



Season Greetings & PR Readings

December 2024

Executive Summary

It's not every year you have a presidential candidate come inches from assassination, a sitting president drop his re-election campaign, and wars spread in the Middle East and Europe.

2024 was turbulent. The polarizing political and geopolitical climate caused companies to pull back on media engagement. They saw conversations as high risk and low reward – as a wrong comment on a third rail topic could alienate partners, customers, and employees. Many businesses held back on business initiatives and even IPO plans as they waited to see how the election played out.

In the tech world, AI was white hot. We saw innovative new ideas and applications from AI that detects fraud in real-time to a system that passed the bar exam. In fact, 39 AI companies [raised](#) \$100 million or more in 2024 alone. The media got aboard the hype train, too.

But that will change in 2025. Expect reporters to better understand the technology, become more skeptical, and challenge whether AI is just hype – or if it provides real hope across industries.

That's not the only thing changing in 2025. As President-elect Trump takes office, businesses may be impacted by tax cuts, deregulation, tariffs, and deportations. With an unpredictable leader in the Oval Office, the best asset for executives and communicators might be their adaptability.

Stay tuned.

2024 Media Takeaways

- **Media Fragmentation Marches On:** The trend is nothing new, but the numbers are still eye-popping. Influencers hold massive audiences. Joe Rogan's interview with Trump racked up nearly 50 million views on YouTube in just 14 days. For comparison, *60 Minutes* interviews average 10 to 15 million viewers in total.
 - **Takeaway:** *Don't just prioritize traditional media. Find influencers, podcasters, and creators that cater to your audiences.*
- **Media Cycles Move Fast:** One [report](#) found that 76 percent of articles' readership occurs within the first three days of their publication.
 - **Takeaway:** *If you want a voice in a conversation, you need to be agile and react fast to secure coverage. On the flip side, if you're included in a negative cycle – know that the conversation will move on in short order.*
- **Podcasts and Newsletters Continue Traction:** As traffic declines from social media platforms including Facebook and X (formerly Twitter), media companies are turning to direct channels such as



newsletters and podcasts to communicate directly with their audiences. This fall, *The New York Times* launched its subscriber podcast model, while newsletter platform Substack reported significant growth with 3+ million paid subscribers.

- **Takeaway:** *Businesses may want to follow this same playbook – owning communications directly through newsletters and podcasts, working to become their own publishers.*

Outlook for 2025

- **Are IPOs Back?** 2023 was a very quiet IPO year, with 2024 seeing marginally more activity. Many companies likely wanted to wait for the US election to take place, hoping for more stable market conditions. In 2025, lower interest rates and being past the presidential election may increase IPO activity. Stout, a global advisory firm, [predicts](#) we'll return to the highest IPO levels since 2021.
- **Market Commentary Opportunities Are Ripe:** Market conditions are always top of mind for a range of financial reporters. Companies with economists who can offer third-party commentary will be especially in demand in 2025. Reporters will look to make sense of trends as a looming trade war, tariffs, and inflation complicate the outlook for everything from iPhones to soybeans.
- **Nostalgia Will Reign:** In a world where news is constant and dire and we work in an 'always on' environment, consumers are turning to nostalgia for comfort. They crave everything from [old games](#) to [flip phones](#) to [90s music](#). Businesses are capitalizing: Burger King and Subway opted for retro logos, while Sony brought back the Walkman. The best communicators will harness this craving for the past, using storytelling to evoke familiarity and joy.

Thanks for reading - and happy holidays. 🌲 ❄️

Contact

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Want to discuss your 2025 PR strategy?

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