

COVID-19 IN CANADIAN MEDIA

**A WEEKLY MEDIA SUMMARY FOR
PROFESSIONAL COMMUNICATORS**

For the week of
MAY 10 – MAY 16, 2020

A NOTE TO THE READER

This report reflects the findings of Canadian media coverage associated with the COVID-19 pandemic.

The Coronavirus case and media trends which are the foundation of this analysis portend earned media opportunities in the days following the flattening of infection and mortality rates. Just as these rates change from one country to the next, so do the pace and extent of earned media opportunities. We do not assert our expertise in predicting the infections curves, but rather, suggest only conditionally that if the infection and media patterns in Canada reflect trends in other countries, we can expect certain pathways to emerge across all countries. As such, please consider these findings “directional” rather than “statistically significant”.

Please keep in mind that both Coronavirus and media trends are shown at the national and provincial level, rather than local level. While certain locales may see infections and coverage continue to surge, other parts of the country may experience a flatter curve more quickly. As such, deceleration in one area within a country may offset local surges in another. Unless otherwise indicated, the data reflects Canadian coverage in aggregate.

REPORT PARAMETERS

This report is a summary of Canadian earned news media content only, published between May 10 and May 16, focused on discussions related to COVID-19 and Coronavirus. The analysis is based on English and French media content.

MEDIA SCOPE

This analysis features earned media coverage from over 50,000 unique media outlets across both traditional and digital media sources, including:

- Traditional Television
- Traditional Radio
- Traditional Print
- Online / Web-based News



WEEKLY CANADIAN COVID-19 MEDIA TRENDS

National

- On May 15, the federal government announced it would extend its emergency wage subsidy program (CERB) until the end of August. As of May 14, the program which supplemented 75% of eligible companies' payroll (up to \$847 per week) had received 13 million applications from almost eight million Canadians. Students and recent graduates were also made eligible for the CERB as of May 15.
- Health Canada approved the first clinical trials of a COVID-19 vaccine on May 16. The trials will take place at Dalhousie University's Canadian Centre for Vaccinology in Halifax, NS.

Western Canada

- On May 11, a third coronavirus-related death was linked to a Cargill meat-processing plant. Over 1,500 cases have now been linked to the plant, making it Canada's largest outbreak. As of May 13, 21 Alberta meat-plant inspectors have tested positive for coronavirus.
- On May 15, British Columbia announced that some schools are permitted to reopen on a voluntary, part-time basis starting June 1. On May 13, Premier John Horgan proposed British Columbia as a potential host for NHL games, touting his province's various rinks and hotel spaces.
- Manitoba recorded an "effective unemployment" rate of 23% in April, the lowest in all of Canada. "Effective unemployment" incorporates former workers who are not able to look for jobs due to coronavirus in addition to conventionally unemployed workers.

Ontario

- On May 13, the Ontario government invoked an emergency provision which gives it the authority to install temporary new management at long-term care homes. The move comes in the wake of data showing that roughly four out of five COVID-19 deaths are linked to long-term care homes.
- On May 12, Ontario extended its state of emergency until June 2.
- On May 14, Ontario unveiled a comprehensive list of businesses that would be permitted to reopen as part of the first phase of the province easing COVID-19 restrictions. Most eligible businesses were scheduled to open May 19, while other eligible businesses that operate primarily outdoors were able to open May 16. The approach was described by Premier Ford as "slow and methodical."

Quebec

- On May 11, children were allowed back into classrooms across Quebec (with the exception of Montreal). Classes were allowed a maximum of 15 seats, with desks spaced to provide adequate physical distancing. Attendance to classes is not mandatory at this time.
- On May 12, Quebec Premier, Francois Legault, strongly urged Quebecers to wear facemasks when out in public, but stated he was not planning on making mask-wearing mandatory as it may discriminate against people who are unable to purchase masks.
- On May 15, Quebec provided 1 million masks to Montreal in an attempt to curb the spread of coronavirus. In addition, the province sent \$6 million to the public transit authorities in the Greater Montreal area to purchase and distribute masks for commuters. Dr. Horacio Arruda, the National Director of Public Health for the province of Quebec, described Montreal's situation as "fragile."

