

MEDIA REPORT



North Vancouver District
Public Library

Report July 17-September 17, 2015.

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SECTION 1: OUTLINE OF MEDIA COVERAGE

1. Article: The Book Clubs are Back in Town

Type: Article

Outlet: Deep Cove Crier

Date: August 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 August's article highlighting the very popular NVDPL Book Clubs.

At Your Library

Deep Cover Crier—August 2015

The Book Clubs are Back in Town

By Meghan Crowe

Mark those calendars for Thursday, August 27 at 9:00am as registration opens for popular North Vancouver District Public Library Book Clubs! There are five book clubs hosted across our three locations, which each meet monthly for a group discussion for one hour that is facilitated by an NVDPL Librarian. The Book Clubs cost \$25 to join and spots fill up fast—so make sure you set a reminder for the 27th of August. We know you probably don't, but if you need a few more reasons before joining "Team Book Club," read on below.

Read for Yourself

It's a go-go-go world we live in these days. We often rush to work, rush to the store, rush home, rush to sleep. We don't seem to give ourselves enough *time for ourselves* and reading can be one of those activities that we don't prioritize enough. Reading is relaxing, educational, fun, and more! But if you're the type of person that loves to read and often finds yourself at the mercy of a schedule, we've got a solution: schedule your reading! Give yourself the time this year— a few hours a month if we're counting—to read a delightful book in your own time and then discuss it with other community members at our Book Clubs. We guarantee you'll learn something new and have fun in the process!

Read Outside Your Comfort Zone

It's easy to look up lists these days; the internet is emblazoned in articles like 'The Best Books of 2015' and 'The Best Books to Read Before the Film Comes Out.' And while we're sure that some of the recommended titles in our Book Clubs you've most definitely heard of—those titles are acclaimed for a reason, right?— we're also hoping that some of our Book Club titles flew under the masse's radar. NVDPL Librarians carefully curate Book Club selections that reflect both popular and more obscure titles. These books represent diverse themes which allow patrons to read outside their reading comfort zones. We hope the broad range of titles provokes lively discussion among Club members and opens readers up to a genre, topic, or writer they may not have thought of reading before!

Read with Your Community

When was the last time you met someone outside of your normal social circle? These Book Clubs are a fun way to meet people in your community and openly discuss your ideas and share your thoughts about the works you are reading and their wider context. We all bring different ideas, opinions, and experiences to the table which can be vastly different—enlighten others with your insights while learning about others' experiences and perspectives. In this way, Book Clubs can be extremely eye-opening and even more educational. The meetings bring a sense of local cohesion and allow for a feeling of more community connectedness.

Registration Information

Lynn Valley Library runs two Book Club sessions per month on the last Wednesday of the month from 7:30pm to 8:30pm (Register at 604-984-0286, ext. 8144) and on the second Thursday of the month from 2:30pm to 3:30pm (Register at 604-984-0286, ext. 8141).

Capilano Library also hosts two Book Club sessions: one on the third Wednesday of the month from 7:30pm to 8:30pm (Register at 604-987-4471 ext. 8176) and one on the third Thursday of the month from 1:30pm to 2:30pm (Register at 604-987-4471, ext. 8174).

Parkgate Library holds one book club on the first Wednesday of the month from 7:30pm to 8:30pm (Register at 604-929-3727, ext. 8166).

Your friendly NVDPL Librarians can also recommend ways to start your own Book Club, if you can't make it to one of our regular sessions. Visit www.nvdpl.ca/book-clubs for more information!

Whether you're in an NVDPL Book Club, your own group, or simply reading on your own: join in the online discussion and let us know your thoughts by following us on Facebook and Twitter (@nvdpl).

2. Blog Post: North Shore Child Care Newsletter

Type: Blog Post

Outlet: North Shore Community Resources

Date: September/October Newsletter

Link: <http://campaign.r20.constantcontact.com/render?ca=78bdbc44-c1f0-474a-a609-b2e8c7a205fd&c=64e712d0-7832-11e3-a73a-d4ae528ec60a&ch=657a7930-7832-11e3-a7e5-d4ae528ec60a>

Description: Article outlining resources at the Library for Pride week

Text: Articles and Resources

North Vancouver District Public Library

www.nvdpl.ca

The North Vancouver District Public Library has many resources to help you in setting up your curriculum or class library - first and foremost the librarians themselves! We'd be happy to help you find what you're looking for and to show you how to make the most of our website and catalogue.

