



Caroline Phaneuf Communications

Caroline Phaneuf Communications created and carried out the media relations strategy regarding an exceptional patient that Shriners Hospitals for Children – Canada has been treating: Mykola from Ukraine. Mykola came to Shriners Hospitals for Children® - Canada in December 2015 at age 11, missing three limbs due to a grenade explosion.

In this case, my client and I decided to limit the media coverage so as to not overwhelm Mykola and his mother and hinder his progress. We therefore chose our targeted media wisely, aiming for national English and provincial French coverage.

Mykola media coverage

(Print and Web, English) The Montreal Gazette (March 17, 2016) – **Front page**
<http://montrealgazette.com/news/local-news/wounded-by-a-grenade-11-year-old-mykola-finds-hope-at-montreals-shriners-hospital>

(Print and Web, English), The Toronto Star (January 30, 2016)
<https://www.thestar.com/news/canada/2016/01/30/canadian-doctors-help-turn-around-injured-ukrainian-boys-life.html>

(TV and Web, English) CTV W5 (investigative program) Subject: Canadian medical mission in Ukraine, Mykola featured (January 30, 2016)
<http://www.ctv.ca/W5/video.aspx?vid=853371>

* CTV's award-winning W5 documentary program had already been following Mykola. I coordinated with their team over the year Mykola was living in Canada and going to Canada Shriners Hospital nearly daily.

(TV and Web, English) CTV National News (May 19, 2016)
<http://www.ctvnews.ca/video?clipId=874373&playlistId=1.2909911&binId=1.810401&playlistPageNum=1&binPageNum=1>

(TV and Web, English) CTV News Montreal (May 19, 2016)

<http://www.ctvnews.ca/video?clipId=874305&playlistId=1.2909911&binId=1.810401&playlistPageNum=1&binPageNum=1>

(TV and Web, French) TVA Nouvelles (May 19, 2016)

<http://www.tvanouvelles.ca/2016/05/19/un-garcon-mutile-en-ukraine-soigne-a-montreal>

(Print and Web, French) Journal de Montréal (May 20, 2016)

<http://www.journaldemontreal.com/2016/05/20/un-garcon-ukrainien-de-12-ans-triple-ampute-soigne-a-montreal>

(Print and Web, English) The Globe and Mail (May 20, 2016)

<http://www.theglobeandmail.com/news/national/prosthetic-limbs-give-12-year-old-amputee-a-second-chance-at-childhood/article30103750/>

(in photos) (May 20, 2016)

<http://www.theglobeandmail.com/news/national/young-casualty-of-war-in-ukraine-has-renewed-hope-in-canada/article30104140/>