

# **COVID-19 IN CANADIAN MEDIA**

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**A WEEKLY MEDIA SUMMARY FOR  
PROFESSIONAL COMMUNICATORS**

For the week of  
MAY 24 – MAY 30, 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 24 and May 30, 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 25, Prime Minister Trudeau announced he would be pushing provinces to adopt 10 paid sick days per year. NDP Leader Jagmeet Singh merits some credit for this announcement, as the much needed NDP support for the Liberal's spring session proposal hinged on the adoption of a more comprehensive sick leave policy.
- On May 29, Statistics Canada announced the country's GDP declined at an annualized rate of 8.2% for the first quarter of 2020.

### Western Canada

- On May 29, Alberta Health Minister Tyler Shandro announced that the province would be partnering with A&W, McDonald's Canada, and Tim Hortons with the intent to deliver four non-medical masks (20 million total) to every Alberta resident.
- Manitoba Premier, Brian Pallister, announced on May 26 that the province would be giving a non-taxable, one-time \$200 cheque to low-income Manitobans with disabilities. This follows the \$200 increase in support given to seniors earlier in May.

### Ontario

- On May 26, the provincial government released a report on the conditions at Ontario care homes based on the military's findings. The report described abusive conditions in detail, with Premier Ford stating, "It is the most heart-wrenching report that I have ever read in my entire life." The province has since taken administrative control of four of the five homes mentioned in the report.
- Amid reports of an increase in daily cases in Ontario, Premier Ford said he is considering a regional reopening strategy for the province. Toronto is reported to account for approximately 76% of the province's new infections, and Toronto Mayor John Tory has asked called for a regional reopening strategy, acknowledging that his city may be slower to recover than others.

### Quebec

- On May 29, more than 40 students and staff tested positive within the first two weeks of schools returning in Quebec, according to Quebec's Education Department.
- Quebec requested military remain in long-term care homes after a recently published military report on May 27 drew attention to staffing shortages, issues managing personal protective equipment, and issues handling COVID-19 hot zones prevalent in care homes. In addition, on May 28 the province announced a pilot project in order to recruit 550 orderlies from abroad to fill positions in care homes in Quebec. Premier Legault said the goal is to hire 10,000 orderlies by mid-September.

### Eastern Canada

- On May 27, Nova Scotia Premier Stephen McNeil announced that the following businesses could reopen starting June 5: Restaurants for dine-in, bars, wineries, and distilleries, personal services (hair salons, barber shops, etc...), fitness centers, and veterinarians. Also, self-regulated (dentistry, optometry etc.) and unregulated health professional (massage therapy, podiatry etc.) could reopen if they follow their college's safety plans.
- Prince Edward Island, New Brunswick, and Nova Scotia are in talks to create a "bubble" across the three provinces. Newfoundland Premier, Dwight Ball, said he has not been consulted on an 'Atlantic Bubble' and Chair of Hospitality Newfoundland and Labrador, Steve Denty, expressed frustration that the province is not currently involved in discussions.

### Territories

- Yukon joined Manitoba and British Columbia in supporting a national sick leave program.

