

The Calgary Awards – External Engagement and Communications

Public/interested parties were informed that:

- Community members can join an email list to receive updated information on the Calgary Awards Program at calgary.ca/calgaryawards.
- The website and nomination form have translated statements directing those who prefer to read other languages to use Google Translate to translate from English to their preferred language. Statements are translated into Traditional Chinese, Chinese Simplified, Punjabi, Filipino, Hindi, Spanish and Arabic.
- The marketing plan for the W.O. Mitchell Book Prize (“The Book Prize”) included social media posts, news release and City employee communications. The Book Prize was also part of the Writers’ Guild of Alberta’s 2023 Alberta Literary Awards promotion and marketing to the literary community.

Dialogue with interested parties was undertaken:

- External award partner Writers’ Guild of Alberta was consulted about the W.O. Mitchell Book Prize criteria and eligibility.