

How Different News Outlets Cover COVID

Background

In an effort to keep you up to date on the latest information to help your business navigate the impact of the coronavirus pandemic, we have researched how a number of media outlets have been covering the COVID-19.

In this report, we've analyzed media coverage over the past two weeks from noteworthy news outlets and television programs: ABC Nightly News, Bloomberg, Business Insider, CBS Evening News, CNBC, CNN Online, CNN Evening News, Fast Company, Forbes, FOX Nightly News, and NBC Nightly News

Methodology

Over the course of two weeks (**March 30 - April 10**), we analyzed:

- Changes in website structure/dedicated coverage layouts
- Amount of COVID coverage and focus within the coverage
- Relevant reporters from each outlet

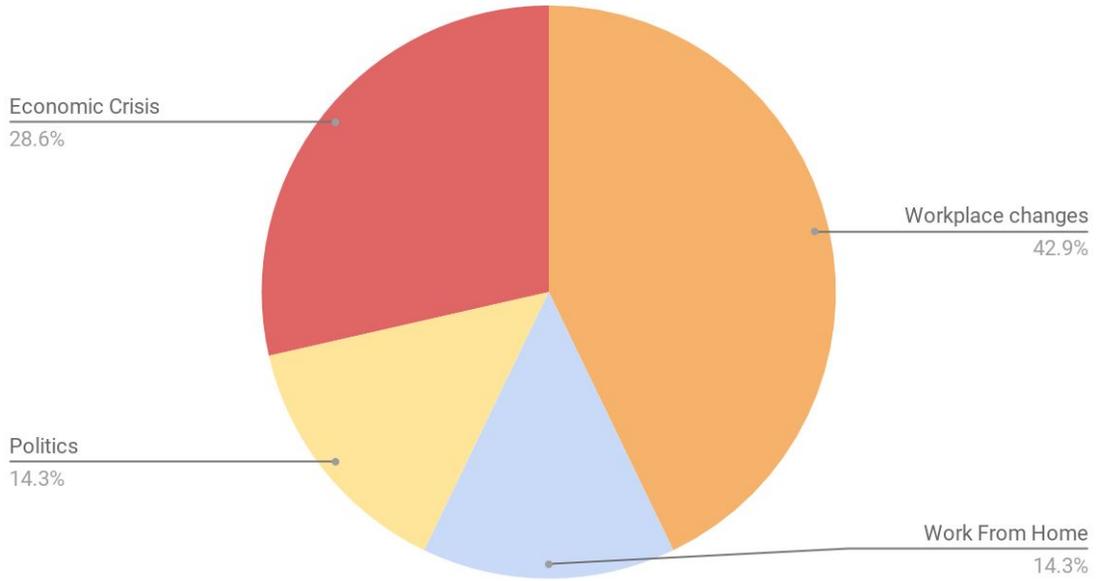
Overall Findings

Over the course of two weeks (**March 30 - April 10**), we found:

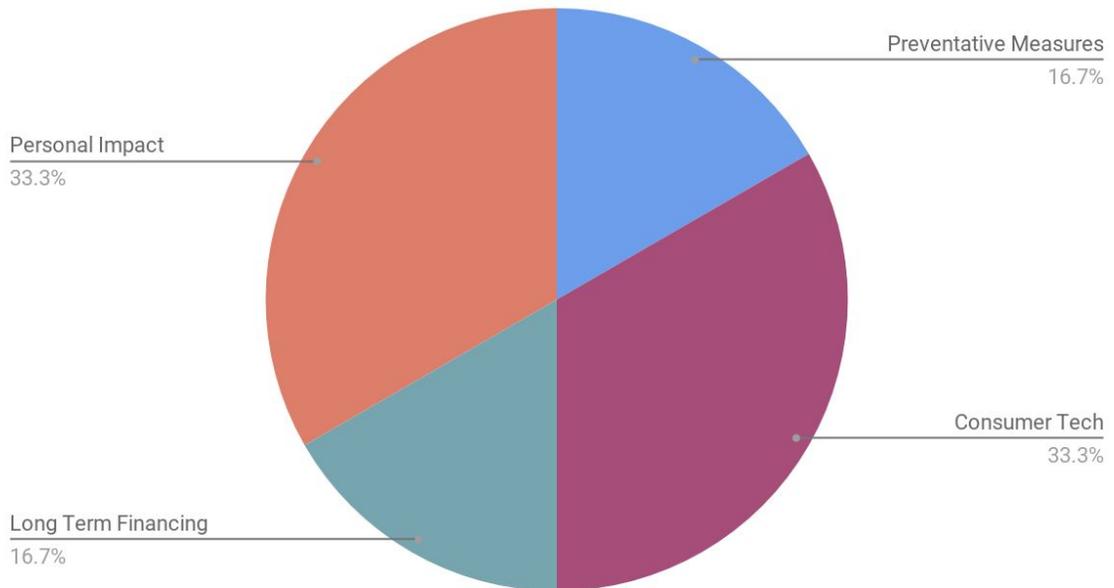
- The types of education stories published by each outlet included overlapping themes such as health care and technology
- All had articles included long-run projections of the impacts COVID-19 will have on families, infrastructure, and/or economy
- Many conversations surrounding the prominence of technology in daily life moving forward

