

# **COVID-19 IN CANADIAN MEDIA**

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**A WEEKLY MEDIA SUMMARY FOR  
PROFESSIONAL COMMUNICATORS**

For the week of  
JUNE 14 – JUNE 20, 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 June 14 and June 20, 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 16, the federal government announced that the Canada Emergency Response Benefit (CERB) would be extended for eight weeks, and would continue to pay up to \$500 per week to those who qualify.
- Prime Minister Trudeau announced that the federal government has started testing a contract-tracing app, with eventual plans for nationwide use. Currently, the free app is planned for launch in early July. Trudeau stressed that the app is “completely voluntary”, but also that the app is most effective when used by as many people as possible.

### Western Canada

- British Columbia Premier, John Horgan, announced that BC is interested in collecting race and ethnicity-based data in relation to COVID-19. Horgan has asked Kasari Govender, BC Human Rights Commissioner, and Michael McEvoy, BC Information and Privacy Commissioner for a plan by September 20 on how to collect data while still respecting privacy concerns.
- Alberta Chief Medical Officer, Dr. Deena Hinshaw, said officials are reviewing emergency evidence on the use of masks in light of growing concerns that physical distancing rules are not being adequately adhered to, especially among younger people as 60% of the province’s new cases are from people under 40. Similarly, a group of Calgary-based physicians have called on Alberta to adopt mandatory mask-wearing rules for certain situations where physical distancing is not possible.

### Ontario

- Ontario Premier Doug Ford, announced on June 18 that the province will be piloting the federal contract-tracing app. Ford stated that usage of the app is voluntary, and that its widespread adoption will help prepare the province for a potential second wave in the fall.
- Ontario Education Minister, Stephen Lecce, announced that a hybrid part-time in class/remote learning approach will be used for the upcoming fall school year, with class sizes of up to 15 students. Parents are also able to opt-out of in-class learning altogether if they have safety concerns.

### Quebec

- Quebec Education Minister Jean-François Roberge, said the province’s plans to reopen schools for the upcoming 2020-21 school year has been approved by public health officials. Students up to Grade 9 will be back to schools, and must adhere to various social distancing protocols, while students in Grade 10 and 11 have the option to split their days evenly between attending school and remote learning. Further, Roberge has said that class attendance will be mandatory, rather than optional, as was the case in the spring.
- On June 15, training began for thousands of people learning to become orderlies in CHSLDs (long-term care centres) in Quebec.

### Eastern Canada

- New Brunswick Premier, Blaine Higgs, said he wants to have an ‘Atlantic Bubble’ in place by early July and eventually expand the bubble in late July. Newfoundland and Labrador Premier Dwight Ball was much more supportive of the ‘Atlantic Bubble’ than in previous weeks, but did not agree to the early July start date.
- On June 18, Nova Scotia announced that Nova Scotians are permitted to gather in groups of 10 without physical distancing and in groups of 50 with physical distancing. This change removes household bubbles, and replaces them with gathering limits.

### Territories

- Yellowknife consumer prices have dropped for the first time in 10 years, largely due to decreased fuel prices.

