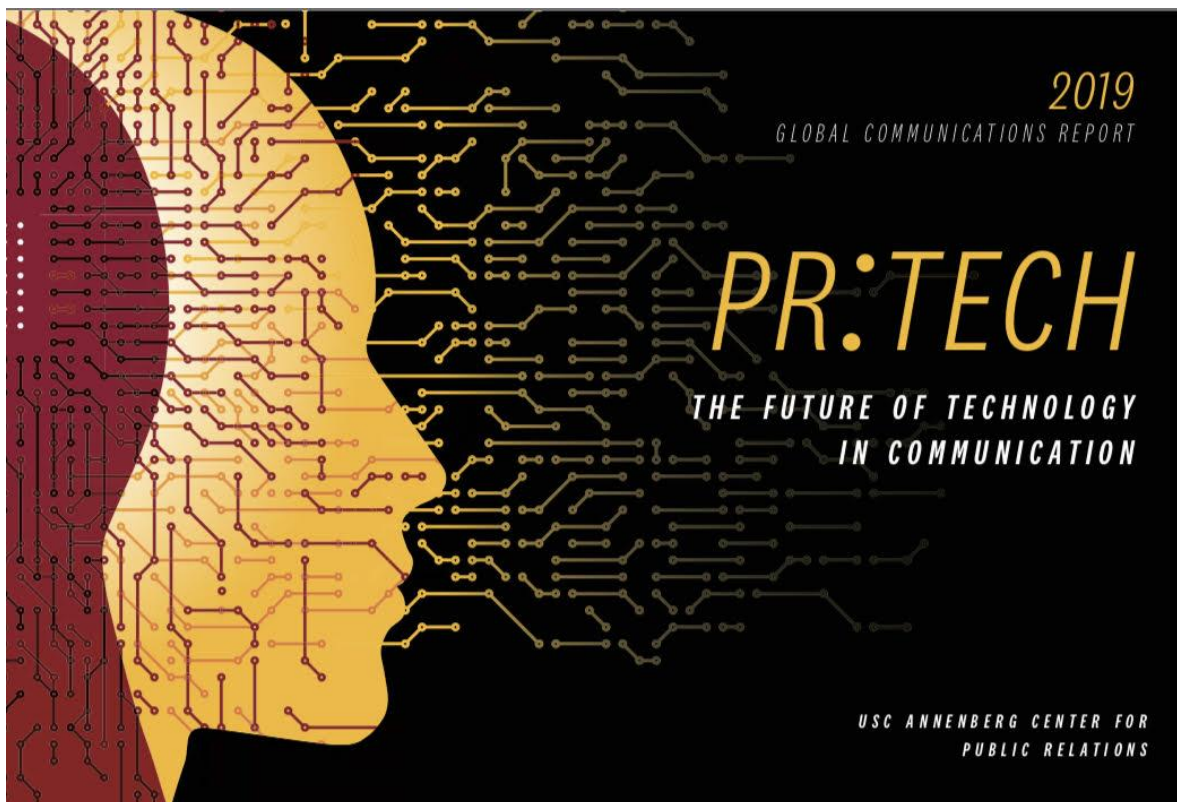


## Five Takeaways From The 2019 [Global Communications Report](#) Conducted By The USC Annenberg Center For Public Relations With Support From The Worldcom Public Relations Group



The annual USC Annenberg Communications Report has uncovered a number of interesting trends for clients and agencies alike. Our Los Angeles Partner, Stefan Pollack, has identified five trends that are genuine food for thought.

- 1. A continued move to integrated communications with a focus on planning and creativity**  
One of the most important trends in our industry is the continued integration between PR and marketing. Integration is causing structural changes inside organizations, agencies and holding companies, alike. As a result, agencies are changing their hiring practices and are steadily moving to employing more creatives and planners.
- 2. PESO channels are colliding because consumers don't care about the distinction**  
The media silos of paid, earned, shared and owned, the PESO model, are colliding as the distinction is becoming irrelevant to consumers. It is more important to choose the right media for the right audience than differentiate between media types. It is predicted that in about five short years, the average person will not be able to distinguish between the channels.
- 3. There currently exists a gap between perceptions of what media silos are important, what types of media marketing professionals consider important, and the types that CEOs consider important.**  
As things continue to change in the PR and marketing industries, agencies will need to be responsible for closing that gap by working on strategies and tactics that align the c-suite with

in-house and agency communications.

**4. Communications professional must become multi-skilled and data-savvy**

It has become paramount that communications professionals acquire more skills, particularly in content creation such as with video production, podcasting and graphic design, etc. It's also important that people become more data savvy. The ability to embrace artificial intelligence and other information technologies will yield dividends and determine success. While machines will retrieve data and analyse unprecedented quantities of data, communications professionals must be ready to put it to good use.

**5. New technologies, new competitors and a continuing focus on relationship building**

Smarter marketing and measurement are key factors in driving the adoption of new technology. PR agencies now regularly compete with ad agencies, digital firms and management consultants, with technology driving this convergence. But relationship building remains firmly in the realm of the PR discipline.

Download the USC Annenberg Center for Public Relations' 2019 Global Communications Report here: <https://annenberg.usc.edu/research/center-public-relations/global-communications-report>



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