NAVIGATING THE CHANGING MEDIA LANDSCAPE

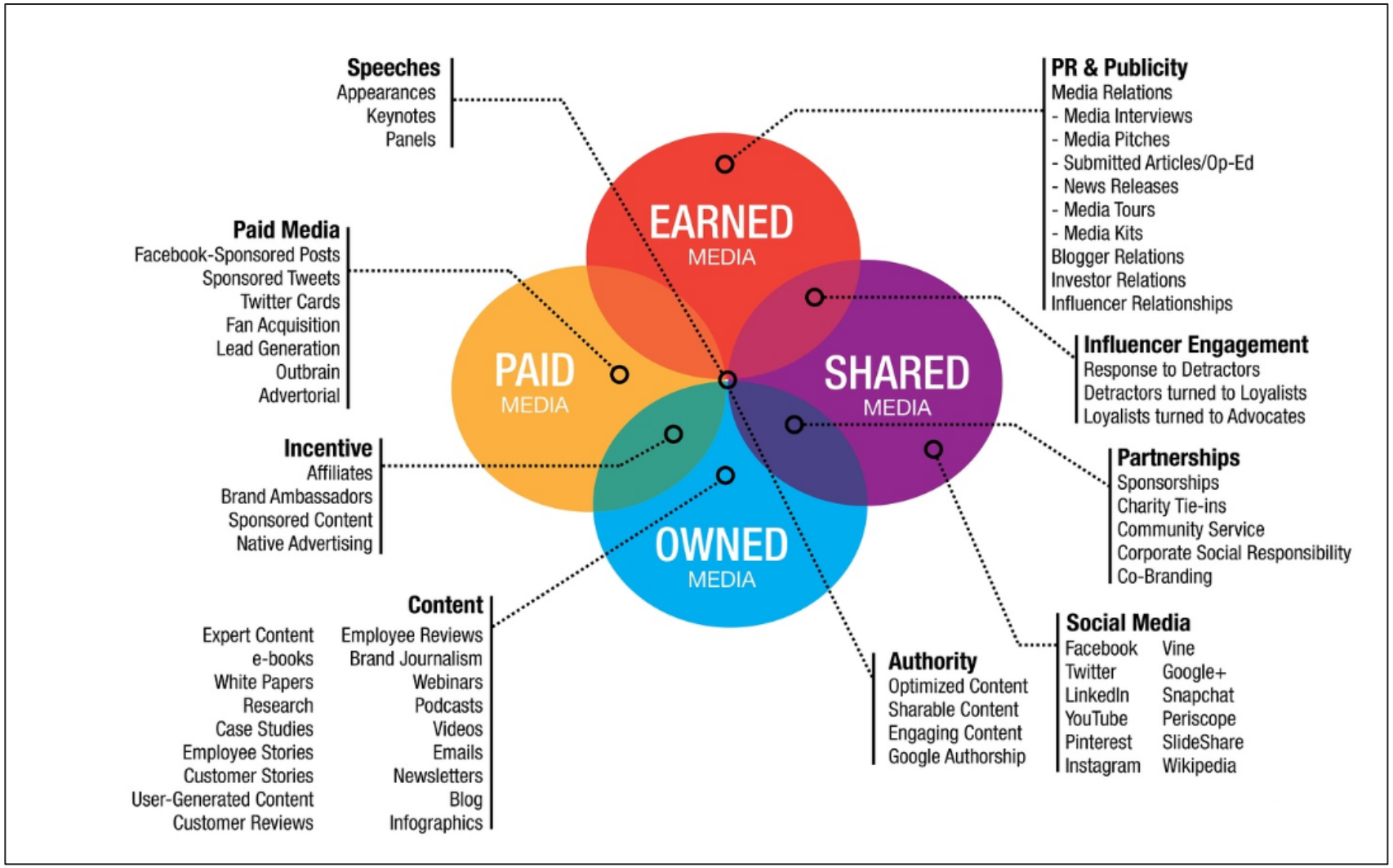


Tina McCorkindale, Ph.d., APR
President & CEO
Institute for Public Relations

INSTITUTE FOR PUBLIC RELATIONS

May 2025

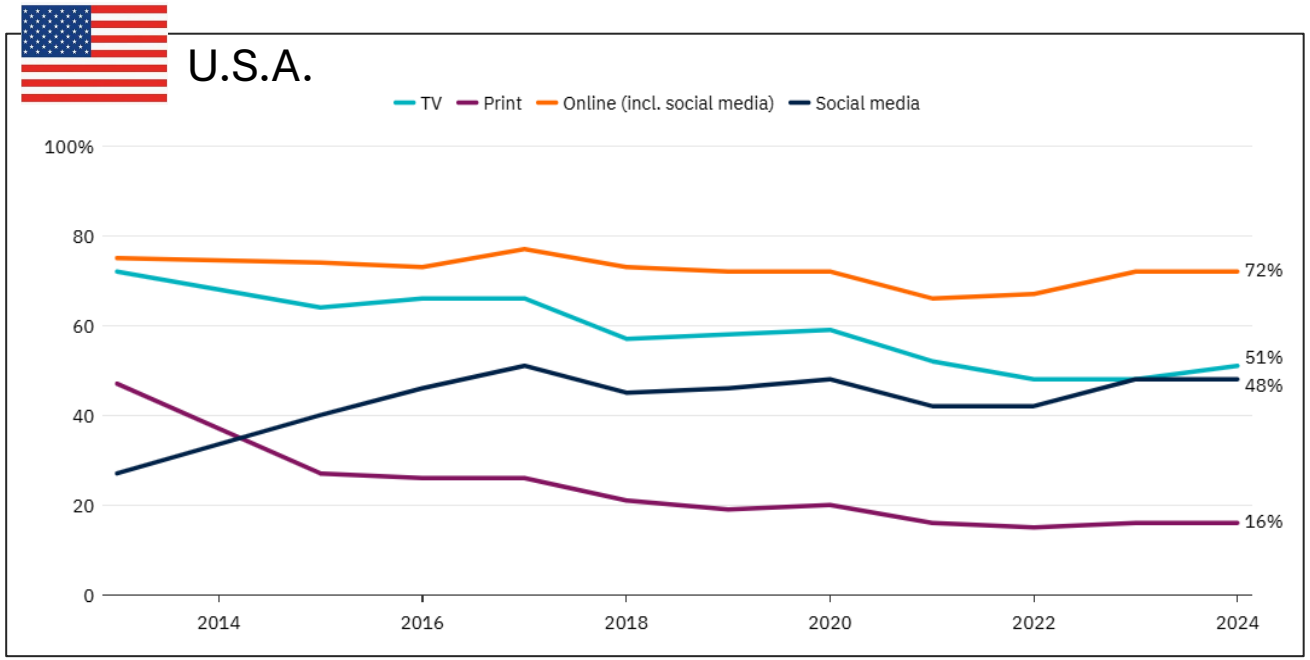
Traditional PESO model

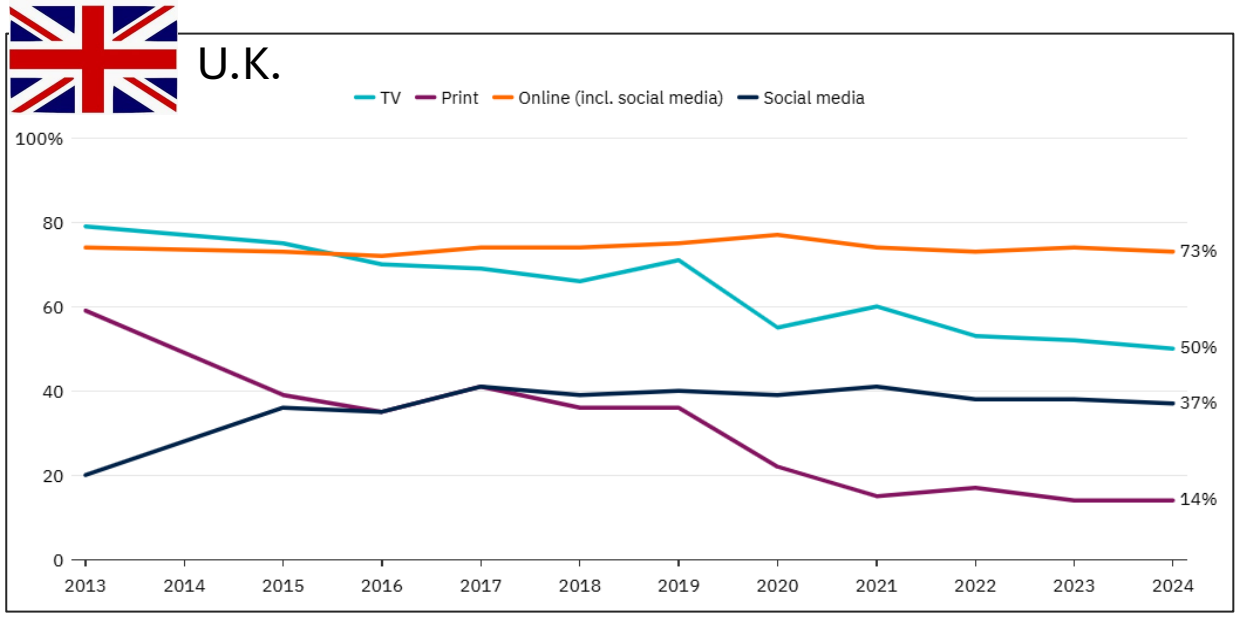


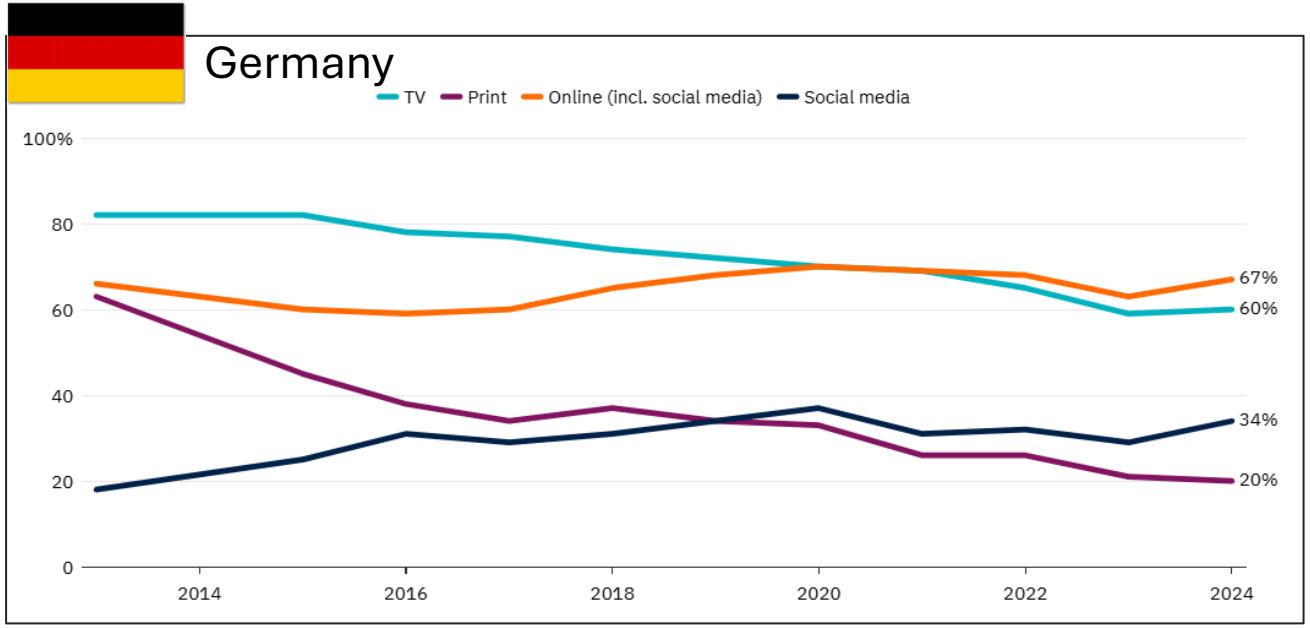


Shifting Media and News Consumption

Sources of News: 2013-2024

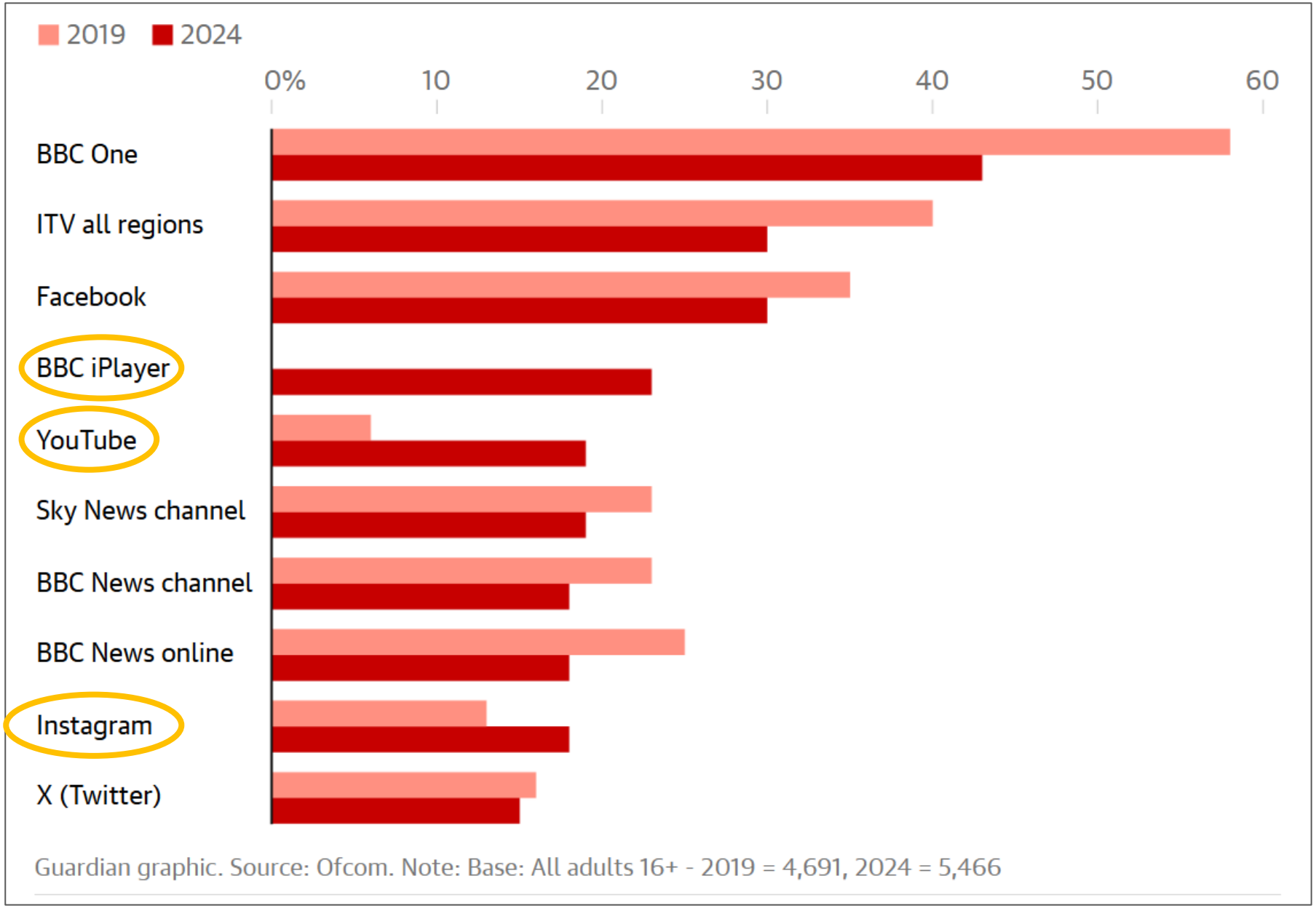






Top 10 News Sources:

Which one of the following do you use for news nowadays?

