

THE COVID-19 SOCIETAL IMPACT PROJECT



A Whitman Insight Strategies Initiative

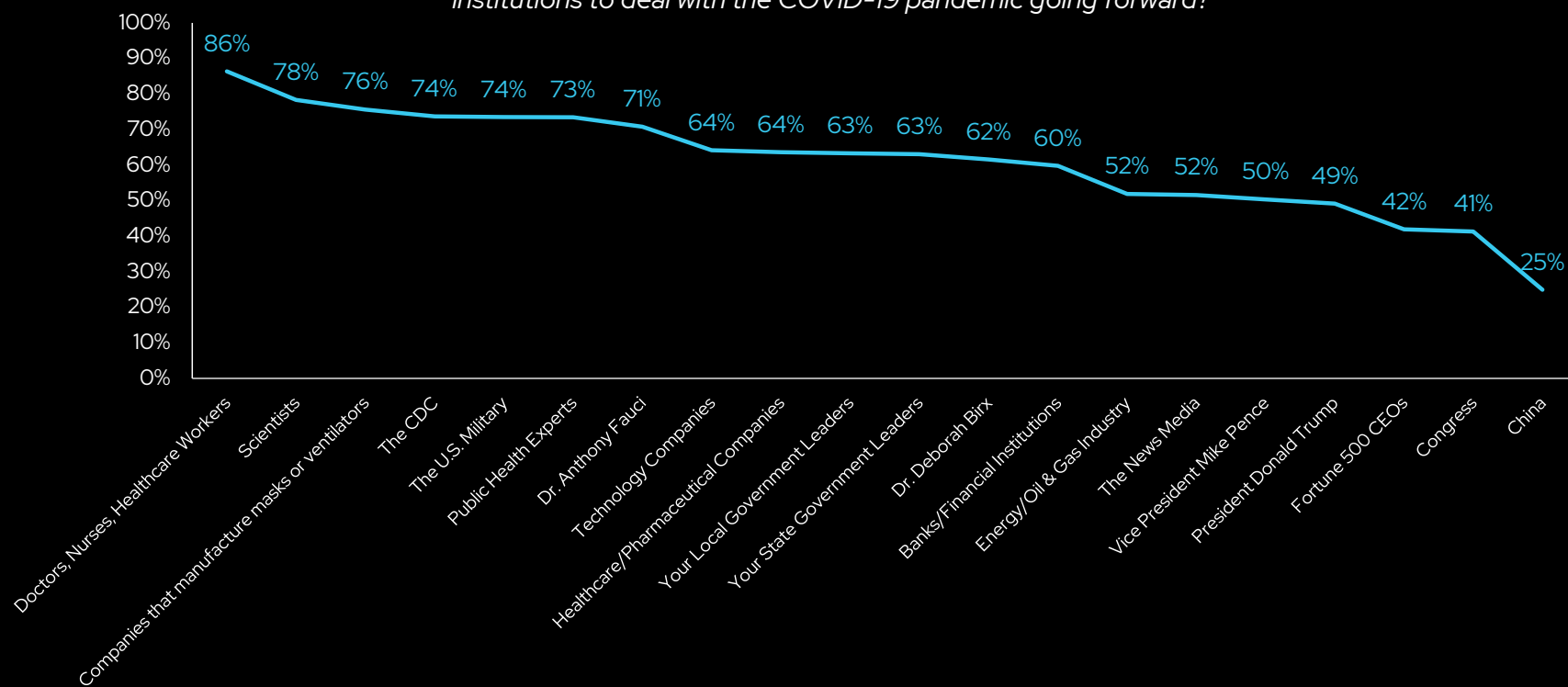
in conjunction with

Creative Circle
MEDIA SOLUTIONS

**People don't trust "the media."
We hear this all the time.**

