

MEDIA REPORT



Report February 19 to March 18, 2015.

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SECTION 1: OUTLINE OF MEDIA COVERAGE

1. Photo: Seniors Valentine Social Tea

Type: front-page photo

Outlet: North Shore News

Date: Wednesday, February 18, 2015

Link: <http://www.nsnews.com/community/bright-lights/seniors-valentine-social-tea-1.1768748>

Description: A photo of NVDPL Home Library Service Librarian Heather Goodwin was featured in the North Shore News' Bright Lights photo spread for the Seniors Valentine Social Tea. Our staff regularly visit Capilano Community Services Society's Seniors' Hub Tea.

A12 - North Shore News - Friday, February 20, 2015

BRIGHT LIGHTS by Paul McGrath

Seniors Valentine Social Tea



Cap Services' **Sue Bradshaw, Miki Nash and Fariba Ghaemi Tehrani**

Representatives of the **Capilano Community Services Society's Seniors' Hub** hosted a Seniors Valentine Social Tea and Entertainment program at Capilano House in North Vancouver Feb. 12. More than 50 seniors, volunteers and staff participated, enjoying cups of tea, sandwiches, cookies and cake, while taking in a love and romance-themed performance by the Londoners. The Seniors' Hub offers a number of free or low-cost programs to help local seniors extend their social networks, make new friends, remain connected to their community and have a good time with lots of laughter.
capservices.ca/seniors-hub



The Londoners' **Joan Koebel, Dorothy Evers and Val Sutherland**



North Van District Library Home Library Service's **Heather Goodwin**

The Londoners' **Marry Peirson, Mike Smith and Kari Meidal**



Volunteers **Ness St. Arnaud, Diane Tommasi and Margaret Penner**



Imelda Escueta, Yvette Martin and Lati Bhan



John Willis, Bob Booth and Joe Foster



Margaret Parish, Joyce Gillis and Cathy McKillop

2. Article: Off the Page and On the Screen

Type: article

Outlet: Deep Cove Crier

Date: March 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 March article, highlighting movies adapted from books.

Off the Page and On the Screen

By David Milner

The Oscars are over and done with for another year, so we'll have to wait almost that long to see if the recent cinematic release of *Fifty Shades of Grey* will be a contender in next year's Oscar race. Given response from the critics, it looks unlikely. Despite the punishment it has received from the critics, the movie has still managed to, how shall we put it, dominate the box office. There is talk that the second installment in author E.L. James' *Fifty Shades* trilogy, *Fifty Shades Darker*, is destined for the big screen. Like the movie, the books have been hugely popular and the Library has seen a great demand for them. All the books, including the third, *Fifty Shades Freed*, are available at the Library. The phenomenon that is *Fifty Shades* has even spawned the book, *Fifty Writers on Fifty Shades of Grey*, in which various writers explore a multitude of meanings in the books.

Based on the book of the same name, *Gone Girl* has also seen box office success. If you've seen the film then you already know about the pivotal plot twist. Even if you do know, the book is worth the read as author Gillian Flynn writes an absorbing and complex tale. Flynn's two earlier novels are equally as compelling. *Sharp Objects* and *Dark Places* are both cleverly written, gripping thrillers. *Dark Places* will be released as a film this spring with Charlize Theron in the lead role.

Australian author Liane Moriarty has seen six of her novels become international best-sellers. The film rights for her two most recent novels, *The Husband's Secret* (2013) and *Big Little Lies* (2014) have been acquired. Not quite a mystery novel, *Big Little Lies* opens with a murder of sorts—but who died and who did it are not revealed until the end. While tackling some serious issues, Moriarty injects this story with some wicked humour and a few unexpected plot twists. The film rights have been picked up by no less than Nicole Kidman and Reese Witherspoon.

After four previous nominations, Julianne Moore recently took home the Best Actress Oscar for her role in *Still Alice*. Based on the 2009 Lisa Genova novel, it is about an eminent Harvard professor who is diagnosed with early onset Alzheimer's disease. Genova, who holds a Ph.D. in Neuroscience from Harvard, knows what she's writing about. She followed up *Still Alice* with her 2011 novel, *Left Neglected*, about an ambitious business woman and mother, Sarah Nickerson, who suffers a traumatic brain injury in a car accident and loses the functionality of the left-side of her body. As she struggles to recover, she begins to see all the other things in her life that have been neglected.

