, an English cream retriever on loan from a friend, served as an exceptionally inviting welcoming committee, with generous tail wags afforded to all. Also, among those in attendance? Journalist/historian Hampton Sides and his wife Anne, model/filmmaker and Festival co-MC Jill Momaday, a host of select volunteers and staff members, and myself.



Back to dinner: attendees helped themselves to champagne, wine, and sparkling water before grazing on hors d'oeuvres. Mini skewers of watermelon, feta, mint, and balsamic glaze accompanied chilled zucchini soup topped with crème fraîche and cilantro, all lovingly prepared in the house kitchen. A sumptuously simple green salad was sourced from the Santa Fe Farmers' Market. With margaritas or mocktails made from (painstakingly) hand-squeezed lime juice, everyone made their way to the outdoor table. Enchiladas from local staple El Parasol were a hit with the dinner guests as casual conversation wafted above the handmade candle holders serving as centerpieces and an eclectically curated selection of hand-blown drinking glasses from Mexico.

Over pie from Chocolate Maven--a choice between Colonial Apple or Strawberry Rhubarb (or both, of course!), small talk tapered off and the conversation shifted to the Festival, both a discussion of highlights of the inaugural event and ideas for the upcoming one.

Last May, the Reporter said that it "seemed so natural that a town crawling with literary talent should have a festival to celebrate that." "Tales of resilience provided a poignant note to a festival that has served up a feast of ideas, and left those who attended merrily drunk on the power of stories," added the Independent.

This year, the event lives on in a new iteration as the Santa Fe International Literary Festival. The lofty goal is to “reflect the vast diversity of the world’s literary community as we strive to create a global gathering of extraordinary writers, readers, and thinkers from near and far in Santa Fe.” Sessions in 2022 felt ever-pertinent. Margaret Atwood discussed *The Handmaid’s Tale* in the interim between the leaked draft decision and the official *Roe v. Wade* overturn. Sandra Cisneros and Joy Harjo shared stories of marginalization as minorities at the famed Iowa Writers’ Workshop, and Jon Krakauer spoke about the importance of democracy and freedom of speech within investigative journalism. The curatorial team felt strongly that during this time of extreme change and polarization, these and other speakers were able to show just how much words truly matter.



A gathering of Santa Fe International Literary Festival co-founders and volunteers.

Though it would be challenging to capture the total outward impact of an event like the Festival, one particularly gratifying outcome of SFLF was the collaboration that came about between Elena Gonzales, Santa Fe's current Youth Poet Laureate, who read her poetry on the community stage, and the aptly awarded Genius Grant-recipient and SFLF speaker, Valeria Luiselli. The Literary Festival hosted the world premiere of *Echoes from the Borderlands*, Luiselli's multimedia "sonic essay" documenting the history of violence against land and bodies along the US-Mexico border.

Luiselli and her sound production team met with Gonzales to record some of her poetry for inclusion in the essay, which has already been shown at universities and other venues across the US. "I'm really grateful to the Santa Fe Literary Festival for pulling us together, for giving us that opportunity because she's definitely been an inspiration much more now that I've met her than I ever anticipated," said Gonzales. "When I get the opportunity to connect with women who look like me and who understand me, I feel inspired to keep writing and to push my own creative limits."

For many, the Festival was their foray back into the world of idea-sharing and community inspiration. What better way to dip one's toe into the world of in-person idea-sharing and community inspiration than to bask in the warmth of discussion, conversation, and the magic of the written word? And what better city to host such an event? "That's what Santa Fe is all about. It's different, it's unique, it's enchanting, it's inclusive, it's organic, and it's cool," said Jill Momaday.



Celebrating ‘lo nuestro’

Santa Fe International Literary Festival embraces more than the big names

By Amy Boaz May 16, 2023 Updated May 19, 2023 0

1 of 2



Cofounder Carmella Padilla writes about cultural history and art in New Mexico and aims to make this year’s festival more culturally intentional.

Jack Parsons



In its second year, taking place this weekend at the Santa Fe Community Convention Center, the Santa Fe Literary Festival has added two important components to the literary mix: the word “international” to its title, as well as a very intentional thrust to embrace the local.

Cofounder Carmella Padilla, who writes about cultural history and art in New Mexico and the Southwest (“A Red Like No Other: How Cochineal Colored the World”), concedes the draw of the big names — this year, they are John Irving, Jennifer Eagan, Laila Lalami and Colum McCann, among others — while “not leaving out the wonderful wealth of talent that is the New Mexico writing community,” she says. Staging such a festival in New Mexico can be tricky, she adds. “There is a lot of consideration because of the cultural complexity of our state. It takes intention. You have to do it right. You have to go deeper than mythology and the tourism slogans.”

Taking the stage over three days are notable national literary stars like Jon Kraukauer, Ed Yong and M. Scott Momaday, along with homegrown greats Natalie Goldberg, Michelle Otero and Kate Nelson. The theme this year is “the power of story.” Organizers Mark Bryant, Clare Hertel and Padilla emphasize the festival aims to “engage audiences in dialogue about vital local and global issues — politics, race, immigration, the environment, sustainability and more — at a time of extraordinary change.”

