

COVID-19 IN CANADIAN MEDIA

**A WEEKLY MEDIA SUMMARY FOR
PROFESSIONAL COMMUNICATORS**

For the week of
MAY 31 – JUNE 6, 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 31 and June 6, 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 June 5, Prime Minister Trudeau offered provinces and territories up to \$14 billion if they coordinate their reopening efforts with the federal government. The funding would help cover 10 paid sick days for workers, PPE for frontline workers, child care, and municipal services.
- Canada's Chief Public Health Officer, Dr. Theresa Tam, warned of an "explosive growth" in new cases if provincial reopening efforts do not exercise sufficient caution.
- On June 5, the federal government announced that it would be sending a one-time, tax-free payment of up to \$600 to Canadians with disabilities. The payment size is dependent on recipients having a valid Disability Tax Credit certificate, eligibility for Old Age Security (OAS), and eligibility for the Guaranteed Income Supplement (GIS).

Western Canada

- On June 1, British Columbia schools reopened on a part-time, voluntary basis. Provincial Health Officer, Dr. Bonnie Henry, said the province is taking the necessary precautions to keep students and teachers safe.
- Manitoba Premier, Brian Pallister, announced that the province would be providing an additional, one-time \$1,000 (labelled as 'Hero Pay') to frontline workers. The incentive will be given to frontline workers as long as they meet certain conditions (earn \$2,500 or less per month, \$6,250 or less over the past 2.5 months, etc.).

Ontario

- Due to a lack of communication between William Osler Health System hospitals and Mount Sinai Hospital's laboratory, roughly 700 confirmed COVID-19 cases in Toronto that were not flagged to public health officials.
- On June 4, Liberal MP and former Minister of Health and Minister of Indigenous Services, Jane Philpott, was appointed as Ontario's special adviser to its new Ontario Health Data Platform. Among other things, the platform is intended to help researchers and healthcare professionals detect, plan, and respond to COVID-19 issues.
- Ontario Premier, Doug Ford, stated on June 5 that the province would be exploring the possibility of moving into Stage 2 of reopening within a few weeks. The loosened restrictions would include more business reopenings and larger social gathering groups, among other changes.

Quebec

- Quebec Premier, Francois Legault stated the province has received 69,000+ applications from people looking to work in long-term care institutions. Immigration advocates characterized Legault's hiring practices as discriminatory, as the 10,000 orderly positions the province is looking to fill requires applicants to be Canadian citizens and residents of Quebec.
- Quebec announced \$250M in cultural funding, in an effort to encourage artists and creatives to start creating content again. Film and TV production are slated to resume June 8.

Eastern Canada

- On June 5, Nova Scotia opened bars, restaurants, private campgrounds, and some healthcare providers opened with some restrictions. June 5 also marked the fifth consecutive day with no new cases for the province.
- Newfoundland and Labrador announced that starting June 8, groups of up to 20 would be permitted as long as they followed social distancing rules.

Territories

- Discussions regarding a 'Northern Bubble' among Canada's northern territories have been dropped due to Yukon opening it's border with British Columbia.

