

# **COVID-19 IN CANADIAN MEDIA**

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**A WEEKLY MEDIA SUMMARY FOR  
PROFESSIONAL COMMUNICATORS**

For the week of  
MAY 3 – MAY 9, 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 3 and May 9, 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

- The federal government announced a \$252 million aid package for farmers and food processors on May 5, which Prime Minister Trudeau called “an initial investment”. The aid package was met with mixed reactions, as the agriculture and food sector said it fell short of the requested \$2.6 billion by the Canadian Federation of Agriculture.
- Justin Trudeau urged global cooperation (in the absence of the US) during a virtual fundraiser/summit on May 4. Canada joined the European Union, non-EU European states Britain and Norway, Japan and Saudi Arabia in a collective effort to raise \$11.6 billion for Coronavirus vaccine research.

### Western Canada

- Amid widespread public support and consistently decreasing case counts of Coronavirus, on May 6 British Columbia announced plans to slowly re-open the province. Among the plans to ease restrictions, the province has a five-stage plan for schools to re-open, social gatherings have been expanded to 6 people, and the BC Restaurant and Food Services Association set a June 1 target for restaurant reopenings.
- Employment data released on May 8 revealed that 250,000 Albertans (particularly young women) lost their jobs in April, bringing the unemployment rate in the province to 13.4%.
- On May 4, Alberta announced that it would be resuming the 22,000 elective procedures that were halted in Mid-March because of COVID-19, beginning with day surgeries. Also, the Alberta Energy Regulator said it would be temporarily suspending some environmental monitoring at 16 oilsands projects as a response to the calls for relief efforts from the oilsands.

### Ontario

- On May 6, Premier Ford released plans for incremental re-openings across the province, starting with nurseries and garden homes, hardware and safety supply stores, and retail stores with street-front entrances. Premier Ford rejected calls for regional phase-outs of COVID-19 restrictions, stating “We have to run the province as one unit.”
- On May 6, Ontario extended existing electricity relief rates until May 31. The rate relief, which started on March 24, charges all customers who pay time-of-use electricity rates at the lowest, off-peak price. All emergency orders were also extended until May 19.
- Ontario reported its lowest number of new single-day COVID-19 cases in over a month (396), the lowest since April 6 (309). Despite the criticism of Ontario’s delayed response in ramping testing for COVID-19, Ontario conducted 19,227 tests on May 8, up 3,000 from May 7.

### Quebec

- On May 4, Quebec began its re-opening of retail stores and easing traffic restrictions, with the exception of Montreal which is slated to start re-opening elementary schools and some retailers May 25. The province also announced on May 5 that it would be scaling back restriction measures for seniors in private residences, with Premier Legault stating “You can’t protect physical health at the detriment of mental health.”
- On May 9, Quebec’s public health institute (INSPQ) published projections that showed the current deconfinement/re-opening plan in Montreal could lead to up to 150 deaths per day by July, not including long-term care homes.

### Eastern Canada

- On May 6, Nova Scotia’s Chief Medical Officer of Health started briefing members of the Nova Scotia Business Labour Economic Coalition on the province’s five-step plan for re-opening. Each phase of the plan will follow a 28-day trial period, with the final phase being vaccination.
- On May 8, New Brunswick entered the second phase of its COVID-19 recovery plan, allowing restaurants, retail stores, and some cultural institutions (libraries, museums etc.) to open as long as visitors followed public health rules. Elective surgeries and non-emergency medical procedures also resumed.

### Territories

- On May 4, Nunavut’s first COVID-19 was declared a false positive
- Yukon announced it will open parks and campgrounds on June 4, but only to Yukon residents.

# COVERAGE OVERVIEW

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## WEEKLY CANADIAN COVERAGE BY THE NUMBERS

