

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

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

Monday, Oct. 26, 2015 | [Read current edition](#) | [Archives](#)

Horror as whale watching boat sinks
Shared by Iko Knyphausen
news.com.au - AT least five people have died after a whale watching boat with 27 people on board sank off Vancouver Island, Canadian authorities have said. The Joint Rescue Coordination Centre confirmed that the...

Everyone is an Artist: A collaborative work of Art in North Vancouver becomes a world wide project
Shared by Joanne Anderson
paintingdemos.com - As adults, if we don't have a job or an activity that requires us to draw often, we usually don't spend that much time drawing. Over time it can even become very intimidating to draw. It is somethi...

Honouring the Pledges at the North Vancouver District Public Library
Shared by Linda Munro
reconciliationcanada.ca - And the North Vancouver District Public Library is committed to supporting that process through connecting community, fostering knowledge and inspiring stories. After the Truth and Reconciliation's...

C&N Backpackers Hostel
Shared by betabookings.com
betabookings.com - Info & Description In 2001, the historic Ivanhoe Hotel changed ownership and was transformed into the new CENTRAL STATION HOSTEL. Built near the century-old Victorian landmark - the Vancouver Railw...

IRON MAIDEN Releases North American Concert Tour Dates for their Book Of Souls Tour
Shared by SitUpfront.com
concerttour.us - Since releasing their latest studio masterpiece, The Book of Souls, the heavy metal band Iron Maiden has been more popular than ever. After a cancer scare for lead singer Bruce Dickinson, he's back...

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Lynn Valley Today
Editor's note
Welcome to North Vancouver Today where all the news that is fit to print comes together in one easy to read digital format. Hope you Enjoy it!

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

The screenshot shows a Facebook post from the North Vancouver District Public Library, published on November 2 at 11:44am. The post text reads: "The North Shore Giller Prize Viewing Party is back, sponsored by the North Shore News! Join us for a livestream of the awards gala, readings from the shortlisted books, refreshments, raffles and more- all hosted by CBC's Grant Lawrence! Early Bird tickets start at \$20. Get information and tickets here: <http://ow.ly/U9jAD>". Below the text is a promotional image for the "North Shore Giller Prize Party" featuring a man in a suit and the text "CBC's Grant Lawrence." The analytics panel on the right shows 3,407 people reached, 54 likes, comments, and shares, and 86 post clicks. The negative feedback section shows 2 hide posts, 0 report as spam, 0 hide all posts, and 0 unlike page.

3,407 People Reached		
54 Likes, Comments & Shares		
45 Likes	36 On Post	9 On Shares
3 Comments	1 On Post	2 On Shares
6 Shares	5 On Post	1 On Shares
86 Post Clicks		
36 Photo Views	15 Link Clicks	35 Other Clicks
NEGATIVE FEEDBACK		
2 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

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

Tweets: 87

(+37%)

Profile Visits: 525

(+25%)

Mentions: 37

(-10%)

Followers: 1858

(+58)

Total Impressions: 13,400

(+60%)

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](#) [@jvandyk](#) & all staff for my prize! [@NVanDistrict](#)
pic.twitter.com/78iDt4hHoX



1 RT, 1 Favourite