Data*

Primary COVID Coverage Topics



Secondary COVID Coverage Focus



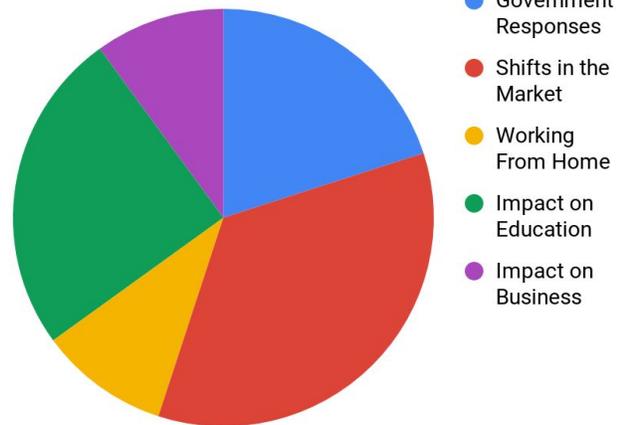
*based on articles, does not include topical coverage for television programs

Outlet Analysis

Bloomberg

- Main focus of articles are as follows:
 - Widespread demand for improved working conditions (i.e. hazard pay, livable wages, etc.)
 - Approx. half a million furlough workers from retail positions nationwide
 - Anticipated extension of preventative measures into June
 - Universities changing admissions requirements and structure of curriculums
- Top stories include:
 - [Bitcoin Plunges Through \\$6,000 in Worsening Crypto Rout](#): Largest digital token breaks \$6,000 as risk-asset rout spreads. Other major cryptocurrencies post even steeper declines
 - [White House, Congress Weigh Next Stimulus With Virus Spreading](#): Officials consider aid for mortgage markets, travel industry. Pelosi says states and local governments will need more help. The White House and congressional Democrats are preparing for a fourth round of economic stimulus to get the U.S. through its coronavirus outbreak.
 - [Colleges Drop SAT, Easing Admissions Burden for at Least One Class](#): The tests were already losing currency, in part because they favor wealthy applicants. Covid-19 forces the issue.
- Top reporter(s):
 - [Kim Bhasin](#) - Luxury reporter at Bloomberg News & Bloomberg Businessweek
 - [Jennifer Jacobs](#) - Senior National Political Reporter for Bloomberg News
 - [Saleha Mohsin](#) - Bloomberg News reporter covering the U.S. Treasury department.
 - [Joanna Ossinger](#) - Editor: Cross Asset Markets
 - [Janet Lorin](#) - College endowments reporter at Bloomberg

