STATE OF
AI IN PR
JANUARY 2024

Methodology

We surveyed 1,001 PR professionals from Nov. 2 to Dec. 14, 2023.

This report is an update and expansion of Muck Rack's **State of AI in PR 2023** survey released in May 2023.

The goal of this survey is to to deliver insights to the PR industry to help improve the workflow of public relations professionals, particularly around the rapidly expanding field of generative artificial intelligence. Muck Rack distributed the survey primarily through email.

Muck Rack cleaned the data in a variety of ways. First, we only counted complete responses. We also removed low effort responses. Finally, we removed any duplicate entries, responses that were generated by spam accounts and checked the data for major outliers.

The conservative margin of error for the survey is about **3%**.

Executive summary

- AI use has exploded this year. The number of PR pros who said they use generative AI more than doubled from **28%** in March to **64%** in November.

- Brands and agencies don't match up on expectations to disclose AI use. **21%** of agency PR pros say they never disclose their AI use to the clients. Only **6%** of pros at brands think that's the right move.

- **74%** of PR pros report an increase in the quality of their work using AI and **89%** say they complete projects more quickly with AI.

- While unscrutinized AI output was deemed a major risk by **63%** of PR pros using AI, **95%** say they're editing their AI output.

- Writing copy for social media is the most popular use for AI, according to **64%** of PR pros.
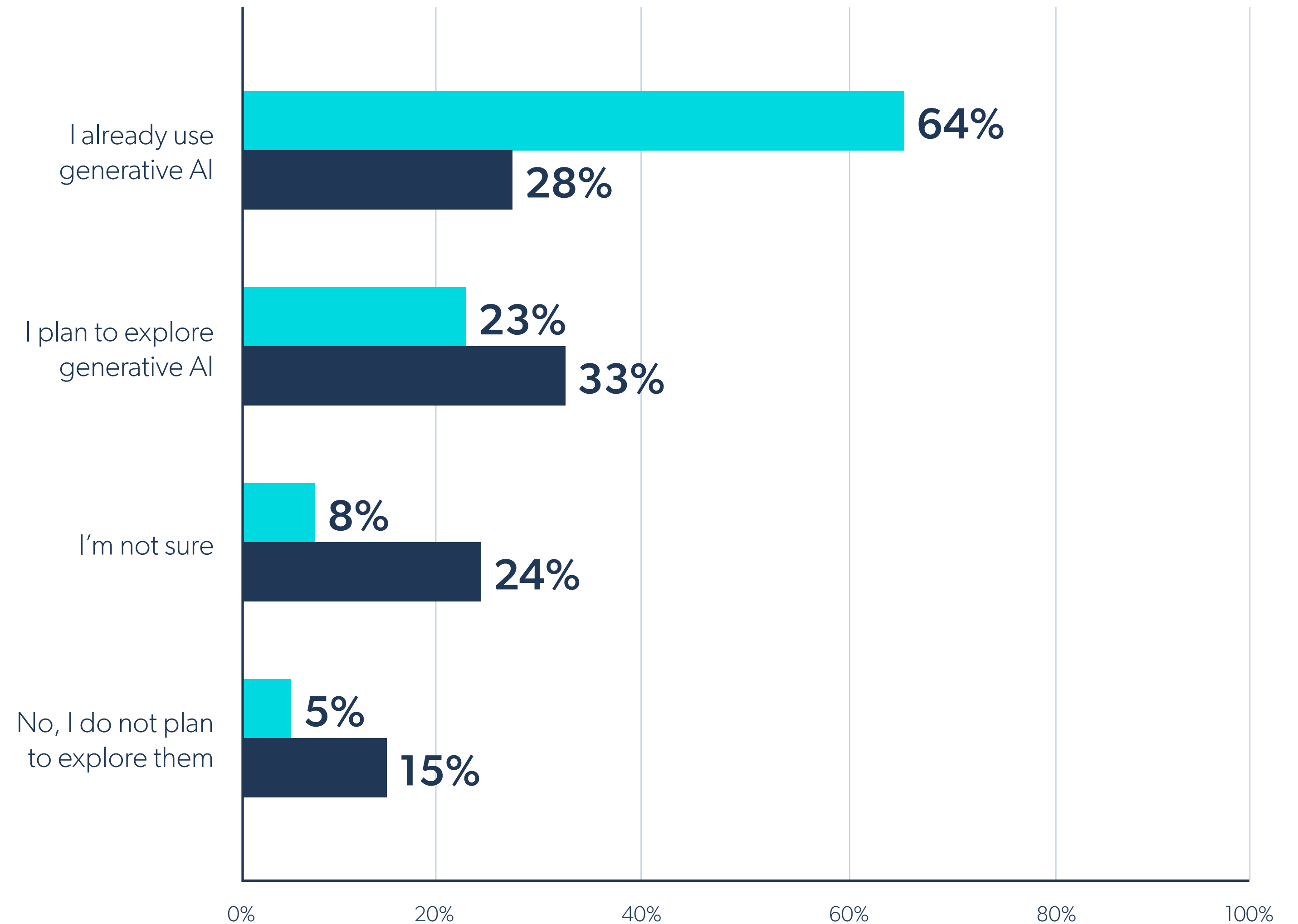
1. An overview of PR pros using AI

More than twice as many PR pros report using AI now compared to March 2023

When polled by Muck Rack in March, **28%** of PR pros said they already use generative AI in their workflow. That number has more than doubled to **64%** saying they use the new technology.

The number of people who were either not sure they wanted to use AI or had no plans of using it, both decreased substantially from **24%** to **8%** and **15%** to **5%** respectively.

■ Late 2023 results

■ Early 2023 results

**Do you plan to explore generative AI, like ChatGPT or DALL-E, in your workflow?**

I already use generative AI
- 64%
- 28%

I plan to explore generative AI
- 23%
- 33%

I'm not sure
- 8%
- 24%

No, I do not plan to explore them
- 5%
- 15%

0%   20%   40%   60%   80%   100%

Most companies don't have an AI policy in place

While **22%** of PR pros say their workplaces have an AI policy in the works, **50%**, the majority, don't have one. Larger companies are more likely to say they have one.

Does your company have an AI use case policy?

Yes	21%
No	50%
No, but we plan to have one	22%
Don't know	7%
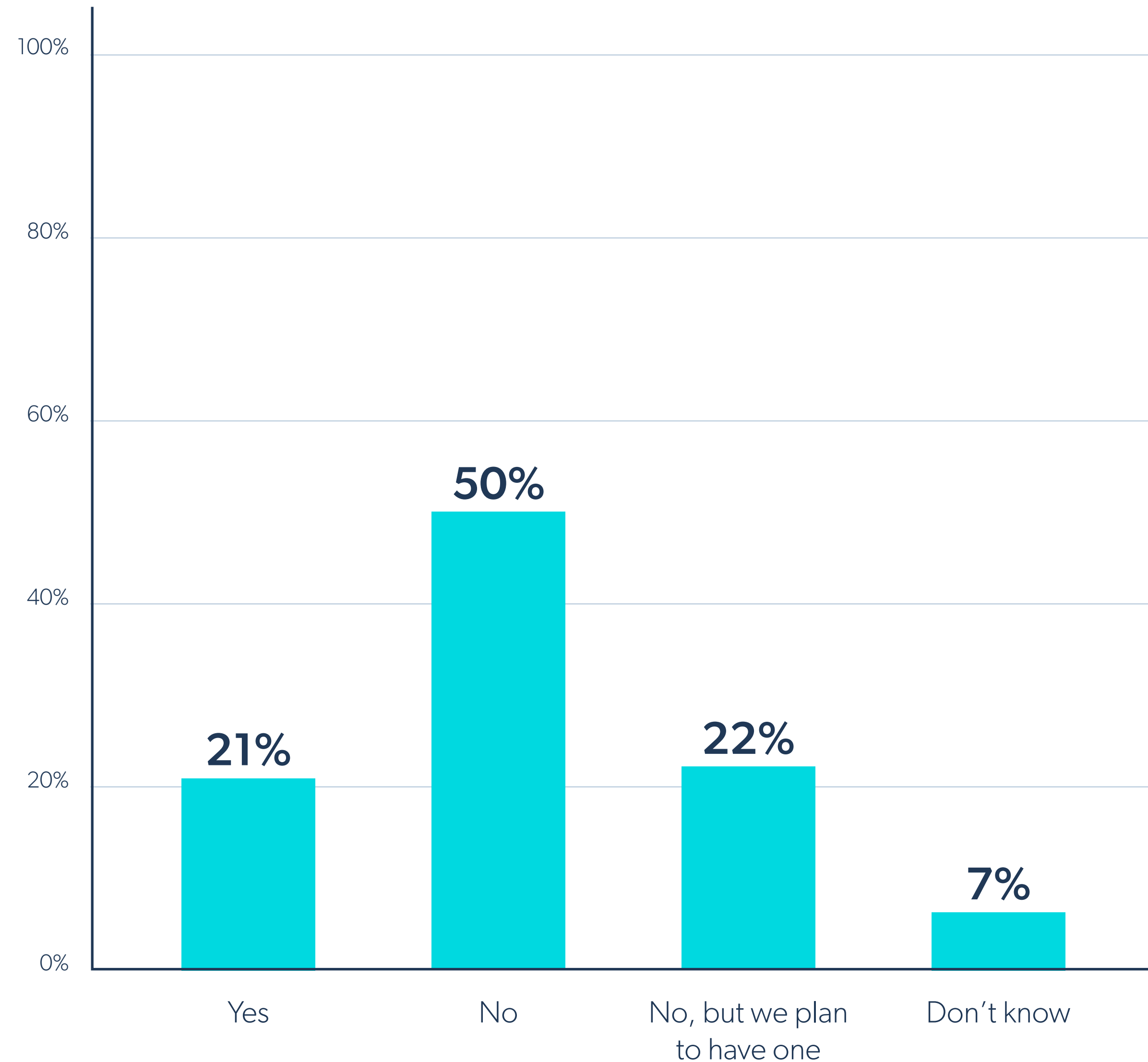
PR pros that have an AI policy tend to stick to it

Of the workplaces with a policy in place, **58%** of employees say they strictly follow the policy, **35%** say they mostly follow it, **5%** say they sometimes follow it and only **1%** say they never follow it.