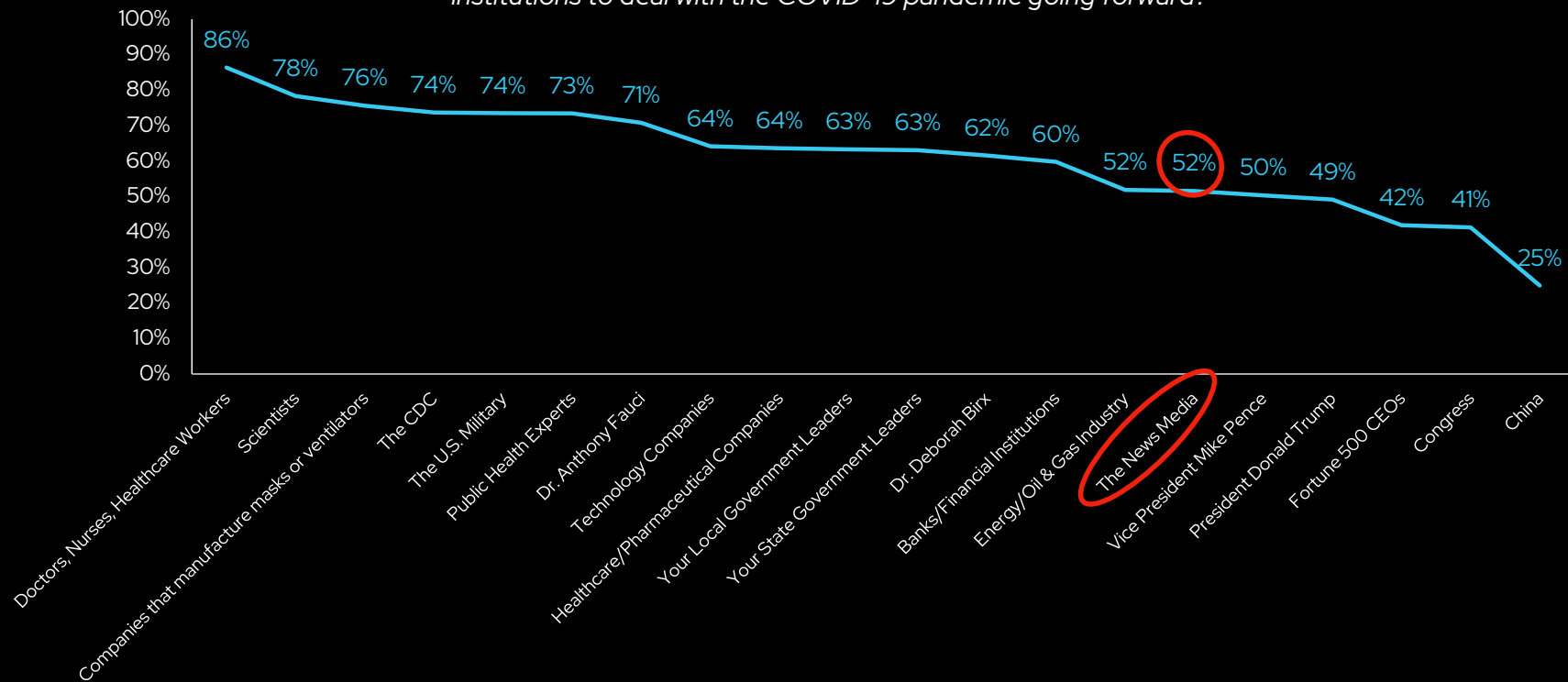
Public Confidence in Leaders and Institutions

How much confidence do you have in the following people or institutions to deal with the COVID-19 pandemic going forward?



