

Section III – Items for the Information of the Board

TO: Chair and Members of the Board of Directors
Meeting #10/19, Friday, November 29, 2019

FROM: Michael Tolensky, Chief Financial and Operating Officer

RE: **Q3 2019 COMMUNICATIONS SUMMARY**

KEY ISSUE

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

RECOMMENDATION

IT IS RECOMMENDED THAT the Q3 2019 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 staff from all divisions and external program and service providers, the business unit delivers communications campaigns through traditional media outlets and online 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 of 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. 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 notable media coverage 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 preparing new and updated communications policies and protocols to ensure more streamlined and strategically focused media relations. These will include protocols for responding to media inquiries and will be accompanied by targets and performance indicators such as the number of proactive media outreach campaigns and the number of inquiries received.

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Attachments: 1

Attachment 1: Notable TRCA Media Coverage: July – September 2019