

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

**TO:** Chair and Members of the Executive Committee  
Meeting #7/20, Friday, November 06, 2020

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

**RE:** **Q3 2020 MEDIA SUMMARY**

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#### KEY ISSUE

Information report regarding Toronto and Region Conservation Authority's (TRCA) corporate media communication activities during the third quarter of 2020 (July – September).

#### RECOMMENDATION

**IT IS RECOMMENDED THAT the Q3 2020 Media Summary report be received.**

#### BACKGROUND

The CEO's Office and Marketing and Events business units 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 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.

For the Q3 Media Summary, here are some of the highlights:

1. Canadian Geographic did a feature story on July 21, 2020 about the important role Toronto's waterways play in annual salmon movement (called "salmon run"). TRCA staff provided valuable insights and comments.
2. The Flight of the Monarch Day (August 22, 2020), and specifically TRCA's activities, attracted very positive coverage from several outlets. The CBC was able to interview TRCA staff live at Tommy Thompson Park (while observing social distancing protocols).
3. The partial collapse of the Scarborough Bluffs on Sunday, August 23, 2020 attracted much media coverage the following day. TRCA staff were quick to reply and provided necessary information to the public.
4. On September 14, 2020, FCM sent a national press release and social media messages about TRCA's honourable mention as part of the annual Sustainable Community Awards.

## Item 9.2

### **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 a Communications Plan to ensure more streamlined and strategically focused media relations that will guide our approach in working with media.

TRCA is creating media relations / briefing documents and sessions to be able to prepare staff to speak to media in a consistent manner with consistent messaging.

TRCA continues to engage / target media outlets on stories that are unique to the organization and its mandate.

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**Date: October 30, 2020**

**Attachments: 1**

Attachment 1: Notable TRCA Media Coverage: July - September 2020