

April 1, 2026



Public Affairs
Council

Media Relations: Working with Right-of-Center & Non-Traditional Media

Alex Donovan

Media Relations: Working with Right-of-Center & Non-Traditional Media

Hosted By:



Alex Donovan

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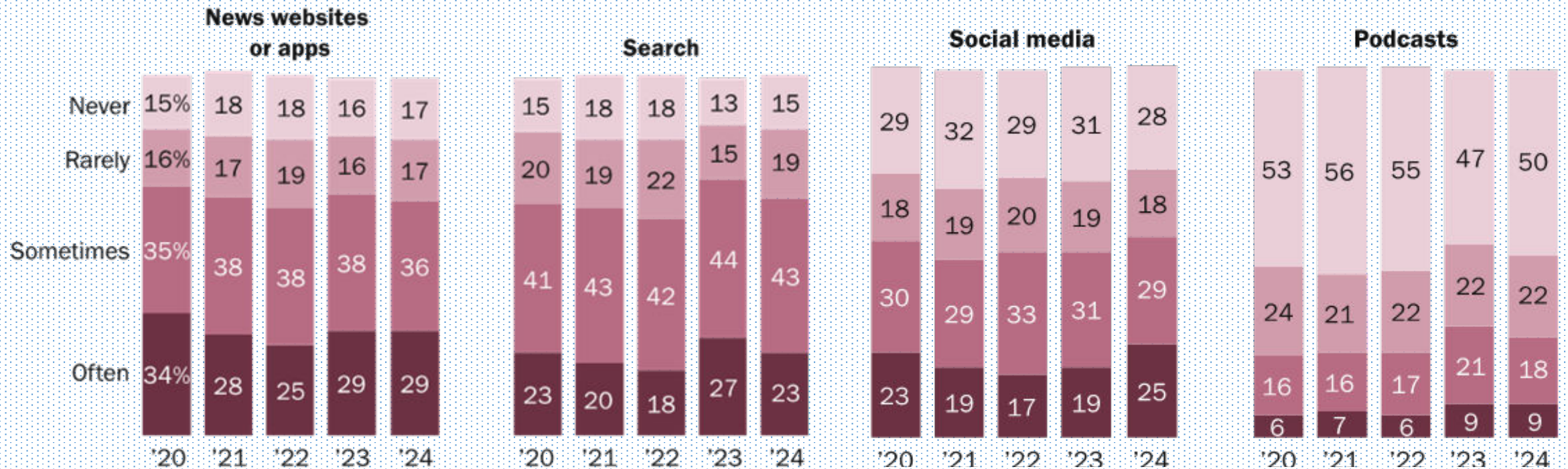
Research, Benchmarking, & Surveys



Visit pac.org/publications for complete list

News Consumption Across Platforms (2020 – 2024)

