

COVID-19 Media Coverage

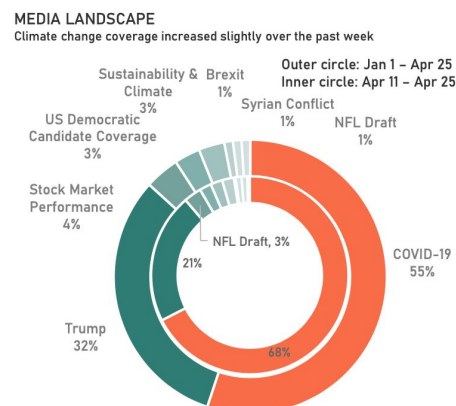
Our firm continues to use data to provide recommendations to our clients, especially regarding COVID-19 media coverage. Whether you are a parent, caregiver, consumer, business owner, or decision-maker inside your company, we think it is important to not only know what is getting covered by traditional media outlets but equally important what is getting shared online. This is going to be especially critical to guiding ongoing communication efforts as you begin to craft plans to reopen when it is safe and allowed.

Overview: Overall COVID-19 coverage continued to slowly decline while the focus moved to reopening strategies being discussed state-by-state. Antibody tests were discussed with greater frequency, especially because some studies showed that 1 in 5 people in cities like New York who have been sampled have tested positive for the antibodies, indicating an earlier infection of COVID-19. President Trump continued to steal the spotlight away from the crisis after he suggested people inject disinfectants to treat COVID-19, meanwhile the US death toll surpassed 50,000 and 1 million globally.

- **Most-shared Article Focuses on Historical Oil Price Crash:** Roughly 1.2 million people shared CNN media coverage about the historical drop in oil prices in the U.S., which saw futures turning into negative numbers last week.
 - The second most shared article discussed the Las Vegas mayor's offer for the city to be a test case for COVID-related deaths without social distancing, which was published in The New York Magazine and shared 936,000 times.
 - The BBC came in third with 635,000 shares of an article about President Trump's suggestion to inject disinfectants to treat COVID-19.

- **Media Landscape April 11-25, 2020:**

- 68% COVID
- 21% Donald Trump
- 3% NFL Draft
- 3% US Democratic Candidate Coverage



THE HAYES INITIATIVE

- US Leads the Way in Media Coverage on Pandemic:** More than half of global media coverage of the pandemic occurred in the United States, with the United Kingdom coming in at a distant second at 15 percent. Australia and India followed with African nations increasing coverage this week.
- Increased Media Coverage on Re-opening, Oil Prices and Climate Change:** Although the number of fatalities still topped the health-related COVID-19 media coverage, there was a slight overall decrease in the number of articles in this area. Media coverage regarding state reopening plans increased this week as well as articles on oil prices and how COVID-19 will not stave off climate change. The top policy stories related to lockdowns while the top business coverage was on the economic impact of the pandemic. Media coverage on social distancing topped the category of public responses.

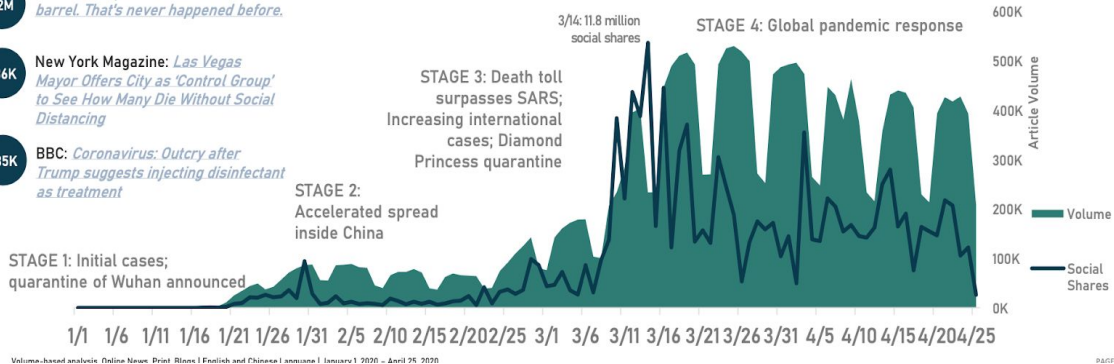
MOST SHARED ARTICLES PUBLISHED IN PAST WEEK

The top shared article this week reported historic negative oil prices

- 1.2M** CNN: *US oil prices crash below \$0 a barrel. That's never happened before.*
- 936K** New York Magazine: *Las Vegas Mayor Offers City as 'Control Group' to See How Many Die Without Social Distancing*
- 635K** BBC: *Coronavirus: Outcry after Trump suggests injecting disinfectant as treatment*

COVERAGE VOLUME TREND

Coverage volumes continued a slow decline



Data set includes from January 1 - April 28, 2020, and resourced using Cision Global Media Insights.