

APPENDIX 2

ESCALATOR: JOBS FOR YOUTH FACING BARRIERS MEDIA COVERAGE

**SUBMITTED BY CIVICACTION TO THE MINISTRY OF CHILDREN AND YOUTH SERVICES
AUGUST 2015**

Table 1: Media Coverage Overview

Outlet Name	Reporter	Coverage	Date	Circulation
CBC News - TV	Steven D'Souza	CivicAction: Tackling Youth Unemployment CivicAction releases a new report on how the private sector can work to tackle youth unemployment. Features CivicAction, Cisco Systems and 360 Kids in York Region.	Monday, September 8, 2014	-
CBC - Here and Now	Gill Deacon	Interview with Sevaun Palvetzian commenting the issue of youth unemployment in the GTHA and how the new initiative <i>Escalator: Jobs for Youth Facing Barriers</i> can help.	Monday, September 8, 2014	
CBC News - Online	Steven D'Souza	Companies urged to bridge jobs gap for at-risk youth According to a new report from CivicAction titled " <i>Escalator: Jobs for Youth Facing Barriers</i> ," the group estimates 83,000 – or 1 in 10 – youth in the Greater Toronto and Hamilton Area are both without a job and not in education or training. Also in Yahoo Canada News .	Monday, September 8, 2014	-
CBC - Metro Morning	Matt Galloway	Youth Tech Jobs A new report from CivicAction says youth unemployment is a hidden crisis in Toronto. Matt Galloway spoke with Jeffrey Maddox. He is vice-president of sales with Cisco Canada.	Monday, September 8, 2014	35,000
The Toronto Star	Rachel Mendleson	Ontario private sector to play pivotal role in youth unemployment An estimated 83,000 of those aged 15 to 24 are not in school or training or don't have jobs... the Toronto-based non-profit CivicAction unveils a strategy on Monday that seeks to jump-start a more collaborative approach to tackling the roots of youth joblessness. Also in The Hamilton Spectator Also in Metro News . Also in Our Windsor.ca	Monday, September 8, 2014	883,000
The Toronto Star	Editorial Board	CivicAction's plan for unemployed youth warrants strong business and government support: Editorial CivicAction has produced an inspiring plan to help unemployed youth in the Greater Toronto Area and Hamilton through mentorships, skills training and outreach. CivicAction outlines the problem, and offers its solution, in a new report titled: <i>Escalator – Jobs for Youth Facing Barriers</i> .	Monday, September 8, 2014	883,000
CityNews	Tom Hayes	Youth unemployment could cause 'lost generation' In the GTHA area 83,000 people between the age of 15 and 24 are not in school, unemployed and have no prospect of a job, according to a new report from the Greater Toronto CivicAction Alliance. "This is not a new crisis, this is a growing problem," CivicAction CEO Sevaun Palvetzian said. "We really do risk having a potentially lost generation." Also in 680 News .	Monday, September 8, 2014	-

Outlet Name	Reporter	Coverage	Date	Circulation
QPbriefing	John Michael McGrath	Your morning briefing Later this morning, city-building group CivicAction will unveil a strategy to help the region's 80,000-plus unemployed young people find jobs. The strategy involves breaking down the silos between local mentorship initiatives and bringing private business in to help shape training and internship programs.	Monday, September 8, 2014	-
QPbriefing	John Michael McGrath	Province commits \$375,000 to CivicAction youth employment pilot programs CivicAction is working primarily with private businesses to lower the barriers for unemployed young people to find work, both improving training opportunities and making the job market more transparent for young people. All of CivicAction's pilot programs will be monitored to judge their effectiveness, CEO Sevaun Palvetzian said.	Monday, September 8, 2014	-
Advisor.ca	-	New initiative will combat youth employment Today, a new initiative called <i>Escalator</i> has been launched to help young jobseekers in Ontario find work. The province's government and private sector both agree youth unemployment is too high, which is why the government has partnered with CivicAction to make a difference.	Monday, September 8, 2014	-
NationTalk	-	Creating New Paths to Employment for Youth Today, CivicAction, joined by the Honourable Tracy MacCharles, Ontario Minister of Children and Youth Services, and Toronto Raptor Alumni and Community Ambassador Jamaal Magloire, announced a new initiative to connect youth facing barriers in the GTHA with their first job. Also in Yahoo Canada Finance . Also in Financial Review .	Monday, September 8, 2014	-
CBC - Metro Morning	Matt Galloway - Mary Wiens	Two youth facing barriers in a youth drop in center in Richmond Hill talk about the difficulties they face trying to land a job in the GTHA as a sample of the 83,000 youth between 15 and 24 that are not in school or employed as stated in CivicAction's <i>Escalator: Jobs for Youth Facing Barriers</i> report.	Tuesday, September 9, 2014	16,000
CBC - Here and Now	Gill Deacon - Mary Wiens	Mary Wiens talks with the director of a youth drop in center in Richmond Hill and one of the unemployed youth facing barriers about the complicated situation represented in CivicAction's report <i>Escalator: Jobs for Youth Facing Barriers</i> and how is up to the community, the government and the private sector to help solving it.	Tuesday, September 9, 2014	30,000
The Hamilton Spectator	Howard Elliott	Jobless youth crisis demands urgent action Toronto-based non-profit group CivicAction has researched the crisis, and among other things reports that the estimated collective loss of tax revenue from high school dropouts over a 35-year period is \$115 billion... The private sector, with the CivicAction group leading the way, is doing its part. In partnership with the province, CivicAction this week unveiled a project to launch private-sector mentorship programs in the Greater Toronto Hamilton Area.	Tuesday, September 9, 2014	99,391
AM900 CHML News/Talk in Hamilton	The Scott Thompson Show	Sevaun joined Scott for a 20 minute live interview on the <i>Escalator</i> Initiative - how the jobs for youth facing barriers program works and where it is creating job growth and opportunities, specifically in the Hamilton area.	Wednesday, September 10, 2014	

