

MEDIA REPORT



Report April 19 to May 23, 2015.

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SECTION 1: OUTLINE OF MEDIA COVERAGE

1. Photo: A Whisky Library

Type: photo

Outlet: North Shore News

Date: Sunday, April 19

Link: <http://issuu.com/north-shore-news/docs/nsnsun20150419>

Description: A photo promoting the Library's fundraiser, A Whisky Library, which is scheduled for Saturday, May 9, 2015.

Image:

A26 - North Shore News - Sunday, April 19, 2015

TASTE



SLÁINTE Allan McMordie toasts to the upcoming fundraising event in memory of his wife. A Whisky Library will feature a tasting of five fine Scotch whiskies, an auction, music, and food, on Saturday, May 9, 7:30-10:30 p.m., at Lynn Valley Library. Money raised will go to the Trish McMordie Memorial Fund at North Vancouver District Public Library. Tickets are \$55 (or \$25 for a non-whisky ticket), available at any NVDPL branch or online at whiskylibrary.eventbrite.ca. PHOTO MIKE WAKEFIELD

Image Text:

Allan McMordie toasts to the upcoming fundraising event in memory of his wife. A Whisky Library will feature a tasting of five fun Scotch whiskiers, an acution, music, and food, on Saturday, May 9, 7:30-10:30pm at Lynn Valley Library. Money raised will go to the Trish McMordie Memorial Fund at North Vancouver District Public Library. Tickets are \$55 (or \$25 for a non-whisky ticket), available at any NVDPL branch or online at whiskylibrary.eventbrite.ca. Photo MIKE WAKEFIELD.

2. Photo: Tips of the Trade

Type: photo

Outlet: North Shore News

Date: Sunday, April 19

Link: <http://issuu.com/north-shore-news/docs/nsnsun20150419>

Description: A photo outlining recent programming at the Lynn Valley Library. Page A22.

Image:



TIPS OF THE TRADE Physiotherapist and certified hand therapist Dolores Langford leads a health workshop, entitled Hands and Arthritis, recently at the Lynn Valley library. The event was presented by the Arthritis Society of B.C. PHOTO PAUL MCGRATH

Image Text:

Physiotherapist and certified hand therapist Dolores Langford leads a health workshop, entitled Hands and Arthritis, recently at the Lynn Valley library. The event was presented by the Arthritis Society of B.C

