



ELECTRONIC LITERATURE ORGANIZATION

3/28/00

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www.eliterature.org

Dear Professor McGann:

The Board of Directors of the Electronic Literature Organization would like to invite you to join our newly formed Board of Literary Advisors. We are eager to have you join for many reasons including the leadership in hypermedia that you have provided as director of the Rossetti Archive and as a theorist in the use of hypertext in criticism and literary scholarship.

The Electronic Literature Organization is a new literary nonprofit organization whose mission is to promote and facilitate the writing, publishing, and reading of literature in the electronic media. We were incorporated last September, and are launching an ambitious slate of programs this year.

Our board of directors includes leaders in the fields of literature, technology, nonprofit management and education. ELO is also assisted by an Internet Industry Advisory Board, which includes the CEOs of several leading Internet companies. We're asking you to join a third group, the Board of Literary Advisors, which will include print and electronic authors, critics and journalists.

The Board of Literary Advisors will play several roles in the organization:

- Our planned programs include a series of high-profile prizes for fiction, poetry, and interactive drama in electronic media. The monetary reward for these prizes will be comparable to that of the National Book Award. We hope to enlist some members of the Board of Literary Advisors to adjudicate those prize competitions and present the awards.

- ELO will host annual symposia focused on topics of cultural relevance to literature in electronic media. Our first symposium will be a New Publishing Models symposium, tentatively slated for New York in March 2001. The symposium will bring together leading writers, technologists, publishers and economists to focus specifically on the challenges and opportunities presented by the evolution of new publishing models based in the electronic media. We will enlist some members of the Board of Literary Advisors to help set the agenda for that meeting.

- ELO will hold several interactive readings/fundraising events this year (we're scheduling events in New York, Chicago, and Seattle and are looking

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- ELO will hold several interactive readings/fundraising events this year (we're scheduling events in New York, Chicago, and Seattle and are looking into San Francisco). We'll invite members of our Board of Literary Advisors to attend those events.
- The Board of Literary Advisors can also help us in a very important way by participating in ongoing discussions focused on the future of literature in the electronic media.

Advisory Board positions are unpaid, although there will be some small honoraria offered to the judges of the ELO prizes. Members of the Literary Advisory Board will be disqualified from entering the contests themselves.

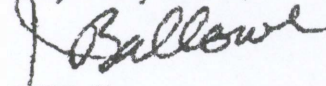
Please respond to this letter, and indicate one of the following:

- A) You are interested in being part of the team judging the ELO prizes.
- B) You are interested in helping to set the agenda for the New Publishing Models Symposium.
- C) You would like to participate, but have time only to participate nominally.
- D) You are unable to participate on our Board of Literary Advisors.

Thanks very much for considering becoming a part of the Electronic Literature Organization. To respond to the question above, please contact the organization's Executive Director, Scott Rettberg, via mail, phone, or email at rettberg@eliterature.org. Scott will be happy to help you with any questions you may have about our plans and programs, as will I (505.984.2502, jeff@eliterature.org).

Also, please be sure to drop by our website at <http://www.eliterature.org> to keep up with the latest news about the world of electronic literature.

Very Truly Yours,



Jeff Ballowe
President

Cc: Marjorie C. Luesebrink
Scott Rettberg