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**Challenges & Opportunities for
Communications Professionals:
Industry Experts
Spotlight Key Trends**



With the rapid rise of Artificial Intelligence (AI) tools, the future is certainly here in the evolving world of communications and public relations. The challenge for public relations and communications professionals will be to utilize AI efficiently and ethically while still preserving the human touch.

“We believe that AI will revolutionize how PR professionals approach communications, making the process more efficient and impactful,” says **Jennifer Hammers**, Executive Vice President for Sales & Marketing at ACCESSWIRE. “AI will simplify key tasks, such as curating tailored media lists through advanced algorithms that analyze journalist preferences and past coverage, saving hours of manual research. Crafting messages will become easier with AI-powered content generators that help refine tone, optimize for SEO, and tailor outreach for specific audiences. **As these technologies grow, ethical AI use will be critical to maintaining trust, ensuring transparency and addressing misinformation.**”

“It is constantly becoming more difficult to get — and hold — people’s attention,” notes **Lauren Easton**, Vice President of Corporate Communications, The Associated Press. “As communicators, **we must continue to think creatively about our message and be nimble and agile as we find new ways to reach our intended audiences, wherever they may be.**”

A decorative background graphic at the bottom of the page features a light gray grid of lines. Various icons are scattered across the grid, including person silhouettes, speech bubbles, and circular nodes in shades of orange, blue, and purple. The text is overlaid on this graphic.

‘As these technologies grow, ethical AI use will be critical to maintaining trust.’



“Artificial Intelligence is already moving deeply into public relations, marketing and advertising,” points out **Sean D. Williams**, Associate Teaching Professor at Bowling Green State University. “AI needs lots of power — as the world continues to move toward renewable energy, how will there be enough to support AI alongside everything else? How should we use AI ethically? **What does AI mean for strategy, creativity and human communication? What about disinformation?** These are the questions that we predict will seize the moment in 2025 and beyond.”

“In 2025, strategic communications in healthcare will emphasize hyper-personalization and digital engagement,” predicts **Debi A. Miller, Ed. D., APR, Fellow PRSA**, Director of Communications, Cone Health. **“AI-driven tools will tailor messages for diverse audiences, fostering connection with patients and employees alike. Transparency and trust will remain essential** as health systems address public health challenges and partnerships. Social media and digital platforms will enhance real-time communication, while internal strategies will prioritize collaboration and employee engagement. These efforts will align communications with organizational goals and the evolving needs of patients and communities.”

In 2025, Daily Buzz sees PR staying powerful with a human touch! While AI may help with quick media updates and trend tracking, we prioritize a personalized approach to client service. Our team works closely with clients, leveraging hands-on experience to drive impactful campaigns. In a tech-driven world, we keep things human-centered, ensuring each campaign feels authentic and effective.

“2025 will continue to see the PR industry shaped by AI & Big Data-driven communications strategies,” agrees **Rainer Maassen**, Founder & Managing Director, Convento. “The abundance of influencers and available channels makes it harder to cut through the noise and reach the right target audience for your brand. Leveraging the right tools to build stronger, mutually beneficial relationships between journalists and sources becomes even more important. **While AI optimizes efficiency, PR professionals will have to find the right balance of human creativity paired with cutting-edge technology to shape their brand’s voice.**”



Doug Simon, CEO of D S Simon Media, says, “Clarity about the country’s direction and the elimination of election noise will create a tremendous opportunity for communicators and brands to tell their stories across platforms. The upside in spending on communications will increase. Spending on healthcare, public affairs, technology, energy and consumer products should increase. Companies that benefit from spending from the Inflation Reduction Act will increasingly promote the work that they are doing. **It should be a record year for the PR industry.**”

‘The future demands public relations practitioners who can leverage technology responsibly.’

“With AI’s rapid integration into daily communication functions, junior roles will increasingly evolve toward data-informed communication engineering, where creating, curating and analyzing content is essential,” reports **Jessica M. Graham, APR, Fellow PRSA**, Founder & CEO, Fionix Consulting. **“AI will also redefine the collaboration between PR and marketing,** accelerating the need for a cohesive approach that amplifies brand authenticity and resilience — with communications increasingly taking the lead. Those who prioritize ethics, adaptability and authenticity will help the industry thrive, making 2025 an impactful year for PR.”



“In 2025, video will be essential in internal communications, ” believes **Thibaut Machet**, Co-founder and CEO of PlayPlay. **“As attention spans shorten, organizations must adapt by using engaging video content** that reflects how employees enjoy consuming new information today. A video-first strategy can enhance employee engagement and foster strong connections within and across teams. The future of communications is visual, dynamic, and driven by the power of video.”

