



Media Report | June 14—September 14

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## SECTION 1: OUTLINE OF MEDIA COVERAGE

### 1. Article Mention: “Illustrated historical study celebrates the way we rolled”

**Type:** Mention in article

**Outlet:** North Shore News

**Date:** June 17, 2016

**Description:** The book launch event was mentioned in an article to promote Daniel Francis’ new book *Where Mountains Meet the Sea: an Illustrated History of the District of North Vancouver*. It can be read on page [A12 of the June 17 paper](#) or online at [NSNews.ca](http://NSNews.ca).

**Text:**

“Illustrated historical study celebrates the way we rolled: Latest Daniel Francis work marks District of North Vancouver’s 125th anniversary” by Erin McPhee

**Book launch: Where Mountains Meet the Sea by Daniel Francis, Wednesday, June 22 at 7 p.m. at North Vancouver District Public Library’s Lynn Valley branch. Free. [nvdpl.ca](http://nvdpl.ca)**

Working on his latest book, *Where Mountains Meet the Sea: An Illustrated History of the District of North Vancouver*, afforded North Shore historian and writer Daniel Francis countless opportunities to view his neighbourhood in a whole new light.

“Every day seemed to reveal something new about the community. ... That’s what made it such a different project for me, everything was so close by,” says the District of North Vancouver resident and author of more than 20 books of non-fiction chronicling Canadian, B.C., and Vancouver area histories. His last book, *Closing Time: Prohibition, Rum-runners and Border Wars*, was released in 2014.

“As (*Where Mountains Meet the Sea*) developed I saw that it was kind of unique from all of my other books because it was about a place that I lived in myself. I was always discovering things about my own community that surprised me and that I learned for the first time and so that gave it an extra little something,” he says.

For example, Francis, 69, discovered that just up the street from his home, St. Georges Avenue had been used as a road to transport lumber down off the local mountains, the last farm in the municipality had been located two blocks from his residence, and Edgemont Village was created following the Second World War, and was an enclave of West Coast modernism led by late architect Fred Hollingsworth.

“Every day almost I was learning something interesting about the community that I’ve called home now for 30 years,” he says.

Francis was invited to take on the book project, commemorating the 125th anniversary of the District of North Vancouver's incorporation as a municipality on Aug. 10, through his long-standing relationship with the North Vancouver Museum & Archives. Having served on its commission for six years and in anticipation of his term coming to an end, he approached director Nancy Kirkpatrick, expressing an interest in wanting to continue on as a volunteer in some capacity.

"They were slightly more ambitious. They had been kicking around the idea of a book to celebrate the 125th anniversary. So we talked about it a bit and I signed on," says Francis.

Francis spent the next year and a half combing through the museum and archives' collections of photographs, maps, interviews and documents to compile the highly illustrated book. While the vast majority of materials come from the North Vancouver Museum & Archives' collection, Francis also sourced a few images from the Vancouver Public Library and the City of Vancouver Archives. A number of the final images have never been published before.

According to Francis, the book's organization is slightly unorthodox, as its content is not arranged chronologically like most histories.

"We decided we'd try dealing with the waterfront first and the development of the community and the waterfront industries that developed there and then we'd move geographically. The first section is about the waterfront, the second section moves up the slope to the community as a whole and the political and social development of the community and the third is emphasis on parks and wilderness and that special element that defines North Vancouver," he says.

Where Mountains Meet the Sea is intended to be of interest to locals and visitors alike.

"That was the idea, to make it for the general reader, someone who lives here, but also someone who might be visiting the community," says Francis.

The book will be released next week by Harbour Publishing and copies will be available at a free book launch event, Wednesday, June 22 at North Vancouver District Public Library's Lynn Valley branch at 7 p.m.

"I'll be talking about the history of the district, showing the book and showing slides of historical images," says Francis.

"It's going to be a general survey of the history of people's own community, so if they're interested in finding out stuff about early days and not so early days in North Vancouver, I'm sure they'll find out some interesting stories from the past, because I sure did writing the book," he adds.

Francis will also be celebrated at a second private event later on in the week at the same location, similarly marking the launch of the book and the anniversary of the District of North Vancouver.

In addition to penning non-fiction works about history, Francis writes a regular books column for Geist magazine and serves as a member of its editorial board.

When asked where his passion for the past comes from, he says it's hard to tell.

“Certainly I didn’t develop it young. I never took any history classes at school. I never thought too much about history until I got to graduate school at university in Ottawa and by then I was in my mid-20s before I even took my first history class. I think I was always interested in being a writer. So when I took my first history class I recognized that history was the subject that I could write about. Here were the stories and I didn’t have to make them up, they were there and I could figure out interesting ways of telling them.”

As for his next book project, Francis is considering penning a history of Vancouver.

