

CISION GLOBAL MEDIA INSIGHTS

COVID-19 | WEEKLY UPDATE 4.21.2020

A microscopic view of several COVID-19 virus particles, which are spherical and covered in red, spike-like protrusions. The background is a soft, reddish-pink color with a blurred texture.

▶ A GUIDE TO PROFESSIONAL COMMUNICATORS: USA EDITION

WHEREAS:

- China is 7-8 weeks ahead of the western world in terms of its epidemic stage as currently reported by both the media and healthcare experts.
- China has “flattened the curve” of the pandemic’s growth and mortality rates while Western countries seek to manage domestic outbreaks with varying degrees of success
- Traditional and social media simultaneously and uniquely *reflect* and *shape* public opinion

THEREFORE:

- Traditional and social media are useful gauges of what’s happening now with Covid-19 and of the patterns that may continue to emerge in the future.
- We must apply rigorous analysis against global and national journalistic and social media content to uncover insights into the pandemic and revelations upon which to plan and execute business/communications decisions going forward.
- As the volume and velocity of Covid-19 news, commentary and conversations in the media subside, the resulting earned media vacuum presents possibilities for alternative topics, some of which may be fulfilled with proactive – even *fun* – content which may seem inappropriate in the current environment.

A NOTE TO THE READER:

- This report reflects the findings of a media content analysis of journalistic news and social media juxtaposed against global COVID-19 cases data tracked and forecasted by the Coronavirus Resource Center's at Johns Hopkins University (JHU) and its Center for Systems Science and Engineering (CSSW). All Coronavirus case data is attributable to [Johns Hopkins University](#).
- 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: we suggest only conditionally that *if* the infection and media patterns in the USA, China, Italy, France, Germany, Spain and the UK reflect trends in these and 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 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. The data reflects the countries in aggregate.
- We recognize that traditional media in China operate in a state-controlled environment unlike the USA, UK, Spain, Italy, Germany and France where press freedoms are guaranteed. Also, while journalistic media promises to be “fair and balanced,” social media content is more open and, therefore, more indicative of public opinion and societal trends in general.



MARKETS



MEDIA SCOPE

50.000+
 TRADITIONAL PRINT, ONLINE (ALL COUNTRIES), TV, RADIO & PODCAST MEDIA (INT'L ONLY)
 + MAIN SOCIAL CHANNELS (INT'L ONLY)
 WECHAT, BAIDU, TWITTER, FACEBOOK, INSTAGRAM & LINKEDIN



METRICS / EARNED MEDIA VISIBILITY

MEDIA VISIBILITY = GROSS REACH
 POTENTIAL NUMBER OF INDIVIDUALS EXPOSED TO AN EARNED MEDIA MESSAGE IN AGGREGATE OVER TIME



CORONAVIRUS COVID-19 GLOBAL CASES AS TRACKED AND FORECASTED BY THE CENTER FOR SYSTEMS SCIENCE AND ENGINEERING (CSSE) AT JOHNS HOPKINS UNIVERSITY (JHU)



CISION GLOBAL MEDIA INSIGHTS

COVID-19 | WEEKLY UPDATE 4.21.2020

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Insights

A microscopic view of COVID-19 virus particles, which are spherical with a spiky surface, and DNA double helix structures. The background is a warm, reddish-orange color.






I. EXECUTIVE SUMMARY: INSIGHTS AND GUIDANCE

COVID-19 OBSERVATIONS:

- Lockdowns, social distancing and travel bans are helping to “flatten the curve”
- New insights emerge on how the virus spreads and how to protect against new infections
- China has “flattened the curve” of the pandemic’s growth while Western countries seek to manage domestic outbreaks, with each country battling frequency and velocity with different results

MEDIA TRENDS:

- **USA:** New infections drop but mortality continues to climb. Nevertheless, emerging signs of a recovery.
- **China:** Immediate opportunities under current favorable conditions
- **Italy:** Favorable trends for new infections, mortality and media coverage. But with strict lockdown measures in place, the threat is present. Organizations must be careful with their communications.
- **Germany:** New infections decline while mortality slightly increases. Mortality is low. The gap between infections and media focus is the largest in the study which indicates opportunities for proactive PR
- **Spain:** Infection rate still relatively high; new infections are down as is mortality. Media coverage stays shows slight decrease compared to previous week. Prepare now for proactive PR when signs improve
- **France:** France has new infections and mortality under control, yet infection rate remains high. Act now with proactive PR with a focus on corporate social responsibility and contributions to Covid-19 related issues
- **UK:** New infections and mortality are stable. Media coverage drops compared to previous weeks as the Queen’s speech fades and PM Johnson recovers. Infection rate remains high. Stand by for more favorable conditions

									
PHASES		MEDIA & AUDIENCE		CORPORATE COMMUNICATIONS		MANAGEMENT COMMUNICATIONS		PRODUCT COMMUNICATIONS	
PHASE I: DETECTION						NO CHANGES			
PHASE II PREPARATION & PREVENTION		<ul style="list-style-type: none"> MEDIA AND READERS IN CRISIS-MODE MAJORITY OF TOPICS COVID-RELATED 		<ul style="list-style-type: none"> CORPORATE CITIZENSHIP TOPICS APPRECIATED BY READERS AND MEDIA REDUCE CLASSICAL CORPORATE TOPICS TO MINIMUM IMPORTANT: USE TIME TO CREATE NEW, DIGITAL COMMUNICATIONS FORMATS FOR PHASE III 		MANAGEMENT PLATFORMS: <ul style="list-style-type: none"> LEADERSHIP TRANSPARENCY, REASSURANCE AND AFFIRMATION CORPORATE CITIZENSHIP 		IMPORTANT: <ul style="list-style-type: none"> UNLESS DIRECTLY RELEVANT TO MITIGATION, "PROMOTIONAL" AND PRODUCT COVERAGE SHOULD BE MOVED TO PHASE III CHANNEL-LOAD PHASE III CREATE NEW, DIGITAL COMMS FORMATS FOR PHASE III 	
PHASE III CONTAINMENT, MITIGATION & DAMAGE CONTROL		<ul style="list-style-type: none"> INCREASING ALLOWANCE FOR NON-CORONA COVERAGE PEOPLE STILL IN QUARANTINE WITH TIME FOR NEWS CONSUMPTION 		<ul style="list-style-type: none"> BEGIN TO INTRODUCE A BROADER SET OF CORPORATE STAKEHOLDER TOPICS <ul style="list-style-type: none"> EMPLOYEES CUSTOMERS INVESTORS REGULATORS/LEGISLATORS 		MANAGEMENT PLATFORMS: <ul style="list-style-type: none"> LEADERSHIP TRANSPARENCY, REASSURANCE AND AFFIRMATION CORPORATE CITIZENSHIP 		<ul style="list-style-type: none"> RUN NEW, DIGITAL FORMATS PROVIDE YOUR CUSTOMERS WITH ALTERNATIVE, NEW FORMATS PROMOTE DIGITAL SALES: CONTACTLESS BUSINESS WILL BE TRENDING 	
PHASE IV RECOVERY & REPAIR		<ul style="list-style-type: none"> LESS TIME FOR NEWS CONSUMPTION BACK TO WORK 		<ul style="list-style-type: none"> "RESTART / REBOOT" TOPICS: START OF PRODUCTION, SALES, ETC. FOCUS ON THE POSITIVE OUTCOMES OF THE CRISIS 		MANAGEMENT PLATFORMS: <ul style="list-style-type: none"> STRONGER OUT OF THE CRISIS 		IMPORTANT: THERE IS NO BACK TO NORMAL FOR PRODUCT COMMUNICATIONS! <ul style="list-style-type: none"> BRAND EVENTS AND SPONSORSHIPS LIMITED FOR NEXT FEW MONTHS. DUE TO SOCIAL DISTANCING SMALLER INTERACTIONS WITH JOURNALISTS EMERGE: PRODUCT REVIEWS, TEST DRIVES, ETC. 	