TOTAL FOUND COVERAGE

**241,854**

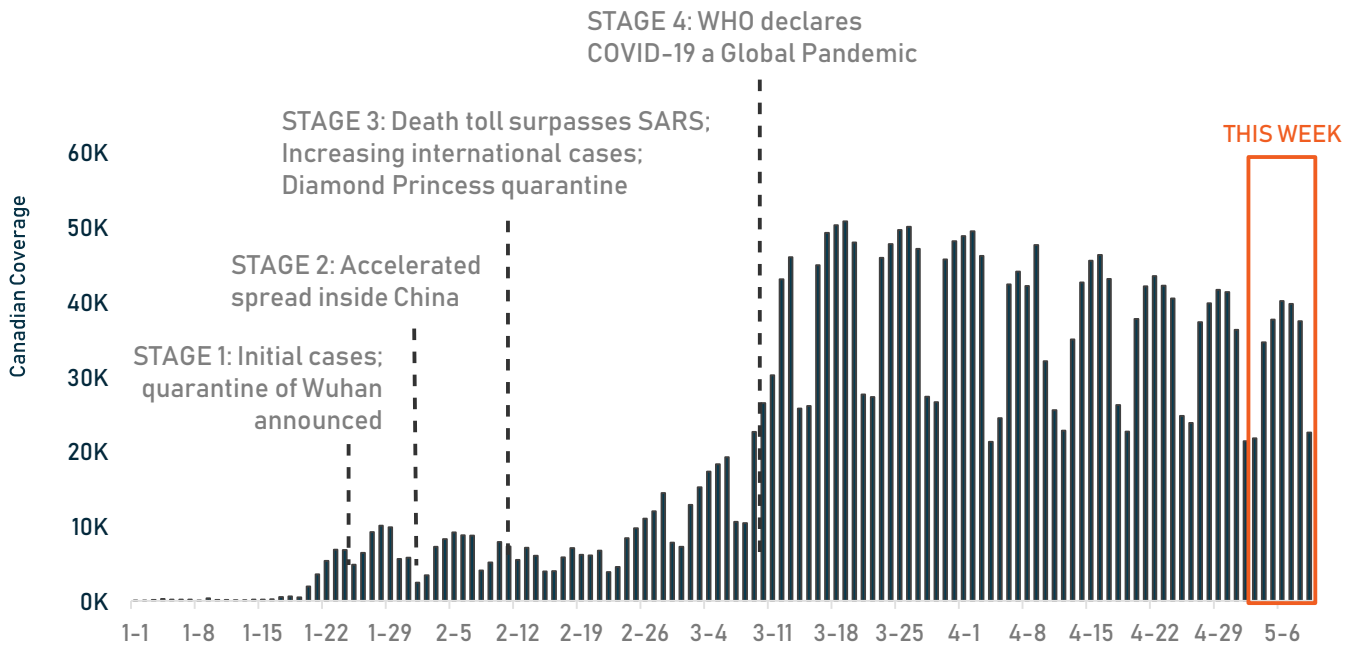
TOTAL POTENTIAL REACH

**87,166,065,875**

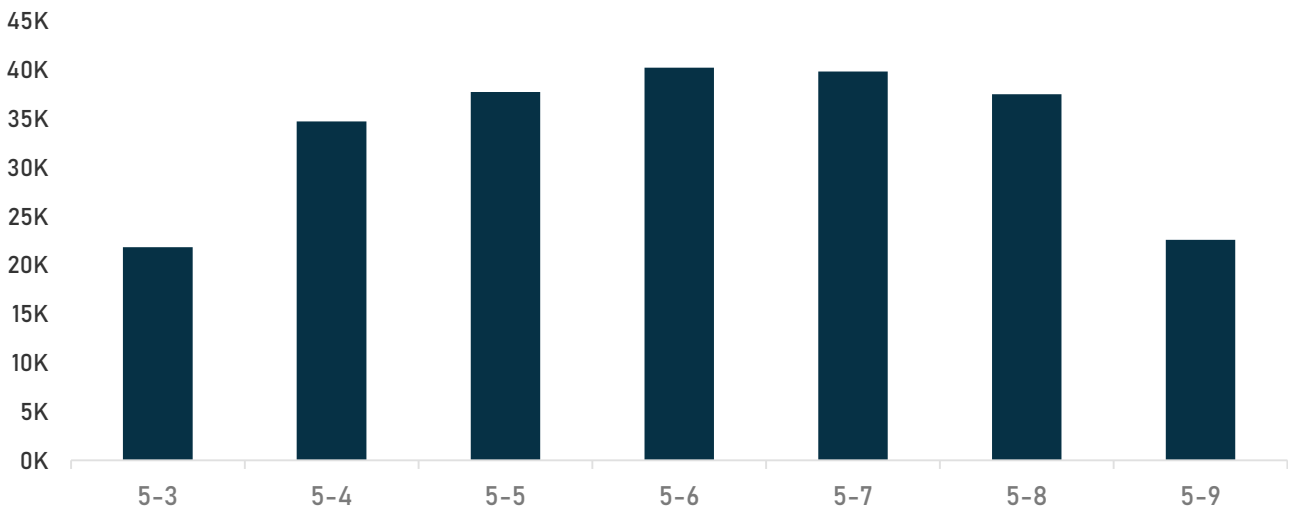
SHIFT FROM LAST WEEK

**-8%**

## CANADIAN COVERAGE VOLUME TREND



## CANADIAN WEEKLY VOLUME TREND



# SHARE OF VOICE BY PROVINCE

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## ARTICLES PUBLISHED (BY PROVINCE)



