

COVID-19 IN CANADIAN MEDIA

**A WEEKLY MEDIA SUMMARY FOR
PROFESSIONAL COMMUNICATORS**

For the week of
JUNE 21 – JUNE 27, 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 21 and June 27, 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

- In light of recent Coronavirus outbreaks among migrant worker populations in Canada, Health Minister Patty Hajdu described the treatment of migrant workers on farms as a “national disgrace.” Hajdu said she will be working with other federal ministers to reform the temporary foreign worker program.
- Provincial labour authority data shows a spike in people refusing to return to work due to unsafe working conditions caused by COVID-19, caused in large part by provincial reopenings across the country. In Ontario, 277 of 278 claims were denied by the Ministry of Labour, followed by 27 refusals in Newfoundland and 24 in Quebec.
- The federal government outsourced the administration of a \$912 million student volunteer grant program to ‘WE’, a charitable organization with close ties to Sophie Gregoire-Trudeau and Prime Minister Trudeau. This decision was met with significant opposition, with NDP ethics critic, Charlie Angus, saying “It stinks of cronyism,”

Western Canada

- Despite hospitalizations of Coronavirus cases at their highest point since June 7, British Columbia has started Phase 3 of its reopening, encouraging residents to travel within the province but still maintain social distancing, household bubbles, proper handwashing practices and other public health safety procedures.
- University of Alberta researcher, Dr. John Lewis, and his company, Entos Pharmaceuticals, have developed a promising vaccine which has begun human testing.

Ontario

- Ontario released new public health guidelines which allows workers (particularly migrant workers on farms) who test positive for Coronavirus to continue work as long as they are asymptomatic and remain distant from other workers who have tested negative. Critics of the new guidelines have characterized the easing of isolation rules as favouring the well-being of the farmers over their workforce, while others in support of the new guidelines say this will incentive more testing.
- Ontario’s Chief Medical Officer, Dr. David Williams, stated that there are an increasing number of reports of younger people who recovered from asymptomatic or mild cases of Coronavirus developing prolonged “effects and issues”.

Quebec

- The Red Cross, funded by \$100 million from the federal government, will be sending workers to Quebec long-term care homes, with the goal of having 900 workers trained and ready to provide support to homes hit by Coronavirus outbreaks by the end of July. Workers will be sent in gradually, starting July 6, with the eventual goal of replacing Canadian Armed Forces members who are beginning to withdraw from care homes.
- Quebec announced it would be publishing COVID-19 numbers on a weekly, rather than daily, basis. Dr. Horacio Arruda, head of public health in Quebec, said the change would allow the province to provide “more stable numbers.” The move was quickly reversed due to backlash from Quebecers.

Eastern Canada

- The four Atlantic provinces (Nova Scotia, New Brunswick, PEI, Newfoundland and Labrador) have agreed to maintain open borders with each other, starting July 3rd. Atlantic provincial travelers will be required to show proof of residency but are not required to self-isolate, while other Canadians must self isolate for 14 days before traveling to NS, NB, and PEI (NL does not have this restriction).

Territories

- Yukon will reopen travel to British Columbia, Northwest Territories, and Nunavut residents starting on Canada Day. BC residents must prove they are residents, but are not required to self-isolate for 14 days.