## WEEKLY CANADIAN COVERAGE BY THE NUMBERS

TOTAL FOUND COVERAGE

**156,268**

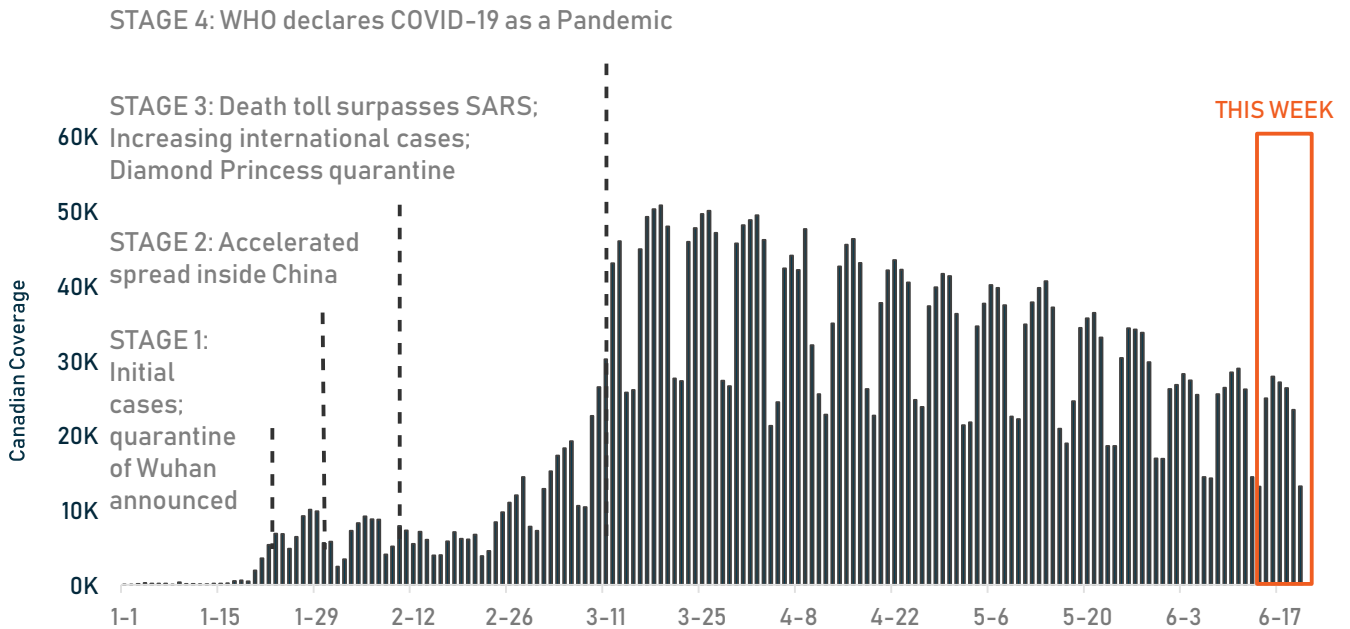
TOTAL POTENTIAL REACH

**53,117,941,739**

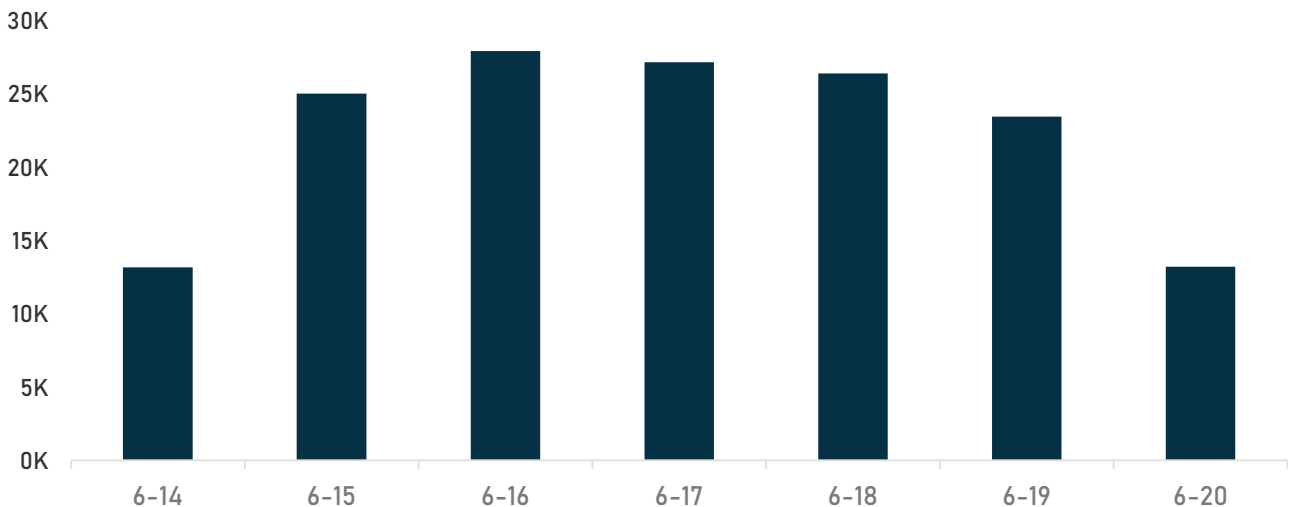
SHIFT FROM LAST WEEK

**-4%**

## CANADIAN COVERAGE VOLUME TREND



## CANADIAN WEEKLY VOLUME TREND



## ARTICLES PUBLISHED (BY PROVINCE)



PROV.	TOTAL
QC	25,644
ON	18,732
AB	9,360
BC	5,892
NS	5,040
NB	4,611
SK	4,535
MB	3,510
NL	3,434
PE	1,495
YT	906
NU	696
NT	669