“But it’s early days,” he says, so only time will tell.

## 2. Photo: “Fresh Art”

**Type:** Published photo

**Outlet:** North Shore News

**Date:** July 13, 2016

**Description:** The North Shore News published a photo with Jacqueline van Dyk and artist Clancy Dennehy to promote the Art Donation Reception at Lynn Valley Library. The photo can be seen on page A17 in the physical or [digital edition](#), or by visitation [NSNews.ca](http://NSNews.ca).

**Text:** *Artist Clancy Dennehy chats with North Vancouver District Public Library director of services Jacqueline van Dyk. Thanks to Dave Perfitt and Team TELUS Community Giving, the library will receive three of Clancy's West Coast-inspired works, including The Golden Spruce (pictured). The public is invited to attend a donation celebration Friday, July 15, 6-8 p.m. at the Lynn Valley branch, 1277 Lynn Valley Rd., North Vancouver. PHOTO: Mike Wakefield*



**FRESH ART** Artist Clancy Dennehy chats with North Vancouver District Public Library director of services Jacqueline van Dyk. Dennehy is donating three of his West Coast-inspired works, including The Golden Spruce (pictured), to various library locations. The public is invited to attend a donation celebration Friday, July 15, 6-8 p.m. at the Lynn Valley branch, 1277 Lynn Valley Rd., North Vancouver. PHOTO **MIKE WAKEFIELD**

### 3. Photo: “Peaceful Journey”

**Type:** Published photo

**Outlet:** North Shore News

**Date:** July 27, 2016

**Description:** The North Shore News published a photo with the CISV Peace Bus teens after their visit to NVDPL. The photo can be seen on page A23 in the physical or [digital edition](#).



**Text:** *The Children’s International Summer Village Peace Bus stopped in North Vancouver recently as part of its 39-day trek across Canada. During its stopover, the youth delegates on board volunteered at all three North Vancouver District Public Library branches. They also enjoyed a picnic lunch at Lynn Canyon Park before crossing the suspension bridge and hiking the trails. Each year, the CISV Organization operates two Peace Bus journeys across Canada: one eastbound and one westbound. Participants travel across the country meeting people, volunteering, and promoting diversity, human rights, sustainability and conflict resolution. PHOTOS Cindy Goodman.*



**PEACEFUL JOURNEY** The Children’s International Summer Village Peace Bus stopped in North Vancouver recently as part of its 39-day trek across Canada. During its stopover, the youth delegates on board volunteered at all three North Vancouver District Public Library branches. They also enjoyed a picnic lunch at Lynn Canyon Park before crossing the suspension bridge and hiking the trails. Each year, the CISV organization operates two Peace Bus journeys across Canada: one eastbound and one westbound. Participants travel across the country meeting people, volunteering, and promoting diversity, human rights, sustainability and conflict resolution. PHOTOS **CINDY GOODMAN**

#### 4. Photo Series: “Bright Lights: Book Launch”

**Type:** Published photo gallery

**Outlet:** North Shore News

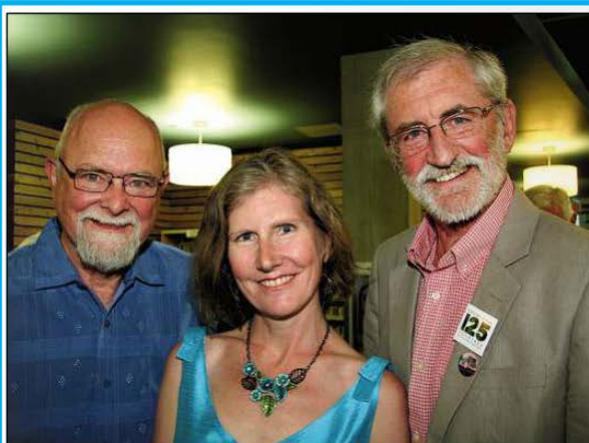
**Date:** August 12, 2016

**Description:** The North Shore News sent a photographer to the Champagne and Chocolate Book Launch event, which took place on Saturday, June 25 at Lynn Valley Library. The gallery photos can be [viewed individually here](#), or on page A12 of the [digital edition](#). The photos feature NVDPL’s Jacqueline van Dyk, Deborah Hudson, and Meghan Crowe; as well as former NVDPL Trustee Sanford Osler (see if you can spot him!).