3. Event Listings: 26 Things to do in Metro Vancouver on Saturday, May 9

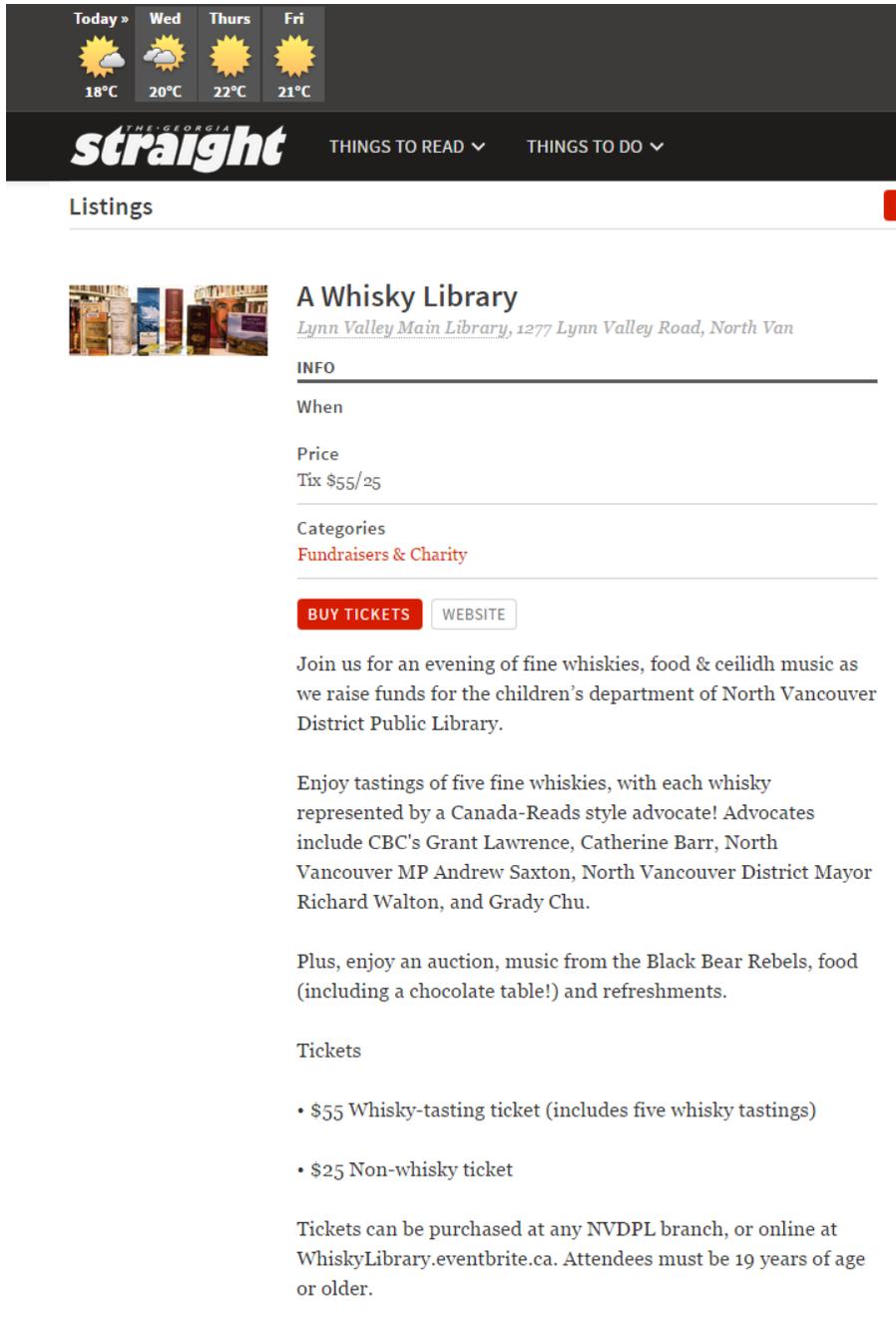
Type: Event listing

Outlet: The Georgia Straight online (straight.com)

Date: Friday, May 8, 2015

Link: <http://www.straight.com/listings/events/419996>

Description: Event listing under “Benefits” showcased the Whisky Library event. The online post for all events was shared 63 times.



The screenshot shows the top navigation bar of the Georgia Straight website, including a weather forecast for the next four days (Today, Wed, Thurs, Fri) and the site's logo. Below the navigation is a 'Listings' section with a red 'P' icon. The main content area features a photo of whisky bottles and the event title 'A Whisky Library' at the Lynn Valley Main Library. The event details include the date (Friday, May 8, 2015), price (\$55/25), and category (Fundraisers & Charity). There are buttons for 'BUY TICKETS' and 'WEBSITE'. The description mentions an evening of fine whiskies, food, and ceilidh music, with proceeds benefiting the children's department of the North Vancouver District Public Library. It also lists several advocates and mentions an auction, music, food, and refreshments. A 'Tickets' section lists two options: a \$55 whisky-tasting ticket and a \$25 non-whisky ticket. The bottom of the listing notes that tickets can be purchased at any NVDPL branch or online at WhiskyLibrary.eventbrite.ca, with a 19-year age requirement.

Today » Wed Thurs Fri
18°C 20°C 22°C 21°C

straight THINGS TO READ ▼ THINGS TO DO ▼

Listings P

 **A Whisky Library**
Lynn Valley Main Library, 1277 Lynn Valley Road, North Van

INFO

When
Friday, May 8, 2015 7:00pm - 9:00pm

Price
Tix \$55/25

Categories
Fundraisers & Charity

BUY TICKETS WEBSITE

Join us for an evening of fine whiskies, food & ceilidh music as we raise funds for the children’s department of North Vancouver District Public Library.

Enjoy tastings of five fine whiskies, with each whisky represented by a Canada-Reads style advocate! Advocates include CBC’s Grant Lawrence, Catherine Barr, North Vancouver MP Andrew Saxton, North Vancouver District Mayor Richard Walton, and Grady Chu.

Plus, enjoy an auction, music from the Black Bear Rebels, food (including a chocolate table!) and refreshments.

Tickets

- \$55 Whisky-tasting ticket (includes five whisky tastings)
- \$25 Non-whisky ticket

Tickets can be purchased at any NVDPL branch, or online at WhiskyLibrary.eventbrite.ca. Attendees must be 19 years of age or older.

4. Article: A Whisky Library

Type: article

Outlet: Deep Cove Crier

Date: May 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 May article, highlighting our fundraiser, A Whisky Library, taking place Saturday, May 9, 2015.

