

Public Relations

from

2020-2024*

TOP HEADLINES

From the Pandemic to Chat GPT, the way we live, work, and connect with others has dramatically changed.

1 Pandemic Hits

March 11, 2020
The New York Times
Coronavirus Has Become a Pandemic, W.H.O. Says

2 Global Quarantine

July 21, 2021
The Washington Post
When will travel return to normal?

5 ChatGPT

March 13, 2023
CNBC
ChatGPT and Generative AI are booming, but at a very expensive price

3 Return to Office

March 16, 2022
THE WALL STREET JOURNAL
Many Introverts Dread the Office Return. Some Also Can't Wait.

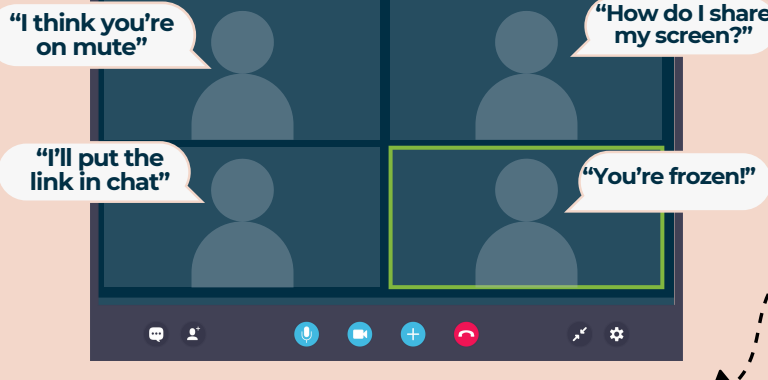
4 Twitter Becomes X

October 28, 2022
FINANCIAL TIMES
Elon Musk closes \$44bn deal to buy Twitter

6 AI More Than a Bubble

April 24, 2024
Boston Herald
Gaskin: The AI glass is more than half full

Heard Around The World



EVOLVING MEDIA LANDSCAPE

Adapting to Changing Audience Behaviors and Industry Challenges

Media Challenges

Misinformation & Disinformation

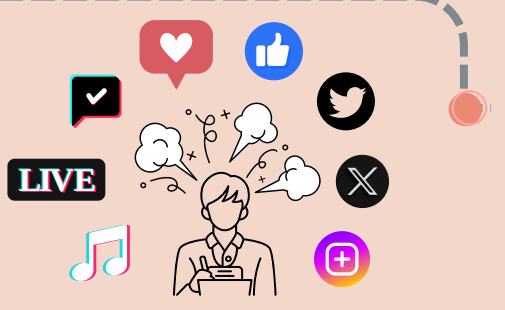
33% of Journalists say they are extremely concerned about misinformation online⁵

Gen AI & Newsrooms

Concern for AI search tools bypassing news outlets as new go-to news sources, reducing referral traffic

Competing For Audience Attention

Media competing with social media influencers and digital content creators for audience attention