For Pride Week this year, we created two booklists:

All Kinds of Families: a list of easy non-fiction and picture books that celebrate the diverse range of family units, all different but all based on love. It includes same-sex, blended, single parent and adoptive families. [You can find it here](#) or pick up a print copy at your local branch.

Rainbow Reads for Children: recent picture books, novels and non-fiction that include LGBTQ issues and characters. [You can find it here.](#)

We've also updated our Back to School list with this year's crop of new titles. [Click here to see the list!](#)

3. Blog Post: North Shore Child Care Newsletter

Type: Blog Post

Outlet: North Shore Community Resources

Date: September/October Newsletter

Link: <http://campaign.r20.constantcontact.com/render?ca=78bdbc44-c1f0-474a-a609-b2e8c7a205fd&c=64e712d0-7832-11e3-a73a-d4ae528ec60a&ch=657a7930-7832-11e3-a7e5-d4ae528ec60a>

Description: Article outlining the Pledge Project at the Library.

Text:

Articles and Resources

North Vancouver District Public Library Truth and Reconciliation Pledge Project

We also have pledge boards up at all three of our locations and we are partnering with Reconciliation Canada for an "Honouring the Pledges" community event during the evening of September 10th at the Lynn Valley Library.

Please let me know if you have any questions about this initiative. We would also appreciate you sharing this email message with your friends and colleagues.

Thank you for taking the time to consider pledging. [Please click here to join.](#)

4. Blog Post and Photo: Have you Pledged to Read yet?

Type: Blog Post

Outlet: Reconciliation Canada: News Update

Date: August 28, 2015

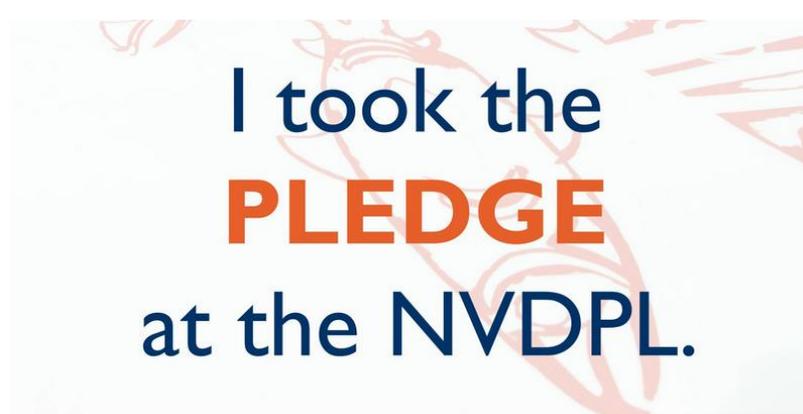
Link: <http://zc1.campaign-view.com/ua/viewinbrowser?od=11287eca3eeb34&rd=164eb1b43afa0cf&sd=164eb1b43af9f5d&n=11699e4c36bf156&mrd=164eb1b43af9f4f&m=1>

Description: Article outlining the Pledge Project at the Library.

Text:

[The North Vancouver District Public Library \(NVDPL\)](#) is encouraging people to read the TRC's executive report and the 94 Calls to Action in their Pledge to Read program. NVDPL invites all who have pledged to attend an evening in honour of the Community Commitment to Truth, Healing and Reconciliation at the Lynn Valley Library on September 10 from 6:30 to 8:30pm. The evening will begin with an opening welcome and prayer led by a Squamish Elder, followed by a speech from Reconciliation Canada staff member, Shelley Joseph. All are invited to attend and be part of a national journey for healing and reconciliation. [Click here to pledge to read](#)

Photo:



