

ANNUAL REPORT

July 1, 2015 to June 30, 2016

Programming Highlights

- In FY16, we published six issues of *Poets & Writers Magazine*. We covered news and trends in the literary field; profiled Ann Beattie, Judy Blume, Adam Haslett, and Marilynne Robinson; featured a conversation between author Jhumpa Lahiri and translator Ann Goldstein as part of our expanded coverage of translation; and showcased debut authors including Yaa Gyasi, Robin Coste Lewis, and Masande Ntshanga. *Poets & Writers Magazine* has a readership of 100,000 per issue.



Our continued coverage of the art of translation included a conversation between author Jhumpa Lahiri and translator Ann Goldstein, in the March/April 2016 issue.

- Our website, pw.org, continued to offer invaluable tools and resources for writers. We upgraded the content management system that powers pw.org to Drupal 7, improving site performance, allowing for more rapid content development, and positioning the site for a design update. We completed a refreshed design of the site, to be unveiled in early 2017. In FY16, the site drew over 1.5 million unique visitors.
- Through our Readings & Workshops program, we distributed more than \$268,000 to over 1,000 writers participating in nearly 2,500 literary events in community-based settings around the county. These events reached a combined audience of over 84,000.



World War II veteran and workshop participant Franco Arcebal reads at the 2016 Intergenerational Workshop Exchange in Los Angeles.

- We produced two Poets & Writers Live events. The first, in Portland, Oregon, focused on independent publishing; the second, in Austin, Texas, on the theme of inspiration. Presenters included Debra Englander, Ben Fountain, Debra Gwartney, Saeed Jones, Barry Lopez, Elizabeth McCracken, Naomi Shihab Nye, Ebony Stewart, Justin Taylor, Michael Wieggers, and Leni Zumas.



Naomi Shihab Nye leads a conversation with fellow poets and authors at the Why We Write panel at Poets & Writers Live: Inspiration in Austin, Texas.

- We awarded the 10th Annual Jackson Poetry Prize to Will Alexander. The Jackson Prize carries an award of \$50,000 and honors an American poet of exceptional talent who deserves wider recognition; this year's judges were Elizabeth Alexander (winner of the inaugural Jackson Poetry Prize), Rae Armantrout, and Terrance Hayes. The 2016 Maureen Egen

Writers Exchange award was open to writers from the state of Hawai‘i. Winners Alicia Upano (fiction) and Kimo Armitage (poetry) were selected by judges Alexander Chee and Sarah Gambito, respectively. Poets & Writers hosted the two winners for a week in New York City, where they met with publishers, editors, agents, and authors. We also presented the Amy Award to four young women poets from the New York City metropolitan area.



Susan Jackson and Will Alexander at the Jackson Poetry Prize reception on June 8, 2016.

- Thanks to the leadership of dinner chair Brian Murray, president and CEO of HarperCollins Publishers, our 2016 Annual Dinner generated over \$500,000 for Poets & Writers’ programs. The Barnes & Noble Writers for Writers Award was presented to Elizabeth George; Marcelo Hernandez Castillo, Christopher Soto, and Javier Zamora (of Undocupoets); and Erin Belieu, Cate Marvin, and Ann Townsend (of VIDA). The Editor’s Award was presented to Paul Slovak of Viking Books.



From left: honorees Ann Townsend, Cate Marvin, and Erin Belieu at the Annual Dinner on March 22, 2016.

- In conjunction with each issue of *Poets & Writers Magazine*, we produced a companion episode of Ampersand: The Poets & Writers Podcast. This year, the podcast included conversations with Saeed Jones, the executive editor of culture at BuzzFeed, and Michael Wieggers, editor in chief at Copper Canyon Press; plus a roundtable of four young literary agents. We offered exclusive audio of writers reading from their new books; plus an excerpt of the keynote address Barry Lopez offered at the Poets & Writers Live event in Portland.
- We published updated editions of our Poets & Writers Guides, a series of handy guides on topics writers most often ask us about: Literary Agents, Publicity & Promotion, the Book Deal, and MFA Programs.
- Our Readings & Workshops program curated several readings to celebrate the communities of writers we serve, including the 7th Annual NYC Connecting Cultures Reading; the 15th Annual Intergenerational Reading, also in NYC; and the 6th Annual Los Angeles Connecting Cultures Reading.



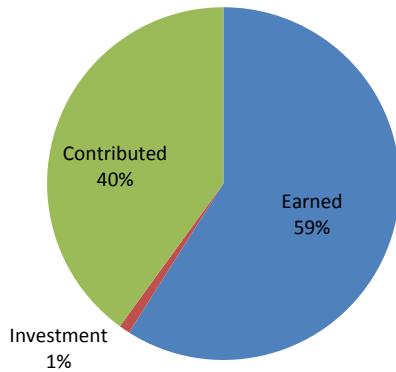
Kelly Sloan performing poetry at the 7th Annual NYC Connecting Cultures reading on April 27, 2016.

- We exhibited at the Brooklyn Book Festival in New York; exhibited and presented at AWP in Los Angeles; and distributed thousands of complimentary copies of *Poets & Writers Magazine* at these and other conferences around the county.
- Our biweekly e-newsletter provided links to valuable information about writing contests, literary journals, new content on our website, and more to over 76,000 subscribers. The Time Is Now e-newsletter provided free weekly writing prompts and recommended books on the craft of writing to over 19,000 subscribers.
- We shared news and information for the writing community via social media platforms including Twitter (where we reached 162,000 followers) and Facebook (where we reached 366,000 “fans”).

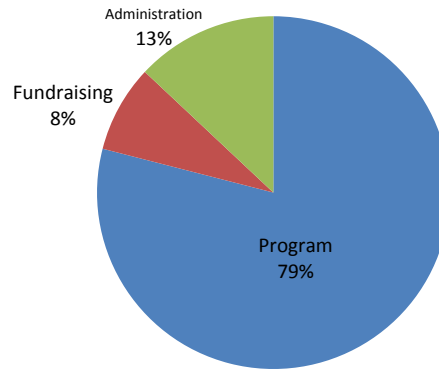
Financial Summary

Unrestricted Activity	FY 2016
Unrestricted operating revenue	
Earned program	\$766,942
Earned non-program	\$1,679,768
Total earned revenue	\$2,446,710
Investment revenue	\$21,159
Contributed revenue	\$1,641,497
Total unrestricted operating revenue	\$4,109,366
Operating expenses	
Program	\$3,123,726
Fundraising	\$328,905
General & administrative	\$519,077
Total operating expenses	\$3,971,708
Net unrestricted activity - Operating	\$137,658
Net unrestricted activity - Non-operating	0
Total net unrestricted activity	\$137,658
Net temporarily restricted activity	-\$215,154
Net permanently restricted activity	\$50,000
Net total activity	-\$27,496

Revenue by Source



Expense by Function



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