Bradley Cooper and Jennifer Lawrence are appearing together once again on the silver screen, this time in *Serena*, based on the 2008 novel by Ron Rash. Is this pair destined to be the 21st century's William Powell and Myrna Loy? If you're under 50, you may have to google this reference. Set in North Carolina during the Depression, this is the tale of a ruthless lumber baron, George Pemberton, and his equally ambitious wife, Serena. Cooper recently appeared in *American Sniper*, based on the autobiography of the late Navy SEAL, Chris Kyle. Later this year, Lawrence will appear in the final installment of The Hunger Games series, *Mockingjay*.

Popular writer of teen novels, John Green, will see another one of his books made in to a movie. Following on the success of *The Fault in Our Stars*, his 2008 novel, *Paper Towns*, is set to be released as a film later this year.

And, finally, a new adaptation of the classic 1874 Thomas Hardy novel, *Far From the Madding Crowd*, hits the theatres in May. Starring Carey Mulligan as Bathsheba Everdene, it looks to be a lavishly-produced film. You have time to read it, again or for the first time, before its debut.

All of the books mentioned here are available at the North Vancouver District Public Library. Why not read the book before you see the movie? Then you get to say—if the case may be—'the book was better.' Movies that have already been released on DVD and Blu-Ray are also available at the Library. Happy reading and watching!

3. Article: Fund aims to improve accessibility

Type: article

Outlet: North Shore News

Date: March 18, 2015

Link: <http://www.nsnews.com/news/fund-aims-to-improve-accessibility-1.1796497>

Description: On Monday, March 16, the government of Canada hosted an event at NVDPL's Lynn Valley Library to announce new funding for the Enabling Accessibility Fund. In 2011, NVDPL benefitted from a grant of over \$70,000 from this fund. The Honourable Candice Bergen, Minister of State for Social Development launched the grant, and she was accompanied by North Vancouver MP Andrew Saxton. Trustee Frank Sullivan emceed the event, which was also attended by North Vancouver Councillor and acting Mayor Jim Hansen.

Fund aims to improve accessibility

By Chris Slater / North Shore News



Minister of State for Social Development Candice Bergen encourages eligible organizations to apply for Enabling Accessibility Fund grants, with Conservative MP Andrew Saxton (centre) at the Lynn Valley Library, Monday. Funding has been given for more than 1,800 accessibility improvement projects across Canada since its inception in 2007. PHOTO MIKE WAKEFIELD

North Shore small businesses and other organizations are encouraged to apply for recently announced federal grants that aim to improve community accessibility for those with physical disabilities.

An \$11-million Enabling Accessibility Fund was announced Monday at North Vancouver District Public Library's Lynn Valley branch by Candice Bergen, minister of state for social development and federal conservative MP for North Vancouver, Andrew Saxton.

The fund, which aims to provide for better public infrastructure for people with disabilities, will see grants of up to \$50,000 go towards eligible organizations.

"The Enabling Accessibility Fund is an excellent program that builds on our government's family benefits by eliminating barriers and helping all Canadians to fully participate in and contribute to their communities," said Bergen at the announcement Monday.

Since the inception of the EAF in 2007, more than 1,800 accessibility projects have taken place across the country.

Aside from small businesses, territorial governments as well as aboriginal and non-profit organizations are encouraged to apply for grants, which will be reviewed against various eligibility criteria. Municipalities are also welcome to apply but only for projects that enhance recreational spaces for children with disabilities.

Examples of eligible projects could include the construction of accessible playgrounds for children with disabilities, the installation of accessible washroom facilities or upgrading facilities to offer programs for individuals with cognitive or intellectual impairments.

Although all organizations are strongly encouraged to apply, priority will be given to projects concerning children, veterans and seniors with disabilities.

