

Coronavirus: Response of Crown ► Dependency Media

May 2020

Introduction

With communications shooting up the agenda in the wake of the coronavirus pandemic, the relationship between organisations and the media has become more important and more complex.

We took the opportunity to assess how, a month after having gone into 'lockdown', various media platforms across the Channel Islands and Isle of Man are adapting to the new environment.

We asked the key media across Guernsey, Jersey and the Isle of Man a series of questions relating to their news content, how they are responding to the new challenges of reporting, and how their relationships with organisations are evolving. Here's a summary of their responses...

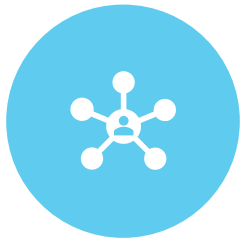
Key Findings



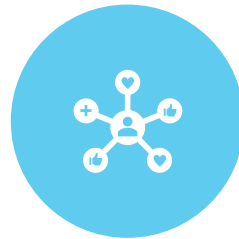
Adapt to the new context: journalists are heavily focused on coronavirus stories, so it is not business as usual. However, although coronavirus continues to dominate coverage, there is appetite for other stories. Communicators need to think carefully about what works best in the current environment, for readers and journalists as well as clients



Consider online format: online media traffic is on the rise, suggesting that people are looking for up to date information in a rapidly changing environment. Communicators need to consider how their messages would play out in an online environment



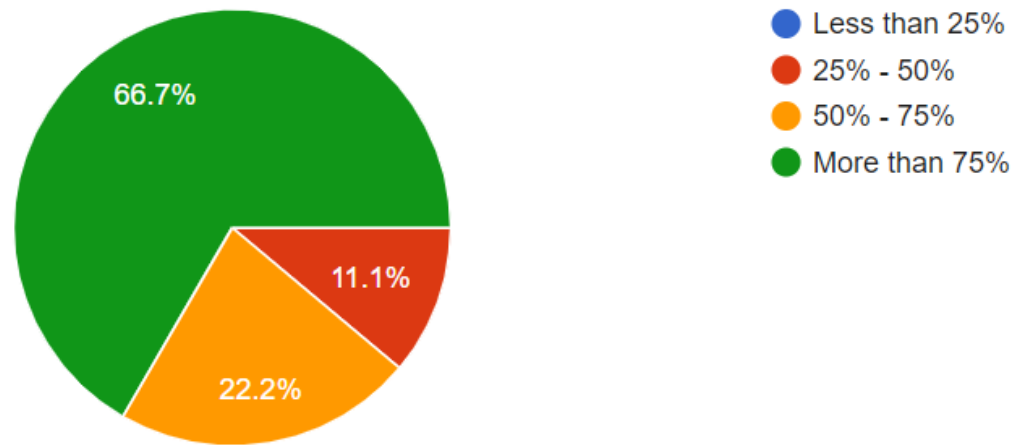
New methods of contact: journalists are remote working too and are using a variety of tools to help manage stories and interviews. Communicators should be alive to being adaptable to working with journalists



Clarity: journalists are looking to cut through the noise and find interesting angles. Communicators need to focus on being clear and concise if they are to work best with reporters

News Agenda

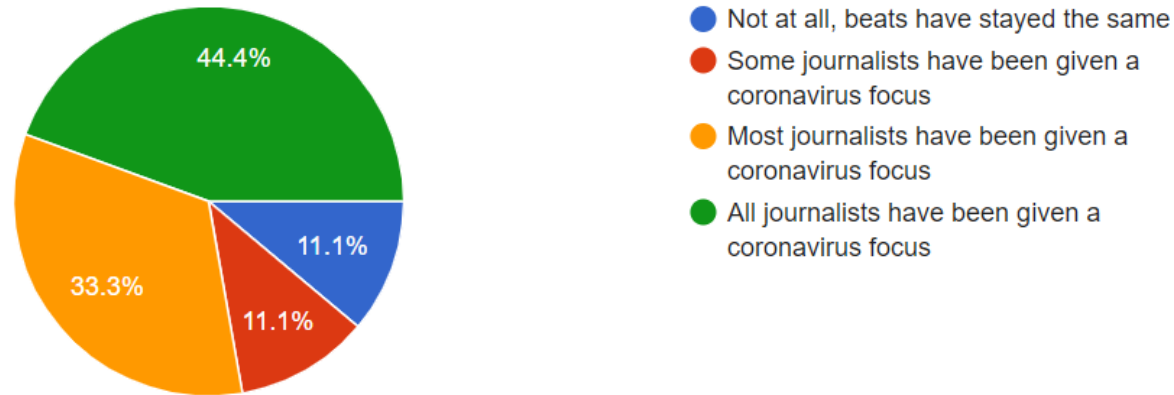
What proportion of your news agenda is now dedicated to coronavirus?



