

# COMMUNICATING IN A LOCKED DOWN WORLD

[navigateresponse.com](https://navigateresponse.com)



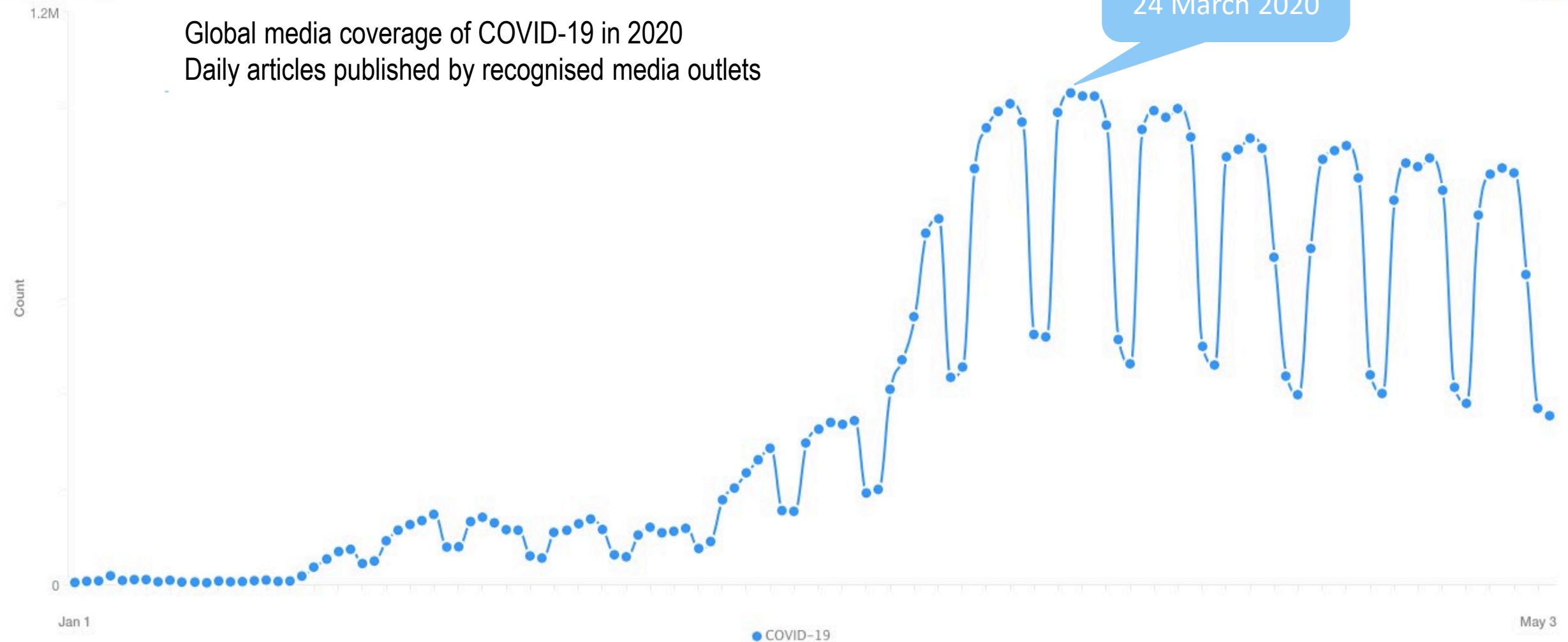
# COVID-19 HAS TAKEN OVER THE MEDIA

Media Exposure



Global media coverage of COVID-19 in 2020  
Daily articles published by recognised media outlets

