

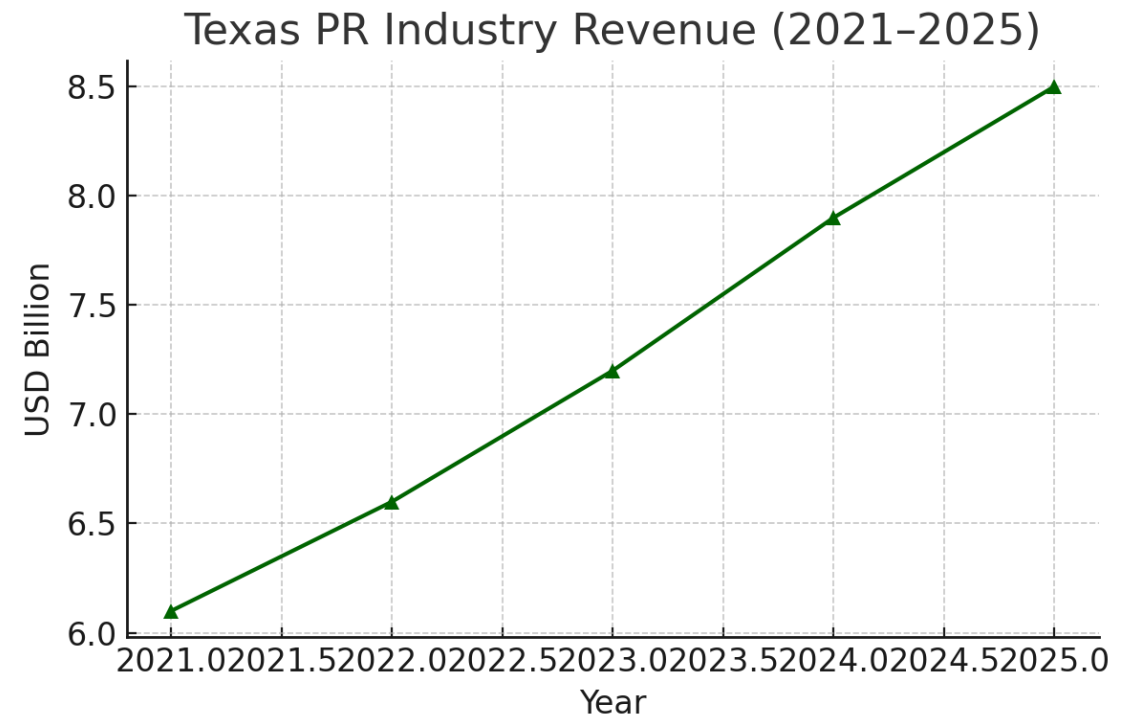
Market Overview- Public Relations Industry

Texas's PR industry continues to expand, driven by the state's rapid economic growth and increased demand for strategic communication. In 2025, public relations is focused on reputation management, crisis communication, and integrated storytelling across digital and traditional platforms. Cities like Austin and Dallas are key PR markets, while Houston supports major clients in healthcare and energy.



Economic Contributions & Employment

The Texas PR industry employs thousands in roles spanning media relations, public affairs, executive communications, and internal comms. Agencies like Edelman Texas and Pierpont Communications, along with in-house corporate PR teams, serve both regional and national clients. Growth has been particularly strong in tech, energy, and public sector contracts.





Current Trends & Challenges

Crisis & Issues Management:

With 24/7 media coverage and social media scrutiny, Texas firms are investing in real-time reputation tools.

Local Media Shifts:

Many regional newspapers have downsized or gone digital-only, changing how PR teams pitch and maintain coverage.

Owned Media Strategies:

Texas companies are investing in podcasts, blogs, and newsletters to control their message.

Workforce & Diversity:

There's a renewed push for more diverse voices in PR leadership and campaigns across Texas.

Source: [Streaming Growth in Texas Markets](#)