# COVERAGE OVERVIEW

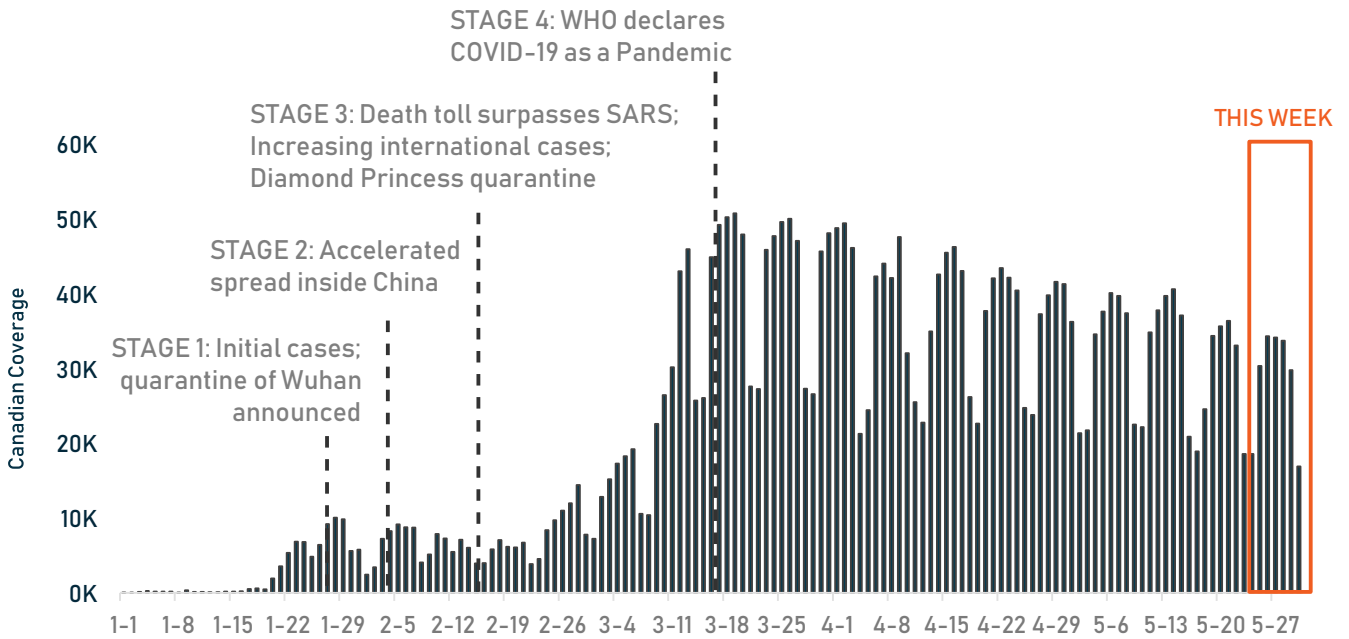
## WEEKLY CANADIAN COVERAGE BY THE NUMBERS

TOTAL FOUND COVERAGE  
**198,118**

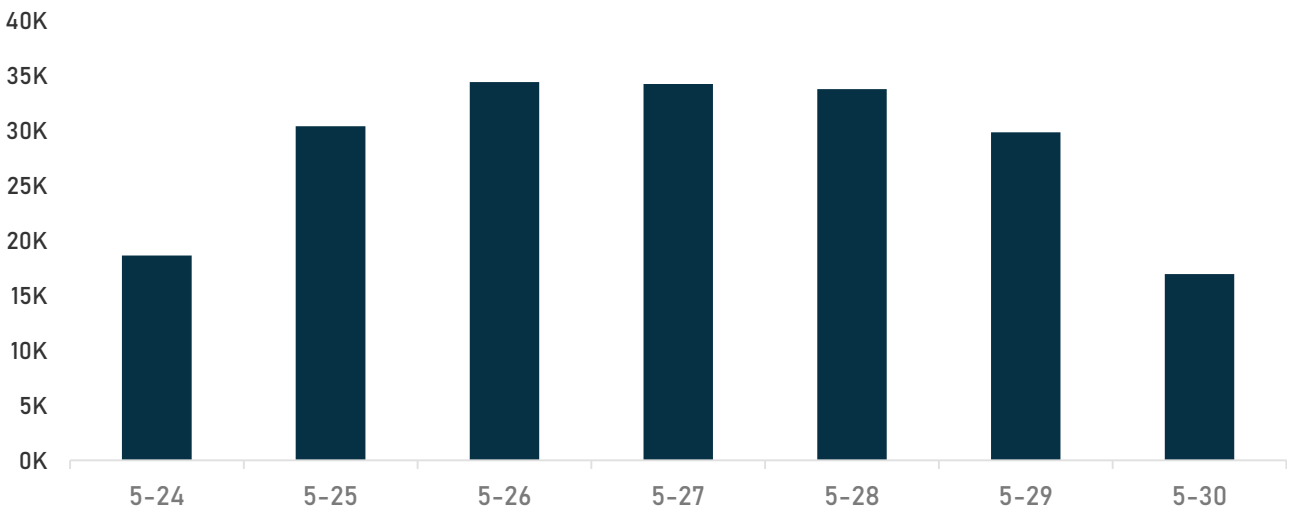
TOTAL POTENTIAL REACH  
**67,439,863,360**