1.028 Million  
24 March 2020

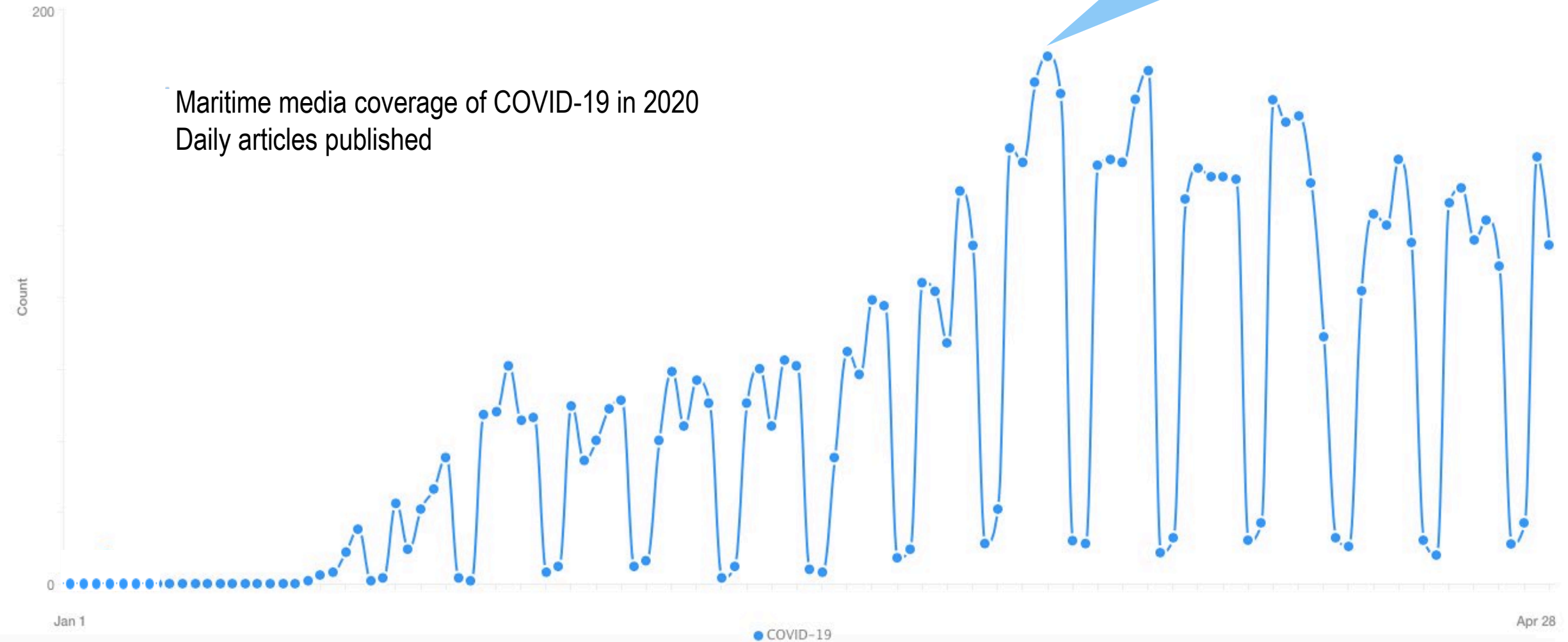


# COVID-19 IN THE TRADE PRESS

Media Exposure

184 articles  
19 March 2020

Maritime media coverage of COVID-19 in 2020  
Daily articles published



# THE AGE OF SOCIAL MEDIA

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- Instagram impressions up 26%
- TikTok engagement up 27%
- Facebook traffic 10-12% above New Year's Eve peaks
- Employees in isolation and seafarers unable to return home are likely to be especially active
- Educate employees about safe use
- Do not be seen to be trying to control or censor



# IS IT A GOOD TIME TO BE A JOURNALIST?

- Readership is way up – especially female readership
- Online subscriptions are rising at four to six times normal rates (according to the Economist)

BUT

- Print circulation is expected to drop by 30% in the UK
- Advertising revenue way down
- Fewer journalists covering more stories

# YOUR STORY WITH A BUSY JOURNALIST

- Less time for research
  - Potentially easier to hide something – don't be tempted, the truth is always best
  - Mistakes more likely
- Follow up stories less likely – you have one chance to get the record right
- Much harder to get a correction
- The "easy" version of the story even more likely to "win"

**Communicators need to do our jobs better than ever**

# JOURNALISTS AREN'T DOING THIS NOW





# WHERE COMMUNICATIONS HAPPENS

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**95%**

- Telephone
- Email
- Twitter
- Website

**5%**

- Press conference
- In studio
- On location
- Other in person



83% OF JOURNALISTS  
USE TWITTER





# TRUSTING TWITTER


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- Young journalists and those who use Twitter extensively ranked some tweets as more newsworthy than headlines from the Associated Press in a study by Columbia School of Journalism.
- 32 out of 33 major American news outlets have embedded tweets from fake Twitter accounts without identifying them as such.
- Journalists can see a story as important because other journalists on Twitter are talking about it, rather than because it is newsworthy.