COVID-19 coverage in Western markets peaked with announced containment measures. While developments in China suggest positive outcomes elsewhere, the peaks in coverage don't mark a 'turning point' for Western communicators (yet).

Only China is poised for proactive "Phase III/IV" activity. For the West, the rates of total infections, new infections and mortality are the most important indicators. We advise waiting for all four boxes to turn green before Phase III communications commence.

KEY							
INFECTION-RATE		NEW INFECTIONS		MORTALITY		MEDIA FOCUS	
RATE OF CUMULATIVE CONFIRMED CASES OVER LAST 3 WEEKS AS PERCENTAGE OF INHABITANTS		WEEKLY NEW CONFIRMED COVID-19 CASES		WEEKLY NEW CONFIRMED DEATHS		ALL COVID-19 RELATED MEDIA COVERAGE	
HIGH	ABOVE 0.15%	↗	RISING	↗	RISING	↗	RISING
MODERATE	<=0.15% >=0.1%	→	STABLE	→	STABLE	→	STABLE
LOW	<0.1%	↘	DECLINING	↘	DECLINING	↘	DECLINING

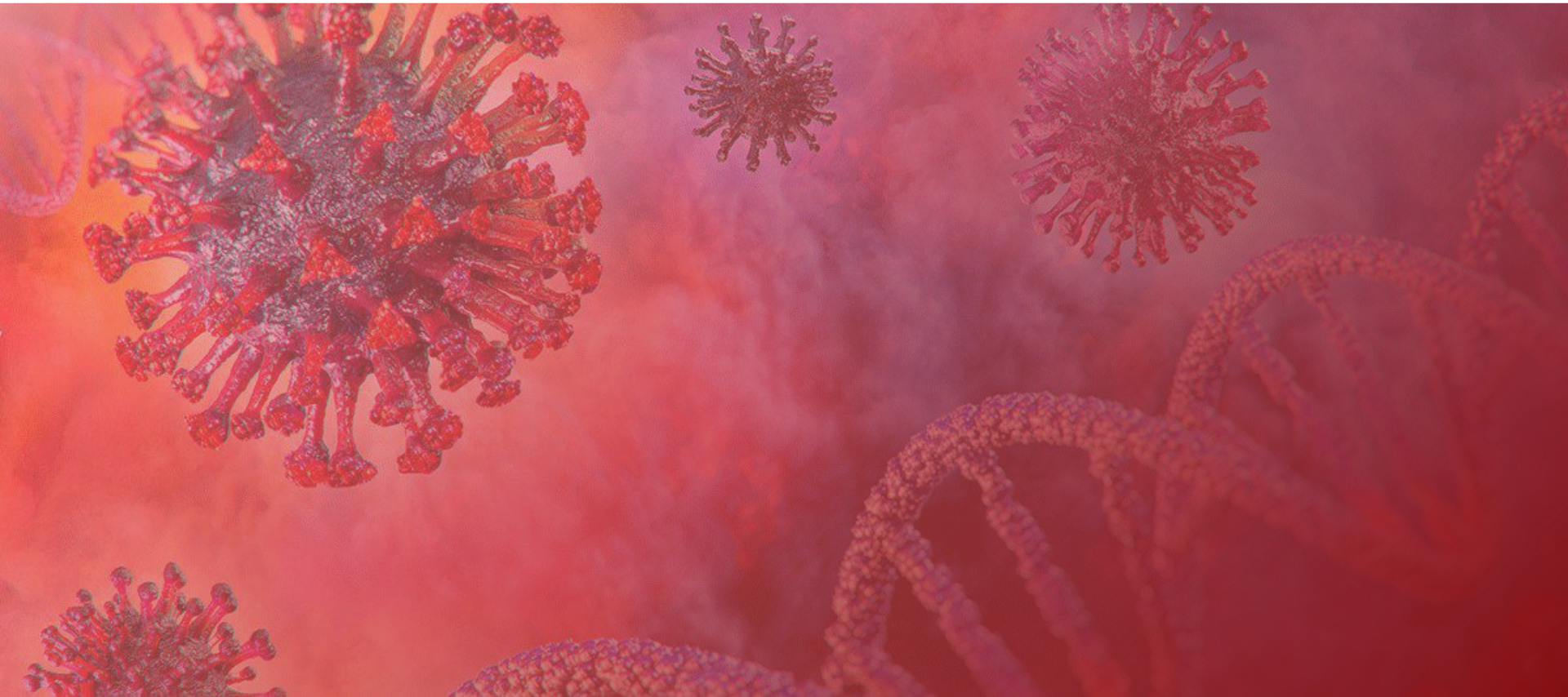
COVID-19 SCORECARD													
CHINA		ITALY		GERMANY		SPAIN		FRANCE		UK		USA	
INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS
LOW	↘	MODERATE	↘	MODERATE	↘	HIGH	↘	HIGH	↘	HIGH	→	HIGH	↘
↘	↘	↘	↘	↗	↘	↘	↘	↘	↘	→	↘	↗	↘
MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS
PHASE: IV - RECOVERY		PHASE: II - PREVENTION		PHASE: II - PREVENTION		PHASE: II - PREVENTION		PHASE: II - PREVENTION		PHASE: II - PREVENTION		PHASE: II - PREVENTION	
ACTION: PROACTIVE OUTREACH		ACTION: START PHASE III COMMUNICATIONS		ACTION: START PHASE III COMMUNICATIONS		ACTION: PREPARE PHASE III COMMUNICATIONS		ACTION: PREPARE PHASE III COMMUNICATIONS		ACTION: STAND BY		ACTION: STAND BY	

CISION GLOBAL MEDIA INSIGHTS

WEEKLY COVID-19 MEDIA ANALYSIS: APRIL 21ST

APRIL 21, 2020

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Insights



Trump's official decision to [freeze](#) the U.S.'s W.H.O. funding drove global coverage this week as other global leaders stood in [solidarity](#) with W.H.O. leadership. Coverage reported that the decision would most heavily [impact](#) the world's most vulnerable populations in Sub-Saharan Africa, the Indian subcontinent, and Latin America. In a Tweet, Bill Gates [called](#) the decision "as dangerous as it sounds."

In the U.S., debates over re-opening the country continued to play out in the press as governors in the hard-hit areas [formed](#) regional blocs to guide decision-making and Trump [took](#) to Twitter to goad on right-wing protestors in Michigan and Minnesota advocating for an end to COVID-19 social distancing efforts. Governors continued to protest the federal government's lack of support as Trump [ceded](#) responsibility for testing to the states. Virginia Governor Ralph Northam (D) [called](#) Trump's assertion that states had sufficient testing capabilities 'delusional.' Maryland governor Larry Hogan (R) [said](#) it was 'absolutely false' that there was enough testing being done.

