

# GEIST

FACT + FICTION • NORTH of AMERICA

## 2019: Year in Review

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Since your contribution to the Winter 2018 *Geist* Donation Campaign exciting things began to spring up all around the magazine, all of them directly or tangentially related to your generosity.

Dear Donor,

Here is what *Geist* staff and contributors were able to achieve over the last year thanks to your generous donation.



"Everything Turns Away" by Stephen Heighton featured in *Geist* 110, shortlisted for Personal Essay of the year.

"Bird's Eye View," Lisa Bird-Wilson's occasional book column in *Geist*, won silver at the National Magazine Awards in the Columns category; and "Everything Turns Away" by Stephen Heighton was shortlisted in the Personal Essay category.

We trained six volunteers and interns in some of the many aspects of publishing a cultural magazine. Each of our amazing young people learned how to write marketing copy, edit their own work, use the telephone, fact-check pieces and create an e-newsletter. They also discovered the riveting ins and outs of the subscriber database, and lots more.

Three young aspiring editors were trained at the *Geist* offices in the art of publishing a literary magazine.

We were able to hire a spiffy new intern who managed to raise the *Geist* e-newsletter readership in her first month on the job.

**In 2019:**



116,000  
visits to geist.com



4,470+  
fans



13,700+  
followers



9,800+  
e-newsletter  
subscribers

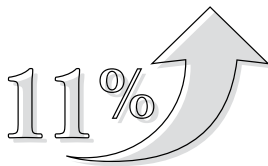


6,000  
copies/quarter

We delivered the work of more than 150 artists and writers to an audience of more than 200,000 readers all over the world.

*Geist* columnists finally got the raise they've been demanding for years—11%—a much better rate of return than the TSX, without any of the risk.

The bigwigs at Simon Fraser University Special Collections finally agreed to take the *Geist* archive, which contains nearly 30 years worth of editorial materials, manuscripts, secret notes and correspondences from thousands of writers, artists, editors and publishers from Vancouver and beyond.



*Geist* columnists get a raise of 11%

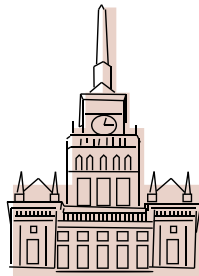


Mary Schendlinger Senior editor of *Geist* and author of Advice for the Lit-Lorn.

Advice for the Lit-Lorn, the free weekly advice column by *Geist* editors, delivered insightful, practical advice to more than 2,000 writers and editors. Topics included finding the elusive ending to a story, use of *data* as a verb and other discussions about the uses, misuses and abuses of the English language.

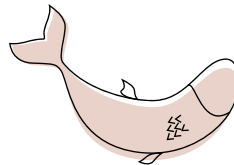
We helped six previously unpublished writers get their work into print (in *Geist*), including:

Ola Szczecinska...



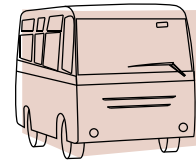
Visits Warsaw to keep from losing her memories (*Geist* 111).

Bradley Peters...



On salmon runs, voodoo juice and chewing the fat (*Geist* 112).

Finn Wylie...



Takes a road trip with cupid (*Geist* 112).

More than 1,000 students in more than 100 writing classes across Canada received free copies of *Geist*; each student package included a lesson plan from real *Geist* editors.



"The Snowplow Buccaneer" performed by the Lazy Jacks.

The big shots in the editorial department hatched a brand new contest: the *Geist* Work Shanty Writing Contest. Entrants updated the classical shanty form—usually about jobs such as logging and sailing—for modern jobs, like coding and slinging coffee. The winner, "The Snowplow Buccaneer" by Gwen Martin, was performed and recorded by the Lazy Jacks, a sea shanty crew from BC.

The *Geist* website got a mobile-friendly makeover.

For making this possible, we send you sincere thanks. Without your contribution we wouldn't be able to make *Geist* the magazine that you love to read and we love to make.

Sincerely,  
The *Geist* Team

# THANK YOU

for supporting *Geist!*

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