

COVID-19: State of the Media –Vertical Publications

Overview Stats

- Out of 35 **supply chain trade** publications, 31 or 88% are continuing to publish non COVID-19 related articles and are safe to pitch thought leadership and company news.
- Out of 18 **real estate trade** publications, 14 or 77% are continuing to publish non COVID-19 related articles and are safe to pitch thought leadership and company news.
- Out of 27 **health care trade** publications, 17 or 63% are continuing to publish non COVID-19 related articles and are safe to pitch thought leadership and company news.
- Out of 9 **education trade** publications, 7 or 77% are continuing to publish non COVID-19 related articles and are safe to pitch thought leadership and company news.
- Out of 22 **retail trade** publications, 18 or 82% are continuing to publish non COVID-19 related articles and are safe to pitch thought leadership and company news.
- Out of 21 **martech trade** publications, almost all are covering COVID-19 in some capacity, though 60-75% are continuing to publish non COVID-19 related articles and 5-6 out of the total 21 pubs have little/little to no COVID-19 coverage.
- Out of 81 **cyber trade** publications, 80 or 98% are continuing to publish non COVID-19 related articles and are safe to pitch thought leadership and company news.

ADDITIONAL KEY INSIGHTS

Real Estate

- Local Boston: Tweet From Boston Globe's Tim Logan: "I'm still getting PR pitches about architects getting new clients and luxury housing developments going on sale and mundane suburban office park deals and I'm trying to figure out what planet they're being sent from."
- Most physical infrastructure/construction publications seem to be very in-tune with COVID-19 news and one should proceed with caution before pitching.
- Any economic analysis seems to have a negative tone due to COVID-19 market impact
- Weekly deal round-ups continue to go out -- therefore it is safe to pitch those to the right editor.

Healthcare

- For general publications with healthcare reporters, many are on the COVID-19 beat and relying on other reporters to assist.
- Social media is a great way to connect with these reporters and hop on opportunities. This may require DM-pitching and quick turnarounds as the situation rapidly evolves.
- In terms of trade publications, a majority are still accepting non-COVID-19 funding and acquisition news. This depends heavily on publication and reporter beat, so use caution and do research before pitching.

- Population Health Network and First Report Managed Care, for example, are encouraging pitches and said that non-COVID-19 news is hard to come by lately.

Security

- COVID-19 coverage is focused on the cyber implications of the virus.
- While most outlets are publishing COVID-19 content, the majority are still covering the following topics:
 - *Product announcements*
 - *Leadership changes*
 - *M&A*
 - *Threat reports*
- Hard news is still acceptable to pitch.
- Looking ahead: COVID-19 coverage will continue to focus on cyber implications of the virus, especially how it will affect specific sectors.
- Articles are quoting expert sources on these topics, so thought leadership opportunities are available (if you pitch them intelligently and respectfully).

Retail

- All retail trades are currently covering COVID-19 related stories, focused mainly on:
 - *Store closures/operation adjustments (both brick-and-mortar and ecommerce)*
 - *Challenges with consumer stockpiling/hoarding*
 - *Adapted services (i.e. delivery, pick-up, curbside services)*
 - *Staffing demands*
- Many COVID-19 related articles are supported by statistics rooted in revenue or predictions of revenue loss or gain.
- The large majority are also continuing to share trend stories and announcements, including brand acquisitions, consumer interest stories, operational innovation and strategy.
 - *Several retail trade publications are continuing to publish contributed content from thought leaders in the industry that is unrelated to COVID-19.*
- Some reporters appear to be sticking to beats, while others are reporting on both unrelated and COVID-19 focused topics. Generally, use caution when pitching stories, especially as more large name brands begin to make announcements related to the business impact of COVID-19.

