

April 15, 2026



Public Affairs
Council

Communicating to Audiences Under 40

Alex Donovan

Communicating to Audiences Under 40

Hosted By:



Alex Donovan

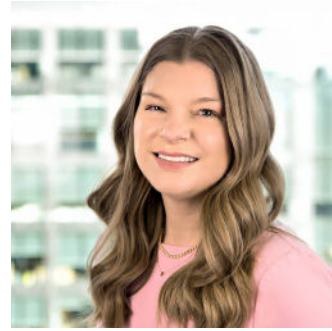
Senior Manager, Global Affairs and
Communications
Public Affairs Council

Members Can Contact Our Staff Experts



Nneka Chiazor

- Public affairs leadership & management
- Risk management
- Social impact



Kristin Brackemyre

- Political engagement, compliance & transparency
- Public affairs management



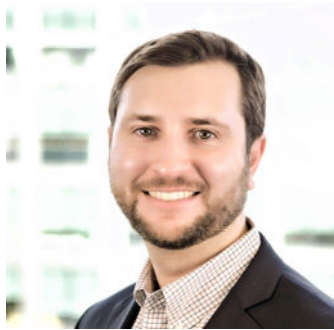
Laura Brigandi

- Grassroots engagement
- Digital advocacy
- Artificial intelligence



Monica Day

- Campaign finance
- Political action committees
- GOTV & civic engagement



Alex Donovan

- Policy communications
- Investor relations
- Global public affairs



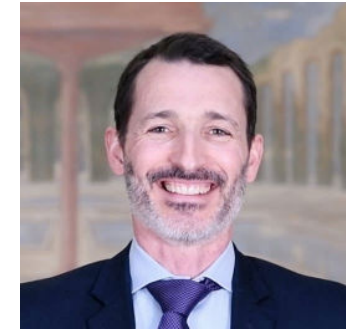
Anna Platt

- Local, state and federal gov't relations
- Lobbying trends
- Public policy



Inês Reis Basto

- European Union institutions
- International Law
- Trade Agreements
- Public Policy



João Sousa

- Global public affairs
- Strategic communications
- EU institutions

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Audiences Under 40



Earn a Certificate with the Council

- PAC & Grassroots Management
- Government Relations & Lobbying
- Public Affairs Management

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Audiences Under 40



The Generational Audience Shift



The “Lorde Rule”



Millennial
(1981-1996)

November 7
1996

Generation Z
(1997 – 2009)

