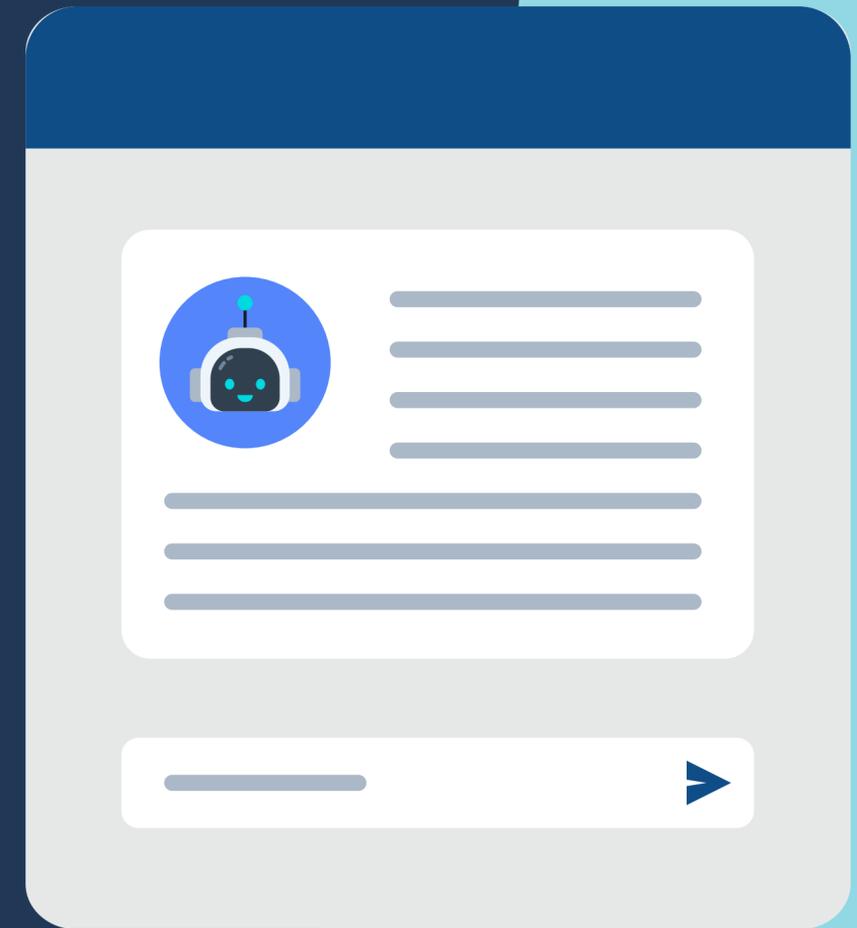


A STUDY BY  
**MUCK RACK**

STATE OF  
**AI IN PR**

**JANUARY 2026**



# Executive summary

- Generative AI use has peaked at **76%**, largely unchanged from last year, indicating those that want to have adopted the new technology and those who are against it are unlikely to shift.
- Companies are adapting to AI. **51%** of PR pros say they work somewhere with an AI use case policy, up from **21%** in 2024. **43%** say their work offers AI training, up from **21%** in 2024.
- Agentic AI has not yet taken off with PR pros. Only **12%** who currently use AI say they use AI agents. A further **59%** say they've heard of them, but do not utilize them in their work.
- The **7%** of PR pros who do not use generative AI tend to cite environmental or ethical concerns in their decision. They say there is very little that could encourage them to use AI. The **17%** of PR pros who are on the fence, say that training and practical examples could get them to pick up AI.
- **75%** of PR pros say they use a paid AI service, a big jump from the **57%** who said the same last year.

# An overview of PR pros using AI

This section includes views from both PR pros who already use AI and those who do not

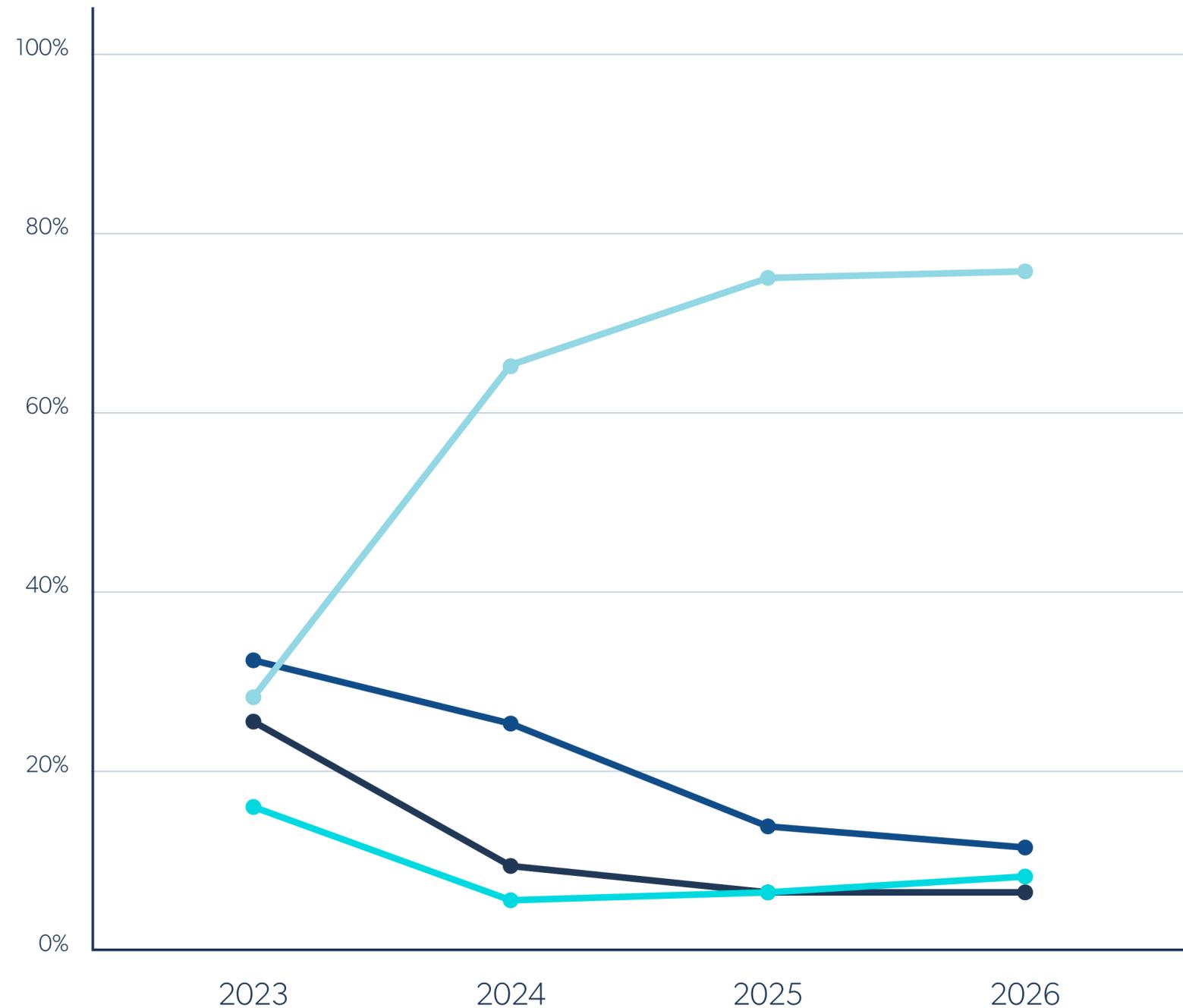
## AI use has peaked at around 75%

Compared to the figures from last year, the distribution of AI use has **barely** changed.

Just over **75%** of PR pros report using generative AI in their workflow while about **10%** plan to explore them. Those unsure or against their use held steady at **6%** and **7%** respectively.

- I already use generative AI
- I plan to explore generative AI
- I'm not sure
- No, I do not plan to explore them