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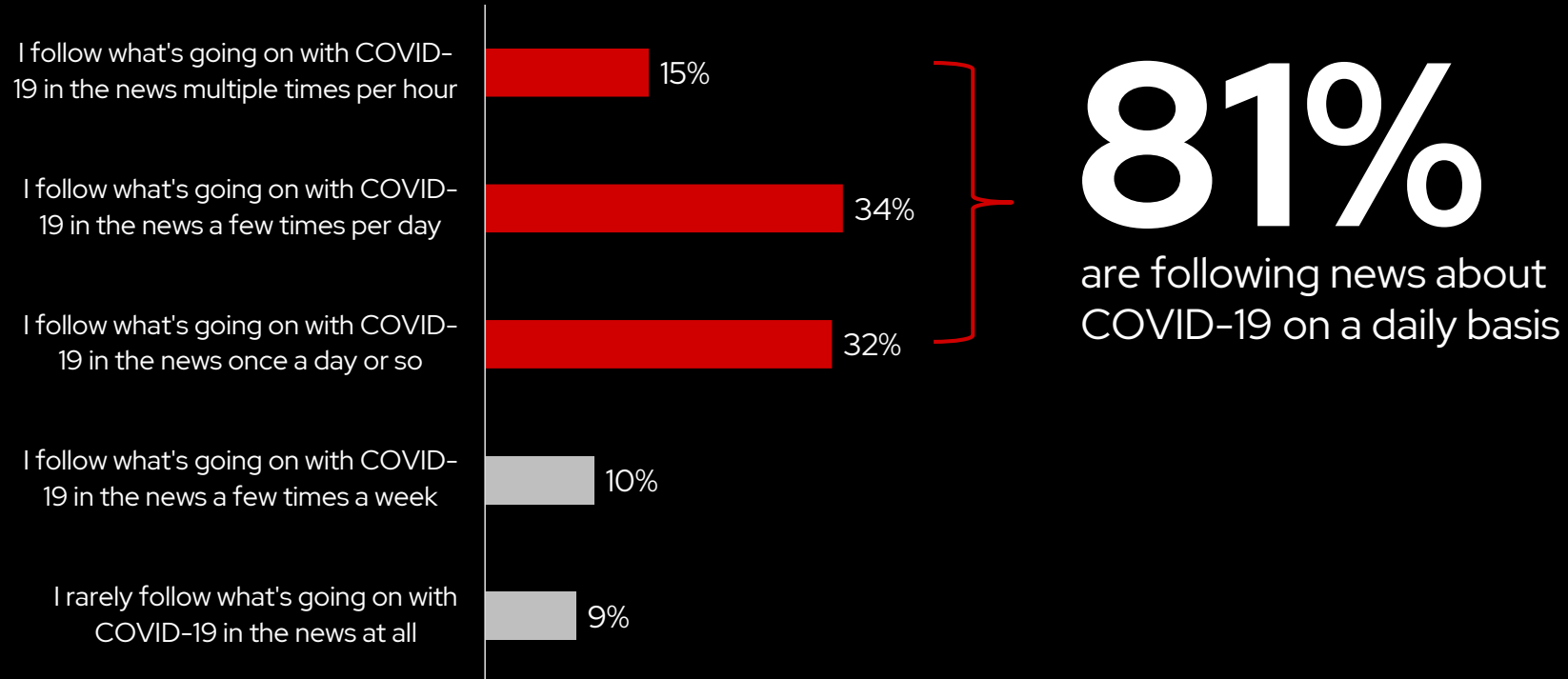


“The problem with these polls is that they lump all media together. They don’t ask about local, community media.”

– Bill Ostendorf, Creative Circle

**Local media is winning
the COVID battle for eyeballs
and for credibility.**

When it comes to the News, Americans are very plugged in

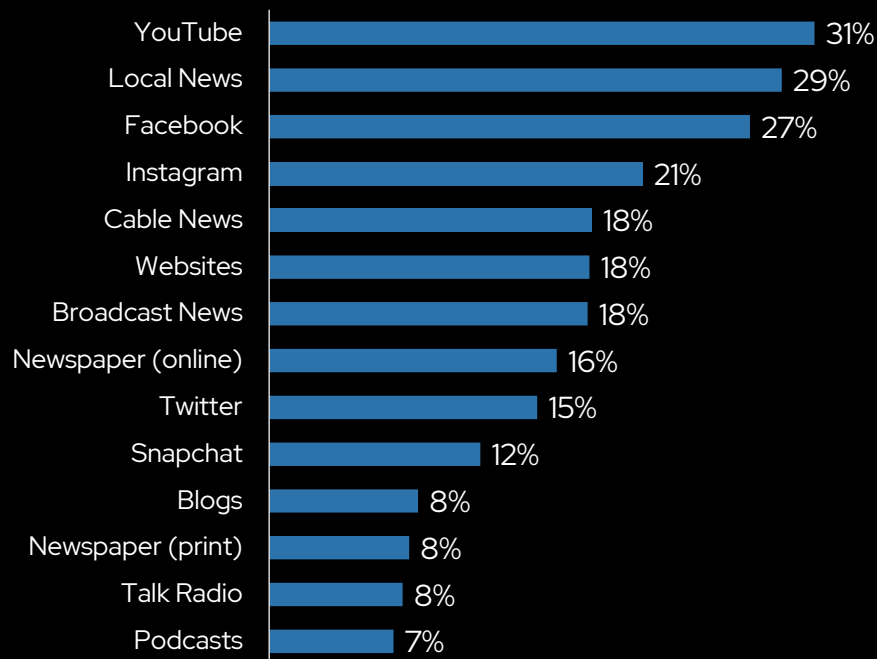


1 in 3 have started using new sources and platforms for News as a result of the COVID-19 pandemic

