MEDIA REPORT

Report October 16-November 19.

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SECTION 1: OUTLINE OF MEDIA COVERAGE

1. Article: Celebrating Canadian Literature: The North Shore Giller Prize Viewing Party with CBC Host Grant Lawrence

   Type: Article
   Outlet: Deep Cove Crier
   Date: November 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 November edition, highlighting Library the Giller Party fundraiser.

At Your Library

Deep Cover Crier—November 2015

Celebrating Canadian Literature: The North Shore Giller Prize Viewing Party with CBC Host Grant Lawrence
By Meghan Crowe

Your Library loves to celebrate reading and writing at all levels—that’s really what being a Library is about at the most foundational level. For that reason, we are hosting a special fundraising event at the North Vancouver City Library to celebrate Canadian writers and the five shortlisted authors of the 2015 Scotiabank Giller Prize. Help us raise funds that benefit both local authors and dedicated readers of the North Shore and come out to our North Shore Giller Prize Viewing Party!

A bit about the Scotiabank Giller Prize...

The Scotiabank Giller Prize is a notable Canadian literary award and the richest fiction prize in Canada! The prize was founded in 1994 by Jack Rabinovitch, who set up the prize to honour his late wife—and literary journalist—Doris Giller. The award recognizes the excellence in fiction for writers we have right here in Canada.

One esteemed author will receive a $100,000 reward for their work—that’s double what the prize was prior to 2013! The remaining four shortlisted authors will receive prizes of $10,000. On the 2015 shortlist are: Fifteen Dogs, by André Alexis; Arvida, by Samuel Archibald; Outline, by Rachel Cusk; Daydreams of Angels, by recent North Shore Writers Festival panelist Heather O’Neill; and Martin John, by Anakana Schofield.

A bit about the Party...

We’ll be joining our literary fiction fans across the country to watch the livestream of the Scotiabank Giller Prize Awards Gala, live from Toronto. Oh, and we must we mention our admired and distinguished host: Grant Lawrence! The acclaimed author of The Lonely End of the Rink and CBC Radio host will join
us to MC the night’s festivities, which will include light appetizers and beverages, exciting raffle draws for prizes like a Kobo eReader, readings from the acclaimed nominated books, and mingling with literature-lovers from across North and West Vancouver. The evening is planned in-part by the North Vancouver District Public Library, the North Vancouver City Library, and the West Vancouver Memorial Library.

Tickets are just $25—with Early Bird tickets available for just $20—and all funds go towards inspiring and admiring local readers and writers at the North Shore Writers Festival, which will be held at the Lynn Valley Library on April 15 and 16.

To purchase tickets, visit northshoregillerprizeviewingparty.eventbrite.ca.
Find more details about these events and more at www.nvdpl.ca or www.nvcl.ca.
2. **RT/Blog Share**: Honouring the Pledges at the North Vancouver District Public Library

**Type**: Blog share  
**Outlet**: North Vancouver Today  
**Date**: Monday, October 26, 2015  
**Link**: [http://paper.li/lynnvalleytoday/1370713350?edition_id=9d977060-7c00-11e5-97a9-0cc47a0d15fd](http://paper.li/lynnvalleytoday/1370713350?edition_id=9d977060-7c00-11e5-97a9-0cc47a0d15fd)

**Description**: Library Trustee Linda Munro re-tweeted the NVDPL sharing the blog post for Reconciliation Canada (Thanks, Linda!). It resulted in being picked up by North Vancouver Today, an online paper compiled of re-tweeted information. The screenshot can be seen below.

North Vancouver Today  
Happenings in and around North Vancouver

![Screenshot of North Vancouver Today](image)

Text: “Shared by Linda Munro”

Reconciliationcanada.ca - And the North Vancouver District Public Library is committed to support that process through connecting community, fostering knowledge and inspiring stories. After the truth and Reconciliation’s....”

Once the link is clicked, the visitor is taken to Reconciliation Canada’s website, where a blog post written by NVDPL’s Barbara Kelly and Meghan Crowe is located.
Section 2: Social Media Statistics and Highlights

1. Facebook Statistics
   
   **For October 16-November 19**

   **Total Likes:** 1012 (+142)  
   **Total page visits:** 218  
   **Total Reach:** 22,401

   We ran an online contest for Library Month as well as boosted posts for events which accounts for this significant increase.

   **Total Likes, Comments and Shares:** 397 (+167)  
   **Post Clicks:** 705 (+216)

   **Top Facebook Post**

   ![Facebook Post](image)

   **Reach:** **3,407**, with 45 likes and 5 shares.  
   This was a “boosted” post through online advertising.
2. Twitter Statistics

For October 16-November 19

<table>
<thead>
<tr>
<th>Tweets: 87 (+37%)</th>
<th>Profile Visits: 525 (+25%)</th>
<th>Mentions: 37 (-10%)</th>
<th>Followers: 1858 (+58)</th>
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<tbody>
<tr>
<td>Total Impressions: 13,400 (+60%)</td>
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Top Tweet earned 538 impressions

A special evening of Community Storytelling, this Friday! Join us at Parkgate. Details here: ow.ly/TYmPo pic.twitter.com/3J2PNa6Lwa

2 RTs
1 Favourite

Top mention earned 16 engagements

Kulvir@BeingKulvir Nov 7 Thank You @nvdpl @jjvandyk & all staff for my prize! @NVanDistrict pic.twitter.com/78iDt4hHoX

1 RT, 1 Favourite