### Do you use generative AI in your workflow?

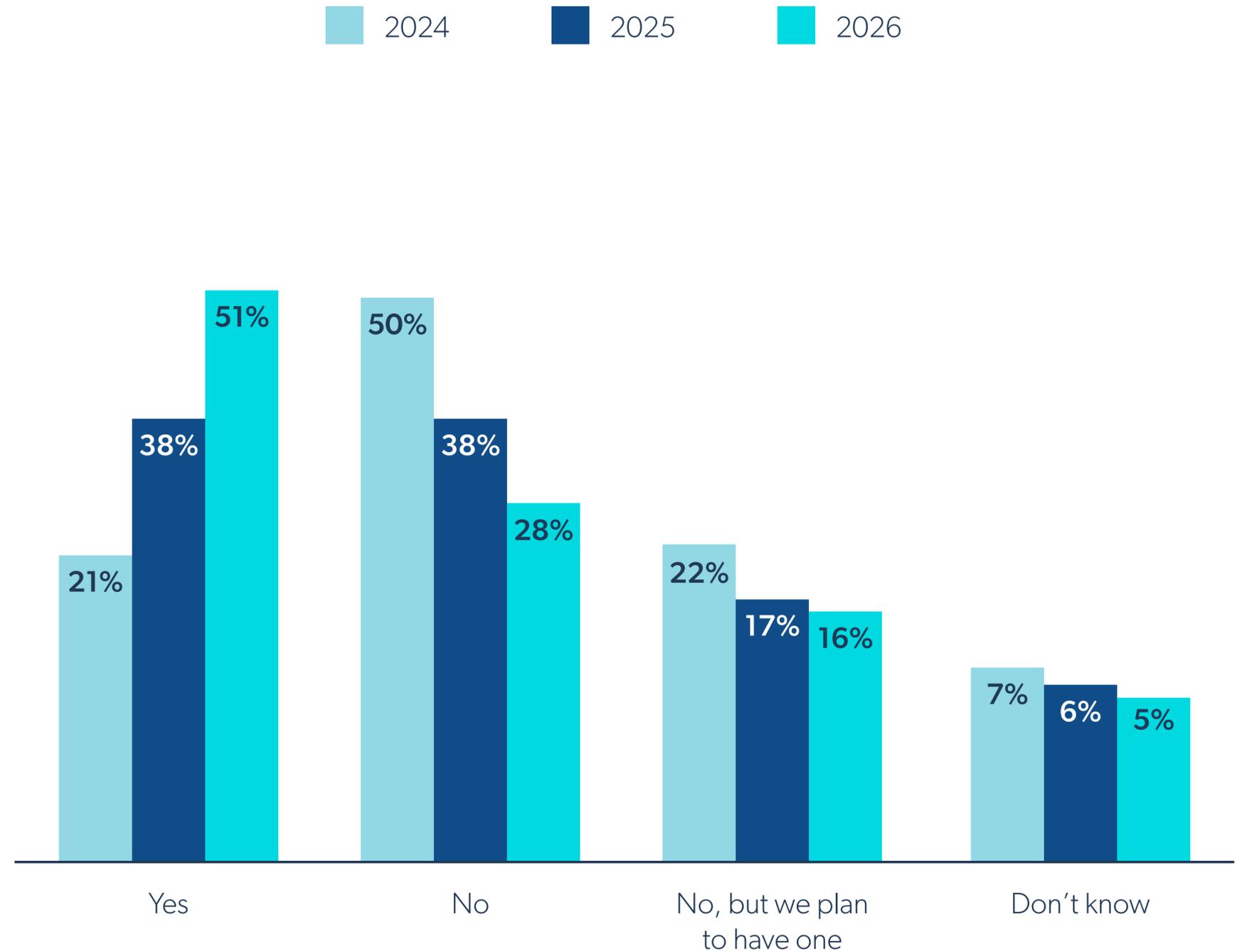


## More than half of PR pros have AI policies at work

**51%** of PR pros now report having an AI use case policy at work. This figure more than doubled since 2024 when we began asking the question.

Those that say there is no plan for a policy decreased from **50%** in 2024 to **28%** now. **16%** say their company plans to have one soon.

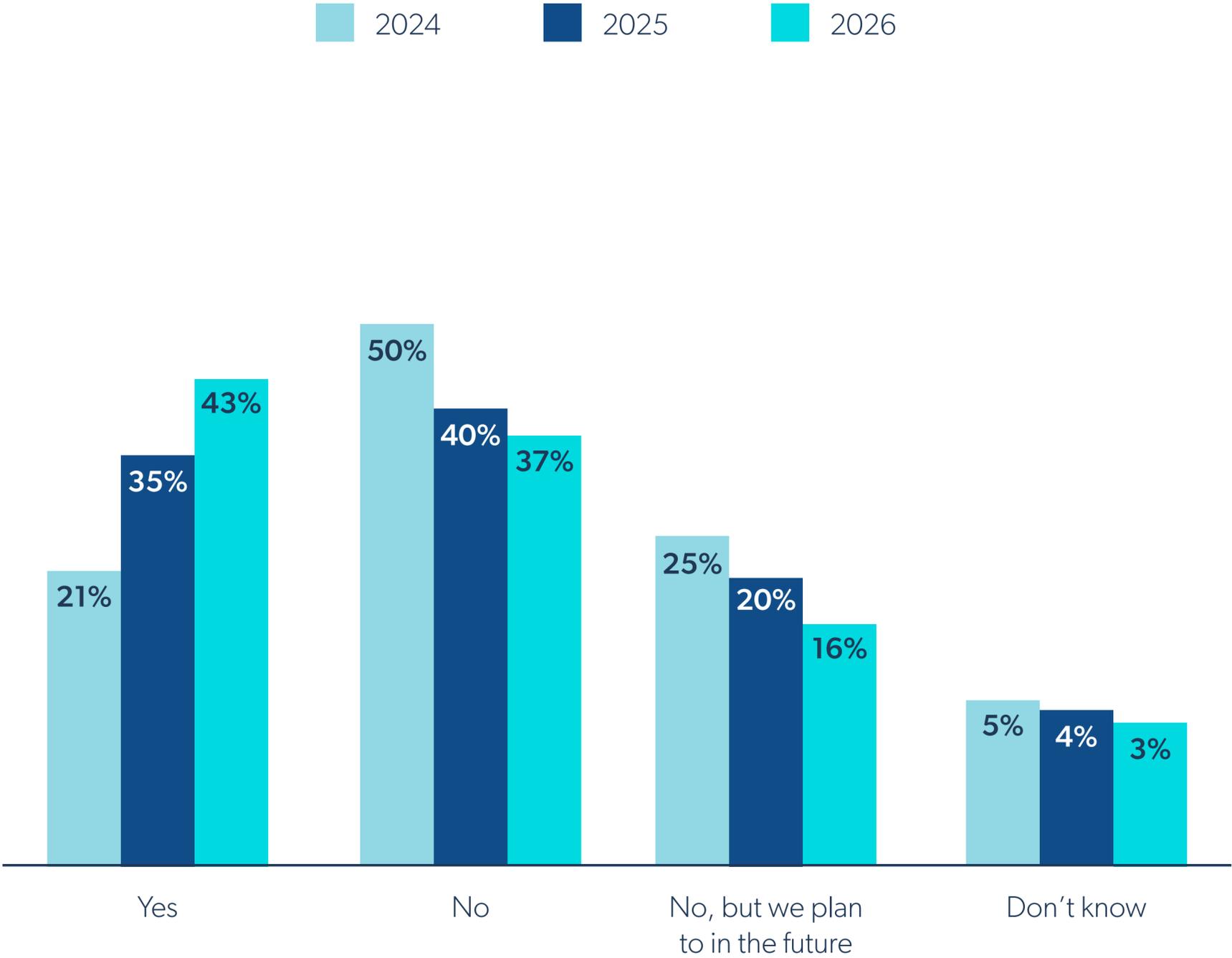
### Does your company have an AI use case policy?



# Companies step up with AI training

More PR pros than ever are receiving on-the-job AI training. Since 2024, that figure has more than doubled to **43%**. This still leaves more than a third, **37%**, without training and **16%** saying training is coming soon.

### Does your company offer any AI training?



## Brands and agencies are getting closer on AI disclosure practices

Last year, **37%** of PR pros at brands said they want their agency to disclose AI use all the time. This figure dropped to **29%** in 2026.

Additionally, **17%** said they wanted disclosure some of the time in 2025. In 2026, **26%** say the same.

Overall, these shifts point to a closer alignment of AI disclosure practices between brands and agencies compared to last year.

### If you work at a brand, do you expect your agency to disclose their use of AI?



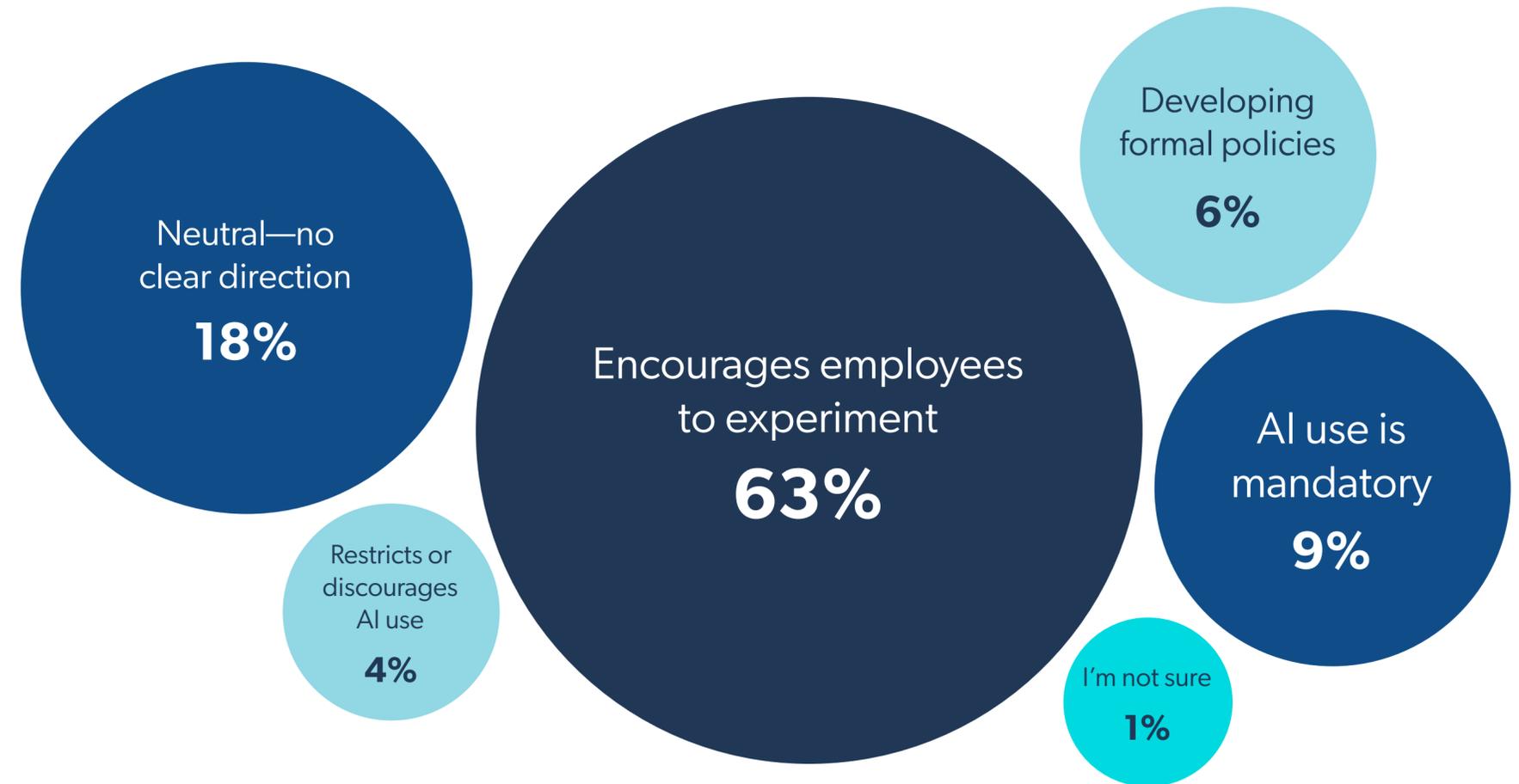
### If you work at an agency, do you disclose AI use to your clients?