Two events of particular interest to our Northern New Mexico community are Padilla’s “babies.” One, on Saturday afternoon, focuses on authors who have written “classic titles of New Mexico village life, from Dixon to Chimayó to Galisteo,” and include participants Stanley Crawford, Lucy Lippard and Don J. Usner. Their work about migration, integration and “responsibility to the ancestors and the land,” notes Padilla, have offered enormous inspiration to her own work. “You have to consider you live in the community, and you want people to appreciate that you’re handling a culture with care, and your own culture with care,” she explains.

The other event she is especially proud of is a tribute on Sunday afternoon to the late great Rudolfo Anaya, author of the classic “Bless Me, Ultima,” among many other New Mexico tales. “Recuerdos y Respeto: A Tribute to Rudolfo Anaya” will be presented by Denise Chávez and Luis Alberto Urrea, and moderated by Estevan Rael-Gálvez. Anaya was Chávez’s professor at the University of New Mexico in the early 1980s, as well as mentor, editor and friend, and she speaks movingly about his influence. She promises the event “will be a very personal conversation with people who knew and respected him.”

Calling herself a book wrangler as the owner, along with her husband, of Casa Camino Real Bookstore, in Las Cruces, and an activist for refugees and immigrants at the border, Chávez is pleased to note that the Santa Fe festival is looking more multicultural and diverse this year, and also offering scholarships and book discounts. “I don’t really read the big names. They are not interesting to me,” she says. The festival organizers, she says, “have a great responsibility, not only to the tourists, but to the people of New Mexico. ... I congratulate them for growing into the needs of our state. I’d like to see the festival include themes of immigration and refugees. It can grow into a very inclusive festival that can address the issues of contemporary life.

“We need to celebrate lo nuestro — what belongs to us.”

Other attempts at bringing community into the festival this year include Chávez’s free family-friendly reading of some of Anaya’s tales on Saturday afternoon, and lunchtime Community Stage readings and slams for young poets and rising authors held all weekend in the convention center courtyard.

The festival promises to be “ambitious and vast, as any good novel should be,” comments Hakim Bellamy, the former deputy director of Albuquerque’s Department of Arts and Culture, and the city’s inaugural poet laureate (“Commissions y Corridos”). He will be conducting an author-to-author interview of Nana Kwame Adjei-Bernyah (“Friday Black”). The overall challenge is to create “a delicate balance of organizing a festival that is not necessarily led by book-buying trends and the publishing world’s ‘genre du jour,’ but rather programming that thin line between the established and the emergent, the popular and the sublime,” explains Bellamy. “Fortunately, Santa Fe (and New Mexico at large) is full of nonpretentious bibliophiles.”

Sign Up for
Our Newsletter:

THE
Highlight
REEL

TEXAS 10
LIFESTYLE MAGAZINE YEARS

CONN

FOOD+DRINK

TRAVELS

LIFESTYLE

ENTERTAINMENT

LIVING TEXAS

Celebrating the Power of Story: The Santa Fe International Literary Festival Announces 2023 Lineup of Literary Stars from Near and Far

by Kaye Phelps on May 2, 2023 in Entertainment.



John Irving, Jennifer Egan, Gillian Flynn, Colum McCann, Diana Gabaldon, Namwali Serpell, Ed Yong, David Quammen, and Luis Alberto Urrea are among the featured authors.



The Santa Fe International Literary Festival will take place May 19–21 bringing together world-renowned authors, thinkers, and passionate readers to celebrate the power of story. The three-day festival features big-stage presentations and intimate conversations with literary heroes from near and far. In all, more than thirty different festival events will take place over the weekend at the Santa Fe Community Convention Center in Santa Fe's historic downtown.

Rich in cultural diversity and creativity, including a centuries-long literary history, Santa Fe is a perfect place for authors to discuss the power of words and language at a time of extraordinary change. As they explore pressing issues—in politics, race, immigration, the environment, sustainability, and more—as well as offer good old-fashioned storytelling, festival goers will experience the camaraderie and inspiration of books and reading.

#1 NEW YORK TIMES BESTSELLER

"ICE-PICK SHARP...SPECTACULARLY
SNEAKY...IMPRESSIVELY CAGEY."

—JANET MASLIN, NEW YORK TIMES

GILLIAN

FLYNN

GONE GIRL

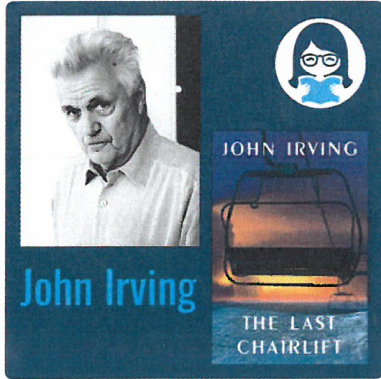
Colum McCann, the celebrated Irish author of *Let the Great World Spin*, winner of the National Book Award, and the global bestseller *Apeirogon*, kicks off the festival Friday evening, May 19. Also featured during the long weekend of programming will be Jennifer Egan, Pulitzer Prize-winning author of *A Visit from the Goon Squad* and *The Candy House*; John Irving, legendary author of *The World According to Garp* and *The Cider House Rules*; Santa Fe's own Michael McGarrity, author of the New York Times bestselling *Kevin Kerney* crime novels; Beth Macy, renowned journalist and author of *Dopesick* and *Raising Lazarus*; Denise Chávez, of *Las Cruces*, a frontera writer, activist, and author of *The King and Queen of Comezón* and *Loving Pedro Infante*; and others.