**Text:** *Local history was brought to life during an after-hours champagne and chocolate event at the North Vancouver District Public Library’s Lynn Valley branch June 25. The occasion was hosted by representatives of the North Vancouver Museum and Archives, the District of North Vancouver, and the NVDPL in celebration of the District of North Vancouver’s 125th anniversary and the launch of author Daniel Francis’ new book *Where Mountains Meet the Sea*. Enthusiastic readers – some clad in period costume – attended along with special guests and local leaders, including District of North Vancouver Mayor Richard Walton. A storytelling hush settled in the room when Francis stepped to the mic, captivating the crowd with his warm and interesting illustrated talk. Local independent bookseller 32 Books & Gallery made it possible for fans to obtain copies and autographs. Additional festivities included refreshments, a photo booth, costume contest and trivia. Photos: Ann Hamilton*

### Book launch

Local history was brought to life during an after-hours champagne and chocolate event at the North Vancouver District Public Library’s Lynn Valley branch June 25. The occasion was hosted by representatives of the North Vancouver Museum and Archives, the District of North Vancouver, and the NVDPL in celebration of the District of North Vancouver’s 125th anniversary and the launch of author Daniel Francis’ new book *Where Mountains Meet the Sea*. Enthusiastic readers – some clad in period costume – attended along with special guests and local leaders, including District of North Vancouver Mayor Richard Walton. A storytelling hush settled in the room when Francis stepped to the mic, captivating the crowd with his warm and interesting illustrated talk. Local independent bookseller 32 Books & Gallery made it possible for fans to obtain copies and autographs. Additional festivities included refreshments, a photo booth, costume contest and trivia.



Harbour Publishing publisher **Howard White**, director of library services **Jacqueline van Dyk** and featured author **Daniel Francis**



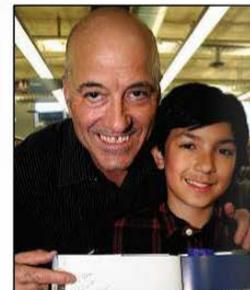
**Anthony Dodd**



32 Books & Gallery manager **Joe Stewart** and wife **Jocelyn**



District of North Vancouver Mayor **Richard Walton**



**Mitch Carriere** and son **Aaron** show off their autographed copy of the new book.



**Deborah Hudson** celebrates the district’s 125th anniversary.



**Craig Taylor** and his wife **Donna Kurtz**



North Vancouver Museum and Archives’ **Sanford Osler** and director **Nancy Kirkpatrick**



NVDPL communications and events coordinator **Meghan Crowe**

## SECTION 2: SOCIAL MEDIA STATISTICS AND HIGHLIGHTS

### 1. Facebook Statistics

#### June 15-July 15

**Total Likes:** 1501 (+36)

**Post Clicks:** 449

**Total Reach:** 41,654

**Total Likes, Comments and Shares:** 178

#### Top Facebook Post

 **North Vancouver District Public Library**  
Published by Hootsuite [?] · July 7 · 🌐

Ready for the FAMILY DANCE PARTY this Saturday? Rain or shine- the show will go on inside the Community Room! Come have some fun and celebrate summer with us! More info: <http://ow.ly/kuQJ3021Iyi> North Vancouver Recreation & Culture Lynn Valley Village



3,391 people reached [View Results](#)

👍❤️ 32 11 Shares

Like Comment Share

**3,391** People Reached

**49** Reactions, Comments & Shares

<b>33</b> Like	<b>28</b> On Post	<b>5</b> On Shares
<b>4</b> Love	<b>4</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>12</b> Shares	<b>11</b> On Post	<b>1</b> On Shares

**76** Post Clicks

<b>21</b> Photo Views	<b>22</b> Link Clicks	<b>33</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**Reach:** 3,391 with 32 likes and 11 shares.

## 2. Facebook Statistics

### July 16-August 16

Total Likes: 1516 (+15)

Post Clicks: 348

Total Reach: 36,000

Total Likes, Comments and Shares: 196

### Top Facebook Post

**North Vancouver District Public Library**  
Published by Hootsuite [?] · August 4 · 🌐

Where does your book take you?! We want to see your best BOOK SELFIES! Just snap a photo of your book out in the world, tag us, and include #nvdplsummer2016.

You could win a great prize! Details and full contest rules at <http://ow.ly/OYNL302WuCi>

5,661 People Reached

121 Reactions, Comments & Shares

101 Like	90 On Post	11 On Shares
2 Love	2 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
15 Shares	12 On Post	3 On Shares

133 Post Clicks

51 Photo Views	34 Link Clicks	48 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

5,661 people reached

View Results

92 2 Comments 12 Shares

**Reach:** 5,661 with 101 likes, 12 shares, and 2 comments. This post was boosted to promote the event.

### 3. Facebook Statistics

#### August 17-September 14

**Total Likes:** 1527 (+26)

**Post Clicks:** 153

**Total Reach:** 24,529

**Total Likes, Comments and Shares:** 52

#### Top Facebook Post

**North Vancouver District Public Library**  
Published by Hootsuite [?] · September 8 at 10:53am · 🌐

THRILLED to announce the winner of our Photo Contest: Rachel Pezim!  
Thank you to everyone who entered! Rachel Bronk Pezim



**Rachel Bronk Pezim** (you) · Aug 5  
#vancouver2016 #bookofthecontest Epic story about centuries of forestry and its impact. @vancouverpubliclibrary @vancouver2016

👍 3 · 💬 2 · 🔄 0

👍 **Get More Likes, Comments and Shares**  
Boost this post for \$13 to reach up to 2,300 people.