WEEKLY CANADIAN COVERAGE BY THE NUMBERS

TOTAL FOUND COVERAGE

165,483

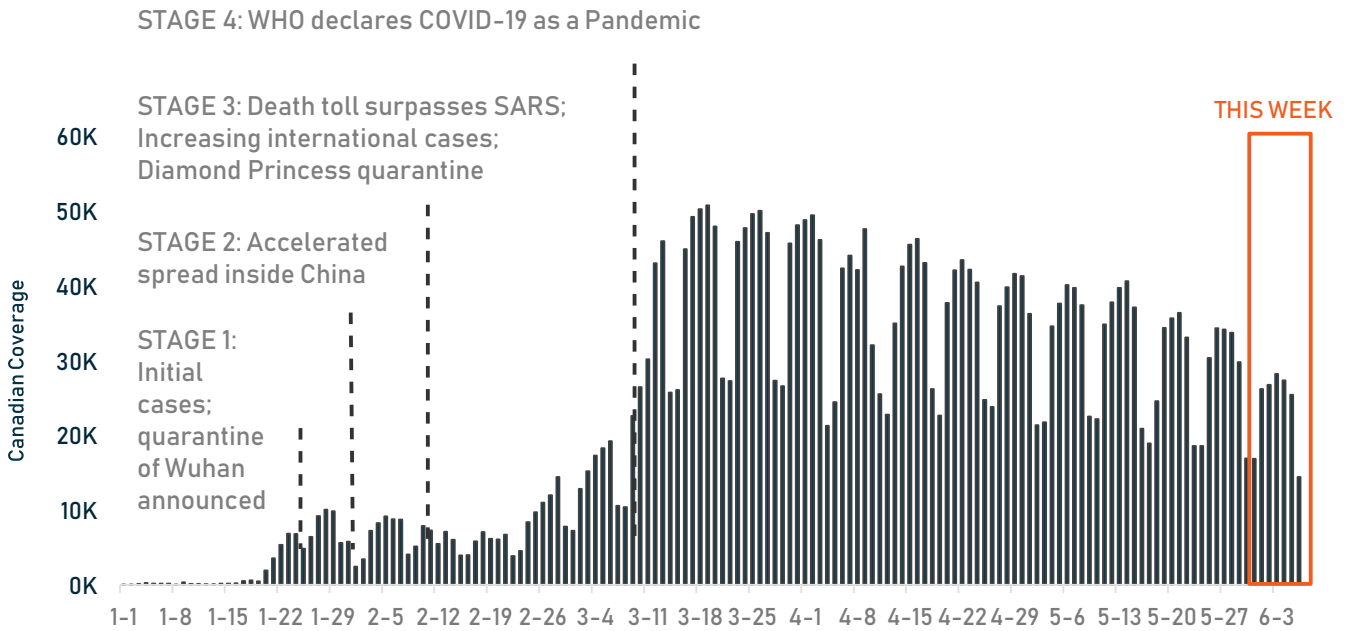
TOTAL POTENTIAL REACH

56,512,845,138

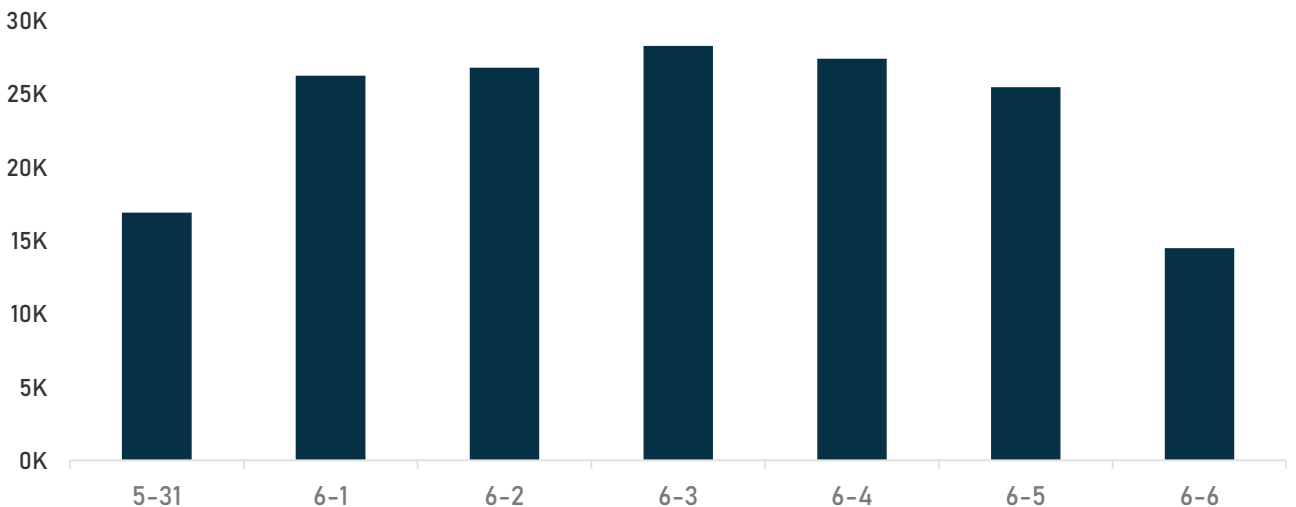
SHIFT FROM LAST WEEK

-16%

CANADIAN COVERAGE VOLUME TREND



CANADIAN WEEKLY VOLUME TREND



ARTICLES PUBLISHED (BY PROVINCE)