New Channels and Information Sources

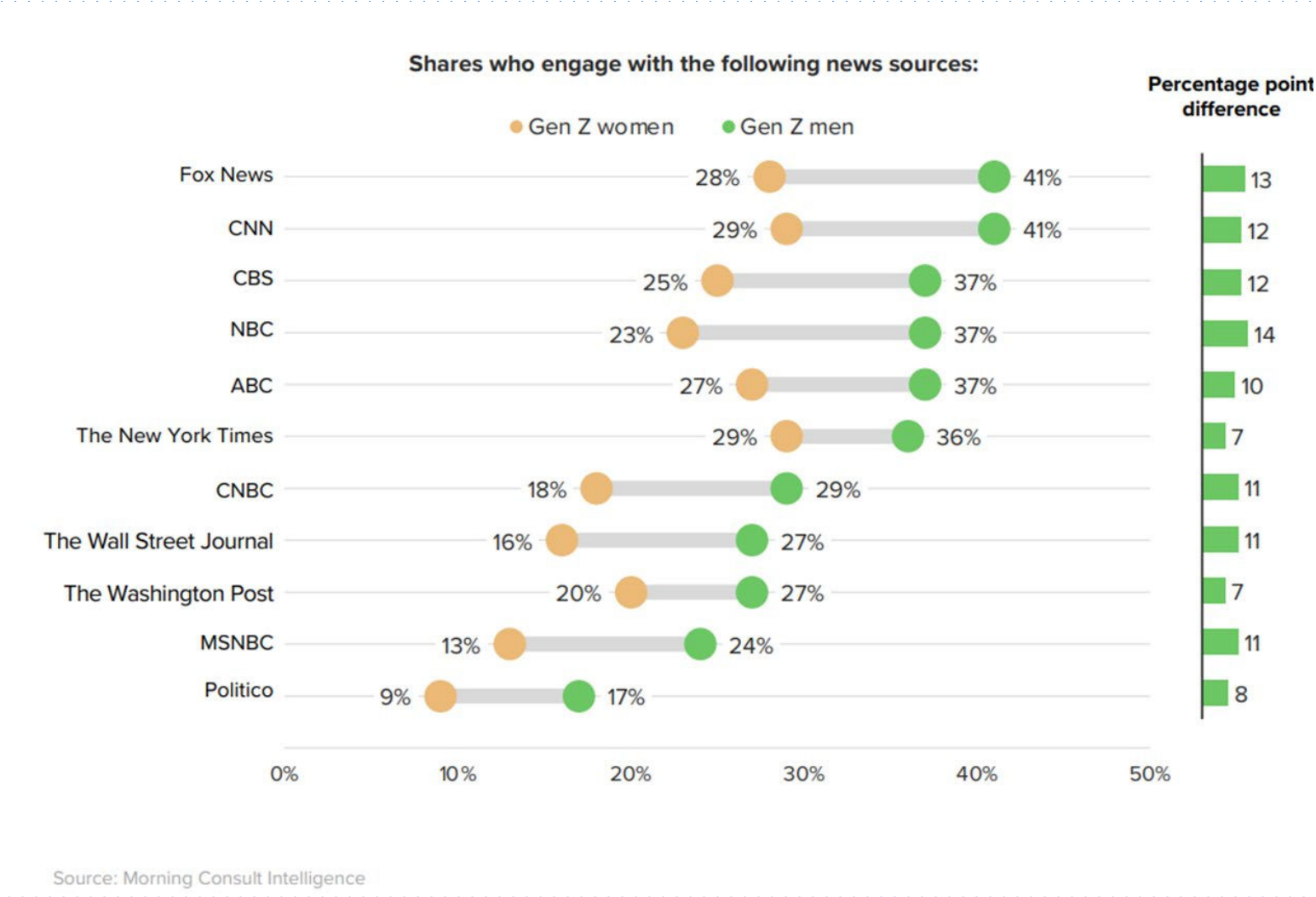


How is Gen Z feeling?

Shares who said the following describes them “very well” on an average day

| ALL GEN ZERS | MEN | WOMEN | YOUNGER GEN Z | OLDER GEN Z |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Grateful 41% | Grateful 40% | Grateful 43% | Bored 44% | Grateful 41% |
| Happy 33% | Calm 36% | Anxious 37% | Grateful 42% | Happy 33% |
| Calm 31% | Happy 34% | Bored 33% | Anxious 33% | Calm 31% |
| Bored 30% | Proud 30% | Happy 32% | Calm 32% | Anxious 29% |
| Anxious 30% | Bored 28% | Calm 27% | Happy 31% | Proud 27% |
| Proud 26% | Excited 25% | Proud 22% | Proud 22% | Bored 26% |
| Excited 23% | Anxious 23% | Depressed 21% | Excited 21% | Excited 23% |
| Depressed 20% | Depressed 19% | Excited 20% | Depressed 19% | Depressed 20% |
| Sad 15% | Disappointed 15% | Sad 19% | Sad 17% | Disappointed 15% |
| Disappointed 15% | Angry 12% | Disappointed 15% | Disappointed 14% | Sad 14% |
| Angry 12% | Sad 12% | Angry 12% | Angry 12% | Angry 12% |

Men vs. Women Media Diets



Note: Morning Consult Intelligence, April 2025

Issue Information Profiles

| | |
|---------------------------------|--|
| Skimmers | <ul style="list-style-type: none">• Ambient news consumers• See headlines and trending posts• Passively engaging, not attributing news to a platform or source |
| Explainer-Seekers | <ul style="list-style-type: none">• Will watch a 1-2 minute explainer or a 10-20 minute deep dive• Only if first 2-3 seconds establish relevance• YouTube and podcasts |
| Community-anchored participants | <ul style="list-style-type: none">• Trust only “known nodes” of information• Friends, family, micro-influencers, etc. |



Decoding the Digital Native

Our Guest:



Sam Zaleski

VP, Brand and Growth Strategy
Tunni

Strategies for a Fragmented World

This Session's Speakers:



Maggie Kinnealey

Partner
VOX Global



Isabel Aptman

Press and Communications
Everytown for Gun Safety



Megan Simmons

Associate Director of Government
Affairs
Everytown for Gun Safety