A Whisky Library

By Kate Grossman

What's in a name? Everything! Words provide a means for us to describe things, ideas and stories. They help us communicate and spread knowledge, but they can also be intriguing and slightly bizarre. Take for example words used to describe groups of things: birds are a flock, fish are a school, and trees can be groves, copses, woods or forests. There are so many interesting names for collections and collectors too. If you are an arctophile you have a fondness for teddy bears, a sneakerhead is a person who collects, trades or admires sneakers, and of course if you love to read, admire, and collect books you are a bibliophile. If you enjoy and/or collect wine you are an oenophile, but what about a collection of whiskies? Well strange but true, a collection of whiskies is called a library. This word link leads us to our upcoming fundraising event at the Library on Saturday, May 9, A Whisky Library: A Fundraiser for the Trish McMordie Memorial Fund.

At this one-of-a-kind event, the Library will be transformed into a sophisticated, soft-lit party venue with a Celtic flare. Attendees will enjoy an evening tasting five fine scotch whiskies, with each whisky represented by a Canada-Reads style advocate. Advocates include the wonderfully entertaining and incredibly funny, CBC host Grant Lawrence; former BC Almanac host Mark Forsythe; North Vancouver MP Andrew Saxton with fashion designer Grandy Chu, North Vancouver District Mayor Richard Walton, and society columnist Catherine Barr. Each advocate will be vying for your attention and proclaiming their whisky to be the best. You'll get to try them all and make up your own mind. It's going to be a fantastic, vibrant affair, and with our lineup of advocates, humor and laughs will be close at hand.

Not into whisky? Not a problem – we'd still love you to come! We are offering a non-whisky ticket as well as a whisky ticket for this event, so you can still come and enjoy the activities, the ambiance of the Library by candlelight and help raise funds without having to partake in the 'strong' stuff.

The festivities continue throughout the night with an auction featuring BC Lions tickets, an original painting by Lorn Curry, a helicopter ride and more, live ceildh music from the Black Bear Rebels, food (including a chocolate and a cheese table!) and other refreshments. It's going to be a night to remember and we hope you will be able to join us and raise funds for the Library's children's department.

Tickets for this special event are available at all NVDPL branches from the circulation desks and online at Eventbrite: WhiskyLibrary.eventbrite.ca. Tickets are \$55 for a whisky ticket and \$25 for a non-whisky ticket (cash bar on the night). All attendees must be 19 years or older. Celtic dress is encouraged (but not required!).

So why whisky and why the Library? This connects back to words and a love of books and libraries. Trish McMordie loved reading, books and libraries. Allan McMordie, who spearheaded this event in memory of his wife, is a whisky connoisseur. A collection of whiskies is called a library. Put them all together and you have a one-of-a-kind fundraising event.

In late 2013, the friends and family of Trish established the Trish McMordie memorial fund. The fund at the Library is a fitting tribute for a lady who was never without a book or two and who shared her passion for reading, literature and libraries with generations of school children across the North Shore. This Larson Elementary School teacher is greatly missed, but the fund in her memory is continuing her legacy by encouraging children to develop a lifelong love of reading. In the summer of 2014, the fund was used to purchase a sit-and-play snake for the Lynn Valley Library. Piper (a the snake is named) has since been enjoyed by many children visiting the library. We hope to see you at the event on May 9, as we strive to continue Trish's legacy and instill a life-long love and appreciate of books amongst our youngest patrons.

5. Photos: Bright Lights: North Shore Writers Festival Photos

Type: Bright Lights photo spread

Outlet: North Shore News

Date: May 17, 2015

Link: <http://issuu.com/north-shore-news/docs/nsnsun20150517>

Description: The North Shore News published several photos from the North Shore Writers Festival closing reception, which happened on Saturday, April 18. The Bright Lights section featured a few of the NVDPL's own, including Board Trustee Sanford Osler and Library Director Jacqueline Van Dyk.

Photos:

A10 - North Shore News - Sunday, May 17, 2015

BRIGHT LIGHTS *by Kevin Hill*

North Shore Writers Festival



Mary-Ann Yazedjian, Melanee Koponen, Tony Biondi and Katie Stobbart

The 16th annual North Shore Writers Festival, a celebration of Canadian authors presented by the North Shore public libraries, was held April 17-18 at West Vancouver Memorial Library. The free, two-day affair included conversations by authors including John Vaillant and Aislinn Hunter, as well as writing workshops and a literary trivia quiz night. The weekend was capped off with a writers and readers reception hosted by CBC radio personality and writer JJ Lee. Guests were invited to mingle with fellow festival-goers over refreshments, listen to music performed by the James Prescott Trio and hear the announcement of the winner of the North Shore Writers' Association's writing contest.



