



Media Report for the 2020-2021 School Year

Prepared by Jennifer Read

October 18, 2021

INTRODUCTION

This report provides information regarding media inquiries for the Anglophone West School District (ASD-W) during the 2020-2021 school year. For the purpose of this report, media inquiries encompass all requests from media outlets/reporters that were responded to by ASD-W. This does not reflect the number of articles subsequently published. In addition, while not included in the report, all inquiries were responded to by the Superintendent, the Director of Communications, or a member of the Senior Administrative Team when subject matter expertise was required. Finally, there is an absence of data for September and October 2020, when the Director of Communications position was vacant and the inquiries were not logged.

EXECUTIVE SUMMARY

- There were 128 total media requests logged
- Over half of the requests were from Telegraph-Journal reporters (60%)
- A breakdown of the matter of inquiry is as follows:
 - Covid-19-related – 57%
 - School-specific – 25%
 - District-related – 18%
- The number of inquiries monthly were fairly consistent at an average of 12 per month. The inquiries taper off in July and August when school was out.

MEDIA OUTLETS

Telegraph-Journal, formerly known as Brunswick News, encompasses a large number of daily newspapers across the province. For the purpose of this report, reporters from the following papers contacted ASD-W:

- The Daily Gleaner (Fredericton)
- The Bugle Observer (Woodstock)
- The Times & Transcript (Moncton)
- The Northern Light (Bathurst)

CBC News is a multi-media outlet. For the purpose of this report, reporters from the following CBC radio and television programs contacted ASD-W:

- CBC New Brunswick (online)

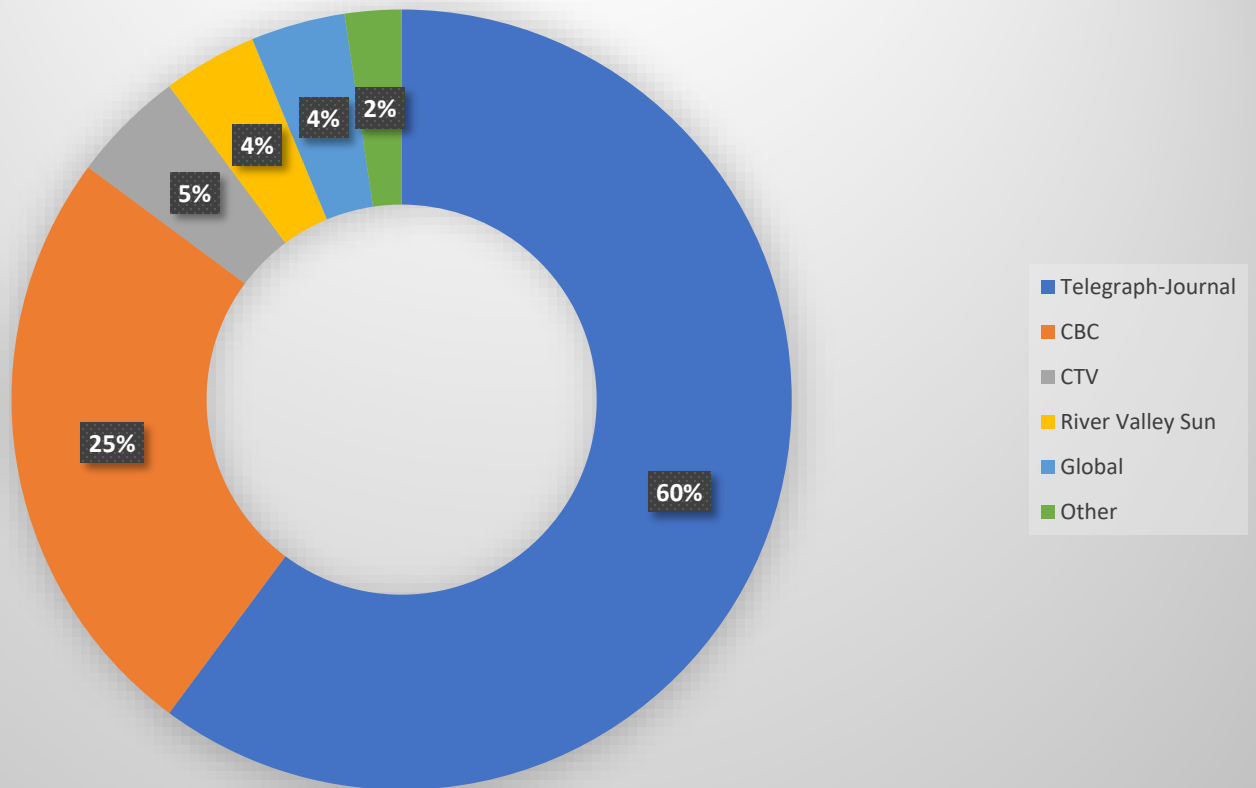


- CBC Information Morning Fredericton (radio)
- CBC Shift Afternoon Show (radio)
- CBC The National (television)

