

# Communicating During COVID- 19

When, Where & How to Tell the Coaching  
Story During This Global Crisis



# Agenda

The Global Media Landscape

Coaching and COVID-19

Developing & Pitching Stories

Identifying & Contacting Reporters

Final Thoughts



# **The Global Media Landscape During This Pandemic**



# The New Normal for Reporters

- Almost every story is somehow related to the pandemic
- Positive human-interest stories are appealing
  - How companies and professionals are adjusting to remote work
  - How managers are leading remote teams
  - How individuals are managing stress
  - How families are achieving work-life balance
- Many reporters are adjusting their coverage areas

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## How to manage a team when you all have radically different work styles

Just because your team members prefer to work differently doesn't mean that your team can't be harmonious and productive.



[Photo: Mathias Jensen/Unsplash]