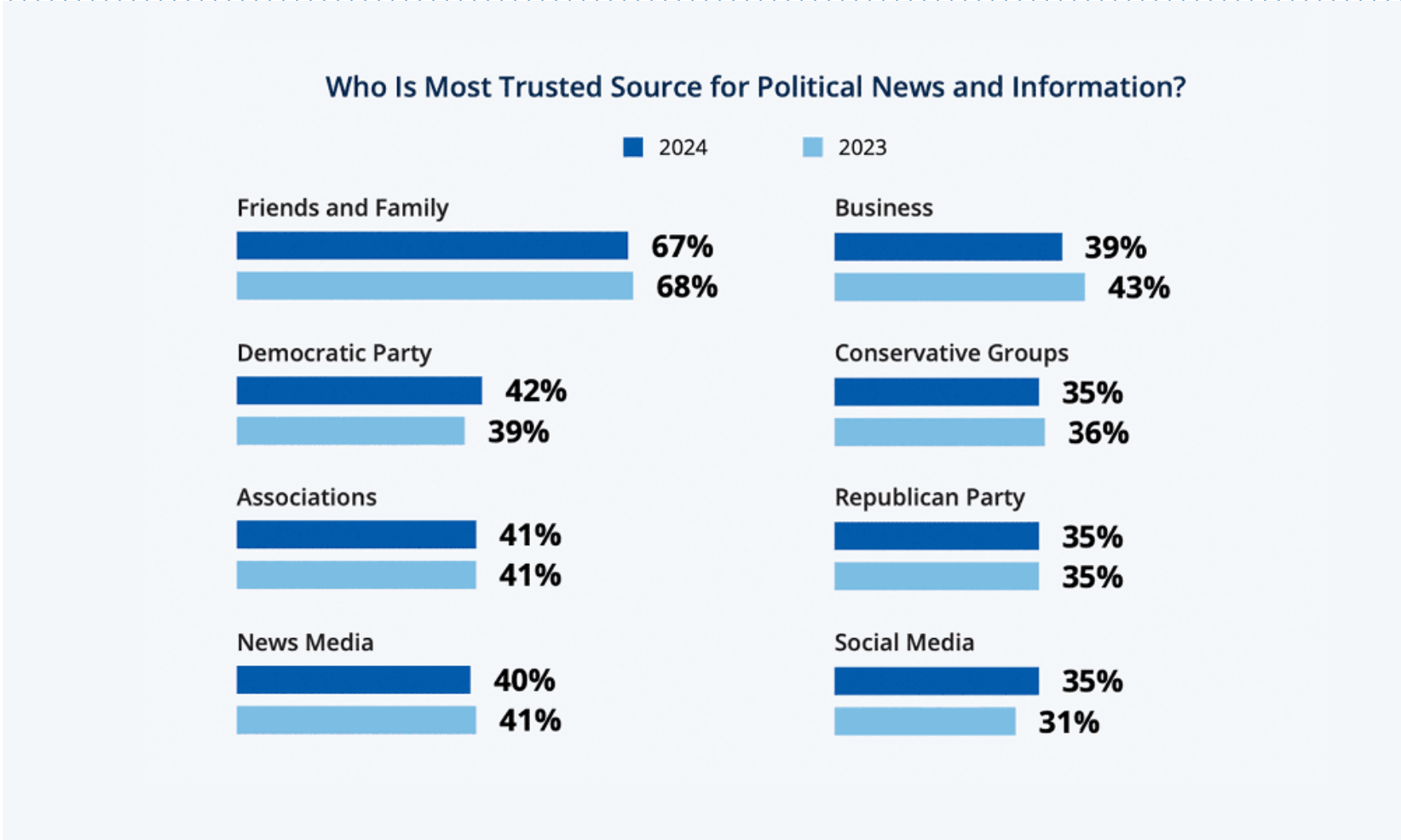
% of U.S. adults who ___ get news from ...



Note: Figures may not add up to 100% due to rounding. Respondents who do not have internet access at home did not receive these questions; they are included with those who said "Never," along with those who say they do not get news from digital devices.

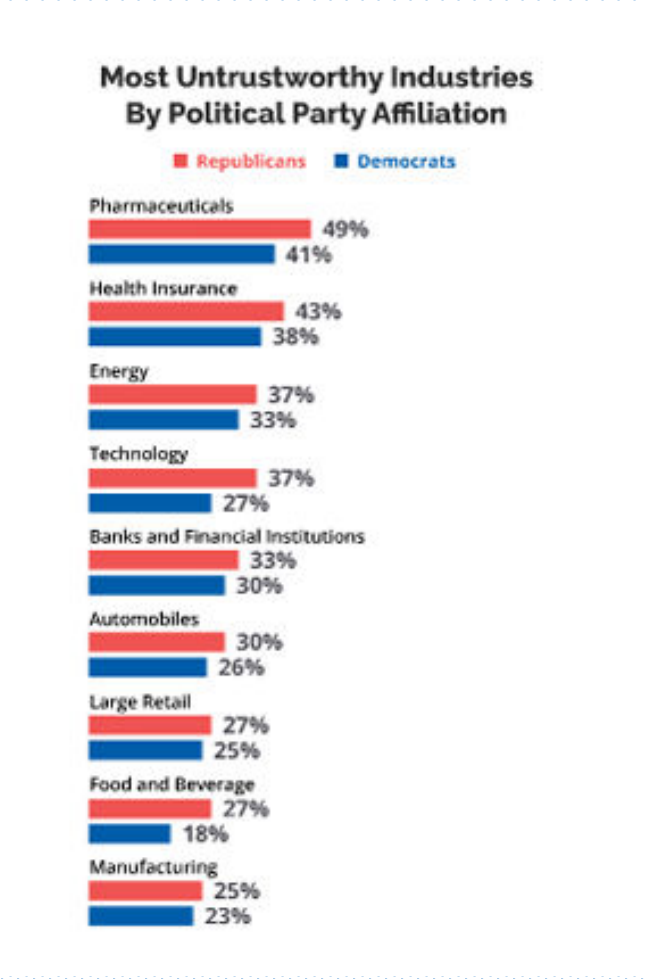
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

