



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 in the time of COVID-19 there is even more to consider. You don't just want to be informative and timely, but 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 we are all navigating.

With that in mind, we at Cision created a guide for those crafting a COVID-19 related press release, including real examples of press releases we have approved and refused. We are proud of PR Newswire's reputation as a trusted source for the media and strive to maintain high standards in the 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 their product** not directly connected with this situation



EXAMPLES OF REFUSED PRESS RELEASES

(THESE ARE FICTIONAL EXAMPLES):

COVID-19 QUINTUPLES DEMAND FOR MEDICAL-GRADE INFRARED CAMERAS FOR SMALL TENNESSEE BUSINESS

This is an unsubstantiated health claim surrounding COVID-19, and therefore would be rejected. Any content in the pharmacy or larger realm of health that makes extraordinary health claims- especially related to this particular virus- is immediately flagged and escalated for review.

NEW STUDY SHOWS DATA REVEALING THE MOST IN-DEMAND GERM-KILLING ITEMS FOLLOWING COVID-19'S CONTINUED U.S. SPREAD

This press release would be rejected because the brand it came from is a travel company, not a research firm. It's a clear case of newsjacking.

GOYLE DENTISTRY ENDORSES POWERFUL SHAKE YOU CAN MAKE AT HOME TO BOOST IMMUNE FUNCTION, DE-STRESS, FIGHT DISEASE AND HEAL

This is another example of unsubstantiated health benefits, this time paired with profiteering. (It further raises the question of why a dental practice is recommending such a product.)

EXAMPLES OF APPROVED PRESS RELEASES:

[KINEMAGIC, THE SOFTWARE COMPANY CREATING DIGITAL TWINS, IS NOW PROVIDING FREE ACCESS TO VIRTUAL MEETING TECHNOLOGY IN RESPONSE TO CORONAVIRUS CRISIS](#)

This brand has changed their business model in order to help their target audience during a difficult time. It's both helpful and uplifting. We've seen many press releases around brands doing similar things, and those always get approved.

[MAJOR WATER ASSOCIATIONS REASSURE PUBLIC ON SAFETY OF TAP WATER DURING COVID-19 OUTBREAK](#)

This is a water utility company sharing vital news for public good during a difficult time.

[MOBILE DRIVE-IN MOVIES: THE ULTIMATE SOCIAL DISTANCING ENTERTAINMENT](#)

A great example of a company creating new entertainment options that encourage safe social-distancing while also supporting a small local business.

NEED MORE GUIDANCE ON CRAFTING A PRESS RELEASE?

See all [COVID-19 related releases](#) posted on prnewswire.com.

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