34%

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New Sources Used (among the 34% of New Users)

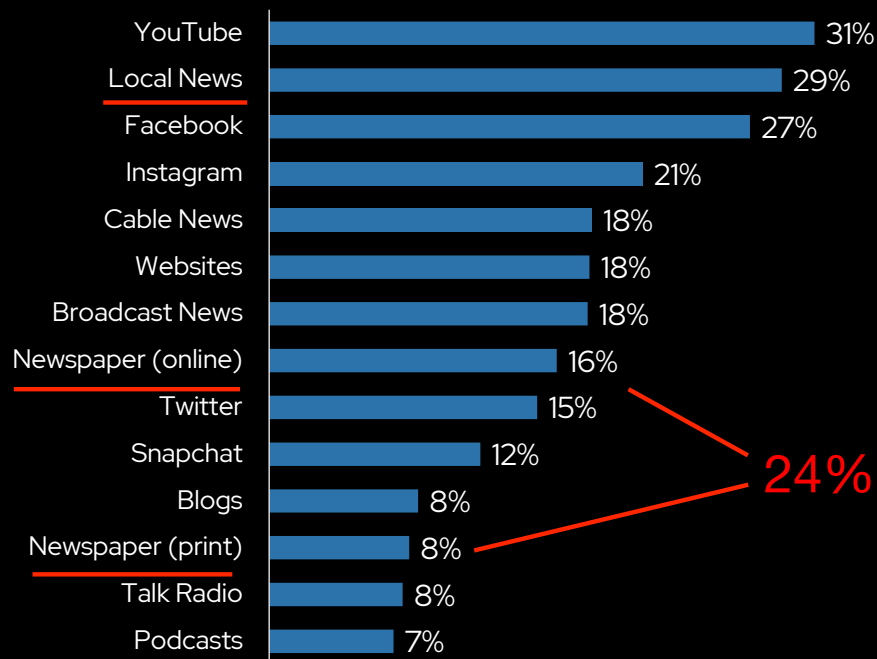


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“The ache for authenticity is overwhelming. Local media are best positioned to deliver that.”

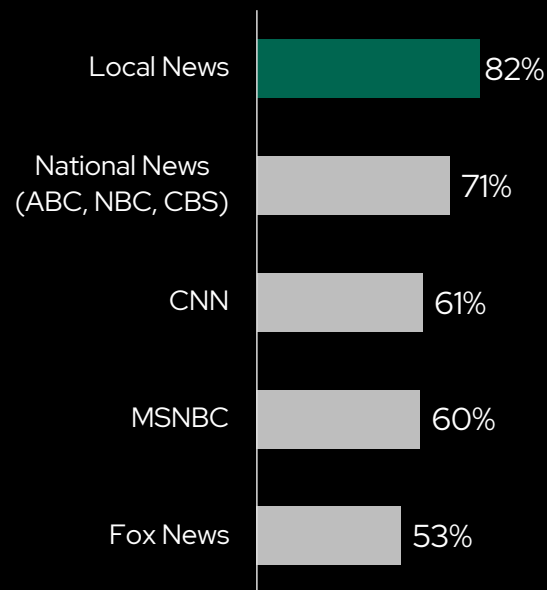
– Bernard Whitman, WINS

Local News is the most trusted source across a range of measures

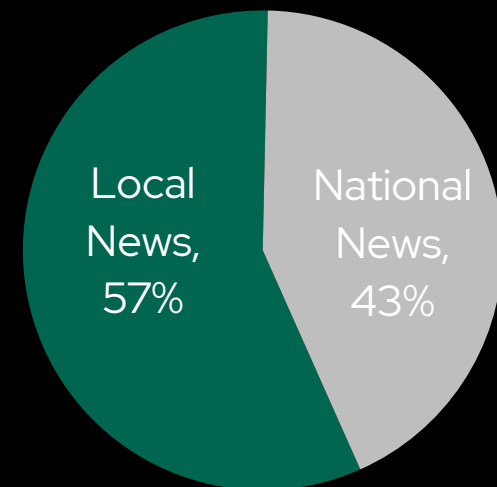
When it comes to different news sources and the COVID-19 pandemic, where do you think the BEST information comes from? (Select one)