“2025 will revolutionize our industry, and promises innovation, disruption and endless potential,” explains **Aaron Kwittken**, CEO & Founder of PRophet. **“The evolution of AI will expose AI-washing and hollow claims**, while cognitive AI emerges over generative AI as the new focus. Human-AI boundaries blur as AI tools master creativity, challenging professionals to ensure authenticity. Autonomous agents, once sci-fi, are now redefining efficiency, managing tasks, and delivering insights with unprecedented ease. It’s a paradigm shift that will transform efficiency and productivity.”

‘Those who prioritize ethics, adaptability and authenticity will help the industry thrive.’

“AI’s honeymoon in PR may be over — 2025 is where the ‘real life’ kicks in,” predicts **Maciej Wróblewski**, Head of Marketing at Prowly. “Last year, it dazzled us with possibilities but now, it’s time to get tactical. **I see the trend shifting from ‘wow’ to ‘how’ as PR pros refine their AI strategies, integrating it into workflows to make us faster, sharper, yet unmistakably human.** At Prowly, we’re here to support that shift. AI-powered tools can handle the heavy lifting, but the real magic — creativity, authenticity and trust — will still come from PR pros.”



"In 2025, PRToolFinder expects to see AI continue to be embedded in nearly all tools, but the quality and pace of implementation will vary," says **Gina Milani**, founder of PRToolFinder. **"Thoughtfully integrated AI will empower PR professionals with smart data insights, automation of routine tasks, and advanced personalization, allowing them to focus on strategic, high-value activities.** Privacy concerns will continue to grow as well, and we expect tools will prioritize transparency and ethical AI."

"TVEyes anticipates a future where the increasing reliance on video and audio for information makes it a requirement to have a media monitoring service capable of capturing and analyzing vast amounts of content from sources like TV, radio, podcasts and streaming video in order to gain deep insights and intelligence about consumer opinions and the competitive landscape," says **Daren Benzi**, Chief Commercial Officer, TVEyes. **Complicating the communication landscape is the rise of AI-generated content.** This necessitates advanced monitoring algorithms to distinguish between genuine and fabricated information, making fact-checking crucial for effective media monitoring and communications in 2025 and beyond."

"In 2025, our field will be defined by AI-powered tools that enhance content creation and audience engagement, but ethical considerations remain critical," warns **Tara L. Smith, M.S., APR**, Director, Online M.A. in Strategic Communication at the University of Delaware. "We must prioritize transparency and fairness, while combating misinformation which erodes trust. **The future demands public relations practitioners who can leverage technology responsibly, uphold ethical standards, and act as stewards of truth in a rapidly evolving media landscape.** Adaptability and integrity will be the cornerstones of our success."

"Nonprofit organizations working to advance solutions to such issues as the lack of affordable housing, the climate crisis and food insecurity will lean into two things," notes **Angela Bradbery**, Frank Karel Endowed Chair in Public Interest Communications at the University of Florida College of Journalism and Communications. "These are: 1) rooting messages in shared values to reach across political and cultural divides, and 2) shifting narratives from those that use frames associated with a particular political viewpoint to narratives that invite others into the conversation and point to those solutions on which a range of people can agree."



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The AP Stylebook is widely used as a writing and editing reference in newsrooms, classrooms and corporate offices worldwide. PRSA members enjoy a 20% discount on the searchable, customizable AP Stylebook Online, on the informative, engaging AP Stylebook Workshop, and on the recently relaunched AP StyleGuard proofing tools. Visit apstylebook.com/prsa to learn how.

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Company Website: APStylebook.com



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► **Contact Information:**

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Company Address: 300 E. Wendover Avenue, Rm.142, Greensboro, NC 27408

Direct Dial: 336-663-5215 | Mobile: 262-716-7868

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Company Website: conehealth.com



What do we offer: myconvento simplifies PR management by integrating key tasks—journalist outreach, media relations, workflow automation, content distribution, and event management—into one platform. With AI-powered tools, media monitoring, and advanced dispatch features, PR professionals can streamline processes, save time, and focus on delivering impactful stories across relevant channels.

► **Contact Information:**

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Contact Email: sales@myconvento.com

Company Website: <https://www.myconvento.com/en/>



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► **Contact Information:**

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Company Phone Number: 818-566-4151

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Company Website: www.mediamax.tv



D S Simon Media is well known as a leader in the satellite media tour industry and produces tours from its studio and multiple control rooms at its New York headquarters. Clients include top brands in healthcare, technology, travel, financial services, consumer goods, entertainment, retail and non-profits. Established in 1986, the firm has won more than 100 industry awards.