5. Article: Democracy Café aims to get out the vote

Type: Article and photo

Outlet: North Shore News

Date: September 6, 2015

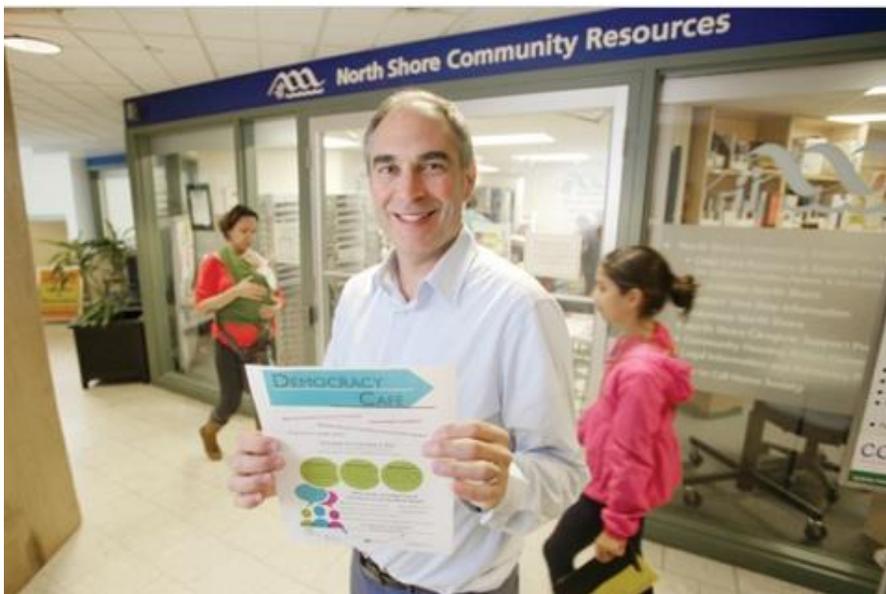
Link: <http://www.nsnews.com/opinion/editorial/democracy-cafe-aims-to-get-out-the-vote-1.2051323>

Description: An photo and write up regarding the Democracy Café, an upcoming program in partnership with North Shore Community Resources, the NVDPL, North Vancouver City Library, West Vancouver Memorial Library, the North Shore Multicultural Society, and Parkgate Community Centre.

The NVDPL developed the promotional materials for this project.

Image and Image Text:

Murray Mollard, executive director of North Shore Community Resources, invites residents to expand their understanding of Canadian politics at the Democracy Cafe. photo Kevin Hill, North Shore News



Text:

Voter turnout in the last federal election was a dismal 61 per cent, one of the lowest turnouts in Canadian history.

To combat election season apathy, ignorance and general confusion, North Shore Community Resources is collaborating with a number of local agencies to host the Democracy Cafe, a series of free public workshops that aim to engage citizens in politics in the runup to the next federal vote on Oct. 19. The cafes will run Sept. 19 to Oct. 8 at five locations across the North Shore: North Vancouver City Library, Lynn Valley Library, Capilano Library, Parkgate Community Centre and West Vancouver Memorial Library.

“It’s a pretty unique event. It’s not an all-candidates meeting, it’s not partisan in any way. In fact, we’re really emphasizing the non-partisan aspect of it,” says Murray Mollard, executive director of North Shore Community Resources.

There are three different workshop themes and residents can attend one, two, or all of the two-hour sessions. The first will focus on basic civic literacy; the second will address democratic values and experiences; and the third will deal with voter apathy and how to overcome it.

Mollard took over the executive director role in June, replacing Li Boesen, who retired. A lawyer by training, Mollard has spent most of his professional career in the non-profit world and is the author of *The Citizenship Handbook: A Guide to Democratic Rights and Responsibilities for Canadians*. The Democracy Cafe, he says, is a response to the “democratic deficit” created by declining voter turnout figures in Canada.

“This seeks to, in a small way, address that deficit by providing a forum for people to come and learn.”

Political experts will facilitate the workshops, but attendees are encouraged to participate in dialogue and share their own knowledge and experiences. They are also invited to join an online conversation by using the hashtag #NSDemocracyCafe.

Mollard envisions the Democracy Cafe as a place where people of all ages and backgrounds, from youth to seniors and from newcomers to longtime Canadians, can gather and learn.

“Being engaged in public life means you’re meeting people, you’re engaging with people, you’re talking with your neighbours,” he says.

If all goes well, the Democracy Cafe could become a regular event on the North Shore.

“If this works and people are interested, we could see doing something like this in the future at the provincial and municipal levels as well.”

Registration is encouraged but not required. Call North Shore Community Resources at 604-985-7138 or visit the individual venue websites for more information.

6. Article: Back-to-School...Stay Cool

Type: Article

Outlet: Deep Cove Crier

Date: September 2015

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

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Below is the text from the Library's August's article, showcasing the programs, services, resources, and more that the Library can offer during the hectic back to school transition.

At Your Library

Deep Cover Crier—September 2015

Back-to-School...Stay Cool

By Meghan Crowe

It's that time of year. The time so dreaded by many children and very welcomed by many parents: back to school. Yes, this time can be fun and thrilling, but after the novelty of back-to-school-excitement wears off, September can be challenging. We're YOUR Library and we're here to help make your transition into September as seamless and stress-free as possible.