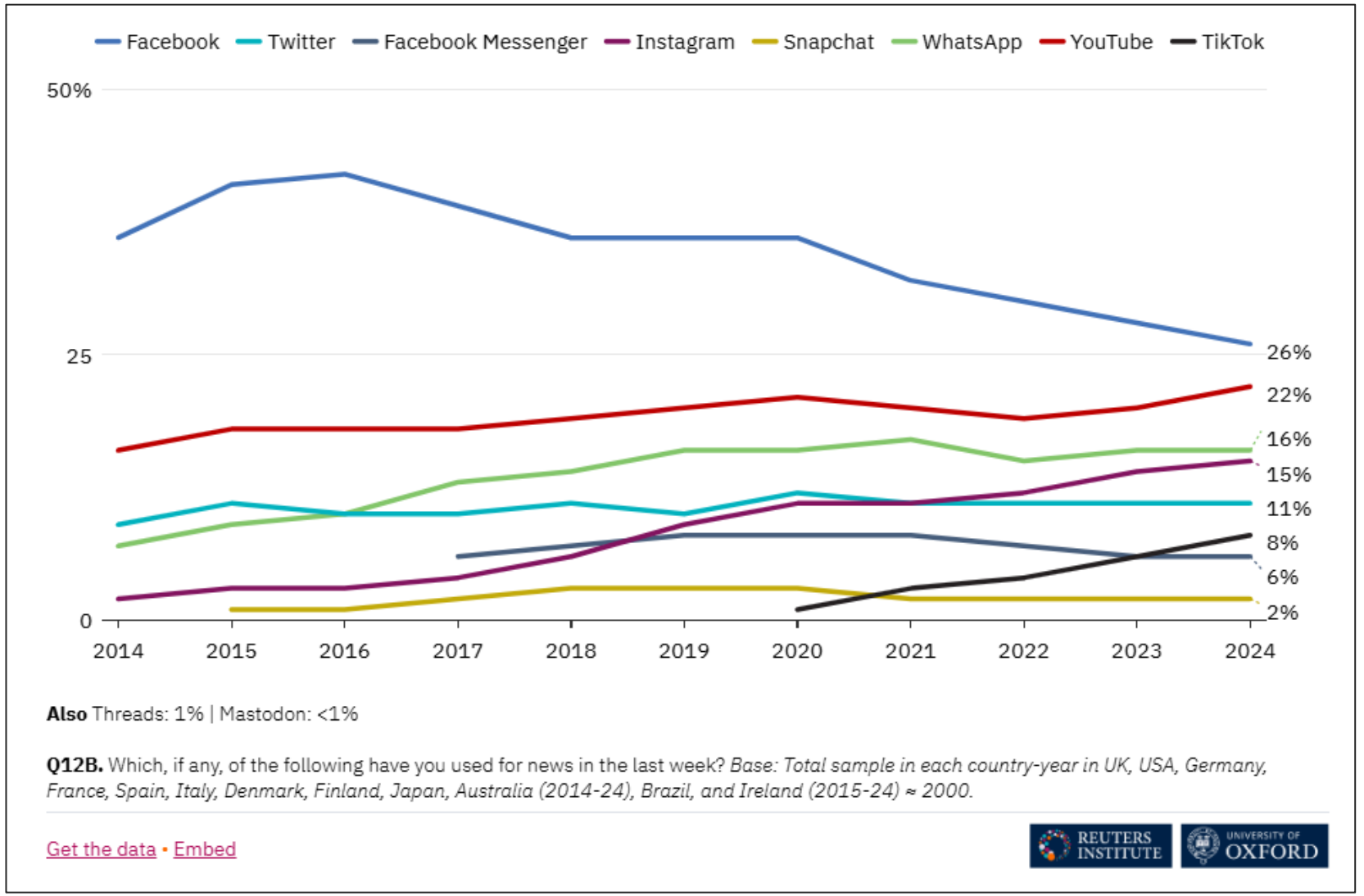


Mentions of news accounts and the split between mainstream vs. other accounts in selected markets

Country	% citing any news account	Mainstream media proportion	Alternative proportion
Brazil	35%	38%	62%
United States	25%	42%	58%
France	18%	48%	52%
Argentina	29%	50%	50%
United Kingdom	18%	57%	43%

Q12_Social_sources_2024_Mainstream/alternative. You said that you pay attention to mainstream/alternative news outlets or journalists for news on social media. Can you name any of the accounts you follow or pay attention to? Please name up to three. *Base: Randomly selected news users on Facebook, X, YouTube, Instagram, Snapchat, and TikTok in Brazil = 726, USA = 498, France = 365, Argentina = 590, UK = 362. Note: proportion of citations derived from the number mentions in each category (i.e. derived from an audience view of what accounts are mainstream*

Social Media Use for News (selected countries)



Most Mentioned Individual News-Related Accounts

U.S.A.

	Personality name	Known for	Main platform	Followers
1	**Tucker Carlson**	Conservative commentary	X	11.6m (X)
2	**Joe Rogan**	Podcaster/Conservative chat	YouTube/Spotify	16m (YT)
3	**David Pakman**	Left leaning commentator	YouTube/Talk radio	2m (YT)
4	**Tim Pool**	Conservative commentary	YouTube	1.35m (YT)
5	**Alex Jones**	Right-wing commentary	X	2.1m (X)
6	**Ben Shapiro**	Conservative commentary	YouTube	6.75m (YT)
7	**Anderson Cooper**	CNN anchor	X, Instagram	9.5m (X), 4.1m (IG)
8	**Brian Tyler Cohen**	US progressive talk	YouTube	2.59m (YT)
9	**Jimmy Dore**	Comedian, commentator	YouTube	1.3m (YT)
10	**Dave Rubin**	Libertarian commentator	YouTube	2.1m (YT)

Q12_Social_sources_2024_Mainstream/alternative. You said that you pay attention to mainstream/alternative news outlets or journalists for news on social media. Can you name any of the accounts you follow or pay attention to? Please name up to three. *Base: Randomly selected news users on Facebook, X, YouTube, Instagram, Snapchat, and TikTok = 498. Lists based on 1427 mentions (604 mainstream and 821 alternative).*

U.K.

	Name	Known for	Main social platform	Followers
1	**James O'Brien**	Radio talk show (LBC)	X/YouTube	1.2m (X), 717K (YT)
2	**Robert Peston**	News and comment (ITV)	X	1.3m (X)
3	**Joe Rogan**	Podcaster/conservative chat	Spotify/YouTube	15m (YT)
4	**Piers Morgan**	Outspoken talk show	X/YouTube	8.7m (X), 2.45m (YT)
5	**Owen Jones**	Left leaning commentator	X/YouTube	1.1m (X), 500K (YT)
6	**Martin Lewis**	Personal finance expert	X/Facebook/TikTok	2.7m (X), 845K TikTok
7	**Russell Brand**	Monologues, libertarian	YouTube/Rumble	6.75m (YT)
8	**Neil Oliver**	Monologues, TV host	X/YouTube	400K (X), 235K (YT)
9	**Nigel Farage**	Broadcaster/politician	X/Facebook	1.8m (X), 1.2m (FB)
10	**David Ornstein**	Sports transfer talk	X	2.7m (X)

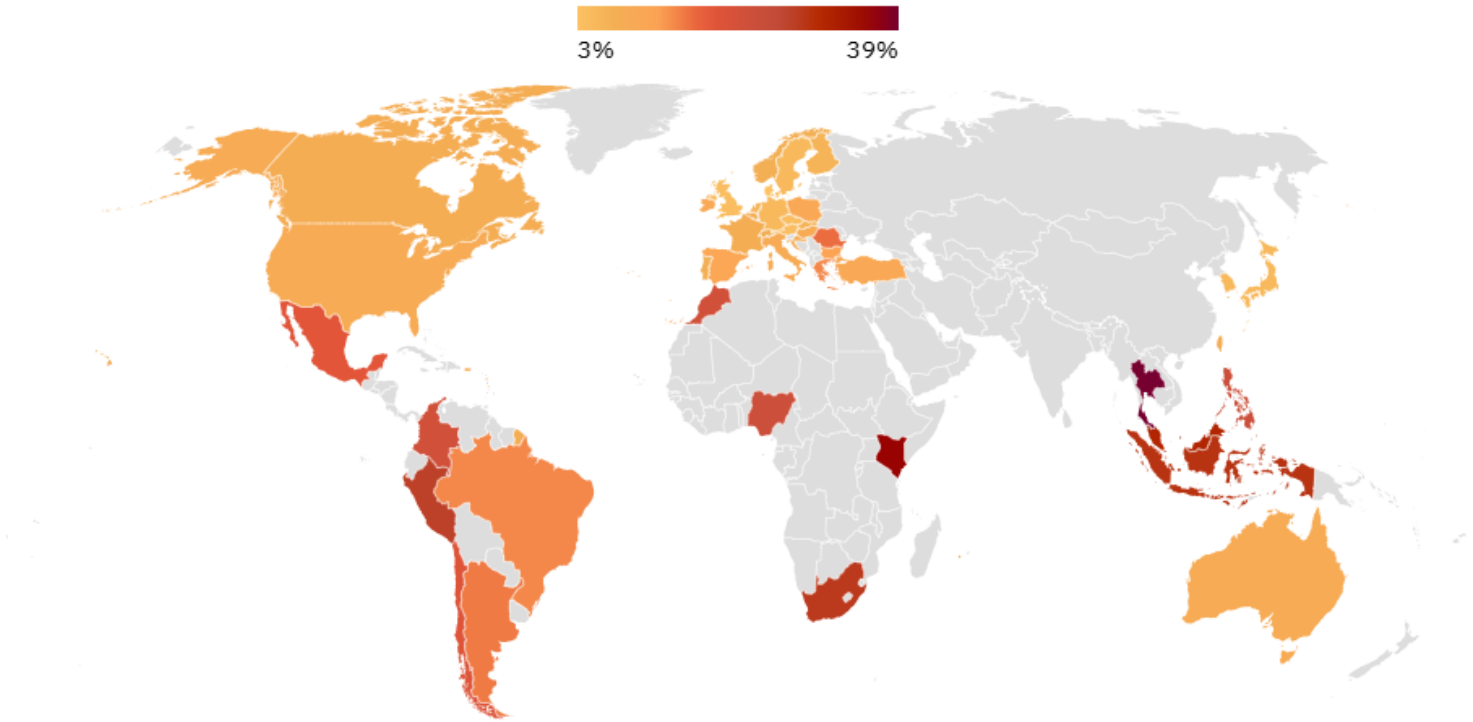
Q12_Social_sources_2024_Mainstream/alternative. You said that you pay attention to mainstream/alternative news outlets or journalists for news on social media. Can you name any of the accounts you follow or pay attention to? Please name up to three. *Base: Randomly selected news users on Facebook, X, YouTube, Instagram, Snapchat, and TikTok = 362. Note: Lists based on 943 mentions (537 mainstream, 405 alternative).*

Source: What do we know about the rise of alternative voices and news influencers in social and video networks? | Reuters Institute for the Study of Journalism 2024

Usage of TikTok for News

Darker colours represent higher levels of audience usage of TikTok for news. Grey indicates countries not covered or TikTok not operating.

*Overall, 26% use TikTok for any purpose, **13%** for news*

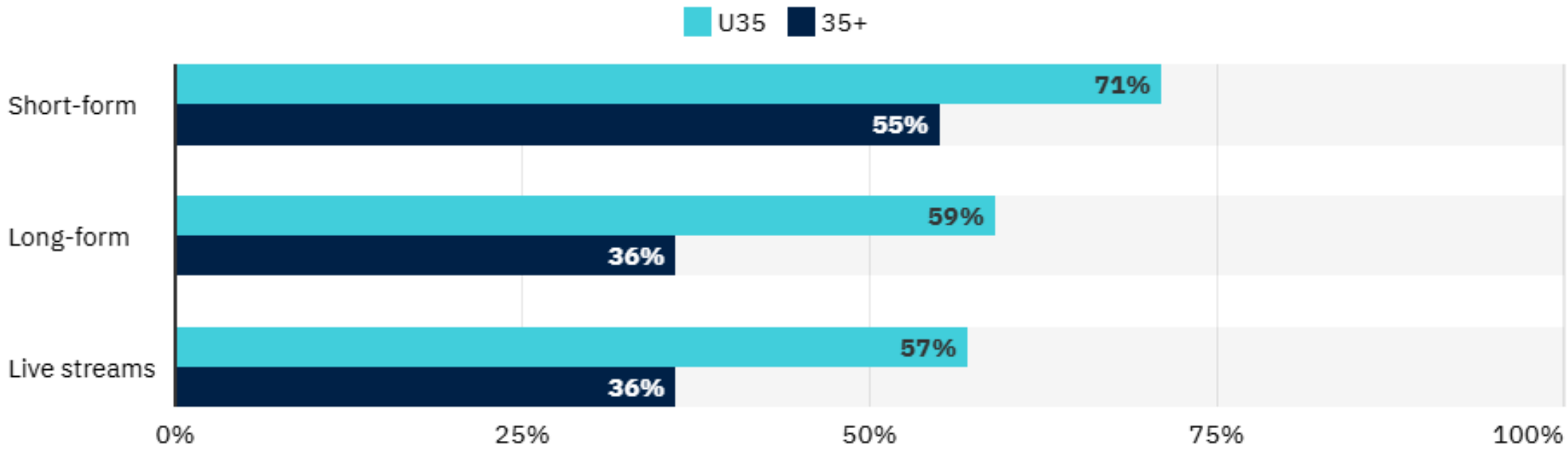


Q12B. Which, if any, of the following have you used for news in the last week? *Base: Total sample in each market ≈ 2000. Note: Respondents in India and Hong Kong were not asked about TikTok.*

Get the data • Embed

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Weekly News Video Usage by Form (by age in U.S.)



