



## **Final Report for 2015**

---

For the fourth consecutive year, Nova Scotians are being asked to “read the same book and share the same story” in the province-wide initiative, One Book Nova Scotia. To celebrate a culture of reading in the province, all Nova Scotians are invited to read, discuss, and get involved in the campaign through the author readings, book clubs, and other planned programming taking place in libraries all across Nova Scotia. Organized under the umbrella of Libraries Nova Scotia, public, university and community college libraries came together to work with the Nova Scotia Provincial Library, the Department of Communities, Culture and Heritage, as well as local bookstores.

The book selected for 2015 was Darren Greer’s novel *Just Beneath My Skin*. *Just Beneath My Skin* is the Winner of the 2015 Thomas Raddall Atlantic Fiction Award and was shortlisted for the 2015 Jim Connors Dartmouth Book Award. This book has been described as gritty, poignant, and both tragic and hopeful.

From September 14 – November 21<sup>st</sup> 2015, Nova Scotians were invited to take part in the fourth annual One Book Nova Scotia (1BNS) community reading event. The title was revealed in early September via social media to generate interest and to give the public time to read the book before the campaign officially launched with the author tour and other programs and events. The formal title release was temporarily delayed due to the author falling ill; it had been scheduled to take place during Word on the Street on September 19<sup>th</sup>. Fortunately Darren bounced back and happily set out across the province to visit 10 locations for readings.

Print copies of *Just Beneath My Skin* were available in libraries across the province, as were copies of the downloadable ebook version. *Just Beneath My Skin* was also made available as an ebook; there are 25 overdrive copies for the 9 regional public library systems, and the title is available in four accessible formats in both NNELS (National Network for Equitable Library Service) and the CNIB Library. Although circulation statistics are not yet complete, preliminary statistics are listed below.

### **NOVANET**

<b>Library</b>	<b>Circulation #</b>	<b>Library</b>	<b>Circulation #</b>
Acadia	1	NSCC	94
AST	0	SMU	5
CBU	6	STFX	2
DAL	0	U Kings	0
MSVU	2	U Ste. Anne	0
NSCAD	0		

**Total: 627**

### **PUBLIC LIBRARIES**

<b>Library</b>	<b>Circulation #</b>
HPL	207
NS Libraries	310

A series of ten author readings were held throughout the Province with 153 people attending these readings. Unfortunately, this is a 42% decrease from 2014's author readings. There may be a variety of contributing factors to consider when assessing this decrease, mainly, the absence of an author reading at both WOTS and the NSLA conference. Both of these events had the potential to pull in a large audience.

In addition to author readings, there were book club meetings and programs related to the novel's theme across the province. These programs pulled in 134 attendees across 11 locations. Please see the table below for a breakdown of reading and program attendance by location and event.

<b>Title of Program Offered</b>	<b>Attendance</b>
CBRL, Sydney – Author Reading Oct. 14	14
PARL-NSCC Pictou Campus – Author Reading Oct. 15	4
NSCC-Burridge Campus – Author Reading Oct. 20	11
SSPL, Bridgewater – Author Reading Oct. 21	20
NSCC – Truro Campus – Author Reading Oct. 26	52
CPL, Amherst – Author Reading Oct. 27	18
AVRL-Acadia – Author Reading Oct. 29	11
SMU – Author Reading Oct. 30	12
HPL – Captain William Spry - Author Reading Nov. 13	4
HPL – Central - Author Reading Nov. 21	7
CBRL Book Club	4
NSCC - Pictou Campus book Club	12
CPL - Springhill Book Club – October	11
CPL - Pugwash Book Club – Morning October 13	8
CPL - Pugwash Book Club Evening- October 13	6
CPL - Reader's Night Out –Amherst- October 19	6
CPL - Rise N Shine Book Club – Amherst- October 22	8
CPL - Springhill Book Club – October	11
CPL - Pugwash Book Club – Morning October 13	8
NSCC – Kingstec Book Club (met 4x)	6
NSCC – Truro Book Club	28
NSCC – Cumberland Book Club	9
NSCC – Burridge Book Club	11
NSCC – Lunenburg Book Club	6
<b>Total Participants</b>	<b>287</b>

As with last year's campaign, social media played a large role in generating excitement and interest from the public in One Book Nova Scotia. A new social media platform was also introduced this year – Instagram. Increases were seen across all media accounts, with Twitter followers increasing by 16% and Facebook likes increasing by 18%. Please see the table below for more details.

