

W R I T E R S W E E K 2 0 0 7

30TH ANNIVERSARY

Department of Creative Writing
University of California - Riverside



a call for your vision

what's your vision?

Let me know about a theme

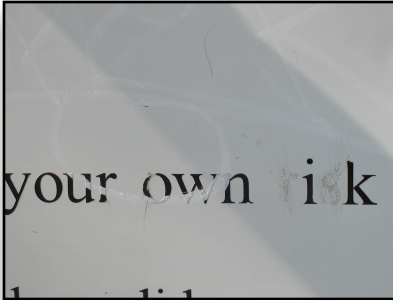
There are many possibilities. Since this is our 30th anniversary, a theme feels appropriate. Of course, the writers can address it if they wish or they may take their own route. The idea here is to give WW a shimmer with the theme, an overall glow and orientation --

The Series Structure

We can have a five day series and since we have Palm Desert with Professor Lutz at the helm, it would be great to have a 6th day, Saturday where we can have a culmination of the series at PD. We can also add a lateral dimension to WW by having a writer and faculty, grads present at PD each day of the session. Let me know your thoughts.



city colors



sidewalk words



natural lights

Faculty, Writers, Grads and Beyond

For starters, I think it's a good idea for faculty and grads to present their work and introduce a writer each day of WWeek. Let me know if you like this idea and what three days you prefer. Grads also, let me know where you would like to fit. For the moment, I think we can look at the second week of February as the prime week. If you are aware of existing planned programs that may conflict let me know.

Also, send me a short list of writers you would like to invite. And a suggestion for a Keynote. We may be able to have more than one keynote, since we are inaugurating Palm Desert. A brief bio and contact info on your suggested writers will be appreciated. Next month I will ask you to assist me by forwarding a promo package and or additional details on your requested writers, once we finalize the program. Keep in mind feasible honorariums, \$250- \$2,500., plus travel and lodging. Higher honorariums will require a sponsor, please suggest, if your recommended writer charges more than \$2,500.

Space

CHASS 1500 has served us well. And may continue to do so. We may want to add on a larger space for this 30th and PD inaugural. Campus, community?

Media, Community & Sponsors

Let's maximize our media exposure and promotional campaign. A centerfold program in the PE can be sponsored, as well as other media promo packages -- TV, Radio, Inlandia newsletters. Can you give me a media list, with contacts that you know? I will be working with campus media as well. Also, let me know of potential campus and community partners. Will you be available to make media presentations, interviews?

The WW newsletter has been magnificent. Please let me know new thoughts you may have.

Nachos

I will be working with our staff on this and may add on a Tomás Rivera WW Grad assistant. Audience development will be primary.

Thanks again for passing this great project to me and thank you Michael Jayme for your well-organized and artistically planned Writer's Weeks in the past and everyone else who has worked and contributed to the fruition of WW.

Some of you have sent me names for consideration. Thanks. You may want to re-assemble those suggestions with the rest of the items requested here. That would be nacho libre mucho appreciated.

My first goal here is to include your suggestions, energy and participation in WW '07. Second goal is to fill the audience chairs, standing room only. Third goal is to have the community highly involved, economically and personally committed.

Can you give me your thoughts by the end of the month?

Contact me at:

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Gracias

Juan Felipe Herrera

Writer's Week 2007 Coordinator

7/11/06

Writer's Week 2007



Your Vision?