Q11_video_2024. Thinking about when you have used online videos about news-related issues – e.g., via a computer, smartphone, or tablet – how often, if at all, do you watch the following? – Short online news video(s) (a few minutes or less)/ Longer online news video(s)/ Live online video stream(s) (e.g. breaking news event or live discussion). *Base: U35s/35+ = 649/1374.*

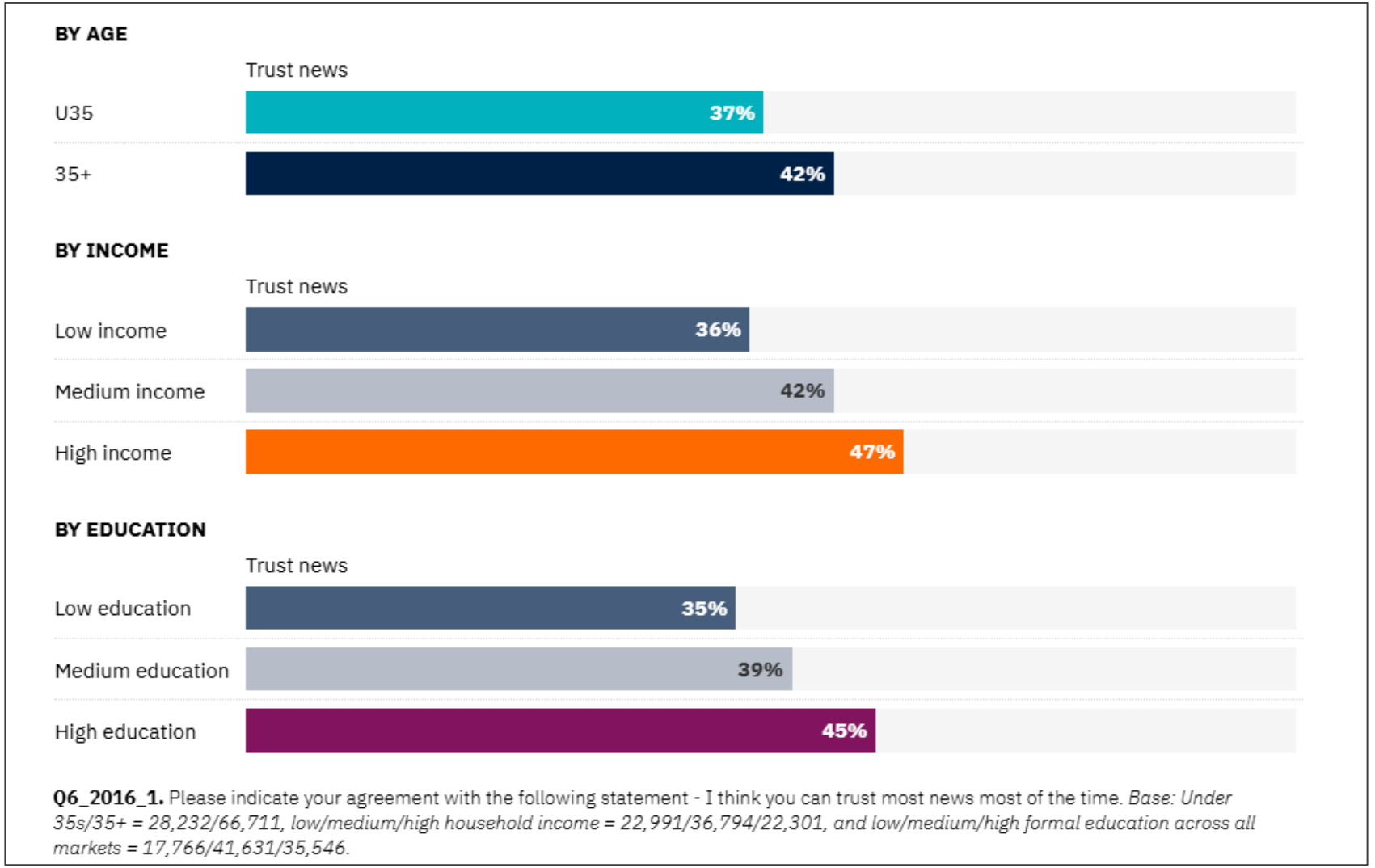
Get the data • Embed

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Declining Trust in News

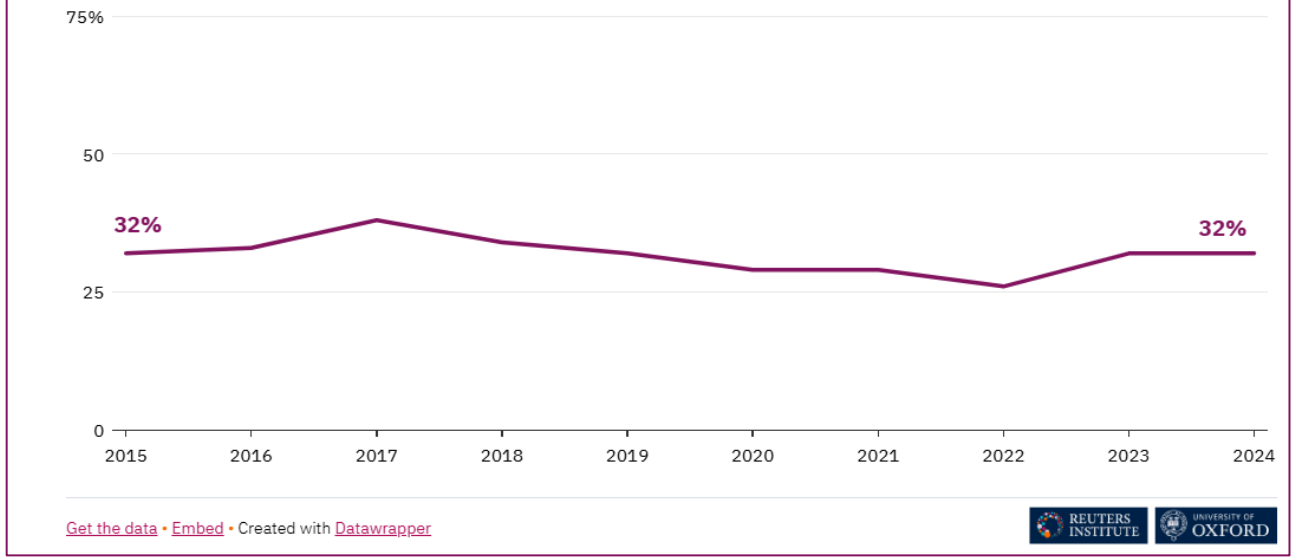
Demographic Differences of People Who Trust the News Most of the Time (all markets)



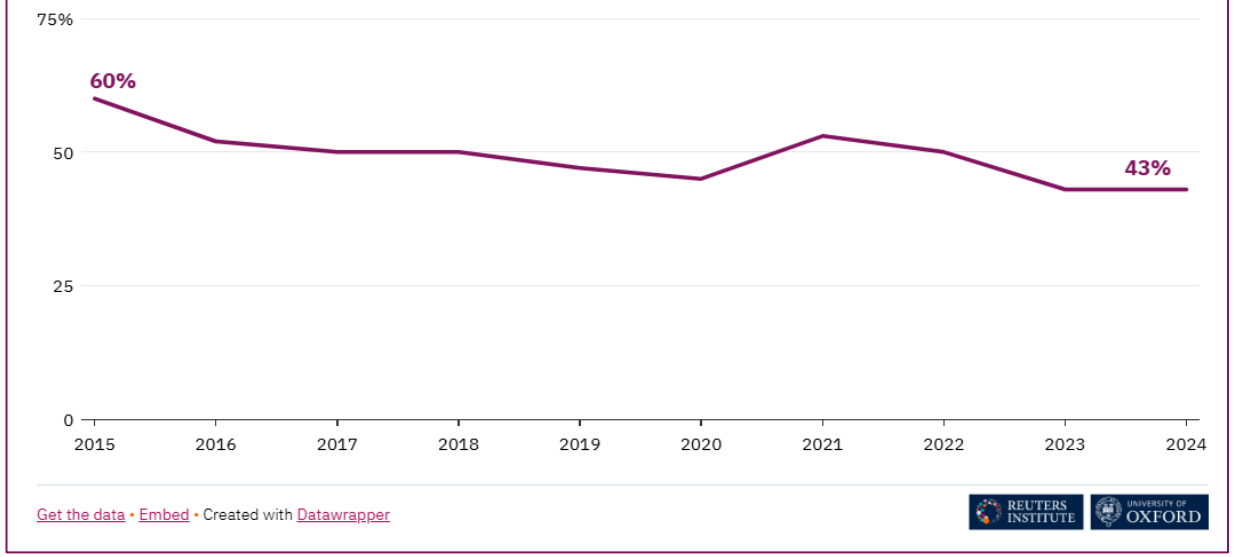
Q6_2016_1. Please indicate your agreement with the following statement - I think you can trust most news most of the time. *Base: Under 35s/35+ = 28,232/66,711, low/medium/high household income = 22,991/36,794/22,301, and low/medium/high formal education across all markets = 17,766/41,631/35,546.*

Trends in News Trustworthiness: 2015-2024

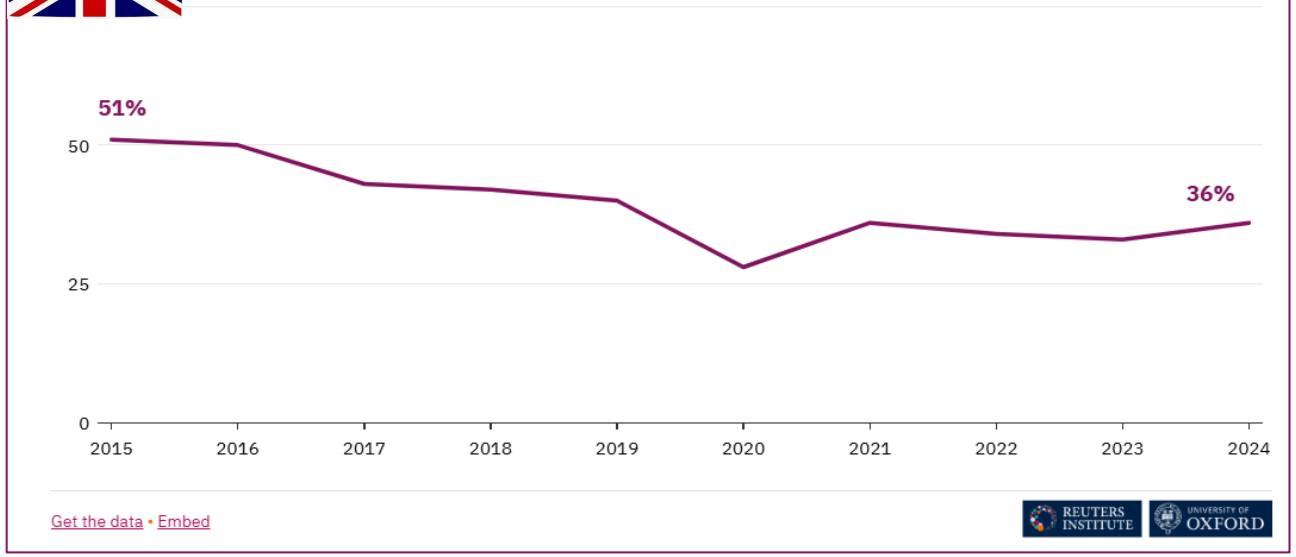
U.S.A.



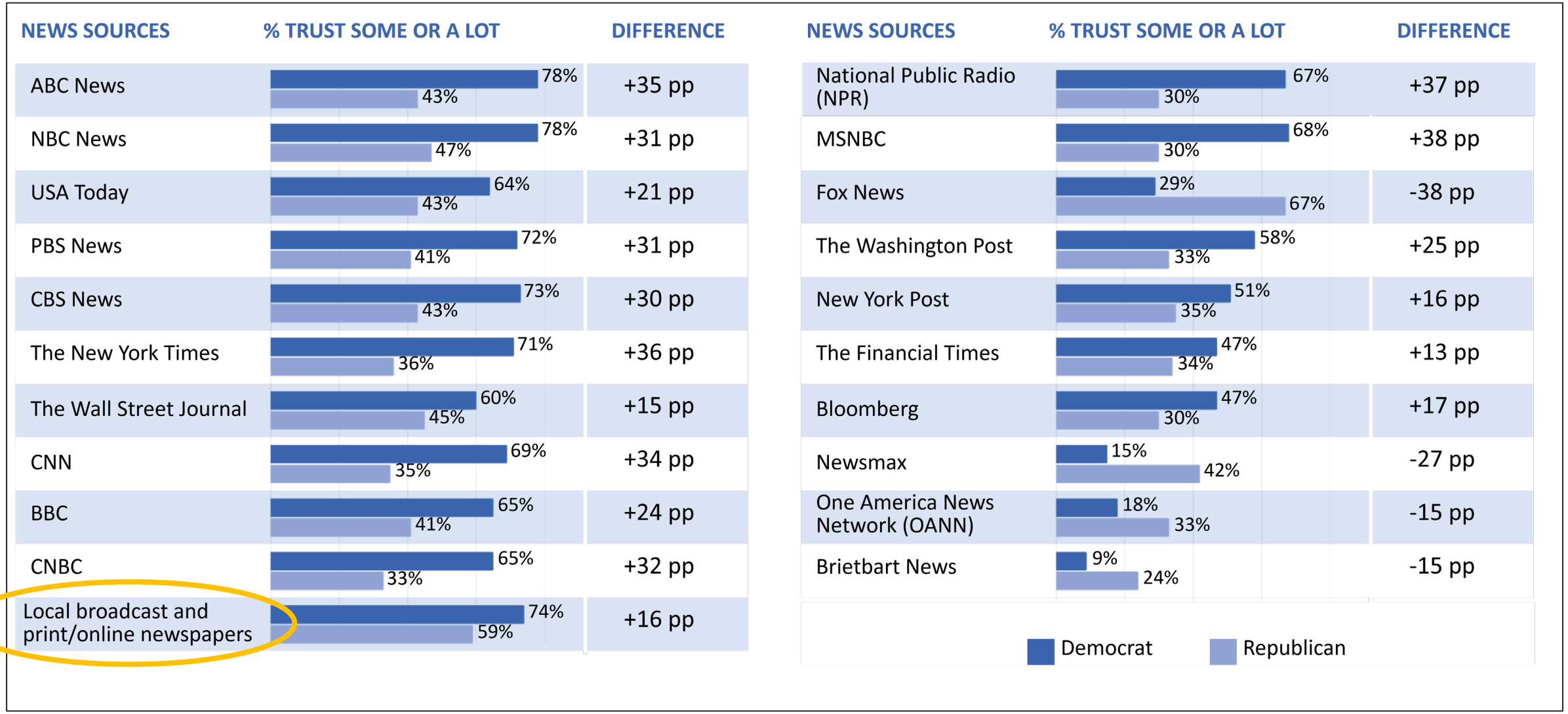
Germany



U.K.



Trustworthiness in mainstream media in U.S. is significantly divided among Democrats and Republicans



Source: IPR and Leger, “2025 Disinformation in Society Report”

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Leger

Trust in U.K. News Sources

61%

62%

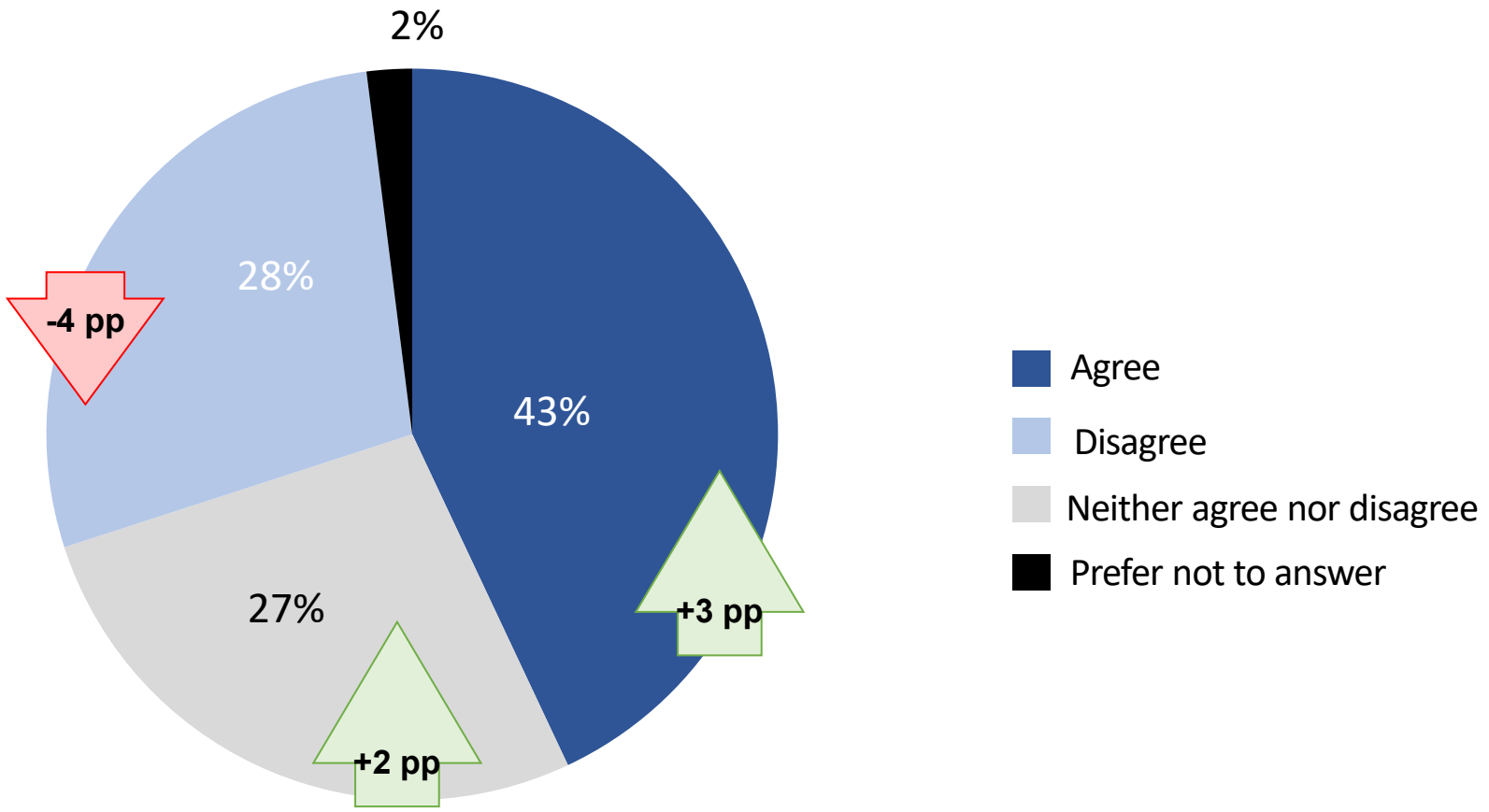
52%

Regional or Local newspapers

Source: The Reuters Institute for the Study of Journalism, 2024 Report

4-in-10 Americans avoid the news because of disinformation

I avoid watching, reading, or listening to the news because of the amount of disinformation