Does your company have an AI use case policy?

	58%	35%	5%	1%
	I strictly follow the policy	I mostly follow the policy	I sometimes follow the policy	I never follow the policy
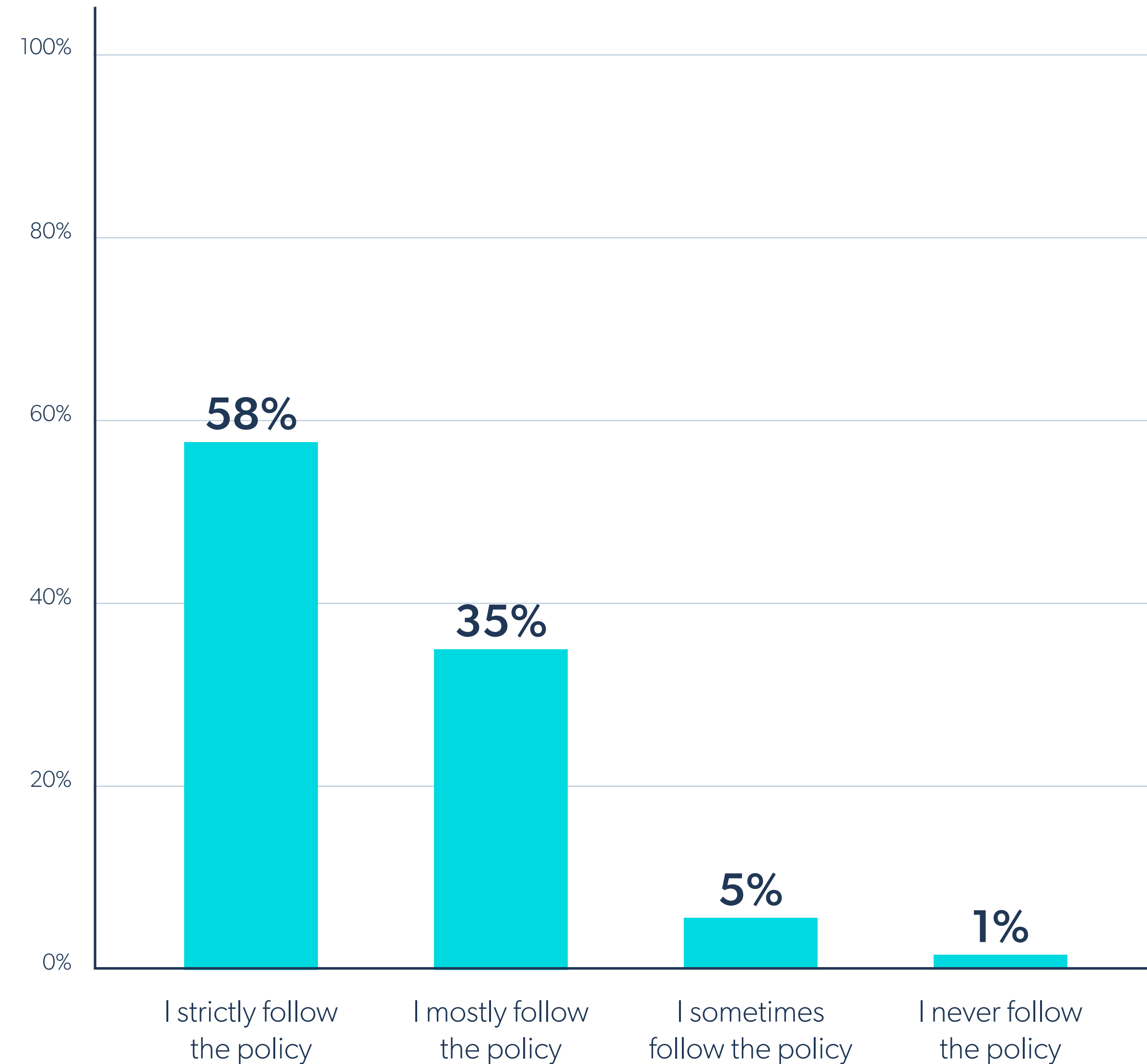
Most employees say their company does not offer AI training

Only about **one in five** companies actually train their employees in the proper usage of AI.

Does your company offer any AI training?

	Yes	No	No, but we plan to in the future	I don't know
Percentage	21%	50%	25%	5%
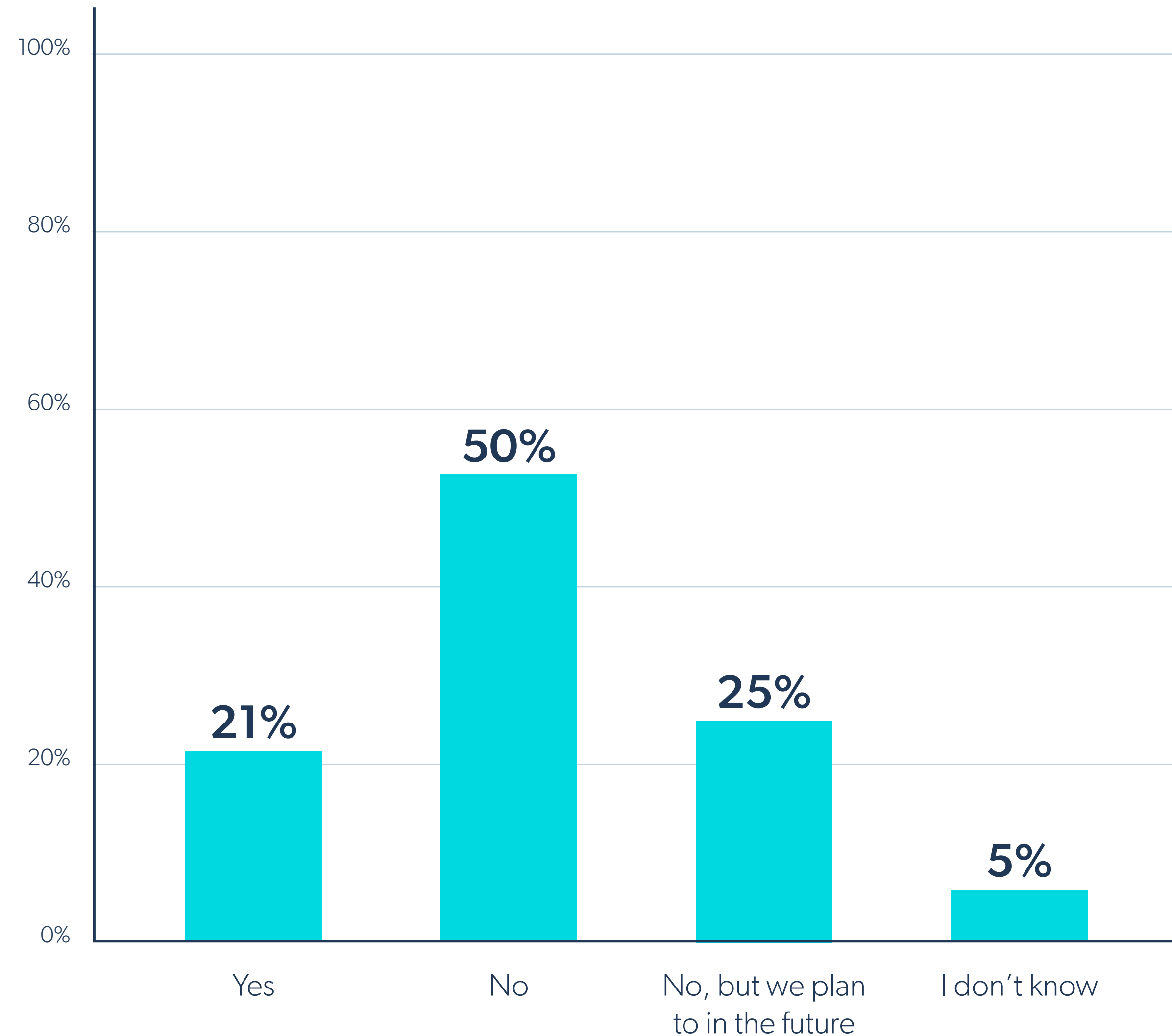
Brands want to know when their agencies use AI

While a large portion of brands are willing to treat it on a case-by-case basis, more than **one third** of PR pros at brands think AI use should be disclosed by agencies all of the time.

