



ON CIVIL SOCIETY.

On Civil Society

Get out of your bubble

Toronto Public Library Board
September 24, 2018

Linda Hazzan

Director, Communications,
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"

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."

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.



High-profile events and spaces.

Local branches that are deeply embedded in their communities.

Engaged and interested audiences with a diversity of perspectives and experiences



High-profile events and spaces.

Local branches that are deeply embedded in their communities.

Engaged and interested audiences with a diversity of perspectives and experiences

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



News / Toronto

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

On Civil Society series



Toronto Public Library's On Civil Society series runs until fall 2019. Several events will be held at the library.

By: **May Warren** Metro

This week the Toronto Public Library launched its "On Civil Society," in an effort 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.



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



[You are not signed in](#)
[Your Account](#)
[Contact Us](#)

[Books, Video, Research & More](#)
[Programs, Classes & Exhibits](#)
[Hours & Locations](#)
[Using the Library](#)

Programs, Classes & Exhibits

Program Series

- Appel Salon Programs
- Artists in the Library
- Asian Heritage Month
- Black History Month
- Business Inc.
- The Cutting Edge
- The 40 List Writer Series
- Entrepreneur In Residence
- Family Literacy Month
- Geocaching Scavenger Hunt
- Great Books Lecture Series
- Hour of Code
- Indigenous Celebrations
- Illustrator In Residence
- Innovator In Residence
- June Callwood Lectures
- Live at the Library
- March Break 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.

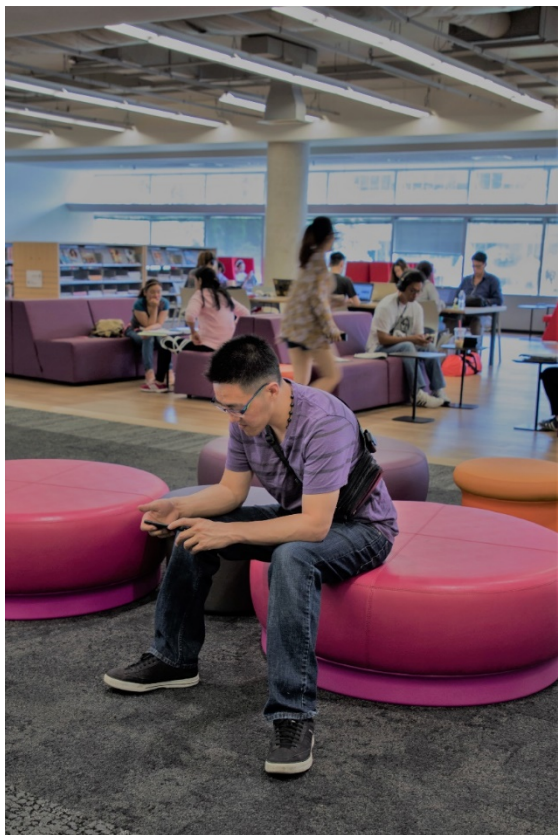
Website Engagement

[tpl.ca/civilsociety](https://www.tpl.ca/civilsociety)

One of the **top 3 most visited** pages on [tpl.ca](https://www.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.



.....
■ START TIME: 12:45 PM

Are we too dumb for democracy?

David Moscrop
Elamin Abdelmehmoud

.....
SATURDAY, SEPTEMBER 22
.....

■ 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 Bozickovic
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**

