



PRESENTED BY



# November 8-11 & 15-18, 2020

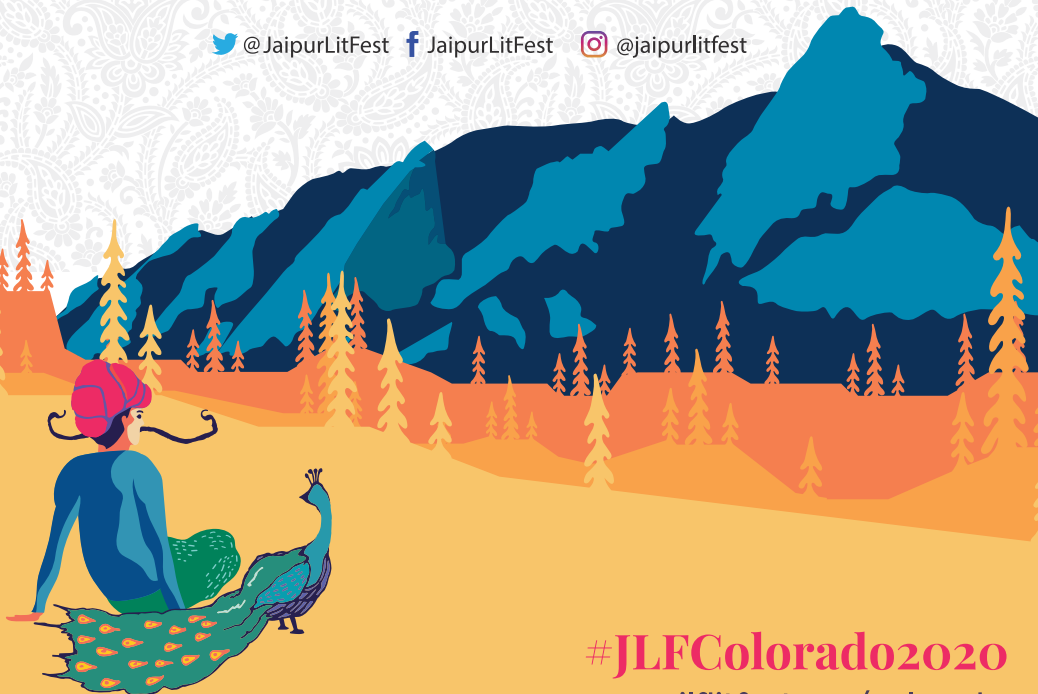
## FESTIVAL REPORT 2020

BOULDER  
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Consulate General of India, Houston

@JaipurLitFest JaipurLitFest @jaipurLitfest



### #JLFCOLORADO2020

[jlflitfest.org/colorado](http://jlflitfest.org/colorado)



# JLF COLORADO

## *EACH OTHER'S STORIES*

### FESTIVAL OVERVIEW

The much-anticipated JLF Colorado came back in 2020 with a unique virtual edition featuring leading speakers from across the globe in conversations covering topics from climate change to the ongoing pandemic and from creative writing to literary fiction.

Held between November 8-11 and 15-18, 2020, JLF Colorado, Teamwork Arts, and the Boulder Public Library launched JLF Colorado Online, which celebrated the beauty of the Rockies and the prairies and the unique energy, excitement and intellect of Boulder with the heady freedom of the virtual world, and the boundless possibilities of the internet. Everything else remained the same - the camaraderie, the caravan of ideas, and the magical flow of conversations.

JLF Colorado 2020, part of the month-long series of JLF events in North America, featured many globally-acclaimed and erudite scholars, thinkers and writers. The magnitude of programming boasted of astonishing depth and breadth as every year and the event was live-streamed on the JLF official website.



# FESTIVAL IN NUMBERS

Last year, a time of many firsts, the Covid-19 pandemic shifted paradigms of engagement to the virtual world, and JLF Colorado featured an online program with an even wider reach.