By the numbers

19.9 million articles

286 million social shares

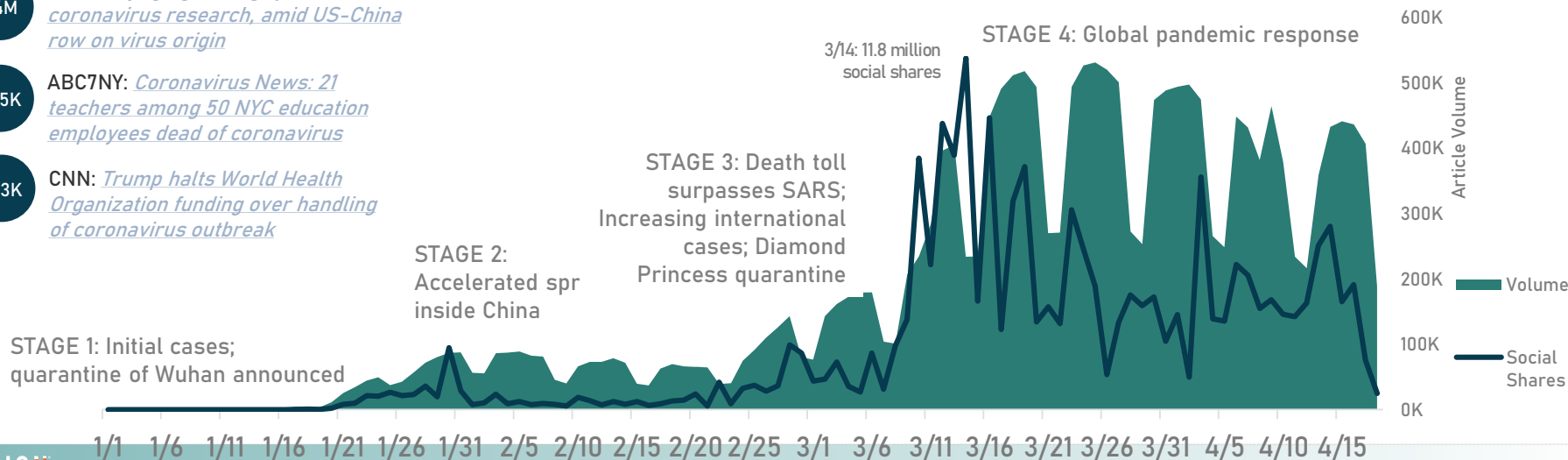
MOST SHARED ARTICLES PUBLISHED IN PAST WEEK

Top shared articles generated more engagement than previous week

- 1.4M [CNN: *Beijing tightens grip over coronavirus research, amid US-China row on virus origin*](#)
- 875K [ABC7NY: *Coronavirus News: 21 teachers among 50 NYC education employees dead of coronavirus*](#)
- 633K [CNN: *Trump halts World Health Organization funding over handling of coronavirus outbreak*](#)

COVERAGE VOLUME TREND

Coverage volume is beginning to trend slightly downward as countries pass peak

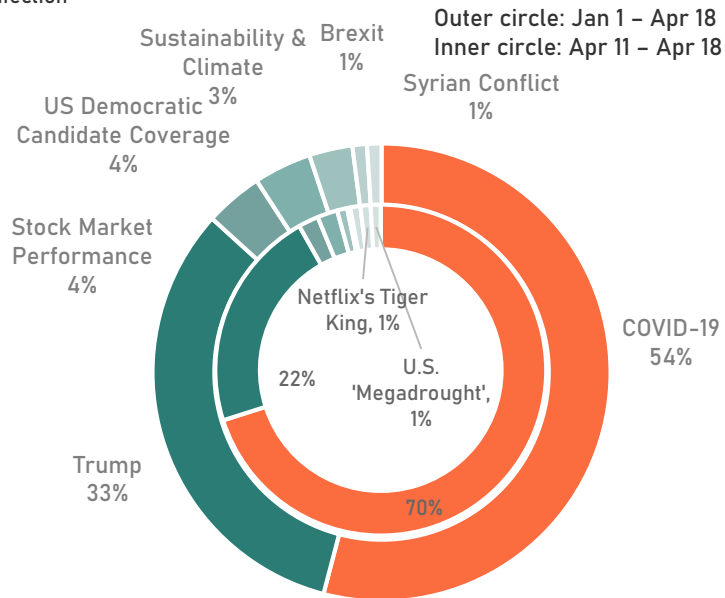


The media landscape continued to show little change even as countries and some U.S. states passed predicted peak resource use. In non-Covid-19 news this week, a new study concluded that conditions over the past decade in the southwestern United States met the criteria for a 'megadrought.' Only four periods in the past 1200 years classified as a 'megadrought,' and the current period is already worse than three of the recorded four.

Geographic distribution of coverage remained similar to previous weeks, with the U.S. leading.

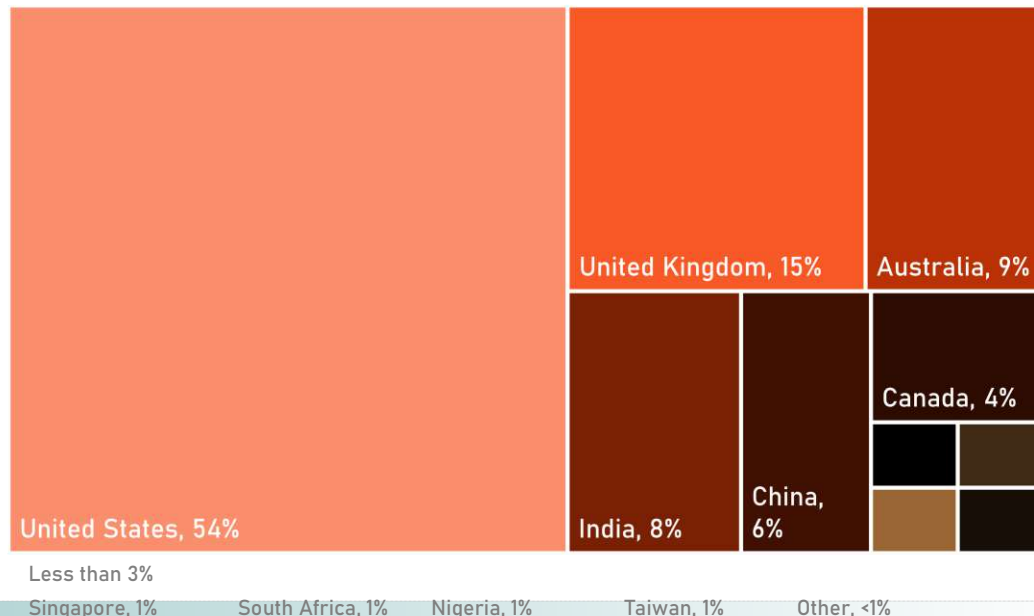
MEDIA LANDSCAPE

Media landscape shows little change even as some countries pass peak infection



COVERAGE DISTRIBUTION BY MARKET (English & Chinese language news)