The festival recently added "International" to its name, representing a desire to reflect the vast diversity of the world's literary community. The 2023 festival thus hosts an impressive list of international luminaries. In addition to McCann, they include:

- > The Mexico-born Luis Alberto Urrea, acclaimed author of *The Devil's Highway* and the soon-to-be-released *Good Night, Irene*.
- > Moroccan author Laila Lalami, whose 2015 book, *The Moor's Account* was a finalist for the Pulitzer Prize.
- > Bogotá, Colombia's Ingrid Rojas Contreras, author of *The Man Who Could Move Clouds*, a 2022 National Book Award finalist.
- > Zambian American writer Namwali Serpell, Harvard University professor and author of the award-winning books *The Old Drift* and *The Furrows*.
- > Ed Yong, born in Malaysia, a Pulitzer Prize-winning science writer and author of *I Contain Multitudes* and *An Immense World*.

Apple Podcasts Preview



36 min

PLAY ▶

John Irving, THE LAST CHAIRLIFT

Moms Don't Have Time to Read Books

Books

[Listen on Apple Podcasts ↗](#)



John Irving, one of the world's greatest novelists of all time, joins Zibby (who idolizes him!!) in this once-in-a-lifetime interview to discuss *The Last Chairlift*, a sweepingly cinematic, multigenerational ghost story about a slalom skier, her accidental pregnancy, and, years later, the son who returns to Aspen to uncover her story. After discussing this latest release, Mr. Irving describes the fascinating process behind each of his iconic books, revealing he has piles of notes waiting to be turned into novels (but refuses to start writing them until he knows exactly how they will end!). He also shares how helpful and influential his first readers (like Kurt Vonnegut!) and editors have been in his career.

You can all meet John Irving at the Santa Fe International Literary Festival on May 20th!

Purchase on Zibby's Bookshop: <http://bit.ly/3TptF5V>

Purchase on Bookshop: <https://bit.ly/3jjFLRy>

Subscribe to Zibby's weekly newsletter [here](#).

Purchase Moms Don't Have Time to Read Books merch [here](#).

Now there's more! Subscribe to Moms Don't Have Time to Read Books on Acast+ and get ad-free episodes. <https://plus.acast.com/s/moms-dont-have-time-to-read-books>.

Hosted on Acast. See acast.com/privacy for more information.

[Episode Website ↗](#)

[More Episodes](#)

Event Economic Impact Calculator

How to Use This Worksheet:

This calculator is designed to give event organizers and community stakeholders a general idea of the **direct** economic impact of your event. It is strongly recommended that users collect all the necessary data inputs before beginning to use the calculator. Data for the calculator will require on-site or post-event surveying. It is worth stressing that the quality of outputs will only be as good as the quality of the inputs. In other words, if event organizers underestimate or exaggerate inputs, the results will represent either an underestimation or exaggeration of the overall economic impact.

Please enter data into the highlighted cells only.

Number of Tickets Sold:	7760
Price per Ticket:	\$ 30.64

Direct Ticket Spending:	\$ 237,766.40
-------------------------	---------------

Number of Attendees:	2489
Percent from outside community:	13%

Total Outside Attendees:	323.57
--------------------------	--------

Average Number of Days Attended:	2
Average Number of Nights in Market:	3
Percent of Attendees Staying at Commercial Lodging:	13%
Average Nightly Lodging Cost:	\$ 500.00

Total Lodging Nights:	970.71
Direct Lodging Spend:	\$ 1,456,065.00

Average Daily Spend on Food and Beverage:	\$ 125.00
---	-----------

Total Food and Beverage Spending:	\$ 622,250.00
Total Outside Food and Beverage Spending:	\$ 80,892.50

Average Daily Spending on Other:	\$ 125.00
----------------------------------	-----------

Total Other Spending:	\$ 622,250.00
Total Outside Other Spending:	\$ 80,892.50

Ticket Sales, Outside:	\$ 30,909.63
------------------------	--------------

Total Direct Economic Impact:	\$ 2,938,331.40
--------------------------------------	------------------------

Total Outside Economic Impact:	\$ 1,648,759.63
---------------------------------------	------------------------

Total Direct Economic Impact, Less Tickets:	\$ 2,700,565.00
Total Direct Outside Economic Impact, Less Tickets:	\$ 1,617,850.00