## Most PR pros work at a company that encourages AI experimentation

Only **4%** of PR pros work somewhere that actively restricts or discourages AI use, while just under **10%** say the new tools are mandatory. The majority, **63%**, say their workplace encourages them to experiment with generative AI.

Which of the following best describes your company's stance on AI right now?

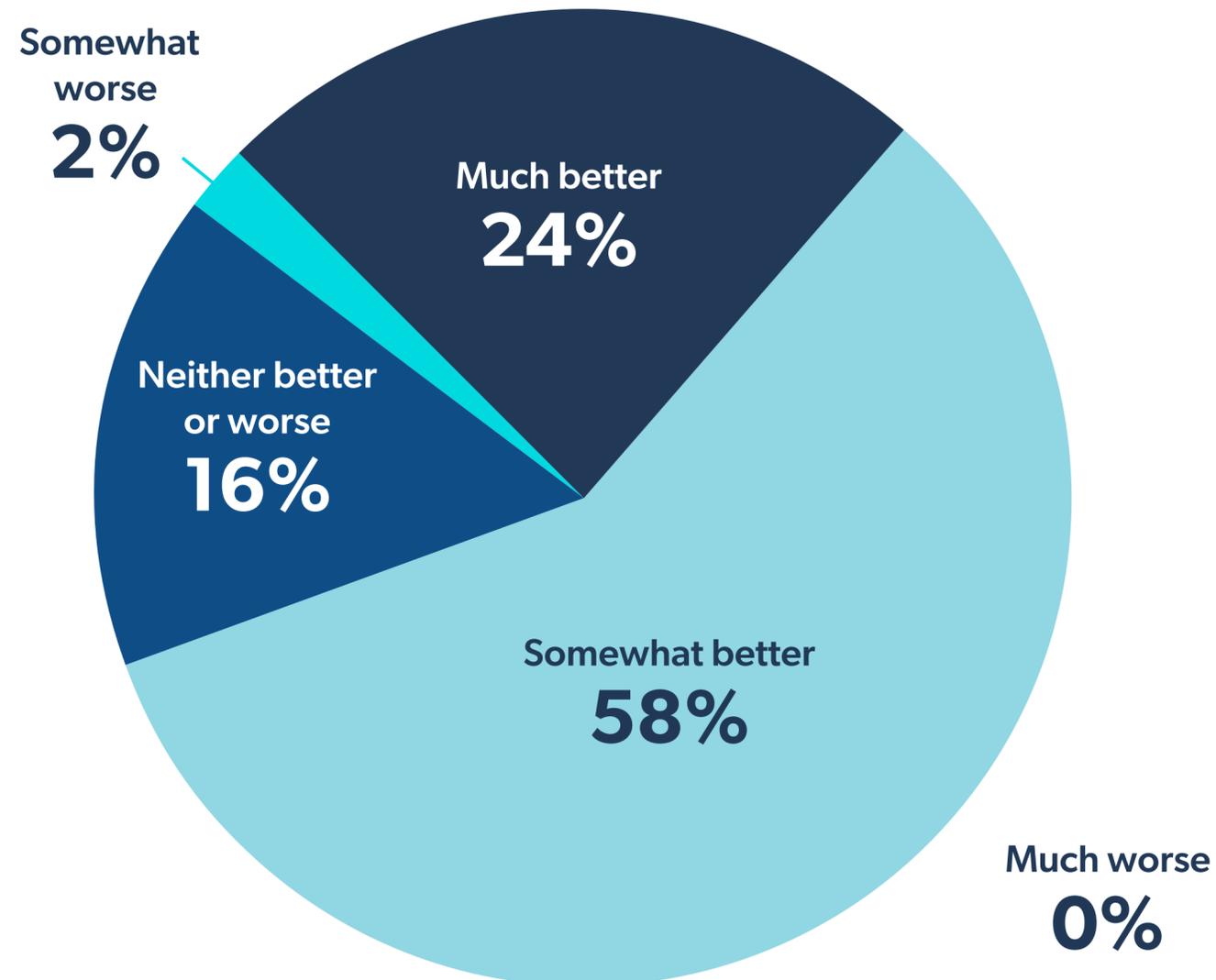


# How PR pros use AI today

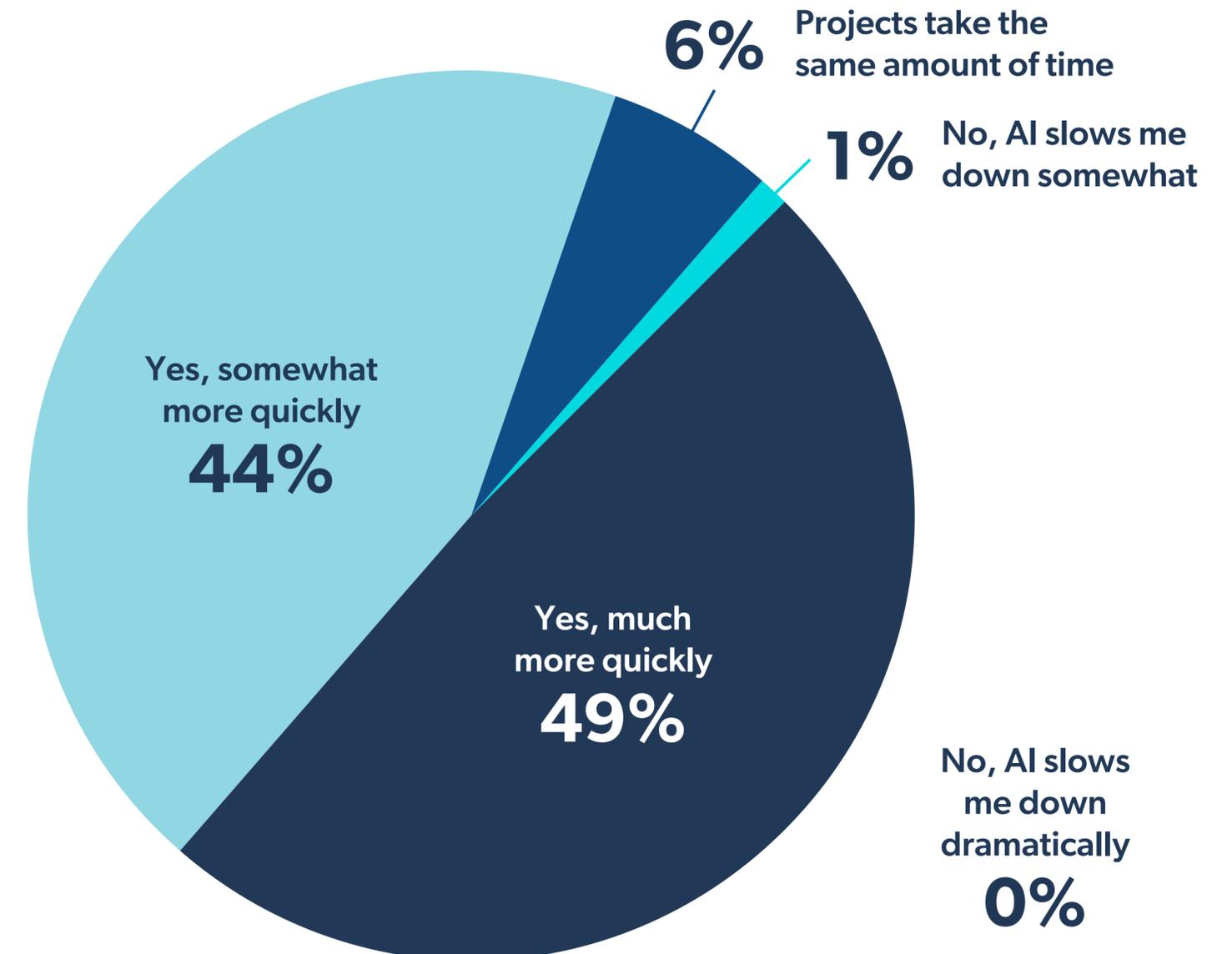
This section includes views from PR pros who already use AI

# 82% of PR pros say AI increases the quality of their work while 93% say it speeds up the process

Do you feel AI has made the quality of your work better or worse?



Do you feel AI helps you complete projects more quickly?