Eastern Canada

- On May 15, Newfoundland and Labrador announced that its K-12 schools would remain closed for the remainder of the school year. Firm plans for the province's upcoming school year will come closer to September, but N.L. Premier Dwight Ball said there would be professional development for teachers on distance learning.
- On May 14, New Brunswick announced that it would be extending its state of emergency for fourteen days. As of May 14, there were only two active cases of COVID-19, with no new cases recorded for eight consecutive days.

Territories

- Nunavut remains the only province with no confirmed cases of COVID-19.

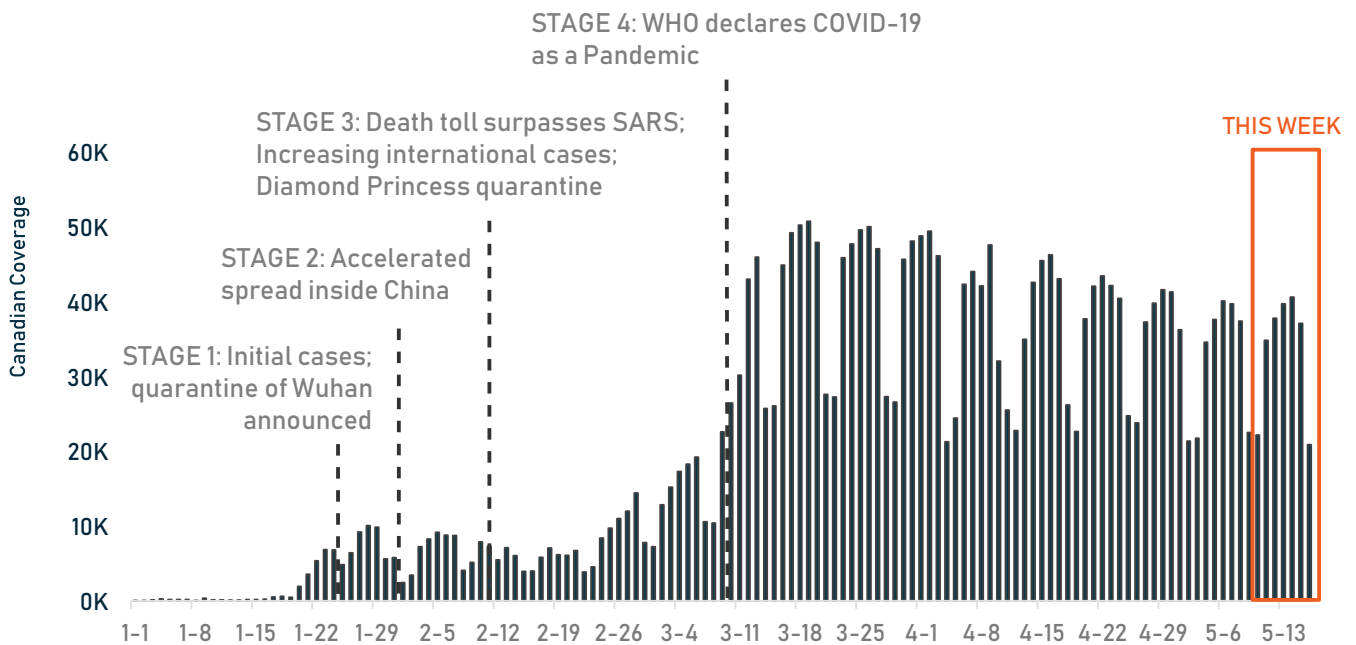
WEEKLY CANADIAN COVERAGE BY THE NUMBERS

TOTAL FOUND COVERAGE
233,594

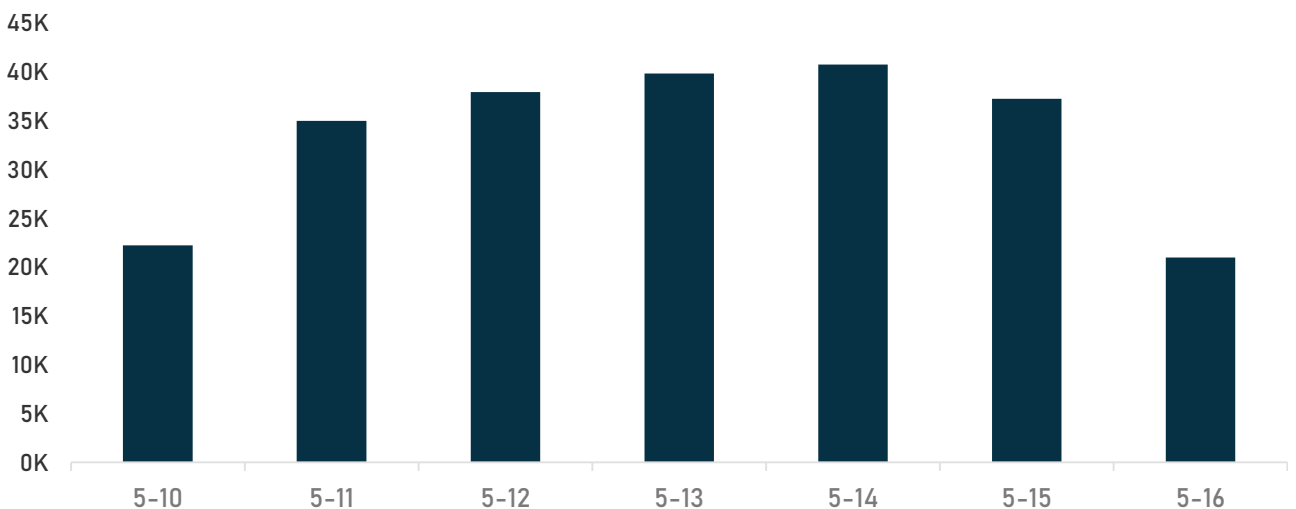
TOTAL POTENTIAL REACH
78,837,236,719

SHIFT FROM LAST WEEK
-10%

CANADIAN COVERAGE VOLUME TREND



CANADIAN WEEKLY VOLUME TREND



ARTICLES PUBLISHED (BY PROVINCE)