JULY

2023

OCCUPANCY TAX ADVISORY BOARD

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR	STR
	June	RMLR	STR	RMLR			
OCCUPANCY							
City Wide	79.0%	77.6%	77.8%	77.1%	1.2%	0.5%	0.6%
Downtown	73.5%	76.6%	72.1%	73.8%	1.4%	2.8%	3.8%
Cerrillos Road	87.1%	77.0%	87.2%	78.2%	-0.1%	-1.2%	-1.5%
Periphery	77.0%		73.9%		3.1%		
County		76.5%		76.2%		0.3%	0.4%
AVERAGE RATE							
City Wide	\$207.65	\$191.66	\$201.86	\$188.79	5.79	2.87	1.5%
Downtown	\$285.20	\$268.59	\$281.50	\$259.44	3.70	9.15	3.5%
Cerrillos Road	\$144.03	\$122.92	\$136.90	\$130.82	7.13	-7.90	-6.0%
Periphery	\$174.06		\$169.01		5.05	0.00	
County		\$207.25		\$203.56		3.69	1.8%
REVPAR							
City Wide	\$164.08	\$148.80	\$156.94	\$145.61	7.14	3.19	2.2%
Downtown	\$209.66	\$205.78	\$202.90	\$191.57	6.76	14.21	7.4%
Cerrillos Road	\$125.51	\$94.65	\$119.39	\$102.28	6.12	-7.63	-7.5%
Periphery	\$133.96		\$124.94		9.02		
County		\$158.47		\$155.20		3.27	
LODGER'S TAX - May							
Hotels		\$1,125,847		\$1,282,322		(\$156,475)	
Short Term Rentals		\$332,614		\$325,703		\$6,911	
Total		\$1,458,461		\$1,608,025		(\$149,564)	-9.3%

YEAR TO DATE					VAR	VAR	STR
	June						
OCCUPANCY							
City Wide	66.9%	66.7%	62.4%	63.5%	4.5%	3.2%	5.0%
Downtown	68.1%	68.8%	61.7%	62.0%	6.4%	6.8%	11.0%
Cerrillos Road	71.5%	64.2%	65.6%	63.2%	5.9%	1.0%	1.6%
Periphery	57.1%		58.3%		-1.2%		
County		65.1%		62.8%		2.3%	3.7%
AVERAGE RATE							
City Wide	\$179.21	\$164.44	\$179.71	\$161.00	-\$0.50	\$3.44	2.1%
Downtown	\$239.15	\$223.57	\$251.16	\$230.23	-\$12.01	-\$6.66	-2.9%
Cerrillos Road	\$121.02	\$104.41	\$111.00	\$102.64	\$10.02	\$1.77	1.7%
Periphery	\$153.49		\$163.04		-\$9.55		
County		\$177.55		\$173.40		\$4.15	
REVPAR							
City Wide	\$119.93	\$109.72	\$112.08	\$102.00	\$7.85	\$7.72	7.6%
Downtown	\$162.89	\$153.79	\$154.90	\$142.63	\$7.99	\$11.16	7.8%
Cerrillos Road	\$86.48	\$67.02	\$72.85	\$64.87	\$13.63	\$2.15	3.3%
Periphery	\$87.70		\$95.03	\$108.89	-\$7.33		
County		\$115.66				\$115.66	#DIV/0!
er's Tax FY through May - 11 months							
Hotels		\$12,319,041		\$11,181,415		\$1,137,626	
Short Term Rentals		\$3,733,446		\$3,272,507		\$460,939	
Total		\$16,052,487		\$14,453,922		\$1,598,565	11.1%

TOURISM SANTA FE

May 2023 OTAB Report Sales Report July 28, 2023

June 2023 Leads:

- 35 total leads requiring sleeping rooms
- 17,852 total room nights sent via leads

June 2023 Confirmed Bookings:

- 12 Definite Bookings
- 2,658 Definite Room Nights
- 12 Definite SFCCC space only events

June 2022 Leads:

- 37 total leads requiring sleeping rooms
- 17,231 room nights sent via leads

June 2022 Confirmed Bookings:

- 10 Definite Bookings
- 3,373 Definite Room Nights

2023 YTD Leads:

- 172 total leads requiring sleeping rooms
- 64,477 total room nights sent via leads

2023 YTD Definite:

- 53 Definite Booking
- 15,563 Definite Room Nights
- 84 Definite SFCCC space only events

2022 YTD Leads:

- 152 total leads requiring sleeping rooms
- 55,133 total room nights sent via leads