1,083 people reached [Boost Post](#)

**1,083** People Reached

**5** Likes, Comments & Shares

<b>3</b> Likes	<b>3</b> On Post	<b>0</b> On Shares
<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**15** Post Clicks

<b>10</b> Photo Views	<b>0</b> Link Clicks	<b>5</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**Reach:** 1,083 with 5 likes and 2 comments.

#### 4. Twitter Statistics

##### June 2016

**Tweets:** 30

**Profile Visits:** 362

**Mentions:** 39

**Followers:** 2003  
(+33)

**Total Impressions:** 13,000

##### **Top Tweet earned 669 impressions**

MLA @jthornthwaite will be @Lynn Valley Library tmrw from 3-4pm doing #SummerReadingClub sign ups. Stop by! @BC\_SRC pic.twitter.com/B597o2133r



4 Favourite 2 Re-tweet

##### **Top mention earned 77 engagements**



**Body Works Physio** @BodyWrksPhysio Jun 20 In conversation at [@nvdpl](#) Capilano Branch Thursday June 30th [@gary\\_robbins](#) talks "Barkley Marathons" [pic.twitter.com/H4qE5tfZCQ](http://pic.twitter.com/H4qE5tfZCQ)



4 Favourite 2 Re-Tweet

## 5. Twitter Statistics

### July 2016

**Tweets:** 88

**Profile Visits:** 685

**Mentions:** 51

**Followers:** 2022  
(+19)

**Total Impressions:** 26,000

### Top Tweet earned 977 impressions

Director of Library Services, Jacqueline van Dyk, chats about art in our community. Link coming soon!  
[@NVArtsCouncil](https://pic.twitter.com/dI3jLDhEWi)



4 Re-Tweet

8 Favourite

### Top mention earned 33 engagements



North Shore Mtb Assc@NSMBA Jul 8 Thank you [@nvdpl](#) [#parkgate](#) for hosting Storytime on the trails. NorthVan ppl love the rain! [#nsmba](#) [#northvan](#) [#trails](#)  
[pic.twitter.com/R7FJtmvOCY](https://pic.twitter.com/R7FJtmvOCY)



7 Favourite

3 Re-Tweet

## 6. Twitter Statistics

### August 2016

Tweets: 78

Profile Visits: 472

Mentions: 39

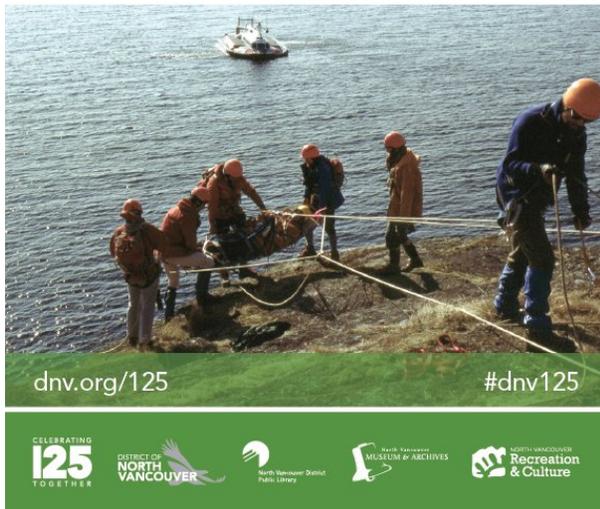
Followers: 2045  
(+23)

Total Impressions: 27,200

Top Tweet earned 3,372 impressions

Part 1- DID YOU KNOW: [@NSRescue](#) was founded in 1965 as a civil defence team during the Cold War? [@NVanDistrict](#) [pic.twitter.com/z39RktWO7E](http://pic.twitter.com/z39RktWO7E)

## DID YOU KNOW?



10 Re-Tweet 20 Favourite

Top mention earned 25 engagements



North Van District [@NVanDistrict](#) Aug 22MT [@nvdpl](#): The last 80s classic movie of the summer- Ferris Bueller's Day Off- August 25. [ow.ly/dSqk30298Xj](http://ow.ly/dSqk30298Xj) [pic.twitter.com/bwm7sbdkZS](http://pic.twitter.com/bwm7sbdkZS)

MATTHEW BRODERICK

FERRIS  
BUELLER'S  
DAY OFF



4 Favourite 5 Re-Tweet