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

	All the time	Some of the time	Never	It depends
	35%	19%	6%	39%
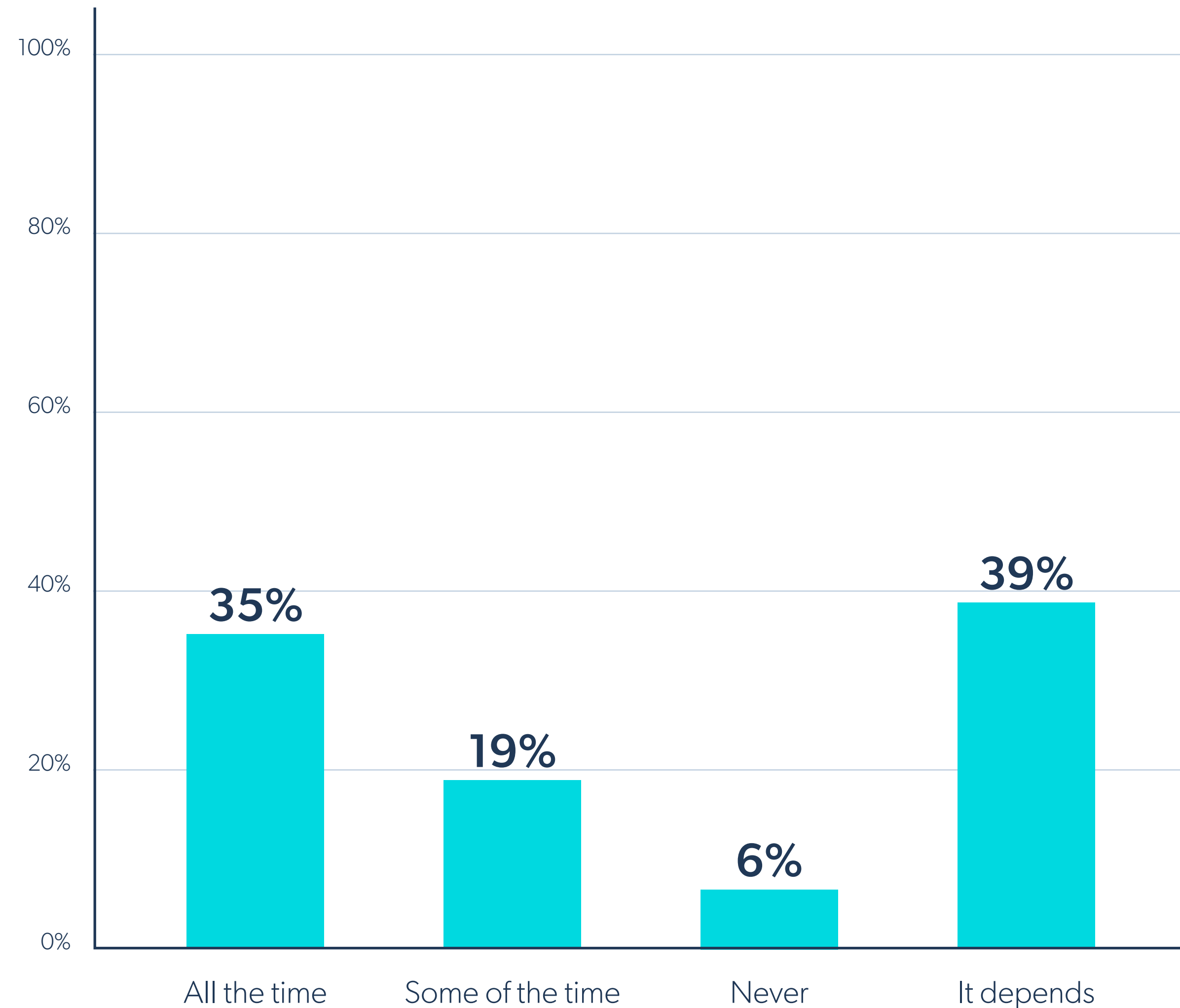
Meanwhile, agencies aren't always disclosing their AI use

Far fewer PR pros at agencies think AI use always needs to be reported to the client, **19%** versus **35%**. And while only **6%** of pros at brands think AI use never needs to be disclosed, **21%** at agencies say the same.
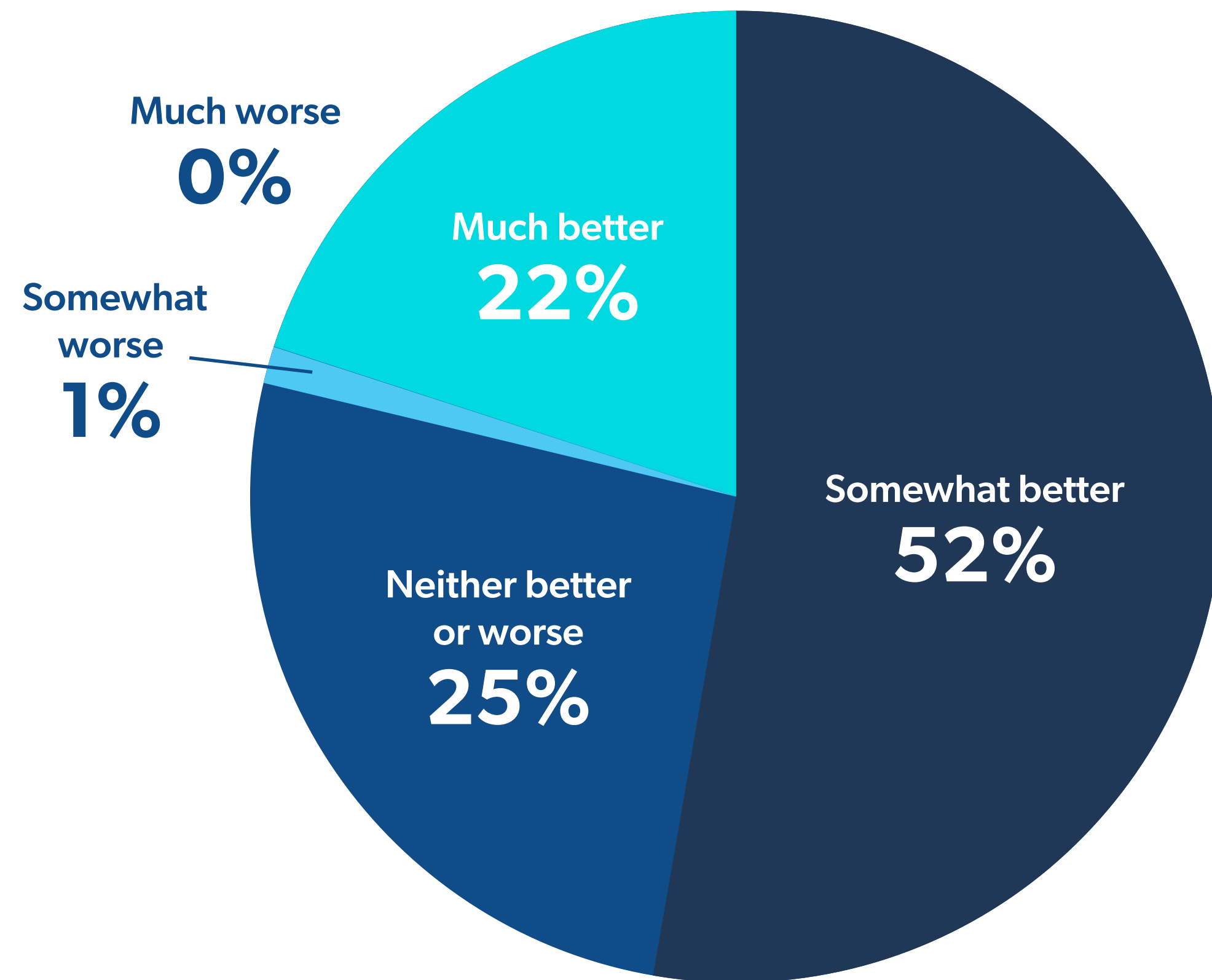
If you work at an agency, do you disclose AI use to your clients?

