



Media Relations Update

April 27, 2020

As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on how the COVID-19 crisis is impacting public affairs. We hope you remain healthy and safe during these trying times.

“Media Consumption in a Pandemic Age:” Podcast with Roger Salazar and Hilary McLean

ALZA Strategies partners Roger Salazar and Hilary McLean virtually sat down with Scott Lay for a podcast episode of [Nooner Conversations on Around The Capitol](#) to discuss media relations in the midst of COVID-19. Salazar and McLean highlight the current media environment and explore changes in media consumption, focusing on local news viewership and engagement, increased social media usage, and how people’s interaction with various platforms is affected by COVID-19. The communications experts also reveal challenges and adjustments to the field of public relations as a result of stay-at-home orders, and pandemic-related shifts in legislative action, news coverage, and general communications. Salazar and McLean also discuss changes to the political arena in terms of campaigns and elections, and how those efforts are reformulated in the era of COVID-19.

Listen to the podcast here:

- YouTube: <https://www.youtube.com/watch?v=Sqqo0bs8PaU>
- Apple Podcasts: <https://podcasts.apple.com/us/podcast/nooner-conversations/id1491108029>
- Simplecast: <https://nooner-conversations.simplecast.com/episodes/communications-in-a-pandemic-age-a-conversation-with-roger-salazar-and-hilary-mclean-of-alza-strategies>