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 presented by
MADISON PUBLIC LIBRARY
& Foundation

2021-22 Media Kit

Wisconsin Book Festival

Madison Public Library, in partnership with Madison Public Library Foundation, presents the 2021-22 Wisconsin Book Festival. The Wisconsin Book Festival offers a wide variety of events all year long, including a fall festival celebration October 21-24. Select author events will be presented online via [Crowdcast](#) while others will take place in person. A calendar of upcoming events can be found at [wisconsinbookfestival.org](#).

The Wisconsin Book Festival features local literary talents alongside national voices to create a unique lineup for all ages, offering free author programming that supports our library's mission to learn, share and create. Attendees will discover new books or favorite writers, and enjoy unprecedented access to author discussions and great stories.



At a Glance

- The Wisconsin Book Festival is Wisconsin's premier literary event. ***Some events will be held online, with others in person at Central Library and other downtown venues.***
- The annual fall celebration typically draws a local and regional audience of 15,000 people for in-person author events.
- Outside of the fall celebration, the Wisconsin Book Festival offers a wide variety of free programs throughout the year.
- Most Wisconsin Book Festival events are recorded and archived so they can conveniently be watched anytime on Crowdcast.



History

Created by the Wisconsin Humanities Council in 2001, Madison Public Library, with the support of Madison Public Library Foundation, took leadership of the festival in 2013. Under the auspices of the library and festival director Conor Moran, the festival has transformed into an experience more local to Madison, with a year-round series of author events.

Assuming leadership of the festival has opened new opportunities for Madison Public Library to connect with authors, publishers, media, and book lovers throughout the year. Partnerships keep the festival strong and provide fresh perspectives to continue the literary conversation in Madison.

Social Media

FOLLOW us on social media. See our freshest content that you can share via your social networks. It may also spark story ideas.



WIBookFest



@WIBookFestival



@WIBookFest

USE the #WIBookFest hashtag on social media posts.

BROWSE our [Flickr](#) for photos to use for a news story or blog post. Click on the image you'd like to download, then on the download symbol (arrow pointing down) in the bottom right corner, and select the desired image size.

SHARE stories of how the Wisconsin Book Festival has connected you with local or national authors, introduced you to new reading material, or provided a unique cultural experience for you, your loved ones, or the local area. Perhaps most of all, talk about the events you are excited to enjoy this year!

Other Ways to Share

SHARE posts to our sister pages: Madison Public Library, Madison Public Library Foundation, The Bubbler, Wisconsin Book Festival authors, hosting venues, and our generous sponsors.

Wisconsin Book Festival organizers appreciate the wide-ranging support to help us continue to bring literary and cultural events to our community.

Show support by sharing those posts with your own networks!

GET INVOLVED with the Wisconsin Book Festival. The festival relies on volunteers to help out behind the scenes with a variety of tasks.

Learn more at wisconsinbookfestival.org/get-involved

More Information

For more information, contact:

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Press Release

FOR IMMEDIATE RELEASE
September 8, 2021

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Wisconsin Book Festival Fall Celebration October 21-24

Madison, WI - The Wisconsin Book Festival is preparing for the fall kickoff to its 2021-22 programming season, with a hybrid approach for author events — some virtual and others in person. In-person events will mostly take place on Saturday, October 23, during the annual fall celebration weekend at Central Library, with select in-person events in partnership with the Wisconsin Science Festival at the Discovery Building on the UW-Madison campus.