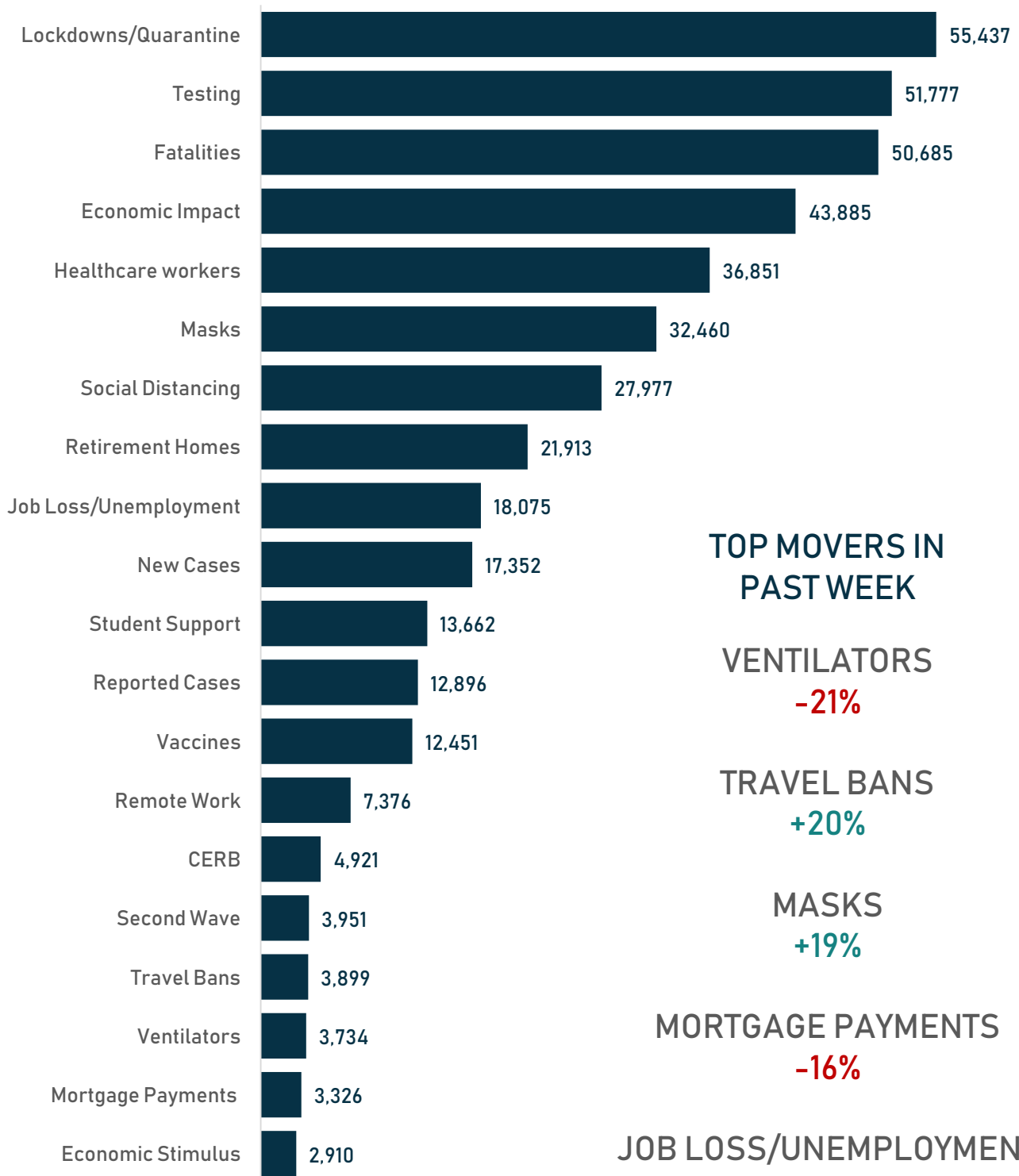
PROV.	TOTAL
QC	42,549
ON	31,281
AB	17,420
NS	10,632
BC	8,587
SK	8,420
NB	6,654
NL	5,909
PEI	2,397
NU	1,324
YT	1,164
NT	907
MB	799

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## NOTEABLE ARTICLES THIS WEEK

ARTICLE	OUTLET	AUTHOR	DATE	REACH
<a href="#">Provinces begin lifting restrictions as global COVID-19 cases top 3.5 million</a>	CBC News	-	4-May-20	8,758,419
<a href="#">'A global challenge': PM Trudeau commits \$850 million to global fight against COVID-19</a>	CTV News	Rachel Aiello	4-May-20	5,490,046
<a href="#">Canada's beef and pork producers forced to consider culls as COVID-19 limits meat processors</a>	The Globe and Mail	Bill Graveland	8-May-20	3,274,160
<a href="#">Une aide fédérale de 252 millions pour les agriculteurs canadiens</a>	Radio-Canada	-	5-May-20	2,634,110
<a href="#">Legault ouvre la porte au déconfinement des personnes âgées</a>	Radio-Canada	Jérôme Labbé	5-May-20	2,634,110
<a href="#">Justin Trudeau « très inquiet » pour Montréal</a>	Le Journal de Montréal	Dominique Scali	9-May-20	1,446,777

