

Section III – Items for the Information of the Board

TO: Chair and Members of the Executive Committee
Meeting #4/19, Friday, May 03, 2019

FROM: Michael Tolensky, Chief Financial and Operating Officer

RE: **Q1 COMMUNICATIONS SUMMARY**

KEY ISSUE

Educational report regarding Toronto and Region Conservation Authority's (TRCA) corporate media communication activities during the first quarter of 2019 (January – March).

RECOMMENDATION

IT IS RECOMMENDED THAT the Q1 Communications Summary report be received.

BACKGROUND

The Communications and Events business unit carries 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 internal staff from across all divisions, in addition to external program organizers, the business unit delivers communications campaigns through traditional media outlets and online media channels.

Content dissemination through traditional media channels typically involves development and distribution of materials such as news releases and media advisories, direct outreach to targeted journalists, producers and editors, and responses to incoming media inquiries. Digital campaigns typically involve posting of visual and written content on websites and distribution of content via social media platforms. All media activity is supported by ongoing assessment and deployment of technology tools and management processes to maximize effectiveness.

While TRCA produces communications materials for multiple programs and projects managed by business units across the organization, this report provided in Attachment 1 focuses on the most notable media coverage during the reporting period.

DETAILS OF WORK TO BE DONE

TRCA messaging continues to evolve with the development of brand guidelines to ensure consistency in the expression of TRCA's brand visually and through written and spoken words. These brand guidelines will be accompanied by comprehensive documentation of internal communications procedures to ensure more streamlined and strategically focussed communications including an outline of targets and performance indicators that will inform future TRCA communications reports.

Report prepared by: Rick Sikorski, extension 5414

Emails: rsikorski@trca.on.ca

For Information contact: Rick Sikorski, extension 5414

Emails: rsikorski@trca.on.ca

Date: April 22, 2019

Attachments: 1

Attachment 1: Notable TRCA Media Coverage: January - March 2019