

AI-POWERED PR: NAVIGATING THE DIGITAL FRONTIER

The Wild, Wild West



HEY THERE, I'M **CHRIS GEE**

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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.**
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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.

FROM SEO TO AISEO:
THE FUTURE OF REPUTATION

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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**....



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**.
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04.

QUESTIONS?

05.

KEY LEARNINGS AND 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.
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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.
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THANK YOU!

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