

## Section III – Items for the Information of the Board

**TO:** Chair and Members of the Executive Committee  
Meeting #7/19, Friday, September 06, 2019

**FROM:** Michael Tolensky, Chief Financial and Operating Officer

**RE:** **Q2 COMMUNICATIONS SUMMARY**

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### KEY ISSUE

Educational report regarding Toronto and Region Conservation Authority's (TRCA) corporate media communication activities during the second quarter of 2019 (April - June).

### RECOMMENDATION

**IT IS RECOMMENDED THAT the Q2 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 and service providers, 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 is preparing new and updated communications policies and protocols to ensure more streamlined and strategically focused media relations. These new approaches will include clear protocols for Board Members and staff on who to involve for media inquiries, targets and performance indicators such as the number of proactive media releases, along with information on the number of inquiries and associated response times.

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**Attachments: 1**

Attachment 1: Notable TRCA Media Coverage: April – June 2019