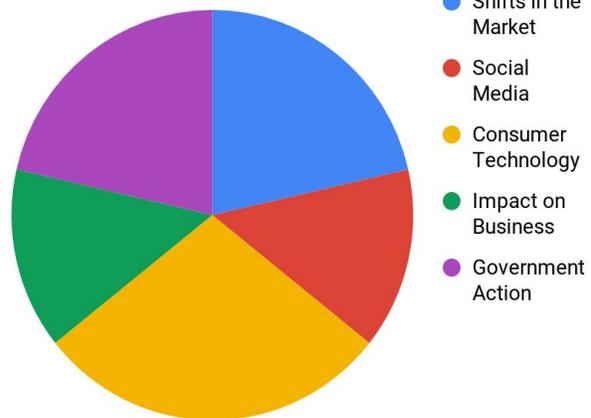
COVID-19 Coverage Topics



Business Insider

- The main focus of the articles are as follows:
 - Current realities of those affected by COVID-19
 - Consumer technologies such as Uber, Lyft, and Slack being affected by the virus
 - Market Shifts on Wall Street during the pandemic
 - Government Responses
 - Healthcare/ Death and diagnose statistics and updates for COVID-19
- Top stories include:
 - [New data shows Uber rides in the US have fallen up to 94% as the coronavirus pandemic upends travel, work, and the economy](#) “The coronavirus pandemic has forced people around the world to avoid travel, wreaking havoc on Uber and Lyft’s core taxi businesses.”
 - [Slack’s chief marketing officer explains why its first national ad campaign as public company centers on its response to the coronavirus pandemic](#) “The workplace chat app Slack is releasing its first national advertising campaign as a public company...”
 - [IRS says it will start to send out coronavirus stimulus checks in the next 3 weeks](#) “Americans who qualify for economic impact payments from the coronavirus stimulus bill will receive their fund in the next three weeks....”

COVID-19 Coverage Topics



- Top reporter(s):

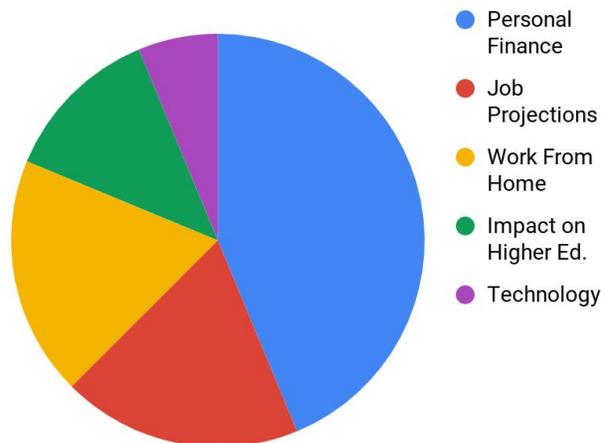
*It seems that there isn't a core set of reporters working on COVID-19 stories. It looks like everyone will report on the virus if it is relevant to their work or area.

 - Ashley Collman - Senior News Reporter
 - Rachel Premack - Senior Transportation Reporter
 - Ben Winck - Economics and Market Insider Reporter
 - Blake Dodge - Healthcare Reporter
 - Isobel Asher Hamilton - Tech Reporter
 - Lauren Frias - Breaking News Reporter
 - David Choi - Senior News Reporter
 - Sinead Baker - News Reporter (2 Reports)
 - Mia Jankowicz - News Reporter

CNBC

- Main focus of articles are as follows:
 - Staying healthy and productive when working from home
 - New factors to consider for long term personal financing
 - Tech and phone applications being adapted for COVID
 - Impact on higher education selection process
- Top stories include:
 - [Taking care of yourself when working from home is 'crucial,' experts say: Here are 6 best practices](#): Logging hours while social-distancing at home after years of working elsewhere can be a major adjustment. Limited social connections and the lack of clear boundaries between work and home life can affect your productivity and focus.
 - [US companies cut 27,000 jobs before the worst of the coronavirus shutdown, millions more coming, Moody's says](#): Private companies shed 27,000 employees for the period through March 12, according to ADP. Actual losses for the month were much worse as indicated by jobless claims numbering in the millions.
 - [4 steps to take if you worry you or your partner will be laid off due to the coronavirus pandemic](#): It's estimated that 14 million U.S. jobs may be lost due to the pandemic by summer, according to the Economic Policy Institute. Unemployment claims are already on the rise, with 3.28 million filed the week ending on March 21.
- Top reporter(s):
 - [Greg Iacurci](#) - Reporter, covering personal finance; unemployment and small business
 - [Anna Hecht](#) - Money reporter for CNBC Make It, covering credit cards
 - [Eric Rosenbaum](#) - Editor, covering financial services
 - [Jeff Cox](#) - Finance editor, manages coverage of the financial markets and Wall Street