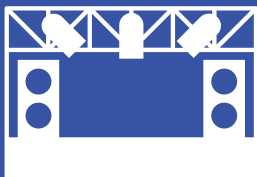
**56 SPEAKERS**



**23 SESSIONS**

Jaipur Writers  
**SHORTS**

**15 JAIPUR WRITERS SHORTS**



**2 MUSICAL PERFORMANCES**



**3544 UNIQUE WORLDWIDE  
REGISTRATIONS**

**#JLFColorado2020 Overall Performance**

Reach 45.28 M  
Impressions 67.44 M  
Views 708 K

# 2020 HIGHLIGHTS



## The Essential Yann Martel

Yann Martel\* in conversation with Diksha Basu, introduced by Sylvain Fabi, Consul General of Canada in Denver

*\*Yann Martel's participation was sponsored by the Consul General of Canada in Denver*



## Oceans and the New Thalassology

David Abulafia in conversation with William Dalrymple



## The Black Wave

Kim Ghattas in conversation with Navdeep Suri



## Find Me

André Aciman in conversation with Anindita Ghose



JLF Colorado in partnership with the University of Chicago Center in Delhi presented  
**The Color of Words: Shades of Black**  
 Chika Unigwe, Kara Keeling and Nathalie Etoke in conversation with Sanjoy K. Roy



**Indigenous Trauma in the Face of Colonialism**  
 Tanya Talaga\* in conversation with Daniel Lak, introduced by Sylvain Fabi, Consul General of Canada in Denver  
*\*Tanya Talaga's participation was sponsored by the Consul General of Canada in Denver*



**The Life and Death of Democracy**  
 Ajume H. Wingo, Christophe Jaffrelot, Gideon Levy, Makarand R. Paranjape and Mukulika Banerjee in conversation with Milan Vaishnav



**Hybrid Form, Revealing the Unseen**  
 Eleni Sikelianos and Diana Khoi Nguyen in conversation

# Media Report

44

Media

Exposures

96

Million Media

Impressions

- Announcement Press Release
- Programming and Opening Press Release
- Media Interaction Pitches
- Session Links shared with media
- Post-event promotions

Media Covering the Event

*Scroll.in*

*IANSlive*<sup>TM</sup>

ColoradoDaily

 NEWS BREAK

 **WEEKLY**  
BOULDER COUNTY'S TRUE INDEPENDENT VOICE

 **HOMETOWN WEEKLY**

**eventbrite**

**Daily Camera**

 **NOCO TODAY**





# Social Media

Campaign Performance #JLFCOLORADO2020

 @JaipurLitFest
  JaipurLitFest
  @jaipuritfest



Total impressions: 78.5K  
 Total reach: 52.3K



Total impressions: 99K  
 Total reach: 89K

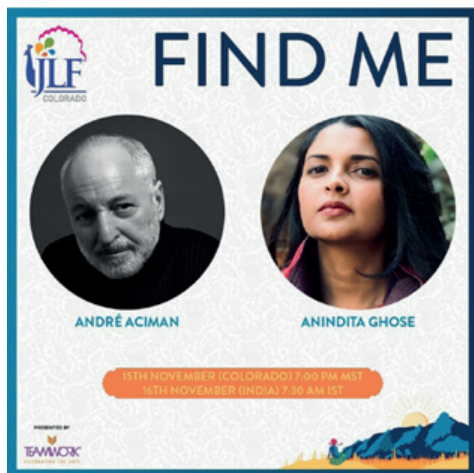


Total impressions: 231K  
 Total reach: 231K



290 views  
 boulderlibrary #jflcolorado2020 is online this year! Aspen Walker, Boulder Library's Community Engagement & Enrichment Manager tells us all about it. Visit [boulderlibrary.org/jfl](https://boulderlibrary.org/jfl) to learn more and register.  
 Made possible by @jflitfest and @boulderlibraryfoundation  
 #jaipuritfest2020 #literaturefestival #jfl #jflcolorado #jflcolorado2020 #jaipuritfestival #jaipuritfest #bouldercolorado #boulderco #boulderlibrary #boulderlibraryfoundation  
 November 15, 2020

aninditaghose • Follow



59 likes

aninditaghose For friends abroad and those who might be awake at 7:30 am IST Monday, I will be in conversation with the amazing André Aciman as part of #jflcolorado2020 @jflitfest

Come in with your #CallMeByYourName questions! Live stream here: <https://jflitfest.org>

soumitra\_mukherjee227 Best Wishes

November 15, 2020



Kim Ghattas @KimGhattas · 05 Nov 20  
 Cant wait for special edition of @JaipurLitFest and this conversation with @navdeepsuri Please join us on Nov 11th. Details for registration in the link #JLFCOLORADO2020 my only regret is that we cant actually be in Boulder and @boulderlibrary!

