



WORLD COM
Public Relations Group

Worldcom PR Tips

Monthly Highlights With Expert Advice From Our Partners Around The World

Hello Worldcom Follower,

In March, we celebrated International Women's Day and all of the amazing women who lead Worldcom agencies. They have created a standard of excellence that represents the high standard of success and innovation of our organization.

We also bring to you **USC Annenberg Center for Public Relations 2025 Global Communication Report**. This report addresses how the public relations and communications industry is undergoing one of the most profound transformations. The data in the report support monumental shifts in the market and between consumer generations.

Not only do we take a look at the pluses and minuses of the RFP process, but Worldcom Partners have also provided insights, strategy and examples for podcasting, meta fact checking, enlisting management for change, moving to Bluesky and more.



Celebrating the Women of Worldcom

To market the passing of International Women's Day on March 8th, we proudly celebrated the remarkable women of the Worldcom Public Relations Group. They continue to set new standards of excellence in the communications industry. Their achievements inspire, lead, and shape the future of PR and marketing across the globe.

From being honored among Ragan's 2025 Top Women in Communications to receiving accolades such as the WEF Ecuador Exceptional Women of Excellence Award, the women of Worldcom exemplify leadership, innovation, and impact.

**Find Out More About the Women of
Worldcom**

Insights from Experts Around the World

- The USC Annenberg Center for Public Relations 2025 Global Communication Report: AI, Media Disruption, and the Future of PR
- The Request for Proposal (RFP) Process: Challenges, Benefits, and Solutions
- Dealing with the Removal of Meta's Fact Checkers
- Using Podcast Sponsorships to Drive Engagement
- 5 Reasons Podcasts should be in Your PR Strategy
- 6 Ways to Get Management involved in Change
- How the Pathfinder Model Transforms Audience Engagement
- Should Your Organization Move to Bluesky: Navigating the Considerations
- Why Stakeholder Communication takes on more importance with Double Materiality and CSRD
- What You Need to Know About Product-launch Embargoes

**Read More Worldcom
Insights**

Featured Insights



**The USC Annenberg Center for Public Relations
2025 Global Communication Report: AI, Media**

Disruption, and the Future of PR

Insights from Stefan Pollack, [The Pollack Group](#), our partner in Los Angeles, California, United States

The public relations and communications industry is undergoing one of the most profound transformations in its history. Forces like artificial intelligence, hybrid work, media fragmentation, and political polarization are reshaping the way brands communicate with their audiences.

The recently released **USC Annenberg Center for Public Relations 2025 Global Communication Report** provides a comprehensive look at these shifts, offering valuable insights for CMOs, brand managers, PR agency leaders, and corporate communication professionals navigating this evolving landscape.

[**Get more Insights on the 2025 Global Communication Report >**](#)



Challenges, Benefits, and Solutions

The Request for Proposal (RFP) process is a widely used method for selecting vendors, creative agencies, PR firms, and other service providers. It makes sense—when a company has a need, requesting a proposal in some format is a logical step.

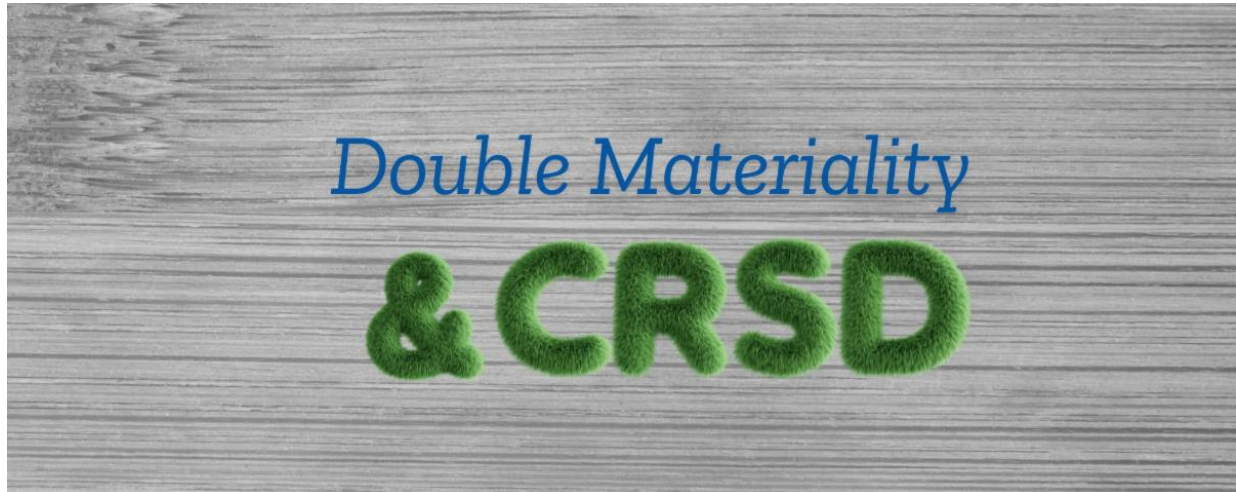
However, the way an RFP is generated, who manages it, and how communication is handled throughout the process can create frustration for both the issuing organization and the bidders. As an organization of independent public relations companies worldwide, Worldcom partners have unique insight into the content, process, and drawbacks of reviewing, responding to, and winning or losing RFPs.