COVERAGE OVERVIEW

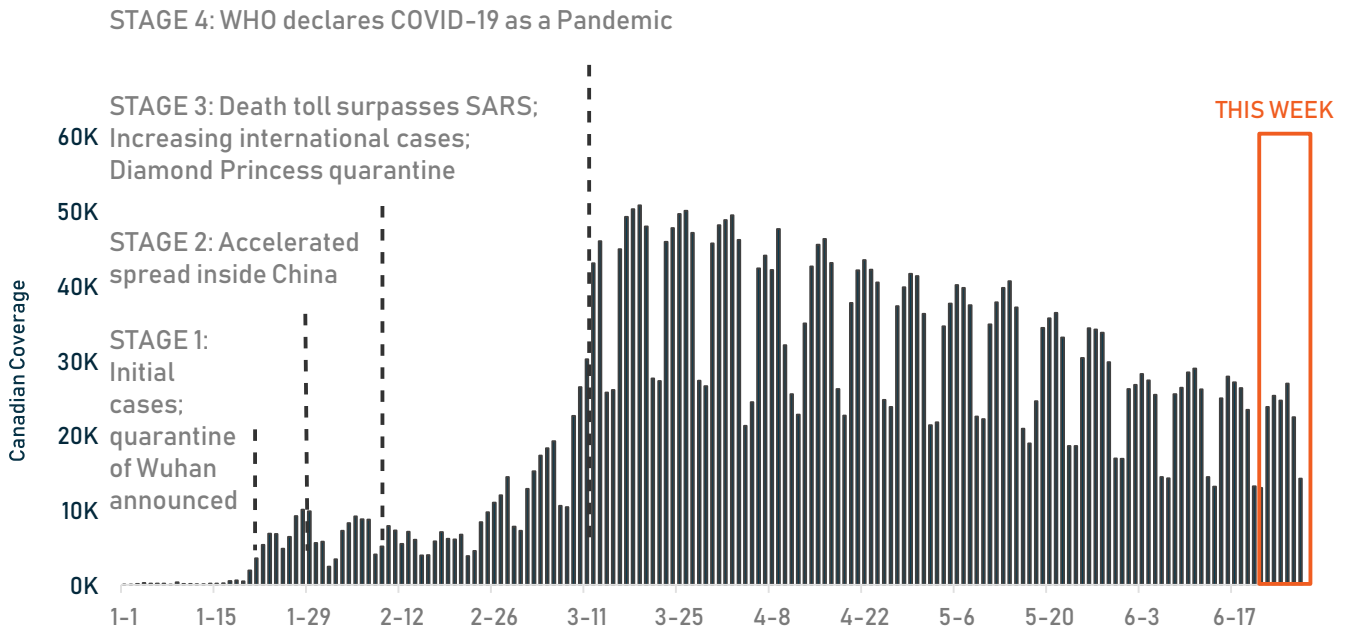
WEEKLY CANADIAN COVERAGE BY THE NUMBERS

TOTAL FOUND COVERAGE
150,563

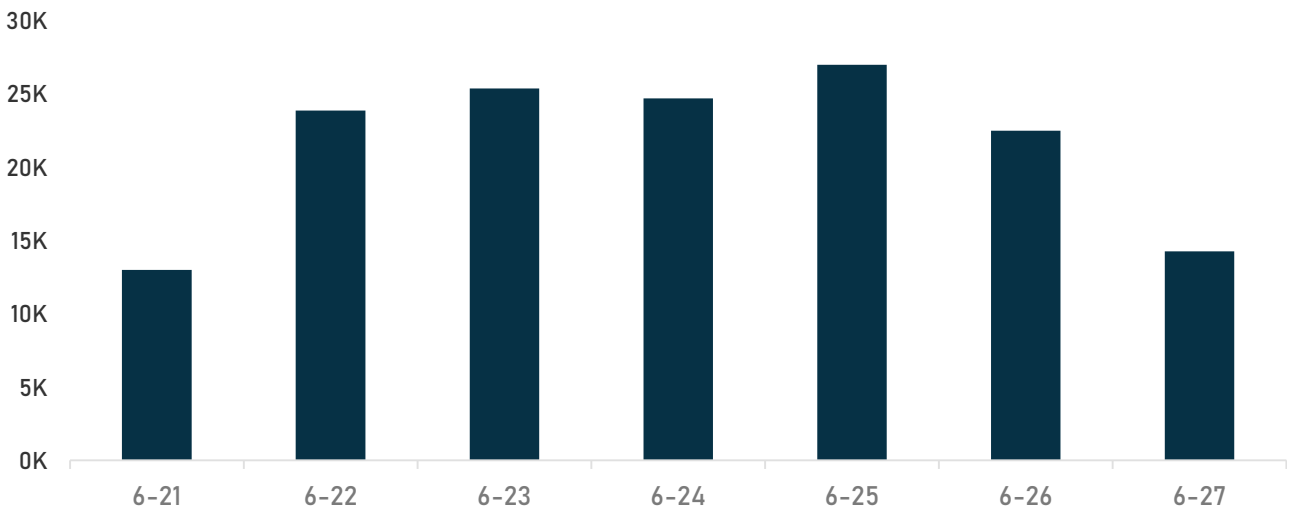
TOTAL POTENTIAL REACH
53,981,781,082

SHIFT FROM LAST WEEK
+2%

CANADIAN COVERAGE VOLUME TREND



CANADIAN WEEKLY VOLUME TREND



ARTICLES PUBLISHED (BY PROVINCE)