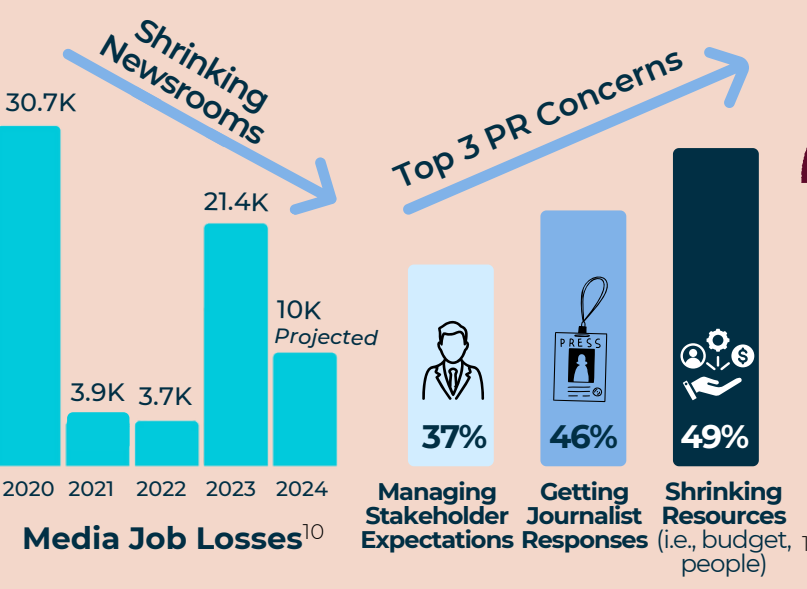


Changing Consumer Behaviors



EVOLVING PR TRENDS

Shrinking Newsrooms Change the Dynamic Between Media and PR Pros



Behind the Scenes

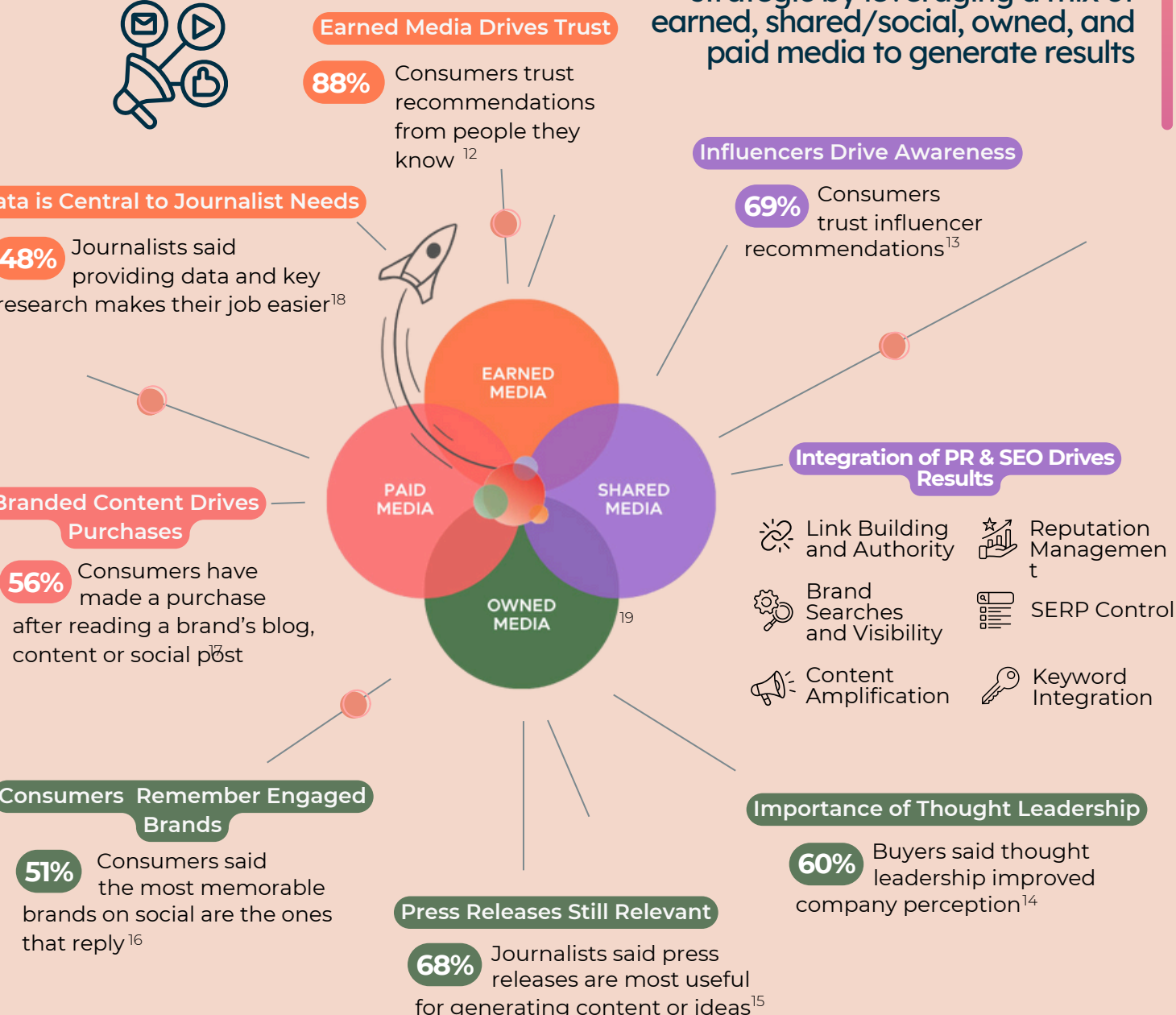
89% PR pros say they complete projects more quickly with AI⁶

50% PR pros say LinkedIn is the most important social platform⁷

20% PR pros would consider pitching amateur TikTok news anchors⁸

79% PR pros spend most of their time on Media Relations followed by Content Creation (49%) and Thought Leadership (46%)⁹

Spin Suck's PESO Model at Work



PR PROS DO MORE WITH PESO MODEL[©]

PR professionals must be agile and strategic by leveraging a mix of earned, shared/social, owned, and paid media to generate results

PR IN 2025 AND BEYOND PREDICTIONS

- ✓ Integrated PR & marketing campaigns will drive impactful results
- ✓ Pitch beyond traditional outlets
- ✓ Adopt AI tools into workstreams, and original content is key
- ✓ Build up authentic, owned content

*A Continuation of MSR's Award-Winning 20 Year Retrospective 1999-2019: <https://www.msrrcommunications.com/trends-insights/infographic-pr-in-1999-and-2019-a-20-year-retrospective/>

SOURCES

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