

Australian publishers respond to COVID-19

At NewsMediaWorks, we salute the people working for our newspapers and online news brands; teams working tirelessly to keep Australians informed with the most reliable and current news, information and insights. This role has never been more important. And here's how news brands are responding to the current crisis.

News Corp creates COVID Files with consumer behaviour insights for ad agencies

News Corp Australia has launched the COVID Files to give agencies and marketers data and insights on how the pandemic is affecting consumer behaviour. The service includes updates on the mood of consumers, such as more than a quarter of shoppers are now paying closer attention to pricing.

By Chris Pash | adnews.com.au

Coronavirus underscores the crucial role - and responsibility - of the free press in a crisis

In each of the crises from the Summer of Hell, the most valuable thing of all - the thing that saves lives and limits the crises - is consistent high-quality information.

By Peter Greste | smh.com.au

News Corp Education site Kids News to assist with home-schooling

Education website Kids News is helping parents across Australia who have children at home but lack access to online learning. Kidsnews.com.au is now offering free daily lesson plans for at-home students.

By mediaweek.com.au

News Corp publishes open letter to advertisers: 'We're ready to work with you'

News Corp Australia's metro mastheads have published an open letter to advertisers saying "It's our turn to help you". The letters, signed off by the publications' respective managing directors, note that all corners of the community and business sector "including media" are feeling the impact of COVID-19.

By Vivienne Kelly | mumbrella.com.au

Coronavirus underscores the crucial role - and responsibility - of the free press in a crisis

In each of the crises from the Summer of Hell, the most valuable thing of all - the thing that saves lives and limits the crises - is consistent high-quality information.

By Peter Greste | smh.com.au

News Corp Education site Kids News to assist with home-schooling

Education website Kids News is helping parents across Australia who have children at home but lack access to online learning. Kidsnews.com.au is now offering free daily lesson plans for at-home students.

By [mediaweek.com.au](https://www.mediaweek.com.au)

News Corp Australia revamps metro titles to prioritise COVID-19 content

News Corp Australia has repositioned its metro news brands The Daily Telegraph, Herald Sun, The Courier Mail and The Advertiser to reflect the impact of the coronavirus (COVID-19) on Australians' lives. The changes include the introduction of a new eight-page section, HiberNation, providing advice and tips to help consumers during this crisis.

By Hannah Blackiston | [mumbrella.com.au](https://www.mumbrella.com.au)

A test of all our brand's values

In a piece first published in The Australian Financial Review, Nine CEO Hugh Marks said COVID-19 presents a once in a generation opportunity and that institutions able to clearly define what they mean to stakeholders will be best positioned to benefit from the recovery.

By Hugh Marks | [nineforbrands.com.au](https://www.nineforbrands.com.au)

9Now launches dedicated subsection for COVID-19

Nine has launched a dedicated subsection of 9Now to carry the content of Federal Government and health authority press conferences. In addition, all 9News bulletins will stream in real time on 9Now and videos will be available on-demand.

By [mediaweek.com.au](https://www.mediaweek.com.au)

Divided we stand: remote newsrooms get the job done

The Australian, The Daily Telegraph, The Sydney Morning Herald and The Age, are now being put together from the couches and dining room tables of editors and journalists — and the process of decentralising a production process happened in a very short period. The Australian’s editor-in-chief, Christopher Dore, described publishing the national broadsheet remotely as an “incredible experience”, given the massive logistic demands on getting the paper out.

By Lachlan Moffet Brown | [theaustralian.com.au](https://www.theaustralian.com.au)

News cuts paywall to free up virus reporting

In a bid to keep Australians better informed during the COVID-19 crisis, News Corp will lift the paywalls on its metro mastheads, including The Daily Telegraph, Herald Sun and The Courier-Mail, to new customers signing up in the next two weeks. They will be given free access for 28 days and 50 per cent off for the following month.

By Leo Shanahan | [theaustralian.com.au](https://www.theaustralian.com.au)

The experience of covering the crisis of a generation while working remotely

John McDuling, National Business Editor for The Sydney Morning Herald, shares his experience of reporting on what could well be the most extraordinary business story of our lifetimes.

By John McDulin | smh.com.au

News Corp's Lou Barrett: 'Be there for communities when times are tough'

The coronavirus pandemic has thrown advertising into one of its most challenging times but News Corp's Lou Barrett is confident it will bounce back.

By Mariam Cheik-Hussein | adnews.com.au

The empty newsroom: Putting out The Age while in lockdown

The Age's Tom Cowie says that for the first time in its 165-year history, print editions of The Age are being put together without a newsroom.

By Tom Cowie | theage.com.au

How we're keeping you informed during this crisis

James Chessell, Executive Editor of Australian Metro Publishing for Nine says misinformation can spread as quickly as the virus itself and so Nine's newsrooms

are committed to reporting the facts about COVID-19 while calmly explaining what the spread of the virus means for our health, the economy, schools and universities, the sporting and cultural realms as well as our homes and families

By James Chessell | smh.com.au

RELATED: [Articles of Interest - marketing during a crisis](#)