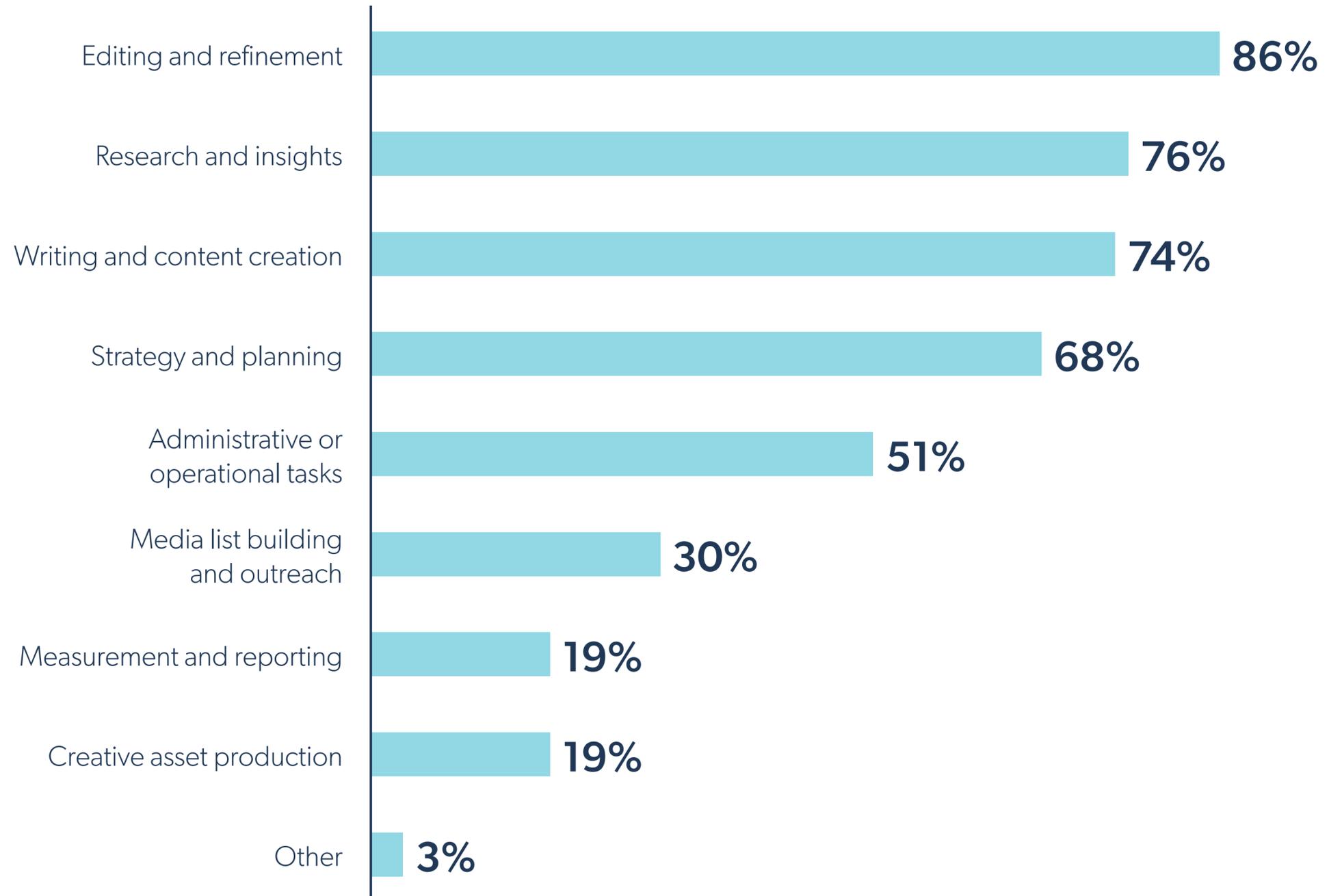


## PR pros use AI in an average of 4 distinct areas of work

Writing and research tasks top the charts. **86%** say they're using the tools for editing and refining their writing.

About **three-quarters** report using it for research and content creation. **More than half** say they use it for administrative tasks and strategy.

### How do you use generative AI in your workflow?

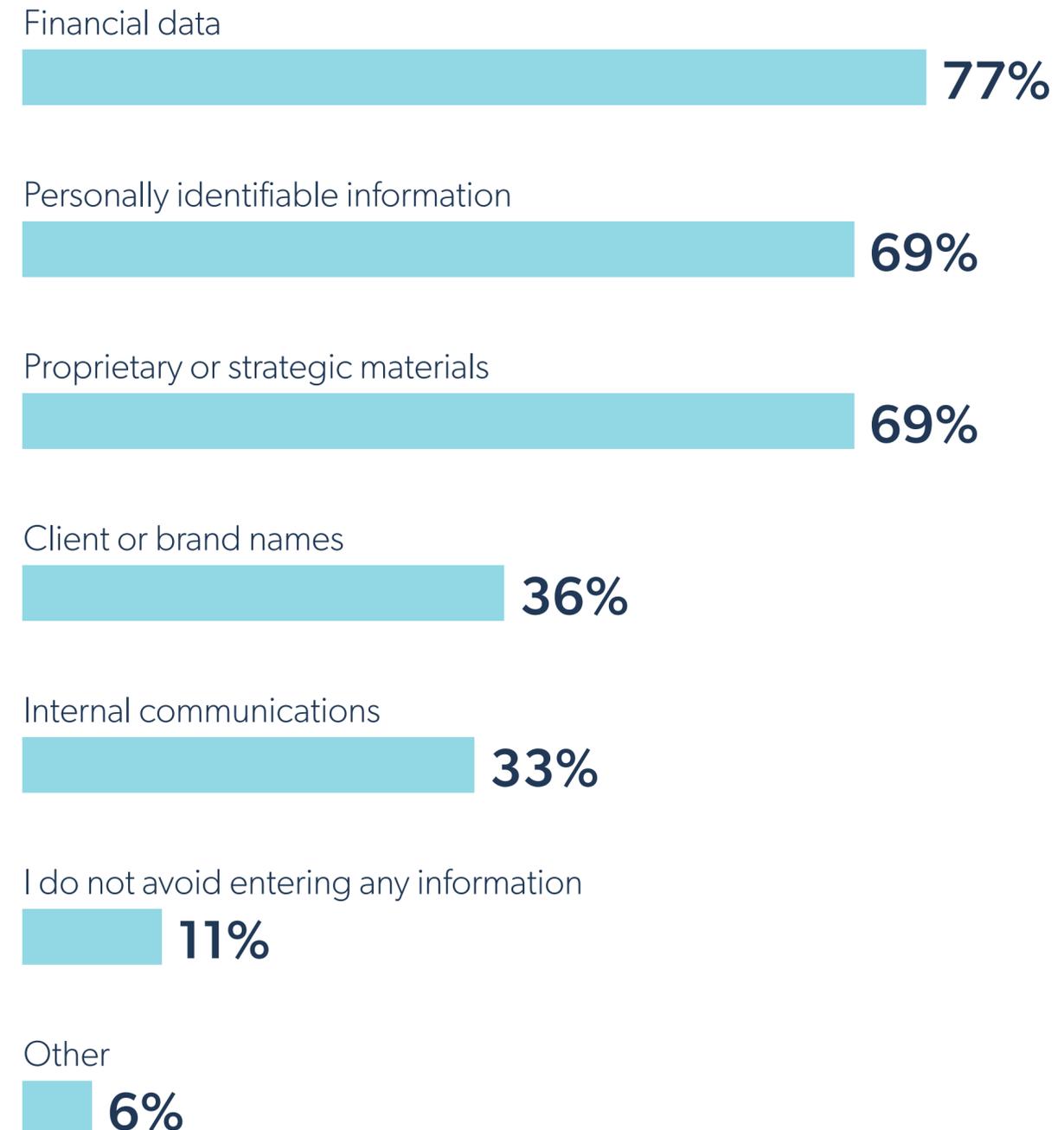


## Most PR pros keep some types of data away from AI

**77%** say they avoid entering financial data in AI. Just under **70%** say the same of personally identifiable information and proprietary materials.

But about **two-thirds** freely share client and brand names and internal comms.

### What types of information would you avoid entering into an AI system?



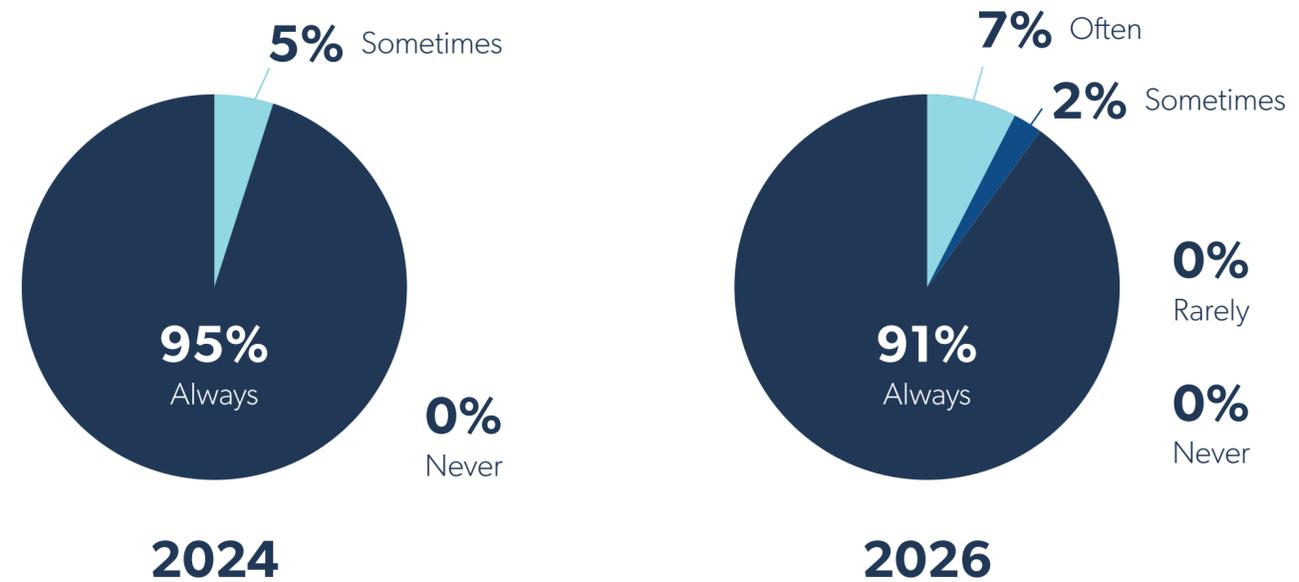
# Almost all PR pros edit AI output, but edits are getting less extensive

98% of PR pros say they always or often edit the text generated by AI systems. The depth of those edits has been decreasing for the last two years.

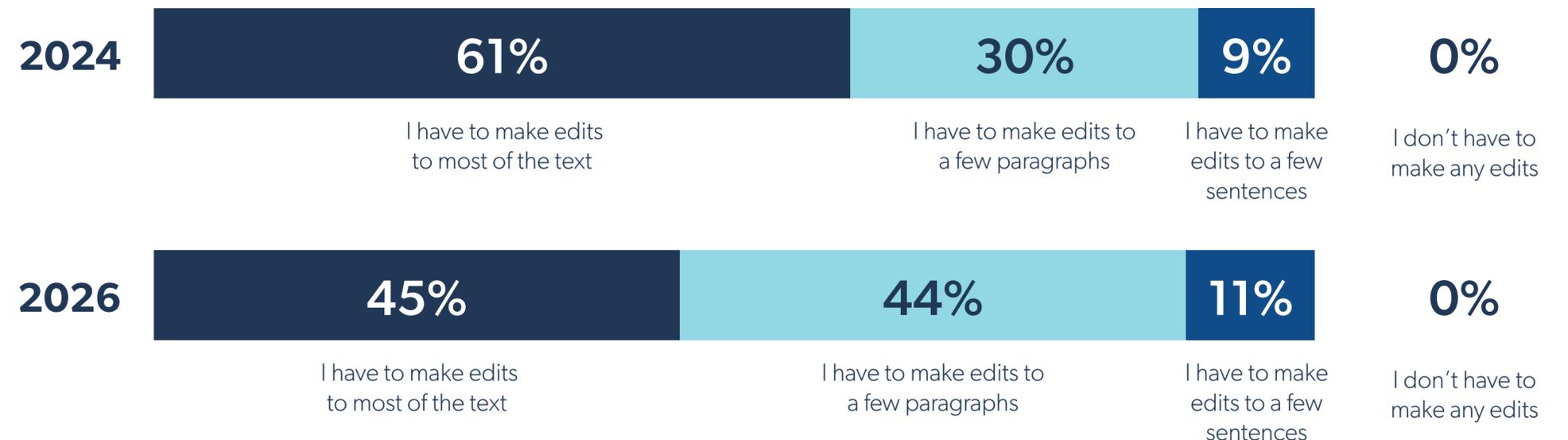
In 2024, 61% of PR pros said they have to make edits to most of the text AI outputs. In 2026, that figure dropped to 45%.