# COMMUNICATING DIRECTLY WITH AUDIENCES





 **Princess Cruises**  
110,675 followers  
1w • 

[+ Follow](#) 

Jan Swartz shares an update to announce our extended pause in operations through June 30, including the impact on our Alaska season and delayed debut of Enchanted Princess. We are also offering modified cancellation of ...see more

A Message from  
**JAN SWARTZ**  
President, Princess Cruises

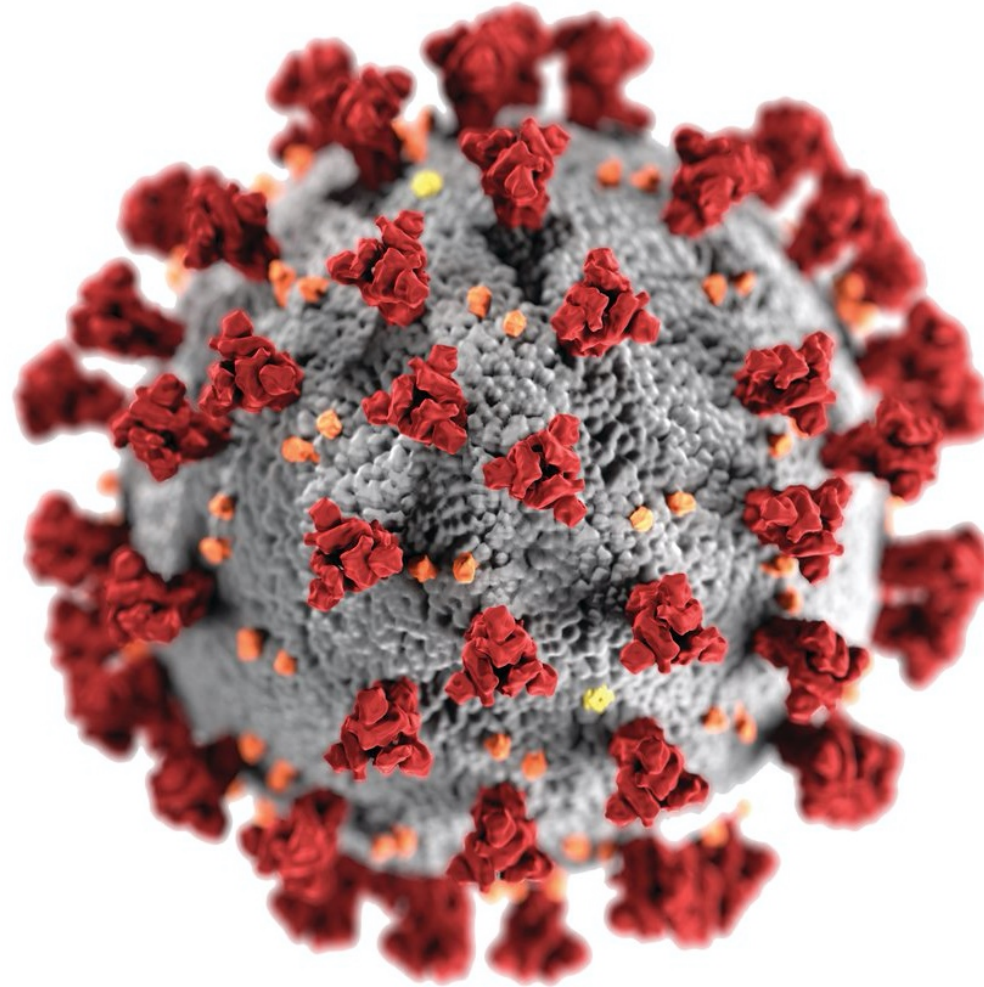
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# WHAT'S THE COVID-19 ANGLE ON YOUR SITUATION?

Will determine:

- Size of story
- Lines of questioning
- Success or failure
- Prepare your Q&A accordingly



## REMOTE MEDIA BRIEFINGS

- Increasingly popular with many companies
- Easier to control timelines than a 'live' physical briefing
- Invite list not defined by geography, but by topic and time zone
- Can appear less personal – take time to fully respond
- Have an MC or “Gate-keeper” if possible
- Need for ID pre-question is essential – Name and News Org

# HOW YOU BRIEF IS POLITICAL – BE AWARE





## HOW TO PREPARE

- Track usual indicators of likely media interest
  - Highly visible?
  - Connected to a larger story?
  - Recognizable names/brands involved?
  - People could 'feel' impacted?
- Track COVID-19 coverage cycle
- Don't get complacent
- Have support resources on standby (internal or external)



## WILL CHANGE SUDDENLY

- COVID-19 fatigue
- Media attention saturation
- Craving pictures - COVID-19 is not photogenic
- Who will be the unlucky breakout story?

# THANK YOU!

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Dustin Eno