For the purpose of this report, “Other” includes the following media:

- CHSJ News - Country 94 / 97.3 The Wave
- Saltwire Media
- Radio-Canada Acadie

Total Inquiries by Media Outlet





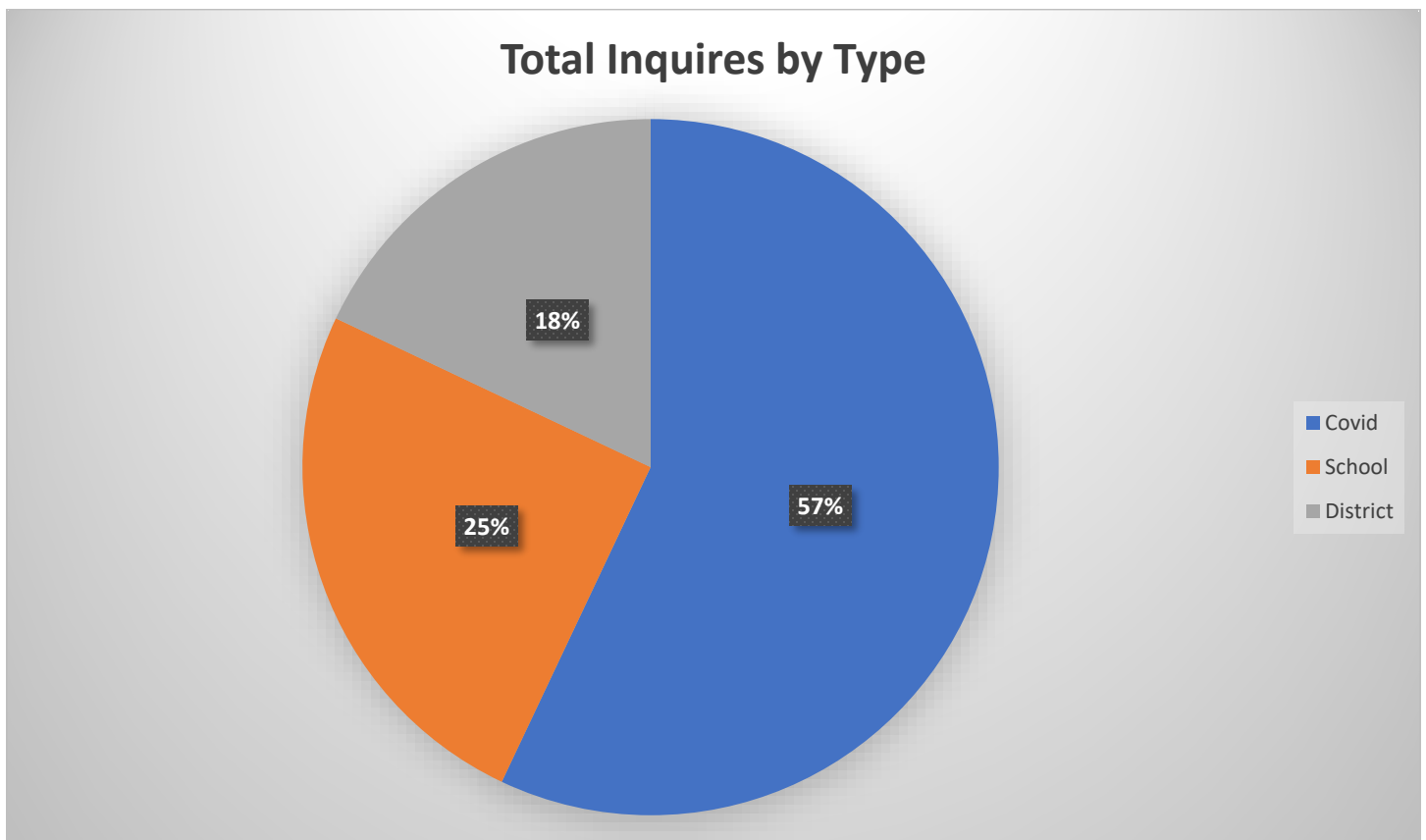
MATTER OF INQUIRY

The inquires coming into the district were labelled with the following depending on the matter of inquiry:

COVID-19 – Covid-19 related inquires involved questions regarding such matters as closures, operational days, distance learning, blended learning, graduation ceremonies, ventilation and vaccinations.