Market share continued to hold steady

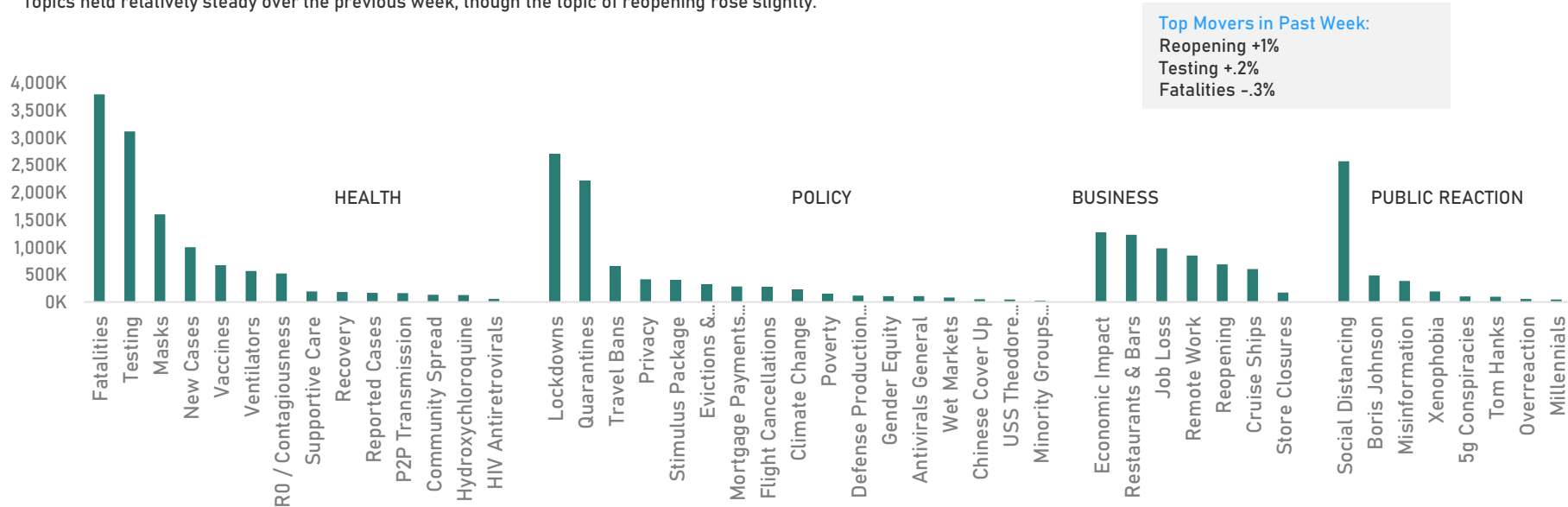


Reopening the U.S. economy became a top topic over the past week, one which was tightly intertwined with testing.

Coverage marking the death of beloved teachers, elderly veterans, and other loved ones also emerged over the past week. The *New York Times* [reported](#) that an estimated 6,900 deaths had occurred in nursing homes. In New Jersey, one such facility [drove](#) national headlines after an anonymous tip stating that bodies were being stored in a shed led police to discover 17 bodies in an overflowing morgue. In Massachusetts, a veterans home [came](#) under investigation for its response as its death toll increased to 47. Education reporters [described](#) how some students were dealing with the death of their teachers while at home in isolation. The New York City Department of Education began [reporting](#) educator deaths this week, announcing the death of 50 individuals.

COVERAGE TOPICS BY CATEGORY

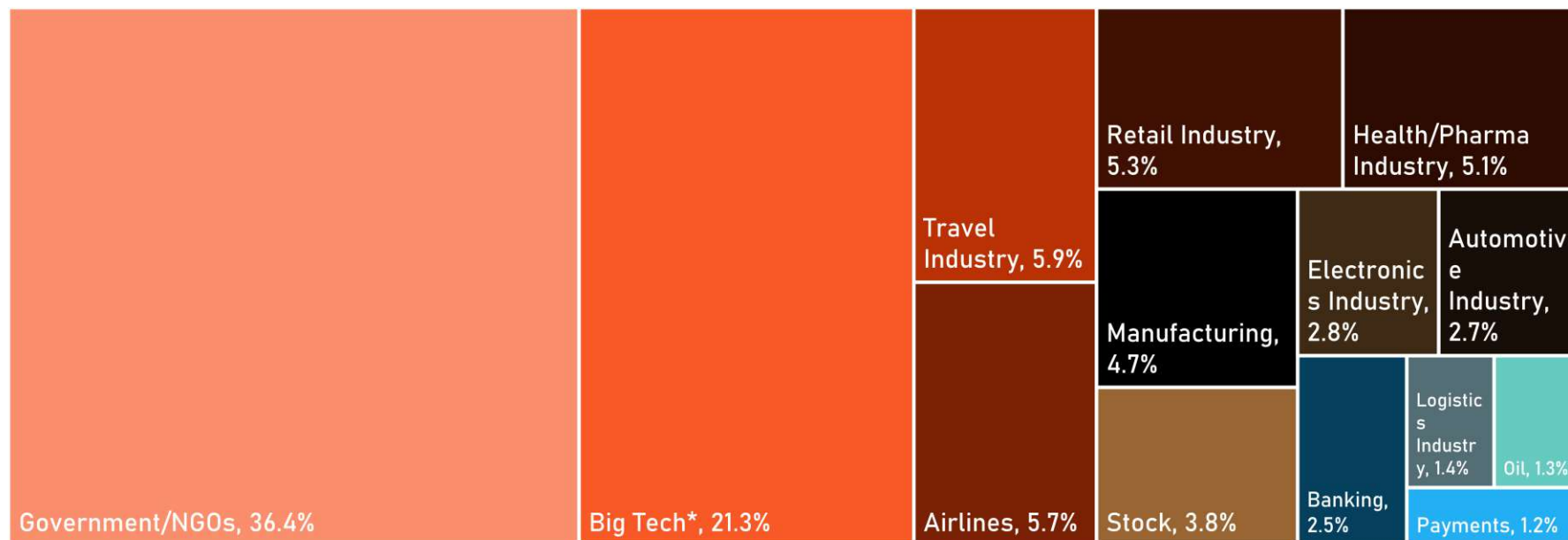
Topics held relatively steady over the previous week, though the topic of reopening rose slightly.



'Big Tech*' and the 'Health/Pharmaceutical' industries saw the largest increases in their share of mentions in 2020YTD coverage. 'Big Tech*' saw the most significant increase with new coverage at +0.4% while 'Health/Pharmaceuticals' saw a +0.2% increase. The 'Travel Industry' and 'Airlines' saw the most significant decrease in share, as each industry declined -0.3%. If this trend for travel-related industries continues, it could suggest a shift by the media away from critical travel coverage which was their focus for much of the early phases of COVID-19. The remaining industries in coverage saw minimal to no change in share.

INDUSTRIES IN COVERAGE 2020YTD

Government/NGOs continue to be the focus in news media



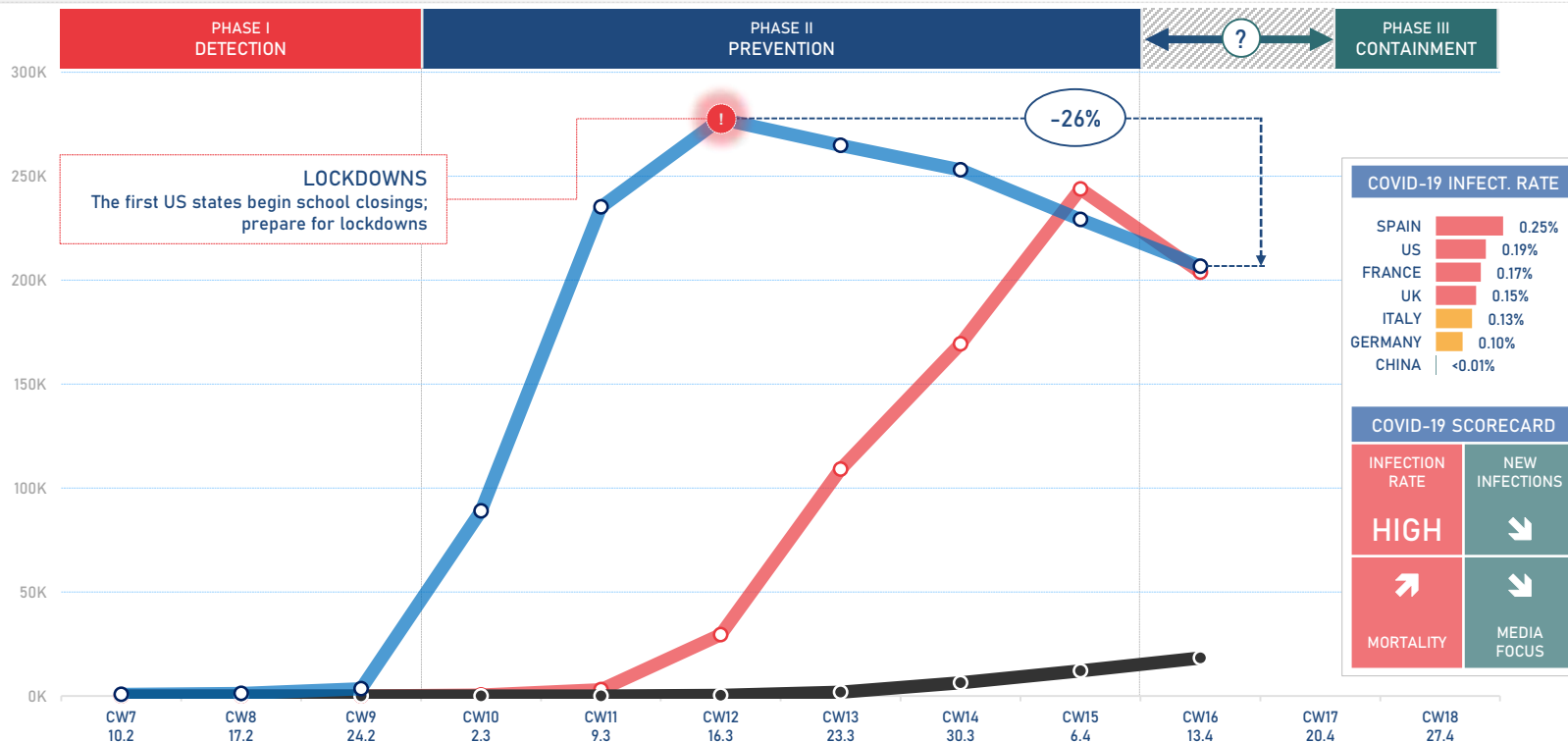
A microscopic view of several COVID-19 virus particles. The particles are spherical with a textured surface and numerous protruding spikes, characteristic of coronaviruses. The background is a soft, reddish-pink hue, suggesting a biological or cellular environment.

