

# AI-POWERED PR: NAVIGATING THE DIGITAL FRONTIER

## The Wild, Wild West



# HEY THERE, I'M CHRIS GEE

I empower comms leaders with AI  
Workshops & AI Literacy.

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# AI IN PR: 3 MAJOR SHIFTS THAT WILL SHAKE UP THE PR LANDSCAPE

01.

5 YEARS FROM NOW, WILL  
YOU BE PITCHING HUMANS?



# THE RISE OF THE AI REPORTER

- With outlets like the Washington Post, Sports Illustrated and others adopting AI-driven reporting, **expect a significant rise in articles written by AI.**
- Routine news stories will likely be generated by AI, reducing the reliance on human journalists for these tasks.
- **Stories that can be automated, will be automated.**

# PITCHING ALGORITHMS AND AI EDITORS

- As AI takes on a larger role in news content creation, PR professionals will need to **tailor pitches to algorithms and AI editors**.
- Understanding how AI systems select and prioritize stories will become crucial.

02.

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# THE SHIFT TO AI-SEO

- From “Google yourself!” to “**Perplexity.ai** yourself!”
- 81% of Americans currently trust Google search results.
- As AI-driven search becomes more common, it too will become a source of truth.

# THE NEW FRONTIER FOR DIGITAL PR

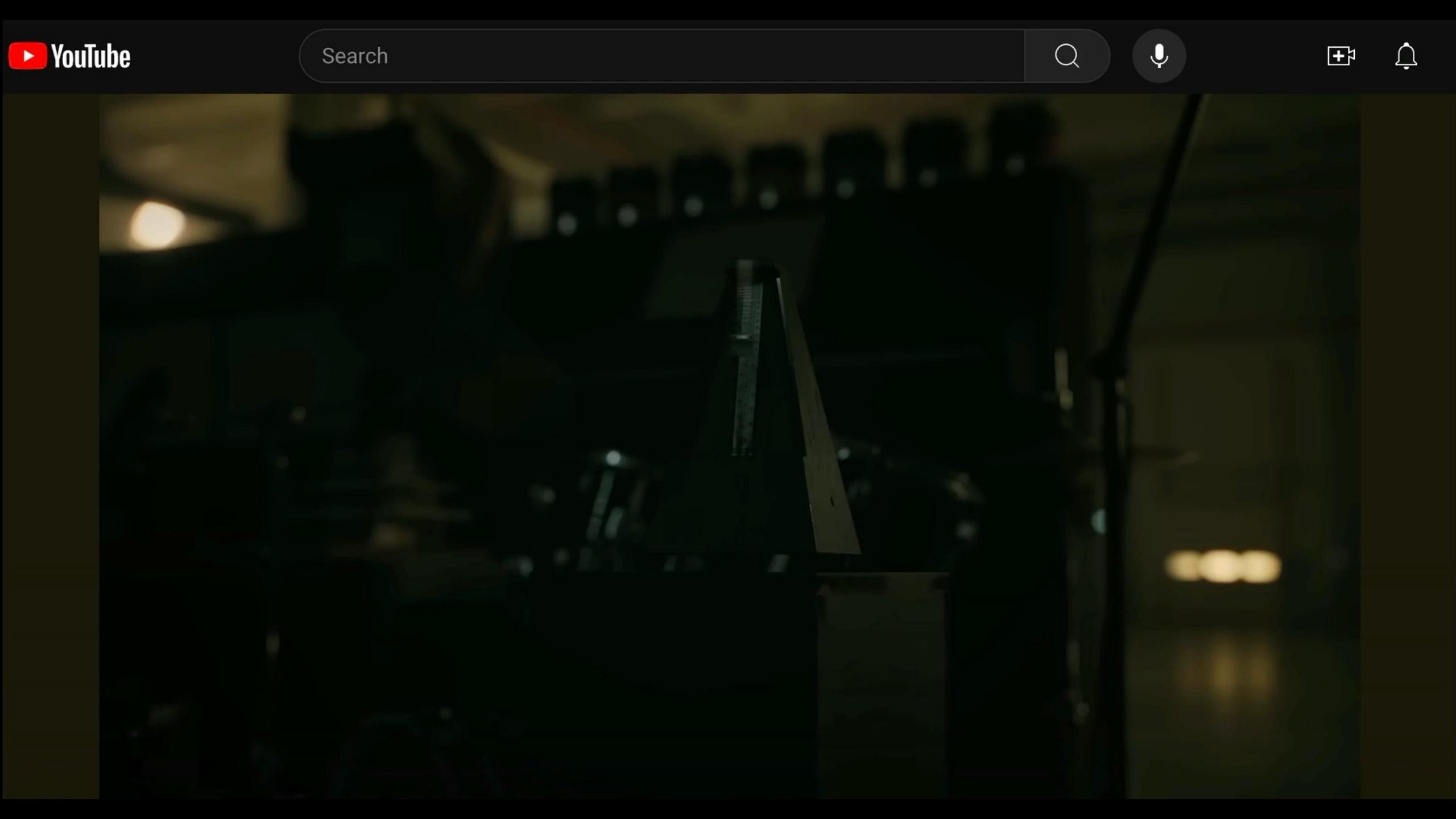
- We've spent the past 30 years learning how traditional search engine algorithms work and how to optimize content to influence reputation.
- We'll now need to learn how to **optimize content for AI-powered search**.
- Many news outlets and websites are, for now, shielding content from AI models. We must learn **which sites are being used to train models**.

# 03. DON'T UNDERESTIMATE THE HUMAN ELEMENT



# THINKING ABOUT AI ON 2 FRONTS

- PR professionals must think beyond just tools and use cases. People are terrified of being replaced by AI (and rightfully so).
- How your function and organization uses AI, as well as the role for humans, will impact how internal and external stakeholders react publicly.
- And of course, there's the **Apple commercial**....



YouTube

Search



# OH BOY!

- I understand what the creators of this ad were **trying** to communicate.
- What may not have been appreciated is the level of fear and anxiety over being replaced by machines.
- This ad isn't even about AI, but the resulting controversy shows **that it clearly touched a nerve**.

# ETHICS AND GOVERNANCE ISSUES

- AI was trained on the Internet without consent.
- Courts have not yet resolved issues regarding IP.
- Bias in AI models is a big issue.
- When in doubt, **disclose**.

# 04. QUESTIONS?

# 05 KEY LEARNINGS AND TAKEAWAYS

Takeaways



# KEY LEARNINGS AND TAKEAWAYS 1

## AI is Revolutionizing PR

- Leverage AI tools used by major outlets for content generation.
- Automate routine news stories to free up human resources.
- Develop strategies for pitching to algorithms and AI editors.
- Optimize content specifically for AI-driven search engines.

# KEY LEARNINGS AND TAKEAWAYS 2

## **Emphasize Human Element and Ethics**

- Combine AI tools with human intuition and creativity.
- Address concerns about AI replacing human roles within your team.
- Ensure AI models are used ethically and disclose their usage.
- Monitor and correct AI inaccuracies to maintain trust and integrity.

# THANK YOU!

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