► **Contact Information:**

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Company Phone Number: 917-952-7007

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► **Contact Information:**

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Contact Email: Jessica@FionixConsulting.com

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The Grossman Group is an award-winning internal communication and leadership communications consulting firm comprising a team of senior consultants. Celebrating 25 years of driving transformation to deliver results, we're experts in change, internal, leadership, and culture communications.

► **Contact Information:**

Company Name: **The Grossman Group**

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Company Phone Number: 312-829-3252

Company Website: www.yourthoughtpartner.com



Muck Rack is the Public Relations Management (PRM) platform that enables organizations to generate coverage, analyze and report on impact, and drive efficiency and effectiveness of earned media. It delivers accurate, real-time data, insights and technology to more than 4,000 companies worldwide. Journalists use Muck Rack's free tools to showcase their portfolios, analyze news about any topic and measure the impact of their stories.

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Company Name: **Muck Rack**

Company Phone Number: 212.500.1883

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Company Phone Number: 800-636-1737

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Company Email: adam.dictrow@notified.com

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Company Website: [Playplay.com](https://playplay.com)



PRophet is an award-winning suite of AI-powered CommsTech SaaS solutions purpose-built to empower modern communicators to surface and engage with high-authority journalists and leading influencers, including a PR tool to predict journalist interest and sentiment, and an influencer (influencer-marketing.ai) tool that combines discovery, analytics, brand safety and tracking technologies.

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Company Website: prprophet.ai



Prowly is a public relations management platform for growth-focused professionals who want to enhance their organic visibility and storytelling through earned media. From finding contacts, creating pitches, comprehensive engagement analytics, media monitoring and delivering reports to clients and stakeholders, Prowly blends creative spirits with industry-relevant technology through personalization features, custom recommendations and actionable insights based on concrete data. With a commitment to exceptional customer service, we're dedicated to understanding and meeting our clients' every unique need.

► **Contact Information:**

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Company Website: <https://prowly.com>



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Company Phone Number: 925-788-7344

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Company Website: www.prtoolfinder.com



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► **Contact Information:**

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Company Website: Tveyes.com



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University of Florida College of Journalism and Communications is one of the top-ranked communications programs in the country. Our PR programs are CEPR certified for undergraduate and graduate studies, both on-campus and online. We also welcome PR pros to get involved with our students as guest speakers, lecturers and mentors.

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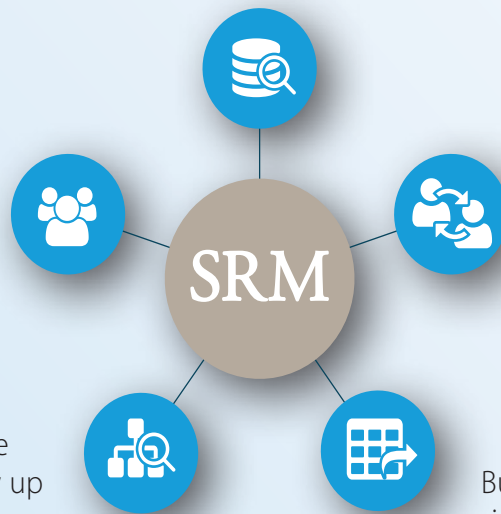
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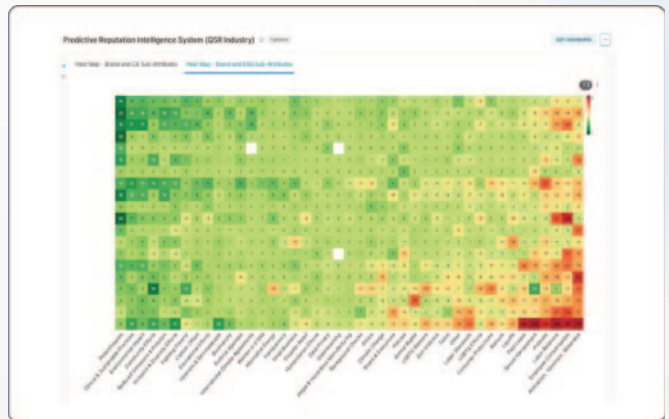
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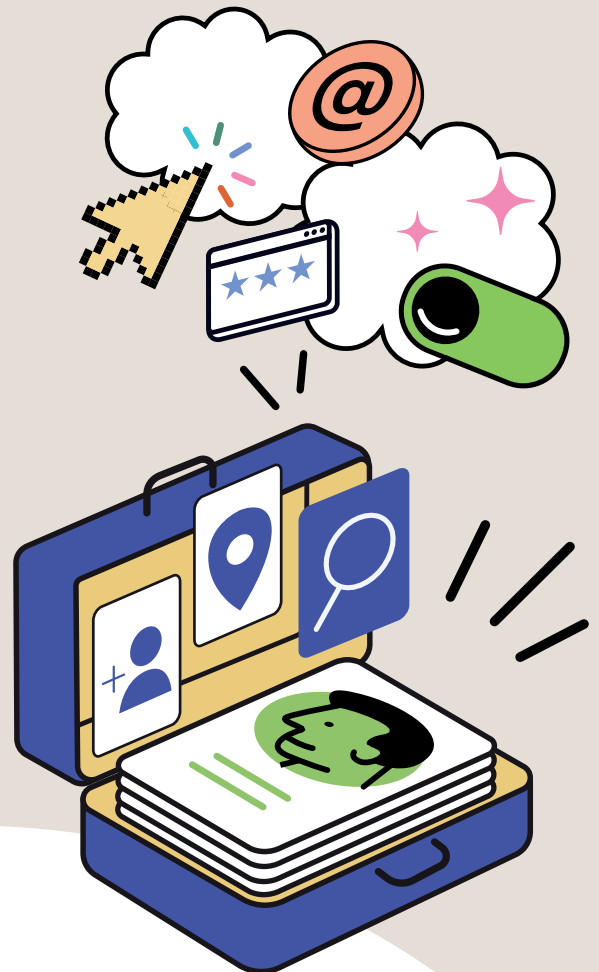
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All-in-one PR tool