COVID-19 Coverage Topics

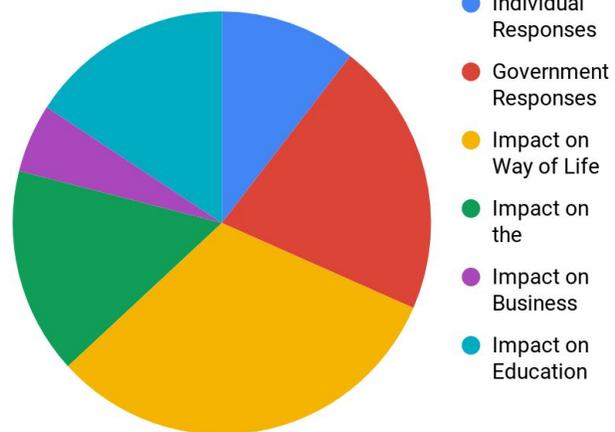


CNN Online

- The main focus of articles are as follows: CNN has a fully comprehensive outlook and reporting structure of COVID-19
 - There is a heavy influence on politics
 - How the coronavirus is consequently affecting American lives in terms of social security, physical and mental health, financial strains, and market response
 - Effects on Business
 - Working from Home
- Top stories include:
 - [Coronavirus has already permanently changed our economy and the way we live](#)
“At the same time, it's already possible to see how this outbreak will permanently change our lives.”
 - [What small businesses need to know about the government's new forgivable loan program](#) “Treasury Secretary Steven Mnuchin has promised that by this Friday small business owners can apply for a new, forgivable loan to help keep their businesses afloat during the coronavirus crisis.”
 - [With coronavirus closing schools, here's how you can help food insecure children](#)

“On any given day, the National School Lunch Program provides low-cost or free lunches to 29.7 million children. But the coronavirus pandemic is shutting down schools and parents are scrambling to find ways to feed their hungry kids.”

COVID-19 Coverage Topics



- Top reporter(s):

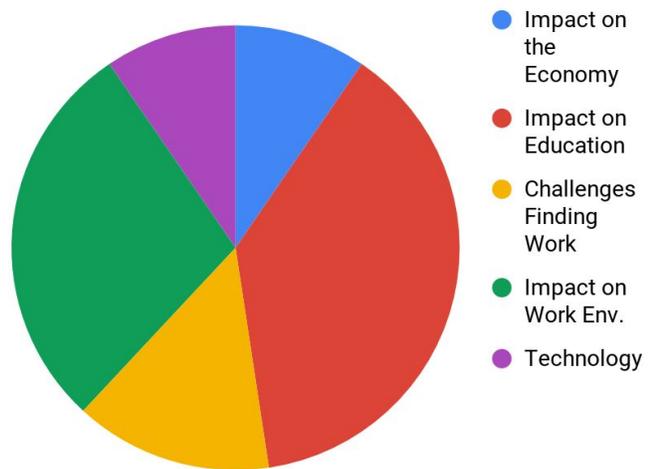
It seems that there isn't a core set of reporters working on COVID-19 stories. It looks like everyone will report on the virus if it is relevant to their work or area.

 - Julian Zelizer - CNN Political Analyst
 - Zachary Wolf - Senior Writer for CNN Politics
 - Jeanne Sahadi - Senior Writer for CNN Business
 - Lea Asmelash - Associate Writer, Trends and Culture
 - Kathryn Vasel - Writer CNN Business
 - Kristen Rogers - CNN

Fast Company

- Main focus of articles are as follows:
 - Predictions on [how the economy will recover](#) and how the workplace will change
 - How to find a job after being laid off
 - Advice for working remotely and adjusting to its challenges
 - Higher Education commentary on breaking news (i.e. reactions to colleges going online for the rest of the semester)
- Top stories include:
 - [Schools are prepping for coronavirus quarantines by leaning into remote learning](#)
The potential for long-term school closures is boosting edtech companies—though some closed schools are just using Google Hangouts.
 - [Who is hiring during the coronavirus? Try these industries if you need a job now](#)
 - [School closures are starting, and they'll have far-reaching economic impacts](#) School closures might hurt the economy, but keeping them open could make things worse.
- Top reporter(s):
 - [Arianne Cohen](#) - Freelancer, has written for Bloomberg Businessweek, The Guardian, The New York Times
 - [Michael Grothaus](#) - Freelancer, has written for The Guardian, Litro Magazine, Fast Company, VICE, the Irish Times, Screen, Quartz
 - [Christopher Zara](#) (18 articles) - Senior staff editor, covering media and culture
 - [Kristin Toussaint](#) - Assistant Editor for the Fast Company Impact section, which covers the big ideas and people changing the world