III: INDIVIDUAL COUNTRY TRENDS AND STRATEGIC GUIDANCE
USA, CHINA, ITALY, GERMANY, SPAIN, FRANCE AND UK

NEW COVID-19 INFECTIONS, MORTALITY & MEDIA COVERAGE TREND // USA

USA CONTINUES TO BATTLE INCREASING MORTALITY RATES

- USA INFECTION RATES DECREASE FOR THE FIRST TIME;
- MEDIA COVERAGE ABOUT COVID-19 CONTINUES DOWNWARD TREND AFTER ANNOUNCEMENT OF SCHOOL CLOSINGS AND LOCKDOWNS
- ADVICE: FOCUS ON CREDIBLE COVID-19 COMMUNITY SERVICE-RELATED CONTENT; STAND BY FOR MORE FAVORABLE PANDEMIC TRENDS



MARKETS
USA

UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD
FROM: FEB 10TH, 2020
TO: APRIL 19TH, 2020

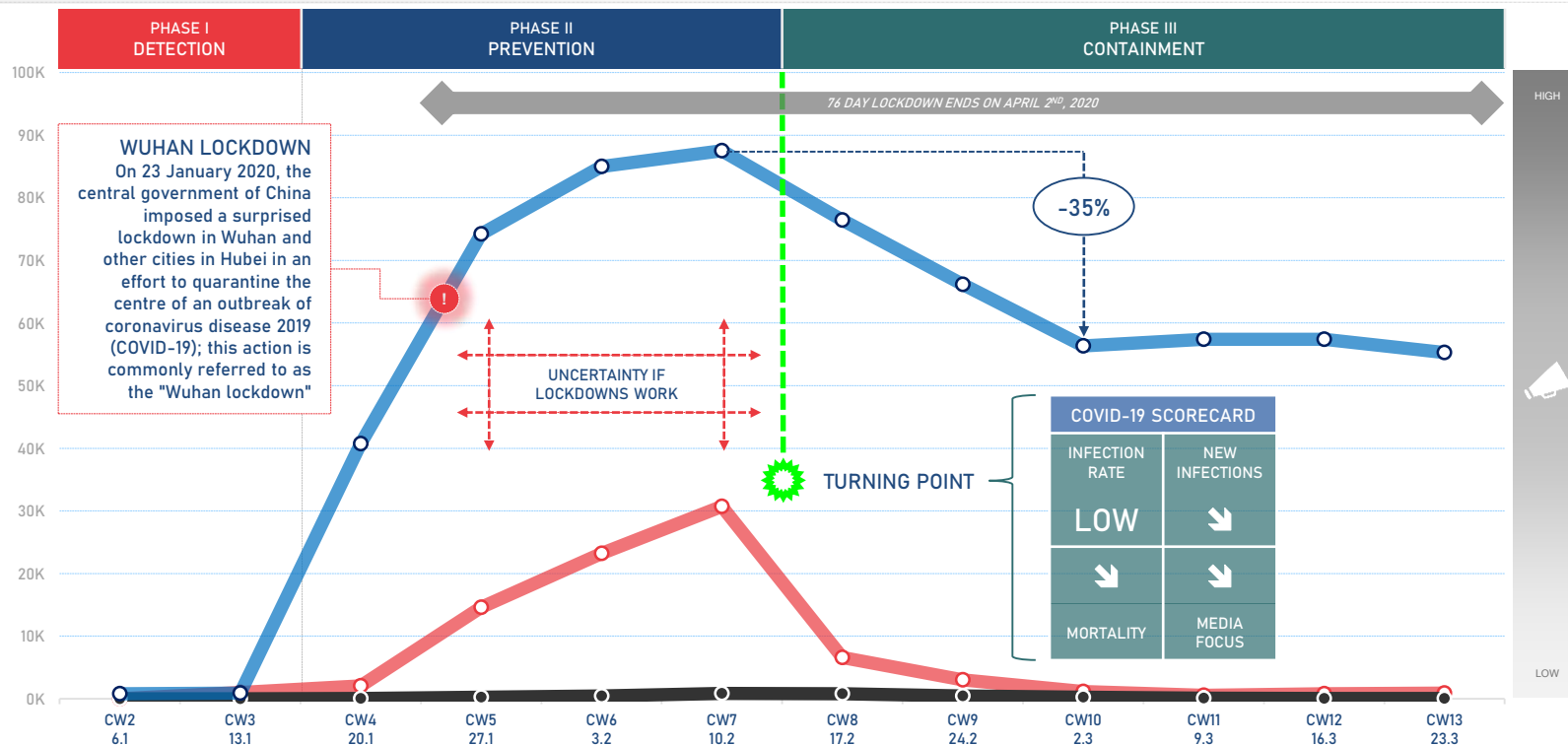
DATA
TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)
MEDIA VISIBILITY (GROSS REACH)
TRADITIONAL & SOCIAL

LEGEND
● NEW COVID-19 MEDIA COVERAGE
● NEW COVID-19 INFECTIONS
● NEW COVID-19 DEATHS
...IN RESPECTIVE WEEK

NEW COVID-19 INFECTIONS, MORTALITY & MEDIA COVERAGE TREND // CHINA

CHINA WITH LOW MORTALITY AND LOW INFECTION RATE

- UNCERTAINTY WHETHER LOCKDOWNS WORK AND HOW THE VIRUS SPREADS SPARK THE “TURNING POINT” ~ 3 WEEKS AFTER LOCKDOWN-ANNOUNCEMENT
- VIRUS-RELATED MEDIA COVERAGE IN CHINA RELAXES AS NEW INFECTIONS AND MORTALITY RATES SIGNIFICANTLY DECLINE
- ADVICE: TRENDS FAVOR MORE DIVERSE NON-COVID-19 RELATED STORY LINES. ACT NOW



MARKETS
CHINA

UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD
FROM: JAN 6TH, 2020
TO: MARCH 30TH, 2020

