



# HOW TO ENSURE YOUR COVID-19 PRESS RELEASE GETS PUBLISHED

CISION®

Crafting a press release that stands out can be challenging at the best of times, and during the COVID-19 pandemic, there is even more to consider. You don't just want to be informative and timely, but also helpful and even uplifting, if possible. You want to balance the need for communicating about your brand and products without appearing to capitalize on the difficult situation that we are all navigating.

With this in mind, PR Newswire has created a guide for those crafting COVID-19 related press releases by including real examples of press releases we have approved and refused. We strive to be a trusted source for the media and maintain high standards in the press releases we distribute.

Our guidelines are such that we refuse any press release that:

1. Is **profiteering**, or trying to make an **unfair profit** during this situation
2. Is **newsjacking**, or trying to **promote products** that are not directly connected with this situation



## EXAMPLES OF REFUSED PRESS RELEASES (Real Examples)

### STOP THE SPREAD: ANTIBACTERIAL CHEWABLE TABLETS BY (A DENTAL CARE COMPANY)

This press release was refused as it makes a misleading health claim. Although there is no mention of COVID-19, the press release alludes an association with the pandemic and uses it as a promotional tool. It may also confuse readers who do not know the difference between bacteria and virus.

### STUDENT LOAN EXPERT, RAN (A BANK'S) STUDENT LOAN DIVISION DURING 2008 FINANCIAL CRISIS

The headline of this press release is not timely and does not draw any connection with COVID-19. This is an example of a poorly written release as it does not have a news angle and only mentions COVID-19 in the first paragraph to catch readers' attention.

### (A FOOD COMPANY) CONTINUES TO OPERATE AMIDST COVID-19

This is an example of newsjacking, as COVID-19 is only mentioned in the press release to catch readers' attention and promote the company. There is no mention of any new tangible products or services that the company has specially created in response to the health crisis.

## EXAMPLES OF APPROVED PRESS RELEASES

### AUSTRALIA'S NBN DRAWS ON LOCAL AND GLOBAL EXPERTISE TO DELIVER HIGH-SPEED AND SECURE BROADBAND THROUGH COVID-19

The Australian wholesale broadband supplier bolstered its telecommunications network for its clients, who are increasingly relying on it for remote work and study arrangements due to the COVID-19 situation. The press release is closely related to the pandemic and is highly relevant to its target audience.

### AMWAY MALAYSIA BRINGS CLEANER AIR TO HEALTHCARE FRONTLINERS, PUBLIC

This press release is about a company's corporate social responsibility initiative of donating air purifiers to government hospitals in Malaysia. Besides promoting a positive company image, this initiative is meaningful and impactful.

### STARY OFFERS WORK-FROM-HOME JOBS TO SUPPORT USERS

This is a good example of a press release that directly addresses the economic impact of the COVID-19 pandemic. This online reading and writing platform is offering work-from-home jobs for people who suffer income loss as a result of the pandemic. Besides creating job opportunities, this initiative can be carried out under social distancing and quarantine measures.

## NEED MORE GUIDANCE ON CRAFTING A PRESS RELEASE?

See all [COVID-19 related releases](#) on PR Newswire Asia.

And above all, please stay safe and healthy and let us know if there is anything else we can help you with.