Meanwhile, the portion of them that make edits to only a few paragraphs has been growing from 30% in 2024 to 44% in 2026.

## After using AI to generate text, how often do you edit the output?



## After using AI to generate text, how extensively do you have to edit the output before using the text?



## PR pros continue to see the biggest risk of AI is to the next generation

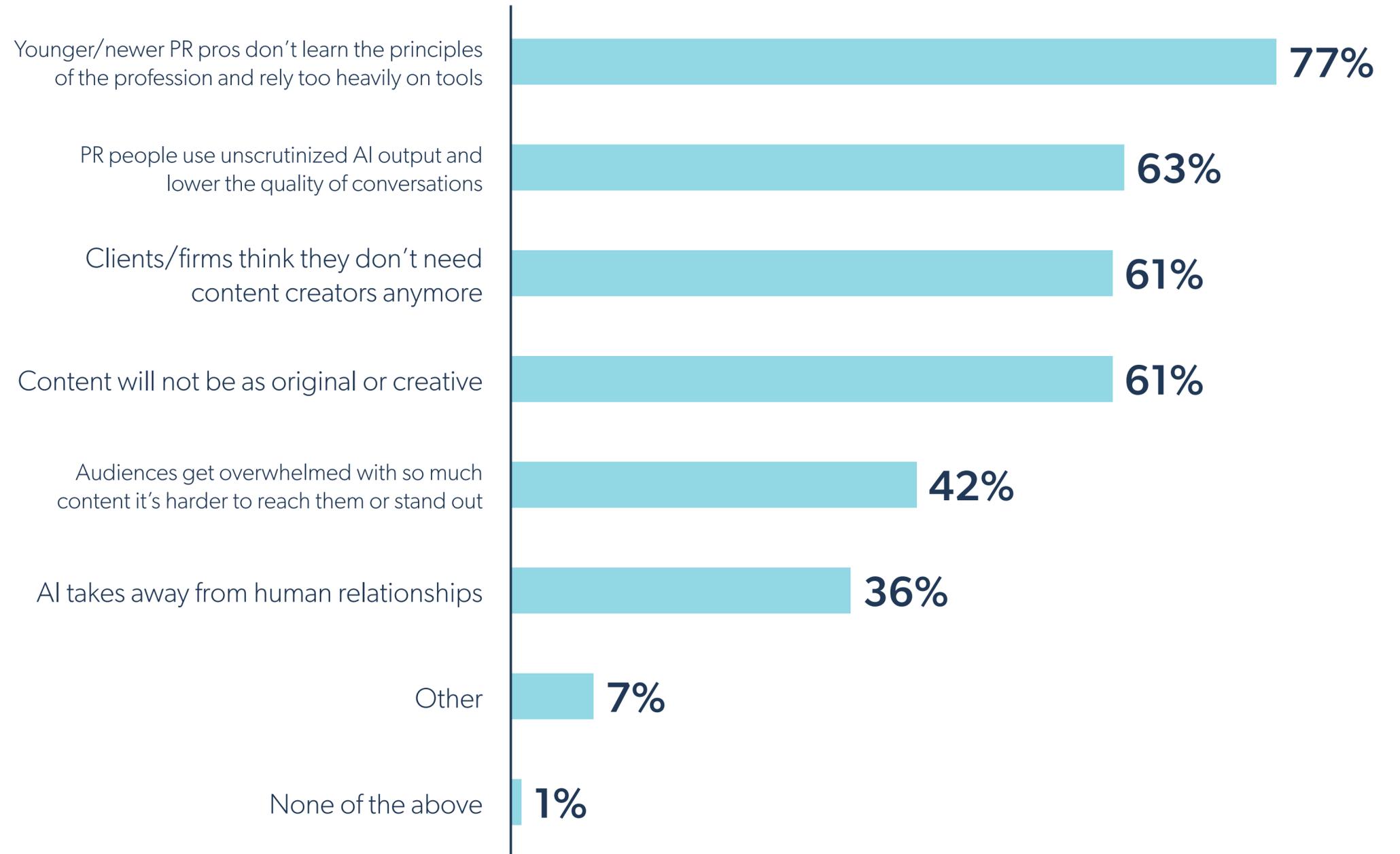
More than **three out of four** PR pros say they worry about the next generation of workers not learning the foundations of the industry due to AI use.

**63%** say they fear the use of unscrutinized AI output while similar amounts say content may not be as original and firms may think they don't need content creators anymore.

These figures are **largely unchanged** from last year.

In the "other" category, people expressed fear of unsubstantiated information making its way into releases, environmental threats and job displacement.

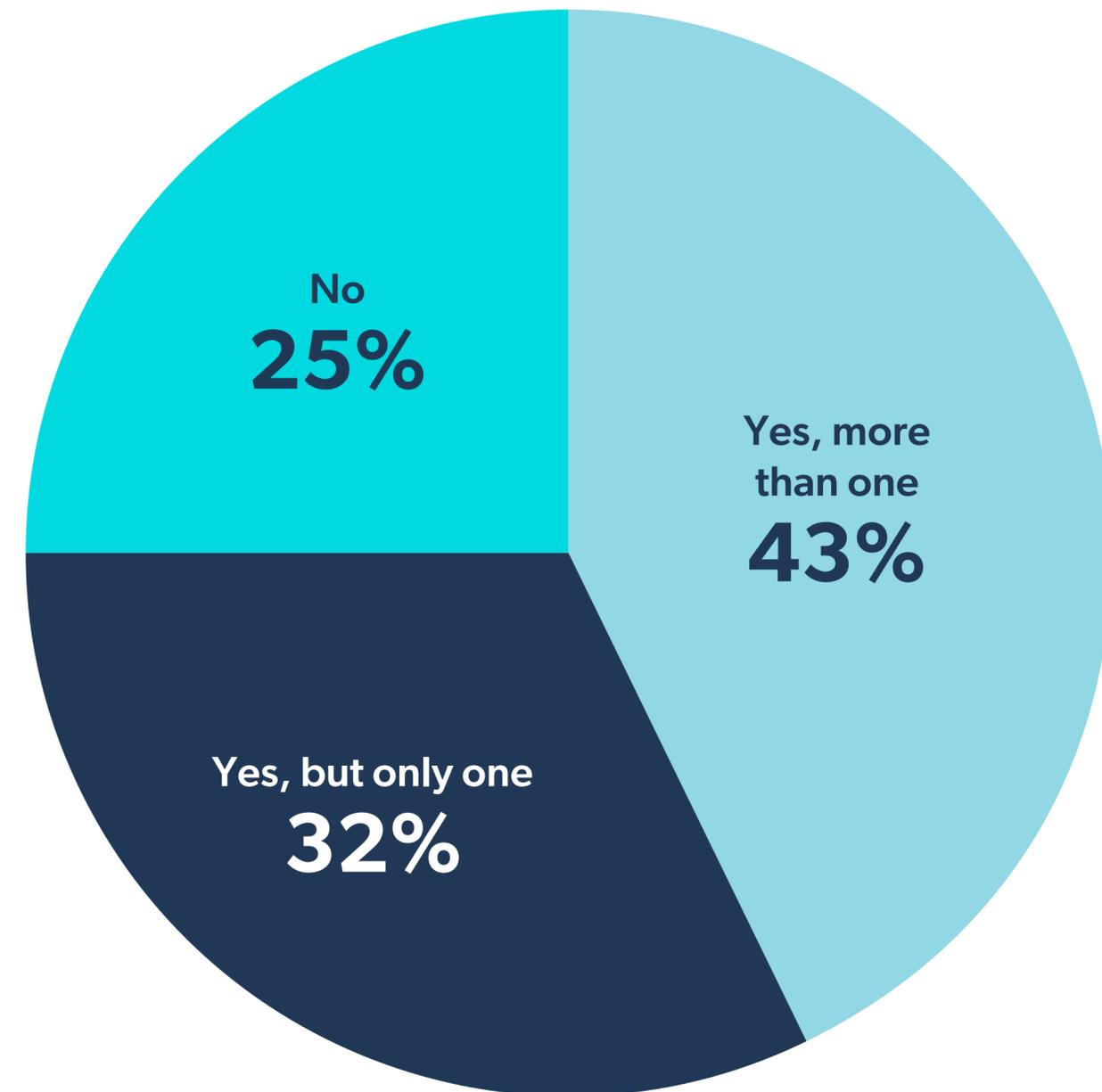
### Which of the following do you think are risks generative AI tools pose to the PR profession, if any?



## Three out of four PR pros are using paid AI tools

In 2025, **57%** of PR pros reported they use at least one premium AI tool. Today, that figure sits at **75%**. Additionally, **43%** of PR pros use more than one paid AI tool.