	All the time	Some of the time	Never	It depends
	19%	23%	21%	36%
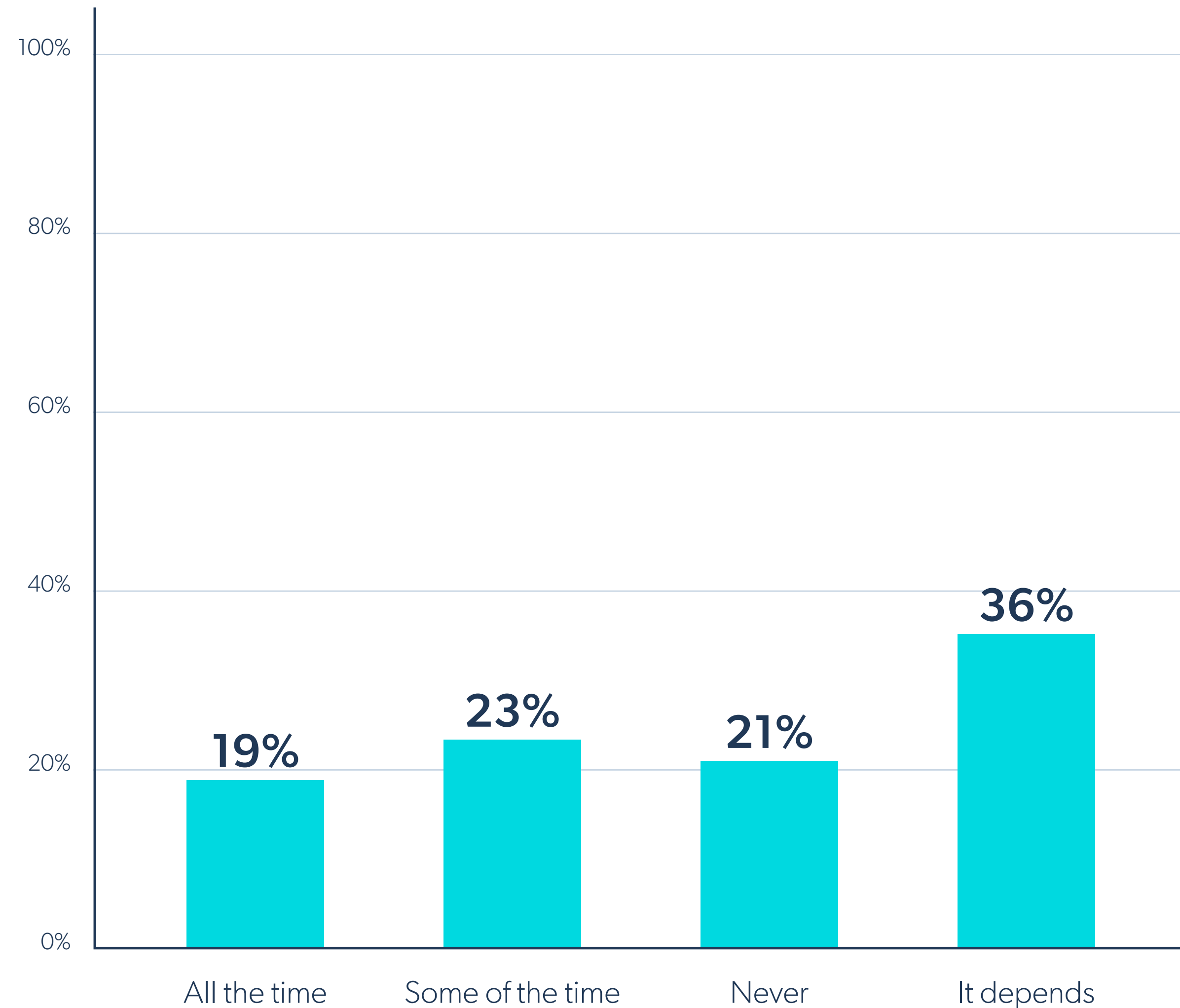
2. How PR pros use AI today

Most PR pros using AI say it helps with quality and efficiency

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

- Much worse **0%**
- Somewhat worse **1%**
- Much better **22%**
- Somewhat better **52%**
- Neither better or worse **25%**

Do you feel AI helps you complete projects more quickly?

- Yes, much more quickly **37%**
- No, AI slows me down dramatically **0%**
- Yes, somewhat more quickly **52%**
- Projects take the same amount of time **8%**
- No, AI slows me down somewhat **1%**
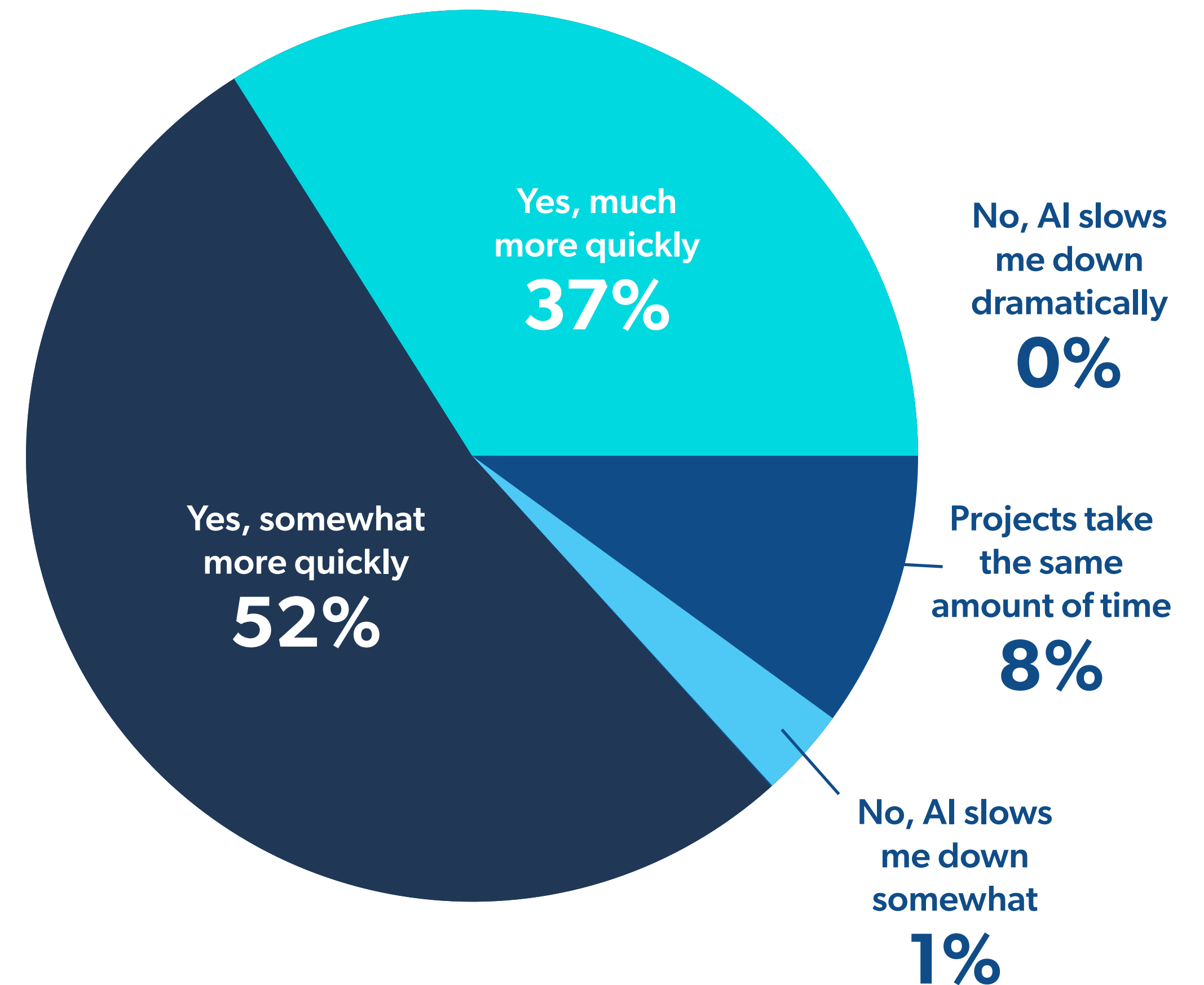
PR pros are mainly using AI for writing tasks