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## NOTEABLE ARTICLES THIS WEEK

ARTICLE	OUTLET	AUTHOR	DATE	REACH
<a href="#">PM says a national contact tracing app is coming next month, how will it work?</a>	CTV News	Rachel Aiello	18-Jun-20	5,490,046
<a href="#">Ontario will use contact tracing app to prepare for possible second wave of COVID-19</a>	CTV News	Katherine DeClerq	18-Jun-20	5,490,046
<a href="#">B.C. Premier John Horgan says he wants to collect race-based data</a>	The Globe and Mail	Ian Bailey	19-Jun-20	3,274,160
<a href="#">Un « déficit historique » de 14,9 milliards de dollars à Québec</a>	Radio-Canada	Mathieu Dion Anne Marie Lecomte	19-Jun-20	1,976,502
<a href="#">CHSLD: la coroner en chef ordonne une enquête publique</a>	La Presse	Hugo Pilon-Larose	17-Jun-20	1,810,950
<a href="#">Ottawa prolonge l'accès à la PCU pour huit semaines</a>	La Presse	Émilie Bergeron	16-Jun-20	1,341,298

## CANADIAN COVERAGE TOPICS BY VOLUME



### TOP MOVERS IN PAST WEEK

SECOND WAVE  
**+18%**

TRAVEL BANS  
**+12%**

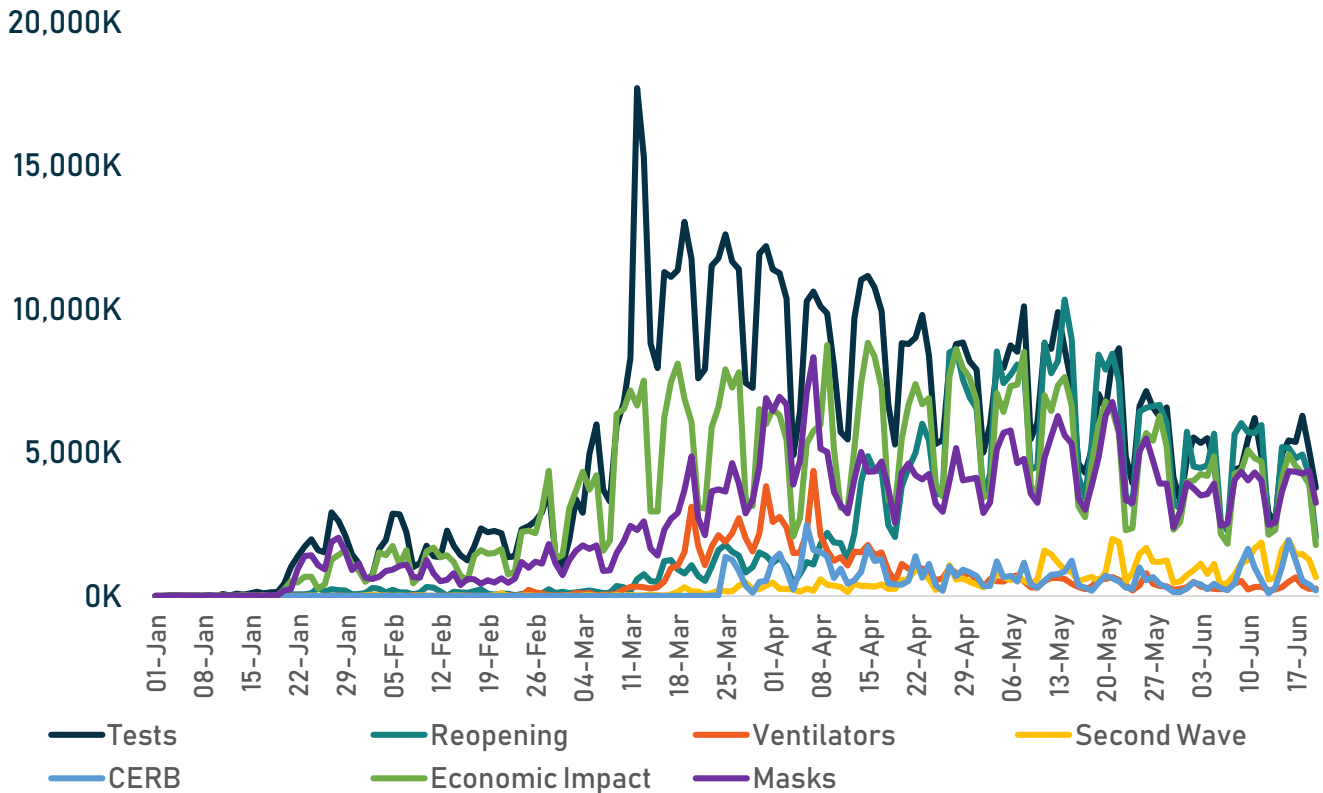
CERB  
**+11%**

XENOPHOBIA  
**-32%**

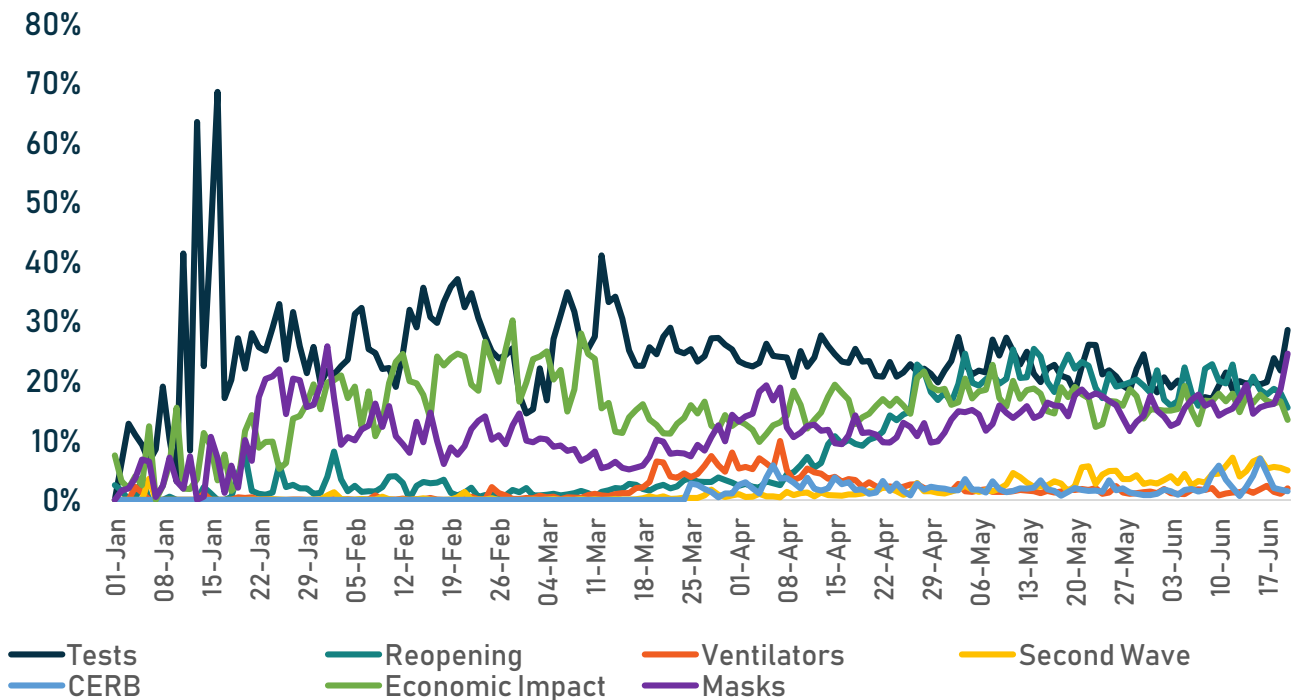
FATALITIES  
**-20%**

SOCIAL DISTANCING  
**-19%**

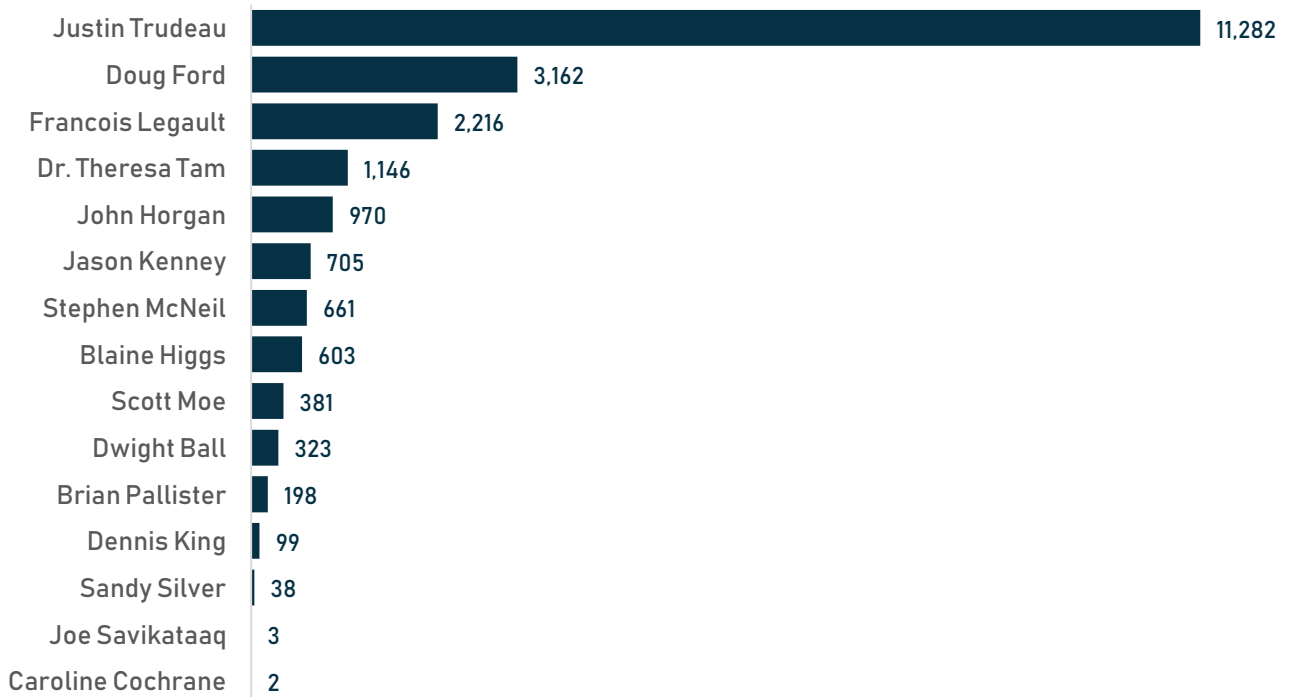
## BY TOTAL VOLUME OF WEEKLY CANADIAN COVID-19 COVERAGE



## BY PERCENTAGE OF WEEKLY CANADIAN COVID-19 COVERAGE



## TOTAL COVERAGE VOLUME (BY PUBLIC OFFICIAL)



*"I want to stress that this [contact tracing app] will be completely voluntary. It will be up to individual Canadians to decide whether to download the app or not. But the app will be most effective when as many people as possible have it," Trudeau said. [CTV News](#)*

JUSTIN TRUDEAU – PRIME MINISTER



*"I highly, highly recommend if you go outside and if you are in large groups or in a shopping centre wear a mask. I think it is critical that you do that. But to police 14.5 million people would be very difficult," he said. "We just don't have the manpower for bylaw and police officers to be chasing people without masks." [CP24](#)*

DOUG FORD – PREMIER OF ONTARIO



*...Quebec Premier François Legault reminded Quebecers that the province managed to control its community deaths during the pandemic. He called the province's community death count – more than 500 so far – a "victory" when compared with the crushing toll of COVID-19 on seniors residences: more than 4,500 deaths. "Why did we have so few deaths in the community? It's because Quebecers followed instructions and saved thousands – if not tens of thousands – of lives," Mr. Legault said Monday. [Globe and Mail](#)*

FRANÇOIS LEGAULT – PREMIER OF QUEBEC





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