SHIFT FROM LAST WEEK  
**-14%**

## CANADIAN COVERAGE VOLUME TREND



## CANADIAN WEEKLY VOLUME TREND



## ARTICLES PUBLISHED (BY PROVINCE)



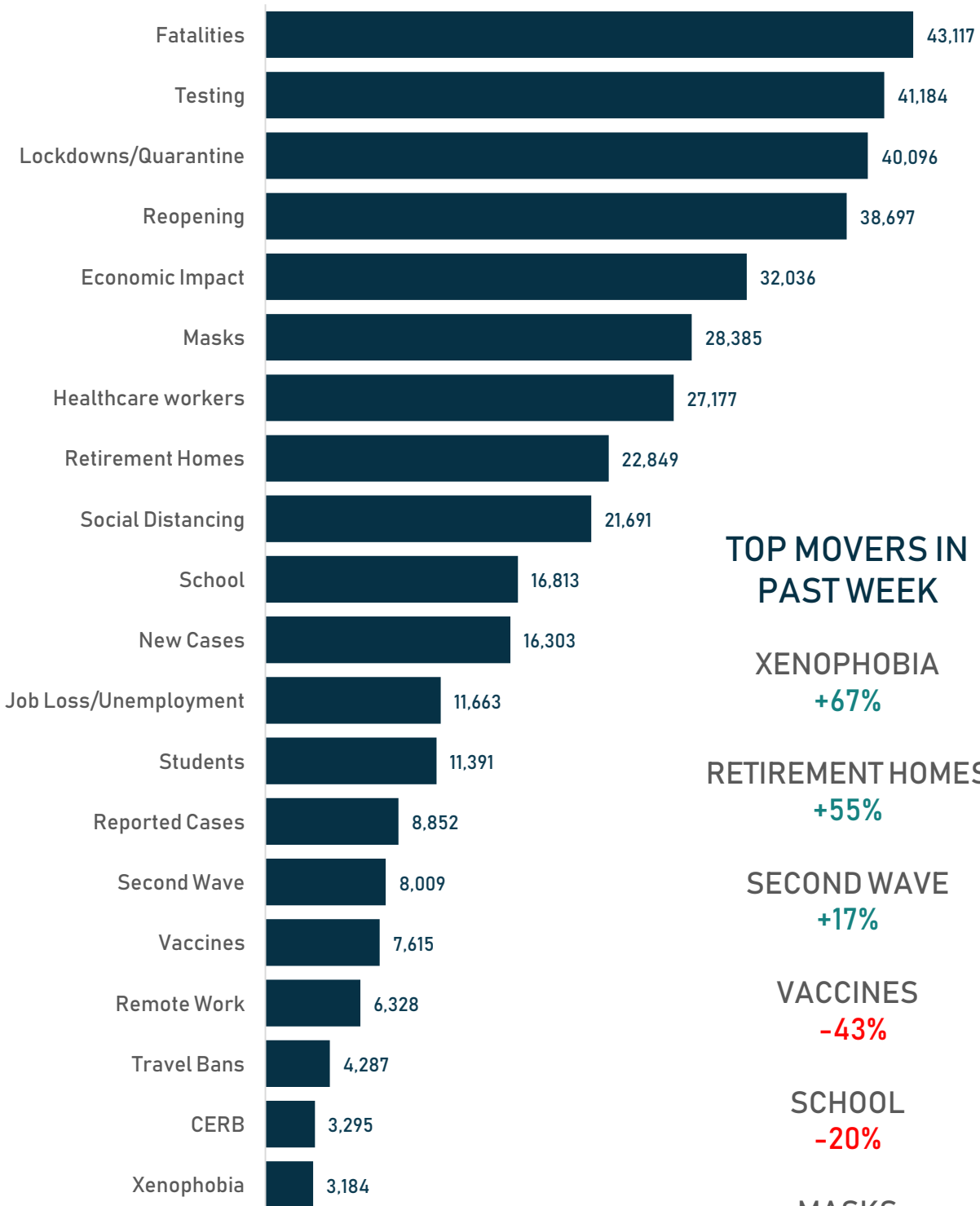
PROV.	TOTAL
QC	32,635
ON	28,683
AB	11,838
BC	8,326
NS	7,841
SK	6,228
NB	6,125
MB	5,327
NL	4,845
PE	2,081
YT	1,727
NU	961
NT	858

