SOMOS Communication Policy

SOMOS, a literary community in Taos, New Mexico, since 1983, is committed to providing regular communication with our members, donors, friends, supporters, and the general public. We welcome feedback from our community to help us improve the quality of our programs and services. We can be reached via email: somos@somostaos.org; Facebook: Society of the Muse of the Southwest; phone: 575-758-0081, or by visiting our physical location at 108 Civic Plaza Drive, Taos, NM during open hours.

Ongoing modes of communication include:

* Website – somostaos.org; which is updated regularly with blog posts, calendar of events (readings, classes/workshops, and conferences), program information (Writers Showcase, Poetry Month, Prose Month, Taos Writers Conference, Storytelling Festival, Poet Laureate projects, Young Writers Program, Taos Writers Directory) and other literary happenings.
* A weekly email newsletter (currently over 2200 subscribers) that lists upcoming events, bookshop news, and literary resources.
* Calendar events posted on local and regional newspapers.
* Press releases and PSA’s to local and regional newspapers, Chambers of Commerce, and radio stations for upcoming events.
* Arranged interviews with invited writers and poets for local media outlets (newspaper and radio)
* Ongoing conversation/meetings with local arts organization for cross promotion and collaboration (TCA, Taos Public Library, Twirl, Taos Public Schools, PASEO, Taos Art Museum, Taos Arts Council, the Harwood Museum, UNM-Taos, Mabel Dodge Luhan House and Taos Behavioral Health)
* Printing of flyers/posters for distribution at SOMOS (inside the office as well as on the front/back bulletin boards) and postings in the community (Cid’s, Taos Public Library, UNM, OpCit Bookstore, Taos Visitor’s Center, Town of Taos, and community bulletin boards)
* Written acknowledgement for membership renewals and donations forwarded individually.
* Recording of readings (virtual) that are emailed upon request.
* A regularly stocked/rotated selection of thousands of used books in good condition and a section of new books by local authors sold on consignment.
* A signboard placed in front of our storefront advertising $1.00 book sale categories.
* Two large bookshelves filled with free books, CD’s, magazines and more – on the front/back portal.
* Opportunities to consult with the bookshop manager on in-stock books and requests.
* Opportunities to consult with the Executive Director re: resources for publishing, editing, copywriting, typography, illustration, graphics, ongoing writing groups and more.
* Annual report detailing programs, future plans and finances presented at the Annual Meeting each year(scheduled during the first quarter of the year), copies available for attendees and upon request.
* An annual appeal letter mailed to members, donors, and supporters every fall with a listing of recent achievements and program needs.
* Ongoing grant applications to foundations and organizations (i.e.: New Mexico Arts, Taos Community Foundation, LANL Foundation, Witter Bynner Foundation, Virginia Wellington Cabot Foundation, and others) that provide program narratives, evaluations(both quantitative and qualitative), and financial budgets to secure needed funds.
* Participation in continuing education and training to expand knowledge and share program events, ex: current attendance at the ten-month training program offered by the UNM Evaluation Lab, a semester long grant-writing course, consultation with SBDC (Small Business Development Center), TENT (Taos Elders and Neighbors Together), TEN (Taos Entrepreneurial Network), and local banks for business development, financing, and long-term strategic planning.
* Annual subscriptions to trade journals and email newsletters – Poets & Writers, New Mexico Magazine, Lighthouse, Narrative, Lit Hub, Hugo House, Grub Street, Gemini Ink, Hedgebrook, The Loft, Cave Canem, CantoMundo, Zoeglossia, and others
* Consultation with experts as needed – i.e., Lawyers, Nonprofit organizations, Artists, Educators, Writers and Poets, Literary Agents/Agencies