

Five Takeaways from the 2020 Global Communications Report

Conducted by The USC Annenberg Center For Public Relations
in Conjunction with The Worldcom Public Relations Group



Stefan Pollack, president of Los Angeles Partner The Pollack Group, identified five trends from the annual USC Annenberg Communications Report about the rise of activism in the face of declining confidence in world governments.

1 | Voting is the most effective way to make change

Both public relations professionals and activists agree that the most effective way to create long-term change is by voting. There is a widespread agreement that activities like protesting and walkouts do not have the same impact as the electoral process.



2 | Don't forget about the power of traditional communications tools



While communications professionals cite social media as the best way for activists to get messages out, activists also state that traditional tools still have an impact, such as media, advertising, books, and film.

3 | The rise of activism is a result of a global decline in trust in governments

Activists are far more influential than they were five years ago and will continue to be even more influential in the next five years. This is likely due to a global decline in trust for government, a distrust that surpasses even media or corporations.



4 | Today's activists are primarily young and female



Today's activists are everyday people, not charismatic personalities. They are more informed and tech-savvy. They are passionate and more extreme. They are more antagonistic but empathetic. They are the youngest among us. They are primarily women.

5 | Brands will have to pick sides on sociopolitical issues

The new activist requires communication, and brands will no longer have the luxury of staying neutral--they will need to pick a side and commit to making positive change consistent with values that are aligned with their consumers.



Download the USC Annenberg Center for Public Relations' 2020 Global Communications Report here:

<https://annenberg.usc.edu/research/center-public-relations/global-communication-report>

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