Local News	26%
Broadcast News	16%
Cable News	16%
Facebook	6%
Websites	6%
YouTube	6%
Instagram	4%
Newspaper (online)	4%
Snapchat	3%
Twitter	3%
Newspaper (print)	2%
Talk Radio	2%
Podcasts	1%
Blogs	1%

How much do you trust each of the following news sources?



Which do you trust more lately?



“People are starved for content. They are starved for connections. That’s why community media have so much to gain. You are already part of the community and people feel like they know you or they should know you.”

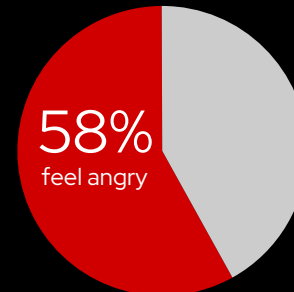
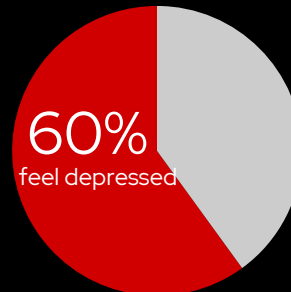
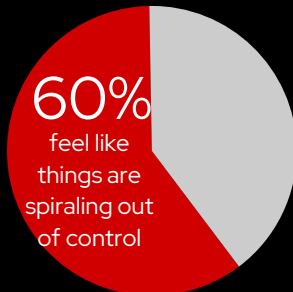
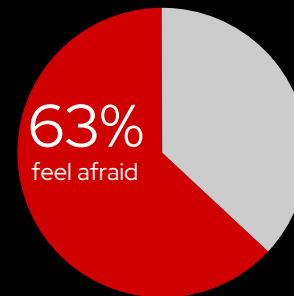
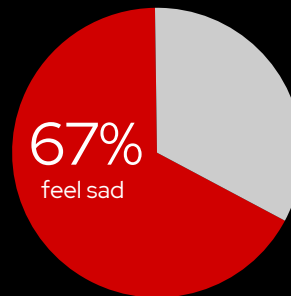
– Bernard Whitman, WINS

“We have new eyeballs and more eyeballs. We have an opportunity to provide new kinds of content. Better content. If we create more engaging content now, we can change the way they view newspapers and how they value us.”