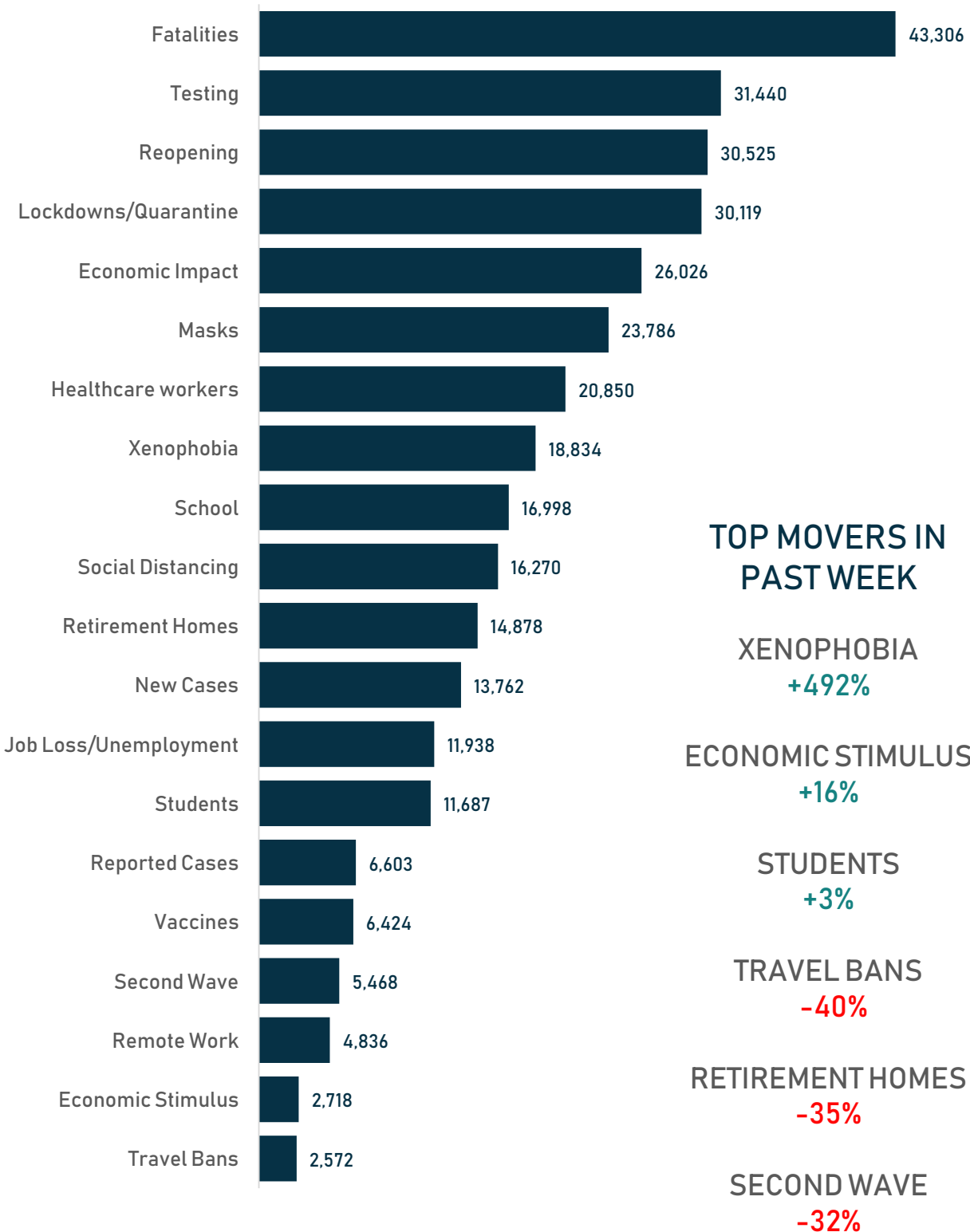
PROV.	TOTAL
QC	26,405
ON	21,532
AB	9,057
NS	6,642
BC	6,515
NB	6,312
SK	4,612
MB	4,492
NL	4,446
PE	2,165
NU	1,476
YT	1,130
NT	904