William Ellis, Cheryl Nobles, Axel Conradi and Moira Thompson



Doug and Mariette MacLeod

Festival organizing committee members Meghan Crowe, Tara Matsuzaki and Heidi Schiller



Samantha Walkey, Maria Ortiz and Barry Jakel



The James Prescott Trio's Mike Allen, James Prescott and Peter Mynnett



Reception host JJ Lee, Megan Fairbanks and Amber Lin



Sanford Osler and Jacqueline van Dyk



Andrea Westcott, Zsuzsi Gartner and Heather O'Neill

Bright Lights Photo text:

The 16th annual North Shore Writers Festival, a celebration of Canadian authors presented by the North Shore public libraries, was held April 17-18 at West Vancouver Memorial Library. The free, two-day affair included conversations by authors including John Vaillant and Aislinn Hunter, as well as writing workshops and a literary trivia quiz night. The weekend was capped off with a writers and readers reception hosted by CBC radio personality and writer JJ Lee. Guests were invited to mingle with fellow festival-goers over refreshments, listen to music performed by the James Prescott Trio and hear the announcement of the winner of the North Shore Writers' Association's writing contest. PHOTOGRAPHY KEVIN HILL.

6. Article: NV man shares story of hope

Type: article

Outlet: North Shore News

Date: May 17, 2015

Link: <http://issuu.com/north-shore-news/docs/nsnsun20150517>

Description: Story to promote the inspirational book talk with local author Bayan Azizi to promote this new memoir: *Me, Myself, and My Brain Stem Tumour*. The book talk is happening at the Lynn Valley Library on Wednesday, May 20, 2015.

Article Image:

Sunday, May 17, 2015 - North Shore News - A11

YOUR NORTH SHORE GUIDE *to* ACTIVE LIVING

NV man shares story of hope

First-time author reflects on pediatric brain cancer journey

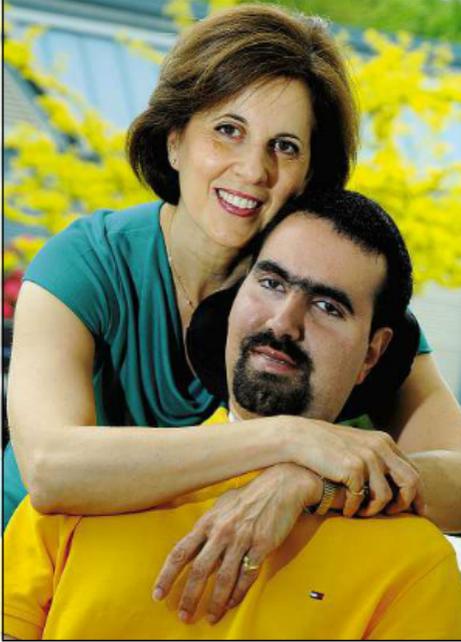
■ Book Talk: *Me, Myself and My Brain Stem Tumour: Memoirs of a Pediatric Brain Cancer Survivor* by Bayan Azizi, Wednesday, May 20, 6:30-8 p.m. at the community room at the Lynn Valley library. Free. Registration required, phone 604-984-0286 x8144. ndpLea

ERIN MCPHEE
emcphee@nsnews.com

"A lot of people have asked me how I do it. My best piece of advice is to always stay positive and forget about the negative parts of life. Focus on the good parts in life and try to be happy with what you have. This will keep you happy. One of the most important assets in life is happiness, so try to keep that as a priority. That was what helped me most, and I am sure that many other people will benefit from it too."

— Bayan Azizi in *Me, Myself and My Brain Stem Tumour: Memoirs of a Pediatric Brain Cancer Survivor*

Bayan Azizi is no stranger to overcoming challenges. At age nine, the North Vancouver resident was diagnosed with cervicomedullary ganglioglioma, a rare brain stem tumour. Now 25 and in remission, he uses a wheelchair, experiences seizures and speaks softly in a whisper. Through it all, he's maintained a positive outlook on life, and a strong sense of gratitude for the support he's received. Azizi has just penned a memoir, *Me, Myself and My Brain Stem Tumour: Memoirs of a Pediatric Brain*



first-time author, Wednesday, May 20 at 6:30 p.m.

"I'm proud of myself and happy to be able to share the message," said Bayan in an interview with the North Shore News Monday in Capilano University's Birch Building. His mother Nika was on hand to assist with the interview, repeating her son's statements where required.

"In this moment I am really proud of Bayan because he has always shown this strength in him and wanting to do his best, achieving, being there for people. Since he was very little, the characteristic of altruism was in him and now that he's written this story, I see those traits, those characteristics even stronger with this book. He wants to give hope to others. ... Even though he doesn't have a voice, he has a voice through his book," she said.

