

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

**TO:** Chair and Members of the Executive Committee  
Friday, March 11, 2022 Meeting

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

**RE:** **Q4 2021 COMMUNICATIONS AND EVENTS 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 2021 (October 1 – December 31).

#### RECOMMENDATION

**IT IS RECOMMENDED THAT the Q4 2021 Communications and Corporate Events Summary report be received.**

#### BACKGROUND

The Communications, Marketing and Events (CME) business unit 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. In addition, the CME unit, monitors results in the media to identify opportunities for improvements. Working with staff from all divisions and external program and service providers, the CME business unit 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.

As the holidays approached in Q4 2021, media activity steadied. The topics of coverage returned to TRCA's normal themes which 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 complete within our watersheds, including our trail strategy and exciting new administrative building. The media coverage we saw in Q4 was neutral and positive.

Both the traditional media and social media traction received in Q4 is an indication that our audiences are engaged and listening to TRCA's point of view and that 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 the 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**

## Item 9.1

### **DETAILS OF WORK TO BE DONE**

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: February 21, 2022**

**Attachments: 1**

Attachment 1: Communications Report Q4 – October 1 – December 31, 2021