Martech

- All martech trades are covering COVID-19 to some extent, focused on:
 - *Brands* — what are they doing in the face of COVID-19?
 - *Social giants* like Twitter, Snapchat, etc.
 - *Industry research* — exploring impact of COVID-19

- For non COVID-19 stories/coverage:
 - *There appears to be an opportunity for contributed articles and sponsored content across a handful of martech trades as well as Q&As.*
 - *Some pubs are still publishing vendor news, product news and acquisitions.*
 - *Some appear to only be covering big industry news/key industry players.*

Education

- All of the education trades are primarily covering COVID-19, with the main areas of focus being:

Higher Ed:

- *The processes through which universities alerted students to school/dorm closures.*
- *Students without means to leave campus*
- *What will happen to commencement?*
- *What types of classes can be taught online?*

K-12:

- *To what extent are grade schools prepared to switch to online learning and do teachers have the skill to accommodate?*
- *Will this ultimately extend the school year?*

Early education:

- *What to do when schools are closed but children are too young to teach online?*
- *Financial support for early education teachers while schools are closed.*

- At the same time, there are still “business as usual” stories being published, which are primarily focused on:
 - *New reports/data*
 - *Education policy as it’s being discussed in the primary/presidential election*
 - *Longer-lead reported pieces/previously submitted op-eds*

Supply Chain / Manufacturing

- All supply chain trades are covering COVID-19 in some capacity especially as it relates to exposing how fragile the industry can be.
 - *While COVID-19 is certainly affecting the supply chain industry, about 88% of the publications we’re monitoring are continuing to publish non COVID-19 related articles and are safe to pitch thought leadership and company news.*
- With that said, be selective. COVID-19 is still top of mind and if anything new arises, the focus will shift.
- There are a few publications such as JOC.com that are still very selective on the type of news they are covering. It’s still worth sharing that morning’s press release, but it might just serve as an FYI to the journalist whose time is even more limited within the current media climate.

- It's also worth noting that even when COVID-19 isn't mentioned within a story, the topic is still very relevant – such as the recent Supply Chain Quarterly article addressing “Seven Steps to Counter Catastrophe.”

Good Decisions:

The following highlights for-profit companies that are making good decisions during the COVID-19 outbreak for the sake of their employees, customers, and communities, as well as inspiring others to do the same.

[Zoom](#): Giving K-12 schools video conferencing tools for free.

[Balance](#): Free annual subscriptions.

[Uber Eats](#): Free delivery for independent restaurants.

[LVMH](#): Converting fragrance factories to make hand sanitizer for hospitals.

[Mint Mobile](#): Unlimited data until 4/14.

[Wifi Providers](#): Free WiFi for students needing to videoconference/learn remotely.

[Delta](#): CEO giving up his salary for six months.

[Headspace](#): Free subscriptions for United States healthcare providers & more.

[Miami Heat](#): Compensating arena employees during shutdown.

[SC Johnson](#): Donated \$1M to CDC for COVID-19 emergency response.

[Patagonia](#): Closing stores and website yet continuing to pay employees.

[Apple](#): Closing stores yet continuing to pay employees.

[Coursera](#): Offering free online courses to universities until August.

[H-E-B](#): Offering temp jobs to Texans.

[Comcast](#): Removing WiFi limits for low-income families.

[Chipotle](#): Chipotle together

[Mastercard](#): Contributing \$25M to fund efforts for a cure.

[Early Light Media](#): Donating free video Production for leaders with important COVID-19 updates.

[Goldman Sachs](#): Allowing Apple Card users to skip March payments and Marcus platform customers to postpone payments for a month.

[Amazon](#): Opening 100k new roles & raising wages; welcoming laid-off or furloughed workers.

[Sweetgreen](#): Delivering free, fresh meals to hospitals in the cities they serve via zero-cost Outposts.

[Stop & Shop](#): Offering early shopping hours for the 60+ to avoid risk of exposure.

Consumer/Lifestyle

- Lifestyle/wellness reporters are generally either covering their space from a COVID-19 angle or are being reassigned from their typical beats to cover it; for example, all cannabis reporters at Business Insider have been reassigned to COVID-19.
- Lifestyle outlets are typically covering from a place of reassurance/positivity/helpfulness: how to work out, keep yourself healthy, etc. For example:
 - [How to Clean Your Phone if You're Worried about Coronavirus](#)
 - [9 Totally Free At-Home Workouts for When Coronavirus is Keeping You Inside](#)
- Stories that discuss best practices from working from home are dominating coverage. For example:
 - [What to Wear for Zoom Calls? Turtlenecks, Of Course](#)
- Outlets are trying to balance coverage that acknowledges the present moment and providing accurate information, while being responsive to the desires of its readership for lighter fare to distract from the negative news cycle dominating national outlets.
 - *From Goop Chief Content Officer Elise Loehnen: "We are very aware of what is going on, and we are working overtime to bring you stories, recipes and podcasts that will both inform and also soothe and entertain you."*