

Section III – Items for the Information of the Board

TO: Chair and Members of the Executive Committee
Friday, June 10, 2022 Meeting

FROM: Michael Tolensky, Chief Financial and Operating Officer

RE: **Q1 COMMUNICATIONS SUMMARY REPORT (2022)**
Communication activities in first quarter of 2022

KEY ISSUE

Information report regarding Toronto and Region Conservation Authority (TRCA) corporate media communication activities during the first quarter of 2022 (January 1 – March 31).

RECOMMENDATION

IT IS RECOMMENDED THAT the Q1 Communications Summary Report (2022), be received.

BACKGROUND

The Communications, Marketing and Events business unit with involvement of program areas across TRCA's Divisions carry out corporate communications programs to provide TRCA with a unified voice that aligns consistently with strategic priorities, and monitors results to identify opportunities for improvements. Working with staff from all divisions and external program and service providers, the business units deliver communications campaigns through traditional media outlets and online social media channels. Content is typically disseminated through materials such as news releases and media advisories, direct outreach to targeted journalists, producers and editors, and responses to incoming media inquiries. Digital campaigns involve posting visual and written content on websites and distribution via social media platforms. All media activity is supported by ongoing assessment and deployment of technology tools and processes to maximize effectiveness.

The report provided in **Attachment 1** focuses on notable communications activities, events summary, media coverage and the social media activity during the reporting period.

Relationship to Building the Living City, the TRCA 2013-2022 Strategic Plan

This report supports the following strategy set forth in the TRCA 2013-2022 Strategic Plan: **Strategy 6 – Tell the story of the Toronto region**

DETAILS OF WORK TO BE DONE

TRCA is creating an internal education roll-out to better prepare staff on media relations process and protocols, as well as identifying appropriate organizational spokespersons for internal media relations training to speak to media in a consistent manner with accurate messaging. TRCA continues to engage/target media outlets on stories that are unique to the organization and its mandate.

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Attachments: 1

Attachment 1: Q1 Communications Summary January – March 2022