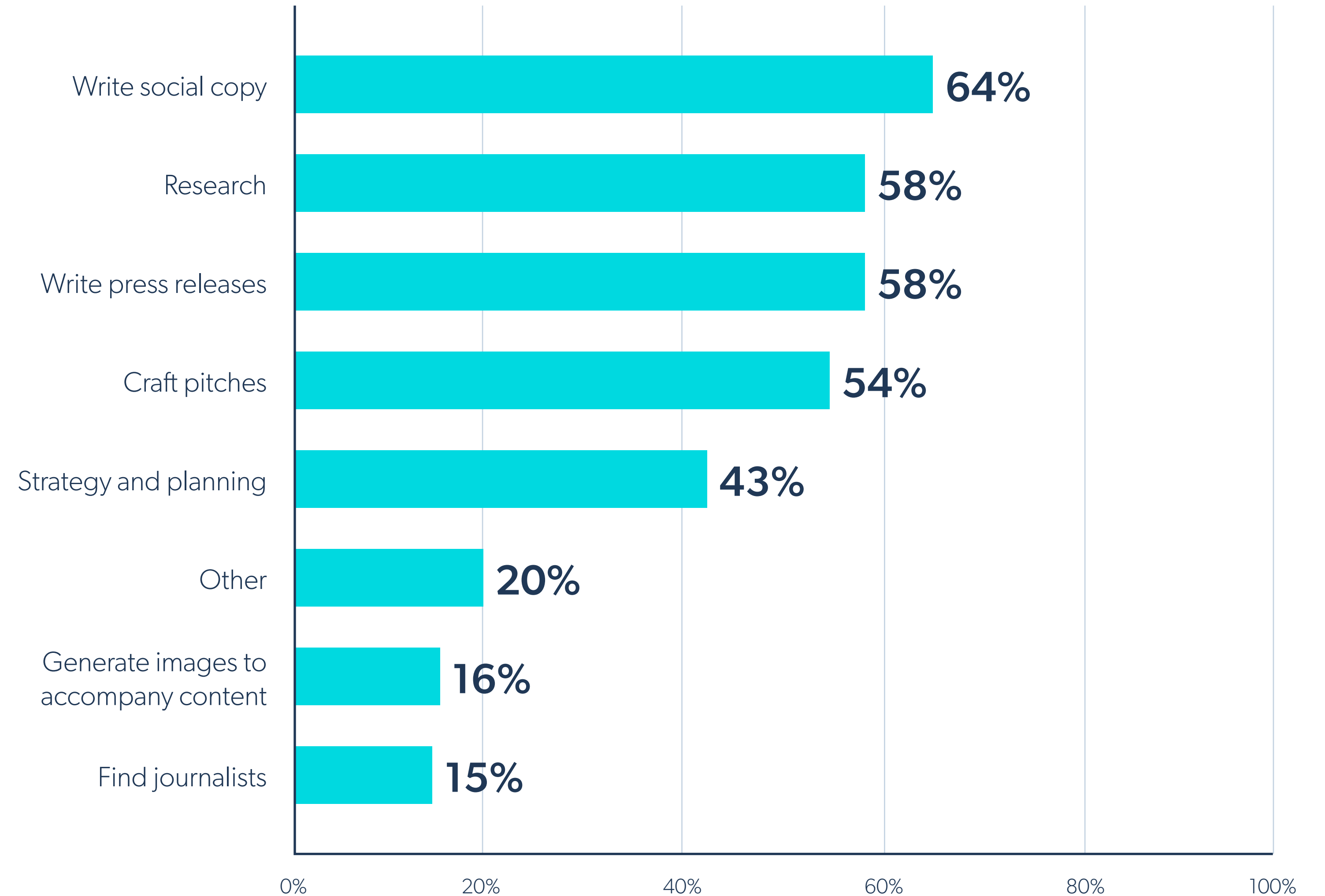PR pros are using AI for a variety of writing tasks, but **64%** say they use it to write social copy. 58% say research and writing press releases and **54%** use it to craft pitches.

The "other" category was filled with a variety of uses, but many of them revolved around brainstorming new ideas or firming up already written content.

How do you use generative AI in your workflow?

Category	Percentage
Write social copy	64%
Research	58%
Write press releases	58%
Craft pitches	54%
Strategy and planning	43%
Other	20%
Generate images to accompany content	16%
Find journalists	15%

Almost all PR pros are editing the AI output, and most do it extensively

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

Sometimes
5%

Never
0%

Always
95%
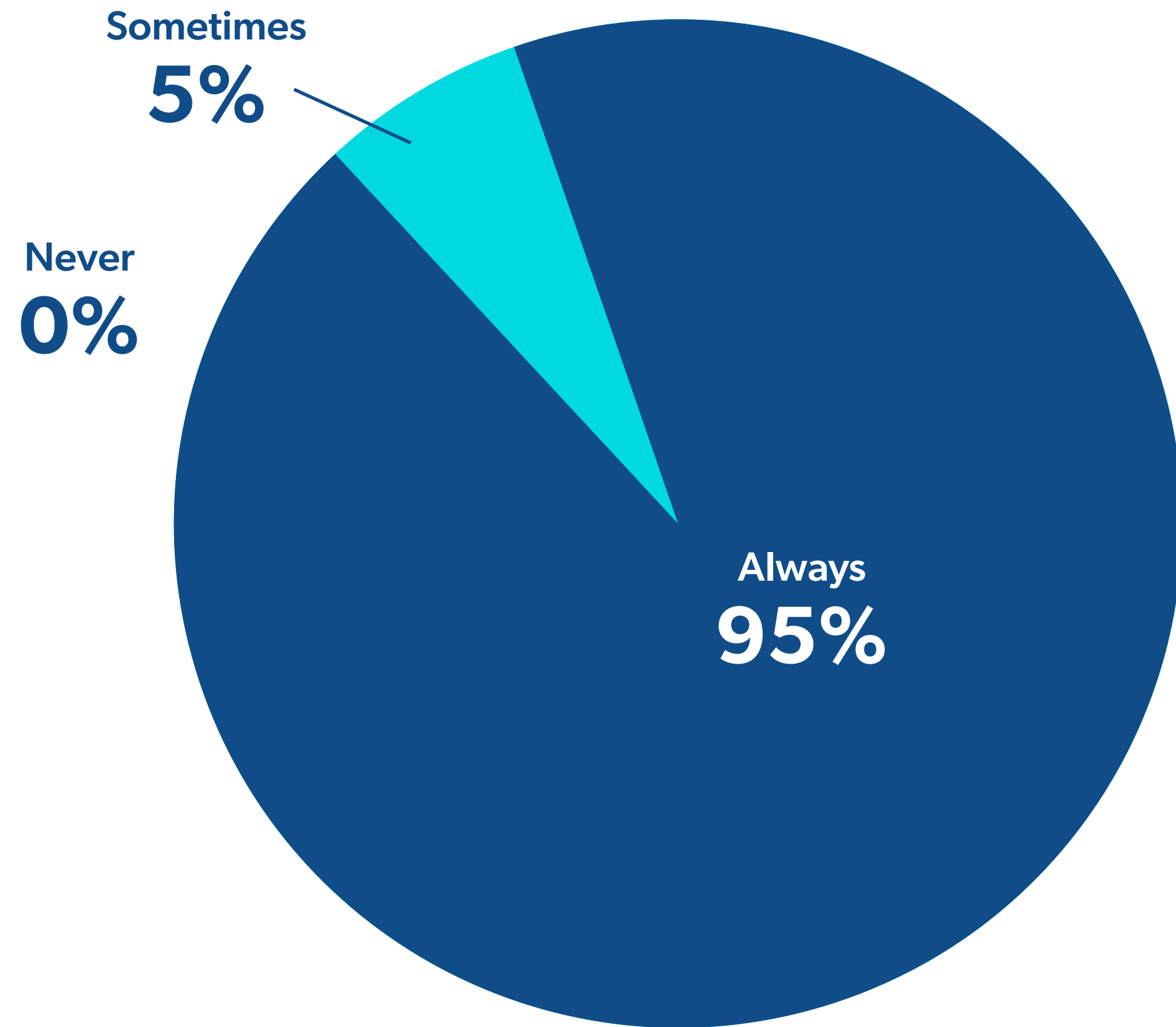
After using AI to generate text, how extensively do you have to edit the output before using the text?