Powered by Bing
© GeoNames, MSFT, Microsoft, Navteq

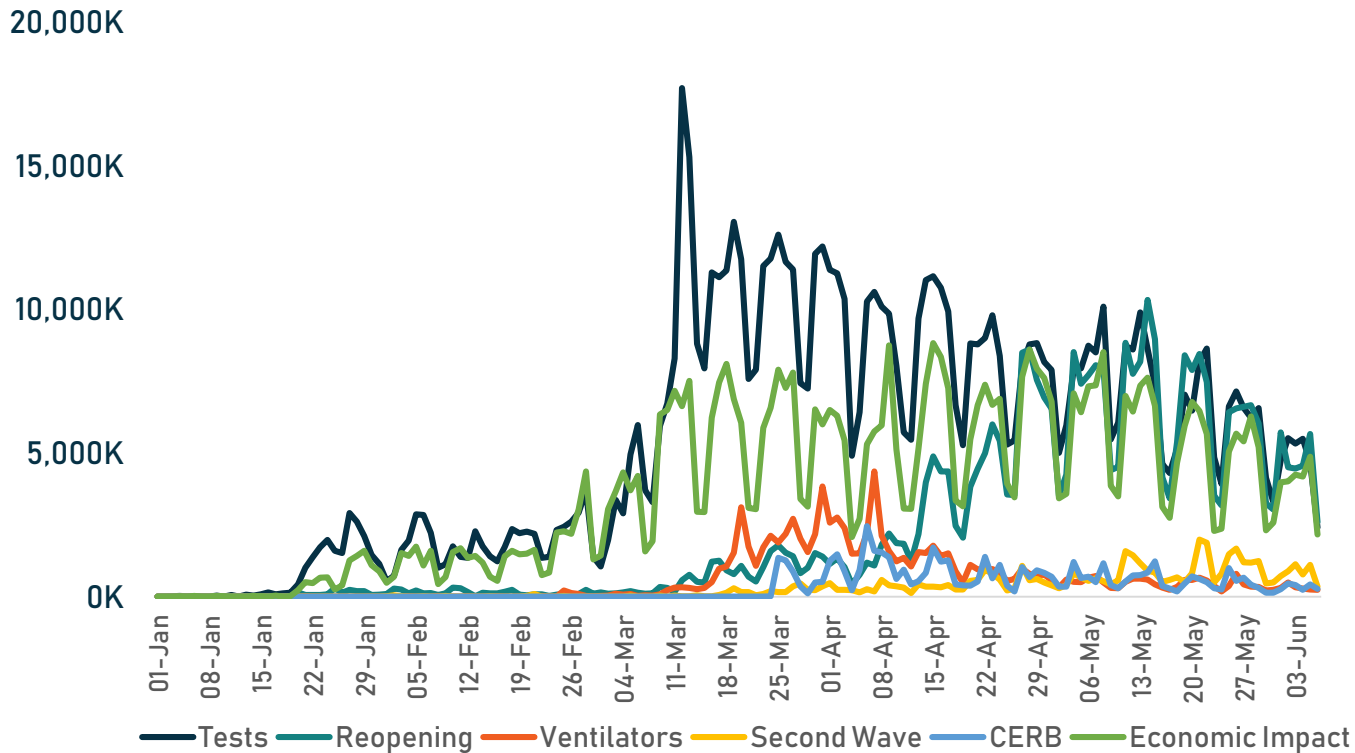
NOTEABLE ARTICLES THIS WEEK

ARTICLE	OUTLET	AUTHOR	DATE	REACH
Hospitals failed to flag 700 positive COVID-19 tests to Ontario's public health units	CBC News	Mike Crawley	5-Jun-20	7,437,139
Federal government to provide \$14B to provinces, territories to 'safely' restart economies	CBC News	Kathleen Harris	1-Jun-20	7,437,139
Près de 1000 personnes rétablies en Nouvelle-Écosse	Radio-Canada		6-Jun-20	2,322,824
COVID-19: Québec allongera 11M\$ pour aider les camps de jour	Journal de Montreal	Geneviève Lajoie	2-Jun-20	1,446,777
Trudeau à un sommet mondial sur la vaccination avec l'espoir de doses à l'automne	Le Soleil	Mike Blanchfield	3-Jun-20	689,082
Montreal suburb of Cote St-Luc becomes first municipality in Canada to make masks mandatory	Montreal CTV News	Giuseppe Valiante	2-Jun-20	658,546