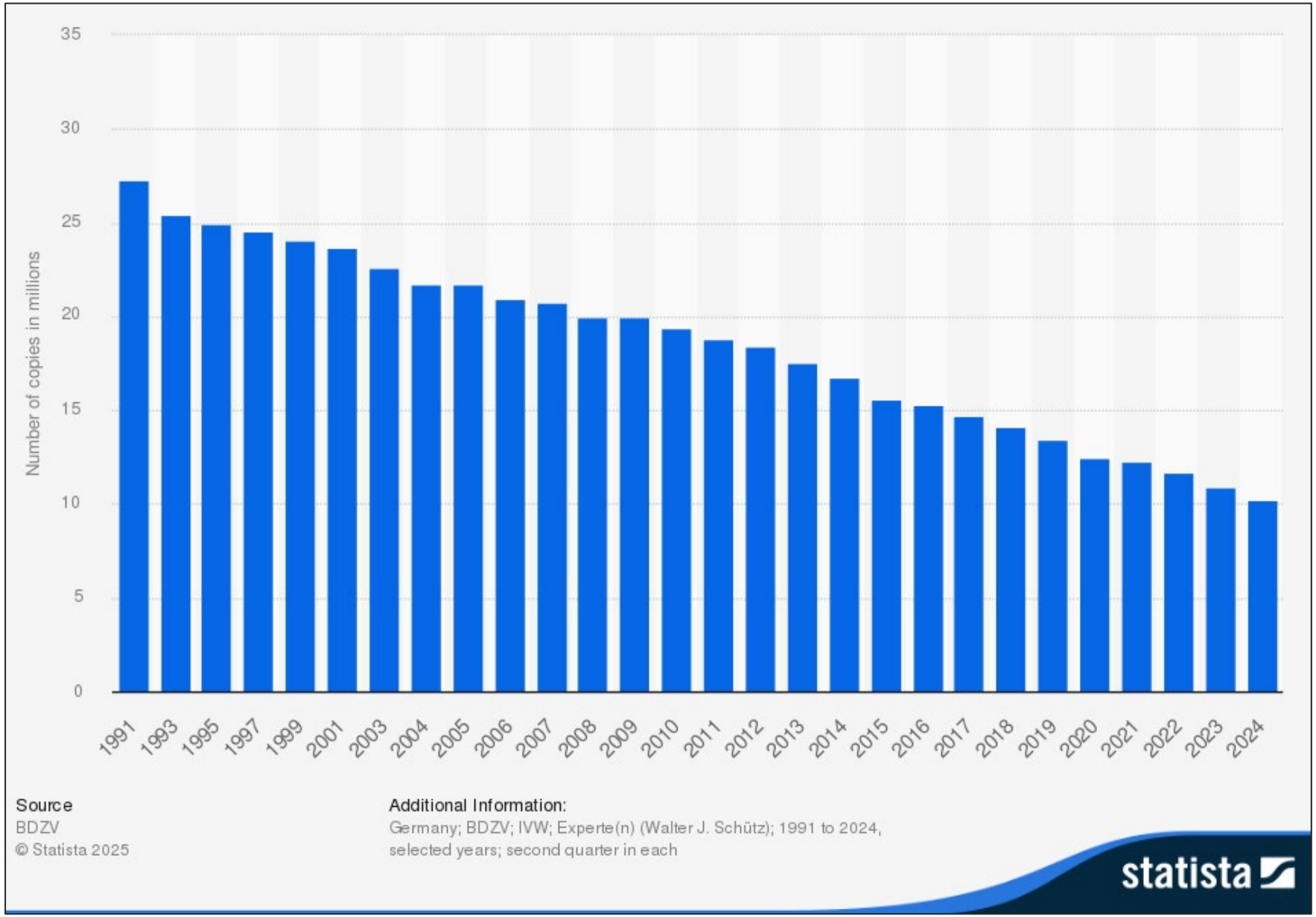
Note: The arrows represent the percentage-point increase or decrease since the 2023 report

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Decline of Local News

Circulation of Daily Newspapers in Germany from 1991 to 2024 (in million copies)



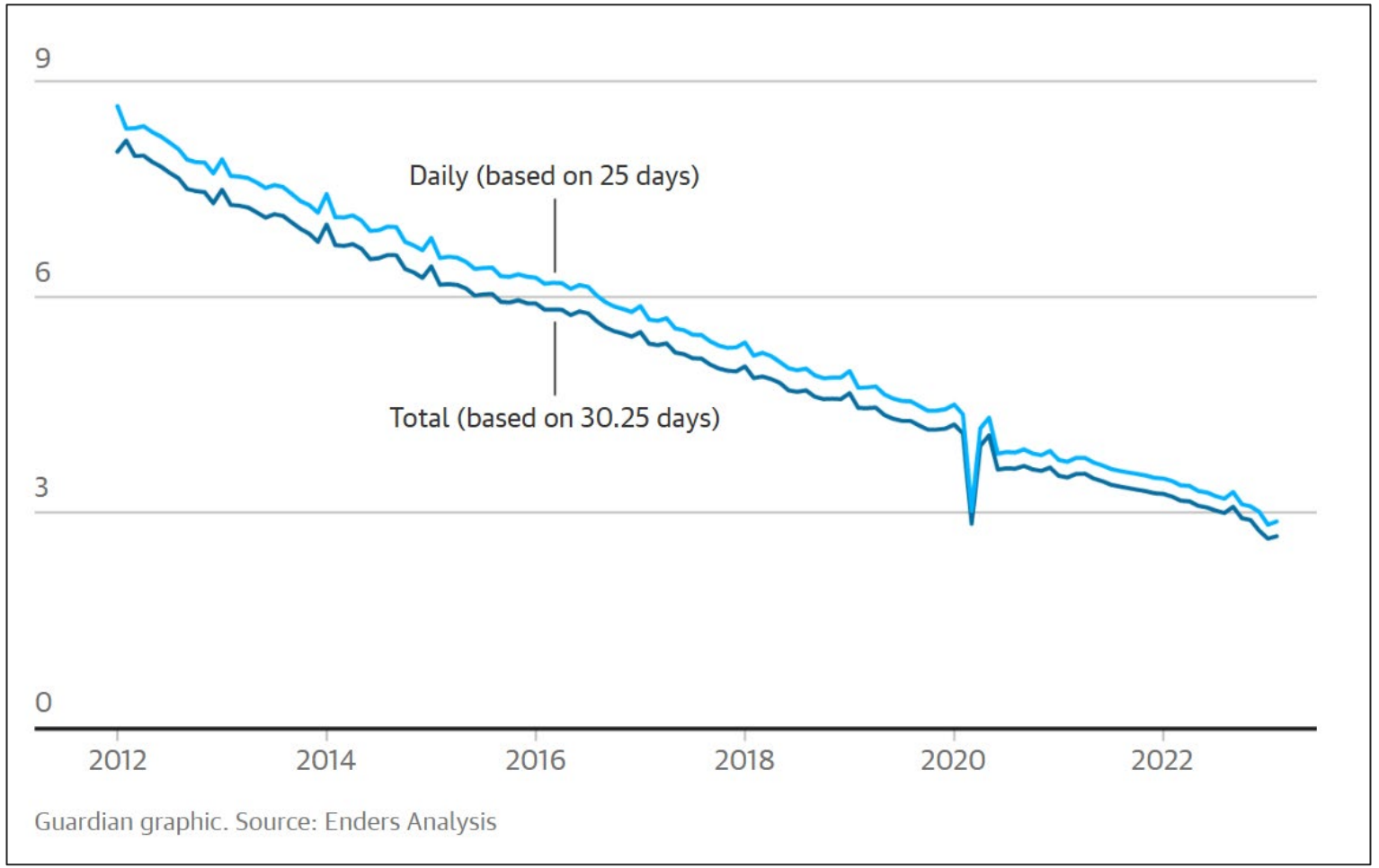
Circulation of daily newspapers Germany 2024| Statista

Loss of Local Journalism in the U.K.

- More than 320 local newspaper titles closed between 2009 and 2019
- According to the *Sustainability of Local Journalism Report* from the UK parliament, the loss of local news, especially in the "most deprived communities" results in:
  - Measurable decrease in participation in civic life
  - Lack of coverage of public interest news stories
  - Less scrutiny of local government and public communities

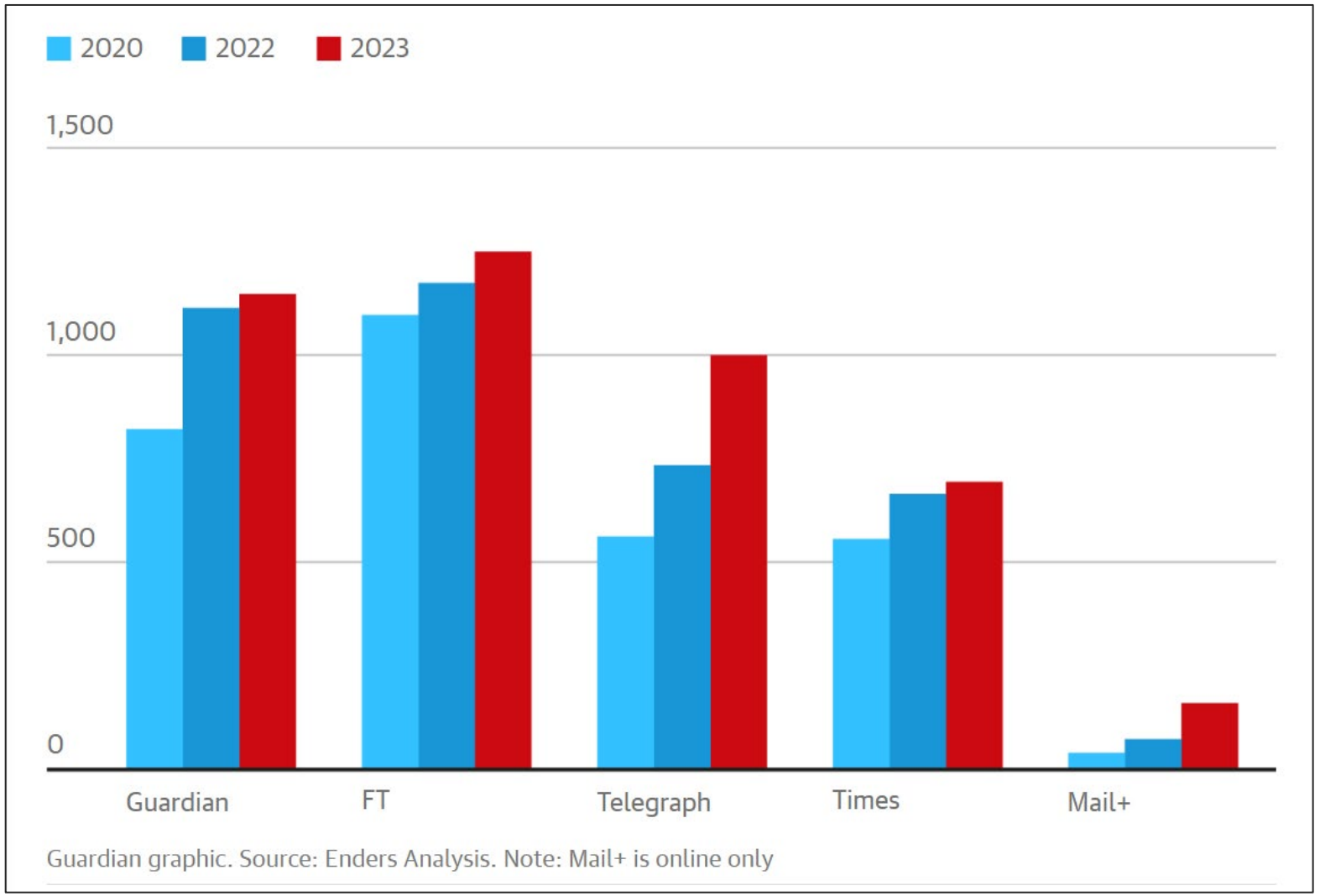
Source: Sustainability of Local Journalism: committees.parliament.uk/writtenevidence/107572/html/

Average Paid Daily Circulation of National Newspapers in the UK (in millions)