COVID-19 Coverage Topics

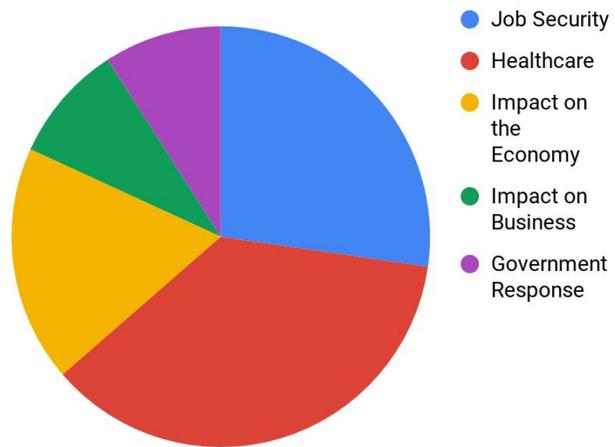


Forbes

- Main focus of articles are as follows:
 - Economic crisis and Financial burden
 - Effects of politics, businesses, education and entrepreneurs
 - How this virus is affecting industries such as restaurants, travel, hotels, education, office work, etc...
 - How covid19 is impacting finances at scale
 - The deferment affect this virus is having on student debt & loans
 - How the government is responding to the virus
 - How companies and influential people are working to find a treatment/vaccine/cure
- Top stories include:
 - [Websites To Find Work From Home Jobs Hiring During The COVID-19 Crisis](#)
 - [What The Coronavirus Aid, Relief And Economic Security Act Means For Employers Considering Mass Layoffs Or Furloughs](#)
 - [FDA Approves Anti-Malarial Drugs Chloroquine And Hydroxychloroquine For Emergency Coronavirus Treatment](#)

- Top reporter(s):
 - [Lisette Voytko](#) - Forbes staff: business. Previous bylines: Gotham Gazette, Bklyner, Thrillist, Task & Purpose and xoJane.
 - [Rachel Sandler](#) - Forbes staff: breaking news. Previously reported for USA Today, Business Insider, The San Francisco Business Times and San Jose Inside.
 - [Carlie Porterfield](#) - Forbes staff: breaking news. Previously, I was a Forbes intern in London.
 - [Lauren Debter](#) - Forbes staff: retail. Previous work has appeared in Money Magazine and CNNMoney.com.
 - [Isabel Togoh](#) - Forbes staff: breaking news. Covering London, covering Europe and the U.S. Previously, a news reporter for HuffPost UK, the Press Association and a night reporter at the Guardian.

COVID-19 Coverage Topics



ABC Nightly News

- The main focus of the articles are as follows:
 - Healthcare
 - Governmental officials
 - Healthcare facilities are overwhelmed and resorting to alternative means
 - How consumers habits are being affected when shopping
 - Going to Polls rather than staying home and mailing in ballots

- Top stories include:
 - Breaking News: Deadliest Day
 - NY Governor Andrew Cuomo
 - Losing 4000+ people
 - Maimonides Medical Center in Brooklyn
 - New places to house COVID-19 Patients
 - Healthcare vs Deathcare
 - Updates on other Hotspots
 - Trade Advisor, Peter Navarro
 - Ware on the Virus
 - Leilani Jordan (27-year-old who passed away)
 - 1500 Healthcare workers showing symptoms
 - African Americans hit disproportionately
 - Grocery Store measures
 - Acting Navy Secretary Resigns
 - Thomas Modly steps down after calling the Navy Captain stupid after the captain sounded the alarm after sailors started to get sick from Coronavirus
 - Boris Johnson in Intensive Care
 - Voting During the OUtbreak (Wisconsin)
 - People forced between voting and staying home
 - Merged into the debate of mail-in ballots that President Trump has been battling
 - Coronavirus Pandemic with Dr. Jannifer Ashton