DISTRICT – District-related inquires involved questions regarding such matters as staffing, policies, data buildings and operations, maintenance, safety, First Nations, DEC and EECD/

SCHOOL – School-related inquires involved questions regarding such matters as special events, good news stories, fund-raising, donations, student-related initiatives, emergencies, threats, incidents (death and suicide), buildings and operations, safety, programming and courses.



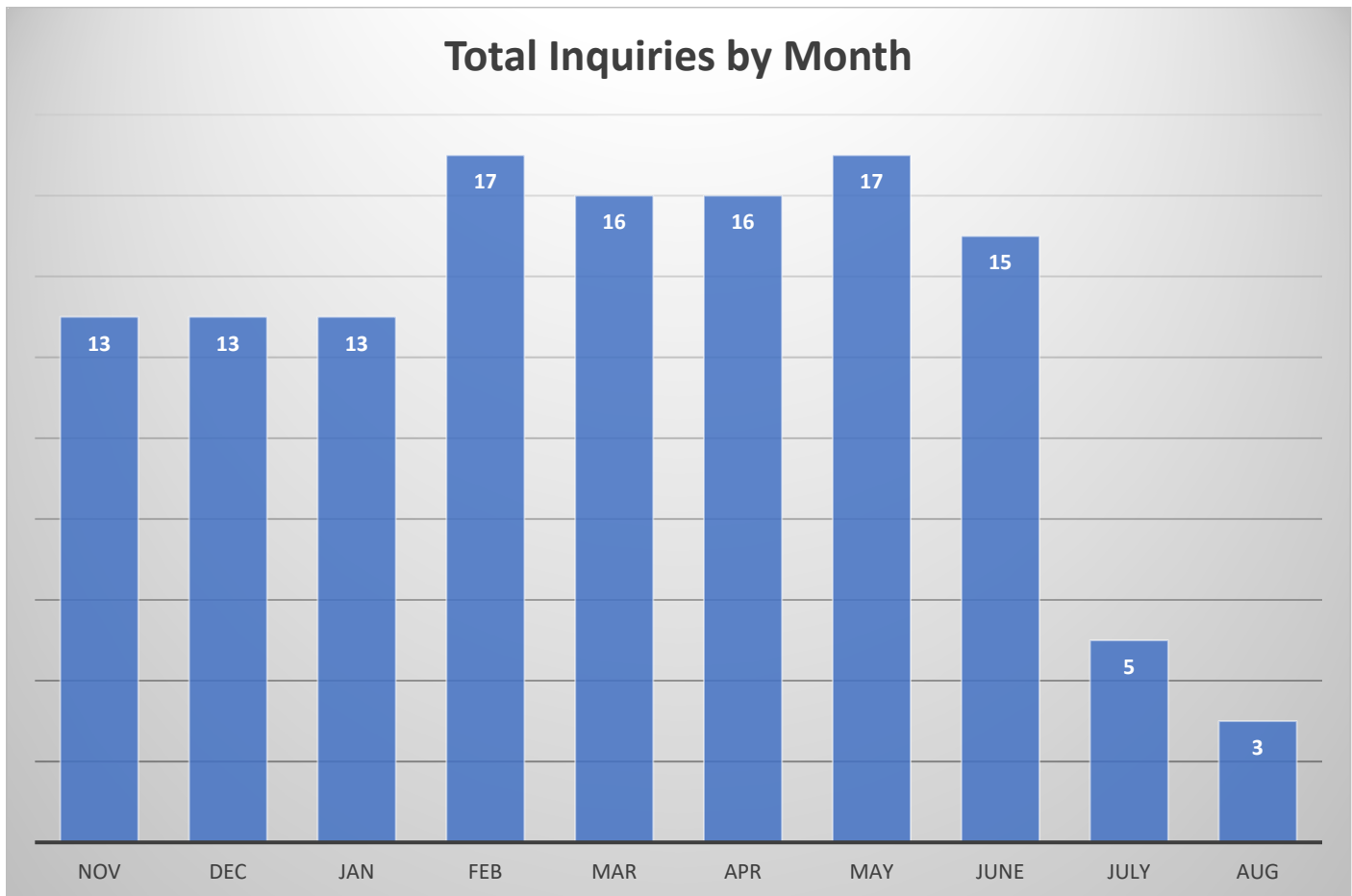


INQUIRIES BY MONTH

This refers to the total number of inquiries coming into the district each month from all media sources.

Total number of inquiries is 128. There is an absence of data for September and October 2020, when the Director of Communications position was vacant and the inquiries were not logged.

The average number was 12 requests per month, with inquiries tapering off in July and August when school was out.



SOURCES

Sources for this report include:

- ASD-W Media Log 2020 - 2021