2022 YTD Definite:

- 32 Definite Booking
- 8,713 Definite Room Nights

Booking Pace Report

As of: 7/18/2023

Event Type: All

Source: All

Contracted Rooms

Calendar Year

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027		
January	0	0	0	509	740	225	2,991	535	4,649	1,570	2,435	1,380	2,753	4,528	3,342	53	2,931	0	0	0	0	0	
February	0	0	0	750	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	925	1,944	647	0	0	0	0	0	
March	0	0	67	173	1,160	425	603	2,210	804	348	5,041	972	1,914	1,859	1,212	20	1,557	0	0	0	0	0	
April	0	0	190	1,063	284	920	1,440	1,464	2,684	2,558	964	3,944	3,778	2,582	882	2,090	773	0	0	0	0	0	
May	0	0	950	1,065	2,225	2,601	1,290	2,864	1,825	3,366	2,886	2,872	3,910	2,577	1,417	1,775	1,898	0	0	0	0	0	
June	0	18	0	6,368	4,217	2,818	882	1,701	3,379	6,541	1,729	7,964	2,422	1,591	64	4,766	2,066	0	0	0	0	0	
July	0	0	57	828	3,907	805	2,807	2,623	2,122	4,708	10,729	5,464	3,515	2,429	1,450	574	377	0	0	0	0	0	
August	0	0	1,755	75	416	985	875	1,633	800	1,615	2,649	4,655	2,562	1,426	760	1,078	980	0	0	0	0	0	
September	0	0	0	718	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	2,742	255	265	1,341	0	0	0	0	0	
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,639	2,281	2,556	2,177	3,748	1,319	5,447	276	0	0	0	0	0	
November	0	32	148	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	853	675	4,314	1,781	680	330	0	0	0	0	
December	0	0	0	96	60	450	0	196	66	350	179	0	375	250	552	0	0	0	0	0	0	0	
TOTAL	0	50	5,368	16,807	19,004	15,375	19,855	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,492	19,633	13,546	2,133	8,462	2,836	1,898	1,449	
LAST YEAR	0	0	50	5,368	16,807	19,004	15,375	19,355	23,113	26,826	35,984	35,980	43,082	32,468	27,508	16,492	19,633	13,546	2,133	8,462	2,836	1,898	
Change	0	50	5,318	11,439	2,197	(3,629)	3,980	3,758	3,713	9,158	6	7,092	(10,614)	(4,980)	(11,016)	3,341	(6,287)	2,133	(5,084)	703	(6,564)	(1,387)	(1,898)

TOURISM

SANTA FE

OTAB Marketing Report June 2023 Reporting for July 28, 2023 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for June and July

1. **[#2 CITY IN THE U.S.] Santa Fe Ranked Best City in the West by Travel + Leisure Readers**

Travel + Leisure announced the results of its annual World's Best Awards on July 11, 2023, with Santa Fe securing the #2 spot on the 2023 list of readers' **"15 Favorite Cities in the United States 2023."**

This placement is the highest ranking for any western U.S. destination again, making The City Different the best in the west according to readers of the magazine. Additionally, Santa Fe ranks #21 on the 2023 list of readers' **"25 Favorite Cities in the World."** Santa Fe is only one of two cities from the United States to be featured.

In addition, T+L published a **5 Best Hotels in Santa Fe** list, where the hotels highlight the city's quirky essence and Southwestern charm. Hotels included are:

- The Inn of the Five Graces, La Fonda on the Plaza, Four Seasons Resort Rancho Encantado Santa Fe, Rosewood Inn of the Anasazi, Inn on the Alameda

And finally, on the **Best Resorts in the West** list, Bishop's Lodge, Auberge Resorts Collection was ranked #8 and on the **Best Domestic Destination Spas** list, Ten Thousand Waves was ranked #12.

The complete list of awards is now available online at **World's Best Awards 2023 Survey: Our Readers' Favorite Travel Experiences (travelandleisure.com)** and will appear in the magazine's August 2023 print issue.



2. **[LAUNCHING SOON!] Santa Fe Margarita Trail Logo Refresh & Brand Spot**

Santa Fe is the place to journey deeper into the things you love, like the Margarita Trail, an experience you cannot get anywhere else!

Check out the new :30 promotional video, [here](#).



3. **[ADVERTISE WITH US] New Digital Advertising on santafe.org & Newsletters**

TOURISM Santa Fe now offers website and digital advertising opportunities across santafe.org and in our newsletters, the Santa Fe Scoop and The Seasonal. There are a variety of ways to deliver your marketing message to visitors who are actively planning their trips to the Santa Fe area and are ready to book and buy!

Advertising placements include Banner Ads, Premium Page Sponsors, Featured Business Listings, and Newsletter Ads with a range of prices suitable for businesses of every size, scope, and scale.

Learn more here: <https://www.santafe.org/advertise/digital>



HIGHLIGHTS

Santa Fe Margarita Trail

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

Cumulative Totals

June 2023

- 17,895 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 16,950 paper Passports have been purchased at our Visitor Centers and by partners
- 6,825 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 450 members of the Margarita Society have earned 10 or 15 stamps.
- 340 margarita lovers have earned a free autographed copy of The Great Margarita Book by Al Lucero by earning 20 stamps.
- 221 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

Public Relations

- 7 Press Releases
- 381 Journalist have experienced the Trail
- \$10,748,998 amount of earned media

Social Media

- 615 Total Social Media Posts

Santa Fe Retail Marketplace

The TSF team continues to work with the *Shop Where I Live* team to maximize efficiencies and develop additional promotional campaigns to support the Santa Fe Marketplace.