- Top anchor(s):
 - David Muir - ABC World News Tonight Anchor
 - Tom Llamas - Chief National Affairs Correspondent
 - Matt Gutman - Reporter
 - Martha Raddatz - Chief Global Affairs Correspondent
 - Ian Pannell - Senior Foreign Correspondent
 - Mary Bruce - Senior Congressional Correspondent
 - Dr. Jennifer Ashton - Chief Medical Correspondent

CBS Evening News

- Main focus of articles are as follows:
 - Reopening of economy in localized segments
 - Movement of patients in nursing homes
 - Unemployment rate going up
 - Local governments pushed past capacity to keep up with people filing for unemployment
- Top stories include:
 - US Coronavirus Death Toll at 14,500
 - Limited in resources
 - Projected death toll at 60,000
 - Record amount of jobless claims
 - Crashing unemployment website
 - Have to physically go to sites to fill out paperwork for unemployment status
 - Food banks in America are being stretched to limit
 - Bernie Sanders ends campaign
 - Biden becomes presumptive nominee
 - Leaving name on ballots for states that have not yet voted
 - CDC will announce new steps soon for people to return to work
 - Have to be on downslope of cases to enact
 - Should not relax social distancing rules
 - More dependent on state and local government to reopen economy
 - May 1st is reasonable for *some* counties, not any big cities
 - Nursing homes potentially being evacuated
 - Nurses are not going to work for fear of spreading virus
 - Fertility patients advised to suspend new treatments
 - Teachers cheering for students from cars
 - Together apart campaign
- Top anchor(s):
 - [Norah O'Donnell](#), television journalist and anchor of the CBS Evening News
 - Only national CBS Evening News anchor
 - CBS Correspondents
 - [Mola Lenghi](#), based in New York
 - [Manuel Bojorquez](#), based in Miami
 - [Ed O'Keefe](#), Political Correspondent
 - [Weijia Jiang](#), White House Correspondent
 - [Jonathan Vigliotti](#), foreign correspondent based in London

CNN Evening News

- Main focus of articles are as follows:
 - Reopening of economy in segments
 - Remote working to continue alongside reopening
 - Capacity of health care facilities being surpassed
 - Monitoring tech in talks
- Top stories include:
 - The Situation Room (6pm) - Wolf Blitzer
 - Responses to Trump Press Meeting
 - Dollar is remaining strong
 - WHO was slow to call it a pandemic
 - Talks about voter fraud for mail in ballots
 - Erin Burnett OutFront (7pm) - Erin Burnett
 - Amount of deaths may be less than predicted
 - Nearing what is estimated to be the “top of the curve”
 - Unemployment is higher in CT than it was in the ‘08 recession
 - Hydroxychloroquine hasn’t been trialed in response to COVID
 - Unsure of dosing, duration, what stage someone should be issued medication
 - Governor Cuomo
 - Highest number of deaths in NY
 - Doesn’t mean the cases are getting worse
 - Lagging indicator because of time to death
 - Lower rate of hospitalization
 - Doubling the fine for violators of social distancing
 - Unlikely to reopen the economy in 4-8 weeks if people continue to go out
 - Dependant on compliance to social distancing
 - Disproportionate amount of deaths in black communities within America
 - Inadequate testing in America, but specifically for POC to getting tested
 - Putting together racial equity rapid response team
 - Virus education and treatment
 - Making sure affordable care act and medicaid stays strong and expands
 - Potentially rationing of resources
 - Talks about having Americans go back to work
 - Hoping to reopen the economy in 4-8 weeks
 - Antibody testing to prevent major relapse
 - People with the antibodies will be able to go to work
 - No cost too high for government to financially support the people