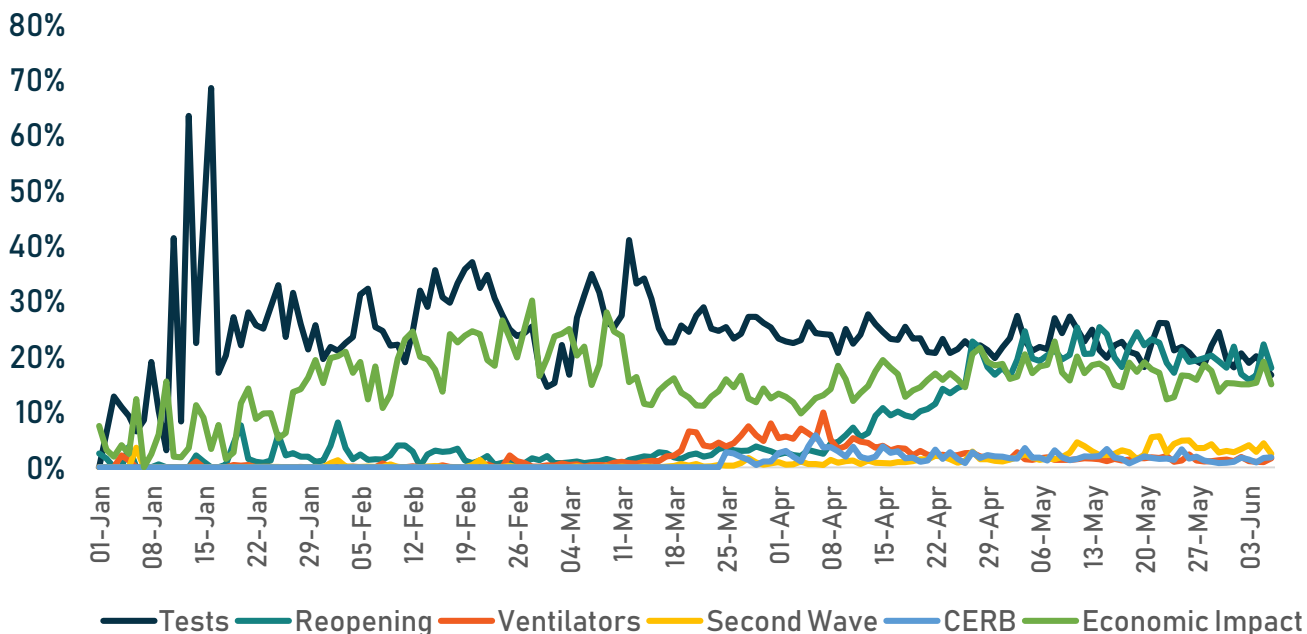
CANADIAN COVERAGE TOPICS BY VOLUME



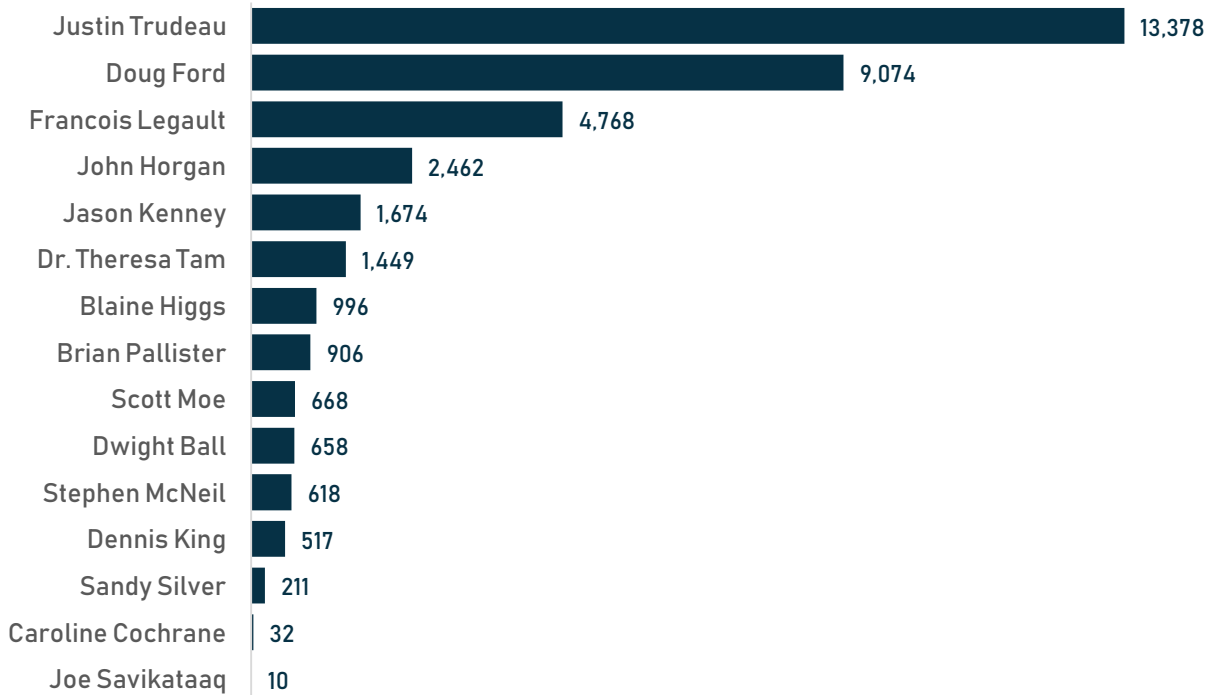
BY TOTAL VOLUME OF WEEKLY CANADIAN COVID-19 COVERAGE



BY PERCENTAGE OF WEEKLY CANADIAN COVID-19 COVERAGE



TOTAL COVERAGE VOLUME (BY PUBLIC OFFICIAL)



"These models all tell us that if we relax too much, or too soon, the epidemic will most likely rebound with explosive growth as a distinct possibility," Tam said on Thursday, imploring all public health offices and levels of government to keep a close eye on what's happening over the coming weeks to avoid being in another wave of infections in the fall. [CTV News](#)

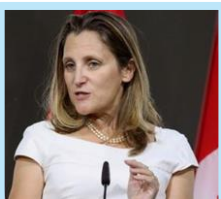
DR. THERESA TAM – CHIEF PUBLIC HEALTH OFFICER



On Saturday, Provincial Health Officer Dr. Bonnie Henry told reporters she does expect some outbreaks as a result of a return to classrooms, but says the province is equipped to handle them. "It is possible, and I would not be surprised, if we did have one or two cases perhaps, arise in our schools in the coming weeks," she said, adding Monday and Tuesday will be "a little bit fun" for kids, but also "anxiety-provoking for all of us."

[CityNews1130](#)

DR. BONNIE HENRY – PROVINCIAL HEALTH OFFICER, BRITISH COLUMBIA



"We really are approaching this by saying to the provinces and territories, 'We understand that a safe restart is essential and that it is expensive,'" she said. "We said from the beginning of this crisis — we are not going to quibble about federal-provincial responsibilities. We are going to be there to support Canadians across the country and that is what we're doing here."

CHRYSTIA FREELAND – DEPUTY PRIME MINISTER OF CANADA



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