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FOR IMMEDIATE RELEASE

5 Public Affairs Marketing Trends to Watch in 2026

The Communications Group publishes inaugural Public Affairs Marketing Trends Report



The Communications Group publishes its inaugural Public Affairs Marketing Trends Report, providing public affairs communicators with strategies for their 2026 outreach efforts to build relationships and build trust.

LITTLE ROCK, Ark., December 4, 2025 – [The Communications Group](#) (ComGroup), Arkansas’s premier [marketing](#) and [public relations](#) firm specializing in outreach and education, introduces its inaugural [Public Affairs Marketing Trends Report](#). The report offers public affairs communicators five strategies to enhance their outreach efforts in 2026.

Employees at government agencies and nonprofits work tirelessly to ensure that people can access the services they need. However, at a time when trust in the public sector is low, effective communication is vital. This report emphasizes the importance of transparent and honest communication to create strong relationships before a crisis strikes.

“Public affairs professionals and government employees carry great responsibility, knowing their decisions impact lives,” said report author [Lora Mosley](#), ComGroup Account Manager & Sr. Public Relations Specialist. “With that knowledge and limited budgets come the opportunity to lead with creativity and transparency for the greater good. By employing clear communication practices, such as those highlighted in this report, public affairs communicators can engage the public well, strengthen relationships and build lasting trust.”

ComGroup’s 2026 Public Affairs Marketing Trends Report encourages organizations to proactively engage with those they serve and mitigate the spread of misinformation. By meeting the audience where they are, government and nonprofit communicators can better navigate the challenges posed by politicized media consumption and limited media literacy skills.

The inaugural [Public Affairs Marketing Trends Report](#) is the third installment of ComGroup’s marketing trends report series. Find the [agriculture](#) and [B2B](#) reports on [ComGroup.com](#). You can also follow ComGroup on [Instagram](#), [Facebook](#), [LinkedIn](#) and [X](#) to learn more.

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About The Communications Group

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[The Communications Group](#) (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. Since 1987, ComGroup has been a trusted partner for creating impactful communications and delivering powerful, integrated marketing solutions. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines data-informed strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at ComGroup.com.

About Lora Mosley

As Account Manager & Sr. Public Relations Specialist at The Communications Group, Lora Mosley works closely with our public sector clients. She leads campaigns that build brand visibility, manage stakeholder engagement and deliver results. Certified by the Public Relations Society of America (PRSA) in Public Affairs, she is committed to helping her clients continue to make a positive impact on those they serve.

Mosley is a graduate of Southern Arkansas University and Arkansas State University, and is a member of the PRSA Arkansas chapter.