- Media Database
- PR CRM
- Press Release Creator
- Online Newsroom
- Media Pitching Tool
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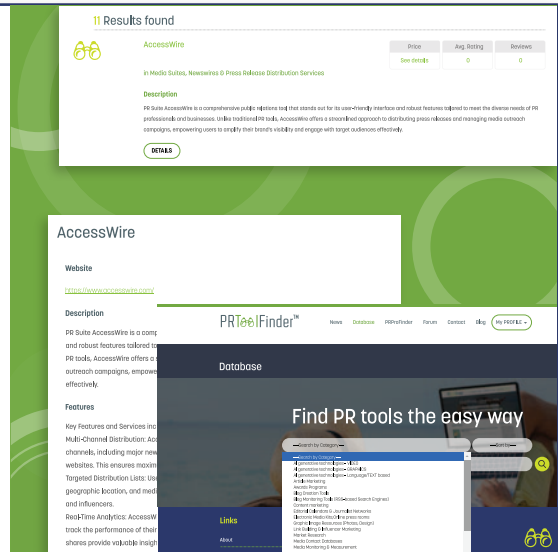
Over 30 Categories and 325+ useful tools to discover (many of them free!)

Newsletter keeps you up to date on new tools, tool news, and PR tech trends & research



PRTools Database

- ✓ Convenient category drop-down menu makes it easy to compare like tools
- ✓ Search by tool name to see what category it in to see competing tools
- ✓ See Pricing (in most cases)
- ✓ Link directly to tools of interest



Who is PRToolFinder for?

Independent PR Consultants and Small Agencies



PR consultants and boutique agencies often operate virtually and tend to be nimble and more cost-effective due to their business model. While their offerings and specialties vary, they all require tools. Almost all need:

- ✓ **Media Monitoring and Analysis:** Real-time monitoring of media coverage to stay updated on relevant news and mentions.
- ✓ **Media List Management:** Maintaining media contact lists and databases.
- ✓ **Social Media Management:** Managing their organization's social media presence, including scheduling, monitoring, and analytics.
- ✓ **Editorial Calendars & Journalist Networks**

In-House PR Teams:



In-house PR teams have varying needs and challenges compared to external agencies or consultants. Their primary goal is to manage and safeguard their organization's reputation. Their common tool requirements include:

- ✓ **Media Monitoring and Analysis:** Real-time monitoring of media coverage to stay updated on relevant news and mentions.
- ✓ **Media List Management:** Often delivered via a media suite of tools.
- ✓ **Crisis Communication Tools:** Rapid response capabilities during crises or negative news events.
- ✓ **Content Distribution and Outreach:** Platforms for distributing press releases and engaging with media.
- ✓ **Social Media Management:** Managing their organization's social media presence, including scheduling, monitoring, and analytics.
- ✓ **Reporting and Analytics:** Measuring the effectiveness of their efforts and demonstrating PR's value.
- ✓ **Market Research/Competitive Analysis:** Monitoring competitors' PR strategies and industry trends.
- ✓ **Influencer and Stakeholder Management:** Identifying and engaging with key influencers and stakeholders.