Outlet Name	Reporter	Coverage	Date	Circulation
Canadian Reviewer	Sonya Davidson	<p>Sir Richard Branson announces Virgin Mobile's RE*Generation expanded youth initiative</p> <p>Virgin Mobile RE*Generation is committed to helping 450 young people find work in the next three years. The organization has teamed up with CivicAction and Social Capital Partners to raise awareness about how Canadians can help youth find and keep jobs.</p>	Wednesday, September 10, 2014	-
IT World Canada	Jim Love	<p>Group harnesses Canadian tech industry to fight youth unemployment</p> <p>Youth unemployment in Toronto is in excess of 20 per cent – one of the highest rates in Canada. NPower Canada, an off-shoot of a highly successful U.S. group, is setting up shop in Toronto to deliver its highly successful Technology Services Corps Canada (TSC) program... community group CivicAction launched a parallel and supporting initiative it terms its "Initiative Escalator: Jobs for Youth Facing Barriers".</p>	Wednesday, September 10, 2014	-
CanIndia	-	<p>Creating new paths to employment for youth</p> <p>According to a report from CivicAction, the advocacy group titled "Escalator: Jobs for Youth Facing Barriers," 83,000 – or 1 in 10 – youth in the Greater Toronto and Hamilton Area are both without a job and not in education or training... Sevaun Palvetzian is the CEO for CivicAction, the advocacy group that published the report.</p>	Wednesday, September 10, 2014	-
Toronto Star	Carol Goar	<p>Civic leaders tackle youth unemployment: Goar</p> <p>This week, CivicAction, a coalition of Torontonians created to tackle the city's most intractable problems, stepped to the fore. What was refreshing about its approach is that the urban alliance didn't attempt to reinvent the wheel, didn't raise unrealistic expectations and didn't try to dazzle people with its originality or grandiloquent rhetoric.</p>	Thursday, September 11, 2014	883,000
Yonge Street Media	Hamutal Dotan	<p>Escalating our approach to youth unemployment</p> <p>It's a vicious cycle familiar to many young people trying to enter the workforce: you can't get experience without a job, and you can't get a job without experience. Hoping to help Toronto's youth—who face about 20 per cent unemployment rates—is a suite of new projects being launched by CivicAction, in conjunction with several private sector partners. Together, the initiative is called <i>Escalator</i></p>	Wednesday, September 17, 2014	174,500
Financial Post	Phillip Haid	<p>Do it like Sir Richard. The gutsy, entrepreneurial approach to profit and purpose</p> <p>...*RE Generation just announced a bold new focus where it will help hundreds of young people find jobs in the next three years through a partnership with CivicAction and Social Capital Partners.</p>	Sunday, September 28, 2014	Almost 2 million weekly in print and over 500,000 online monthly.

Outlet Name	Reporter	Coverage	Date	Circulation
The Globe and Mail	Brian Church	<p>How giving back is good for your company</p> <p>To earn employees' loyalty, you must provide them with a workplace they can be proud of. Giving back is a critical component of creating a thriving workplace culture and ensures that your organization is about more than its bottom line. Lead by example and empower your employees to make a difference. By working together towards a cause that you are passionate about, you provide them with an opportunity to add value that extends beyond your company and into the community.</p> <p>I have heard nothing but positive feedback from employees about how our company gives back. This year we are planning to continue to give back through our relationship with CivicAction, focusing is on combating youth unemployment.</p>	Sunday, December 28, 2014	Weekend print readership: 1,098,000 and 420,000 website visitors (daily)
The Toronto Star	Sadiya Ansari	<p>George Brown College's Career Coach takes guesswork out of the job market</p> <p>In September, CivicAction published a report showing even higher unemployment rates among visible minority youth (23.9 per cent) and aboriginal youth (24.9 per cent).</p> <p>"More transparency in the labour market will help everyone – job seekers and employers alike," CEO of CivicAction Sevaun Palvetzian said via an email.</p> <p>CivicAction, which brings together leaders from many sectors to tackle major challenges in the GTA, is doing its part to use "21st century approaches" by working with LinkedIn to help connect youth with entry-level jobs, Palvetzian said.</p>	Sunday, January 11, 2015	Over 350,000 print and 28 million page views a month online.
Emery Village Voice	Staff	<p>CivicAction works to address youth unemployment</p>	Wednesday, April 01, 2015	Unknown
Toronto Star	Royson James	<p>Business leaders wrestle with solving youth unemployment</p> <p>Zabeen Hirji, the chief human resources officer for RBC, couldn't help noting: It's a summer's day, early in the morning, it's raining, and the Pan Am Games vibe has taken over the city. And nearly 400 people are inside the Toronto Reference Library wrestling with one of the critical crises of our time: Youth unemployment.</p>	Friday, July 17, 2015	992,400
Global News	Marianne Dimain	<p>Segment about youth unemployment - the importance of connecting youth with employers and the potential impact unemployed youth has on our economy.</p>	Wednesday, July 22, 2015	250,000