

COVID-19 IN CANADIAN MEDIA

A WEEKLY MEDIA SUMMARY FOR
PROFESSIONAL COMMUNICATORS

For the week of
MAY 17 – MAY 23, 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 17 and May 23, 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 22, Justin Trudeau disclosed that the federal government is looking into several contact-tracing apps with intention to “recommend strongly to Canadians a particular app that will help us manage the spread of COVID-19.”
- Dr. Theresa Tam, Canada’s Chief Public Health Officer, officially recommended Canadians wear non-medical face masks in situations where maintaining a two-meter distance from others is not feasible.
- Epidemiologists and clinicians are bracing for second wave of Coronavirus cases, with some models showing a resurgence in cases by September. Dr. Sandy Buchman, President of the Canadian Medical Association (CMA) stated “We need the contact tracing and serological testing in order to make decisions about what to do next ... We're scrambling. In my opinion, we're not fully prepared for a second wave.”

Western Canada

- On May 20, Alberta indefinitely suspended a “wide array of environmental monitoring requirements” for its entire energy industry. The Alberta Energy Regulator justified the decision as a means to ensure compliance with COVID-19 orders and guidelines. The move was widely criticized by indigenous groups and environmental advocates.
- The Vancouver Police Department reported an eightfold increase in hate-crime investigations compared to 2019. The VPD associated the rise in anti-Asian hate crimes, including physical and verbal attacks and vandalism of prominent landmarks, with COVID-19 and its Chinese origins.

Ontario

- On May 19, Ontario Premier Doug Ford announced that the province would be cancelling in-person primary and secondary classes for Ontario’s 2 million students for the remainder of the school year. Overnight summer camps throughout the province have also been ordered closed.
- Ontario has consistently failed to meet its own COVID-19 testing goals. As of May 21, Ontario was 6,000 tests short of its goal of 16,000 tests per day, with only 5,813 tests conducted on Victoria Day.
- Merrilee Fullerton, Ontario Minister of Long-term Care, announced an independent commission into long-term care homes to examine Coronavirus’ impact on the nursing home sector. Critics of the decision claimed that there should be a full-scale public inquiry.

Quebec

- Quebec announced that it would be allowing groups of up to 10 people from a maximum of three households to gather outside, effective May 22.
- Quebec announced that it would be permitting day camps to reopen, with campers grouped into ‘bubbles’ as a proposed means to reduce the spread of COVID-19. Children attending camps would not be required to wear masks.

Eastern Canada

- On May 22, Nova Scotia’s Chief Medical Officer of Health, Dr. Robert Strang, discouraged Nova Scotians from wearing gloves as a prevention method, stating “Gloves give people a false sense of security and they’re much less likely to wash their hands.”
- Starting May 29, temporary foreign workers will be allowed back into New Brunswick after quarantining for 14 days. The decision was met with praise from some farming and fishing organizations, while others criticized it, saying the announcement came too late.

Territories

- Low-income essential workers in Yukon received a temporary \$4 per hour wage increase.