I have to make edits to a few paragraphs
30%

I have to make edits to most of the text
61%

I have to make edits to a few sentences
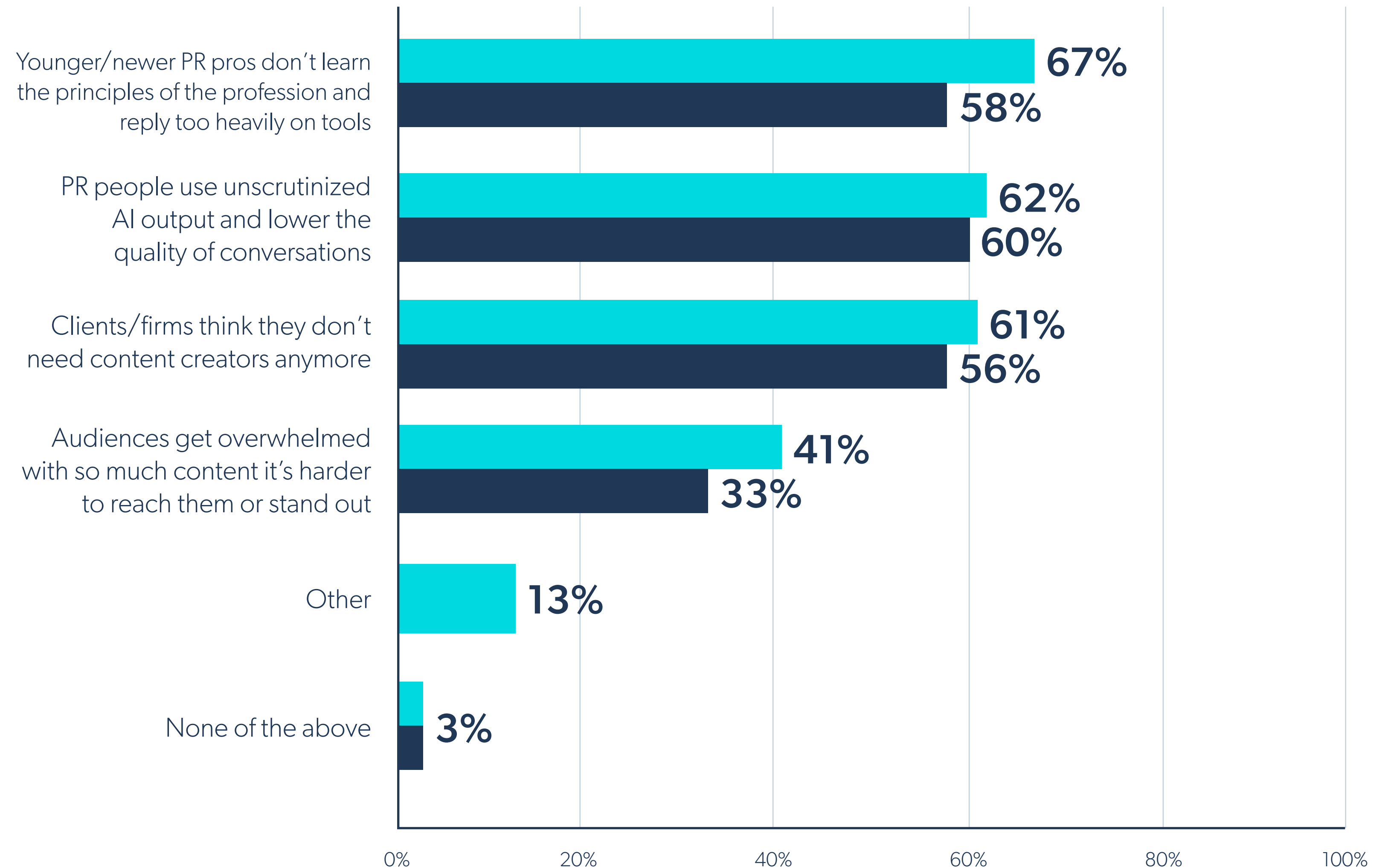**9%**
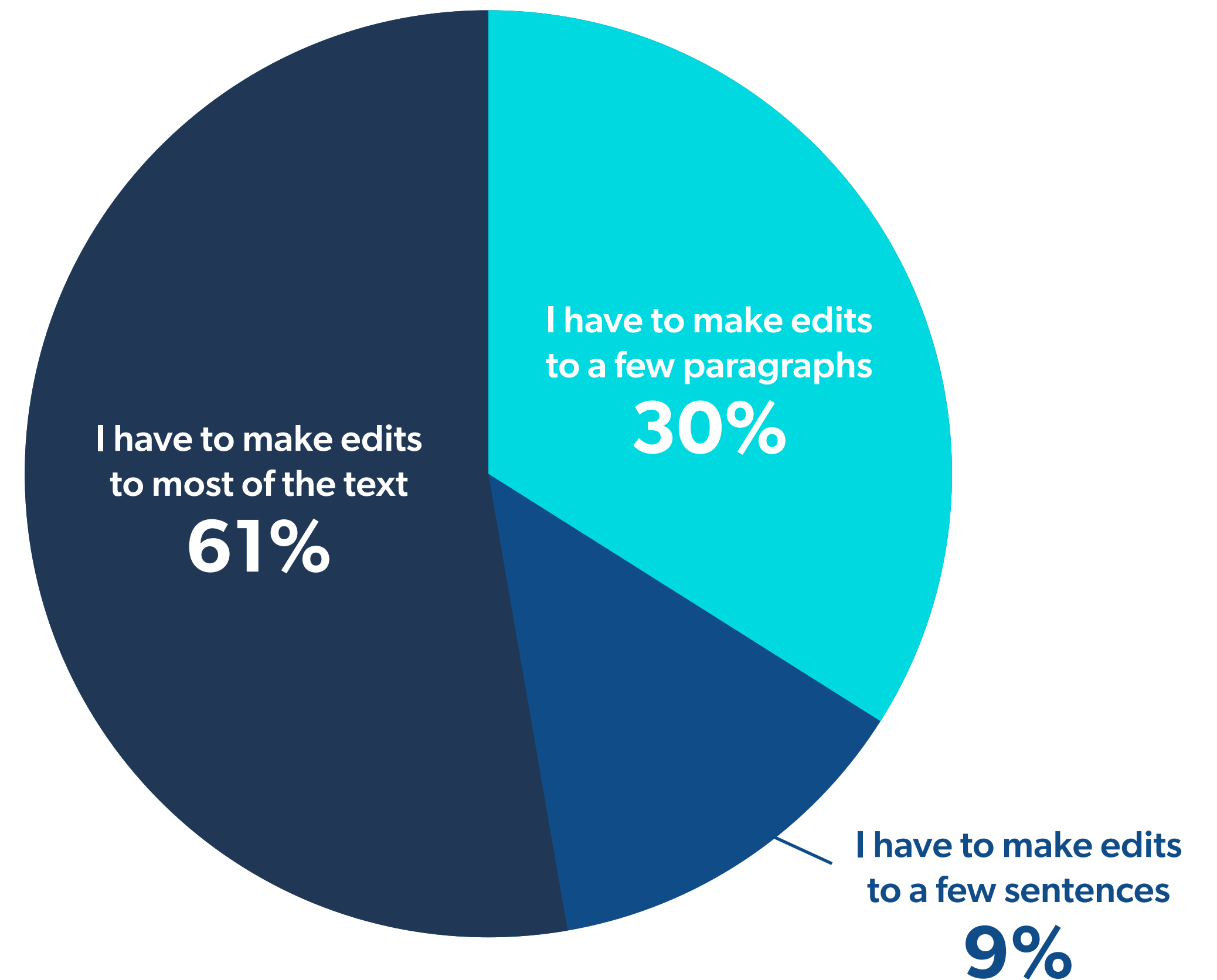
AI fears are largely unchanged

Compared to our survey in March, there is very little difference in people's main concerns about AI.

Despite **95%** of PR pros saying they edit their AI outputs, more than half of PR pros think unscrutinized AI output is a risk.

Meanwhile, **68%** are worried about the next generation of PR pros not learning the basics.

■ Late 2023 results

■ Early 2023 results

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

Younger/newer PR pros don't learn the principles of the profession and reply too heavily on tools
67%
58%

PR people use unscrutinized AI output and lower the quality of conversations
62%
60%

Clients/firms think they don't need content creators anymore
61%
56%

Audiences get overwhelmed with so much content it's harder to reach them or stand out
41%
33%

Other
13%

None of the above
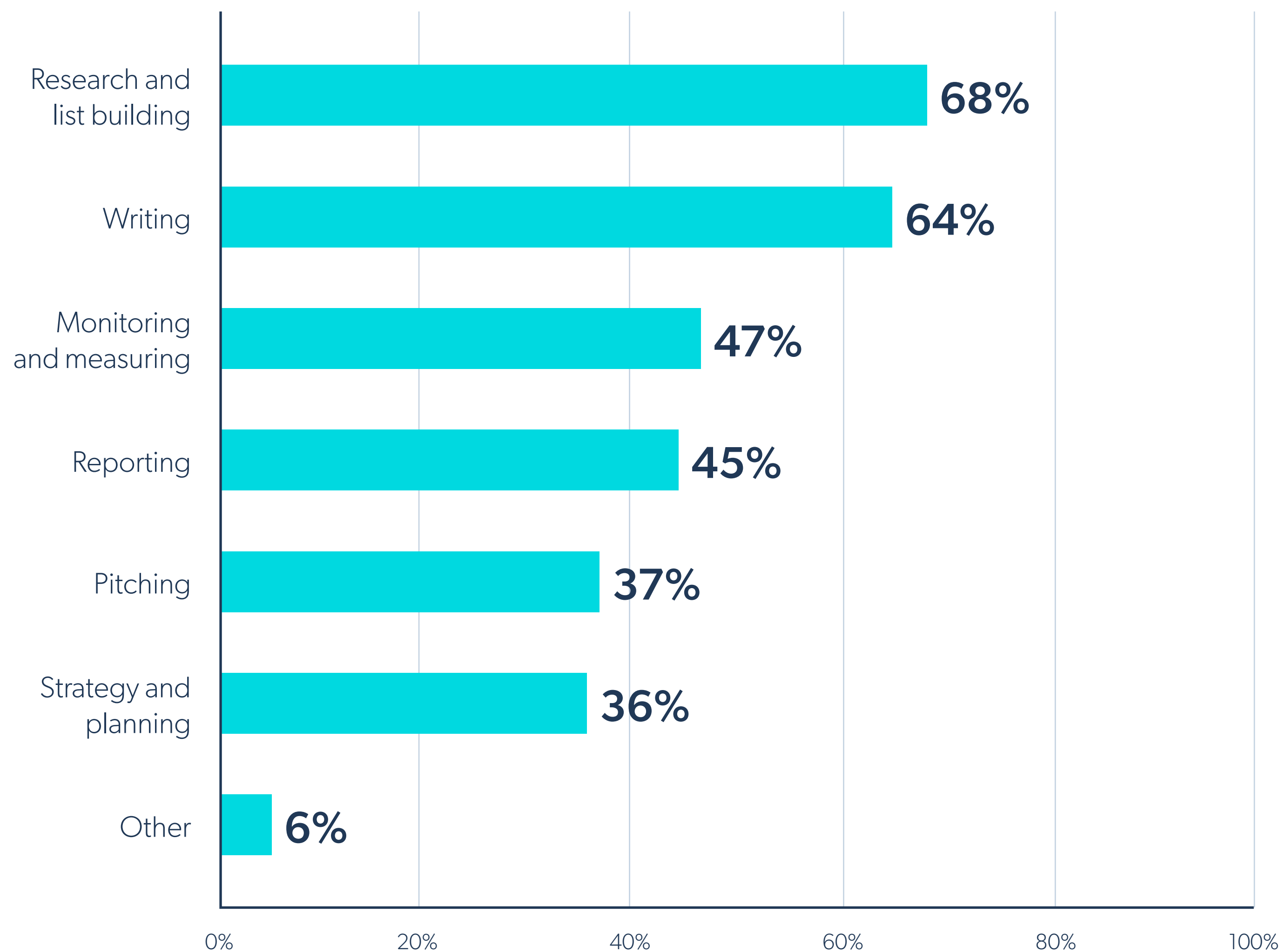**3%**

0%   20%   40%   60%   80%   100%

3. How PR pros want to explore AI in the future

PR pros who are interested in using AI want to use it for research, list building and writing

These categories mostly align with where PR pros currently using AI are applying the new technology.

