

Jenna Bush Hager interviews author Lee Cole at The New Orleans Book Festival

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Author Lee Cole was in conversation with "TODAY Show" co-host Jenna Bush Hager in Myra Clare Rogers Memorial Chapel in a segment taped for Hager's Read with Jenna Book Club and The New Orleans Book Festival at Tulane University. (Photo by Rusty Costanza)

Jenna Bush Hager, co-host of NBC's "TODAY with Hoda & Jenna," interviewed author Lee Cole on campus yesterday as part of her "[Read with Jenna Book Club](#)" and the inaugural New Orleans Book Festival at Tulane University. The two authors discussed Cole's new book, *Groundskeeping*, for a segment that will air today (Thursday, March 10) on "TODAY with Hoda & Jenna." The show is broadcasting live from Jackson Square in New Orleans today and Friday.

The book festival's opening night will take place in Dixon Hall and will feature John Grisham in conversation with Jenna Bush Hager at 5 p.m. Imani Perry and Eddie S. Glaude Jr. will follow with a discussion on "Race and the American Soul" at 6 p.m.

On Friday, March 11, Bush Hager will moderate a "[Read with Jenna Book Club](#)" panel with some of the "TODAY" Show's favorite authors, including Cole, Emma Straub, Rumaan Alam and Qian Julie Wang, from 9 to 10 a.m. at the Hyatt Regency Festival Tent on the Berger Family Lawn. A book signing with each of the authors will immediately follow the panel's conclusion.





The segment airs Thursday, March 10, on the "TODAY Show." (Photo by Rusty Costanza)

A Book Festival guest holds a copy of Cole's novel "Groundskeeping" as she waits in line to have him sign it. Participants read the book in advance of the author's appearance. (Photo by Rusty Costanza)