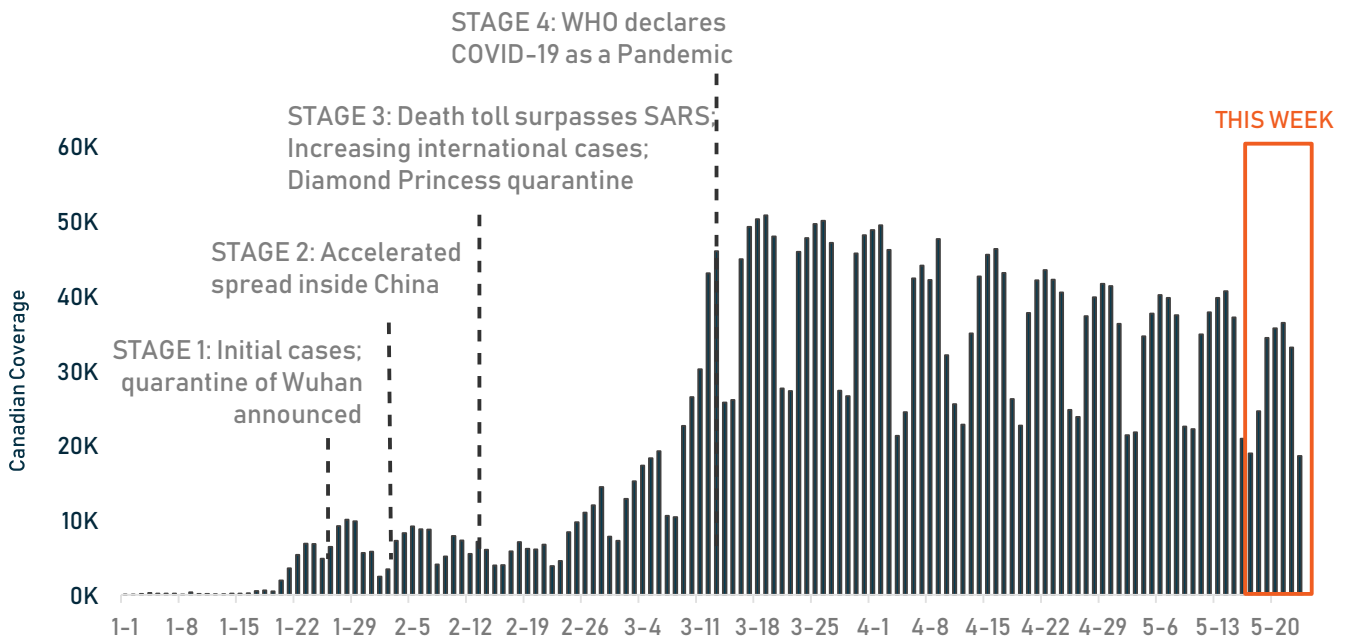
WEEKLY CANADIAN COVERAGE BY THE NUMBERS

TOTAL FOUND COVERAGE
201,888

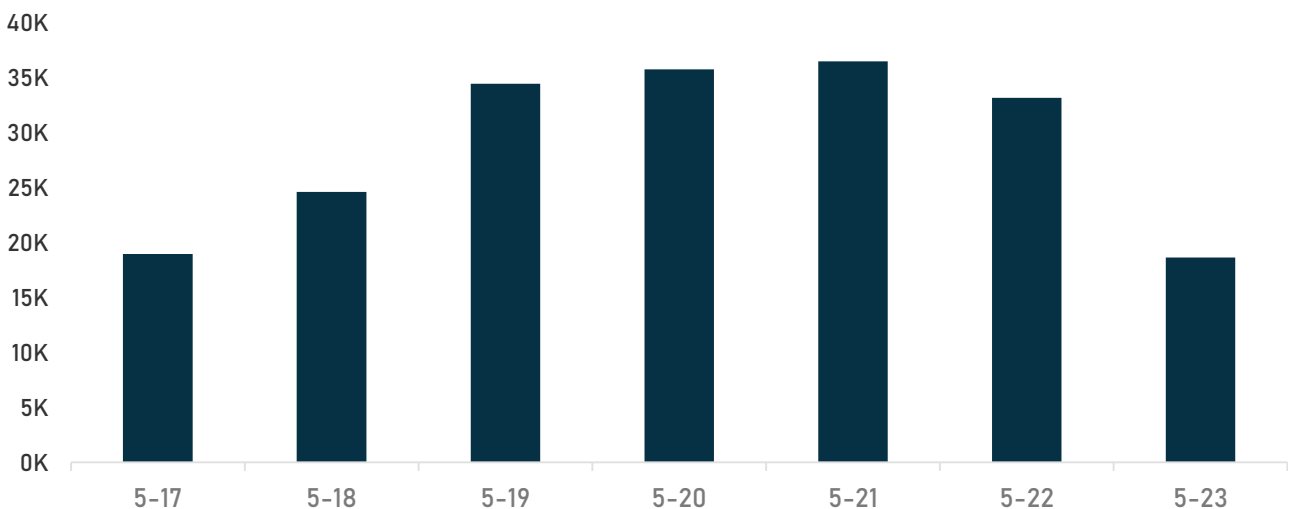
TOTAL POTENTIAL REACH
78,837,236,719

SHIFT FROM LAST WEEK
-12%

CANADIAN COVERAGE VOLUME TREND



CANADIAN WEEKLY VOLUME TREND



ARTICLES PUBLISHED (BY PROVINCE)