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## NOTEABLE ARTICLES THIS WEEK

ARTICLE	OUTLET	AUTHOR	DATE	REACH
<a href="#">N.L. tourism sector frustrated to be left out of Atlantic bubble discussion</a>	CBC News	-	28-May-20	7,437,139
<a href="#">Military teams raise concerns about conditions at Ontario care homes</a>	Global News	Mercedes Stephenson , Stewart Bell, And Andrew Russell	26-May-20	6,423,776
<a href="#">Québec commence à tester la population sans symptômes</a>	Radio-Canada	Thomas Gerbet	26-May-20	2,322,824
<a href="#">Cégeps et universités: Québec veut des étudiants sur les campus cet automne</a>	La Presse	Marie-eve Morasse	26-May-20	1,810,950
<a href="#">Rapport de l'armée: «des enjeux sérieux», mais une «énorme fierté», dit Trudeau</a>	La Presse	Mélanie Marquis	26-May-20	1,810,950
<a href="#">Trudeau says he'll seek 10 days of paid sick leave for all workers</a>	City News	Lee Berthiaume	25-May-20	521,447

## CANADIAN COVERAGE TOPICS BY VOLUME



### TOP MOVERS IN PAST WEEK

XENOPHOBIA  
+67%

RETIREMENT HOMES  
+55%

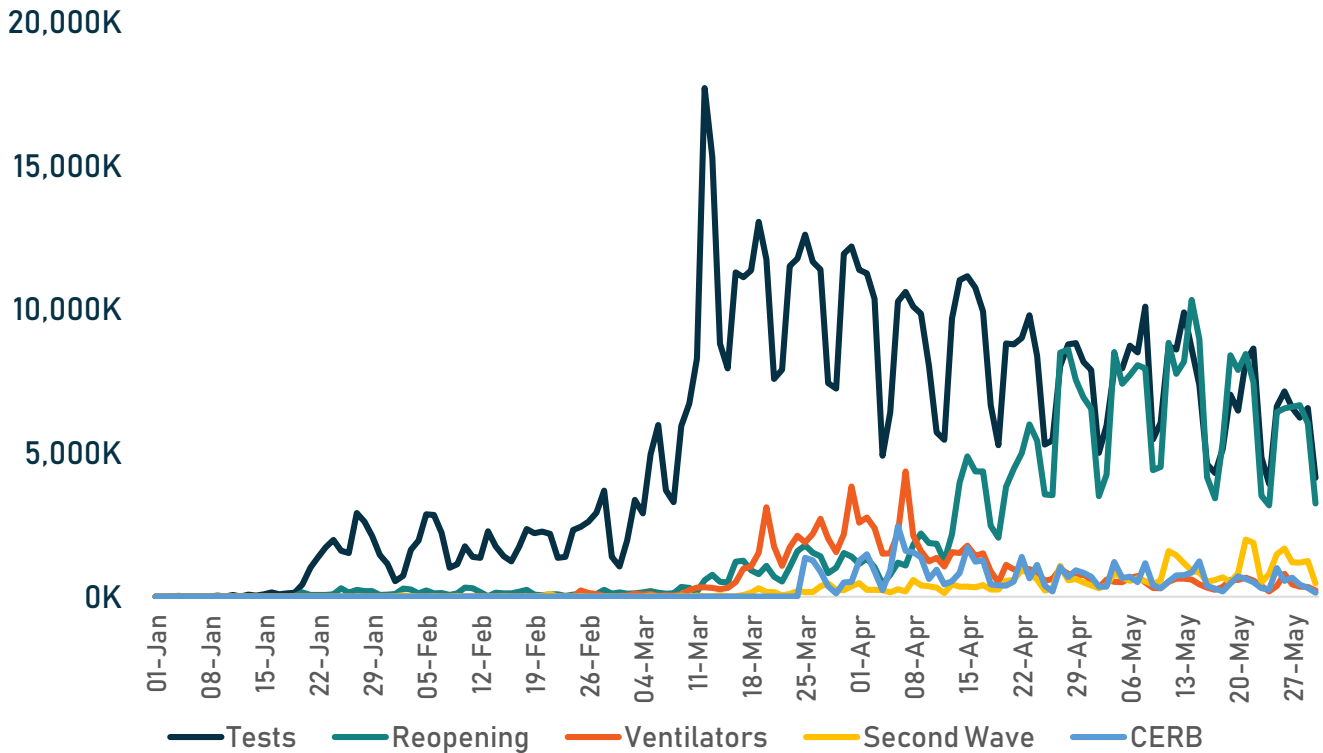
SECOND WAVE  
+17%

VACCINES  
-43%

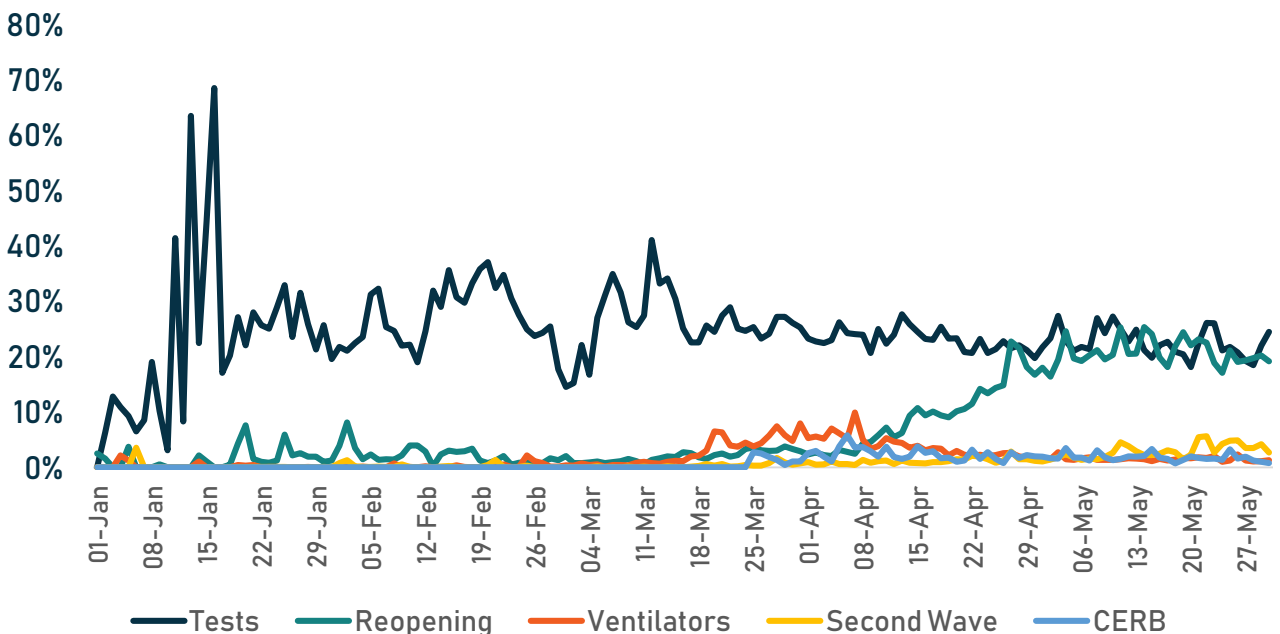
SCHOOL  
-20%

MASKS  
-15%

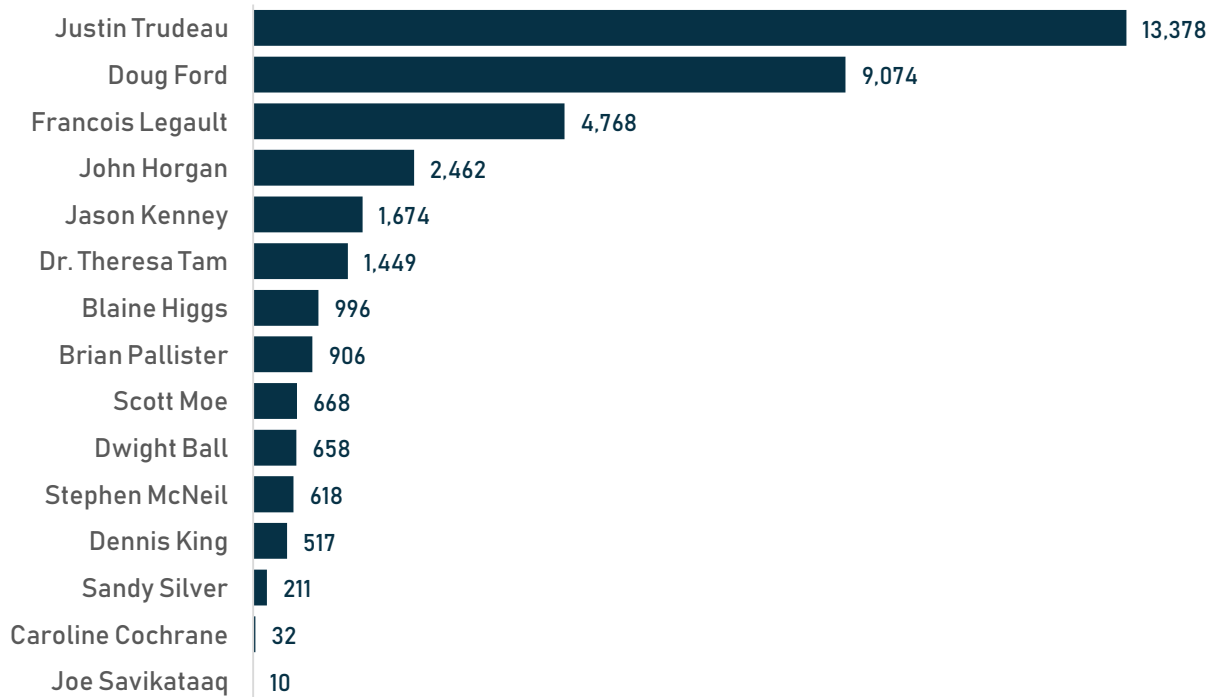
## BY TOTAL VOLUME OF WEEKLY CANADIAN COVID-19 COVERAGE



## BY PERCENTAGE OF WEEKLY CANADIAN COVID-19 COVERAGE



## TOTAL COVERAGE VOLUME (BY PUBLIC OFFICIAL)



*"The government will continue discussions with the provinces without delay on ensuring that as we enter the recovery phase of the pandemic, every worker in Canada who needs it has access to 10 days of paid sick leave a year," Trudeau said. "We'll also consider other mechanisms for the longer term to support workers with sick leave."* [Huffington Post](#)

JUSTIN TRUDEAU – PRIME MINISTER



*"The reports they provided us were heartbreaking, they were horrific, it's shocking that this can happen here in Canada. It's gut-wrenching and reading those reports was the hardest thing I've done as premier," he told reporters. "What I am feeling, what we all are feeling is little in comparison to the hardship that these residents and their families have had to endure."* [CTV News](#)

DOUG FORD – PREMIER OF ONTARIO



*"I told Justin Trudeau this morning first, regarding sick leave, that there was a very negative reaction from the corporate side," he said Wednesday.*

*"Well, obviously, there is a question there that isn't clear: Who will pay?"*

[CTV News](#)

FRANÇOIS LEGAULT – PREMIER OF QUEBEC





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