Be Free

This time of year can be costly—new clothes, new backpacks, more school supplies...the list goes on. Off-set costs by enjoying FREE events and programs. Here's a sampling of what we have in-store for North Vancouverites this September:

The Democracy Café, a new program for North Shore residents to help them understand foundational background information in the wake of the 2015 Canadian Federal Election, starts up at the NVDPL at the end of September. Learn basic information about the Canadian government, current election issues, and more to help you prepare for exercising your right to vote.

Once upon a time...New regular storytimes start back up, including StoryTales, ToddleTales, and BabyTales for children up to four. Looking for something a little more unique? Join us for a PJ storytime and a storytime for young pirates---arrrrgh!

Get up, get out, and take part in meaningful discussion with your local community! We've planned a host of inspirational seminars and workshops in September and there's something for everyone on the menu. From an Advanced Care Planning workshop and Death Café, to an author talk with local writer Joanna van der Gracht de Rosado, to starting a new series of Philosophers' Cafés in partnership with Simon Fraser University.

Movies, movies, movies! Thinking of going to a movie? Enjoy a newly released film for free—you can even bring your own snacks and popcorn. We're showing *Bears* and *The Lego Movie* (all ages), as well as some great titles for adults: *Woman in Gold*, *Big Eyes*, and *Hector and the Search for Happiness*.

Seek Solace

Settling back into a routine can be hectic and tough. Let your local NVDPL Library be a place of solitude and make it a part of your routine. The quiet and welcoming atmosphere will be a place of solace amidst the September chaos. From quiet study carols and silent study rooms for students, to cozy and quaint fireplace lounges—we have plenty

of comfortable seating scattered throughout each location. Enjoy some peace and quiet when you curl up with a good book.

Stay Informed

Jodi Picoult once stated “Knowledge was power, but a good librarian never hoarded the gift. [They] taught others how to find, where to look, how to see.” Let us be your information station! It doesn’t matter your age or your topic or whether you’re even a student, come see a Librarian for assistance choosing the right resource.

So, as you start to pack away the flip-flops and summer hats, remember that the fun continues at the Library all year long. And starting September 20, all locations of the North Vancouver District Public Library will be re-open on Sundays. That means you can have access to the Library seven days a week, making it even easier to fall back into your old routines.

Make sure you stay up to date and receive details on all our programs by signing up to receive our weekly eNewsletter publication titled *@ the Library*. Make sure you join the conversation online by following us on Facebook and Twitter (@nvdpl)

SECTION 2: SOCIAL MEDIA STATISTICS AND HIGHLIGHTS

1. Facebook Statistics

For July 17- August 20

Total Likes: 705 (+9)

Total page visits: 156

Total post impressions: 5528

Total Likes, Comments and Shares: 169

Post Clicks: 491

Top Facebook Post for July 17-August 20

Post Details

Reported stats may be delayed from what appears on posts

North Vancouver District Public Library
Published by Hootsuite (??) · July 22 · 🌐

What are you proud of? Join us at any NVDPL location on July 31 for A Celebration of Pride!

A CELEBRATION OF PRIDE.
Friday, July 31, 2:00pm - 4:00pm
Lynn Valley Library | Capilano Library | Parkgate Library
Join us in celebrating Pride!
Stop by for treats, contests, and to be a part of building a community
Share Your Pride display. Ask us for more information.

317 people reached [Boost Post](#)

3 Likes 1 Share

Like Comment Share

317 People Reached

25 Likes, Comments & Shares

| | | |
|------------|-----------|--------------|
| 19 Likes | 3 On Post | 16 On Shares |
| 1 Comments | 0 On Post | 1 On Shares |
| 5 Shares | 1 On Post | 4 On Shares |

34 Post Clicks

| | | |
|----------------|---------------|-----------------|
| 22 Photo Views | 0 Link Clicks | 12 Other Clicks |
|----------------|---------------|-----------------|

NEGATIVE FEEDBACK

| | |
|------------------|------------------|
| 2 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Organic reach: 317, with a total of 19 likes and 5 shares

2. Facebook Statistics

For August 21-September 17

Total Likes: 816 (+111)

Total page visits: 150

Total post impressions: 13781

*We are currently running an online ad to boost followers, which will help with the promotion of our programs to a wider demographic. This explains the large jump in followers.