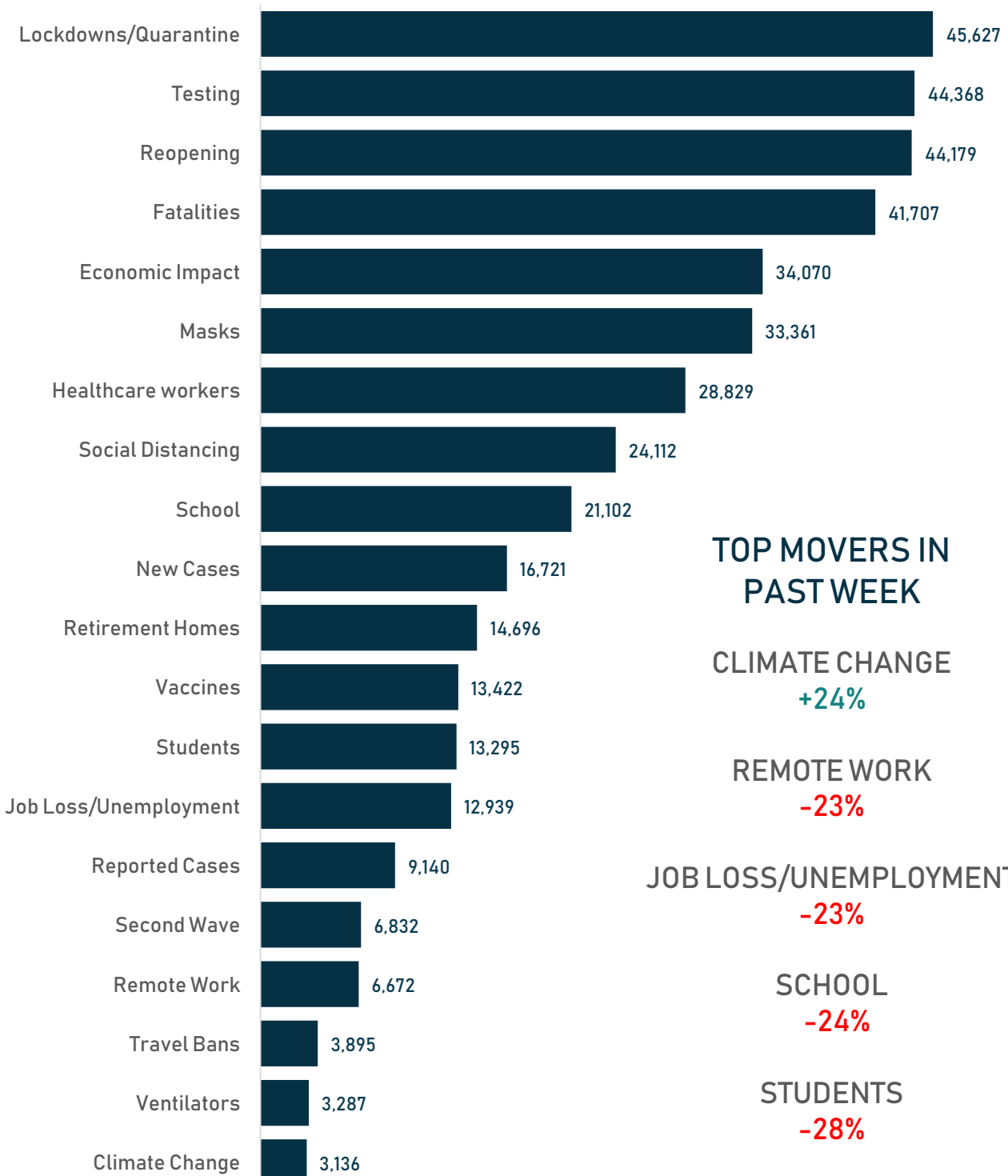
PROV.	TOTAL
QC	31,782
ON	23,740
AB	12,517
NS	9,356
BC	8,135
SK	6,370
NB	5,242
NL	4,579
PE	2,279
YT	1,183
NU	765
NT	748
MB	524