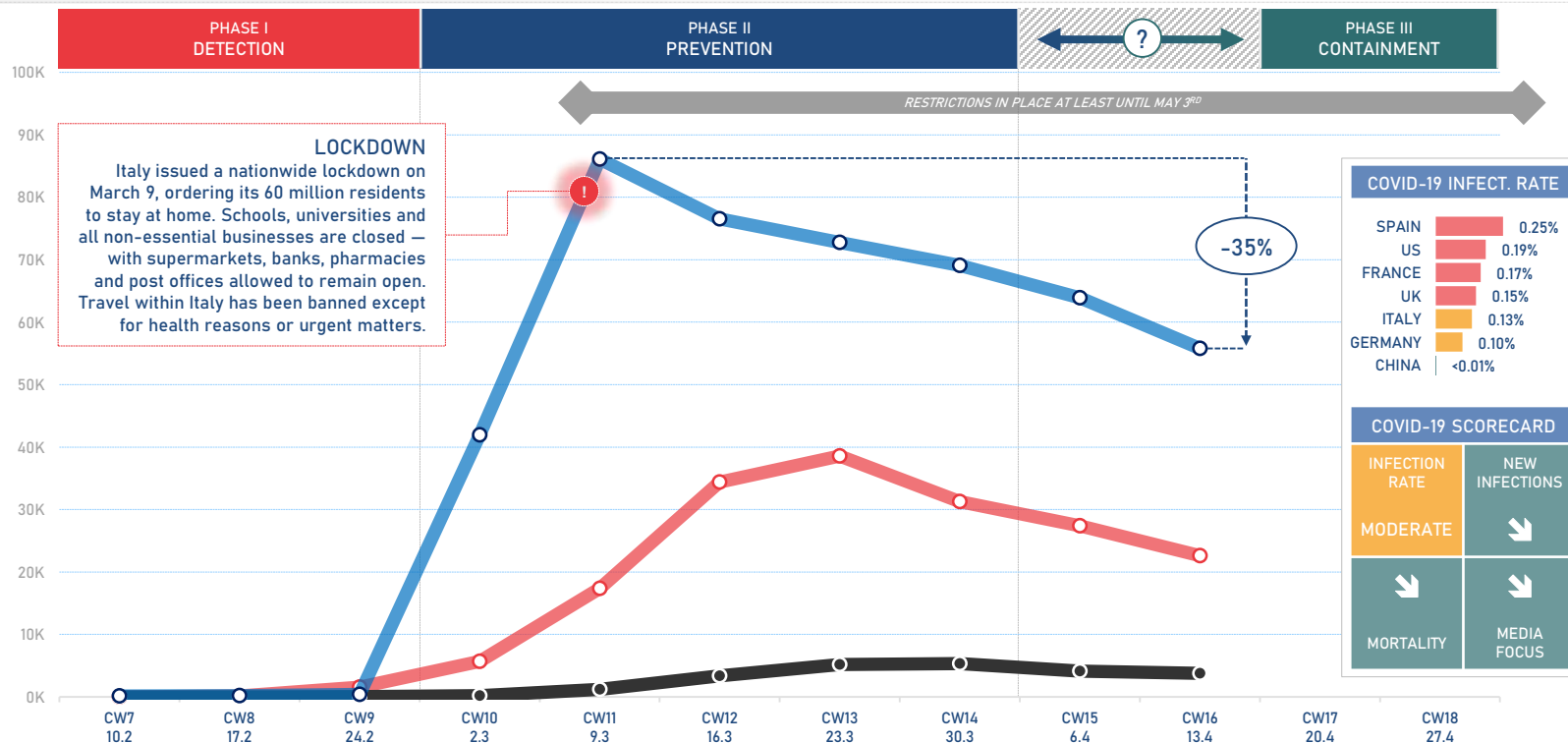
DATA
TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)
MEDIA VISIBILITY (GROSS REACH)
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LEGEND
● NEW COVID-19 MEDIA COVERAGE
● NEW COVID-19 INFECTIONS
● NEW COVID-19 DEATHS
...IN RESPECTIVE WEEK

NEW COVID-19 INFECTIONS, MORTALITY & MEDIA COVERAGE TREND // ITALY

ITALY WITH DECLINING NEW INFECTIONS AND SLIGHTLY DECLINING MORTALITY

- ITALY: DESPITE DECLINE IN NEW INFECTIONS, MORTALITY RATE IS A LAGGING INDICATOR
- MEDIA ARE RELAXING FOCUS ON COVID-10 STORIES
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III HAS BEGUN. ACT NOW.



MARKETS

ITALY

UNIVERSE

ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD

FROM: FEB 10TH, 2020

TO: APRIL 19TH, 2020

DATA

TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)

MEDIA VISIBILITY (GROSS REACH)