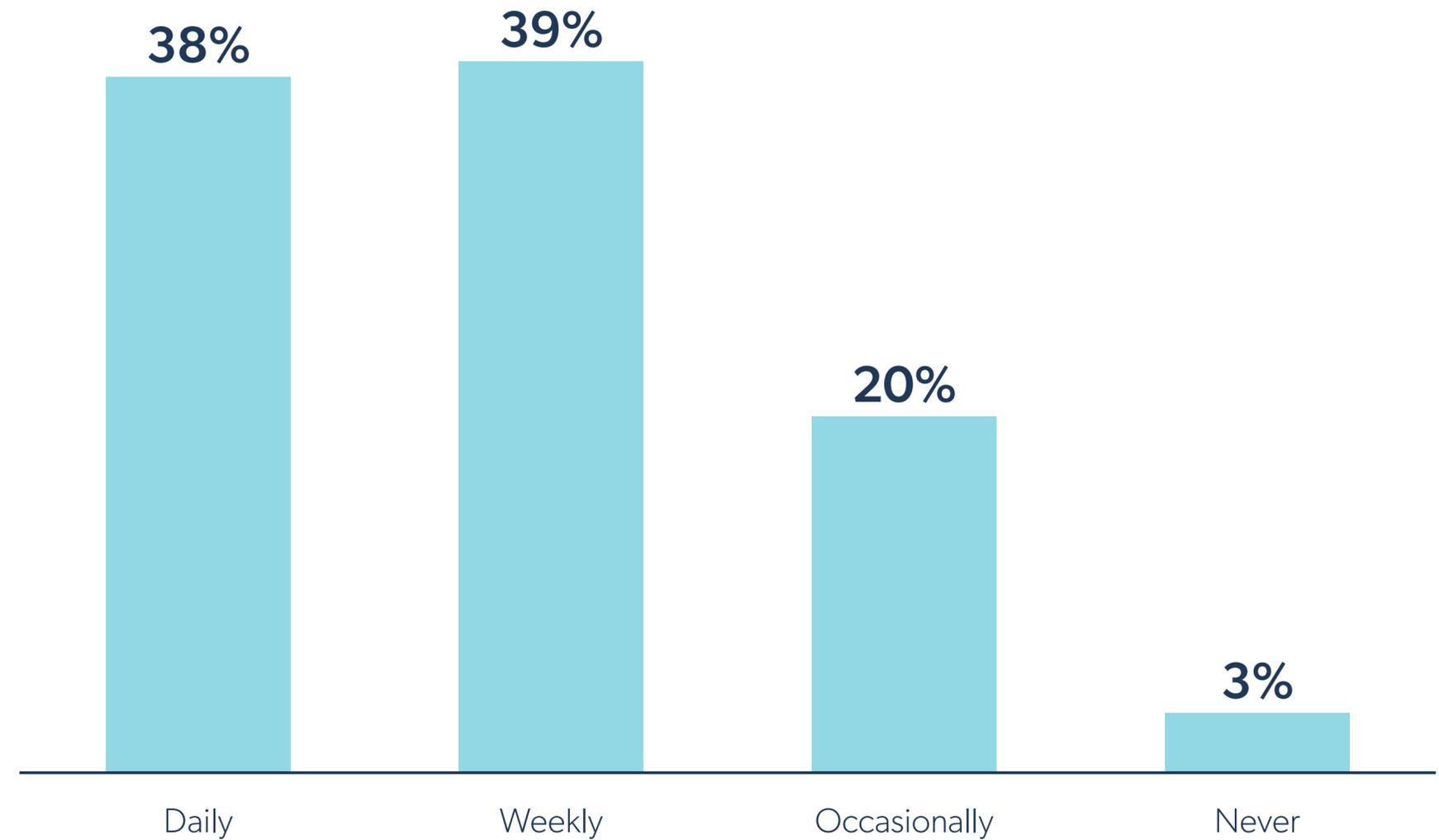
Do you or your company currently pay for any AI services?



## 77% of PR pros brainstorm with AI at least once a week

38% say they use AI to brainstorm ideas, headlines or messaging daily while another 39% say they use it weekly.

How often do you use AI to brainstorm ideas, headlines, or messaging?



## Time savings from AI mostly comes from writing and research tasks

PR pros say they're saving the most time by using AI tools for content creation, **59%**, editing, **53%**, and research **46%**.

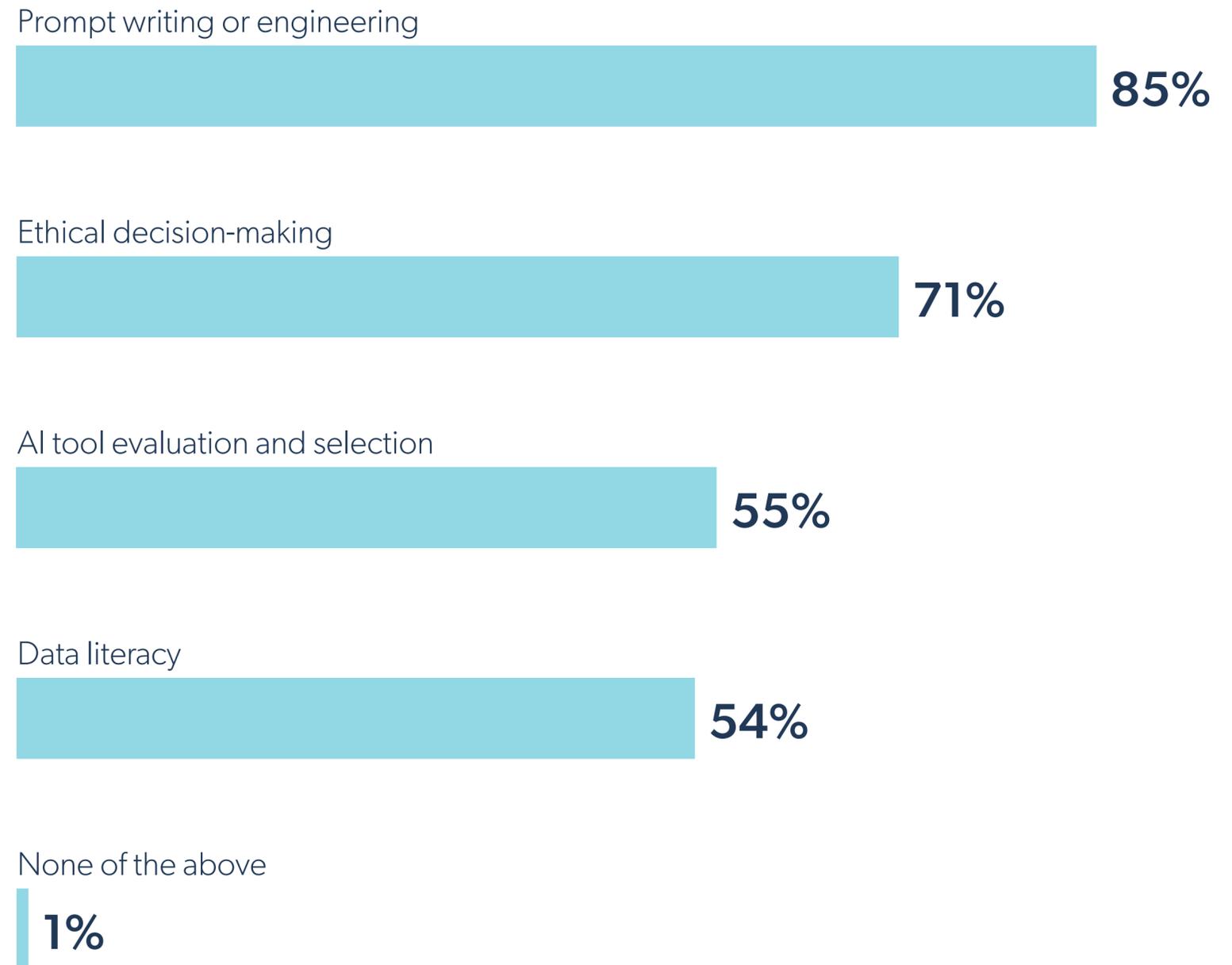
### In which parts of your workflow does AI save you the most time?



# Prompt engineering and ethical decision making are new skills PR pros need

In order to work effectively with AI, **85%** of PR pros say they need to develop skills in prompt writing. **71%** also say ethical decision making is important to develop.

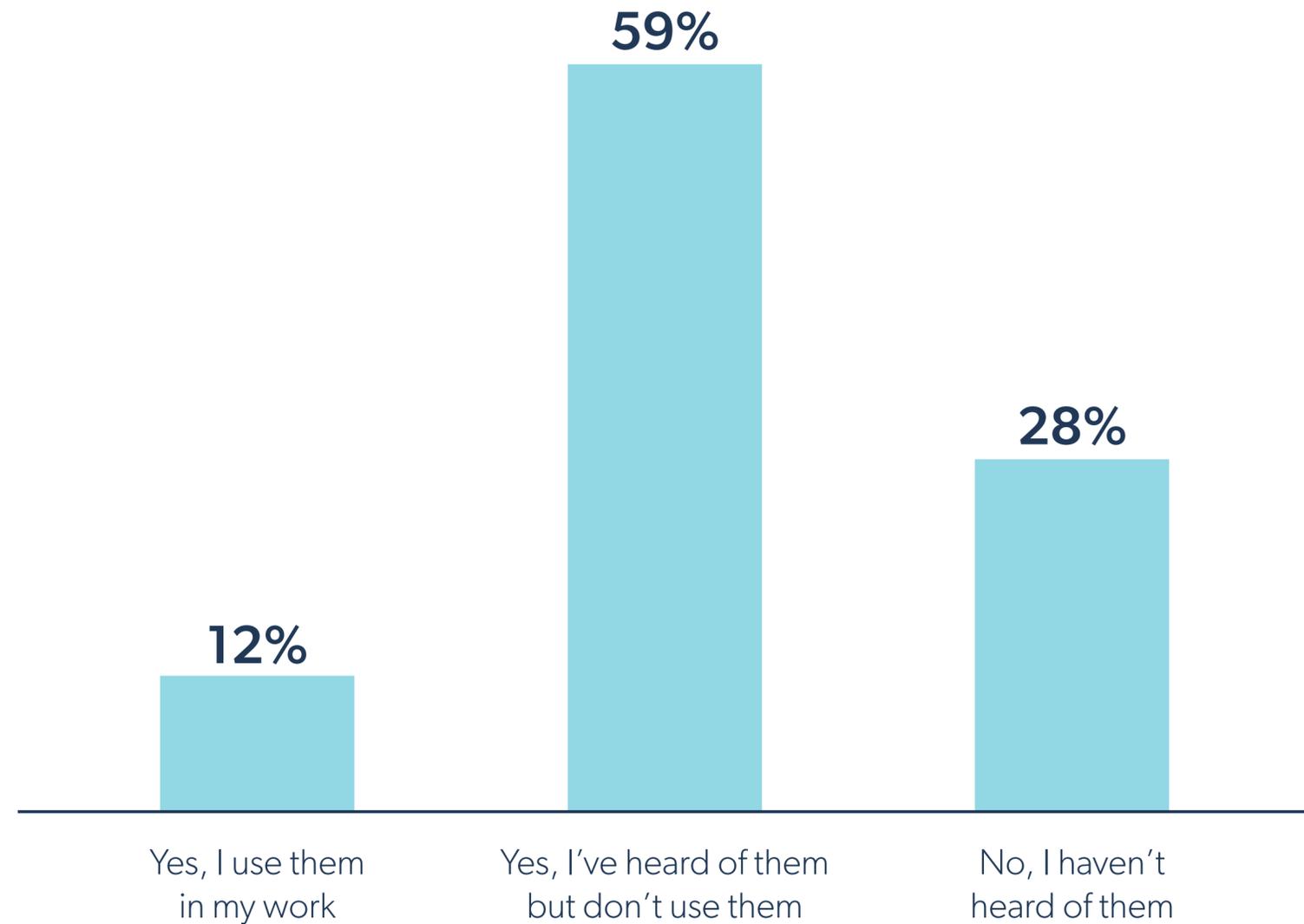
## Which new skills do PR professionals need to work effectively with AI?