Navdeep Suri @navdeepsuri · 05 Nov 20  
 Look forward to this conversation with @KimGhattas, one of the most discerning commentators on the Middle East.  
 @JaipurLitFest  
 #JLFCOLORADO2020 [twitter.com/JaipurLitFest/...](https://twitter.com/JaipurLitFest/)



Nidhi Thakur @tweetsbynidhi · 07 Nov 20  
 what a treat to have JLF here!  
 #boulderlibrary  
 #JLFCOLORADO2020

**Immigrant**  
 Bearing the weight  
 of two countries inside her. It is not enough  
 for her to have light  
 at a flick of a switch  
 all year-round  
 and milks that came from no udders  
 but from oats, and from almonds, and from peas,  
 here. As fires  
 burn there,  
 And Men urinate against building walls,

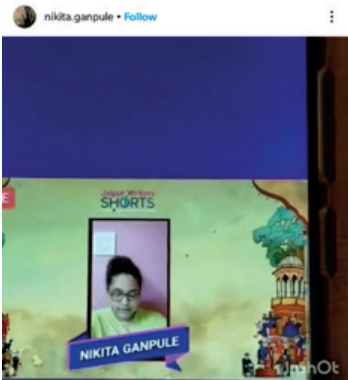




31 likes  
wanbilweiden Tonight! November 9, 8 PM MT. Posted with @regram  
• @jaipurLitFest Author Rhea Mukherjee  
(@messycooking\_alwaysgreen) and writer David Heskia Thakur  
Weiden (@wanbilweiden) explore the territory of their fiction and  
the intense inner landscape they inhabit with Arsen Kashkashian  
(@arsenkash) as they discuss their books, the undercurrents about  
the body, mind, and society, as well as the impact of history and  
politics within their fiction. #JLFCOLORADO2020 @cgzhou  
@boulderlibrary @cityofboulder @boulderartsandculture  
@boulderlibraryfoundation @boulderbookstore  
@penguinrandomhouse @harpercollins  
November 9, 2020



6 likes  
flatironfoodfilmfest #Repost @jaipurLitFest  
...  
Starts tonight!  
Only a few days to go for the first-ever virtual series of  
#JLFCOLORADO2020! And we just can't wait for the conversations to  
commence!  
Have you REGISTERED yet for #JLF Colorado2020? Do it today!  
@cgzhou @boulderlibrary @cityofboulder @CityOfBoulder  
@boulderlibraryfoundation @boulderartsandculture @commfound  
@boulderbookstore  
November 9, 2020



99 views  
nikita.ganpule My short story got featured at Jaipur Literature  
Festival Colorado Edition...  
Best news I ever got on my birthday!!!  
Thank you @jaipurLitFest for this wonderful opportunity!  
#shortstories #writersofinstagram #storiesofindia #feature  
#writerscommunity #kaleidoscopewriter #jaipurLiteratureFestival  
#JLFCOLORADO2020  
November 21, 2020



Launchora @Launchora • 25 Nov 20  
Listen: [pod.f0/e/a8ae3](https://pod.f0/e/a8ae3)

'The Life and Death of Democracy' featuring Ajume  
H. Wingo, Christophe Jaffrelot, Gideon Levy,  
@MakrandParanspe and @MukulikaB in  
conversation with @MilanV - at  
#JLFCOLORADO2020.

@JaipurLitFest @JLFLitFest #podcast



Global Literature in Libraries Initiative  
Nov 7, 2020 •

As we understand it, every year the Jaipur Literature Festival  
comes to the Boulder Public Library, in Boulder Colorado,  
USA. This would have been the sixth year of this  
cross-cultural literary celebration. Their in-person loss is  
everyone else's gain as the #JLFCOLORADO2020 is now virtual  
and without a registration fee (although a donation is  
suggested). It starts tomorrow! Look at this line-up!  
<https://www.eventbrite.com/e/jlf-colorado-2020-tickets-127256735321>



