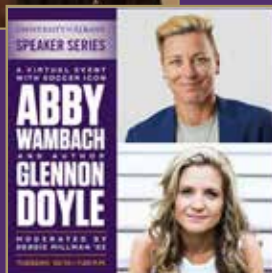


# THE CONVERSATION

## Adapting to the VIRTUAL WORLD



## INCREASING OUR ENGAGEMENT

# BEYOND UALBANY

This summer, Philip Calderone, CEO of the Albany International Airport Authority announced the opening of the **Mario and Matilda Cuomo Pavilion Room** at Albany International Airport. The room was established in partnership with the New York State Writers Institute.

The Room, located on the ground level of the Terminal, will also feature free books for travelers and a rotating exhibit of archival items from the collections of the New York State Writers Institute and The University at Albany.

The Mario and Matilda Cuomo Pavilion will further the Albany International Airport's efforts to enhance travelers' visitor experience through the arts and encourage increased participation in the New York State Writers Institute programs.



## CELEBRATING LITERATURE

Celebrating literature that addresses the pressing issues of the moment with enlightening conversations by supporting vital Writers Institute programming.

- Designate your tax-deductible gift from a list of options by visiting [www.nyswritersinstitute.org](http://www.nyswritersinstitute.org) and clicking "Support Our Work."
- Mail your check, made out to **The University at Albany Foundation** and send it to **The UAlbany Foundation, PO Box 761, Albany, NY 12201**



THANK YOU!  
HERE'S TO BRIGHTER DAYS  
AHEAD IN 2021!

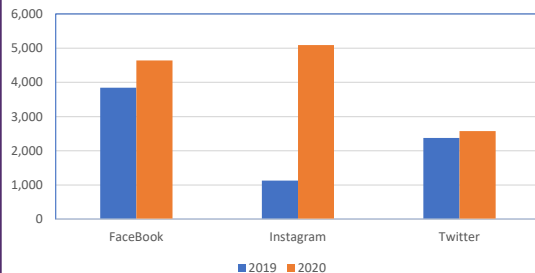
## SUCCESSFULLY INCREASING OUR ONLINE PRESENCE

Despite this time of turmoil, we set new benchmarks in 2020 through our acclaimed literary programming and extraordinary conversations with renowned authors, including record levels of audience engagement.

Here are the highlights of our successful pivot to online Writers Institute programming:

- **193:** Number of posts since mid-March on our new blog, “The Conversation,” including interviews with 105 authors across all genres.
- **70:** Total number of artists and writers published in our community-focused online literary journal *Trolley* in July.
- **96%:** More visitors in 2020 to our [nyswritersinstitute.org](http://nyswritersinstitute.org) website, two-thirds of them new visitors.
- **272%:** Increase in viewership on our YouTube channel grew exponentially in 2020 with 78 new videos, 3,800 channel subscribers, and more than 653,000 views.
- **451%** more Instagram followers
- **21%** more Facebook followers
- **11%** more Twitter followers

Social Media Followers



# REACHING OUT TO A WIDER AUDIENCE

## FEATURING DIVERSITY AND INCLUSION IN OUR PROGRAMMING

- In September, we presented the 3rd annual **Albany Book Festival**, a highly successful two weeks of online presentations.
- In October, we co-sponsored a month-long symposium examining systemic racism spurred by the killing of George Floyd, titled **“The Time for Reckoning: Confronting Systemic Racism, Seeking Justice and Reimagining Society.”**
- In November, we hosted a post-election symposium titled **“Telling the Truth 2020”** as a follow-up to our successful 2017 symposium “Telling the Truth in a Post-Truth World.”
- Our staff installed two exhibits on campus in the Fall addressing issues of racial inequality. **Memorial Field for Black Lives** and **“Dreaming of Timbuctoo”**



Albany Book Festival

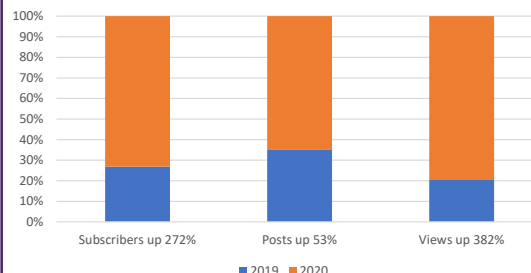


The Time for Reckoning Symposium



Telling the Truth 2020

NYS Writers Institute's YouTube Channel Views



## PROVIDING PANDEMIC RELIEF TO STUDENTS IN NEED

We assisted directly with pandemic relief by volunteering to deliver meals to UAlbany students in quarantine and contributing to a student emergency fund for those facing severe economic hardship.