- Reconciliation of government spending (taxes, revenue, etc.)
 - Concern over not spending enough money
 - Boris Johnson in ICU but “stable”
 - Dramatic turnaround in health happens about ten days after catching it
- Anderson Cooper 360 (8pm) - Anderson Cooper
 - Debunking the Trump briefing
 - New Jersey seeing exponential increase of case count
 - Increasing higher next to NYC
 - Need to double down on treatment within hospitals
 - Need to keep stay at homes until the end of May to lower death rate
 - Trump denying having ever seen memos warning about pandemic
 - Video of him denying the claims of the memo at time of when memo was written
 - February referred to as “lost month” for the inaction from the administration
 - Models used by CNN predictive models have lowered its fatality rate with earlier peaks
 - Based on social distancing in place until June
 - Updated continually based on new information
- Top anchor(s), times in EST:
 - 6pm - [Wolf Blitzer](#)
 - Journalist, television news anchor and author who has been a CNN reporter since 1990
 - 7pm - [Erin Burnett](#)
 - News anchor, currently the anchor of her own show on CNN, Erin Burnett OutFront. She previously worked for CNBC as co-anchor of Squawk on the Street and the host of Street Signs.
 - 8pm - [Anderson Cooper](#)
 - Journalist, television personality, and author.
 - 9pm - [Chris Cuomo](#)
 - Television journalist, best known as the presenter of Cuomo Prime Time
 - 10pm - [Don Lemon](#)
 - Television journalist

FOX Nightly News

- The main focus of the articles are as follows:
 - How the upcoming election is going to affect the next wave of COVID-19
 - Reopening the economy what that will mean for American businesses
 - Flattening the curve and what is happening with the antibody testing
 - Privacy - Bill Gates tracking module
 - Unemployment
- Top stories include:
 - Tucker Carlson Tonight
 - More than 400,000 US Coronavirus Cases - Trace Gallagher
 - Bernie Drops out of the Presidential Race
 - How would President Biden Handle the Pandemic?
 - Coronavirus & The Election: A lot can still Happen - Dana Perino
 - Dr. Marc Siegel Shares a Story about his father
 - March 25 Coronavirus Death Estimate: 245,000
 - Some officials want tighter lockdown restrictions
 - We need an effective and cheap corona antibody test
 - Dr. Steven Mccolgan - Vivera pharmaceuticals CMO
 - Why isn't the media holding China accountable?
 - How to find Peace and Faith in Troubled Times
 - The Ingraham Angle
 - National Shutdown Day 23
 - One on one with Attorney General William Barr
 - LI: What will the justice department do to protect our civil liberties
 - When this 30 day period of time ends at the April we need to reevaluate
 - Making sure that whatever they do to churches and religions they have to do to all gatherings
 - LI accusing that its only the executive branch that was working
 - Barr came back and said that congress has taken action
 - Burr - Trump using "Strength of the Federal System"
 - Burr - Making sure we don't get into the habit of declaring everything an emergency
 - LI: Will you be recommending any changes at our borders?
 - "The Chinese are engaged in a full court blitzkrieg of stealing american technology" - Barr
 - LI: Who is the bigger threat to American election security?
 - China is America's biggest threat across the board - politically, economically and militarily
 - Bill Gates is in favor of developing digital certificates "tracking mechanisms"

- Barr - Concerned on slippery slope of continuing encroachment on personal liberty
 - Barr: “The media has been on a jihad to discredit hydroxychloroquine”
 - We have worse health care if we go into a deep recession so we need to get the economy back up and going
 - LI: “Are you surprised that states are saying gun stores are non-essential and abortion facilities are considered essential?”
 - The debate about Covid-19
 - Seen and Unseen Segment
 - Bernie Bows out of 2020 Race with Threat
 - Sanders: Must gather delegates to exert significant influence over party platform
- Fox News @ Night with Shannon Bream
 - GOP warns against holding new relief “Hostage”
 - “Covid-19 Patriot Act”
 - Privacy Concerns
 - Flattening the curve? -Kevin Corke
 - Questioning Leadership -Rick Leventhal
 - Cuomo and De Blasio slow to react to coronavirus
 - Viral Politics NY Officials Mount Defense of Outbreak Response
 - Crossing Over - Trump begins wooing disgruntled Sanders supporters
 - Pandemic Hotspots - Louisiana’s growing cases
 - Washington post - Werner, Debonis about Small Business
 - Kennedy believes that Pelosi is using this as a political move
 - Connection between WHO and China - Leland Vittert
 - Chinese Checkers - Growing calls for China to Pay US Covid-19 Damages
 - Big Banks v Small Business - Trave Gallagher
 - Coronavirus Phase 3.5 - Congress aims to bolster small business
 - Flattening the Curve
- Top anchor(s):
 - Trace Gallagher - Reporter
 - Dr. Marc Siegel - Reporter
 - Tucker Carlson - Anchor
 - Laura Ingraham - Anchor
 - Shannon Bream - Anchor
 - Kevin Corke - White House Correspondent for FOX News
 - Rick Leventhal - Reporter
 - Leland Vittert - News Presenter
 - Chad Pergram - Congressional correspondent for FOX News