Small-Medium-Size Businesses & Consulting Firms:



Business people often have limited resources and limited knowledge of public relations in general, yet seek cost-effective, user-friendly PR tools to manage their public relations efficiently. They commonly seek out tools such as:

- ✓ **DIY PR Tools**
- ✓ **Media Monitoring and Tracking Tools:** To monitor media mentions and track their brand's reputation.
- ✓ **Social Media Management Platforms:** For scheduling, publishing, engaging with the audience, and analyzing social media metrics.
- ✓ **Press Release Distribution Services:** For broad media distribution.
- ✓ **Content Marketing Platforms:** Utilized for email marketing campaigns and newsletters.
- ✓ **Web Analytics Tools:** To measure the effectiveness of online PR and marketing efforts.
- ✓ **SEO Tools:** For improving online visibility and search engine rankings.



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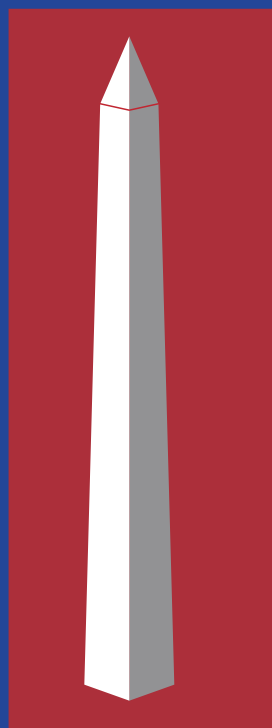
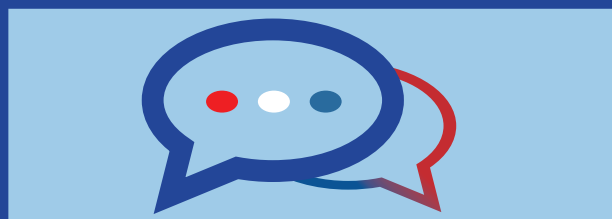
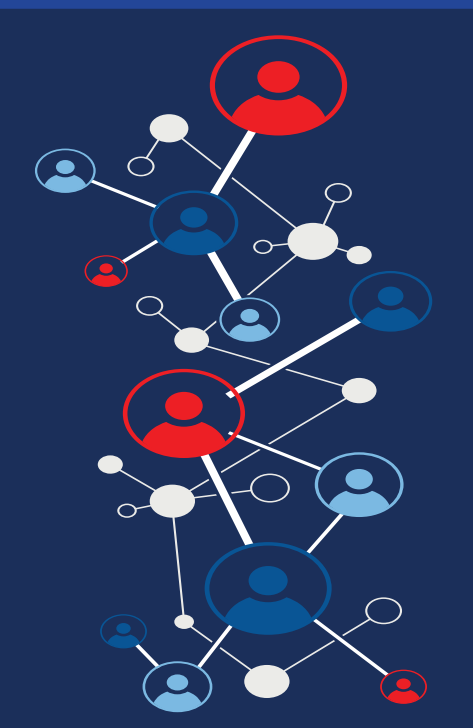
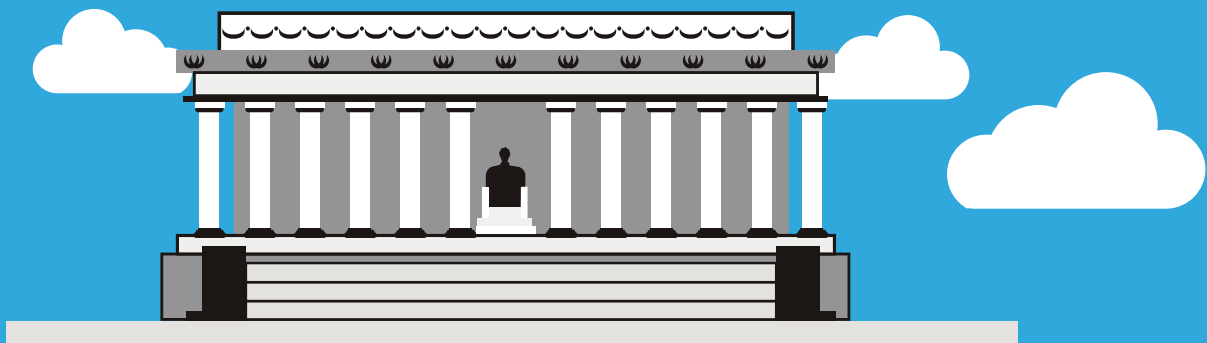
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