OFFICIAL DATA

8 PR people for every *journalist.*

The US government counts 395,300 PR specialists and managers, and 47,100 news analysts, reporters and journalists. Here is what those numbers mean for anyone who wants press coverage.

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PR specialists and managers for every journalist in the US (2025)

47,100
news analysts, reporters and journalists, all of them

-6%
projected change in journalist jobs from 2025 to 2035

9.2
PR people per journalist by 2035, if the projections hold

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PR people per journalist: the US job numbers

KEY FINDINGS

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Short answer: For every news analyst, reporter and journalist in the US, there are about 8.4 PR specialists and PR managers (395,300 against 47,100).[1,2,3] The government expects journalist jobs to shrink by 6% by 2035 while PR jobs grow, so the ratio would reach about 9.2 to 1. Every reporter is pitched by more people each year, and only relevant, well-sourced stories get through.

The count: 395,300 in PR, 47,100 in the newsroom

The Bureau of Labor Statistics (BLS) counted 314,500 PR specialists and 80,800 public relations managers in 2025.[1,3] It counted 47,100 news analysts, reporters and journalists, in every kind of outlet: newspapers, TV, radio and online.[2]

That is 8.4 PR people for every journalist. Counting PR specialists only, it is 6.7 to 1. Neither number includes the founders, marketers and agency staff with other job titles who also pitch the press, so the number of people pitching each journalist is likely higher.

PR jobs and journalist jobs in the US, 2025

Number of jobs



Source: U.S. Bureau of Labor Statistics, Occupational Outlook Handbook (2025 employment).

The gap keeps growing

BLS projects journalist jobs to fall 6% from 2025 to 2035, from 47,100 to 44,300.[2] Over the same years it expects PR specialist jobs to grow 2% (about 5,700 more) and public relations manager jobs to grow 6% (about 4,600 more).[1,3]

If the projections hold, the US will have about 405,600 PR specialists and managers and 44,300 journalists in 2035: 9.2 to 1.

New people enter faster on the PR side too. BLS expects about 23,000 openings a year for PR specialists, against about 3,400 for journalists, all of them to replace people who leave.[1,2] That is about 6.8 new PR specialists for each new journalist.

PR people and journalists, 2025 and 2035 (projected)

PR specialists plus public relations managers, and news analysts, reporters and journalists



Source: U.S. Bureau of Labor Statistics, Occupational Outlook Handbook, projections 2025 to 2035. 2035 totals are our sums of the BLS projections.

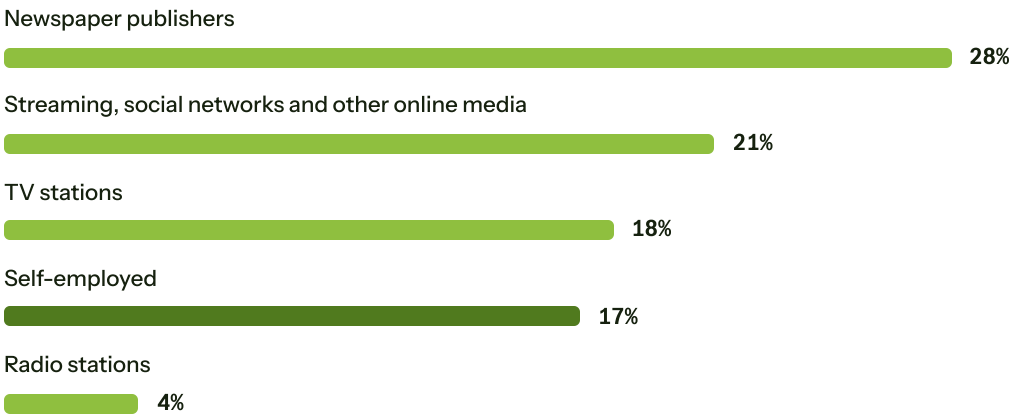
Where journalists work now

Newspaper publishers still employ the largest share of journalists, 28%. Next come media streaming services, social networks and other online content providers (21%), TV stations (18%) and radio stations (4%). And 17% are self-employed.[2]

That last group matters for anyone pitching. Freelancers choose their own stories and then sell them to editors, so a pitch is only useful to them if it can become a story an editor will buy.

