

The Calgary Awards – External Engagement and Communications

Public/interested parties were informed that:

- 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 2024 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.