Total Likes, Comments and Shares: 364

Post Clicks: 253

Top Facebook Post for August 21-September 17

Post Details

Reported stats may be delayed from what appears on posts

Boosted Post Completed

North Vancouver District Public Library
Published by Meghan Crowe · September 4 at 2:03pm ·

Join us for an Evening in Honour of Reconciliation, with special guest speaker Shelley Joseph of Reconciliation Canada and welcome from a Squamish Nation Elder. For more information, visit www.nvdpl.ca.

Thursday, September 10, 6:30-8:30pm
Lynn Valley Library, 1277 Lynn Valley Road
RSVP for a chance to win an NVDPL prize pack at 604-984-0286, ext. 8144.



SPECIAL GUEST: reconciliation CANADA

4,227 people reached [View Results](#)

52 Likes 22 Shares

Like Comment Share

| 4,227 People Reached | | |
|-----------------------------|------------------|-----------------|
| 95 Likes, Comments & Shares | | |
| 68 Likes | 52 On Post | 16 On Shares |
| 4 Comments | 0 On Post | 4 On Shares |
| 23 Shares | 22 On Post | 1 On Shares |
| 123 Post Clicks | | |
| 55 Photo Views | 13 Link Clicks | 55 Other Clicks |
| NEGATIVE FEEDBACK | | |
| 3 Hide Post | 0 Hide All Posts | |
| 0 Report as Spam | 0 Unlike Page | |

Reach: 4,227, with 68 likes and 23 shares

This post was “boosted” as an advertisement.

3. Twitter Statistics

For July 2015

Tweets: 46

Profile Visits: 453

Mentions: 17

Followers: 1780 (+ 16)

Total Impressions: 12,200

Top Tweet earned 602 impressions

What are you proud of? Join us at any NVDPL location on July 31 for A Celebration of Pride!
pic.twitter.com/ntCW5aSUUM

A CELEBRATION OF PRIDE.

Friday, July 31, 2:00pm - 4:00pm

Lynn Valley Library | Capilano Library | Parkgate Library

Join us in celebrating Pride!

Stop by for treats, contests, and to be a part of building a community
Share Your Pride display. Ask us for more information.



3RTs, 2 Favourites

Top mention earned 41 engagements



DNV Fire Department@DNVFRS Jul 16 Join us and **@nvdpl** at the Deep Cove Fire Station on August 11, 2015 for Storytime and lots of fun! **#NorthVan** pic.twitter.com/JoNovYsPEX

Fire Hall Storytime

Fire Hall Storytime

Tuesday, August 11
10:30am—11:15am

at the Deep Cove-Seymour Fire Station
3891 Mount Seymour Parkway

Join us for stories and songs at your local fire station! Meet the firefighters and see the fire trucks up close! Recommended for kids ages 4-7. Space is limited— find registration information below!

*Very limited parking. We recommending parking off-site and walking.
Register at 604-929-3727, ext. 8166.



Lynn Valley Library
1771 Lynn Valley Rd.
604-984-0286

Capilano Library
3045 Highland Blvd.
604-987-4473

Parkgate Library
3679 South Cx
604-929-3727

www.nvdpl.ca
[@nvdpl](http://www.facebook.com/nvdpl)



North Vancouver District
Public Library

4 RTs

4. Twitter Statistics

For August 2015

Tweets: 43

Profile Visits: 376

Mentions: 34

Followers: 1786 (+6)

Total Impressions: 11,000

Top Tweet earned 800 impressions

FIRE HALL STORY TIME Aug.11 w/ [@DNVFRS](#). Don't miss out! More information here: ow.ly/QA3oH
pic.twitter.com/lzZOuvUzLa



2RTs, 1 Favourites

Top mention earned 31 engagements



ReconciliationCanada [@Rec_Can](#) [Aug 27](#) Have you made the pledge to [#readtheTRCreport](#)? Do it today! ow.ly/Rt0oq [@nvdpl](#)

22RTs 6 Favourites

5. Twitter Statistics

For September 1-September 17 (half of month)

Tweets: 26

Profile Visits: 305

Mentions: 20

Followers: 1789 (+3)

Total Impressions: 7,233

Top media Tweet earned 530 impressions

Celebrate Parkgate Community Day at the Library! We've got puppet shows and more! ow.ly/S3qji
pic.twitter.com/FzGIEaK9Jv



1RTs 3 Favourites

Top mention earned 20 engagements



North Shore News@NorthShoreNews [Sep 3](#)PHOTOS: [@NVanDistrict](#) hosted a Volunteer Appreciation night at [@nvdpl](#) ow.ly/RLuhV

2RTs 3 Favourites