Cumulative Totals

June 2023

- Total Sales: \$39,850
- Businesses: 95
- Items Sold: 499
- Total Orders: 353
- Published Products: 1,165

MONTHLY METRICS

WEBSITE & NEWSLETTERS

June 2023 Website Performance Metrics

VISITS:

- Total Sessions: 195,132 (40.6% increase Y/Y)
- New Users: 148,223 (46.8% increase Y/Y)
- Pages per Session: 2.08 (50.6% decrease Y/Y)
- Average Time on Site: 1:59 (35.7% decrease Y/Y)
- Conversion Rate 17.57% (3.7% decrease Y/Y)

VISITOR GENDER:

- 60.7% Female
- 39.3% Male

VISTOR AGE:

- 8.3% 18-24
- 12.5% 25-34
- 18.5% 35-44
- 19.8% 45-54
- 22.4% 55-64
- 18.6% 65+

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 6/14/23
- Sent: Number sent: 1,467
- Number opened: 564
- Open rate: 38.4%

Newsletter - Consumer

SANTA FE MARKETPLACE

The monthly [Santa Fe Marketplace](#) newsletter is distributed the third Wednesday of each month to our consumer database, and highlights seasonal Santa Fe vendor's products and categories promoted and sold through the Santa Fe Marketplace.

Dive into Turquoise

<https://mailchi.mp/santafe/diveintoturquoise-7511042>

Send Date: 6/21/23
Subscribers: 19,750
Number Opened: 8,046

Open Rate: 40.7%
CTR: 4.9%

SANTA FE SCOOP

Santa Fe Scoop, our monthly consumer awareness newsletter distributed at the end of each month, informs and inspires potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more!

Get the Scoop on July in Santa Fe

<https://mailchi.mp/santafe/get-the-scoop-on-july-in-santa-fe-7511046>

Send Date: 6/28/23
Subscribers: 59,828
Number Opened: 19,197
Open Rate: 32.1%
CTR: 2.4

SOCIAL MEDIA

Summary

In June all social channels, with the exception of Twitter, experienced slight increases in followers M/M. UGC on Facebook contributed to a significant increase in engagement over last month, with the top-ranking post on Facebook reaching over 51,000 users.

June 2023 Performance Metrics

Facebook
Total Page Followers: 93,295 (0.45% increase M/M)
Engagement: 7,268 (200% increase M/M)

Twitter
Followers: 15,935 (0.28% decrease M/M)
Monthly Impressions: 805 (20.4% decrease M/M)
Engagement: 15 (25% decrease M/M)

Instagram
Followers: 56,235 (0.23% increase M/M)
Engagement: 2,646 (35.9% decrease M/M)

Pinterest
Impressions: 36,611 (21.2% decrease M/M)

YouTube
Subscribers: 923 (0.2% increase M/M)
Views: 150,644 (28.8% decrease M/M)

Santa Fe Insider Blog

June 2023 Performance Metrics

Total Blog Views: 39,440 (0.8% increase M/M)

Average Time on Blog: 1:53 (05.19% decrease M/M)

June 2023 Blog Posts

NEW

SOLO TRAVEL IN SANTA FE

- Posted June 16, 2023
- Views: 64

UPDATED

A TWO-WHEEL ADVENTURE AWAITS: BIKING IN SANTA FE

- Updated June 7, 2023
- Views: 233

A GUIDE TO CONTEMPORARY HISPANIC MARKET IN SANTA FE

- Updated June 7, 2023
- Views: 142

JULY IS FESTIVAL SEASON IN THE CITY DIFFERENT

- Updated June 7, 2023
- Views: 1,666

7 OUTDOOR ADVENTURES FOR THE WHOLE FAMILY

- Updated June 7, 2023
- Views: 1,291

THE SANTA FE FARMERS' MARKET AND MORE AT THE RAILYARD

- Updated June 8, 2023
- Views: 698

SANTA FE HAPPY HOURS

- Updated June 8, 2023
- Views: 558

25 THINGS TO DO IN SANTA FE

- Updated June 8, 2023
- Views: 5,661

HIKING TRAILS YOU CAN ACCESS FROM SANTA FE

- Updated June 8, 2023
- Views: 3,242

OUTDOOR DINING IN SANTA FE: 8 TOP PATIO RESTAURANTS

- Updated June 15, 2023
- Views: 1,837

Top 5 Viewed Blog Posts in June

25 THINGS TO DO IN SANTA FE

- Updated June 8, 2023
- Views: 5,661

11 SURPRISING FACTS ABOUT SANTA FE, NM

- Updated September 2, 2022
- Views: 3,493

HIKING TRAILS YOU CAN ACCESS FROM SANTA FE

- Updated June 8, 2023
- Views: 3,242

JUNE EVENTS IN THE CITY DIFFERENT

- Updated May 17, 2023
- Views: 2,631

TAKE A TOUR OF SANTA FE'S HISTORIC SITES

- Updated April 14, 2022
- Views: 2,599

PUBLIC RELATIONS

Summary

In June, much of the earned media coverage for the destination was a result of strategic pitching efforts on seasonal themes that the team worked on earlier this spring. We are currently focused on outreach to position Santa Fe as a must-see autumn destination, as well as highlighting upcoming events. Several press trips are currently in discussion, including finalizing visits for the Burning of Zozobra and Santa Fe Wine & Chile Fiesta.

