

**munk school**  
OF GLOBAL AFFAIRS & PUBLIC POLICY



UNIVERSITY OF  
**TORONTO**

**Live address and Q&A with  
President Volodydymyr Zelenskyy**

**June 22, 2022**

# THE CHALLENGE

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In mid-June 2022, worldwide attention on the fighting in Ukraine had begun to dissipate and the Ukrainian government's communications team wanted to find a way to engage directly with Canada's student population.

It was then that H.E. Volodymyr Zelenskyy, President of Ukraine, expressed an interest in speaking to young people about the importance of democracy and convey to them directly what it had been like up to that point to have become the chief adversary to Russia's Vladimir Putin. He had appeared at a UC Berkeley event earlier in the spring and wanted to try something similar at a Canadian institution.

Zelenskyy's team approached University of Toronto and the Munk School of Global Affairs & Public Policy, which is home to the Centre for the Study of Russian and Eurasian Studies, including the Petro Jacyk Program for the Study of Ukraine. In addition, the Munk School has developed a global reputation for hosting events that focus on a wide range of democratic issues. In fact, The Changing World Order and The Future of Democratic Societies are two of the Munk School's defined Areas of Focus.

Despite having a large and interested student body including many Ukrainians who had only recently arrived to Canada, the Munk School team took on the challenge of finding a way to enlarge and amplify Zelenskyy's address into a national initiative.

While the challenge of scaling to a national, live broadcast was great, time was the greatest scarcity. From start to finish, the entire event including all technical aspects and promotion had to be planned and completed with a two-week period.

The final approach comprised an in-person hub event - hosted by University of Toronto and the Munk School where dignitaries and U of T students could experience the primary feed from Ukraine on a large theatre screen - and an opportunity for selected universities across Canada to plan their own satellite events that could be included in the primary feed so that they, too, could allow their students the opportunity to speak with President Zelenskyy.

We also offered an early, exclusive opportunity for the feed to be aired live by Canadian Broadcasting Corporation, with the hope that the primary message of engagement on this issue could be spread even further.

**The strategy for this effort was to view it as something with greater meaning. "Pivoting" through COVID had imparted on us the confidence in the Munk School's ability to succeed on this project. We could have done well on a slightly smaller scale but the winning element in this soaring achievement was that we chose not to own the opportunity to speak to President Zelenskyy, but to share it with others.**



## THE APPROACH

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The Munk School Strategic Communications and Public Engagement team is a small but mighty team of specialists so it made sense to put everyone's greatest strengths as well as those of the Munk School brand to work. For the two weeks leading up, the Zelenskyy address became everyone's top priority.

Gillian Mathurin, the Munk School's then-director of strategic communications and public engagement led the task of connecting with partner universities.

Munk School Audio-visual coordinator Adam Bell led the effort to ensure that the technical facilities at all of the other universities would be robust enough to join a feed without freezing or dropping out.

Events manager Stacie Bellemare and conference facilities manager Daria Dumbadze took on all arrangements for the in-person event component hosted on campus by U of T and the Munk School.

Senior digital communications officer Adrienne Harry crafted and edited written content in advance including multiple messages for sharing on social media that were shared with the teams at the partner universities as part of a Digital Toolkit.

Felicity Heyworth contributed to web updates, newsletters and notices while communications and media relations specialist Lani Krantz handled media promotion and publicity.

## THE EVENT

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On Wednesday, June 22 at 10am ET, H.E. Volodymyr Zelenskyy, President of Ukraine, spoke directly to students at an interactive event hosted by the President of the University of Toronto and the Munk School of Global Affairs & Public Policy.

The event featured opening remarks by U of T President Meric Gertler while Deputy Prime Minister of Canada, the Hon. Chrystia Freeland, introduced President Zelenskyy, who joined virtually from Ukraine.

President Zelenskyy delivered an address to students attending in-person at U of T and virtually at gatherings being held at universities across Canada. Following his address, Munk School Director Peter Loewen moderated a Q&A session with students from across Canada who were given the opportunity to pose questions directly to President Zelenskyy.

## VIDEO LINK

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The event was live-streamed from the Munk School's YouTube channel. Since it first aired, it has been viewed over 150,000 times. You can view the full recording here: [https://www.youtube.com/live/cZe\\_kji363g?feature=share](https://www.youtube.com/live/cZe_kji363g?feature=share)

**If you'd prefer to use a short link to visit the Munk School YouTube channel where it remains our most viewed item, please use:**  
[bit.ly/MunkSchoolTV](https://bit.ly/MunkSchoolTV)

# THE OUTCOMES

Despite offering exclusive access to the national broadcaster, it quickly became clear in the days leading up to the event that there would be newsgathering interest in wider access. The in-person events team worked to provide space for additional reporters and almost all broadcasters and print outlets in Toronto attended and covered the content of the speech. The Munk School's director Peter Loewen was quoted by the education reporter for The Globe and Mail's, Canada's national paper of record and multiple other reporters and broadcasters spoke with students about what the experience of engaging with President Zelenskyy was like.