[**Find out more about RFP Challenges and How to Overcome Them >**](#)

News from Around the Partnership

- Probako ranks 7th in Kreatív Magazin 2024 APEX PR Top List
- IW Honored as Multi-Cultural Agency of the Year by Ad Age
- Córdova of MC Comunicaciones joins the Gender Equity Forum
- RH Strategic launches Executive Thought Leadership (ETL) program
- The Pollack Group Founder Noemi Pollack Looks Back at 40 Years
- The Pollack Group Honors The Valerie Fund with Big Red Grant

Insights from our Experts



Why Stakeholder Communication takes on more importance with Double Materiality and CSRD

Insights from [Springboard Communications](#), our partner in Cork, Ireland

With the introduction of the Corporate Sustainability Reporting Directive (CSRD) in Ireland, there has been a significant shift in how companies must report on **environmental, social, and governance (ESG)** factors. A key aspect of CSRD is double materiality. This concept has fundamentally changed how businesses assess and disclose their impact.

In a rapidly evolving regulatory and business landscape, organizations must embrace this broader view of materiality. More importantly, that change will require them to communicate effectively with stakeholders to ensure compliance, trust, and long-term success.

[Learn about Double Materiality and CSRD >](#)



Using Podcast Sponsorships to Drive Engagement

Insights from **Optimore Group**, our partner in Istanbul, Turkey

Podcast sponsorships have become a cornerstone of modern marketing. With the global podcast industry projected to exceed \$4 billion in revenue by 2025, brands are turning to this medium not just for visibility but as a powerful tool for building trust, loyalty, and long-term engagement.

There are several ways that podcast sponsorships are shaping the future of brand communication, supported by data and actionable insights.

[Get Insights about Podcast Sponsorships >](#)



6 Ways to Get Management Involved in Change

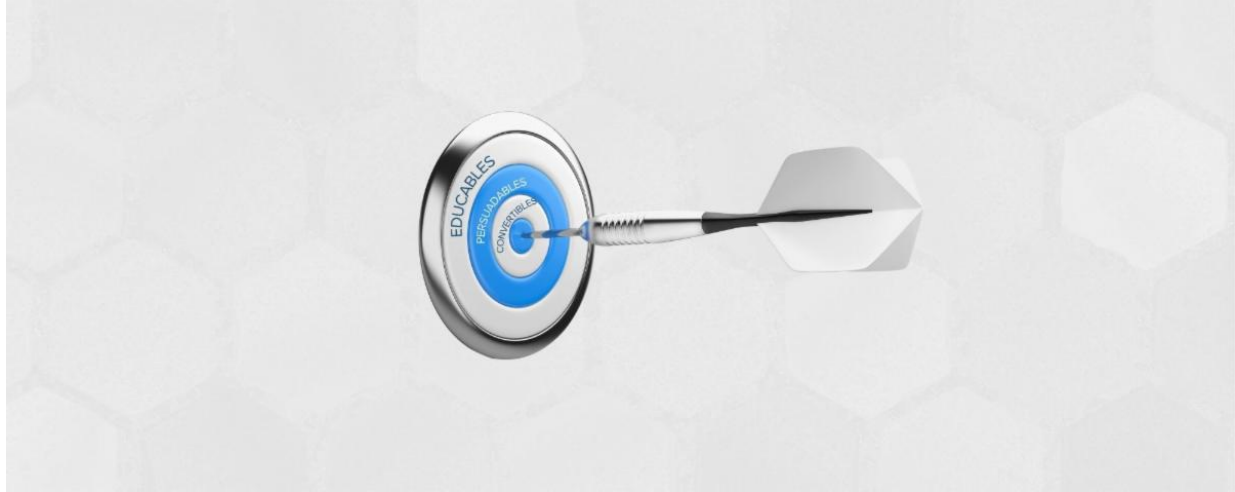
Insights from **Paues Aberg**, our partner in Stockholm, Sweden

