

# MEDIA REPORT



Report May 24 to June 18, 2015.

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## SECTION 1: OUTLINE OF NEWS MEDIA COVERAGE

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| 1. | <b>Photos:</b> Whisky Library                            | North Vancouver Magazine | June 2015 | Pg. 2 |
| 2. | <b>Article:</b> The Summer Scoop on Summer Reading Clubs | Deep Cove Crier          | June 2015 | Pg. 4 |

## SECTION 2: SOCIAL MEDIA STATISTICS

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## SECTION 1: OUTLINE OF MEDIA COVERAGE

### 1. Photos: A Whisky Library

**Type:** Images

**Outlet:** North Vancouver Magazine

**Date:** June 2015

**Link:** No link available at this time. Visit: [www.northvancouver.com/news](http://www.northvancouver.com/news).

**Description:** Three images, taken from the Whisky Library fundraiser, are showcased in the Cat's Meow, a monthly photo spread featuring pictures from the latest notable Vancouver events.

#### Image:



**Image Text:** “It was an honour to be part of many great events last month, including inaugural Whisky Library event at Lynn Valley’s District Library. There was also a chance to toast the great work being done by the committee members of the Heart and Stroke Foundation and the celebrity races that will go the distance in the Rally for Kids fundraising event. See who you recognize—and don’t forget to send in your invites and ideas.”

**Left Photo:** “Allan McMordie, left, with CBC’s Grant Lawrence at the Whisky Library event in Lynn Valley. The evening was in memory of Allan’s wife Trish.”

**Middle Photo:** “Grandy Chu and North Van MP Andrew Saxton were speakers at the Whisky Library literature and scotch tasting event in North Vancouver.”

**Right Photo:** “North Van District Mayor Richard Walton with wife Celeste Pelc, left, and Sherry Shaghghi at the Whisky Library event.”

## 2. Article: The Summer Scoop on Summer Reading Clubs

**Type:** Article

**Outlet:** Deep Cove Crier

**Date:** June 2015

**Link:** No link available. Deep Cove Crier exists only in print in the Deep Cove/Seymour area newspaper online)

**Description:** The Library has a regular article in the Deep Cove Crier, a monthly newspaper circulated in the Deep Cove/Seymour area. The newspaper is mainly real-estate focused, with regular articles contributed by the Library, North Vancouver District Mayor Richard Walton, North Vancouver-Seymour MLA Jane Thornthwaite and others.

Below is the text from the Library's June's article, highlighting all of the NVDPL's summer reading clubs.

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### At Your Library

Deep Cover Crier—June 2015

#### The Summer Scoop on Summer Reading Clubs

By Meghan Crowe

Have you ever heard the little saying “if you build it...they will come”? Well, that’s exactly what we’re doing with the Summer Reading Clubs at the North Vancouver District Public Library. We’ve established some great programs to help you continue your reading throughout the summer. Whether you’re at the beach, the park, on vacation, or on the bus—wherever your books take you this summer, get rewarded for your reading! Oh, and did we mention these programs aren’t just for kids? We’ve got something for all ages! We’ve built it...now it’s up to you!

#### For Kids...Build It!

Build fun. Build imagination. Build confidence. Build the future. This summer, encourage your kids to get out there and Build It—whatever that “it” may be—by participating in the Summer Reading Club. The Summer Reading Club is a program funded by the Province of British Columbia which helps keep your kids actively engaged in learning throughout the summer, without having to go to school! Kids can connect to reading, have fun, build confidence, and be rewarded by completing a series of small reading goals. Those who complete 50 days of reading will receive a new paperback book, courtesy of the Friends of the Library, or a special reading achievement medal, courtesy of RBC. Children will learn to read a little bit every day, helping them establish good habits to continue to work on throughout the entire year.

The NVDPL is hosting a Summer Reading Club Launch at all three branches on Saturday, June 13<sup>th</sup> from 10:30am to 12pm—get your kids excited about participating by bringing them to an exciting early sign-up session!

#### For Teens...Fandoms Unite!

The Teen Summer Reading Club gets you in to a book AND gets you online. The digitally run program encourages youth to participate by reading, posting reviews, join in on online discussions, enter draws and contests, and more. From horror books and zombie thrillers, to mangas and graphic novels—

fandoms can unite this summer by taking part in the Teen Summer Reading Club. For information, visit [www.teenrc.ca](http://www.teenrc.ca).

**For Adults...Turn the Cover on Books to Discover**

Summer fun isn't just for the little ones! The Adult Summer Reading Club returns to the North Vancouver District Public Library for the second year. This year we're challenging you to turn the cover on any books you'd like to discover. The rules are simple: pick up a Bingo Card at NVDPL, complete one line, hand in your completed Bingo Card for a chance to win a prize! You can complete as many cards as you'd like for extra entries. Happy reading!

Looking for more info on the summer fun happening at your Library? Check out our website at [www.nvdpl.ca](http://www.nvdpl.ca) to get the full scoop on all the exciting events and activities.

## SECTION 2: SOCIAL MEDIA STATISTICS AND HIGHLIGHTS

### 1. Facebook Statistics

#### For May 1- June 18

**Total Likes:** 688 (+25)

**Total page visits:** 233

**Total post impressions:** 11,804

**Total Likes, Comments and Shares:** 164


**Post Clicks:** 340

#### **Top Facebook Post for May 1- June 18**

Post Details Reported stats may be delayed from what appears on posts

**North Vancouver District Public Library** with Rob Laurie  
Published by Hootsuite [?] · June 13 at 2:33pm · 🌐

Salar was our first Summer Reading Club registrant @nvdpl Capilano at 10am this morning. Thanks Salar! ~AR #bcsrc



295 People Reached

13 Likes, Comments & Shares

10 Likes	5 On Post	5 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

13 Post Clicks

5 Photo Views	0 Link Clicks	8 Other Clicks 📱
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**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

295 people reached [Boost Post](#)

Like · Comment · Share · 🍷 5 📌 3

**Organic reach:** 295

## 2. Twitter Statistics

### For May 2015- June 18

Tweets: 71

Profile Visits: 543

Mentions: 74

Followers: 1746 (+ 47)

Total Impressions: 19,500

### **Top Tweet** earned 557 impressions



It's on! Visit us at the Big Book Sale at LV, benefitting the Friends of the NVDPL. For info: [ow.ly/NW0cp](http://ow.ly/NW0cp) [pic.twitter.com/3IRd1hCy6M](http://pic.twitter.com/3IRd1hCy6M)

4 RTs

### **Top mention** earned 36 engagements



**Jane Thornthwaite** @jthornthwaite Jun 13 Come down to [@MyParkgate](#) [@nvdpl](#) to sign up for the Summer Book reading club! Open until 12PM. [#northvan](#) [pic.twitter.com/5hvdkmvPXA](http://pic.twitter.com/5hvdkmvPXA)

4 RTs

1 Favourite