– Bill Ostendorf, Creative Circle

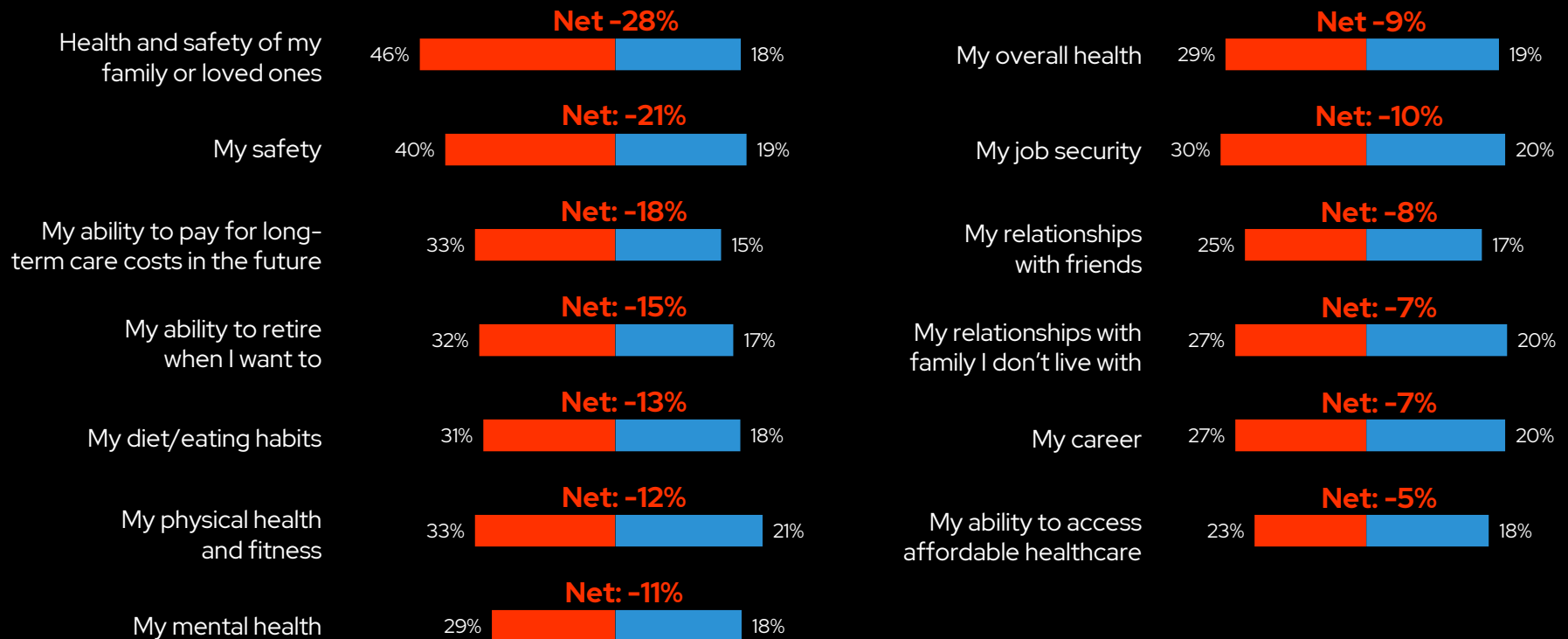
**Our readers are scared
and they want institutions to help them.**

People are scared, anxious, depressed and conflicted



They are feeling worse about many aspects of their lives

■ Feel worse about this since COVID-19 began ■ Feel better about this since COVID-19 began



Many believe the worst is yet to come

On Americans' Health



20%

feel the worst
is behind us

43%

feel the worst is
yet to come

37% feel the worst is happening right now

On the Economy



12%

feel the worst
is behind us

52%

feel the worst is
yet to come

36% feel the worst is happening right now



“Zoom is actually more intimate. We’re bringing all these people into our homes. People are more willing to talk about things than before COVID and they want to find safe places to do that. Local media are in a position to create the sense of community people are craving.”

– Bernard Whitman, WINS

Our readers' lives are changing dramatically.

47%

of workers moved to
work-from-home as a
result of the COVID-19
pandemic



While work from home may become increasingly ubiquitous, employers will need to meet employees where they are

49%

I can't wait to get back to my job and work at an office/outside of home



51%

I prefer working from home compared to my office



Among Employees who have moved to Work-From-Home during COVID-19

“The issue of whether to work from home or at the office is polarizing, just like a lot of other issues are in our society today.”

– Bernard Whitman, WINS

“In deciding what to do when it’s okay to bring everyone back to the office, managers have to realize not everyone wants to come back. How will we handle that?”

– Bill Ostendorf, Creative Circle

**Our coverage isn't keeping up
with our readers' needs and interests.**

HOW WORKING FROM HOME IS CHANGING LIFE SHOULD BE A BIG PART OF OUR COVID COVERAGE

How are people getting along? How do they separate work from home?

Do they work more? Are they more productive?

What do managers and business owners think about all this?

How will this impact schools, traffic, demographics?

How is this impacting your home's value? How is it changing what is selling?

Will people who like being at home quit when it's time to return?

How is this impacting pocketbook issues and how people are spending?

SO SHOULD SOME OF THESE OTHER BIG SOCIETAL ISSUES

More drinking and drug abuse.

More divorces.

Kids falling behind in classes, learning, social development.

Businesses going under, especially restaurants.

Massive deficit spending which will mean big tax increases.

Major shifts in spending, demand for real estate.

Traffic changes.

BUT THE SMALL CHANGES ARE ALSO CRITICAL TO COVER

More people are gardening.

More people are cooking.

More people took up bird feeding.

People are remodeling like crazy.

Lots of people got pets.

People are walking and using parks more.

Holidays are being reshaped, from weddings to Christmas.

“The opportunity to create stronger bonds and a stronger sense of community with softer, more intimate content is very real.”

