



# On Civil Society

## Get out of your bubble

Toronto Public Library Board  
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Programming & Customer Engagement





We have forgotten how to  
disagree with one another.



## We live in bubbles

that are very difficult for most  
people to break out of



# On Civil Society

## Get Out of Your Bubble

# Running from March 2018 to December 2019



- High-profile events around a topic or book
- Branch events meant to reflect topics of local relevance
- Workshop series with key partners
- “Bubble-hopping” meet ups and seminars
- Digital content including podcasts and videos



# Libraries as essential for democracy

“Libraries are, in many ways,  
the last public spaces where  
disagreement is accepted and  
even encouraged...”

Vickery Bowles’ blog post,  
announcing the launch of  
On Civil Society

## On Civil Society

February 23, 2018 | Vickery Bowles



Comments (3)

As we gear up to celebrate Freedom to Read Week this week, I thought I'd take this opportunity to announce a new series that TPL has been hard at work creating for many months now. **On Civil Society** is the largest system-wide series the TPL has done and promises content that all [Torontonians](#) can enjoy. As the new series' events, books, workshops, podcasts and more have taken shape, I am struck again at the central role that libraries play in the life of a city and a nation. As almost all of us can see on a daily basis, our societies have become highly polarized and in many ways we have forgotten how to disagree with one another. Oh, yes we argue! And we insult, we shout, we [name-call](#). But what seems to me that we do less and less of is [listen](#). Libraries are, in many ways, the last public spaces where disagreement is accepted and even encouraged. But even this [will be lost](#) if we don't remember that we have to learn how to listen to each other.





# The Washington Post

Opinions

Want to defend democracy? Start with your public library.

*[Libraries]...are a textbook example of democracy in action"*

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# The New York Times

Opinion

To Restore Civil Society,  
Start With the Library

*Libraries are the kinds of places where people with different backgrounds, passions and interests can take part in a living democratic culture."*

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Opinion  
• Star Columnists

THE STAR

How our libraries can help the homeless

*It's a bold move that signals the importance the Toronto library is placing on offering programs for the homeless"*



# Why the Toronto Public Library?



TPL is recognized as one of  
Toronto's top places for excellent  
literary & cultural programming

**Leverage that success for  
“big ideas” programming**



High-profile events and spaces.

Local branches that are deeply embedded in their communities.



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Engaged and interested audiences with a diversity of perspectives and experiences



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A skilled digital media team, enthusiastic about creating content to encourage other kinds of engagement.



# Supporting TPL Strategic Priorities

- 2** Breaking Down Barriers to Access, Driving Inclusion
- 4** Establishing TPL as Toronto's Centre for Continuous and Self Directed Learning
- 5** Creating Community Connections Through Cultural Experiences