This year's event highlights include:

- Award-winning educator and historian **Carol Anderson** for *The Second*, 7:00 pm Thursday, October 21 (virtual)
- Literary fiction icon **Miriam Toews** for *Fight Night*, 8:30 pm Thursday, October 21 (virtual)
- Radio host, journalist and public speaker **Celeste Headlee** for *Speaking of Race*, 7:00 pm Friday, October 22 (virtual)
- Wisconsin's own **Nickolas Butler** for *Godspeed*, 6:00 pm Saturday, October 23 (in person)
- Whiting Award recipient **Jaquira Diaz** for *Ordinary Girls*, 3:00 pm Saturday, October 23 (in person)
- Best-selling thriller writer **Nick Petrie** for *The Breaker*, 4:30 pm Saturday, October 23 (in person)
- Defense attorney, motivational speaker and nonprofit leader **Jarrett Adams** for *Redeeming Justice*, 7:30 pm Saturday, October 23 (in person)
- Intrepid journalist and science writer **Mary Roach** for *Fuzz*, presented in partnership with the Wisconsin Science Festival, 11:00 am Sunday, October 24 (virtual)

Programs scheduled in the weeks leading up to the fall celebration include:

- #metoo movement founder and activist **Tarana Burke** for *Unbound*, 6:00 pm Thursday, September 23 (virtual)
- Internationally renowned multi-genre writer **Sandra Cisneros** for *Martita, I Remember You*, 7:00 pm Tuesday, September 28 (virtual)
- Memoirist Bobby Love and wife **Cheryl Love** for *The Redemption of Bobby Love*, 7:00 pm Thursday, October 7 (virtual)
- Feminist essayist and memoirist **Melissa Febos** for *Girlhood*, 7:00 pm Tuesday, October 12 (in person)

(cont. on next page)

Press Release, cont.

“We’re looking forward to the upcoming festival season in its continually evolving form,” said festival Director Conor Moran. “Our virtual events proved very popular over the last year and a half, so we’re planning to continue those but balance them out with select in-person events for those who prefer and miss that format. We want to do whatever we can to celebrate books and reading, to support authors, and to make author talks accessible to our community.”

Festival program attendees and authors will be required to adhere to any public health orders in place at their scheduled time. Visit the festival website for a complete list of events, which is subject to change.

Media interested in scheduling advance interviews with authors or in speaking with Moran about the event lineup should email amy@brickroad-pr.com.

The Wisconsin Book Festival is presented by Madison Public Library in partnership with Madison Public Library Foundation. For program details and the full schedule, go to wisconsinbookfestival.org.

Learn more about funding and support for the festival at wisconsinbookfestival.org/give.

About the Wisconsin Book Festival

The Wisconsin Book Festival presents local, national and international author events throughout the year. Founded by the Wisconsin Humanities Council in 2002, the festival moved under Madison Public Library in partnership with Madison Public Library Foundation in 2013. Follow the festival on its [website](#), on its [Crowdcast](#) page, on its [Facebook page](#), [@wibookfestival](#) on Twitter, or [@wibookfest](#) on Instagram.

About Madison Public Library

Madison Public Library’s tradition of promoting education, literacy and community involvement has enriched the City of Madison for more than 140 years. Its nine locations are open six days a week (with some limited Sunday hours) and welcome nearly 2 million visitors each year. For more information, visit madisonpubliclibrary.org, the library’s [Facebook page](#), [@madisonlibrary](#) on Twitter and [@madisonpubliclibrary](#) on Instagram.

About Madison Public Library Foundation

Madison Public Library Foundation mobilizes the Madison community to continuously improve, promote and support Madison Public Library. Learn how the foundation provides funding for Madison’s libraries and efforts like the Wisconsin Book Festival at mplfoundation.org, on the foundation’s [Facebook page](#), and [@mplfoundation](#) on [Twitter](#) and [Instagram](#).

Funding

The Wisconsin Book Festival is hosted by Madison Public Library in partnership with Madison Public Library Foundation. Sponsors make the festival possible through their private support. We'd like to thank our Wisconsin Book Festival sponsors for their generosity and dedication to the sharing of ideas.

Private funds raised by Madison Public Library Foundation contribute over \$100,000 to the festival annually. Sponsor benefits include logo recognition in a variety of digital and printed promotional materials, as well as on screen before select online festival programs. For more information about becoming a sponsor for the festival, contact Jenni Jeffress, Madison Public Library Foundation Executive Director, at jjeffress@mplfoundation.org.

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