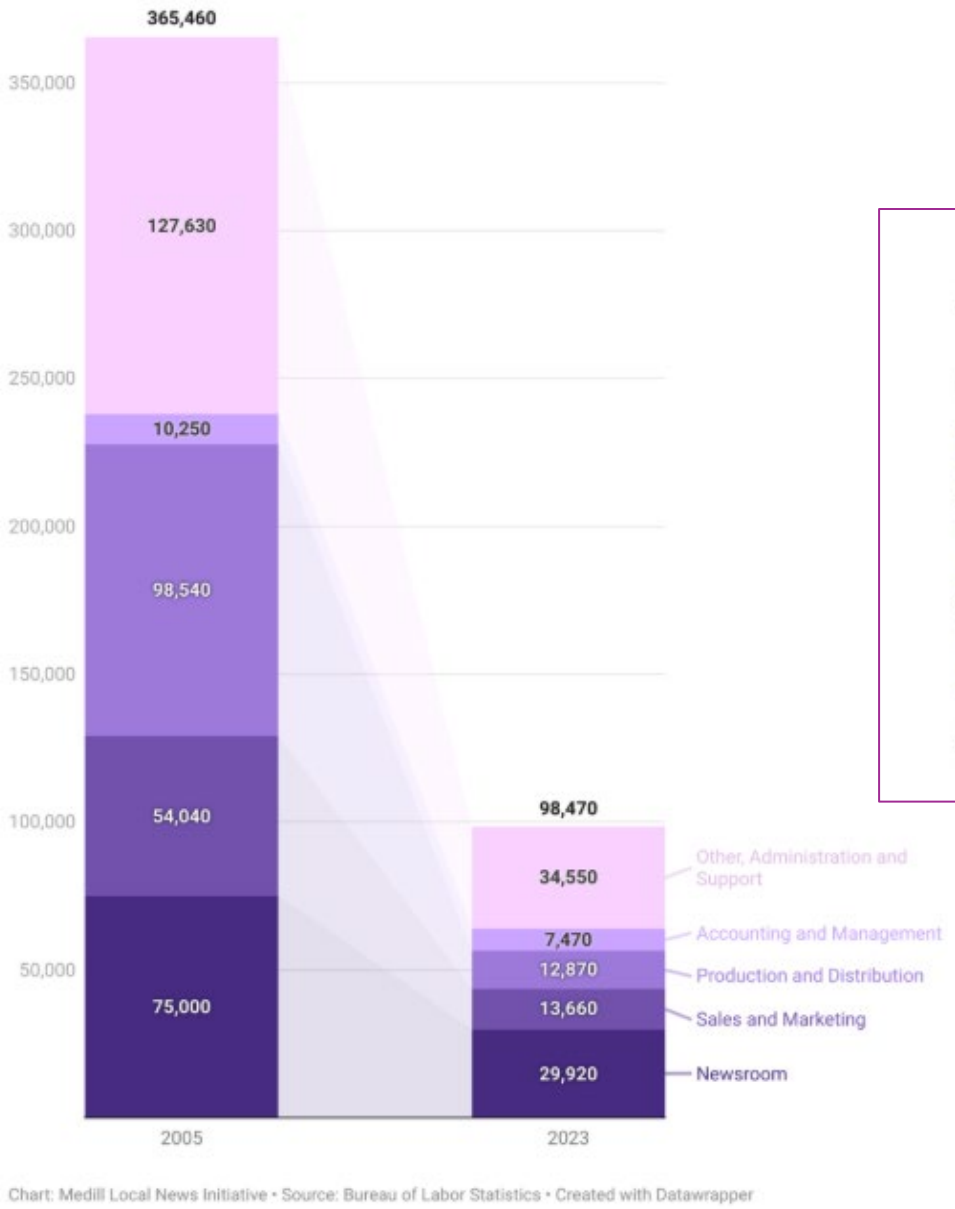


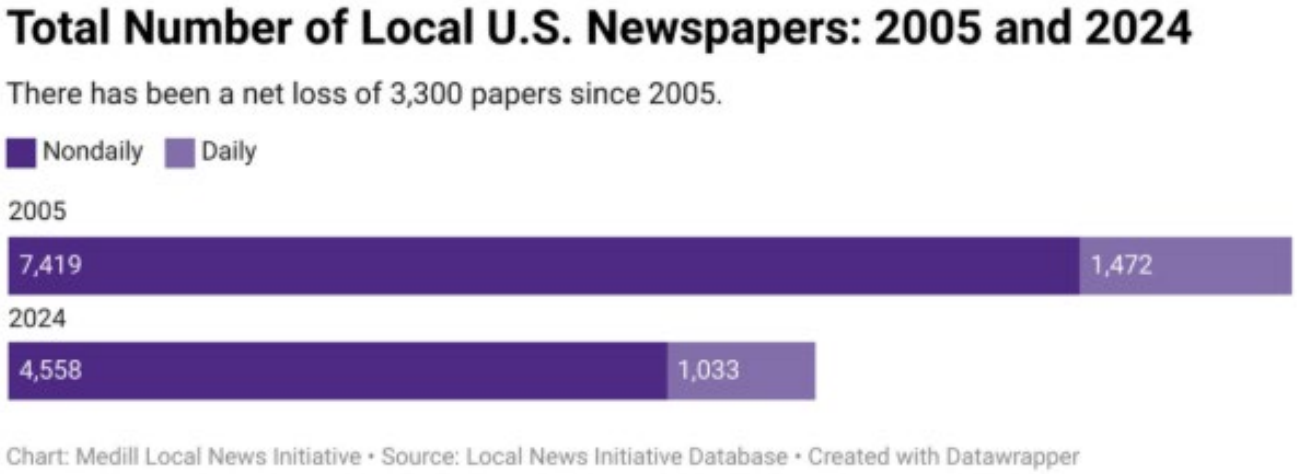
Source: Telegraph auction poses litmus test for value of newspapers in digital age | Telegraph Media Group | The Guardian

Print and Digital Subscriptions for Selected National Newspaper publishers in the UK (thousands)



Decline of U.S. Local News





Source: Northwestern University Medill School: The State of Local News 2024 | Local News Initiative

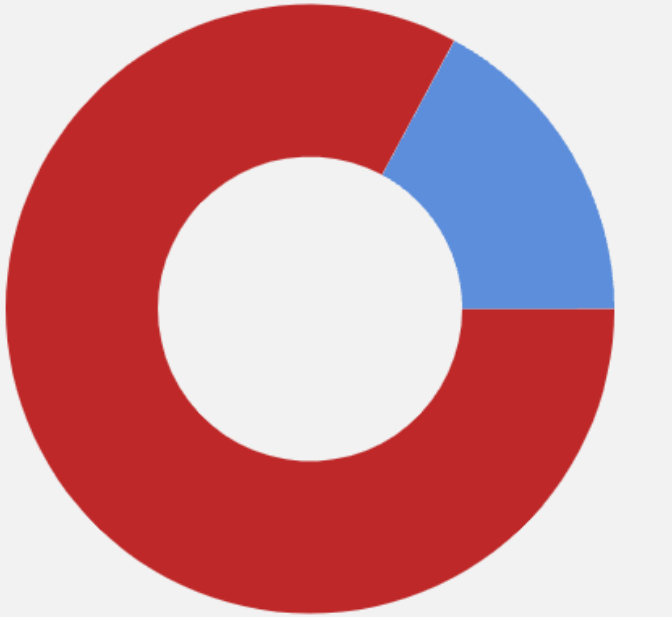
Conservative counties more vulnerable to losing news

In 2022…

82.87%

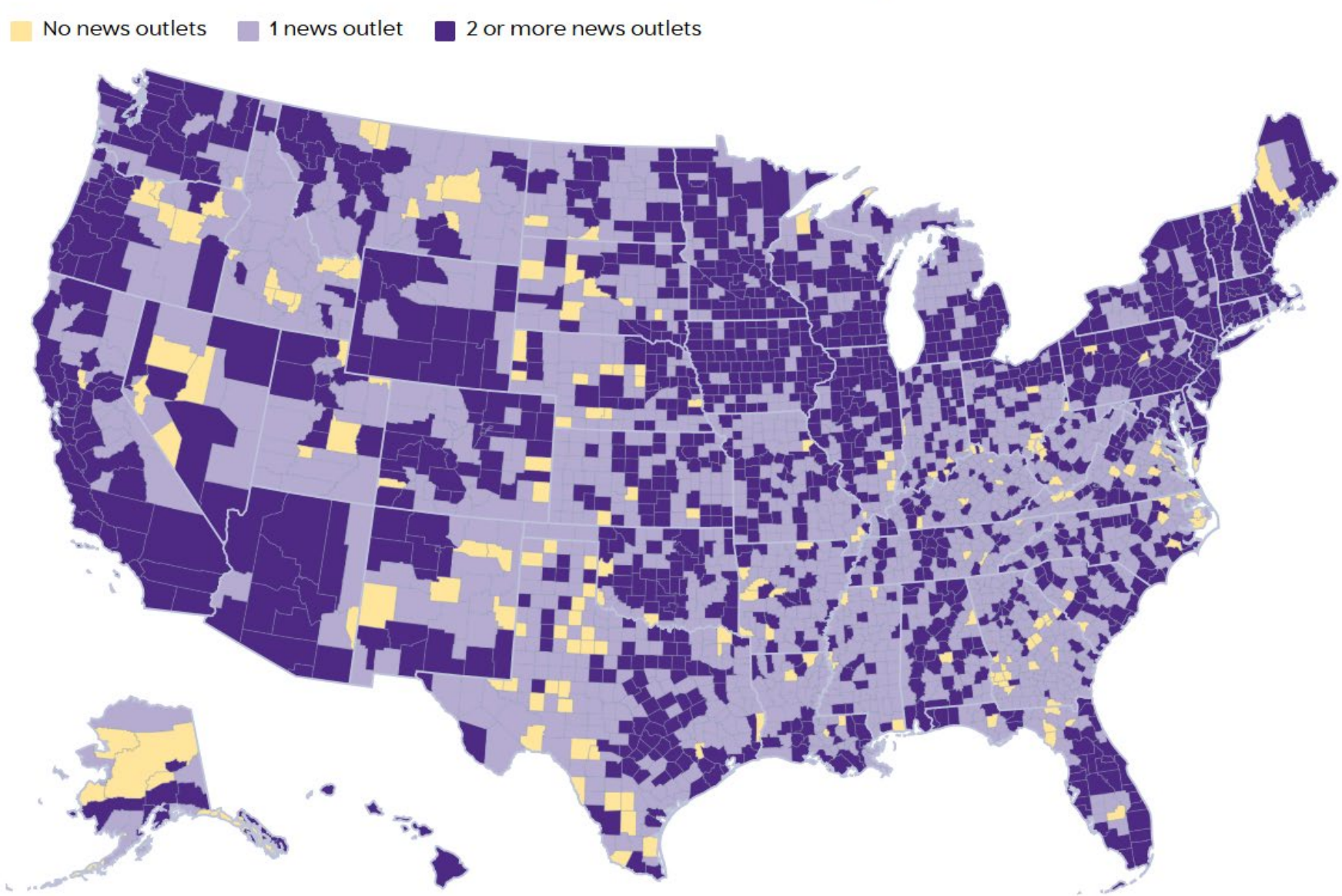
of counties with no local news sources, or vulnerable to losing local news coverage, **voted Republican** in the 2020 U.S. presidential election.

Source: Medill Local News Initiative, Northwestern University



Local News Landscape

There are 201 counties in the United States with no news outlets. There are 1,563 counties with only one.



Source: Northwestern University Medill School: The State of Local News 2024 | Local News Initiative

Bright Spots in the U.S.:

258 news startups that are less than five years old

2019



2024

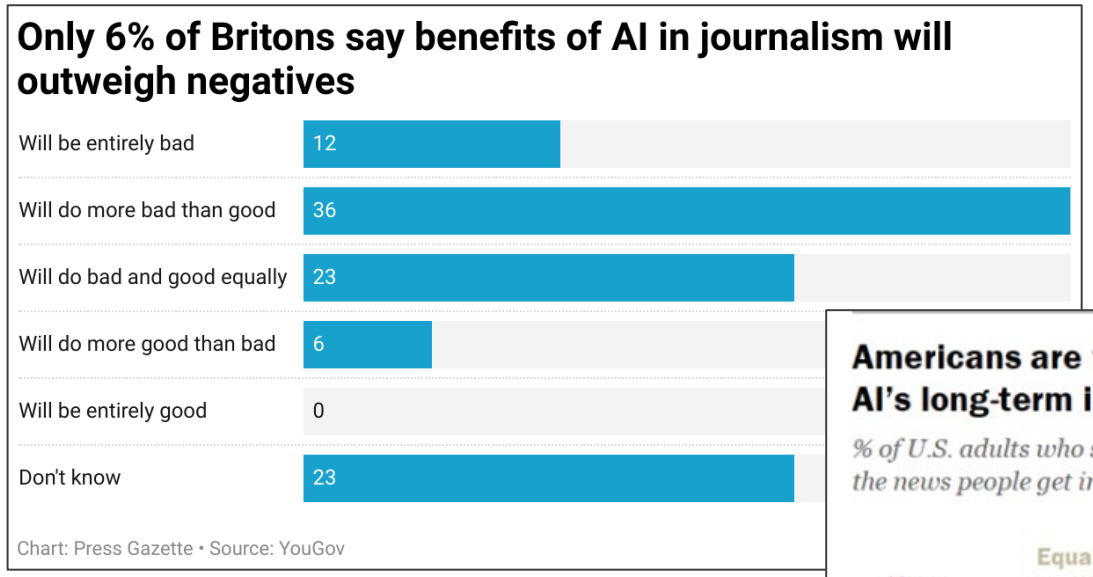


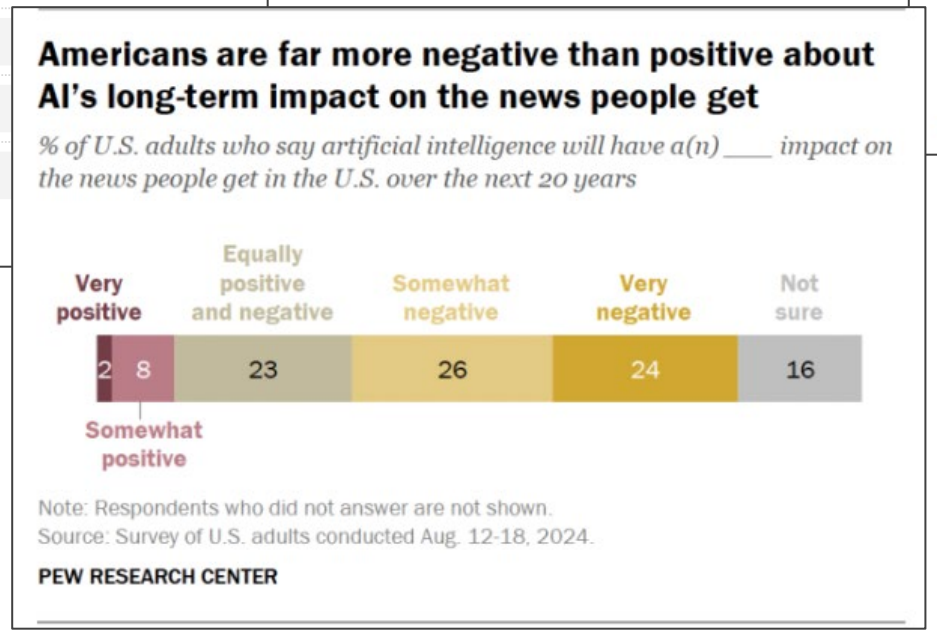
Source: Northwestern University, The State of Local News 2024 | Local News Initiative

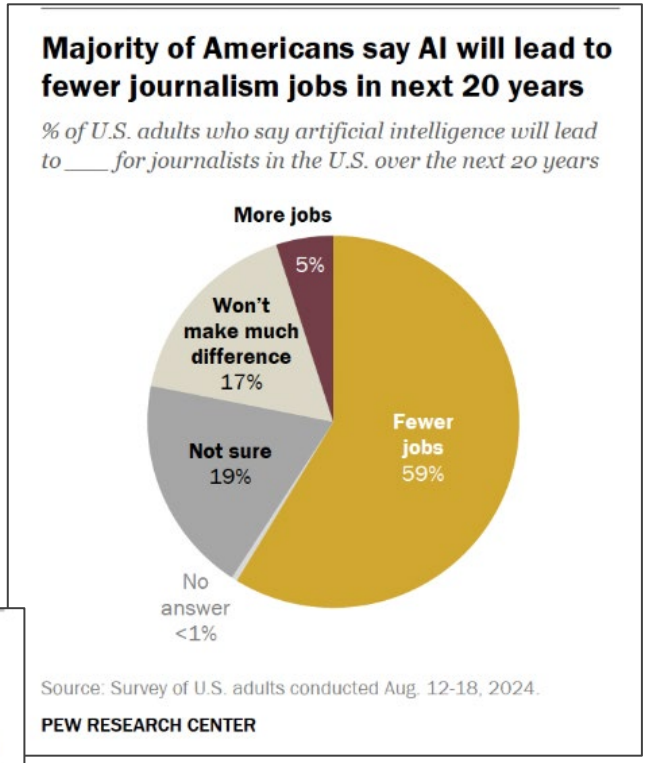


Here Comes AI.....