In the future, if you choose to use AI as a tool, which area(s) might it be the most impactful?

Category	Percentage
Research and list building	68%
Writing	64%
Monitoring and measuring	47%
Reporting	45%
Pitching	37%
Strategy and planning	36%
Other	6%

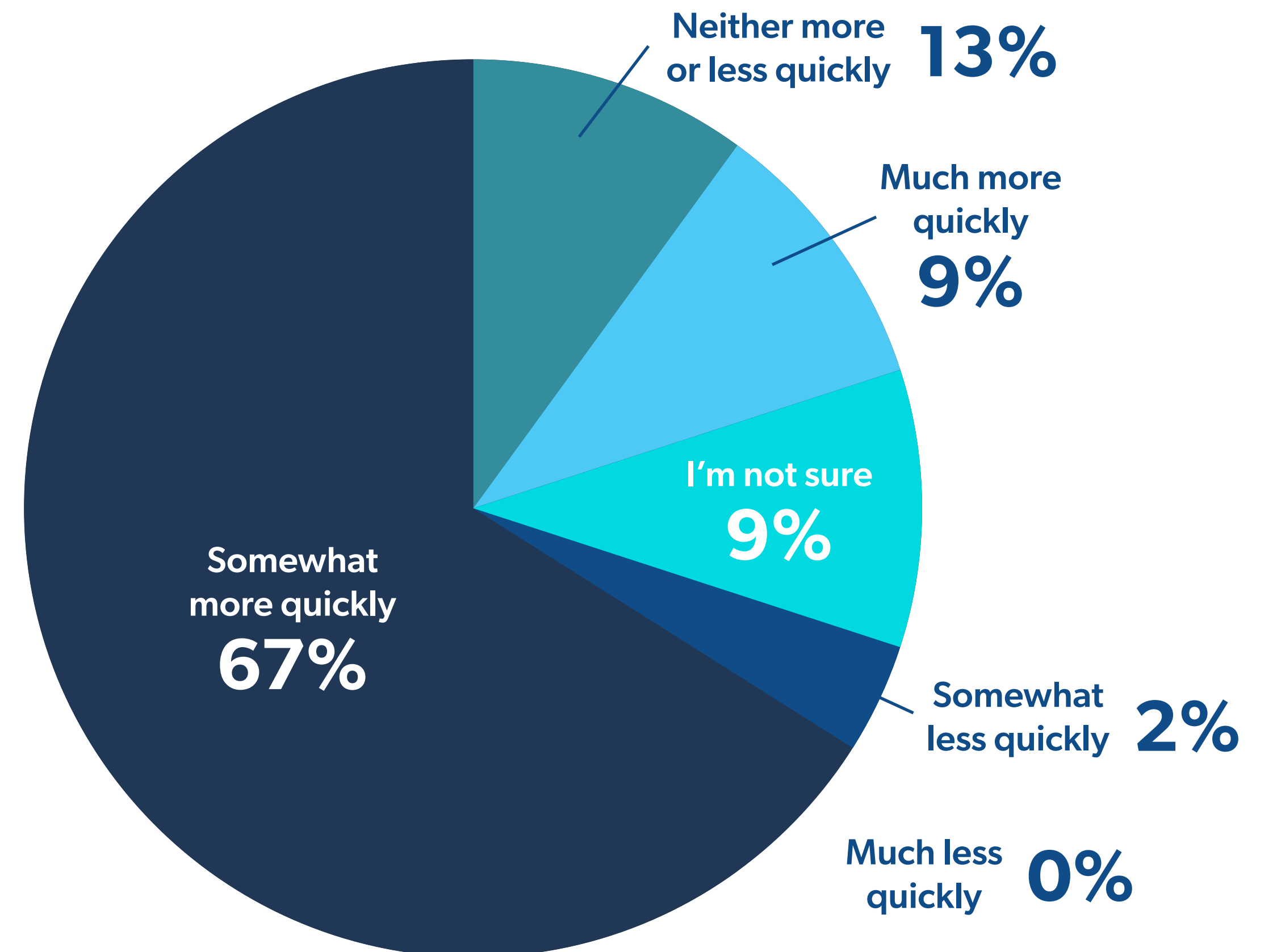0%   20%   40%   60%   80%   100%

The AI-curious are less confident in AI's impact on work speed and quality compared to current users

Do you feel AI would make the quality of your work better or worse?

- Much better 2%
- Much worse 2%
- Somewhat worse 8%
- Somewhat better 42%
- I'm not sure 14%
- Neither better or worse 32%
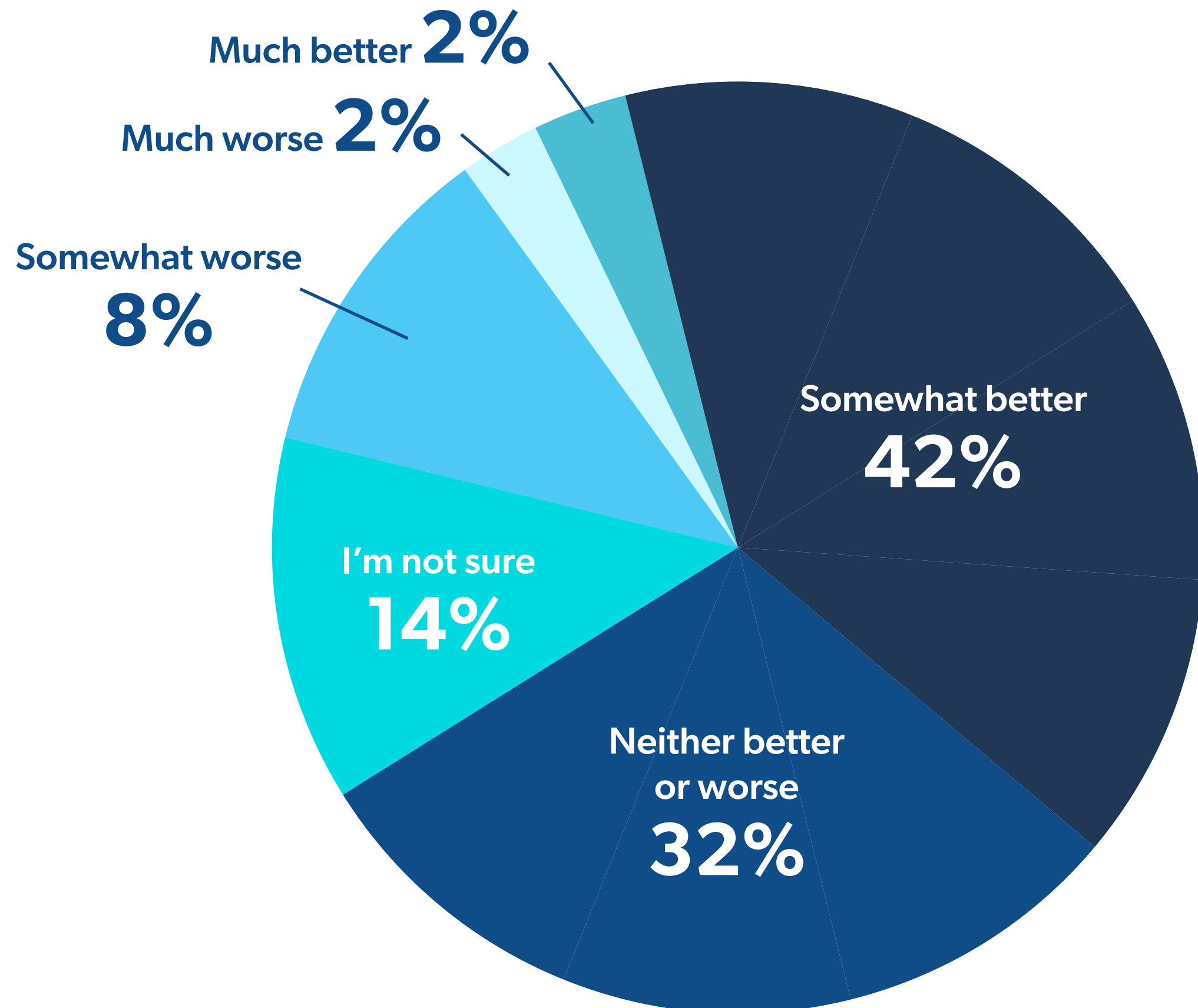
Do you feel AI would help you complete projects more or less quickly?