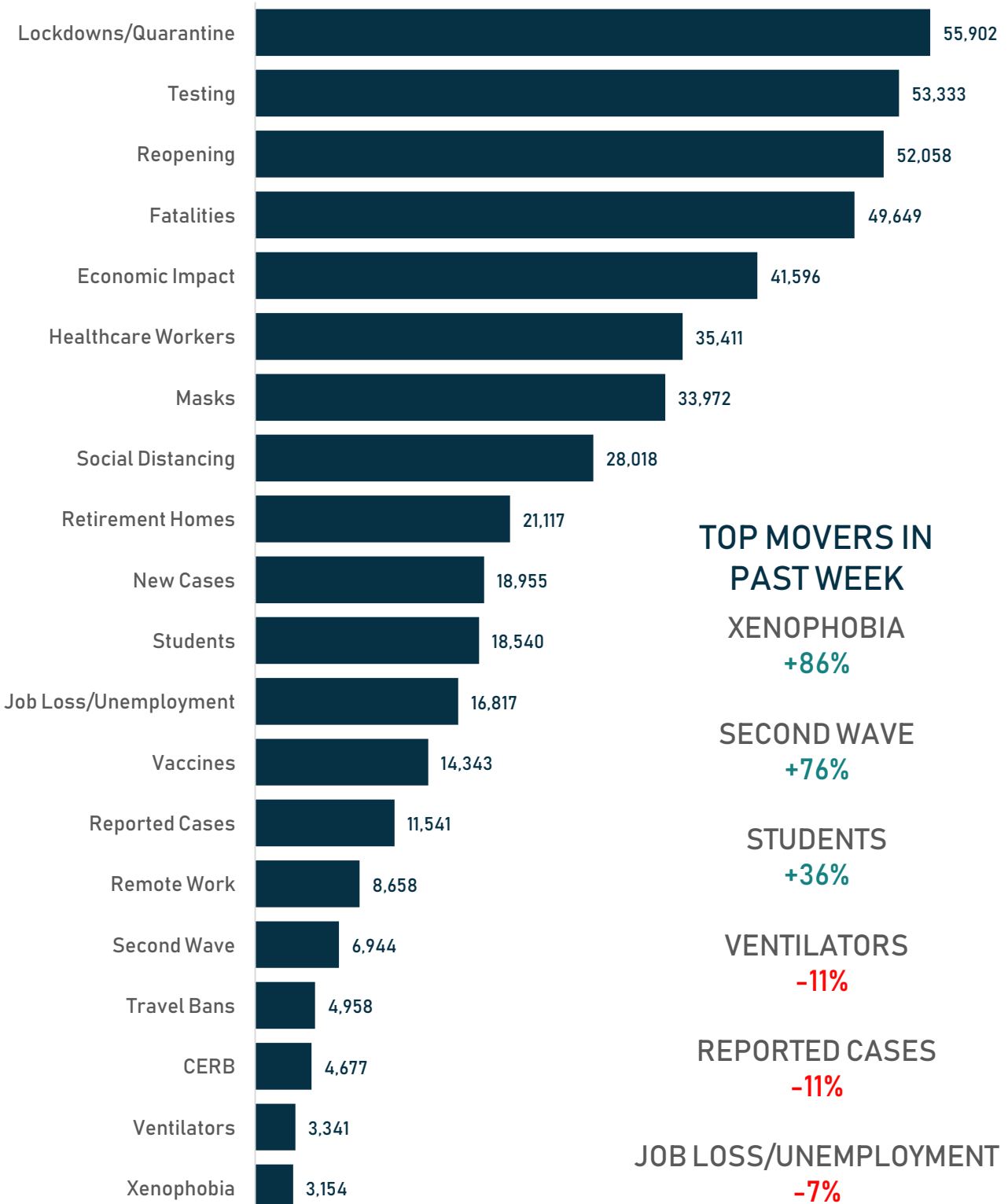
PROV.	TOTAL
QC	40,964
ON	29,686
AB	15,541
NS	9,105
BC	8,900
SK	7,857
NB	5,939
NL	5,875
PE	2,765
YT	1,503
NT	1,358
NU	1,268
MB	727

Powered by Bing
© GeoNames, MSFT, Microsoft, Navteq

NOTEABLE ARTICLES THIS WEEK

ARTICLE	OUTLET	AUTHOR	DATE	REACH
China hits back after Jason Kenney says the country is due for a 'great reckoning'	CBC News	Joel Dryden	16-May-20	7,437,139
Majority of Canadians find it stressful to be out in public amid COVID-19: poll	Global News	Jim Bronskill	12-May-20	6,423,776
Jusqu'à 48 milliards de dollars de pertes pour l'industrie touristique avec la pandémie	Radio-Canada	Christian Noël	10-May-20	2,322,824
As economy reopens, Ontario is missing crucial details about COVID-19 spread, doctors warn	Toronto Star	Kenyon Wallace and Jenna Moon	11-May-20	1,973,669
Les écoles du Grand Montréal fermées jusqu'en septembre	La Presse	Hugo Pilon-Larose	14-May-20	1,810,950
COVID-19: une deuxième vague « inévitable » au Canada, disent les experts	Le Soleil	Cassandra Szklarski	16-May-20	689,082