- Media are overwhelmingly focused on coronavirus, with two-thirds claiming that at least 75% of coverage is dedicated to the virus

News Agenda

To what extent have your editorial teams shifted away from their 'normal' beat to cover coronavirus-related stories?



- Journalists are heavily focused on coronavirus related stories, with only 11% of journalists remaining entirely focused on their normal beat

News Agenda

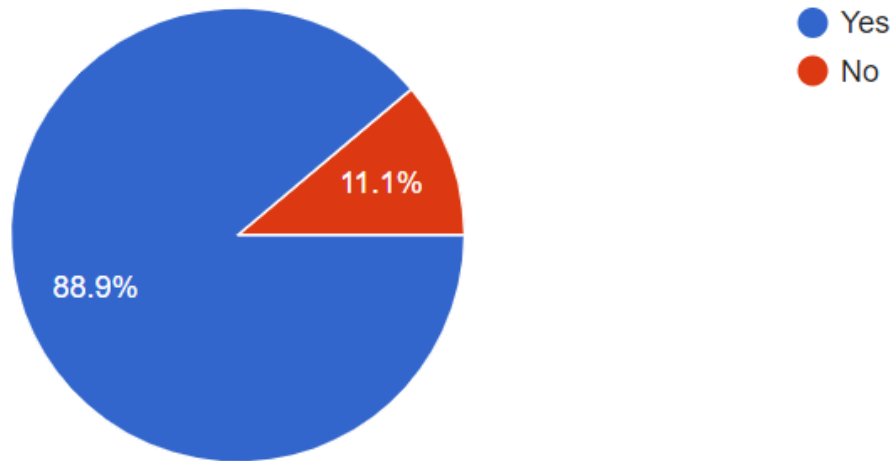
Are newsdesks assessing news content differently since the pandemic began?



- Non-coronavirus related stories are taking a hit, with 89% of journalists admitting that some stories have to get dropped because of the volume of virus-related stories

News Agenda

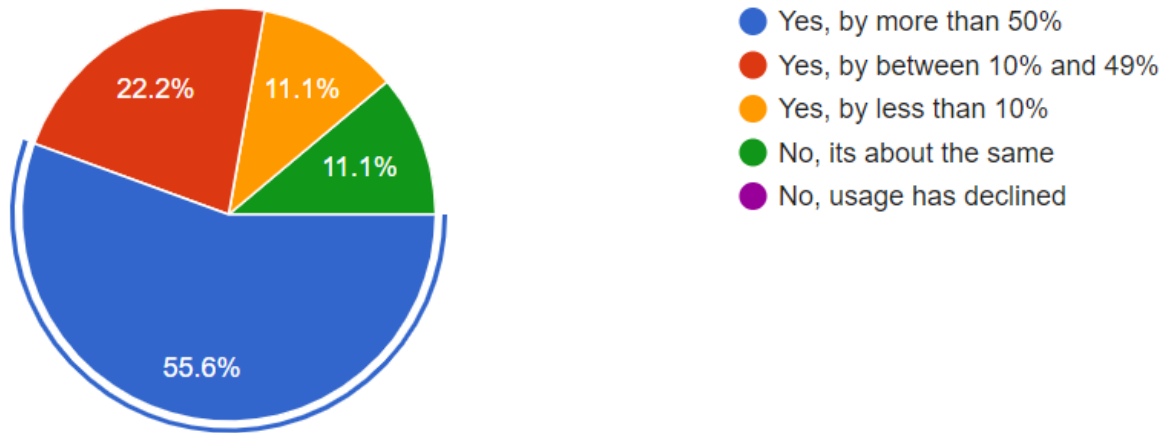
Are newsdesks proactively seeking out stories that are not related to coronavirus?