TRADITIONAL & SOCIAL

LEGEND

● NEW COVID-19 MEDIA COVERAGE

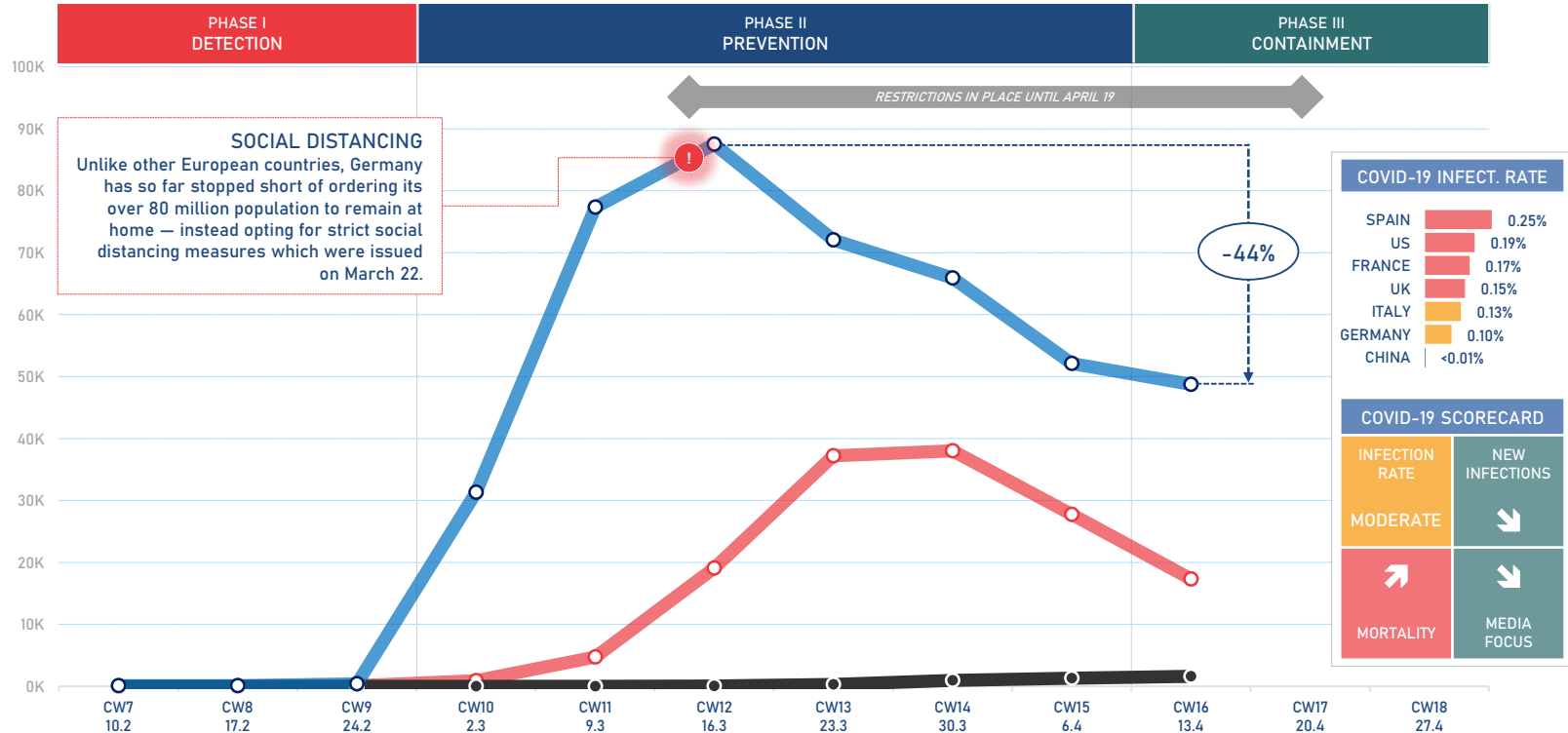
● NEW COVID-19 INFECTIONS

● NEW COVID-19 DEATHS

...IN RESPECTIVE WEEK

LOW MORTALITY AND DECREASING INFECTIONS LET MEDIA COVERAGE DECLINE SIGNIFICANTLY

- EVEN THOUGH COVID-19 RELATED DEATHS INCREASED AGAIN OVER LAST WEEK, THE ABSOLUTE FIGURE IS RELATIVELY LOW
- EUROPE'S MOST DRAMATIC REDUCTION IN COVID-19 NEWS
- ADVICE: RELATIVELY LOW MORTALITY AND DECLINING NEW INFECTIONS SUGGEST THAT PHASE III IS BEGINNING. ACT NOW



MARKETS
GERMANY

UNIVERSE

ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD

FROM: FEB 10TH, 2020
TO: APRIL 19TH, 2020

DATA

TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)

MEDIA VISIBILITY (GROSS REACH)

TRADITIONAL & SOCIAL

LEGEND

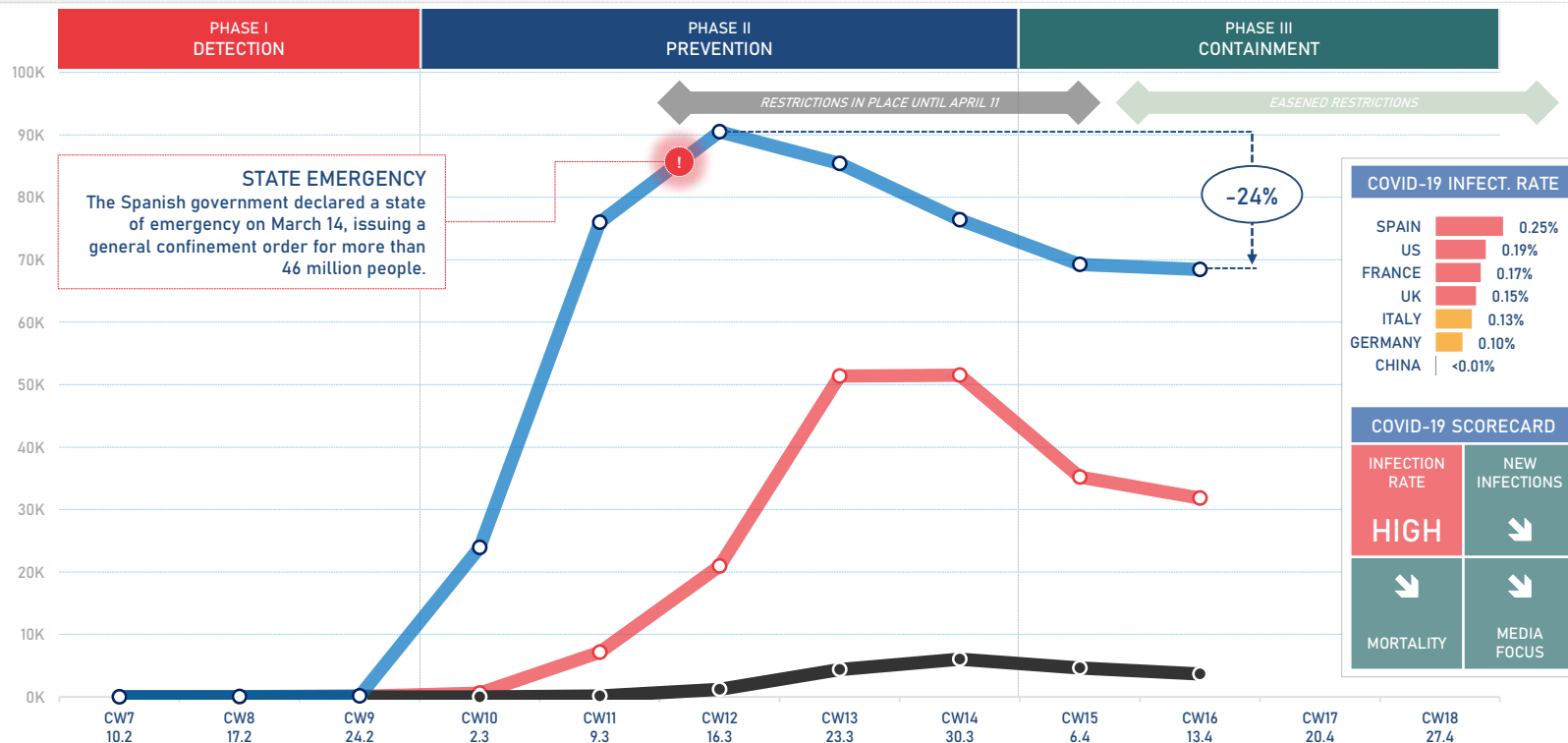
- NEW COVID-19 MEDIA COVERAGE
- NEW COVID-19 INFECTIONS
- NEW COVID-19 DEATHS

...IN RESPECTIVE WEEK

NEW COVID-19 INFECTIONS, MORTALITY & MEDIA COVERAGE TREND // SPAIN

SPAIN WITH FURTHER DECREASING NEW INFECTIONS EASES LOCKDOWN RESTRICTIONS

- NEW INFECTION AND DEATH RATES SEEM UNDER CONTROL. LOCKDOWN RESTRICTIONS HAVE BEEN RELAXED
- MEDIA ACCELERATING OPENNESS TO NEW TOPICS
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III HAS BEGUN. ACT NOW.



MARKETS
SPAIN

UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD
FROM: FEB 10TH, 2020
TO: APRIL 19TH, 2020