Meltwater media monitoring gave this event a full score of 100 for volume, reach and tonality of media coverage. There were over 1,000 mentions supporting the event's focus on President Zelenskyy and Canadian students.

Strikingly, the full potential reach of 2.6B for this event was more than 60 times greater than Canada's entire population of 38 million people.

## Editorial Mentions

The number of appearances in articles

1k

## Potential Reach

Approximate number of article views you appeared in

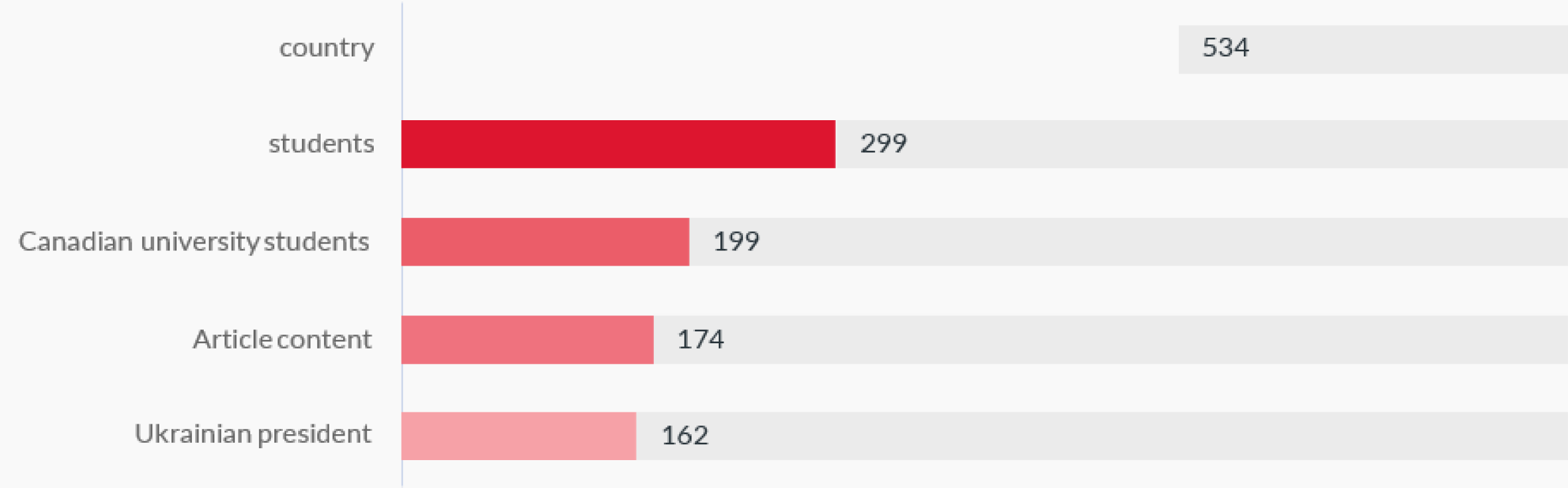
2.6B

mSCORE

100

Jun 15, 2022 - Jun 24, 2022

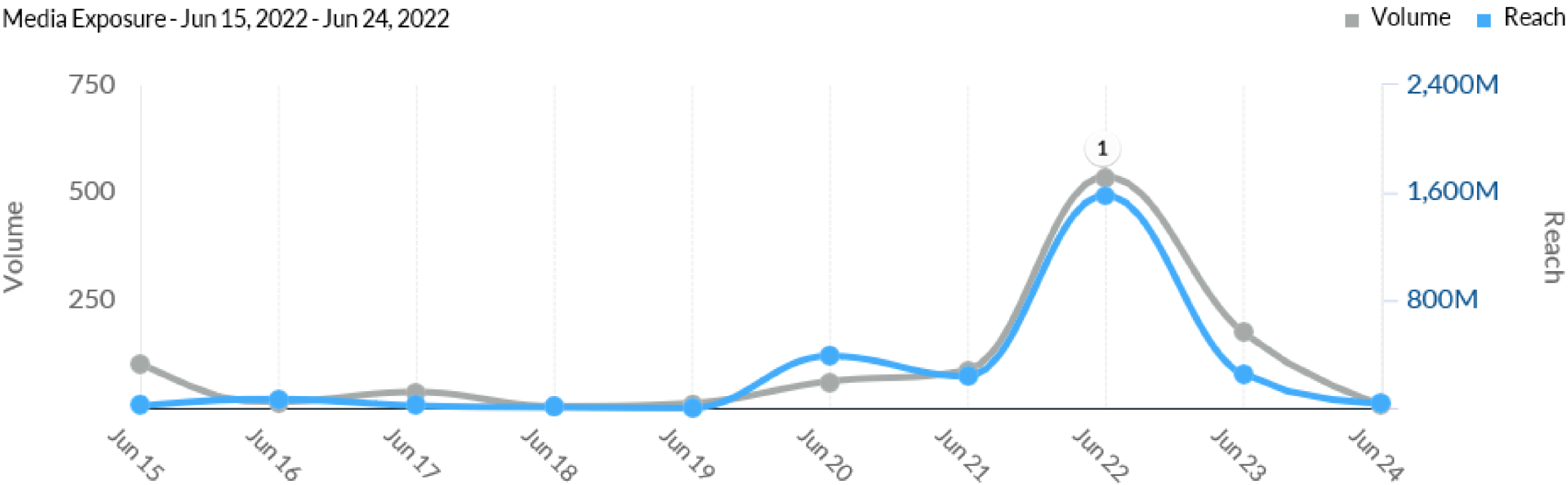
### KEYMESSAGES



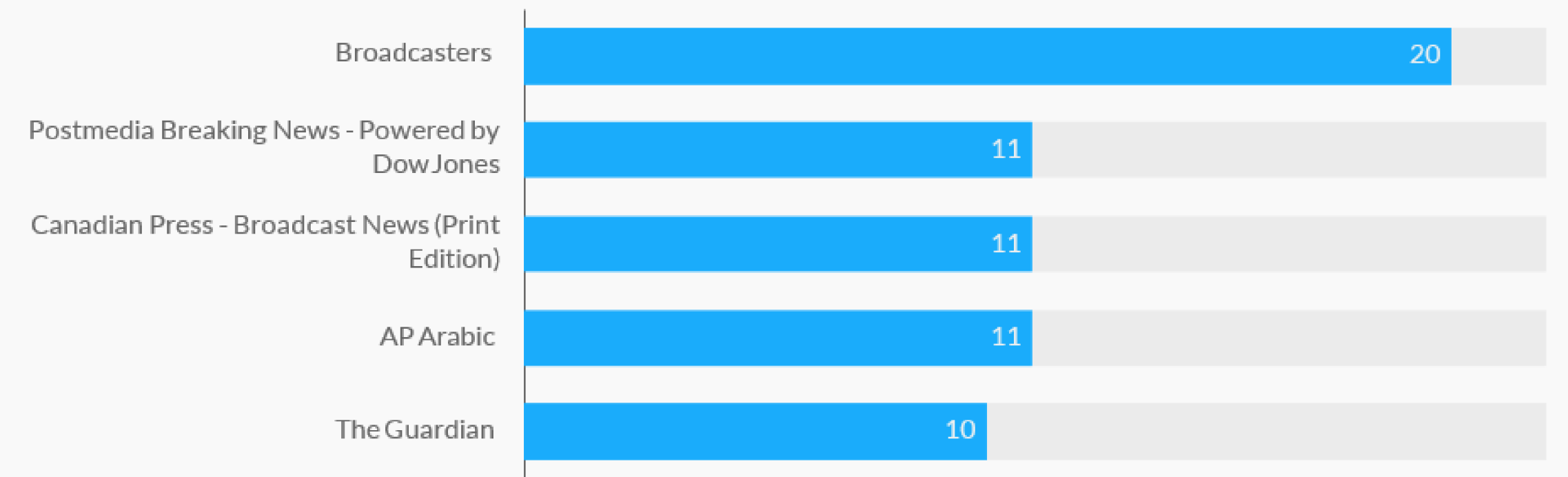