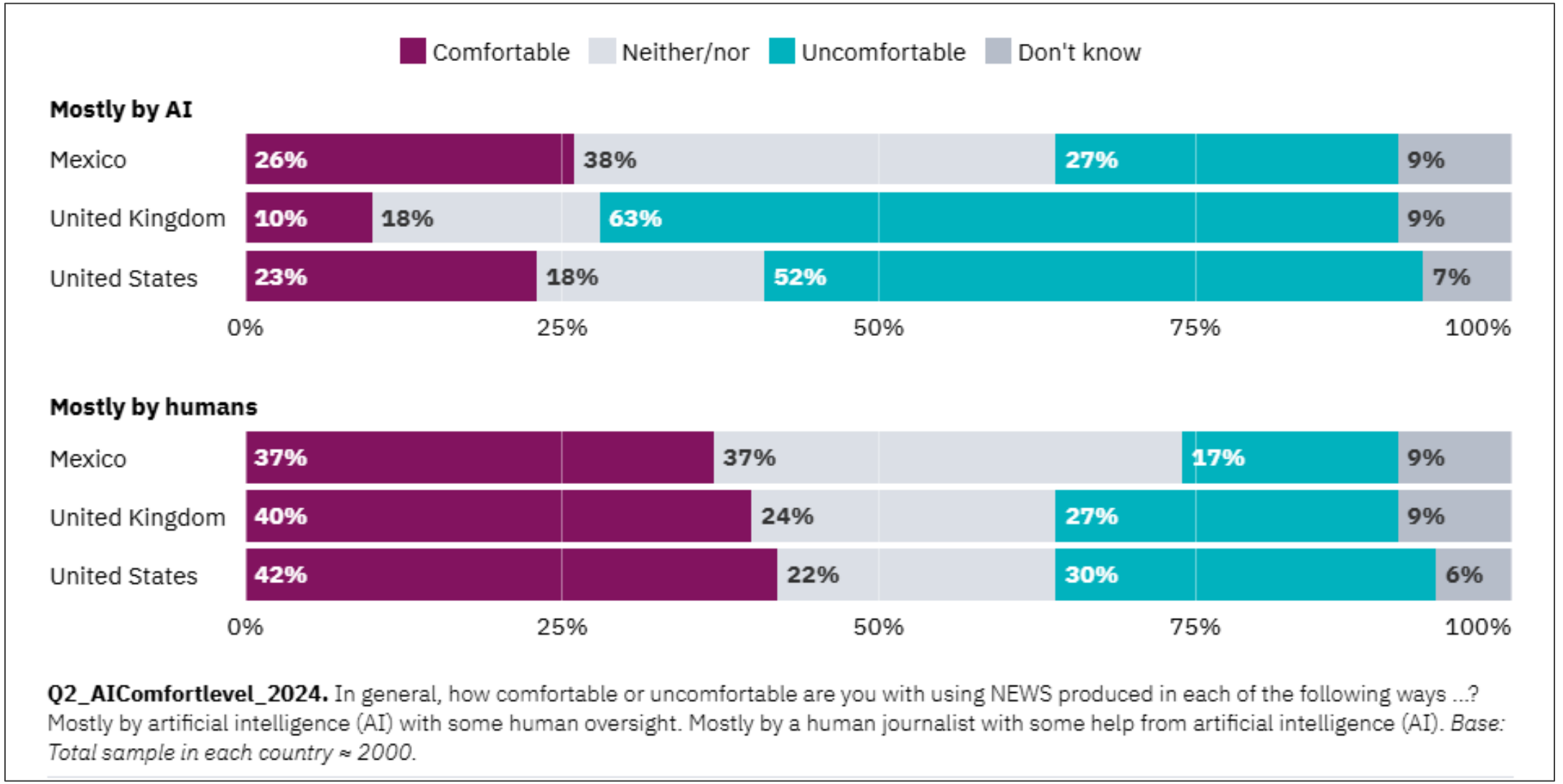
Perceptions of AI in Journalism





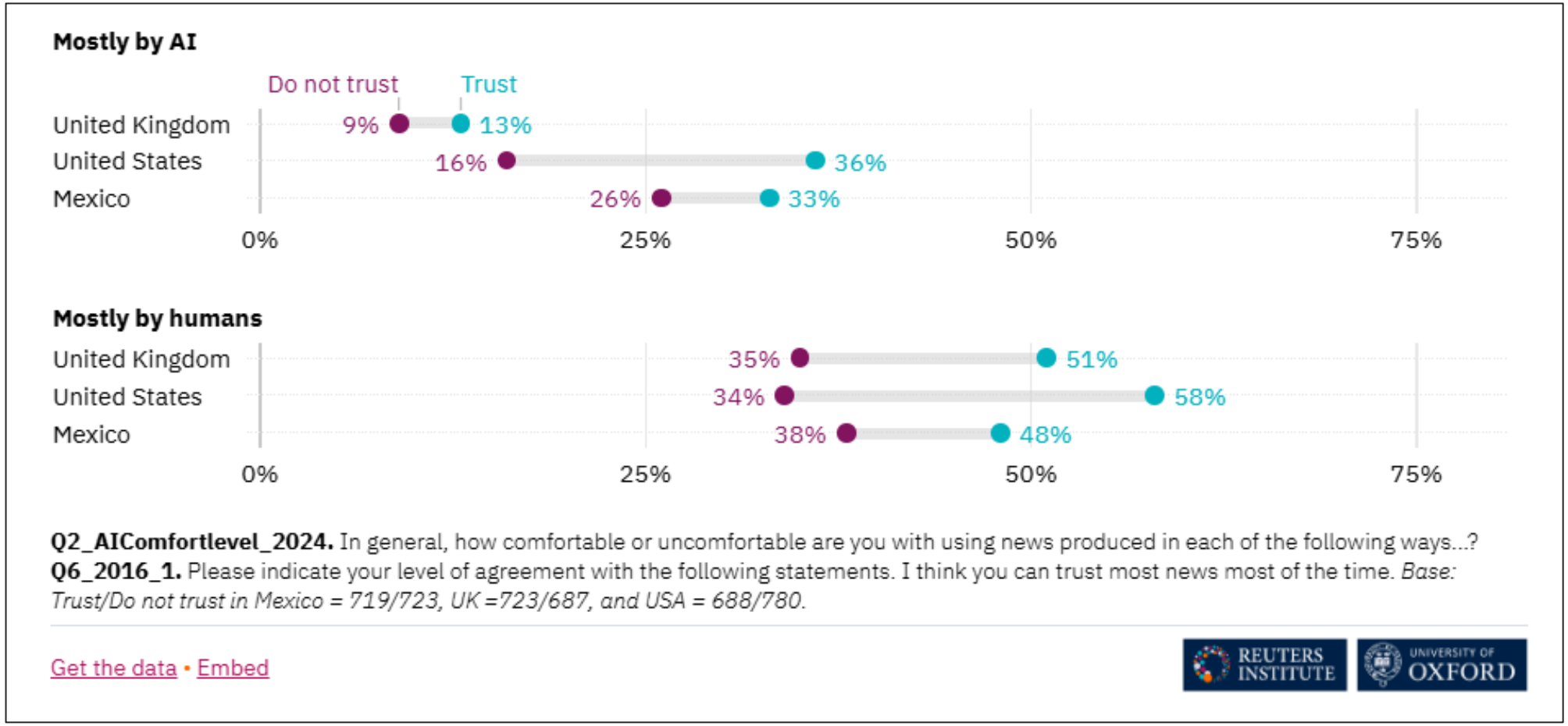


Level of Comfort of Using News Produced by AI vs. Humans (selected markets)



Q2_AIComfortlevel_2024. In general, how comfortable or uncomfortable are you with using NEWS produced in each of the following ways ...? Mostly by artificial intelligence (AI) with some human oversight. Mostly by a human journalist with some help from artificial intelligence (AI). *Base: Total sample in each country ≈ 2000.*

Trustworthiness of News Produced by AI vs Humans (selected markets)



Q2_AIComfortlevel_2024. In general, how comfortable or uncomfortable are you with using news produced in each of the following ways...?
Q6_2016_1. Please indicate your level of agreement with the following statements. I think you can trust most news most of the time. *Base: Trust/Do not trust in Mexico = 719/723, UK =723/687, and USA = 688/780.*

Get the data • Embed

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FEB 2025

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2024)



GLOBAL OVERVIEW

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)	YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)	DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)	YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND	DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
$1.09	+7.3%	$790.3	+10.3%	72.7%
TRILLION	+$75 BILLION	BILLION	+$74 BILLION	+2.8% (+199 BPS)

statista

statista

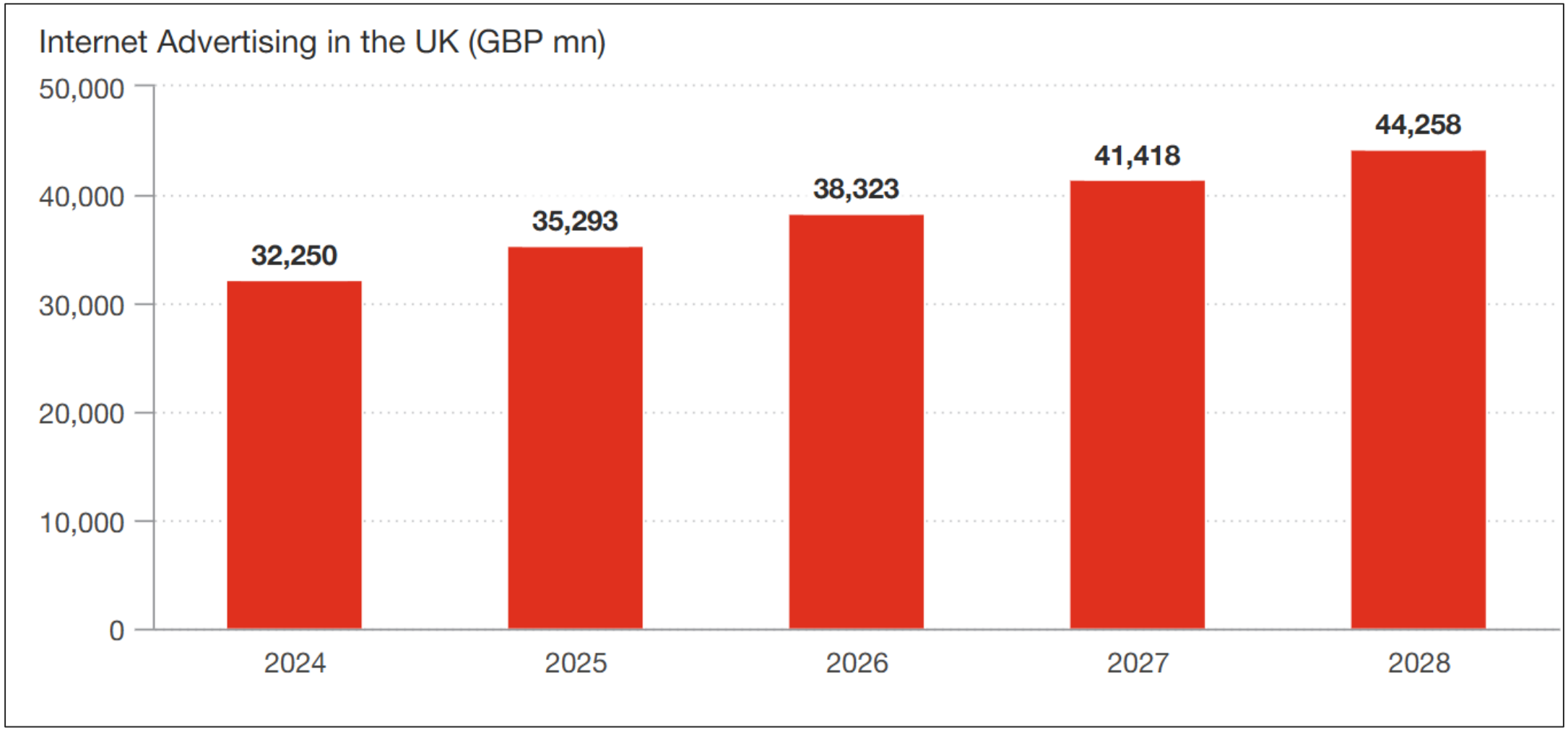
KEPIOS

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ADVISORY: THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

we are social

Meltwater

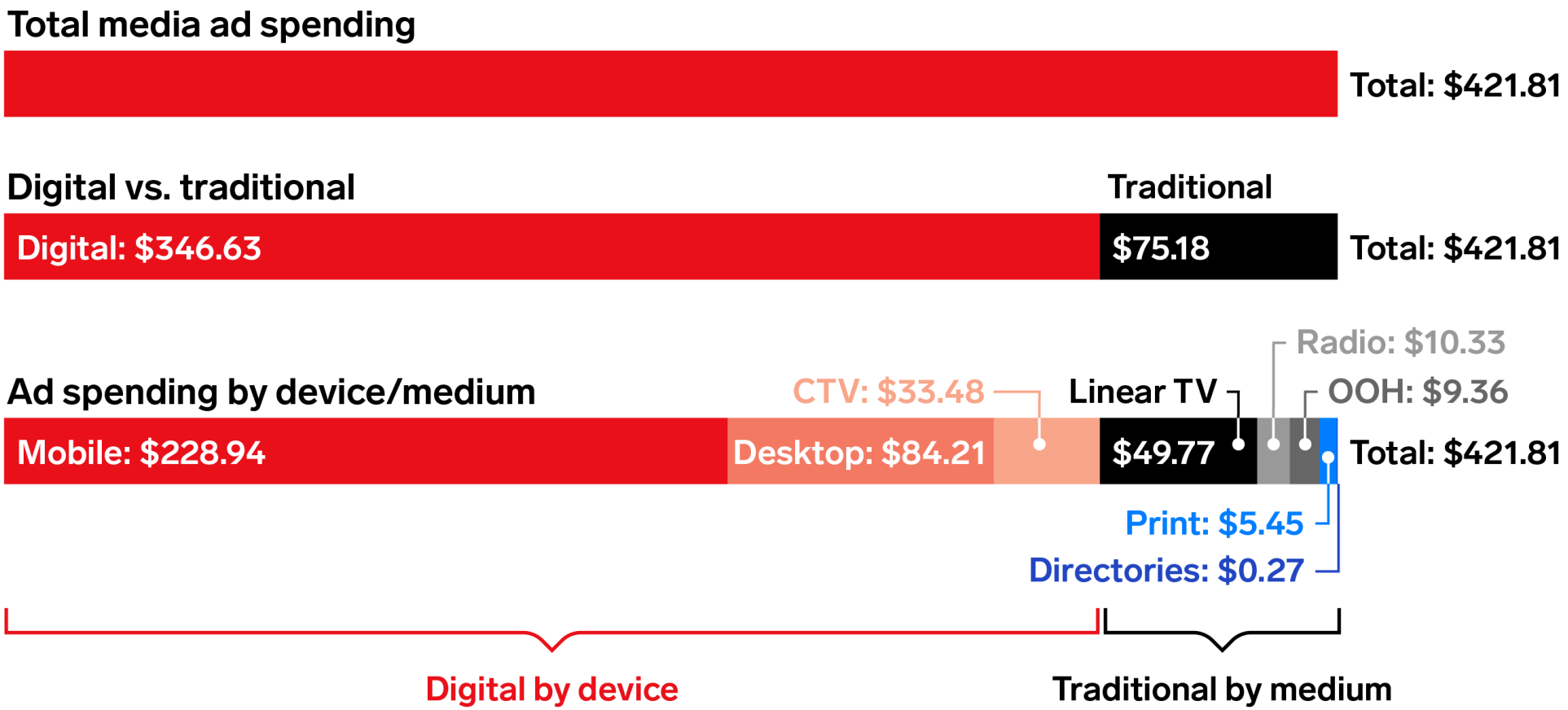
Internet Ads to Generate the Most Revenue within the UK E&M sector