Jaffrelot Christophe @jaffrelotc • 19 Nov 20  
The link below will take you to the JLF Boulder  
panel on The Life and Death of Democracy where I  
was in the great company of @MukulikaB,  
@MilanV, @gideonle and @MakrandParanspe,  
@JLFLitFest  
#JLFCOLORADO2020, #Democracy, #India,  
#Authoritarianism  
[youtu.be/wNLOUQ1CbY](https://youtu.be/wNLOUQ1CbY),



Navdeep Suri • @navdeepsuri • 05 Nov 20  
Look forward to this conversation with  
@KimGhattas, one of the most discerning  
commentators on the Middle East.  
@JaipurLitFest  
#JLFCOLORADO2020

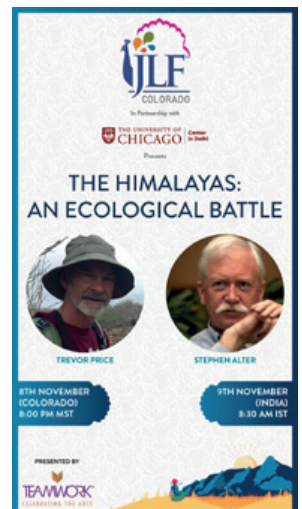
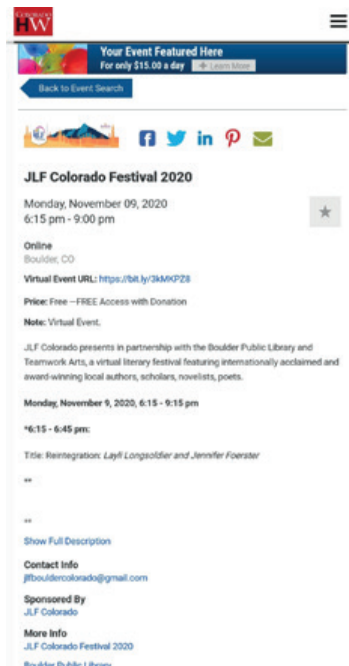
jaipurLitFest @JaipurLitFest • 05 Nov 20

In conversation with diplomat and author  
@navdeepsuri, Ghattas unfolds a fascinating  
cast of characters. #JLFCOLORADO2020

To watch this session live, REGISTER today! ...  
[Show this thread](#)

# Promotions & Marketing

- Multiple Email Blasts
- Online Webinars: Worked with poets and writers unique to JLF Colorado and those familiar with the JLF community by creating and hosting online fireside chats and discussions.
- Social Media Promotions via Instagram, Twitter, Facebook, Eventbrite and YouTube.
- Digital advertising through Facebook and Instagram Ads
- Brand advertising with Boulder Magazine for two editions: Summer and Fall
- 16 Radio spots for a week on National Public Radio - Colorado
- KGNU (1390 AM) & KGNU-FM (88.5 FM) - Mentions on-air
- Calendar listing promotion
- WhatsApp Communication
- Festival Audio Visual



# Acknowledgments



## **Festival Co-Directors**

Namita Gokhale  
William Dalrymple

## **Managing Director Teamwork Arts**

Sanjoy K. Roy

## **Producer**

Suraj Dhingra

## **Executive Director – JLF Colorado**

Jessie Friedman

## **Executive Producers**

Kritika Gupta  
Sharupa Dutta

## **President Sponsorship & Marketing**

Preeta Singh

## **Project Assistant**

Poornika Bhatnagar

## **Festival Secretariat**

Anubhav Tyagi  
Neha Dasgupta

## **JLF Writer Shorts - Management**

Revathy Venkatraman

## **Communications and Marketing Head**

Sunil Verma

## **Partnerships**

Prachi Mahajan  
Poornika Bhatnagar

## **Content**

Arundhati Nath  
Manveena Suri

## **Design**

Archana Ghose

## **Digital Marketing**

Deepak Bhardwaj  
Jatin Bindal

## **Social Media**

Shrishti Bhatia  
Nadim Zaidi

## **Website & CRM**

Anand Raj  
Akhilesh Kumar  
Hariom Tiwari

## **Public Relations**

Vidushi Khara  
Manash Pratik Deka

## **Audio Visual**

Manoj Kumar  
Pinky Gulati  
Shashi Ranjan

## **Coordination - Graphics**

Sammohan Mathodia

## **Script Support**

Sunil Gupta

## **Book-keeping and Accounting**

Lynele Jones  
Linda Marcus  
Lynda Shaw

## **Colorado Publicist**

Heather Collins

## **Editorial**

Nicole Moore

## **Grant Writing Assistance**

Nicole Roush

## **JLF Colorado Advisory Board**

Lisa Bell  
Michael Carter  
Stephanie Carter  
Heather Collins  
Brook Eddy  
Maggie Fouquet  
Maruta Kalnins  
Jules Levinson  
Kiera Lichter  
Jim Palmer