CANADIAN COVERAGE TOPICS BY VOLUME



TOP MOVERS IN PAST WEEK

XENOPHOBIA
+86%

SECOND WAVE
+76%

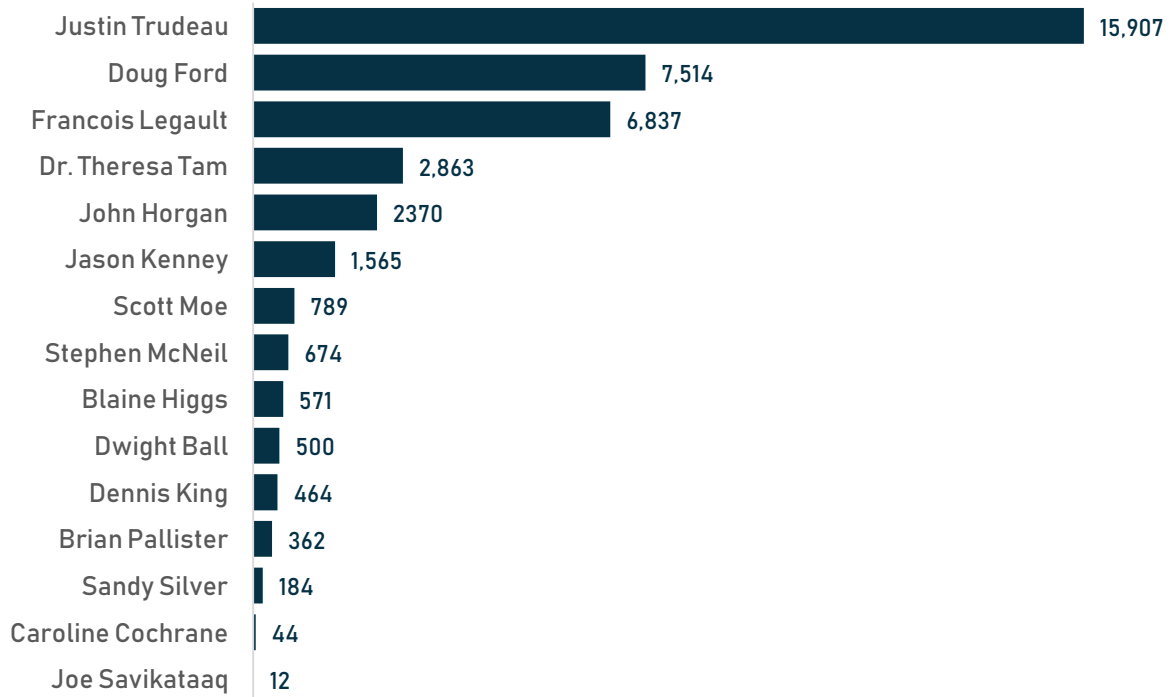
STUDENTS
+36%

VENTILATORS
-11%

REPORTED CASES
-11%

JOB LOSS/UNEMPLOYMENT
-7%

TOTAL COVERAGE VOLUME (BY PUBLIC OFFICIAL)



"Our priority needs to be keeping Canadians safe, and that is the spirit in which we have engaged in constant and constructive dialogue with the Americans to talk about shared interests, including the border. And I have no doubt we will have more to say in the coming days on how we continue to move forward in a way that keeps Canadians safe." [CBC News](#)

JUSTIN TRUDEAU – PRIME MINISTER



"Businesses should open only if they're ready," Ontario Premier Doug Ford warned, adding the province will be watching the COVID-19 case numbers like a hawk. "We cannot let our guard down now." [CBC News](#)

DOUG FORD – PREMIER OF ONTARIO



Masks aren't mandatory, but Legault stressed that people should wear them while taking public transit. He said residents in neighbourhoods with high infection rates should wear masks while out in public. "We know there are neighbourhoods that are more hot in Montreal and Laval; it's even more important that people in those areas wear a mask," he said. [Global News](#)

FRANÇOIS LEGAULT – PREMIER OF QUEBEC



LIMITED
TIME
OFFER!

Contact Cision today to learn more about how to get this weekly COVID-19 Canadian media analysis customized for your business.

Stay in the know.

CUSTOMIZED COVID-19 NEWS, DELIVERED TO YOU WEEKLY.

Now that you understand how the Canadian media has been discussing COVID-19 this past week, let Cision help you stay on top of the continuing conversation and how your brand is being discussed.

For a limited time, enjoy thoughtfully curated weekly reports featuring news summaries from Canadian content sources related to COVID-19 in Canada, tailored for you and your business.

Contact us today to learn more.

CISION[®]

InsightSolutions.CA@Cision.com
Cision.ca/Global-Insights
(877) 269-3367