For many corporate employees, they will have brilliant ideas that they know will take their business to new heights. But just a few minutes into a presentation, they are met with skeptical looks, crossed arms, the obligatory silence broken by a hesitant “interesting, but...” And then the idea is stopped.

What really happened?

Getting change through a management team can feel like an art form in itself. But really, the same theories apply here as in any other change communication. It's not enough to have a good idea – you have to package it right, present it at the right time and argue in a way that resonates with the recipients. Discover six crucial factors that will help you turn a no into a yes.

[Get Tips on Engaging Management in Change >](#)



How the Pathfinder Model Transforms Audience Engagement

Insights from **The Pollack Group**, our partner in Los Angeles, California, United States

Connecting with audiences isn't just about being seen — it's about being understood. The competition for brands and marketers continues to grow. Vying for attention, creating an experience that resonates at every touchpoint of the buyer's journey is essential. The Pollack Group has developed the Pathfinder Model — an approach designed to amplify brand visibility, build trust, and drive lasting engagement.

This model is a practical framework that has already proven its power in industries as diverse as industrial, consumer goods, and beyond. For marketers looking to create more meaningful connections with their audiences, the Pathfinder Model offers a clear, actionable strategy for success.

[Learn about the Pathfinder Model >](#)



Dealing with the Removal of Meta's Fact Checkers

Insights from **RLF Communications**, our partner in Greensboro, North Carolina, United States

In the wake of Meta's decision to eliminate third-party fact checkers to correct content on Facebook, Instagram and Threads, many companies are faced with prospect of misinformation.

Using those social platforms, many organizations work hard to tell their stories, build their brands

and protect their reputation. With this change from Meta, they are likely going to have to work a lot harder.

[Get insights on Meta Fact Checking >](#)



What You Need to Know About Product-launch Embargoes

*Insights from **Airfoil Group**, our partner in Farmington Hills, Michigan United States*

Most news and product coverage is reported in real time. However, a sizeable portion of it stems from embargoed briefings with members of the media. There's a reason for that: Embargoed announcements and briefings provide the companies being covered (and their PR teams and partners) a better ability to control when news breaks, what outlets cover it, and some of the key messages included in the coverage.

To effectively use news and product embargo, you need to understand some basics, why they make sense in some cases, why many reporters have a love/hate relationship with them, and why you'll need some expert help in optimizing and executing your embargo strategy.

[Learn about Product Launch Embargoes >](#)



Should Your Organization Move to Bluesky:

Navigating the Considerations

Insights from **PCI Communications**, our partner in Chicago, Illinois, United States

With some political and social concerns around the X platform (formerly twitter), there has been a lot of movement and hype about Bluesky, a platform with a similar format to Twitter. The platform was founded in 2022, but it has seen an increase in new users after the 2024 election.

Worldcom Partner, PCI has been asked if they should jump ship to BlueSky. The answer?

“Maybe, but remember Google+ or Clubhouse?”

[Find out if Bluesky is right for you >](#)



Five Reasons Podcasts should be in Your PR Strategy

Insights from **The Pollack Group**, our partner in Los Angeles, California, United States

Over the last few years, podcasts have firmly established themselves in the media landscape. What was originally a niche format, podcasts are now an essential platform for connecting with audiences.

In 2024, according to Edison Research, podcasts accounted for 11% of daily time with audio and 47% of people over 12 listen to monthly podcasts. As the audio channel continues to grow, so does their impact as a PR tool. They offer unique opportunities to engage directly with highly targeted audiences in ways that other channels often can't match.

[See how Podcasting can work in your PR Strategy >](#)

The Best Careers in PR

Are you looking to grow your career in PR and communications?

Do it at one of the best agencies in the world! Check out what **positions are open within our partner agencies.**

Is it time for
your career to
take off?

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| AM 8240 | | AMSTERDAM | 10:25 |
| PA 2787 | | PARIS | 10:30 |
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