UK Entertainment & Media Outlook 2024-2028 - PwC UK

Total Media Ad Spending at a Glance

billions in US total media ad spending, by medium and device, 2025



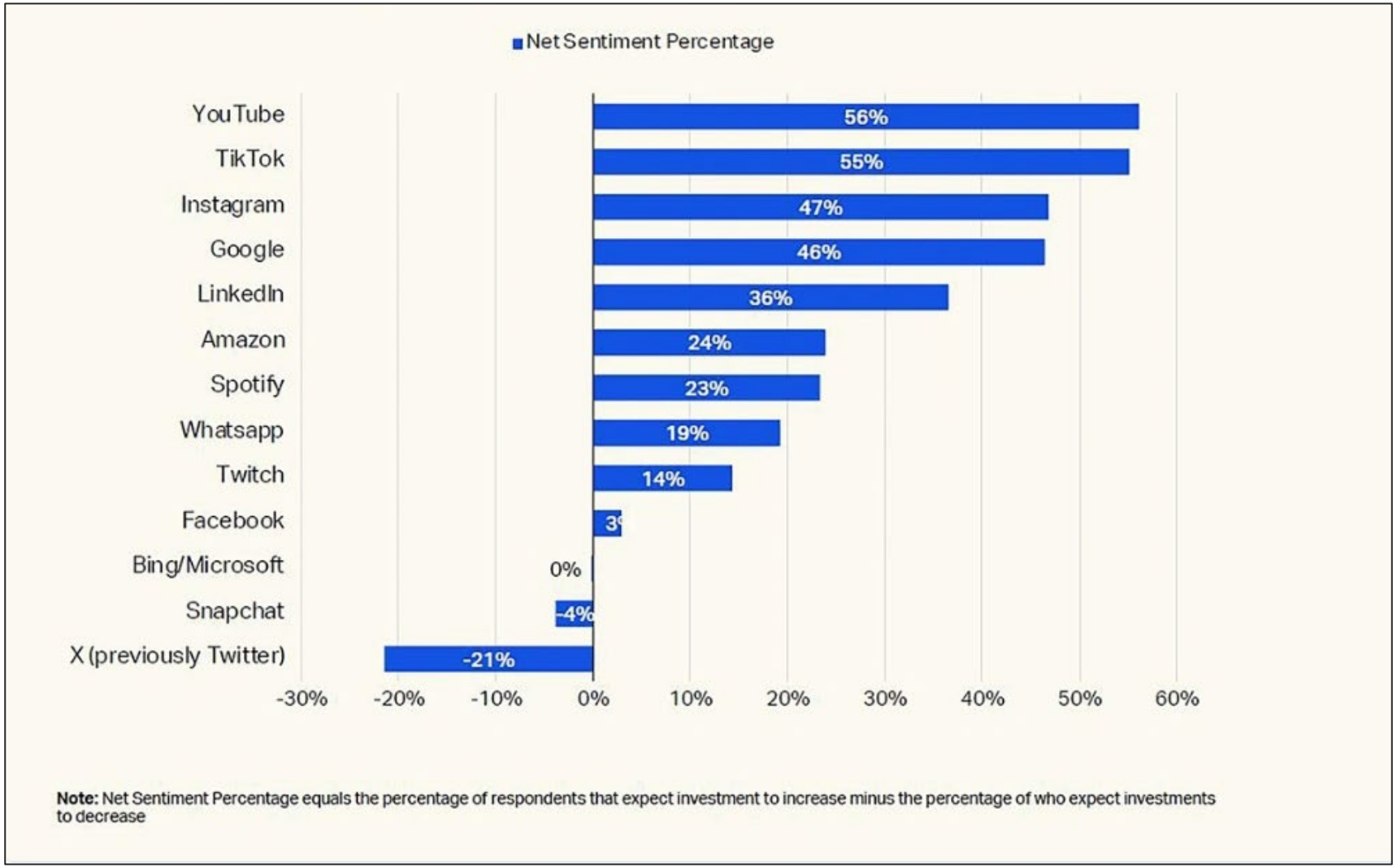
Note: includes digital (desktop/laptop, mobile, and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio, and TV
Source: EMARKETER Forecast, March 2025

352331

EMARKETER

Change in Investment Digital Platforms 2024-2025

More than half of marketers said they planned to increase their budgets for TikTok and YouTube in 2024

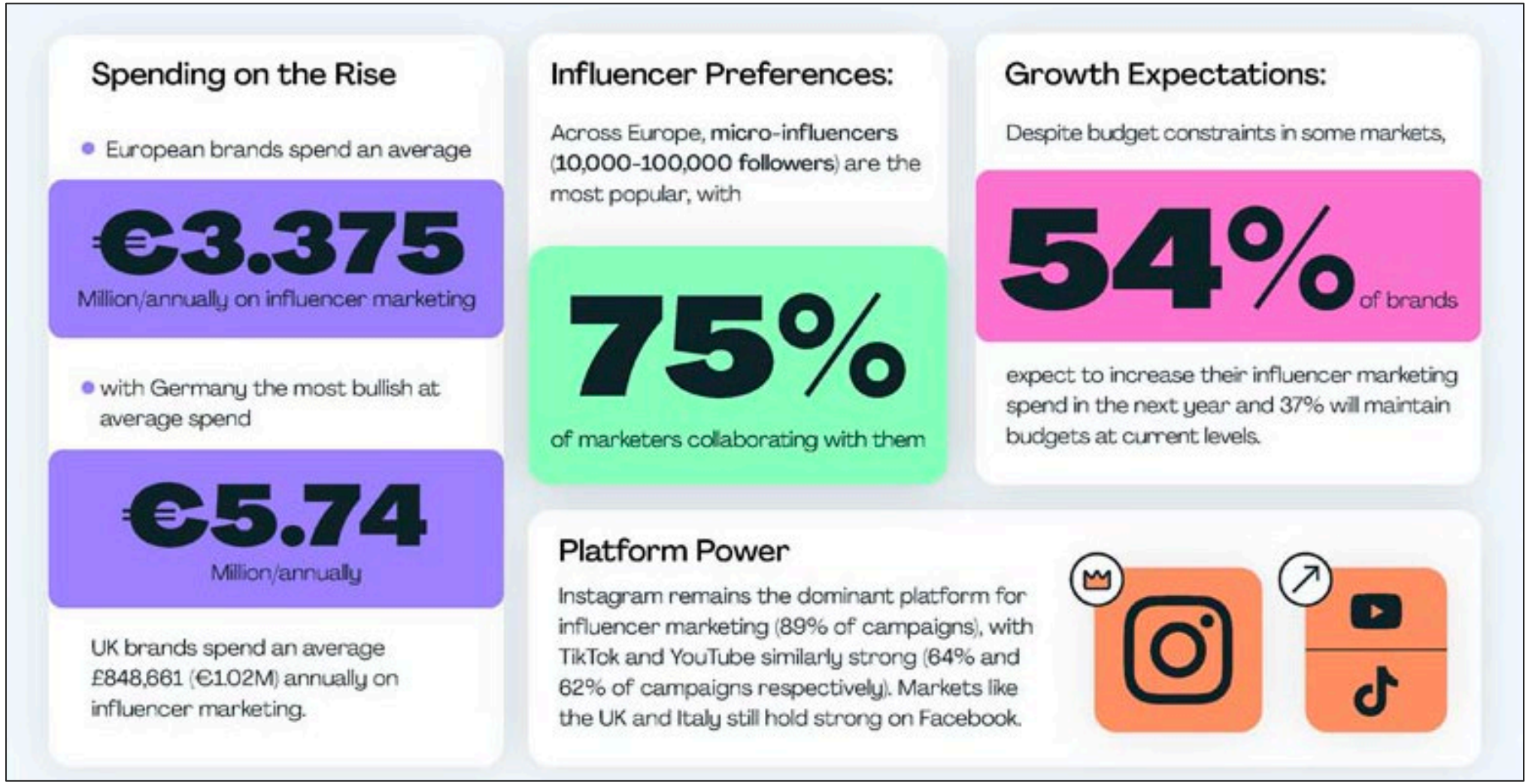


Source: WARC The Voice of the Marketer 2024: Top 14 Social Media Trends (2025)



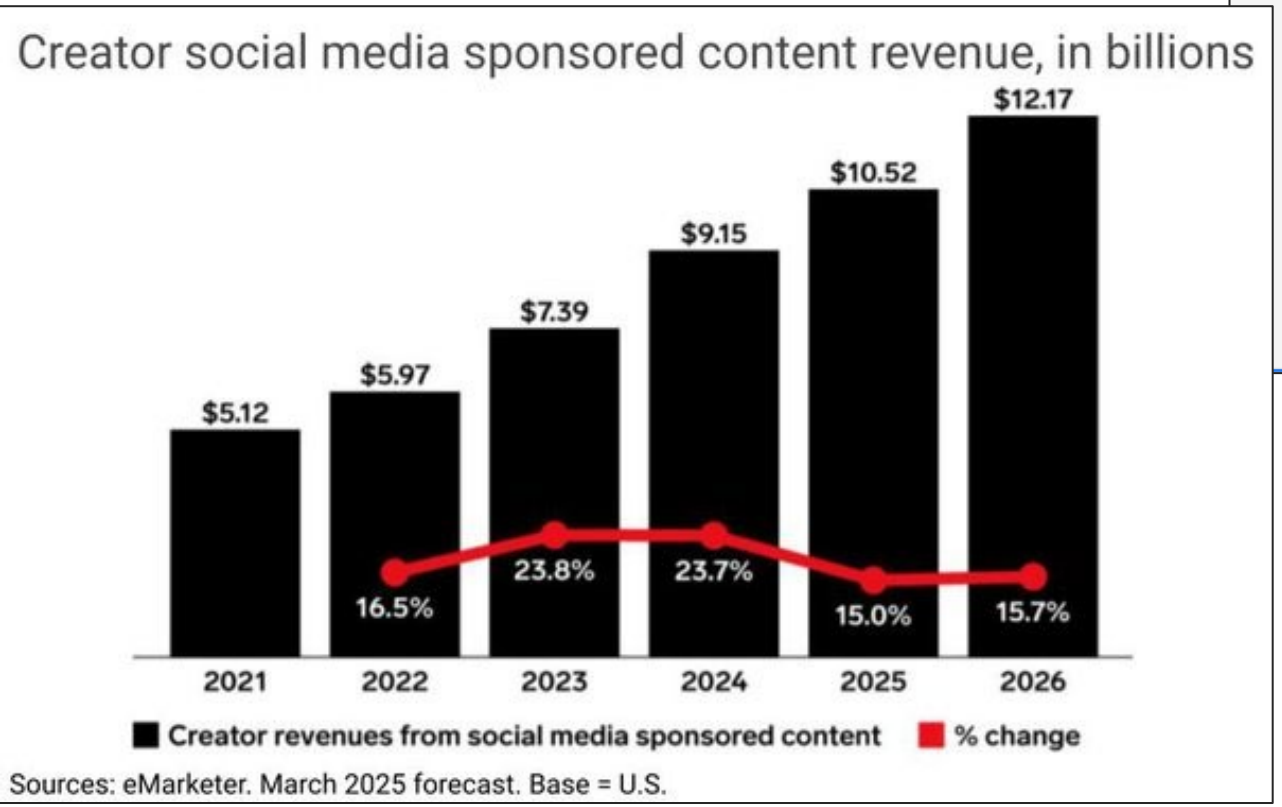
The Influencer Market

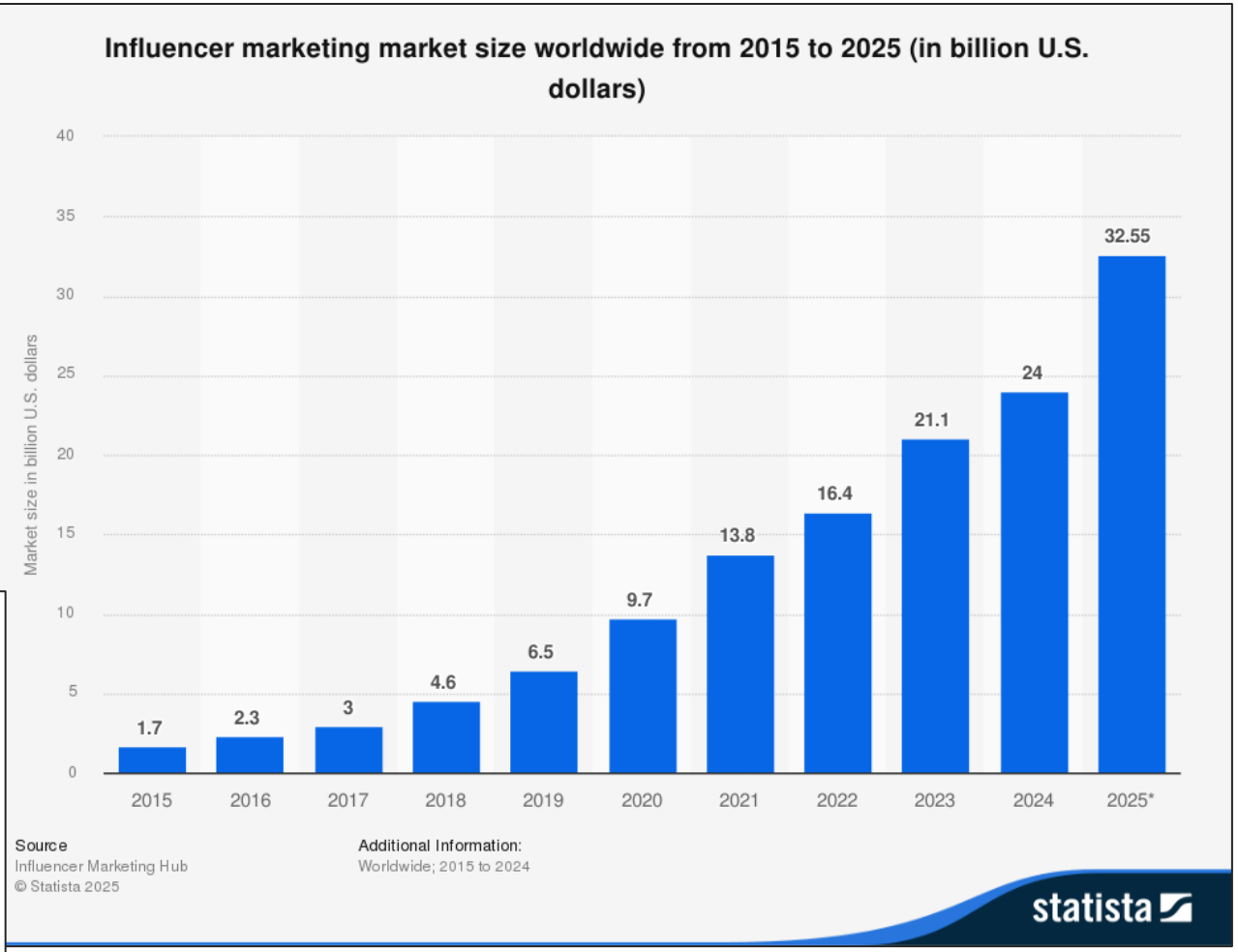
The European Influencer Marketing Landscape



Source: kolsquare and NewtonX: The State of Influencer Marketing in Europe 2024

Influencer Market Spend





News Influencers in the U.S.

About a quarter of news influencers have worked for a news organization

% of news influencers who have or had ...