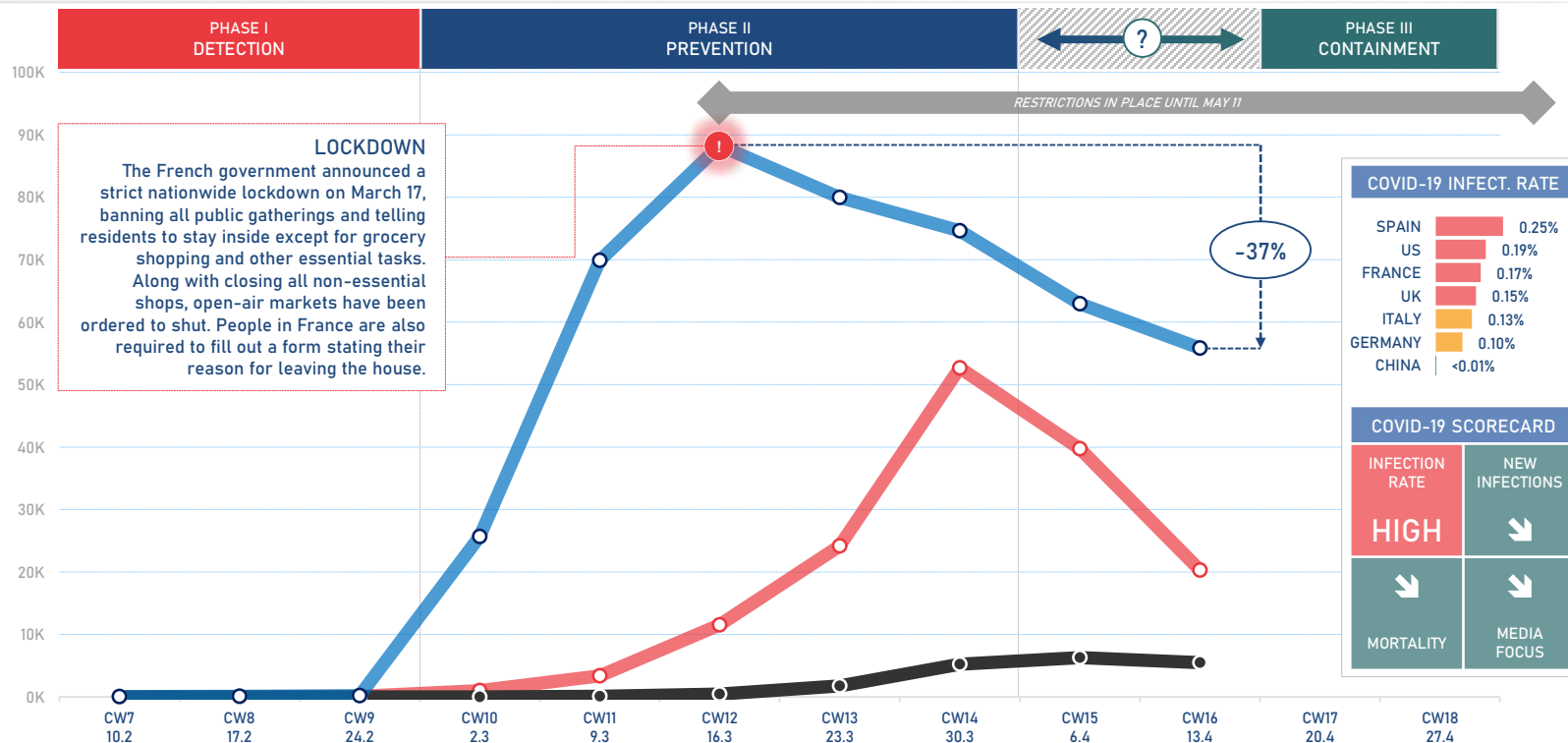
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LEGEND
● NEW COVID-19 MEDIA COVERAGE
● NEW COVID-19 INFECTIONS
● NEW COVID-19 DEATHS
...IN RESPECTIVE WEEK

NEW COVID-19 INFECTIONS, MORTALITY & MEDIA COVERAGE TREND // FRANCE

FRANCE GETS NEW INFECTIONS & DEATHS UNDER CONTROL

- COVID-19 RELATED DEATHS SLIGHTLY DECREASE IN CW 16
- MEDIA CONTINUE TO DEMONSTRATE INCREASED OPENNESS TO NON-COVID NEWS
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III HAS BEGUN. ACT NOW.



MARKETS
FRANCE

UNIVERSE

ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD

FROM: FEB 10TH, 2020

TO: APRIL 19TH, 2020

DATA

TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)

MEDIA VISIBILITY (GROSS REACH)

TRADITIONAL & SOCIAL

LEGEND

● NEW COVID-19 MEDIA COVERAGE

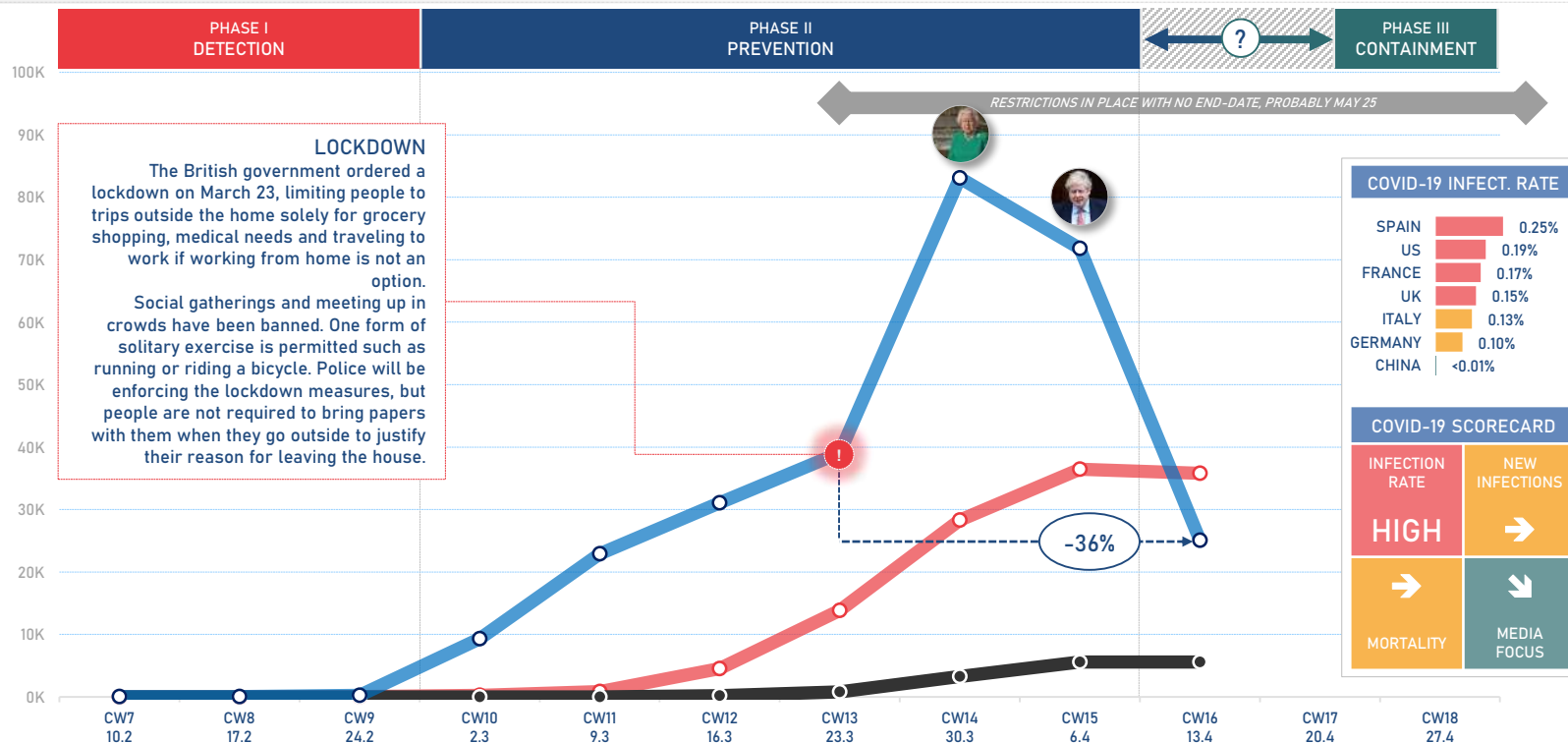
● NEW COVID-19 INFECTIONS

● NEW COVID-19 DEATHS

...IN RESPECTIVE WEEK

UK SEEM TO GET IT UNDER CONTROL: STABLE NEW INFECTIONS AND MORTALITY

- QUEEN SPEECH AND INFECTION OF PRIME MINISTER BORIS JOHNSON LEAD TO A MEDIA COVERAGE PEAK IN CW14 & CW15 – AND A HUGE DROP THE WEEK AFTER
- STAND BY FOR MORE FAVORABLE INFECTION AND MORTALITY TRENDS



MARKETS
UK

UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD
FROM: FEB 10TH, 2020
TO: APRIL 19TH, 2020

DATA
TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)
MEDIA VISIBILITY (GROSS REACH)
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LEGEND
● NEW COVID-19 MEDIA COVERAGE
● NEW COVID-19 INFECTIONS
● NEW COVID-19 DEATHS
...IN RESPECTIVE WEEK



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