<b>Social Media Platform</b>	<b>2014</b>	<b>2015</b>	<b>+/-</b>
Facebook	386	455	+18%
Twitter	458	531	+16%
Instagram	N/A	19	N/A

**Total followers gained: 161**

**Percent increase overall: 19%**

Similarly to 2014, we were unsuccessful in obtaining the requested fund amount from the Canada Council for the Arts, however; we did receive very generous funding from the Nova Scotia Provincial Library. The One Book Nova Scotia 2015 project managed to operate successfully with a cost of approximately \$7600. Of the \$7600, 54% was spent on print and electronic copies of the book, and 45% for author readings. Most of the funds needed for the author readings were secured through a literary readings grant from the Canada Council for the Arts and supplemented by funding contributed from other partners.

Funding was also received from partners such as Novanet, Nova Scotia Community College, Nova Scotia Library Association, and the Nova Scotia Association of Library Technicians. This support combined with the in-kind support of all libraries across the province helped make One Book Nova Scotia possible. Remaining funds will be carried over for next year's campaign.

A small group of people from public, university, and community college libraries as well as representatives from the Department of Communities, Culture and Heritage, and Nova Scotia Provincial Library comprised the Steering Committee for the project. Library staff from around the province volunteered on sub-committees including marketing, book selection, programming, and social media. The members of the 2015 Steering Committee were:

- Jeff Mercer (Co-Chair), South Shore Public Libraries
- Maggie Neilson (Co-Chair), Acadia University
- Trecia Schell, Pictou-Antigonish Regional Library
- Lynn Somers, Nova Scotia Provincial Library
- Catherine Kelly, Nova Scotia Provincial Library
- Nicole Watkins-Campbell, Nova Scotia Provincial Library
- Leigh Gagnier, Nova Scotia Community College Libraries
- Maureen Collier, Halifax Public Libraries
- Britanie Wentzell, Acadia University
- Melissa MacInnis, Halifax Public Libraries

This initiative of Libraries Nova Scotia is a very positive contribution to literacy, culture, and community in this province. One Book Nova Scotia encourages reading, social engagement among readers, and

promotes Canadian literature and libraries. It allows staff from public, university and community college libraries to work together on a mutual project and build connections between different types of libraries.

As we move forward, recommendations for next year include:

- If possible, working with a larger publisher. This is not to say that publisher size should impact the selection process, as that might curtail future choices unnecessarily, but larger publishers in the past have been able to more readily donate additional copies of the book and supply promotional materials free of charge. This, if anything, is just something to keep in mind as One Book Nova Scotia moves forward with slowly declining Canada Council for the Arts funding.
- Seek inclusion and diversity in the selection process. Again, this is not a recommendation to *alter* the selection process, but a recommendation that representation of minority communities in One Book Nova Scotia be considered. This is of particular importance as the initiative strives to foster community, inclusion, and social engagement.
- Continue efforts to strengthen social media presence. The team took great strides throughout this year's campaign to grow community involvement through social media. In addition to gaining more followers on Twitter and "likes" on the One Book Nova Scotia Facebook page, the Social Media Committee also created an Instagram account, through which book promotion and contests could be facilitated. Since the Steering Committee made the decision to move away from a One Book Nova Scotia website and this year's attendance for readings was decreased, greater focus will need to be centered on strengthening social media presence and strategy.
- Further seek secure stable funding sources. Current process of applying each year for grants, sponsors and donations does not allow for long range planning and requires a large time commitment. This is a small team that works very hard to run the campaign each year, and if funding was stabilized this would allow them to focus on the readings, programs and special events that are the core of One Book Nova Scotia.
- New committee members needed. A number of committee members have reached the end of their commitment to One Book Nova Scotia, so we are now in the process of seeking new members. These new members will include a Programming Chair, Public Engagement committee members, Marketing & Promotions Committee members, and Programming Committee members. We have already gained a new representative for NSCC (Mary Jane Pittman) and a new Public Libraries Co-Chair (Anne Marie Mathieu).

Submitted by:

Maggie Neilson (Co-Chair) & Jeff Mercer (Past Co-Chair), One Book Nova Scotia