# THE OUTCOMES

## Munk School's exposure was highest on Jun 22nd

Media Exposure - Jun 15, 2022 - Jun 24, 2022



### TOP PUBLICATIONS

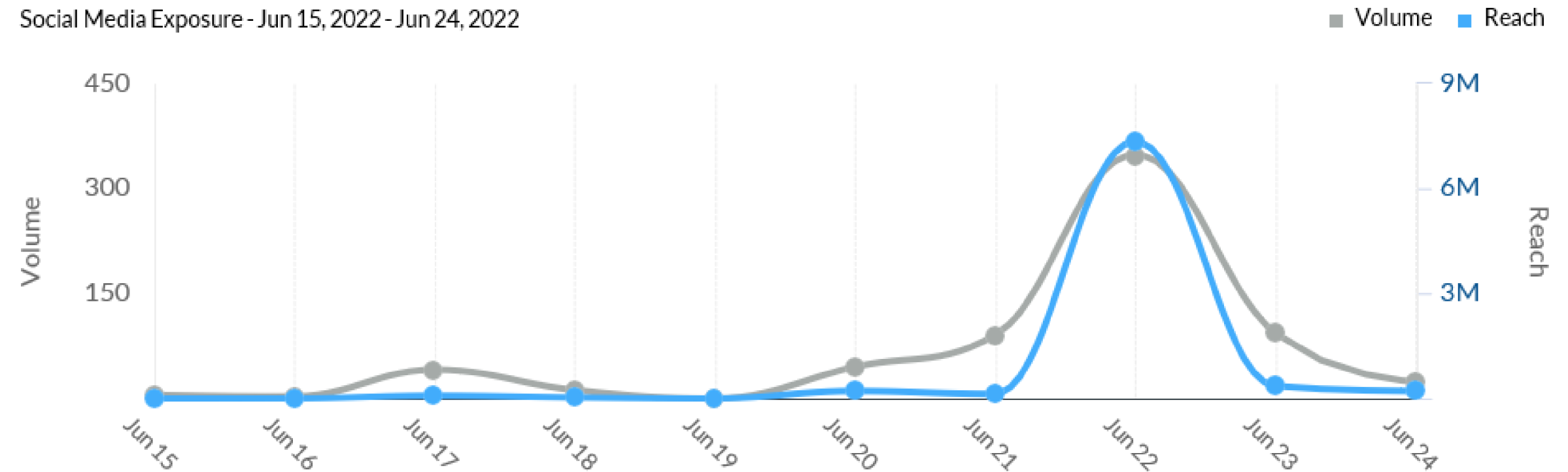


# THE OUTCOMES

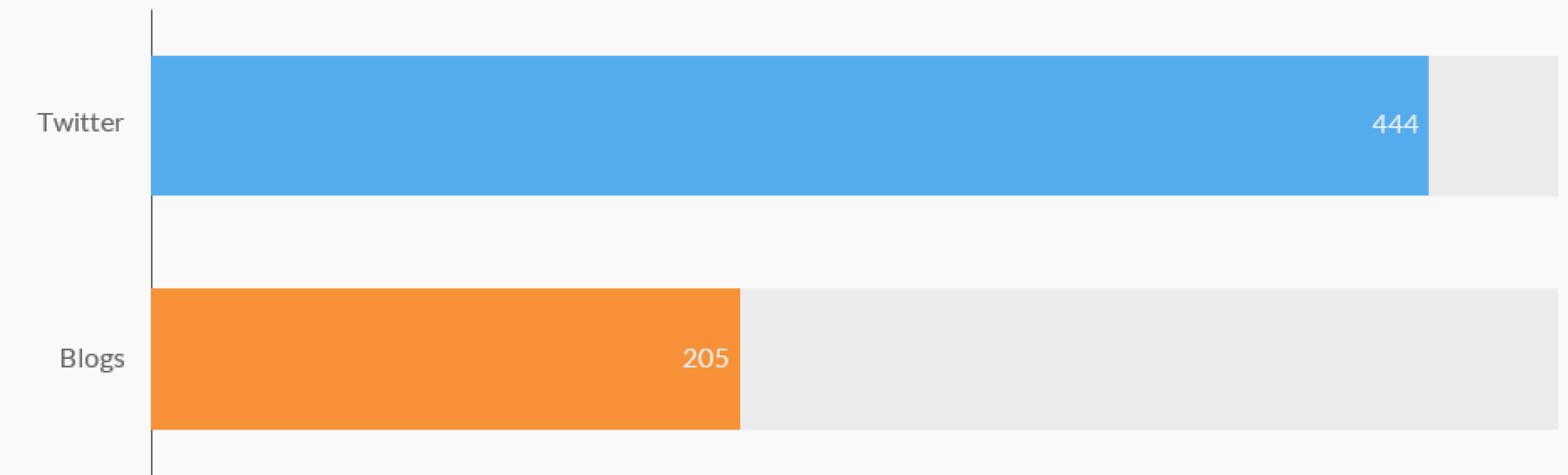
- Twitter accounted for 68% of social media volume
- 163 articles were shared over 19,000 times on social media
- The Munk School was mentioned in over 40 countries during the time period of the Zelenskyy address with North America, Western Europe and South Asia accounting for the largest volume.

## Munk School's social exposure was highest on June 22nd

Social Media Exposure - Jun 15, 2022 - Jun 24, 2022



### SOCIAL CHANNELS



# SUMMARY

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On June 22, 2022, the Munk School of Global Affairs & Public Policy experienced a 494% increase in national news mentions compared to average volume. International news mentions increased by 351%. Media covering the in person event in Toronto included 3 wire services (covering 3 languages), all major national broadcasters, 2 major local broadcasters, 1 podcast and 1 student publication. Owing to limited venue capacity, several reporters covered the event via the online broadcast on Munk School's YouTube channel.

Additionally, the Munk School was able to share the address and Q&A opportunity with 11 other universities spanning almost the full breadth of the country. Everyone achieved what that hoped for that day, including President Zelenskyy.