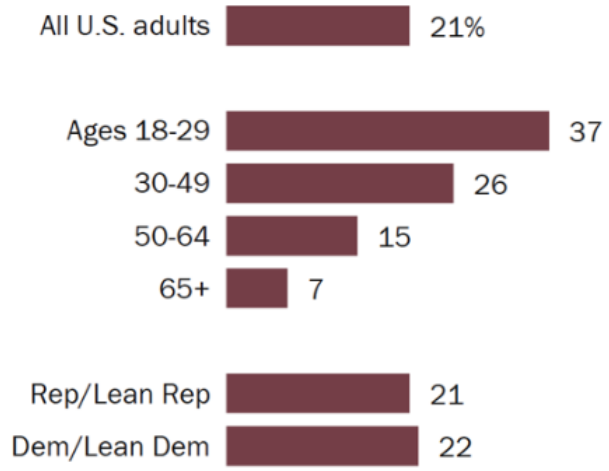


Note: News influencers who are affiliated with a news organization are those who either currently are or previously were employed by a news organization.
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.
"America's News Influencers"

PEW-KNIGHT INITIATIVE

Almost 4 in 10 U.S. adults under 30 get news from news influencers

% of U.S. adults who regularly get news from news influencers on social media

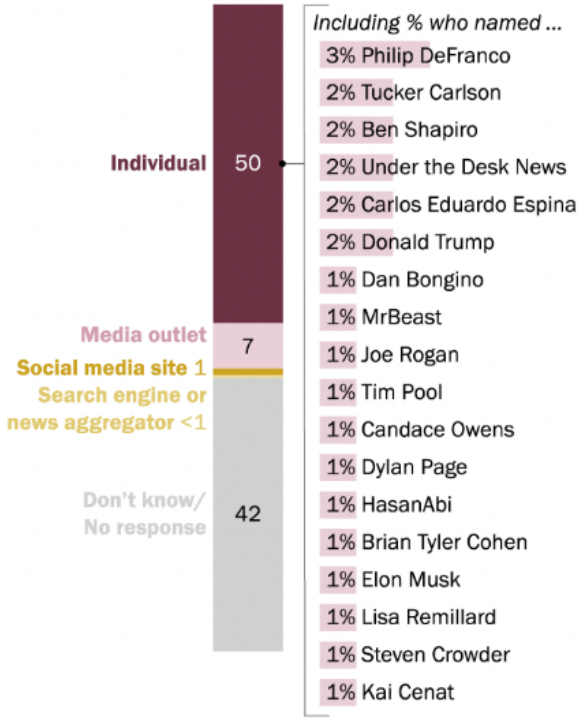


Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.
"America's News Influencers"

PEW-KNIGHT INITIATIVE

Audiences name a wide range of people when asked to identify the first news influencer who comes to mind

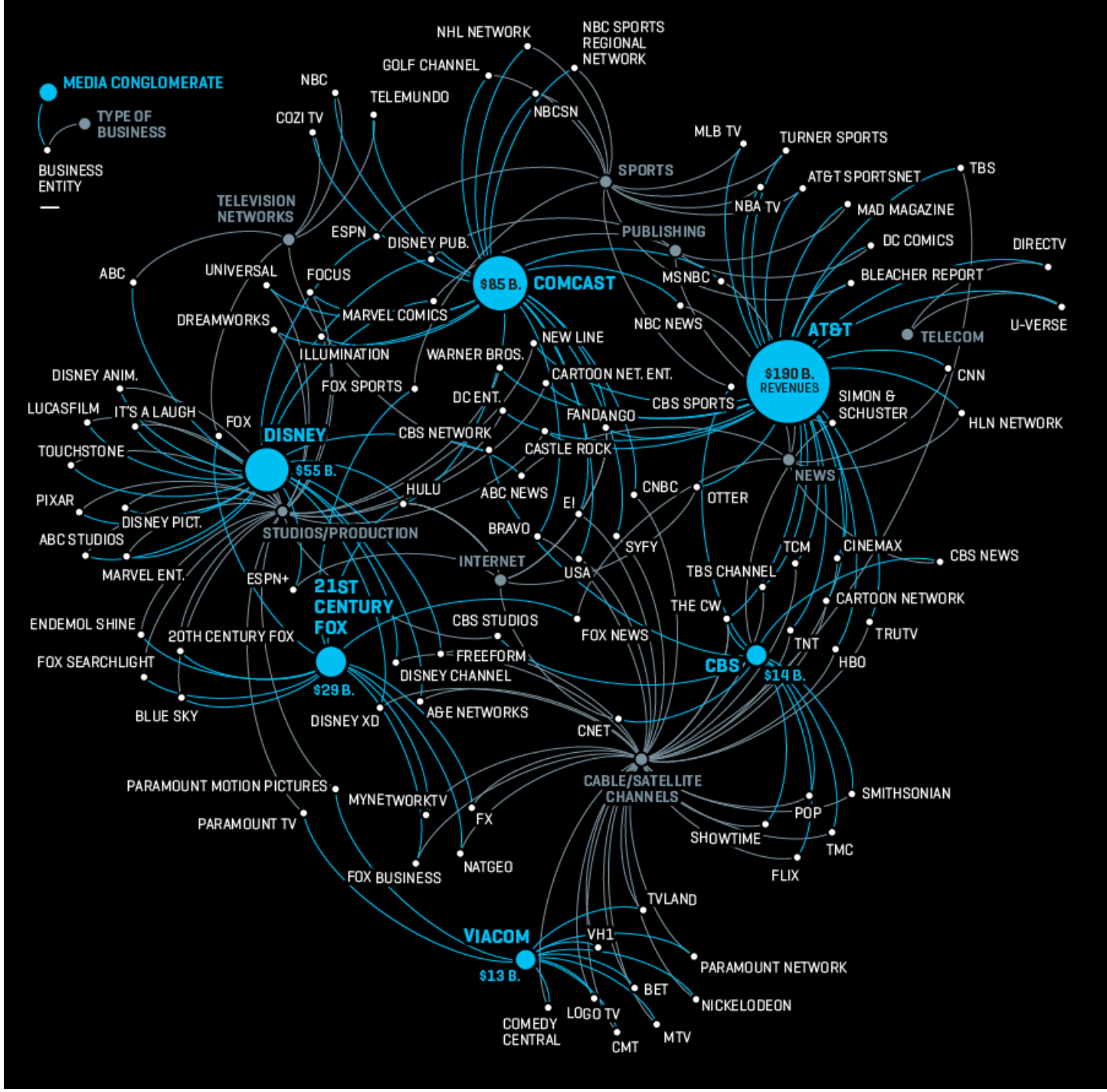
Among U.S. adults who regularly get news from news influencers on social media, % who volunteered the following when asked to identify the first news influencer who comes to mind



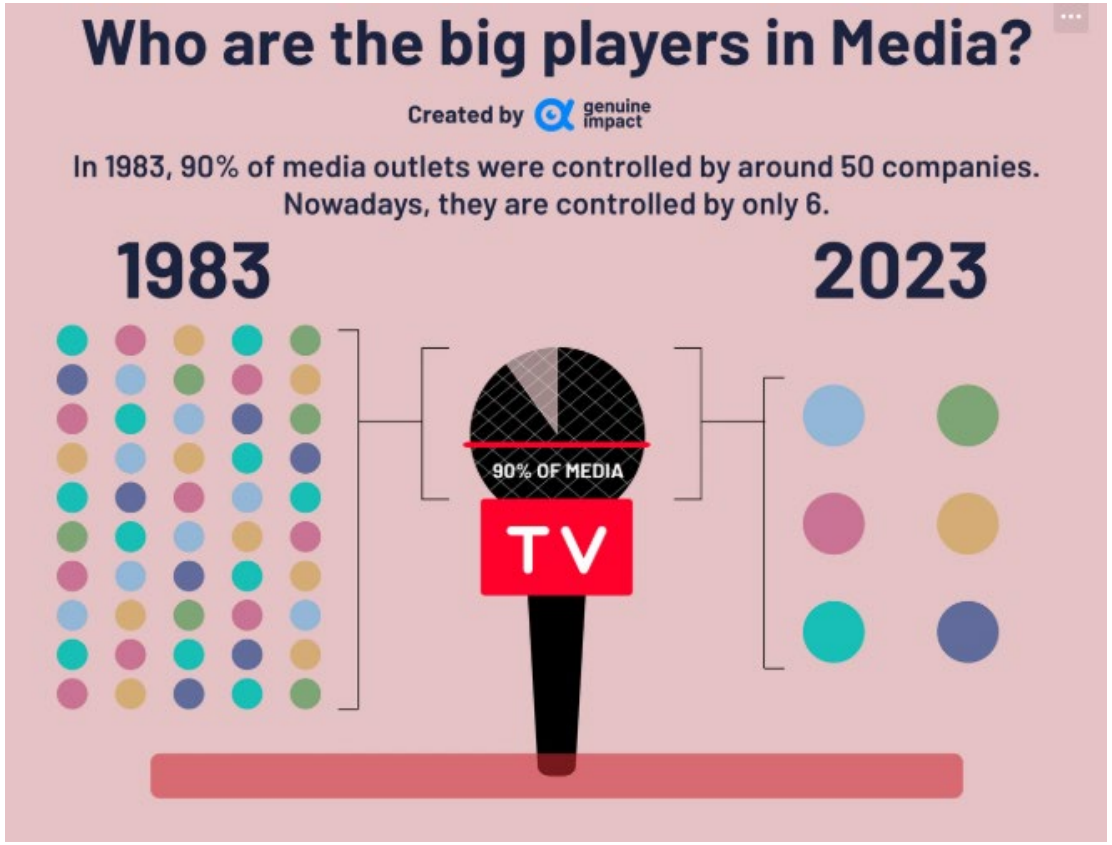
Note: Only individuals named by at least 1% of those who regularly get news from news influencers are shown. "Don't know/No response" includes people who did not answer the question, those who said they could not think of a news influencer, and those whose responses could not be verified. Figures may not sum to 100% due to rounding.
Source: Pew Research Center survey of U.S. adults conducted July 15-Aug. 4, 2024.

PEW-KNIGHT INITIATIVE

Media Ownership



The Major Players





Newspaper Ownership in the U.K.

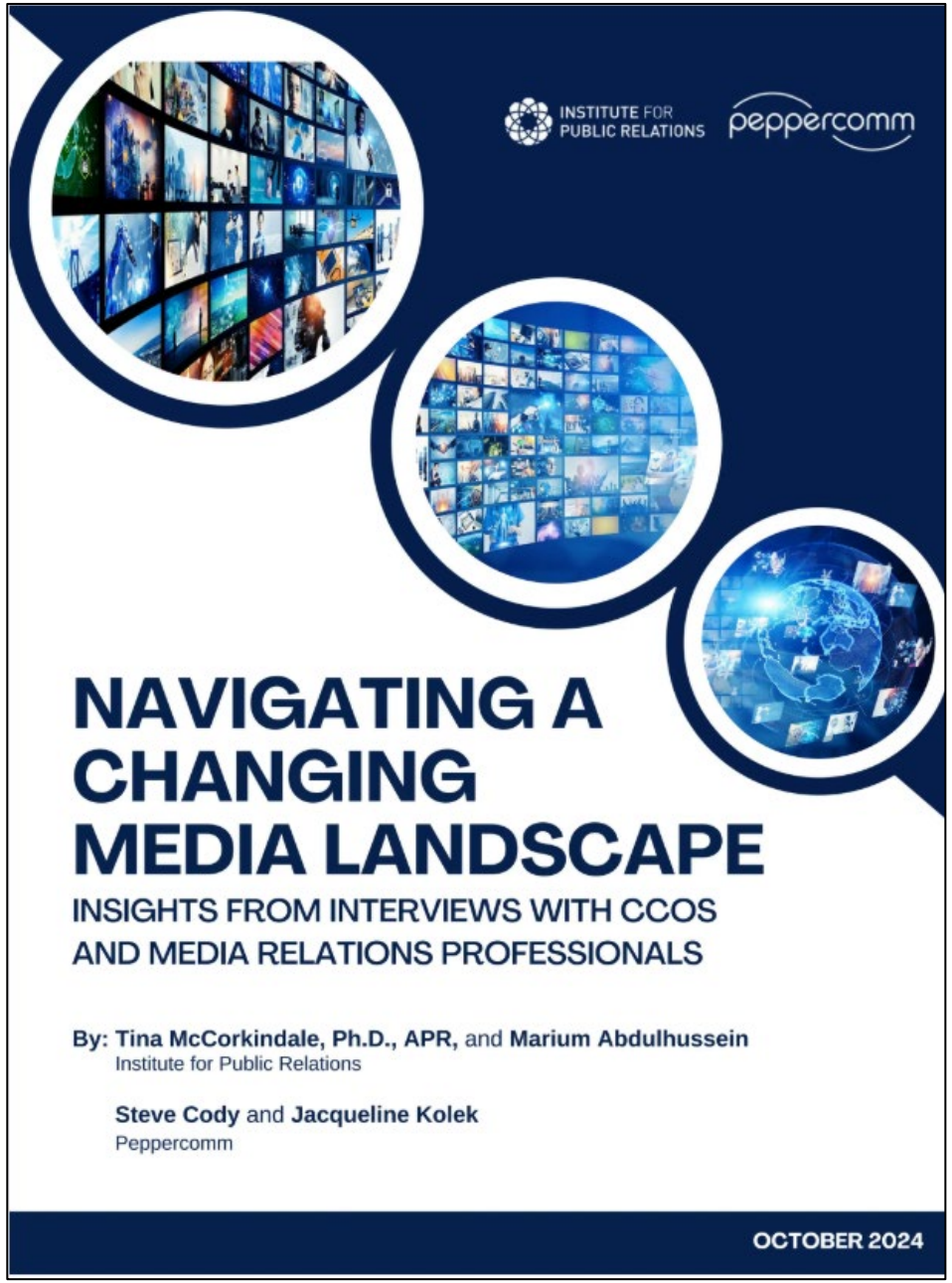
- DMG Media, News UK, and Reach dominate 90% of the UK's national newspaper market
  - They account for more than 40% of total audience reach of the UK's top 50 online news brands

- 71% of the UK's 1,189 local newspapers are owned by six companies
  - Two largest local publishers (Newsquest and Reach) control 1/5 of the local press market

Source: Who-Owns-the-UK-Media-2023.pdf



The IPR Study

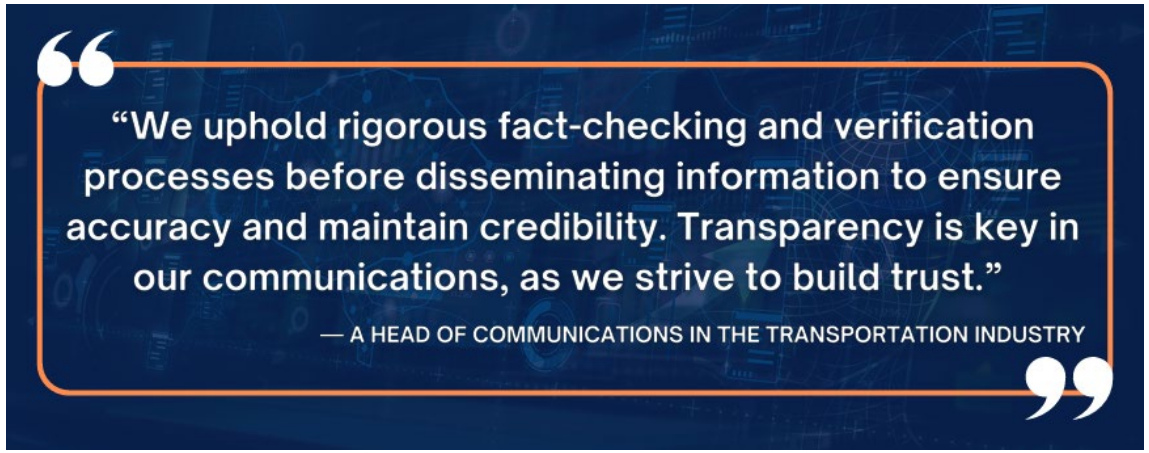


Methodology: Interviews with 22 CCOs and 22 media relations professionals conducted June – July 2024


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6 KEY FINDINGS ABOUT THE MEDIA LANDSCAPE
1 The Shrinking Newsroom is Real
2 Personalization is Key
3 Increased Shift Toward Paid and Sponsored Content
4 Rising Sensationalism and Misinformation
5 Mixed Adaptation to the Evolving Media Landscape
6 Emerging Role of AI in Media Relations


“Social and news consumption is increasingly confined to echo chambers, so media inquiries are becoming less predictable and more sensational. We are responding less to incoming inquiries and looking for opportunities for proactive opportunities to tell our story.”
— A COMMUNICATIONS MANAGER AT AN INVESTMENT MANAGEMENT COMPANY


“The role of generative AI is still very much undefined in media relations. I think the value is definitely there and I think it has the potential to be as transformative as the spreadsheet was for accountants, but the ‘rules of play’ have yet to be truly defined.”
— A PR MANAGER IN THE TELECOMMUNICATIONS INDUSTRY


“We uphold rigorous fact-checking and verification processes before disseminating information to ensure accuracy and maintain credibility. Transparency is key in our communications, as we strive to build trust.”
— A HEAD OF COMMUNICATIONS IN THE TRANSPORTATION INDUSTRY

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LOOKING AHEAD: MEDIA RELATIONS STRATEGIES

CCOs:

1. Building deeper media relationships
2. Integrating marketing strategies
3. Aligning communications with business objectives

Media Relations Professionals:

1. Maximizing media reach
2. Managing reputation
3. Building brand visibility

TAKE ACTION

Communicators must understand market, audience, and channel differences



Know the trustworthiness of media sources



Video is king!



Targeted media placements are crucial



Increased focus on sponsored and owned



Consider alternative channels, such as podcasts



Leverage “influencers”



Build key relationships with reporters stretched thin and creators



Communicators should...

Provide ongoing education for C-suite and Boards

Anticipate, monitor and adapt to platform changes

Support local journalism (including new startups and initiatives)

Have a strong understanding of key audiences, focusing on hyper-relevance and personalization

Combat Disinformation

- Act quickly
- Prioritize media literacy, internally & externally
- Review spend

Use AI Wisely

Thank You! Questions?

Connect with Me!

Download the Report!



Dr. Tina McCorkindale
President and CEO
Institute for PR