## Very few PR pros use agentic AI

Most are familiar with the newer AI capabilities that allow for automated use. **71%** said they're familiar with AI agents. However, only **12%** have actually adopted them in their work.

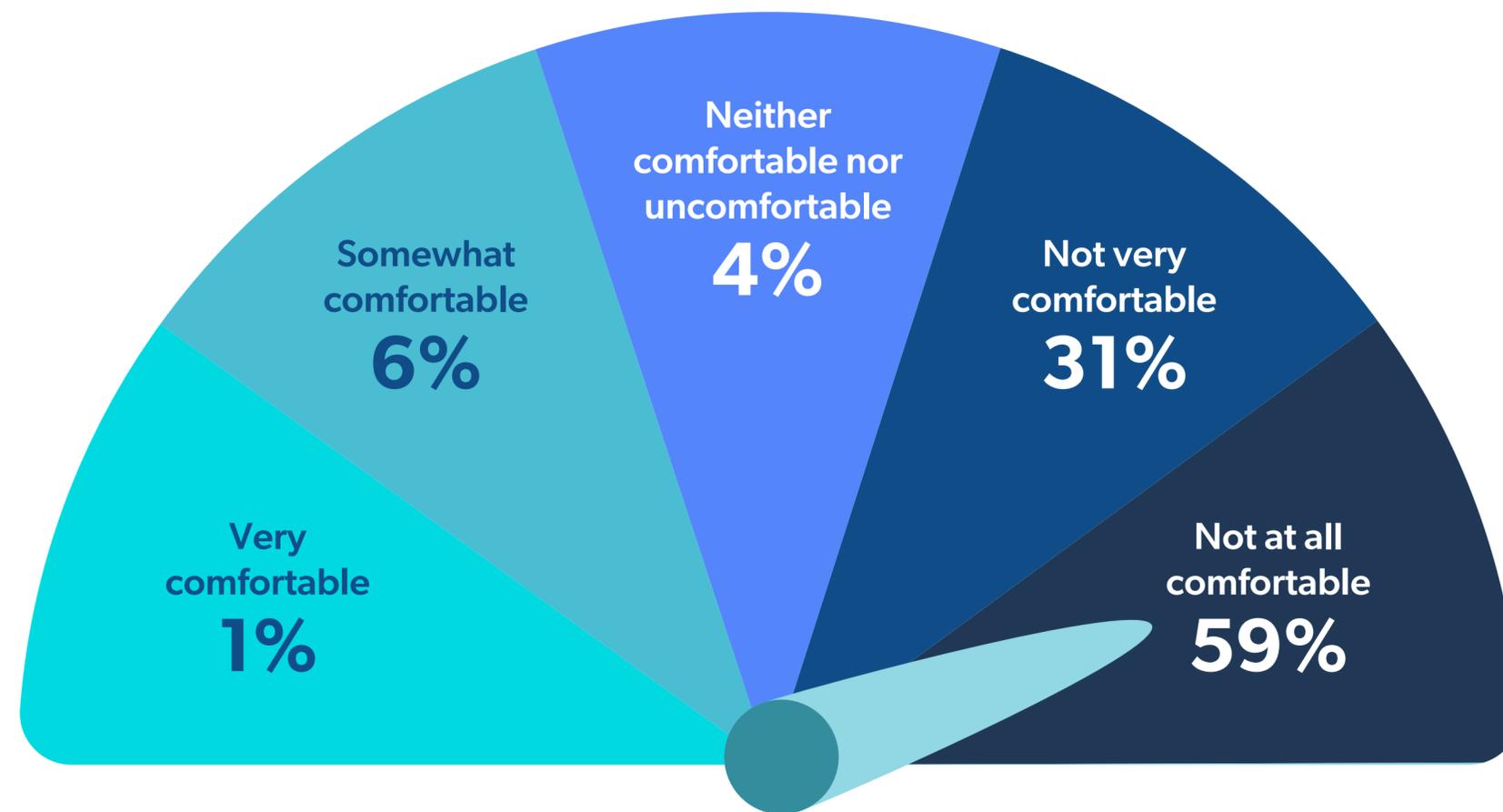
**Have you heard of or used AI agents—automated systems that can perform PR or communications tasks with minimal human input?**



## Most are not comfortable with agents acting on their behalf

**Nine out of ten** PR pros say they're not comfortable allowing an AI agent to take actions on their behalf without human review. Only **7%** say they're comfortable with this while **4%** are neutral.

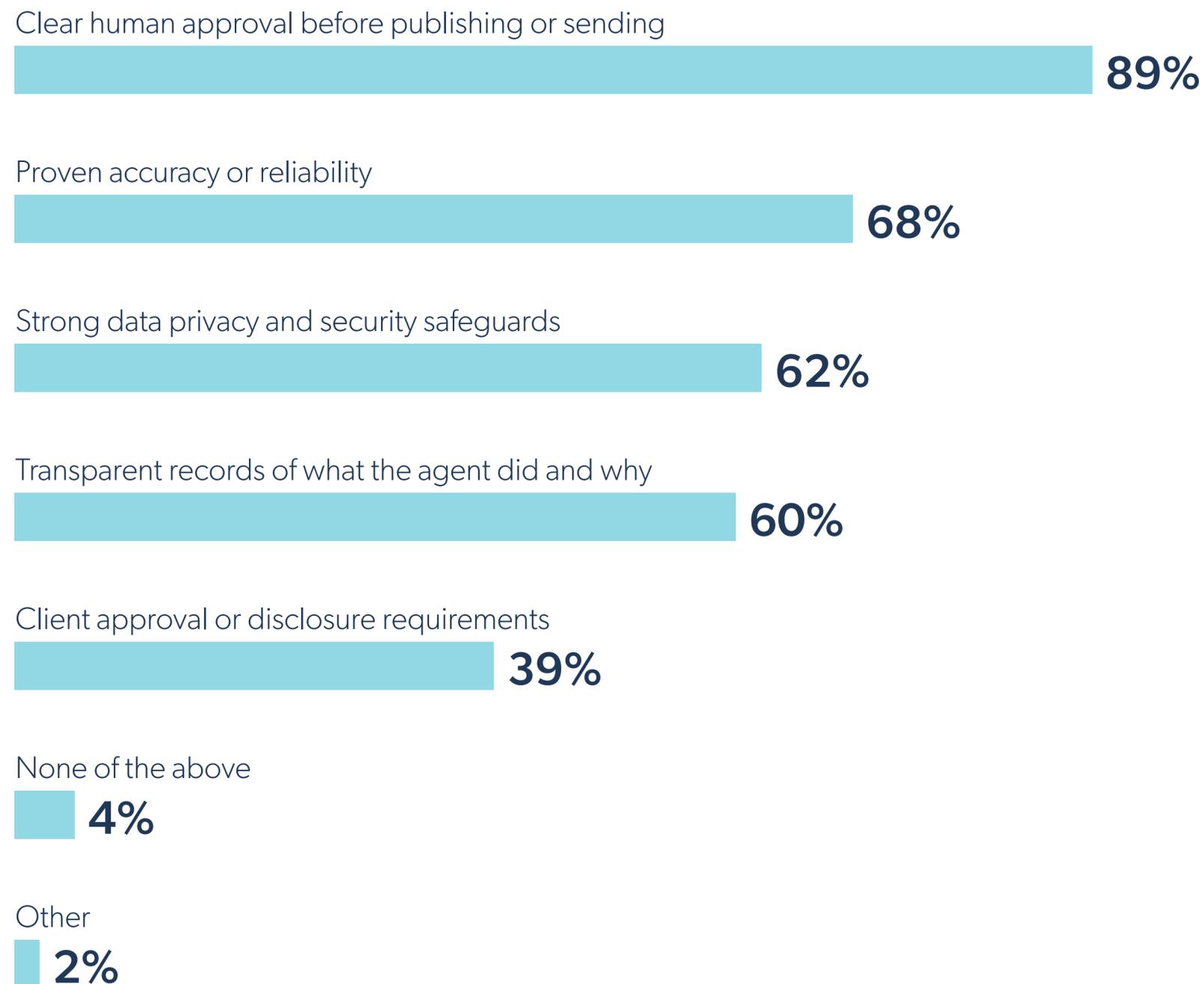
How comfortable would you be allowing an AI agent to take actions such as sending messages or publishing updates without human review?



## PR pros want a human in the loop for agentic AI

Almost **90%** of PR pros say they'd be more comfortable with an AI agent if there is human approval before releasing the materials.