## **Sponsors**

Boulder Public Library  
City of Boulder  
Boulder Arts Commission  
Consul General of Canada in Denver - Sylvain Fabi



Community Foundation Boulder County  
Human Relations Commission  
Create Boulder  
Anchor Point Foundation  
Boulder Library Foundation  
The University of Chicago Center in Delhi  
Small Business Association  
Boulder Book Store

### **Silver Donors \$500 - \$999**

Chris and Margot Brauchli  
Marda Buchholz

### **Grateful Thanks**

Taranjit Singh Sandhu, Indian Ambassador  
to the United States

### **Partners**

America's Latino Eco Festival  
Boulder International Film Festival  
Boulder Museum of Contemporary Art  
Boulder Chamber of Commerce  
Boulder International Business Circle  
Boulder County Arts Alliance  
Boulder Rotary - Peacebuilders  
Boulder Valley School District  
Boulder Writers Alliance  
Center for Asian Studies  
Colorado Gives  
Community Foundation Boulder County  
Consul General of India in Houston - Shri  
Aseem R. Mahajan  
Create Boulder  
CU Boulder  
Dairy Arts Center  
Dean of Arts and Sciences, CU Boulder  
Downtown Boulder Inc.  
eTown  
Full Circle  
Kevin Smith Productions  
Launchora  
Lighthouse Writers Workshop  
LOCAL Theater Company  
Museum of Boulder  
Right Relationship  
Sage Hospitality  
Wallaroo Hats

### **Media Partners**

Brock Publications  
Colorado Public Radio  
Boulder Daily Camera  
KGNU

### **Diamond Donors \$10,000+**

Anonymous  
Mr. and Mrs. Hari Agrawal  
Sushila and Durga Agrawal

### **Gold Donors \$1000 - \$9999**

George Lichter Family Foundation  
Stonelight Foundation  
Anchor Point Foundation

# ABOUT TEAMWORK ARTS



*The arts of India are unrivalled in their depth, diversity and mystery and showcasing it to global audiences requires a deep understanding of our culture, an acute sense of relevance in programming and an unflinching attention to detail. Above all, we at Teamwork believe in love and respect for the artist.*

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. Our expertise lies in the area of entertainment and includes documentary and feature films, television, the conceptualisation and development of contemporary performing and visual arts and literary festivals around the world, and in nurturing new talents across all art forms.

For over 25 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers and visual artists in the cultural and art space in India and abroad.

Every year, we produce 25 performing and visual arts and literary festivals in 11 countries, including Australia, Canada, Egypt, Germany, France, Hong Kong, Israel, Scotland, Singapore, South Africa, Spain, the UK and USA. Teamwork Arts produces the world's largest free literary gatherings, the annual Jaipur Literature Festival, the Ishara International Puppet Festival in New Delhi,

the annual Mahindra Excellence in Theatre Awards (META) Festival, international festivals Shared History in South Africa, India by the Nile in Egypt, Eye on India in the United States of America, India by the Bay in Hong Kong, Confluence- Festival of India in Australia, and many more.

Our musical extravaganza, *Bollywood Love Story - A Musical*, continues to tour the world and has sold out shows in Austria, Germany, Netherlands, South Africa, Spain, Switzerland and Egypt.

Our international festivals in India have included the bi-annual Bonjour India, a festival of France with more than 200 events across 18 cities in India and featuring over 250 artists, designers, researchers and entrepreneurs, and OzFest, a festival of Australia in India.

For more information, visit:  
[www.teamworkarts.com](http://www.teamworkarts.com)



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COMMISSION



Human Relations  
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FOUNDATION



**COMMUNITY**  
FOUNDATION  
BOULDER COUNTY

INSPIRING IDEAS. IGNITING ACTION.™



THE UNIVERSITY OF  
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Center  
in Delhi



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launchora