- Whilst journalists are heavily focused on coronavirus, 89% of journalists are also proactively looking for non-virus related stories

Adapting to the new environment

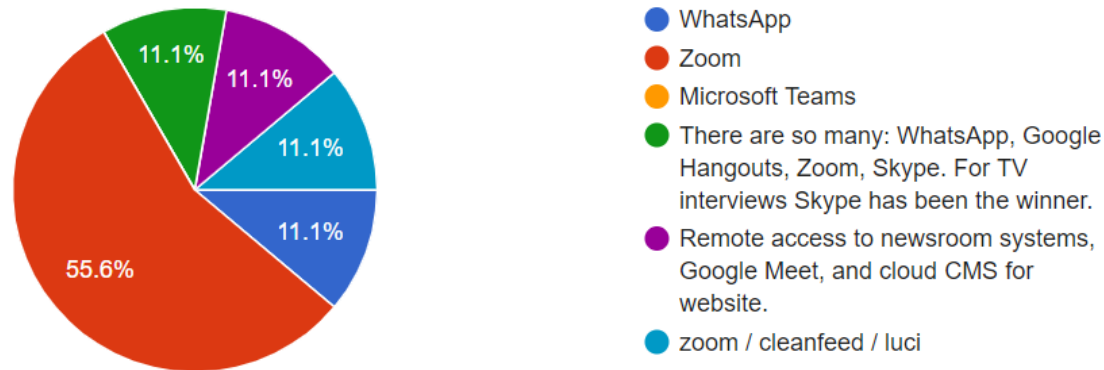
Have you experienced increased usage of your website in the last month?



- Media are seeing a spike in online traffic, with 56% of media seeing an increase in usage of their websites of more than 50%

Adapting to the new environment

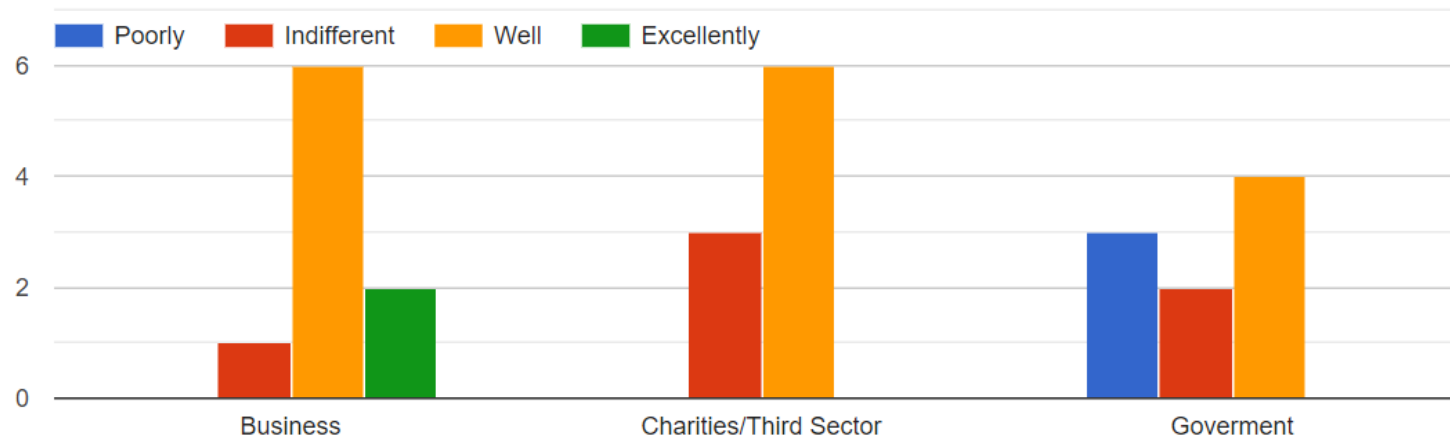
Which technological application is currently proving the most useful for journalists each day?



- Media are using multiple online tools for conducting interviews and managing stories. More than half of journalists consider Zoom a key tool

Adapting to the environment

How effectively in your view have the following sectors communicated during the pandemic so far?



- Business and the charity sector overall deemed to have communicated better than governments, but truly excellent communication is relatively rare

Adapting to the environment

In one word, how would you describe your approach to the coronavirus pandemic so far?