### Which of the following would make you more comfortable trusting AI agents to perform PR tasks?



# How PR pros want to explore AI in the future

This section includes views from PR pros who do not use AI

## Those interested in exploring AI want training and examples

**60%** of PR pros who say they're interested in exploring AI think training would help them get started with the tools. Just under **one third** also say they'd start using the tools if their company encouraged or required them to, and if the tools became easier to use.

## What would help you feel ready to start using AI in your work?

If I received training or examples of proven use



If tools became more affordable or easier to use



If my company encouraged or required it



I don't see myself using AI in the future



Other



None of the above



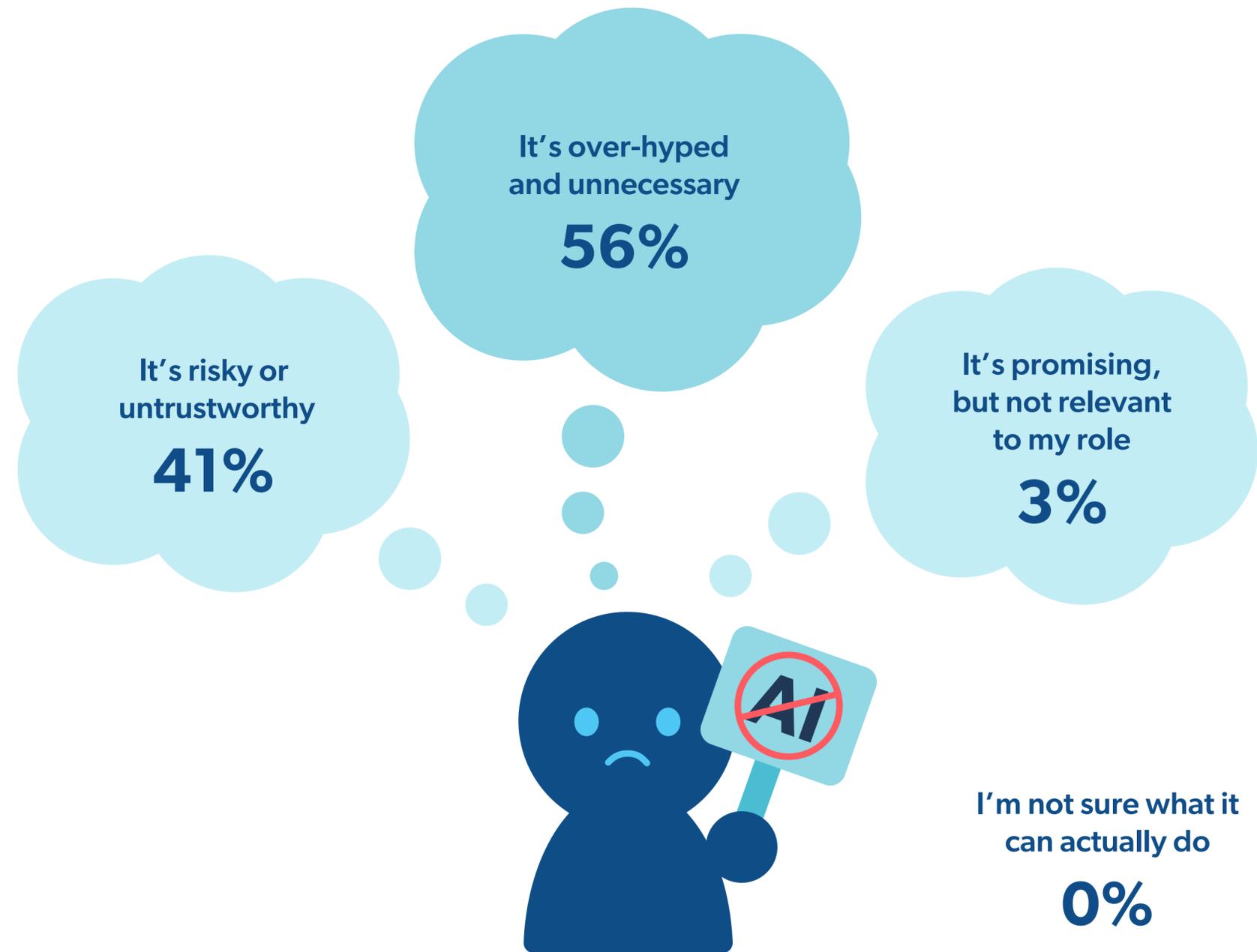
My company doesn't allow it



## PR pros who are against AI use say the tools are over-hyped and unnecessary

Of the **7%** of PR pros who say they have no plans to explore AI, the majority think the tools are being over-hyped and are unnecessary. An additional **41%** say the tools are risky.

Which statement best reflects your view of AI in PR?

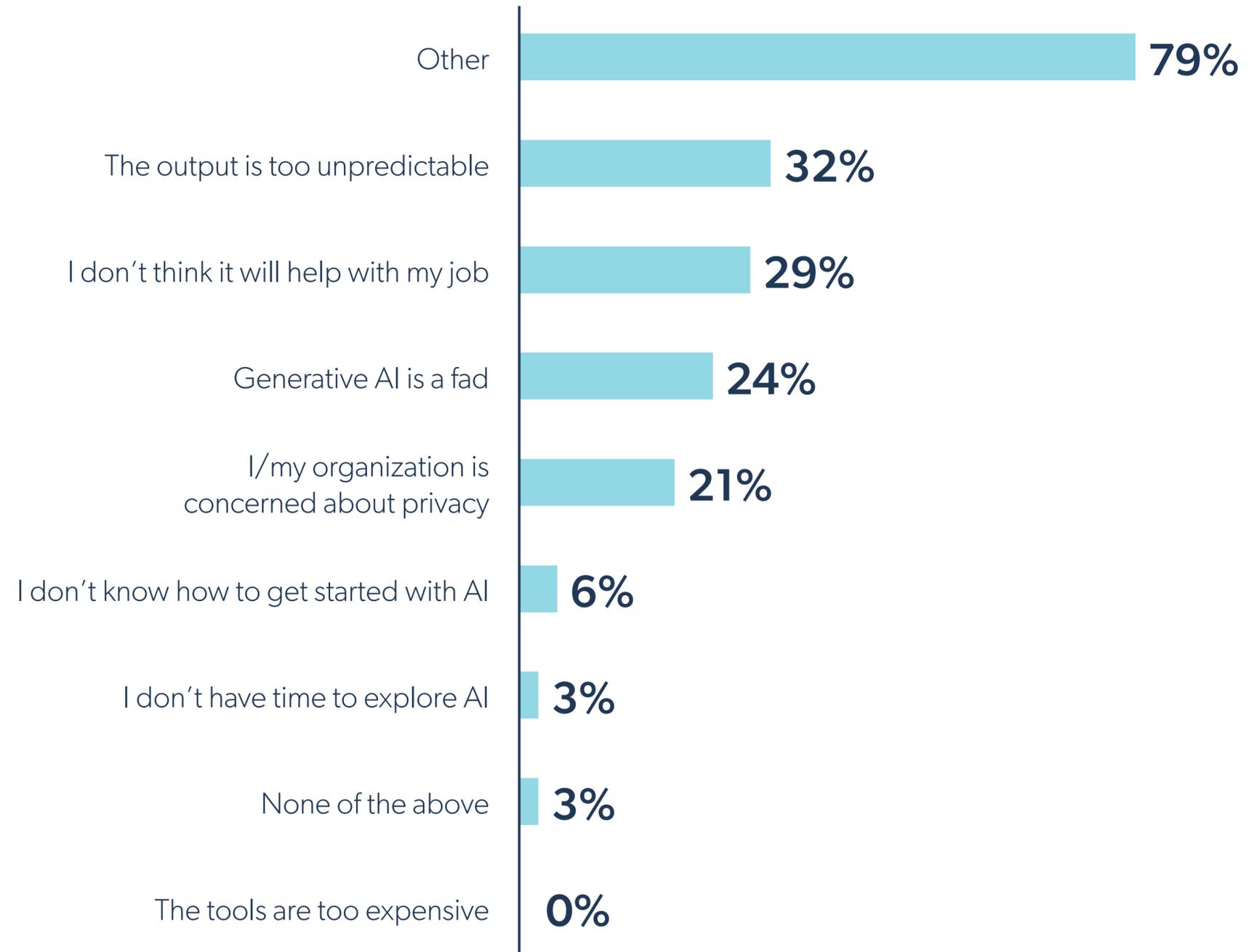


## Some PR pros have a variety of reasons to avoid using AI

While **more than one quarter** of anti-AI PR pros say the tools won't help them, or are simply too unpredictable, **79%** also provided other reasons.

Most commonly cited among the "other" category are issues like the environmental impact of AI, views that the tools commit plagiarism, or general issues with the ethics of AI usage.

### What are your top reasons for not exploring generative AI?



## 80% of anti-AI PR pros say they won't make the switch

Most PR pros who say they aren't interested in exploring AI simply don't see themselves using the tools in the future, no matter what.

Those who filled in the "other" response express distaste for the tools or say their accuracy needs to improve significantly.

## What would help you feel ready to start using AI in your work?

I don't see myself using AI in the future



Other



If my company encouraged or required it



If I received training or examples of proven use



My company doesn't allow it



If tools became more affordable or easier to use



# Methodology

**We surveyed 564 PR professionals from Dec. 5 to Dec. 24, 2025.**

This survey aims to provide insights to the PR industry, focusing on understanding workflows in the growing area of generative artificial intelligence. Muck Rack distributed the survey primarily via email.

The responses were reviewed and corrected for any low effort, straight-lining or major outliers. Unless otherwise noted, results should not be compared to previous year's responses due to changes in how the questions were asked.

# MUCK RACK

## Thank you!

Muck Rack is the AI communications platform where trusted data, human expertise, and embedded intelligence come together to drive clarity, speed and impact. Thousands of companies turn to Muck Rack to make sense of the media conversation around them and understand how their brand shows up in the news and in AI-generated answers. Muck Rack combines global media monitoring, Generative Engine Optimization (GEO) insights, social listening, trusted media data, AI automation, and analyst advisory to help organizations manage reputation, act quickly, and prove their impact across the PR workflow. Thousands of journalists also use Muck Rack's free tools to showcase their work and analyze the news.

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