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.

#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
- ColoradoDaily
- NEWS BREAK
- WEEKLY
- HOMETOWN WEEKLY
- eventbrite
- NOCO NOCO TODAY
- Daily Camera
Media Exposure

The Indian Express

Yahoo! News

Telangana Today

Boudler Weekly

Gulf Today

Daily Camera

IANS
Social Media

Campaign Performance #JLFColorado2020

@JaipurLitFest  JaipurLitFest @jaipurlitfest

Total impressions: 78.5K
Total reach: 52.3K

Total impressions: 99K
Total reach: 89K

Total impressions: 231K
Total reach: 231K

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/

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,
Launchora @Launchnora · 25 Nov 20
Listen: pod.foe/a8ae3

'The Life and Death of Democracy' featuring Ajume H. Wingo, Christophe Jaffrelot, Gideon Levy, @MakrandParaspe and @MukulikaB in conversation with @MilanV - at #JLFColorado2020. @jaipurLitFest @JLFlitfest #podcast

Jaipur Bytes
podfollow.com

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

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

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Poornika Bhatnagar

Festival Secretariat
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Neha Dasgupta

JLF Writer Shorts - Management
Revathy Venkatraman

Communications and Marketing Head
Sunil Verma

Partnerships
Prachi Mahajan
Poornika Bhatnagar

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

**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  
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Museum of Boulder  
Right Relationship  
Sage Hospitality  
Wallaroo Hats

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KGNU

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George Lichter Family Foundation  
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Anchor Point Foundation

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Chris and Margot Brauchli  
Marda Buchholz

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Taranjit Singh Sandhu, Indian Ambassador  
to the United States
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