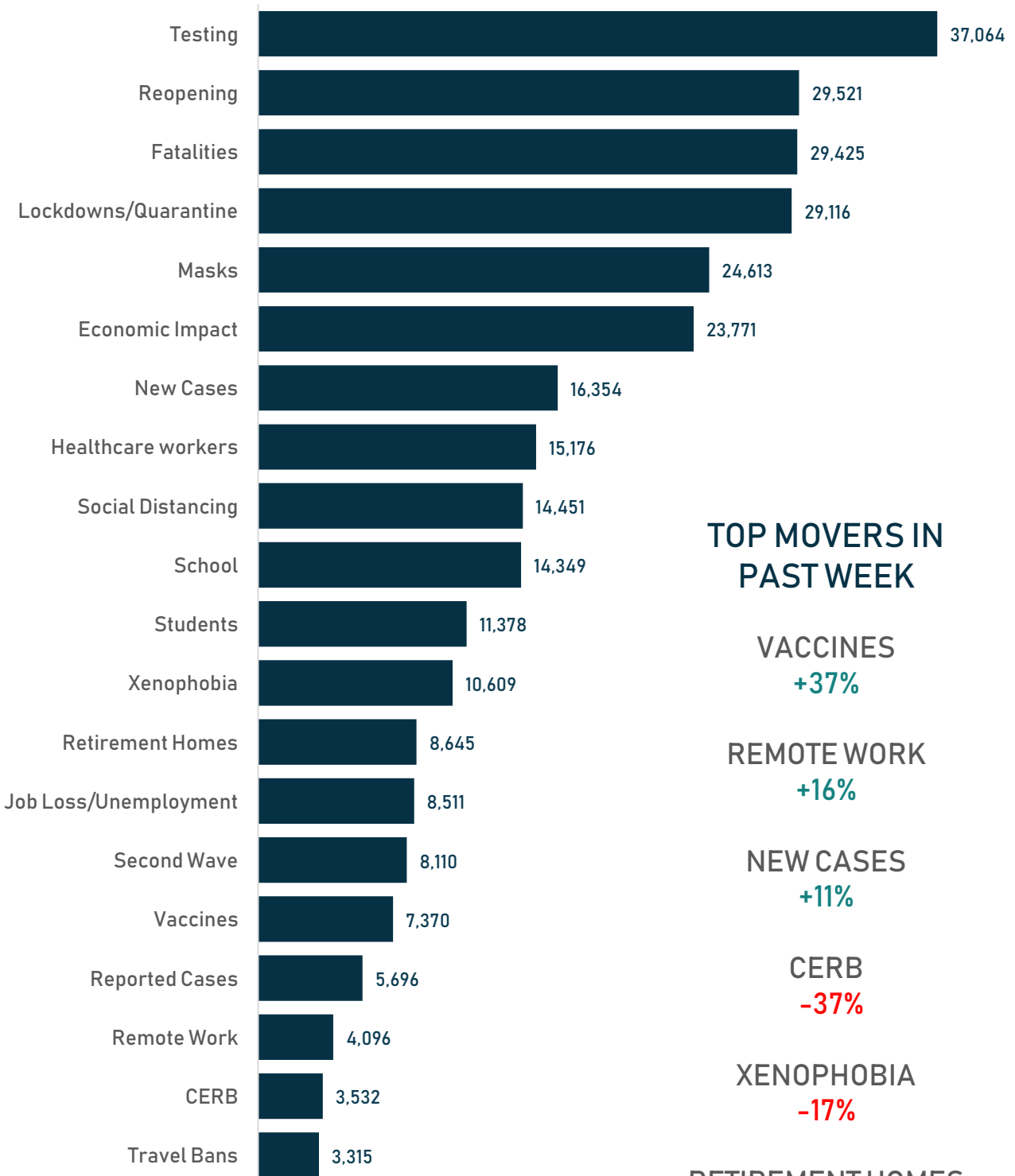
PROV.	TOTAL
QC	22,292
ON	19,307
AB	8,824
BC	6,679
NS	5,156
MB	4,444
SK	4,140
NB	3,759
NL	3,029
PE	2,049
NU	862
YT	810
NT	695