Performance Metrics

June 2023 Numbers (YOY, vs June 2022)

Pitches: 30 (decrease 84% Y/Y)
Media Visits: 2 (increase 100% Y/Y)
Earned Media: \$152,498.16 (increase 127% Y/Y)
Total Impressions: 19,109,033 (increase 130% Y/Y)
HARO submissions: 4

Year-to-Date 2023 (vs YTD 2022)

Pitches: 690 (increase 2% Y/Y)
Media Visits: 24 (increase 23% Y/Y)
Earned Media: \$3,429,316 (increase 11% Y/Y)
Total Impressions: 493,232,071 (increase 13% Y/Y)
HARO submissions: 15

MEDIA PLACEMENTS – ADVERTISING

Visit santafelookbook.com to view additional advertising campaign details and creative.

June 2023 Performance Metrics

Total Spend: \$215,312.23 (46.6% increase Y/Y)

Total Impressions: 10,260,674 (10.5% increase Y/Y)

June 2023 Media Campaigns

Traditional Media

Impressions: 1,885,828 (34.9% increase Y/Y)

Spend: \$100,648.20 (12.1% increase Y/Y)

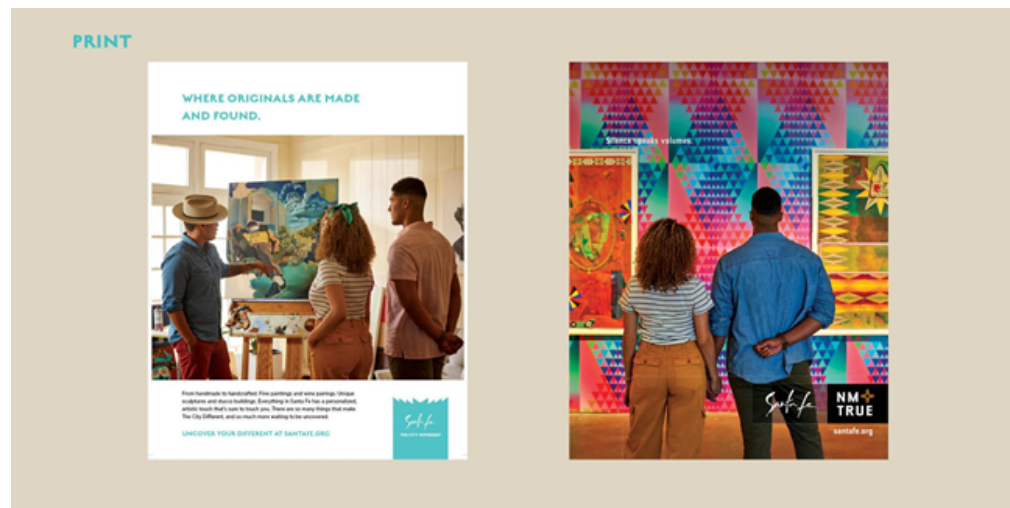
Traditional Media Buys

Print

- 5280
- Galerie

Interactive/Digital

- Cvent
- Teads
- Travel + Leisure



Trade Desk

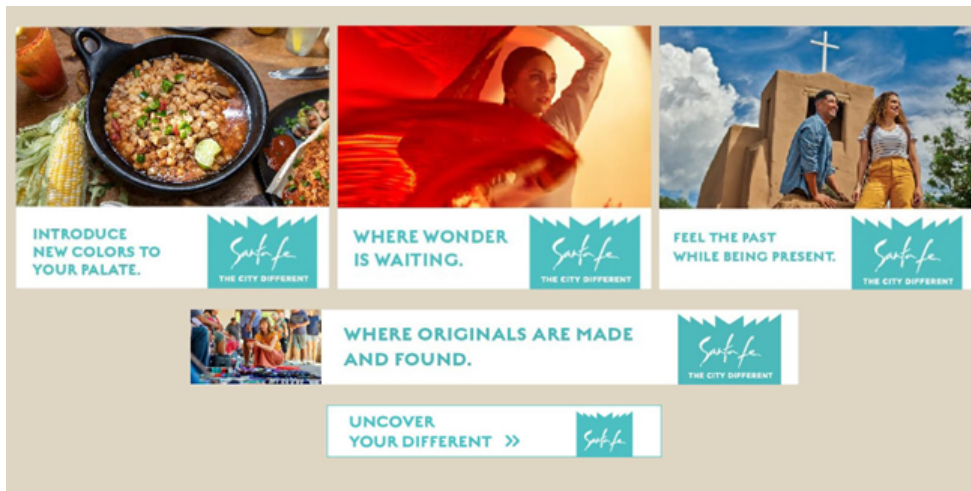
Impressions: 1,572,119 (62.2% decrease Y/Y)

Spend: \$15,098.56 (116% increase Y/Y)

Google – Display & Discovery

Impressions: 1,057,820 (42% increase Y/Y)

Spend: \$4,725.69 (14.8% increase Y/Y)



