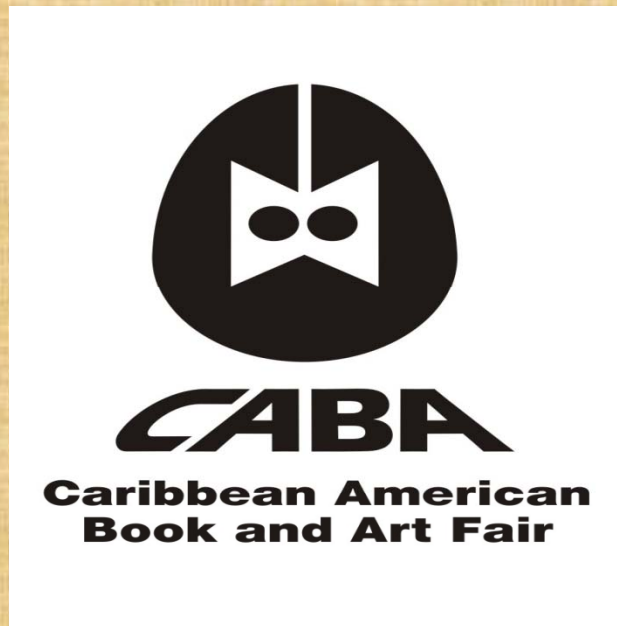


2009
CARIBBEAN-AMERICAN BOOK
& ART FAIR



June 19, 20, 21

**Miramar Town Center, 2300 Civic Center Place,
Miramar, Florida**

MEDIA PARTNERSHIP

THE SITE



**Miramar Town Center, 2300 Civic Center Place,
Miramar, Florida**

Rationale

Obviously, media can reach many more people with the key messages of the Caribbean-American Book & Art Fair (**CABA**) than any of the delegates who actually attend. So, from the 2008 Introductory, we have sought a close and constructive partnership with South Florida media professionals. In the 2008 edition in Miramar, we forged a partnership with the Caribbean newspapers that ran over twenty articles - including a double page spread on the final day. written, designed and edited by young journalists attending the Book and Art Fair. This 2009 edition attempts to the same while expanding our partnership to mainstream media.

Media Partners

Media Partners from all South Florida and nation, the Caribbean, England and Canada and are welcomed to join us in this unique literary and artistic event through which we hope to make our contributions in the development of our region as a destination for literature, arts and cultures.

Research shows that 80% of stories about the Caribbean-American community in the media present 'the Caribbean' out of the literary and intellectual framework; we are confident that most media are not aware of this-and would like to attract their feature readership and viewers with more positive articles about the Caribbean-American Community. CABA offers the media a feast of such positive stories, along with photographs and personal angles.

What are Media Partners

Print, radio, TV and online news papers companies, international press groups and agencies who are ready to present Caribbean literary and artistic productions in a positive light-who feel that these are not just for the Caribbean community, but for the entire population of South Florida who believe we all have something to contribute. CABA media partners are ready to buck traditional negative copy about Caribbeans and run stories that demonstrate that this community is a “resource not a problem...”

Essentially, our media partners are prepared to devote space to exploring the question of this important constituency in our county and what they can do to contribute to the effort of development of our county and cities. We also welcome freelance journalists who are focused on literature and the arts as partners and we are seeking applications from youth journalists. We are also seeking partnership with press unions, and press associations.

What we are not expecting

Media partners are not expected to be cheerleaders for the Caribbean Book & Art Fair or uncritical promoters of the Book Fair. Rather, we seek that they review **CABA's** achievements as critically as every other commentator

What we are expecting

- **To endorse a letter welcoming the initiative of the Caribbean-American Book & Art Fair and its goals**
- **To Promote the Caribbean American Book and Art Fair with an article or piece outlining the goals of the Fair. CABA Secretariat will provide press releases draft articles, photographs, audio and video segments to enable you to put together such pieces easily**
- **We invite each Media Partner to send a journalist to cover CABA and all that takes place there**
- **To send a Journalist as a panelist for the “State of the Media” roundtable to be held at CABA**

What CABA can offer to the Media Partners

RECOGNITION:

CABA will link each Media Partner with this major international literary event by putting the company's name and logo on the websites (with links), in the Fair's Book, and on the larger promotional materials prepared for the Book Fair. The Media Partners will be acknowledged next to any projects they have funded in the Book Fair and Exhibition

INSTITUTIONS PARTNERS



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