

# IMPACT OF COVID-19 ON THE MEDIA LANDSCAPE

Since the outbreak of the COVID-19 pandemic in Italy in February 2020, the number of people trying to stay up to date with [pandemic-related news](#) has increased dramatically. This attitude by the Italian population is reflected in the growth in readership of news websites.

## IMPACT ON PRINT MEDIA AND EDITORIAL STAFF

Media and especially print newspapers play a **crucial** role in these troubled times due to the community's need for reliable and verified news.

Tier one publications such as il [Corriere della Sera](#) and Il Sole 24 Ore, both based in Milan, currently have their headquarters nearly empty, with editorial teams working from home. There are, however, exceptions with some managerial staff who are working physically in the offices.

The same can be said for La Repubblica in Rome.

COVID-19 has put a strain on all publications including [The Vatican](#) daily newspaper L'Osservatore Romano that has suspended printing. This is only the third time in its almost 160-year history that the newspaper has ceased printing, with the evening edition on the 25th of March being the last one for the time being.

### Impact on Social Media

From the 20th of February to the 1st of March there were already over 940.3K pieces of online content about the Coronavirus with the maximum peak reached on the 24th of February.

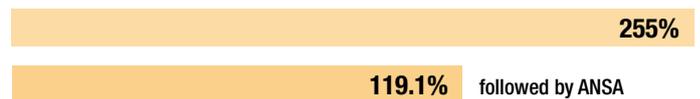
**Twitter reveals that the top five most shared posts were both ironic and informative content.**

#COVID19  
#ANDRATUTTOBENE  
#RESTIAMUNITI  
#IORESTOACASA  
#CELAFAREMO

News websites have grown their online viewers, especially the press agencies' websites who have almost doubled their number of views.

During the first half of March when the COVID-19 crisis reached its peak in the country the La7 website registered the most significant increase.

In comparison with the previous weeks:



The website of the international news channel and main national broadcaster Rai News ranked third with a growth of 116.7 percent.

## WHAT CAN BE DONE

The Covid-19 crisis is the main focus of most news. Communications should **adapt** to the current situation.

As the majority of journalists are working from home, now more than ever it is vital to make more effort to build up **strong relationships** with journalists.

Avoid **leveraging** the virus to push client work or product and services.

The need to **evaluate** the worth of a pitch making it **sensitive** and **relevant** to the current situation.

**Customized emails, Tweets, or DM on LinkedIn** are the most powerful tools to get in touch with journalists.

**Do not hesitate to contact journalists on their mobile phone**, if you have the number. Some of them are at home alone and more willing for a friendly chat.