– Bernard Whitman, WINS

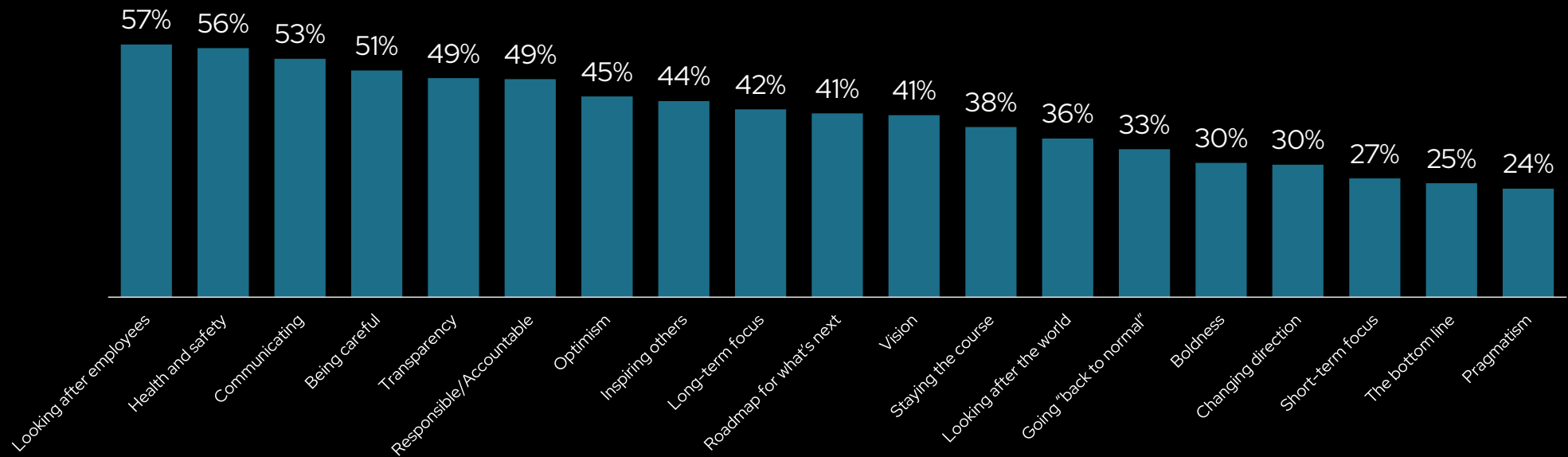
“We’ve long encouraged our clients to cover life, not news. To be more relevant, we’ve got to reconnect with readers and write about their lives and what they are doing.”

– Bill Ostendorf, Creative Circle

**COVID has changed what employees
want from you.**

People want leaders who prioritize health and safety, responsibility, accountability, communication, and transparency

What is more important for leaders to focus on now, in the wake of COVID-19?



They favor caution over boldness, a roadmap over changing direction, and a long-term focus over staying the course

“You cannot over communicate during this epidemic. And what employees want in leaders are what might be considered female traits – compassion, inclusiveness, openness and long-range thinking.”

– Bernard Whitman, WINS

“I think news industry leaders need to start to express optimism and long-term, realistic goals. That would go a long way in helping our employees get through this.”

– Bill Ostendorf, Creative Circle

**Our advertising is missing the mark
during this pandemic.**



72%

of Americans say the ads they see from companies during COVID-19 all say the same thing

To cut through the sea of sameness, successful companies will lean even further into what they uniquely stand for

77%

say that during these times it's more important than ever to know what a company stands for, not just what they sell



**“You can’t push product.
Focus on company values
but don’t just say what your
values are, talk about how
you express your values.”**

– Bernard Whitman, WINS

**“Newspapers make this
mistake a lot. Whether it is
graduation or COVID, ads
can’t all say the same thing.
Messaging needs to be
genuine, unique and
engaging for each
advertiser.”**

– Bill Ostendorf, Creative Circle

**“We’re telling all our clients to go local.
And local media are the perfect partner.”**

– Bernard Whitman, WINS

Creative Circle **MEDIA SOLUTIONS**

Software.

Design.

Strategic consulting.

Training.

Branding.

Creative outsourcing.

Content.

Fresh ideas.

Thanks!

Bill Ostendorf

President & founder

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