



Final Report for 2014

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 to encourage Nova Scotians to get excited about one book.

The book selected for 2014 was Ali Bryan's novel *Roost*, the story of a woman learning about motherhood while grieving the loss of her own mother and dealing with the family dynamics around that loss, as well as moving forward with her own life and learning that she might be able to accept her home just as it is.

From September 21 – October 31, 2014, Nova Scotians were invited to take part in the third annual One Book Nova Scotia (1BNS) community reading event. The title was revealed in mid-August 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. Due to scheduling necessities, some events (e.g. book club meetings) occurred outside of the official campaign dates.

Print copies of *Roost* were available in libraries across the province, as were copies of the downloadable ebook version. The novel was also available through the Centre for Equitable Library Access as an audiobook to ensure accessibility to as many Nova Scotians as possible. Complete circulation statistics are not available at this time, but will be reported as soon as possible.

Thanks to funding from the Canada Council for the Arts, a series of seven author readings were held throughout the Province with 263 people attending these readings (a 24% increase in attendance). In addition, there were book club meetings and programs related to the novel's theme across the province.

Social media also played an important role in the campaign with 458 people following 1BNS on Twitter which is a 32% increase from the previous year. There are now 386 "likes" on the 1BNS Facebook page which is a 5.75% increase from 2013.

Media coverage included spots on CBC Radio's Mainstreet and Information Morning and Global Television's Morning News Show, and coverage in local newspapers and on radio stations throughout the province (see the attached Media Log). A great deal of publicity was generated through the booth at Word on the Street which included the official launch of the campaign and the first reading of the author tour.

We were unsuccessful in obtaining all of the grant and other support funds requested, so the campaign had to be scaled back somewhat to curb expenses. This did decrease how many readings we were able to offer, the number of copies of the book that could be provided to participating libraries, and the number of programs these extra copies would have supported. The One Book Nova Scotia 2014 project managed to operate successfully with a cost of just under \$7000, which is excellent considering it is a province-wide initiative. Of the \$7000 needed to run the program, 45% was spent on print and electronic copies of the book, and 25% 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.

Funding was also received from partners such as Novanet, Nova Scotia Community College, Nova Scotia Library Association, and the Nova Scotia Provincial Library. This support combined with the in-kind support of all libraries across the province helped make One Book Nova Scotia possible. After the end of the campaign, a donation was received from NSLA and the Library Boards Association of Nova Scotia, in honour of the presenters who took part in the NSLA/LBANS 2014 conference. These 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 2014 Steering Committee were:

Tasya Tymczyszyn (Co-Chair), University of Kings College
Jeff Mercer (Co-Chair), South Shore Public Libraries
Frances Newman, Annapolis Valley Regional Library
Trecia Schell, Pictou-Antigonish Regional Library
Lynn Somers, Nova Scotia Provincial Library
Ian Colford, Dalhousie University Libraries
Leigh Gagnier/Bruce Ross, Nova Scotia Community College Libraries
Angela Johnson, Department of Communities, Culture & Heritage
Erin McDonah, Nova Scotia Community College
Marlo MacKay, Dalhousie University Libraries
Maureen Collier, 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:

- Greater public engagement in selection process. There is definite public appetite for this program, and allowing more participation in the selection process (guided by the selection committee and criteria) will encourage more interest in the campaign and attendance at readings and other events. All of this will help further the goals of One Book Nova Scotia.
- More robust social media team. This aspect of the campaign is still growing, and shows great potential for community building and interaction as well as promotion for the campaign, so it would be wise to establish a larger team with clear roles/expectations.
- Keep selection relevant to audience. There is greater uptake and participation when the author and/or book has a strong Atlantic provinces connection (especially so for a Nova Scotian connection). While we don't suggest altering the selection criteria, as that might curtail future choices unnecessarily, it is recommended to keep this as a priority when planning future campaigns.
- 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. Some members have, or will soon be, resigned from the committee (due to various personal circumstances), and so we are looking for a new Co-Chair (from the academic library community) plus two other members (one for selection, one for PR). It is suggested that either the new Co-Chair or another representative from the academic library community be the budget/finance person on the committee, as they will have already established connections with Novanet (who handles the actual financial transactions.)

Submitted by

Jeff Mercer,