## On Civil Society

generously funded by the  
Appel Community Trust

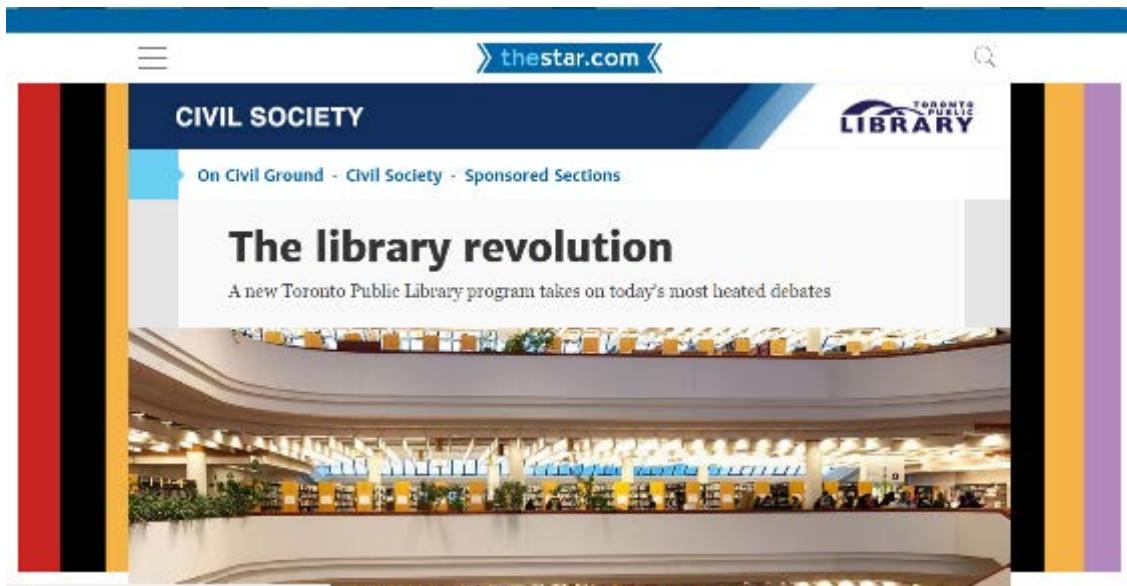


# Marketing & Promotion



## Three-pronged campaign

- 1) Editorial content
- 2) Banner + print ads
- 3) Custom Content



## Toronto Public Library has ambitious plan to get us out of our social-media bubbles

On Civil Society series

[Facebook](#) [Twitter](#)

thestar.com

### Toronto Public Library launches 'On Civil Society' series to help us get out of our social-media bubbles

The series will consist of thousands of free events running until fall 2019, from "flagship" speakers at the Toronto Reference Library to workshops on media literacy and how to run for public office.



Toronto Public Library's Osgoode branch, until fall 2019. Several events will be held there.

By: [May Wintern](#) Metro Toronto

This week the Toronto Public Library launches "On Civil Society," in an effort to get us out of our social-media bubbles.

The series will consist of thousands of free events running until fall 2019, from "flagship" speakers at the Toronto Reference Library to workshops on media literacy and how to run for public office.



"We live in this world where our impulse is just to dismiss someone who has a different point of view or a different world view than our own," says Carolyn McCormick, manager of cultural and special event programming (CLIVE SHARROCK)

# Editorial content

Metronews.ca: 3,300 page views

thestar.com: 3,400 page views

engagement: 25,359

click-throughs: 20,614

comments: 405

reactions: 3,507

shares: 803

- ***Some of the highest engagement the Star has ever seen for one editorial***
- ***Pageview goal exceeded by 309%***



## What's More

200,000+ inserted in the Star & Globe

## What's On

60,000 distributed in branches

## Bus Shelters

36 across Toronto



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[The Cutting Edge](#)

[The Lit List Winter Series](#)

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Family Literacy Month

Geocaching Scavenger Hunt

Great Books Lecture Series

Hour of Code

Indigenous Celebrations

Illustrator In Residence

Innovator in Residence

June Callwood Lectures

Law at the Library

March Book Programs

MAP Family Saturdays

## On Civil Society



We are in the midst of tremendous political upheaval around the world. The rise of extremism and nationalist rhetoric presents a serious test to the democratic values that open societies stand on. *On Civil Society* explores these complex issues through the lenses of democracy, the media, wellness, urbanism, equality, security and more.

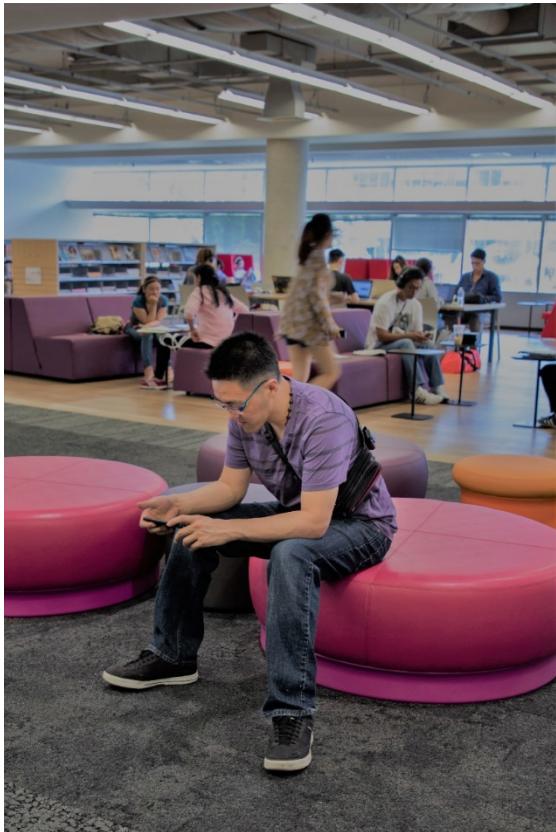
# Website Engagement

[tpl.ca/civilsociety](http://tpl.ca/civilsociety)

One of the **top 3 most visited** pages on [tpl.ca](http://tpl.ca) (from launch to end of first season)