- Neither more or less quickly 13%
- Much more quickly 9%
- I'm not sure 9%
- Somewhat less quickly 2%
- Much less quickly 0%
- Somewhat more quickly 67%

AI curious PR pros see similar risks with the new technology

The biggest fears are for the new generation of PR pros, clients and firms thinking they don't need content creators and unscrutinized AI output.

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

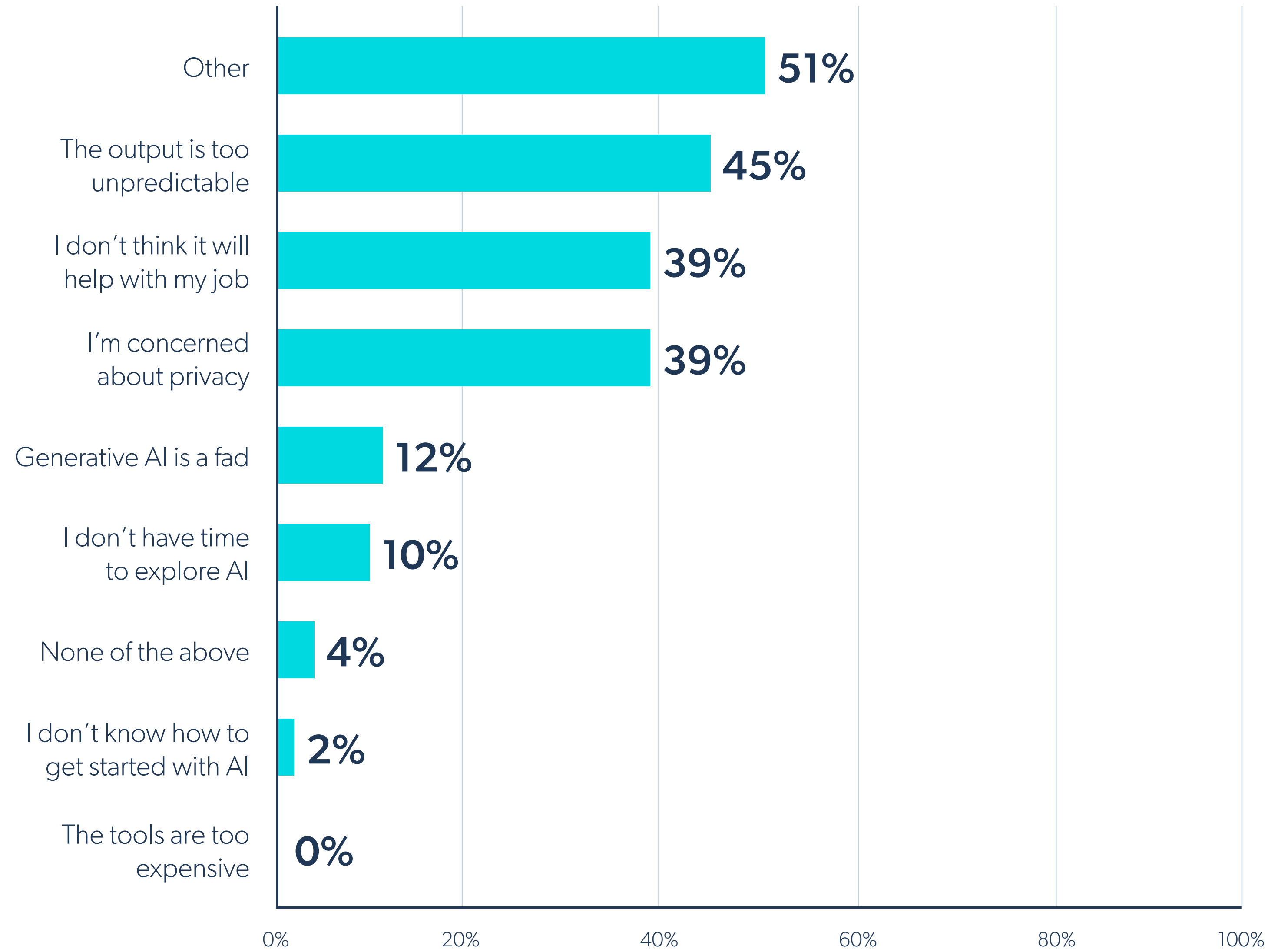|	
Younger/newer PR pros don't learn the principles of the profession and reply too heavily on tools	74%
Clients/firms think they don't need content creators anymore	70%
PR people use unscrutinized AI output and lower the quality of conversations	67%
Audiences get overwhelmed with so much content it's harder to reach them or stand out	43%
Other	12%
None of the above	0%
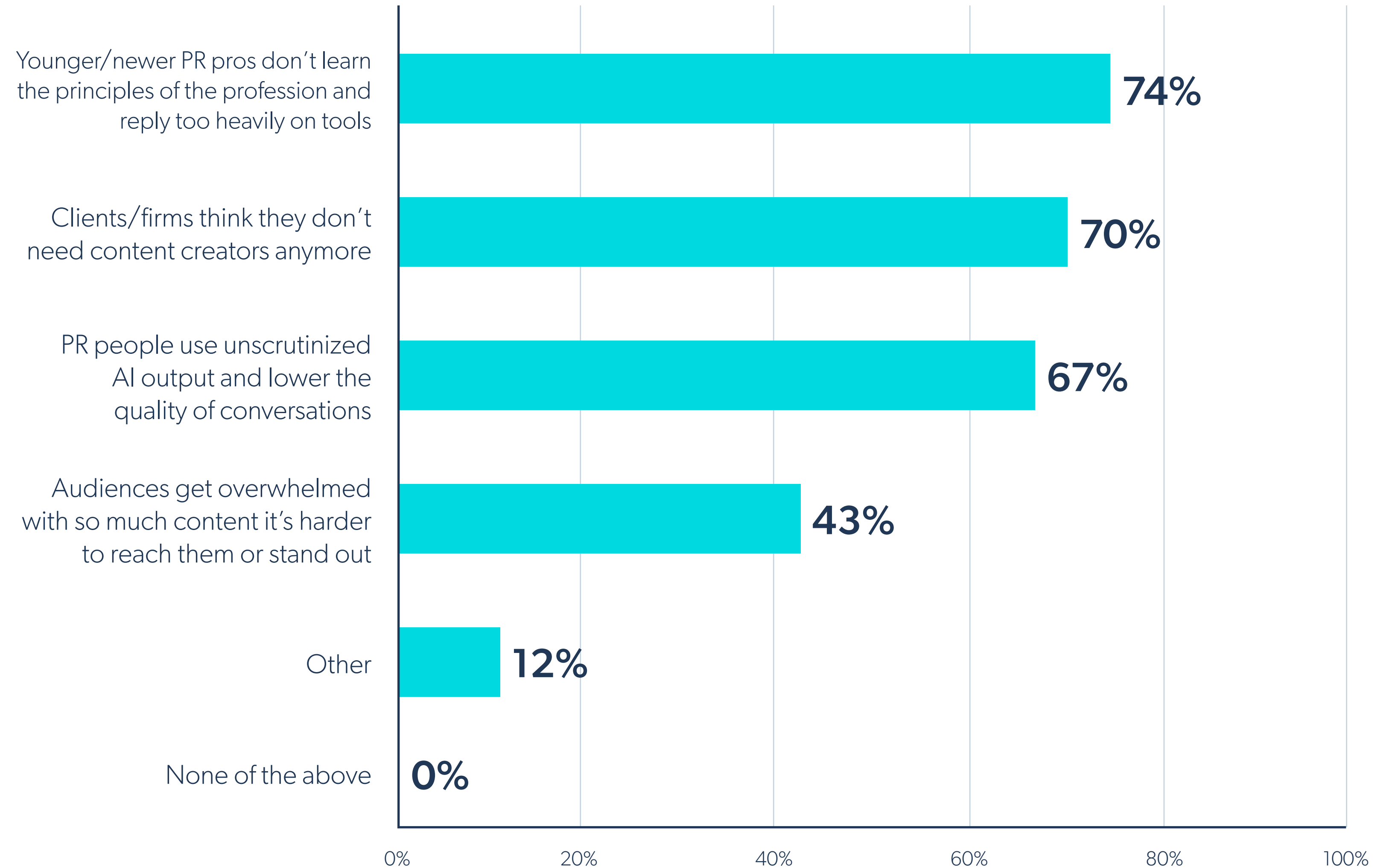
Anti-AI PR pros have a variety of reasons behind their opposition

While **43%** say the output is too unpredictable and **40%** have concerns about privacy, about **one in three** don't think AI will help with their job.

The responses to the "other" category cover a wide range of reasons. Some say there's an ethical reason to avoid AI, others cite security concerns. One PR pro pointed out "why should anyone be bothered to read something I couldn't be bothered to write?"

What are your top reasons for not exploring generative AI?

Reason	%
Other	51%
The output is too unpredictable	45%
I don't think it will help with my job	39%
I'm concerned about privacy	39%
Generative AI is a fad	12%
I don't have time to explore AI	10%
None of the above	4%
I don't know how to get started with AI	2%
The tools are too expensive	0%

MUCK RACK

Thank you!

Muck Rack's Public Relations Management (PRM) platform enables PR teams to find the right journalists for their stories, send customized pitches, build meaningful relationships with the media, monitor news and quantify their impact.

Learn more