PAID SOCIAL MEDIA

Facebook

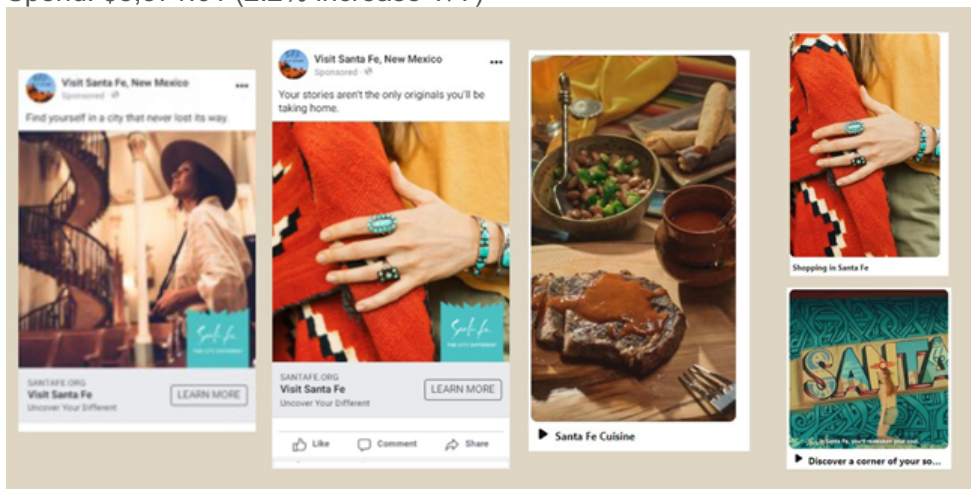
Impressions: 2,458,687 (150.8% increase Y/Y)

Spend: \$26,240.04 (38.6% increase Y/Y)

Pinterest

Impressions: 654,406 (10.3% decrease Y/Y)

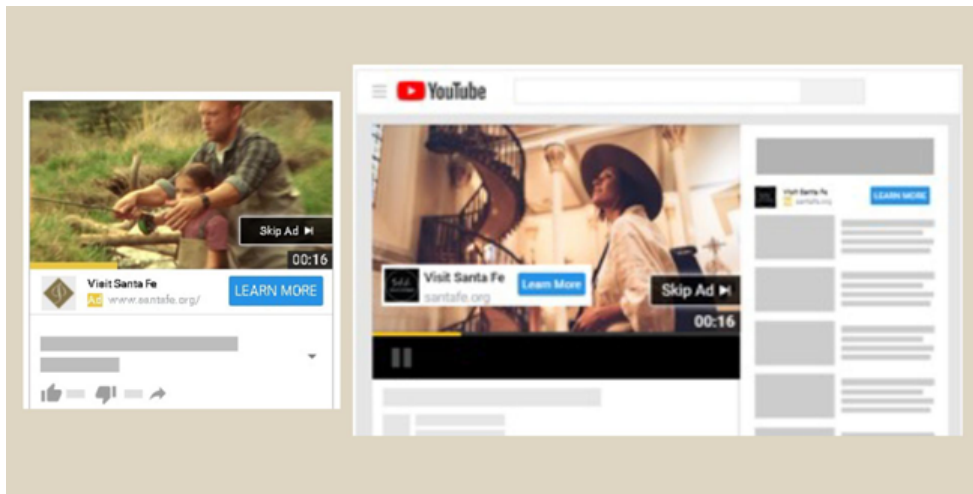
Spend: \$8,371.61 (2.2% increase Y/Y)



YouTube

Impressions: 1,579,035 (283.7% increase Y/Y)

Spend: \$18,008.48 (441.3% increase Y/Y)

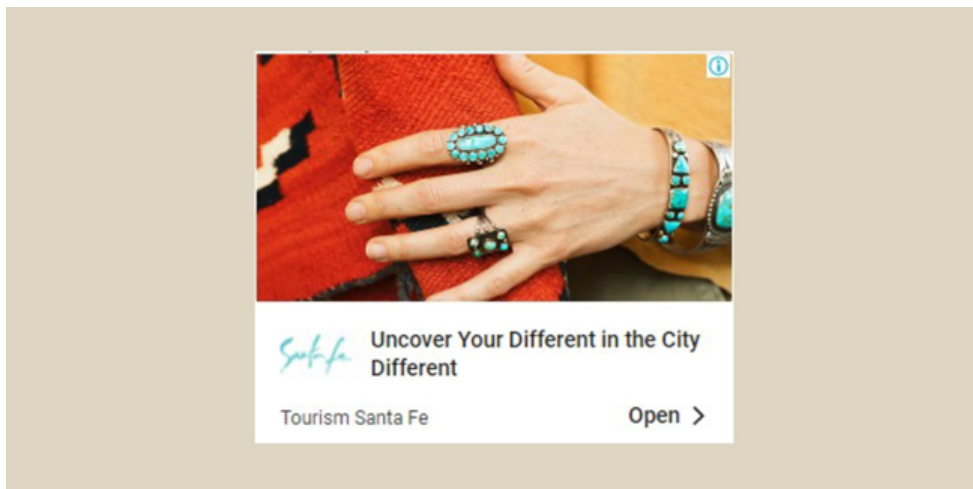


Google – Performance Max

(New media tactic. No Y/Y data available.)

Impressions: 492,667

Spend: \$7,271.31



PAID SEARCH

Google & Bing

Impressions: 546,856 (109.1% increase Y/Y)

Spend: \$31,184.15 (146.6% increase Y/Y)

MEETINGS & GROUPS

Google

Impressions: 13,256 (309.9% increase Y/Y)

Spend: \$3,764.20 (789.9% increase Y/Y)