**Blog posts**

Ranked between **#2 and #6 of most visited TPL blogs**



# Social Media Engagement



## #OnCivilSociety hashtag

impressions: 68,595  
engagement: 1,109  
click-throughs: 363



## Four event posts

reach: 123,911  
engagement: 2,181  
tickets sold: 645



# Programming Highlights



Since launch March 2018

**120 events**

**3,233 total Appel Salon attendance (9 events)**

**3,800 total branch attendance (111 events)**

**Largest events**

**Chris Hedges (612)**

**Yanis Varoufakis (585)**



The Bram & Bluma Appel  
**SALON**  
at the Toronto Reference Library

**Why do we need tribes?** (Amy Chua)

**Could Trump happen here?** (Michael Adams)

**Resilient TO Community Consultations** (City of Toronto)

**Is Capitalism Failing?** (Yannis Varoufakis)

**How to be a man** (Rachel Giese)

**The Death of the Expert** (Tom Nichols)

**America, the Farewell Tour** (Chris Hedges)

**The Legacy of the Communist Manifesto** (Martin Rowson)

**The Power of Angry Women** (Rebecca Traister)

#OnDemocracy  
#OnResilience  
#OnEquality  
#OnWellness  
#OnSecurity  
#OntheMedia

# Special Branch Series

## Special Investigations Unit series



### How The Province's Special Investigations Unit Operates

Tue Mar 20, 2018 | 6:00 pm - 7:00 pm

Location: Morningside

Every time there is an incident in which police officers interact with civilians and someone is seriously injured or dies, the Special Investigations Unit (SIU) starts a criminal investigation. ...



### Dispelling the Myths of the Special Investigations Unit

Wed Mar 21, 2018 | 6:30 pm - 7:30 pm

Location: S. Walter Stewart

In 1990, the province of Ontario created a Special Investigations Unit (SIU) and tasked it with conducting criminal investigations of police interactions with civilians, when those interactions end with serious injury or death...



### The Science Behind SIU Investigations

Thu Mar 22, 2018 | 6:30 pm - 7:30 pm

Location: Yorkville

Police shooting. ...

## DemocracyKit Workshops

### DemocracyKit Workshops

How to Join a Campaign & Drive Political Change



Are you ready to drive political change and make a difference in your community? Never volunteered on a political campaign, but interested in learning how?

The four sessions, presented with DemocracyKit can be taken individually or as a series. They explain the workings of political election campaigns and deliver practical lessons, tools and connections to get started and make a meaningful contribution to a campaign team.

### About the workshops

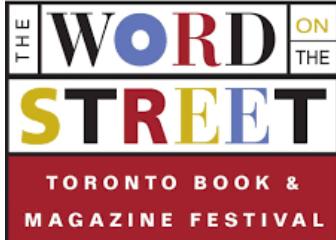
Workshops are taking place at four branches across the city: [Barbara Frum](#), [Lillian H. Smith](#), [Richview](#), and [S. Walter Stewart](#).

Weekday workshops run from 6:00 p.m. - 7:30 p.m.

Saturday workshops run from 2:00 p.m. - 3:30 p.m.

### Drive Political Change

The best way to learn civic campaign skills is on the campaign trail. This session gets you started and provides a roadmap for participation in the 2018 municipal election.



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SATURDAY, SEPTEMBER 22

.....

■ START TIME: 12:45 PM

Are we too dumb for  
democracy?

David Moscrop  
Elamin Abdelmahmoud

■ START TIME: 2 PM

How do we save ourselves  
from Facebook?

Taylor Owen  
Bianca Wylie

■ START TIME: 3:15 PM

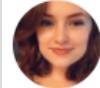
Are we building a  
Toronto for everyone?

Alex Bozikovic  
Zahra Ebrahim  
Cherise Burda



Katie Konstantopoulos @konstantlykatie · Sep 22

"I don't blame the user for wanting to connect with people [...] There is a real reason to connect with these platforms, but what are the governance models used to regulate these platforms?" @nasma\_ahmed #OnCivilSociety



Chelsea Cameron-Fikis @chelseacfikis · Sep 22

"Why is Montreal so much more advanced than Toronto in terms of its transit? It's so easy to travel in MTL & actually a pleasure. What's the problem with Toronto?"  
A great question from the audience today as #OnCivilSociety panelists discuss development in TO #WOTS2018



The Word On The Street @torontoWOTS · Sep 22

"Part of the problem is many of us have it just good enough that we're not encouraged to turn out to vote," says Dave Moscrop at the #OnCivilSociety stage. What an interesting discussion on democracy as part of the #WOTSplus programming today. #WOTS2018



## In the works

- + How to Fix Journalism: A two-day symposium
- + The View from Europe
- + Activist Fair
- + Data Visualization Art Installation