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NOTEABLE ARTICLES THIS WEEK

ARTICLE	OUTLET	AUTHOR	DATE	REACH
More Canadians are refusing work due to COVID-19 — but it's tough to get authorities to agree	CBC News	Inayat Singh	22-Jun-20	7,505,081
Quebec reinstates daily COVID-19 data updates after public backlash	CBC News	Isaac Olson	26-Jun-20	7,505,081
Alberta COVID-19 vaccine advancing to human testing	Global News	Su-Ling Goh	25-Jun-20	5,592,452
Bilans quotidiens de la pandémie : Québec fait volte-face	La Presse	Fanny Lévesque	26-Jun-20	1,637,316
Le Canada verse 300 millions pour la lutte mondiale contre la COVID-19	La Presse	Michael Blanchfield	27-Jun-20	1,637,316
Un déconfinement presque total au Québec	TVA Nouvelles	Hugo Duchaine	25-Jun-20	1,055,637

CANADIAN COVERAGE TOPICS BY VOLUME



TOP MOVERS IN PAST WEEK

VACCINES
+37%

REMOTE WORK
+16%

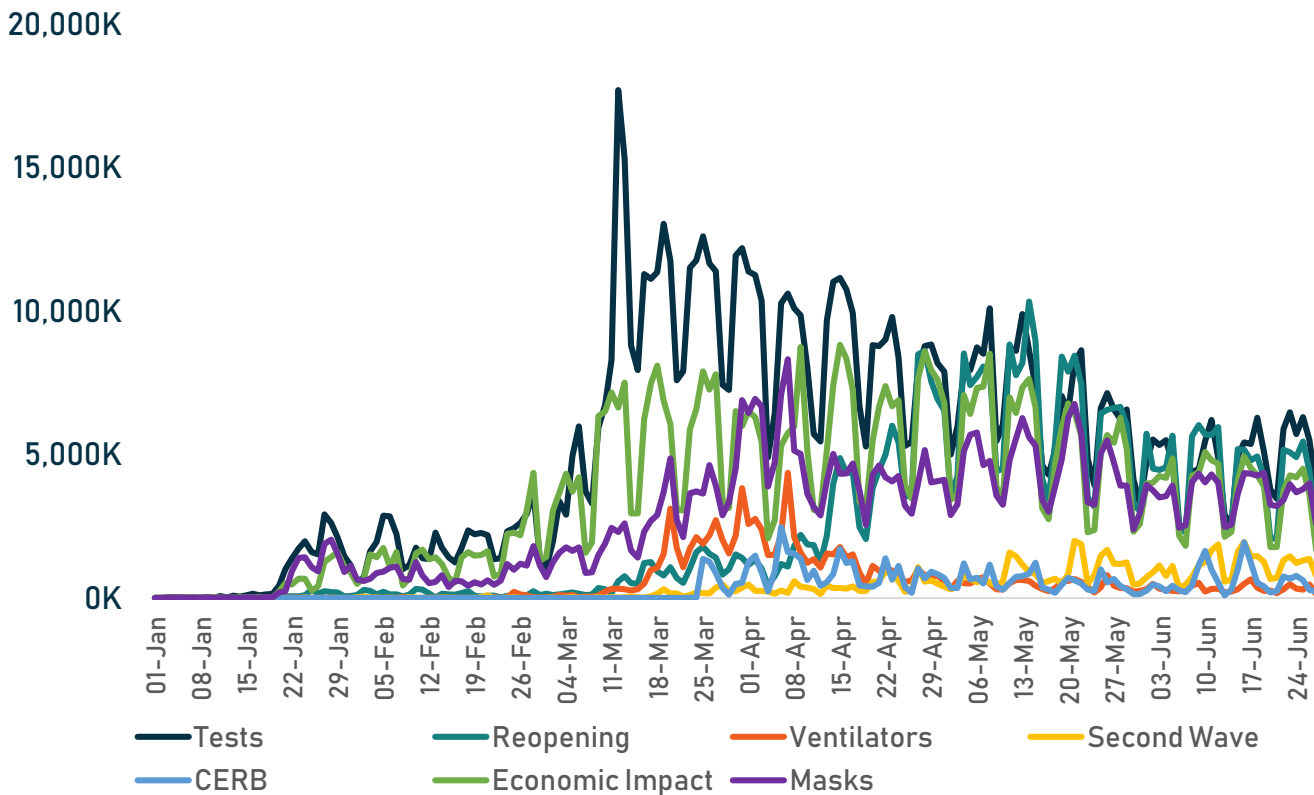
NEW CASES
+11%

CERB
-37%

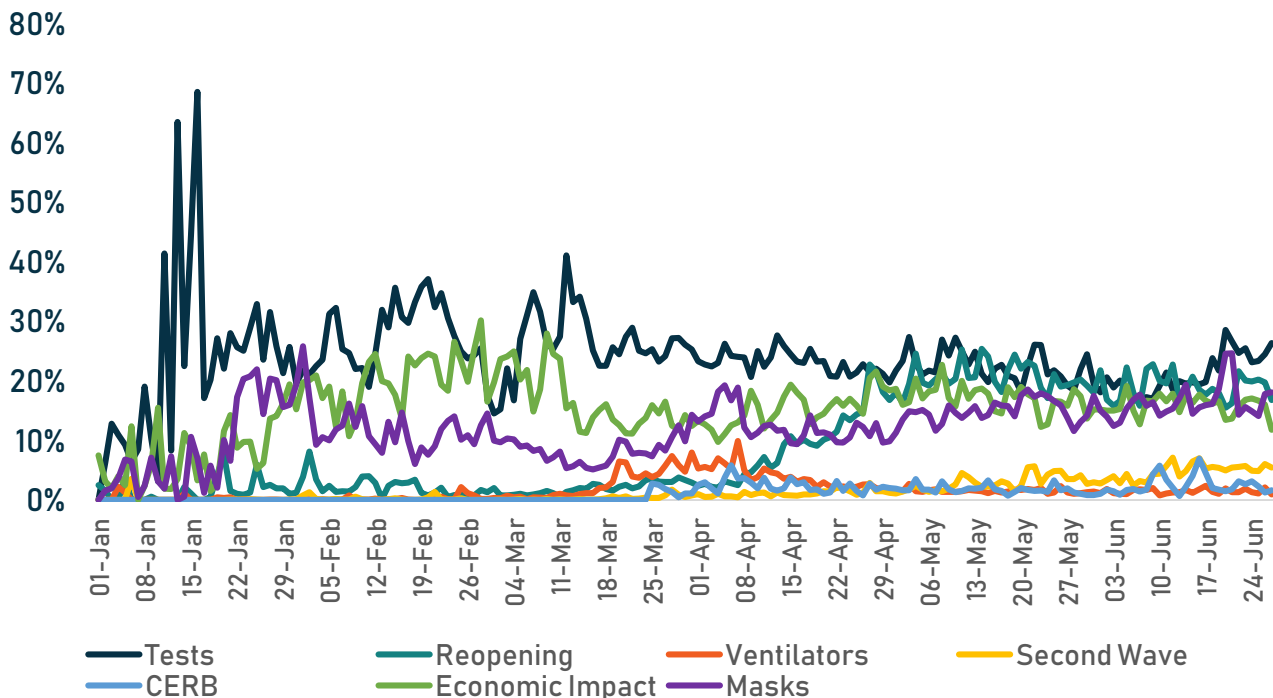
XENOPHOBIA
-17%

RETIREMENT HOMES
-12%

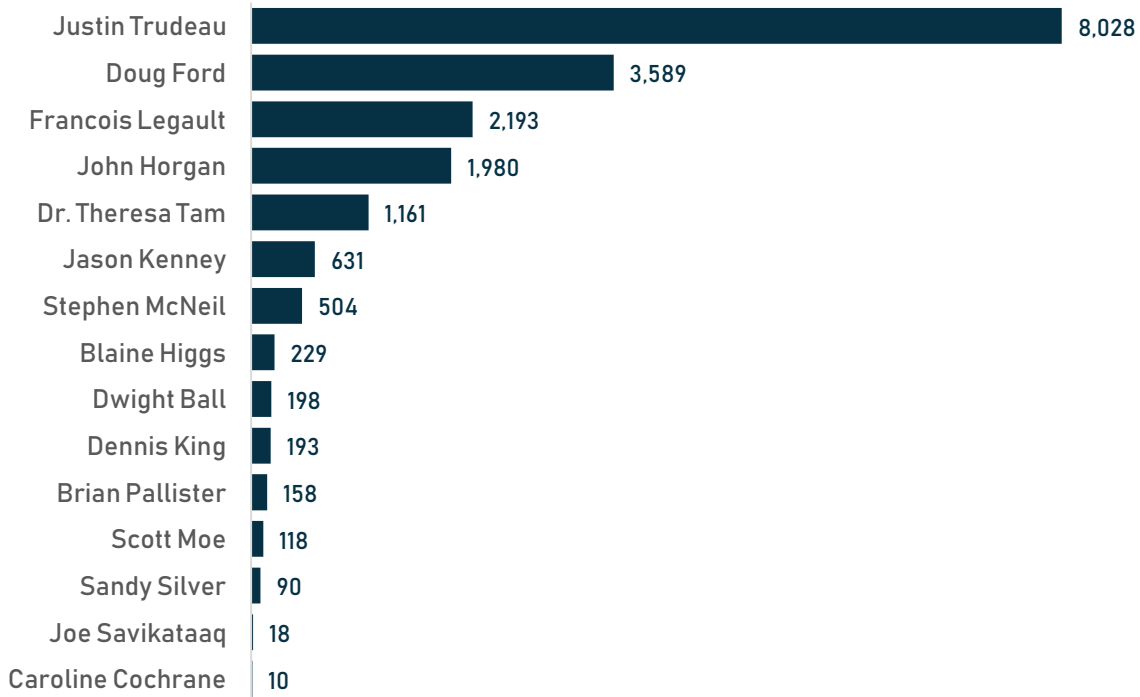
BY TOTAL VOLUME OF WEEKLY CANADIAN COVID-19 COVERAGE



BY PERCENTAGE OF WEEKLY CANADIAN COVID-19 COVERAGE



TOTAL COVERAGE VOLUME (BY PUBLIC OFFICIAL)



Health Minister Patty Hajdu said she had heard stories about the treatment of migrant workers that “would curl your hair,” and the way some farms treat them now is “a national disgrace... All the PPE (personal protective equipment) in the world will not protect you if you are sleeping in a bunkhouse that is housing 12 to 15 people that may not have any ability for distancing, certainly no private washrooms or kitchen,” [Global News](#)

PATTY HAJDU – HEALTH MINISTER



“Yes, I have worked with WE in the past because I believe strongly in promoting opportunities for young people,” he said. “I’ve appeared in events with them, voluntarily of course, and have done that with many great businesses and organizations across the country that I believe in, that I think we need to support, and I will continue to do so, as will my family.” [The Globe and Mail](#)

JUSTIN TRUDEAU – PRIME MINISTER



“I don’t see us ever putting in (travel) restrictions. We haven’t so far,” Henry said. “But we want people to have their travel manners on... Make sure they’re doing what we’ve been doing, so that we can all stay safe in our communities here in B.C. and when people are going back and forth to their communities in other provinces.” [CBC News](#)

DR. BONNIE HENRY – PROVINCIAL HEALTH OFFICER, BRITISH COLUMBIA



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