An example of a local organization that received funding in the past is the Lynn Valley library itself, which received an EAF in 2011 of \$70,000. Bergen and Saxton toured the library Monday to take in the upgrades, which included automatic door openers for washrooms, an accessible check-out counter and accessible communication and information technologies.

"The Lynn Valley library is a good example of how we can make accessibility important," explained Liz Barnett, executive director for the North Shore Disability Resource Centre Association.

"The extra layer of accessibility and sensitivity is always a good idea for our community members who have disabilities."

SECTION 2: SOCIAL MEDIA STATISTICS AND HIGHLIGHTS

1. Facebook Statistics

For January 2015

Total Likes: 647

Total page visits: 645

Total post impressions: 7,340

Total Likes, Comments and Shares: 636

Post Clicks: 428

Top Facebook Post for January 2015

North Vancouver District Public Library
January 22 · 🌐

Do you know any brilliant young writers ages 10 and up looking for an opportunity to share and digitize their writing? Find all the details about our upcoming program, Young Writers' Workshop: Create Your Own Ebook, here: <http://bit.ly/15vLDKK>

745 people reached **Boost Post**

Like · Comment · Share · Hootlet · 🍷 4 🔄 4

745 People Reached

62 Likes, Comments & Shares

32 Likes	4 On Post	28 On Shares
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20 Comments	0 On Post	20 On Shares
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10 Shares	4 On Post	6 On Shares
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19 Post Clicks

13 Photo Views	6 Link Clicks	0 Other Clicks 📌
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
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0 Report as Spam	0 Unlike Page
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For February 2015

Total Likes: 655

Total page visits: 422

Total post impressions: 4,668

Total Likes, Comments and Shares: 263

Post Clicks: 2,066

Top Facebook Post for February 2015

 **North Vancouver District Public Library** added 2 new photos. February 3 · 🌐

A couple of photos from our Fire Hall storytime this morning. Lots of fun had by all!



535 people reached [Boost Post](#)

Like · Comment · Share · Hootlet · 🍷 12 🔄 2

535 People Reached

29 Likes, Comments & Shares

25 Likes	12 On Post	13 On Shares
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1 Comments	0 On Post	1 On Shares
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3 Shares	2 On Post	1 On Shares
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130 Post Clicks

26 Photo Views	0 Link Clicks	104 Other Clicks 📄
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NEGATIVE FEEDBACK

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

2. Twitter Statistics

For January 2015

Tweets: 105

Profile Visits: 405

Mentions: 79

New Followers: 31

Top Tweet earned 621 impressions

Join us this month for FREE health and wellness workshops at the Library, offered by @northvanrec ow.ly/GXoGz

Top mention earned 17 engagements



bibliocommons @bibliocommons Jan 7

There are tons of movies coming out in 2015- make sure you read the books first, and @nvdpl has a list! ow.ly/GyE4R #InTheCatalog

For February 2015

Tweets: 100

Profile Visits: 341

Mentions: 84

New Followers: 9

Top Tweet earned 434 impressions

EVERYTHING IS AWESOME! Best movie NOT nominated for an Oscar. LEGO movie Feb 23 @NVDPL LV ow.ly/J1hVc ow.ly/i/8Dtu3

Top mention earned 7 engagements



North Shore News

@NorthShoreNews Feb 18

Bargain books! Friends of the @nvdpl hosting a book sale Fri-Sun at Lynn Valley branch. ow.ly/JdBuL

We also received notable Twitter attention for our TED tweets.

Between March 16 and 20 the Library is livestreaming the entire TED 2015 conference at each of our three branches, in addition to hosting TED Discussion Lounges.

North Vancouver-Lonsdale MLA Naomi Yamamoto, Minister of State for Small Business re-tweeted one of our tweets:



NV District Library,
Your Tweet got retweeted!





NV District Library
@nvdpl

TED Discussion Lounge @nvdpl at
Parkgate tonight 7 - 8pm. Connect,
discuss & muse. All welcome
ow.ly/KjF52 ow.ly/i/90Ngt

02:35 PM - 18 Mar 15



Retweeted by



Naomi Yamamoto @naomiyamamoto
To 4932 followers.