Bayan was compelled to write the book "to give hope and encouragement to others," he said. He worked on it for three years, an arduous process due to his physical challenges. He has double vision and lacks feeling in his hand and so types slowly, using one finger, an action requiring extreme focus.

Me, Myself and My Brain Stem Tumour is described as "a poignant and humorous perspective on childhood illness and survival, providing an unprecedented insight into a child's life we can only imagine."

In the memoir, Bayan shares both his personal story of growing up as well as his medical journey, which over the years has included three brain surgeries, multiple rounds of chemotherapy, radiation, countless hospital visits as well as stays at

North Vancouver's Bayan Azizi and mother Nika are looking forward to celebrating the release of his memoir, *Me, Myself and My Brain Stem Tumour*, Wednesday, May 20 at Lynn Valley library. PHOTO CINDY GOODMAN

Cancer Survivor, sharing his personal tale of overcoming adversity as a means of inspiring readers to live their own lives to the fullest.

To celebrate the launch of the work, published by Everywhere Now Press, the Lynn Valley library is hosting a book talk featuring the

See Support page 12

LIVE

HEALTH NOTES
page 12

Article Text:

NV man shares story of hope

First-time author reflects on pediatric brain cancer journey

ERIN MCPHEE / NORTH SHORE NEWS

MAY 17, 2015 12:00 AM

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In the memoir, Bayan shares both his personal story of growing up as well as his medical journey, which over the years has included three brain surgeries, multiple rounds of chemotherapy, radiation, countless hospital visits as well as stays at Vancouver's Canuck Place Children's Hospice.

His target audience is "people or patients with similar situations, families that have struggles in their lives.. .. Anyone that is facing any adversity," he said.

When asked where his positivity is derived, he credits, "all of the support that I have received." That includes from family, friends, neighbours, medical professionals, teachers, support organizations as well as members of the Baha'i community. "Everybody that's crossed our path," he said.

Bayan, who graduated from Argyle secondary, is currently studying English and writing at Capilano University, and is letting plans for a second book - a work of fiction this time around - continue to percolate. He also works part time in marketing for North Vancouver's Ferguson Moving Storage.

Me, Myself, and My Brain Stem Tumour: Memoirs of a Pediatric Brain Cancer Survivor is widely available, including at Edgemont Village's 32 Books Gallery, Book Warehouse, Chapters Indigo and Amazon.ca.

SECTION 2: SOCIAL MEDIA STATISTICS AND HIGHLIGHTS

1. Facebook Statistics

For April 2015

Total Likes: 663

Total page visits: 286

Total post impressions: 5441

Total Likes, Comments and Shares: 189

Post Clicks: 435

Top Facebook Post for April 2015

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



North Vancouver District Public Library
Posted by Meghan Crowe [P] · April 30 at 12:00pm · 🌐

Five whiskies. Delicious appetizers. Live Music. Silent Auction.
Attend an after-hours event on Saturday, May 9 at the Lynn Valley Library as we raise funds for the Trish McMordie Memorial Fund.
Get your tickets before May 6! www.WhiskyLibrary.eventbrite.ca ...
[See More](#)



A Whisky Library
A Whisky Library: A Fundraiser for the Trish McMordie Memorial Fund at the Library Join us for an evening of fine whiskies, food & ceillidh music as we raise funds for the children's department of North Vancouver District Public Library. Featuring: Five
EVENTBRITE.CA

1,814 people reached View Results

Like · Comment · Share · 🍷 16 🗨️ 1

1,814 People Reached

31 Likes, Comments & Shares

20 Likes	16 On Post	4 On Shares
2 Comments	1 On Post	1 On Shares
9 Shares	0 On Post	9 On Shares

38 Post Clicks

0 Photo Views	16 Link Clicks	22 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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

This post was “boosted” through Facebook advertising to promote our event; however, still had the highest organic reach for the month of April (compared to March’s highest reach of 705).

Organic reach: 753

Paid reach: 1061

2. Twitter Statistics

For April 2015

Tweets: 103

Profile Visits: 489

Mentions: 105

New Followers: + 36

Total Impressions: 23, 400

Top Tweet earned 1,026 impressions

Ceilidh music, food & tastings @NVDPL A Whisky Library Fundraiser May 9.
Deets: ow.ly/Lw13k ow.ly/i/akLi1

Top mention earned 33 engagements



North Shore News @NorthShoreNews Apr 3.

@evelazarus revels in the secrets of history bit.ly/1Cg9ztZ @nvdpl
#LynnValley @ReadLocalBC #NorthVancouver