

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

**TO:** Chair and Members of the Executive Committee  
Friday, February 05, 2021 Meeting

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

**RE:** **Q4 2020 COMMUNICATIONS SUMMARY**

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#### KEY ISSUE

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

#### RECOMMENDATION

**IT IS RECOMMENDED THAT the Q4 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 Q4 Communications Summary, here are some of the highlights:

1. There was substantial media interest in TRCA's response to Conservation Authorities Act Amendments.(Toronto Star, Global News, Globe and Mail, CBC News and several local publications).
2. Flood Protection federal investment for the Rockcliffe community was featured on CBC News on October 30, 2020.
3. The Downtown Brampton Flood Protection Project investment announcement was featured in Brampton Guardian (November 18, 2020).
4. Coverage following the partial collapse of the Scarborough Bluffs on Sunday, August 23, 2020, including BlogTO featuring TRCA's message on their website (October 7, 2020).
5. Salmon migration was featured on multiple news sources (October 2020) and gathered attention even though TRCA was not able to host the Salmon Festival in person in 2020.

#### 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**

## Item 9.4

### **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 holding education sessions with staff to better prepare staff 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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**Date: January 11, 2021**

**Attachments: 1**

Attachment 1: Notable TRCA Media Coverage: October - December 2020