MEDIA REPORT



Report May 24 to June 18, 2015.

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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.

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 distanct 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 Shaghaghi 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.

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 13th 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.

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 to get the full scoop on all the exciting events and activities.

SECTION 2: SOCIAL MEDIA STATISTICS AND HIGHLIGHTS

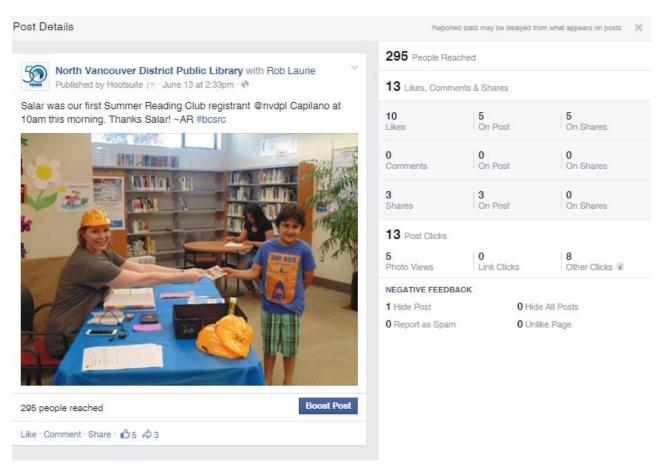
1. Facebook Statistics

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



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 pic.twitter.com/3IRd1hCy6M

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

4 RTs 1 Favourite