## CANADIAN COVERAGE TOPICS BY VOLUME



TOP MOVERS IN  
PAST WEEK

VENTILATORS  
-21%

TRAVEL BANS  
+20%

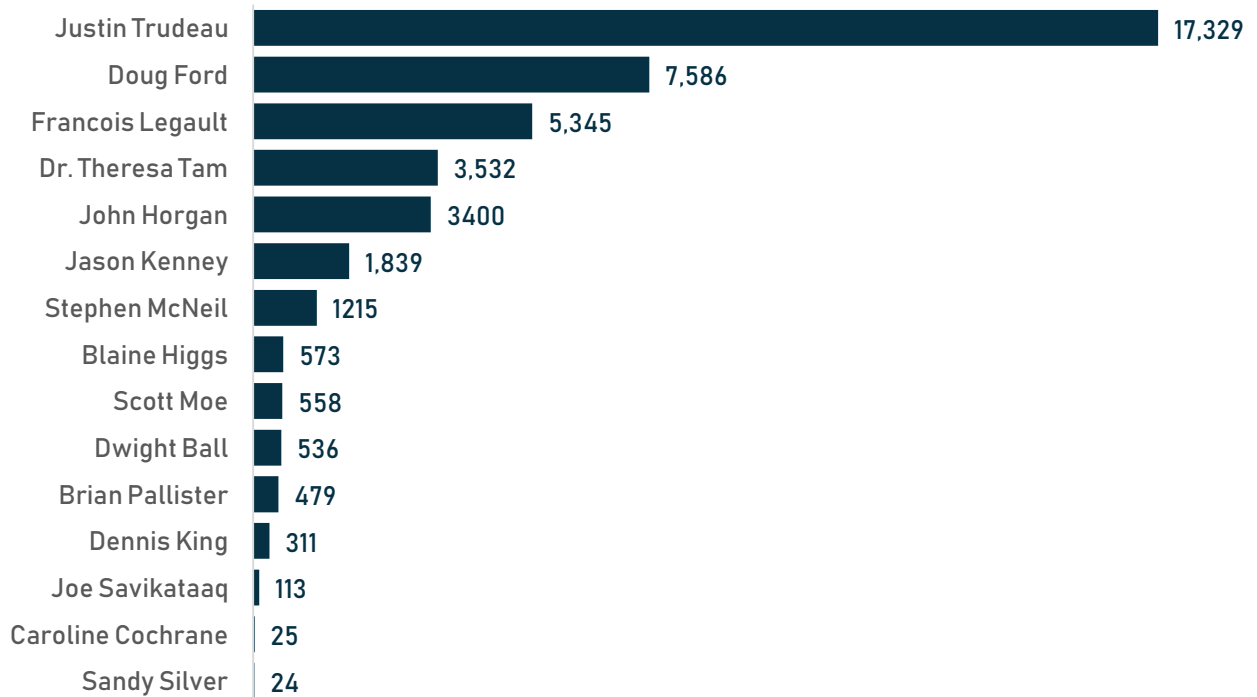
MASKS  
+19%

MORTGAGE PAYMENTS  
-16%

JOB LOSS/UNEMPLOYMENT  
+15%



## TOTAL COVERAGE VOLUME (BY PUBLIC OFFICIAL)



*"In the fight against COVID-19, our first focus will always be here at home, but this is a global challenge. To keep Canadians safe and restart our economy, we need to defeat this virus not just within our borders, but wherever it is found. That's how we'll beat COVID-19 for good," Trudeau said. [CTV News](#)*

JUSTIN TRUDEAU – PRIME MINISTER



*"Although we are making progress in our fight against this COVID-19 outbreak, we are not out of the woods yet. The extension of this electricity rate relief will leave more money in people's pockets until businesses can start to reopen and people can get back to work." [Global News](#)*

DOUG FORD – PREMIER OF ONTARIO



*Quebec Premier François showed little patience on Monday when asked about the Quebec English School Boards Association (QESBA)'s push to delay the reopening of its schools amid the COVID-19 crisis. "They cannot decide that," Legault said at his daily press briefing. The premier firmly said the province's English school boards will open their schools as told. He added that the choice is not up to them, but up to public health. [Global News](#)*

FRANÇOIS LEGAULT – PREMIER OF QUEBEC



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