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NOTEABLE ARTICLES THIS WEEK

ARTICLE	OUTLET	AUTHOR	DATE	REACH
Epidemiologists brace for 2nd wave of COVID-19 — and it may come in September	CBC News	Laura Glowacki	20-May-20	7,437,139
Ontario and Atlantic Canada had the largest spike in anxiety, depression since pandemic began: survey	CTV News	Alexandra Mae Jones	19-May-20	5,490,046
Quebec to allow outdoor gatherings of 10 people from 3 households	CTV News	Basem Boshra	20-May-20	5,490,046
Ottawa veut une relance qui tient compte de l'impact de la crise sur les femmes	Radio-Canada	-	23-May-20	2,322,824
Laval, l'autre épicentre de la pandémie au Canada	Radio-Canada	Thomas Gerbet Naël Shiab	21-May-20	2,322,824
Le déconfinement de Montréal commencera lundi prochain comme prévu	La Presse	Ariane Krol	18-May-20	1,810,950

CANADIAN COVERAGE TOPICS BY VOLUME



TOP MOVERS IN PAST WEEK

CLIMATE CHANGE
+24%

REMOTE WORK
-23%

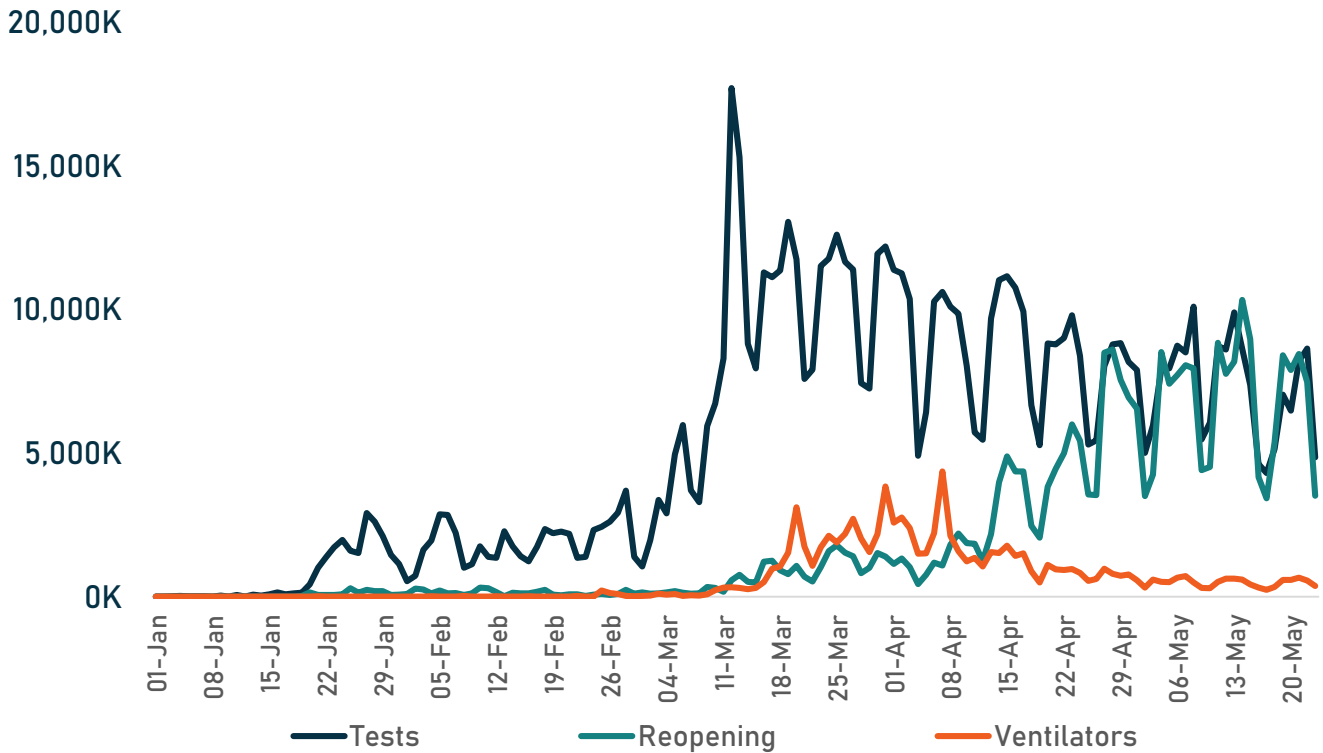
JOB LOSS/UNEMPLOYMENT
-23%

SCHOOL
-24%

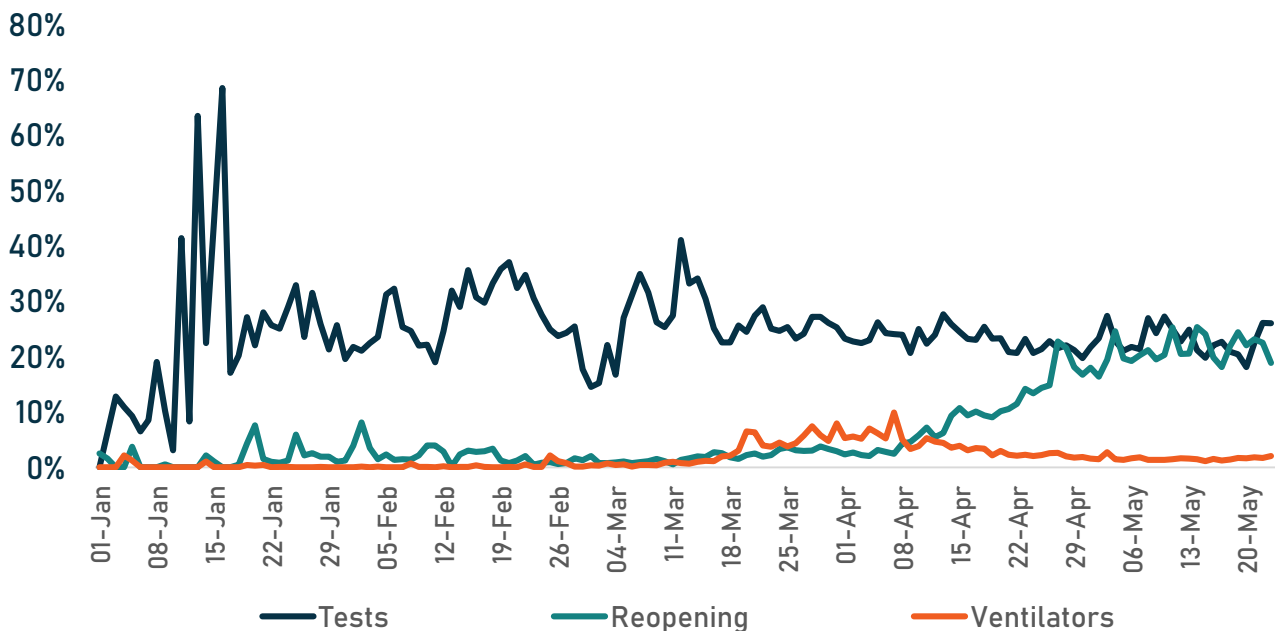
STUDENTS
-28%

RETIREMENT HOMES
-30%

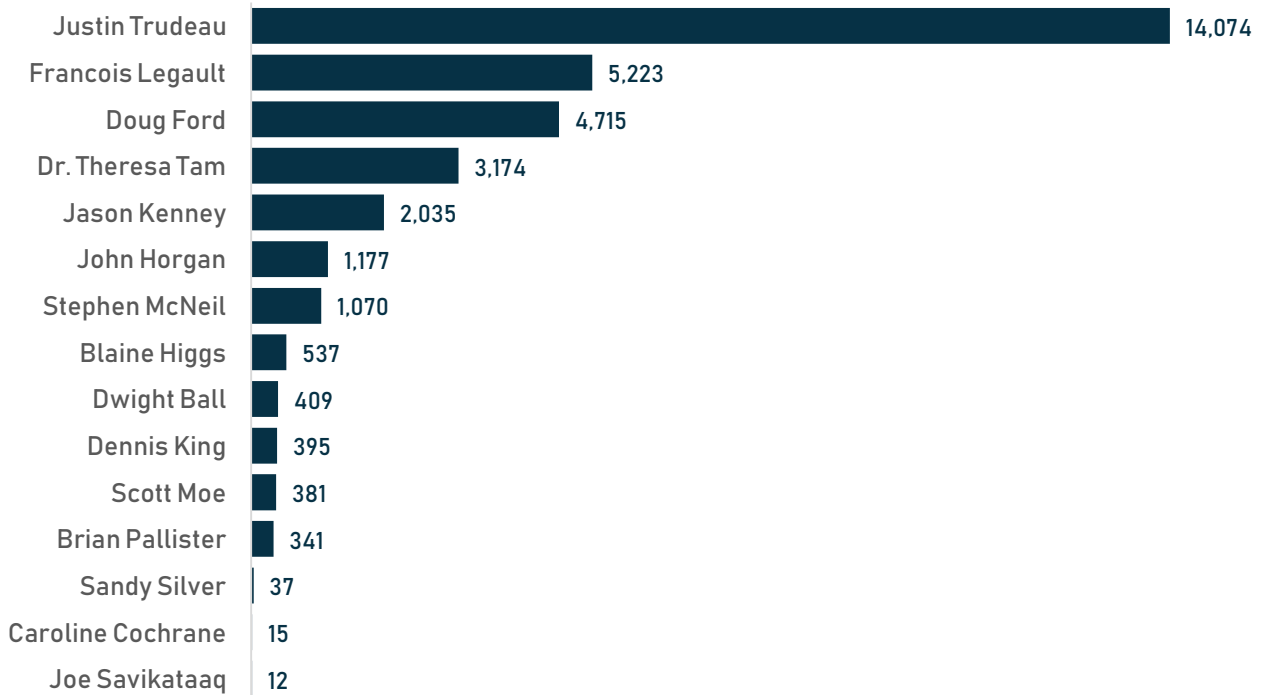
BY TOTAL VOLUME OF WEEKLY CANADIAN COVID-19 COVERAGE



BY PERCENTAGE OF WEEKLY CANADIAN COVID-19 COVERAGE



TOTAL COVERAGE VOLUME (BY PUBLIC OFFICIAL)



"We need to accelerate our ability to do contact tracing. After we've confirmed and isolated new cases, we have to get in touch with everyone who may have been exposed to the virus and make sure they take measures to quarantine and monitor themselves for symptoms or get tested," Trudeau said. [CTV News](#)

JUSTIN TRUDEAU – PRIME MINISTER



"I encourage teenagers and young adults to become monitors," said Legault at his regular news conference in Montreal Thursday. "It's a great experience." Legault said that it's not likely camps will be able to fill all the available positions, as they will be competing with the Canadian Emergency Response Benefit. "We'll probably have to put some money to make sure the summer camps are available for all the kids," he said. [CBC News](#)

FRANÇOIS LEGAULT – PREMIER OF QUEBEC



Premier Doug Ford is brushing aside the low testing numbers as a long-weekend phenomenon, and promises change. "We're going to ramp up this testing like this province has never seen. Another three, four weeks, we're going to do a lot of testing," Ford said Wednesday during his daily news briefing. "I'm going to be all over this testing." Neither Ford nor officials in the premier's office provided any specific numbers to clarify what "a lot of testing" means. [CBC News](#)

DOUG FORD – PREMIER OF ONTARIO



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