Good Morning America

- Main focus of articles are as follows:
 - Skills for parents to teach their children at home
 - How to best budget money during pandemic
 - Money saving articles for online shopping
- Top stories include:
 - ['GMA' sponsor Verizon is helping high school students, teachers amid COVID-19](#) "GMA" sponsor Verizon is providing free digital access to the New York Times for high school students and teachers around the country for remote learning and teaching.
 - [New York City schools to stop using Zoom for remote class](#) The country's largest school district halts using the service over privacy concerns amid FBI reports of inappropriate content.
 - [Stretching and Saving Money During the Pandemic](#) Personal finance expert and national best-selling author Rachel Cruze gives viewers tips on how to build budgets amid the pandemic.
 - [4 things avid travelers should be doing now in the age of coronavirus](#) For travelers, this is the perfect time to plan the perfect trip of the future.
 - [How to best control your finances during the coronavirus pandemic](#) Bola Sokunbi, CEO and founder of Clever Girl Finance, offers advice on how to stay financially proactive during the coronavirus pandemic.
 - [3 ways to save money and apps to help](#) ABC News' Becky Worley shows how people can save money right now and cut costs amid the coronavirus crisis.
 - ['GMA' Deals & Steals on self-care products from small businesses](#) Tory Johnson has exclusive "GMA" Deals and Steals on must-have products to help you pamper yourself at home.
 - [I tried 'unschooling' my kids and here's what I learned](#) If someone had asked me about my thoughts on "unschooling" my kids just a few short weeks ago, I likely would have rolled my eyes. Though I was vaguely aware of the term, it seemed so out of the "norm" that it surely couldn't be useful for my kids.
- Top anchor(s):
 - [George Stephanopoulos](#)
 - anchor of "Good Morning America," and anchor of "This Week with George Stephanopoulos."
 - [Dan Harris](#)
 - co-anchor for the weekend edition of Good Morning America.
 - [Becky Worley](#)
 - tech contributor for Good Morning America on ABC

NBC Nightly News

- Main focus of articles are as follows:
 - Healthcare/ Contact Tracing
 - Lowering the Curve
 - The capacity of health care facilities being surpassed
 - Clashes between government and physician guidelines
 - First hands account of staying healthy while caring for a sick family member

- Top stories include:
 - General - Miguel Almaguer- National Correspondent
 - Coronavirus deaths over 10,000 in the US
 - New York Governor - Gabe Gutierrez
 - Cuomo: Possible Flattening of the curve in New York
 - Daily hospitalization and visualizations are down
 - Boris Johnson - Richard Engel - Chief Foreign Correspondent
 - The queen urged people to abide by the guidelines
 - White House - Kristen Welker - White House Correspondent
 - They are not making any changes to protect the president
 - Trump has tested negative twice stresses they are both healthy
 - Trump adviser Navarro clashes with Fauci over coronavirus treatment endorsed by President Trump - Tom Costello
 - On the Front Lines - Stephanie Gosk - Inside Holy Name Medical Hospital
 - NBC Kate Snow caring for a husband with virus symptoms
 - Urgent Plea - Houses of Faith
 - While most are virtually attending services and lining up in cars for confession, over twelve states do not have places of worship included in their stay at home order
 - Followers are ignoring house orders for church
 - Faithful at risk as some houses of worship stay open
 - Is your pet safe from the virus? Bronx Zoo Tiger - Dr. John Torres
 - Inspiring America
 - Nurse Laurie Marie Key inspiring her colleagues through a shift change at a hospital in Michigan by singing Amazing Grace

- Top anchor(s):
 - Lester Holt - Anchor of NBC Nightly News
 - Miguel Almaguer- National Correspondent
 - Gabe Gutierrez - Correspondent
 - Richard Engel - Chief Foreign Correspondent
 - Tom Costello - Correspondent
 - Stephanie Gosk - Correspondent
 - Kristen Welker - White House Correspondent