

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

**TO:** Chair and Members of the Executive Committee  
Friday, September 10, 2021 Meeting

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

**RE:** **Q2 2021 COMMUNICATIONS SUMMARY**

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#### KEY ISSUE

Information report regarding Toronto and Region Conservation Authority's (TRCA) corporate media communication activities during the second quarter of 2021. (April 1 – June 30)

**IT IS RECOMMENDED THAT the Q2 2021 Communications Summary report be received.**

#### BACKGROUND

The Communications, Marketing and Events business unit, with involvement of program areas across TRCA's Divisions, 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 units deliver communications campaigns through traditional media outlets and online social 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.

Compared to the unusually high amount of media coverage in Q1 as a result of the public discourse around Minister's Zoning Orders (MZO), there was a decrease in overall media coverage in Q2. This is in line with TRCA media outreach objectives to share scientific environmental knowledge as well as create meaningful interest in the on-the-ground work that TRCA continues to advance within our watersheds.

Additionally, this quarter saw the growth of ongoing coverage about TRCA's new administrative office, opening in late 2022.

Both the traditional media and social media traction received in Q2 is an indication that our audiences are engaged and listening to TRCA's point of view and TRCA is putting out communications that provide insight and interest to its audiences.

The report provided in **Attachment 1** focuses on notable communications activities, media coverage and relevant social media activity 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 a Communications Plan to ensure more streamlined and strategically focused media relations that will guide our approach in working with media, which will be

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brought forward in October to the Board of Directors.

TRCA is creating media relations 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 media outlets on stories that are unique to the organization and its mandate.

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**Date: September 1, 2021**

**Attachments: 1**

Attachment 1: Notable TRCA Media Coverage & Social Media Activity: April 1 – June 30, 2021