Trust Barometer on Political News



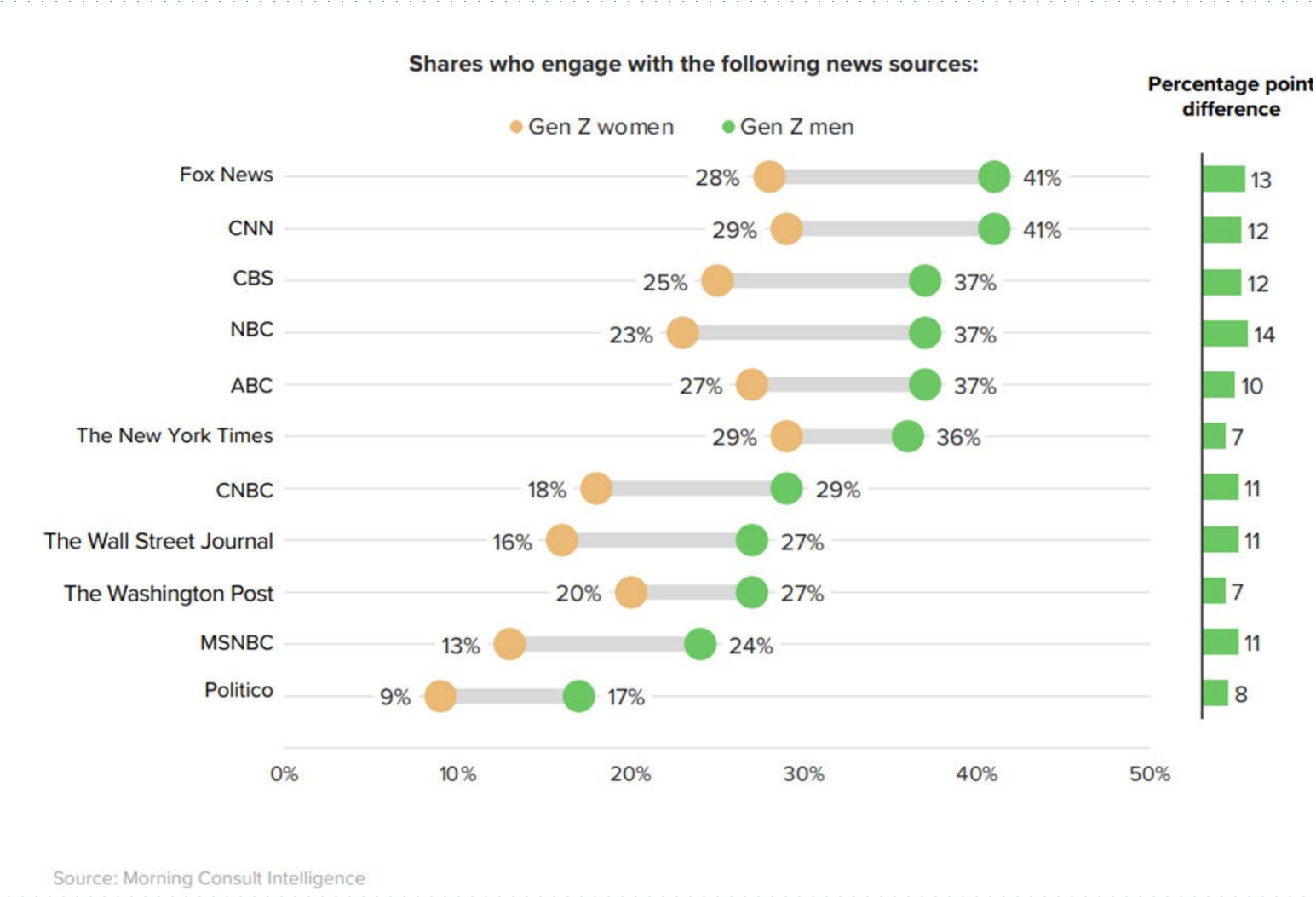
Note: Pulse Survey, Public Affairs Council, 2024

Trust Barometer on Political News



Note: Pulse Survey, Public Affairs Council, 2024

Men vs. Women Media Diets



Trends and Changing Business Models



Outlining the Media Landscape

Our Guest:



Taylor Giorno

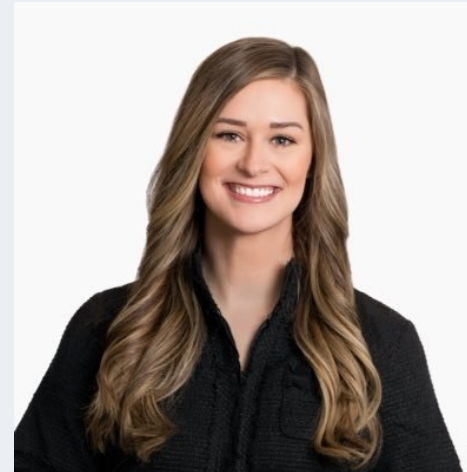
Lobbying and Influence Reporter
NOTUS

Working with New Media Partners

This Session's Guests:



David Pasch
Managing Director
Narrative Strategies



Lindsey Kolb
VP, Public Affairs and Paid Media
American Beverage Association