Where news analysts, reporters and journalists work

Share of jobs, 2025



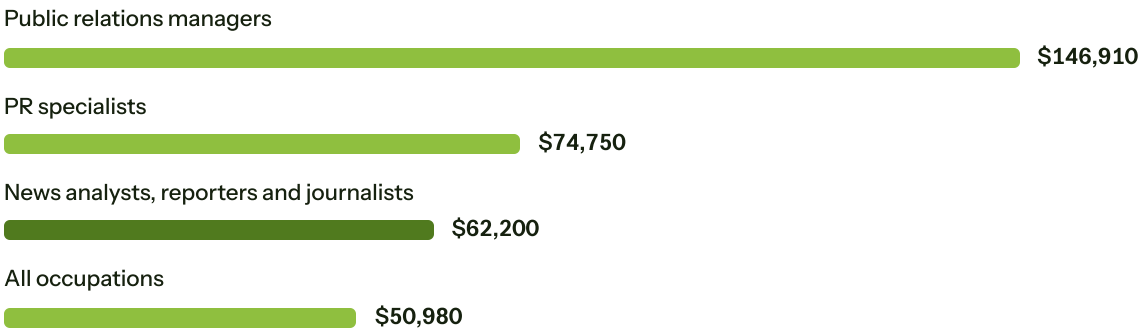
Source: U.S. Bureau of Labor Statistics, Occupational Outlook Handbook. The five largest employers shown.

Pay: PR pays more than journalism

The median PR specialist earned $74,750 a year in May 2025, and the median public relations manager $146,910. The median news analyst, reporter or journalist earned $62,200. The median for all US jobs was $50,980.[1,2,3]

Median yearly pay, May 2025

US dollars



Source: U.S. Bureau of Labor Statistics, Occupational Outlook Handbook (May 2025 wage data).

What this means if you want press coverage

- **Every reporter is outnumbered.** A journalist's inbox fills up long before your email arrives. Surveys of journalists say the same: most get dozens of pitches a week and delete the ones that miss their beat

(see what journalists want from pitches).

- **Relevance beats volume.** Sending more pitches to more reporters doesn't fix a story that doesn't fit them. One pitch to the right person, about something their readers care about, does more.
- **Bring what reporters lack.** With fewer journalists doing more work, real data, a clear expert and a ready answer to their questions save them time.
- **Freelancers count.** About one in six journalists is self-employed. A story that a freelancer can sell to an editor is a story worth pitching to them.

How we did this

We used the Occupational Outlook Handbook of the U.S. Bureau of Labor Statistics, which reports 2025 employment, pay from May 2025 and projections for 2025 to 2035 (pages last updated August and October 2026). The ratios are our own calculations: PR specialists plus public relations managers, divided by news analysts, reporters and journalists. Fundraising managers, whom BLS groups with PR managers, are left out. BLS counts jobs by occupation, so people who pitch the press under other job titles aren't included.

Questions

How many PR people are there per journalist?

About 8.4 in the US: 395,300 PR specialists and public relations managers, and 47,100 news analysts, reporters and journalists (BLS, 2025). Counting PR specialists only, about 6.7.

Is the number of journalists going down?

Yes. BLS projects news analyst, reporter and journalist jobs to fall 6% from 2025 to 2035, from 47,100 to 44,300, while PR specialist jobs grow 2% and public relations manager jobs 6%.

How much do PR specialists earn?

The median was $74,750 a year in May 2025 (BLS). Public relations managers: $146,910. News analysts, reporters and journalists: $62,200.

Sources

1. Occupational Outlook Handbook: Public Relations Specialists, U.S. Bureau of Labor Statistics.
   https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm
2. Occupational Outlook Handbook: News Analysts, Reporters, and Journalists, U.S. Bureau of Labor Statistics.
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   https://www.bls.gov/ooh/management/public-relations-managers.htm

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