



AI AND PR: GROWING OPTIMISM AND OPPORTUNITY

Even the most powerful tools cannot make a difference without a willingness to adopt them. Such was the case just a few years back among many PR pros when it came to artificial intelligence (AI). As this Intrado Digital Media/PRWeek survey proves, fear and other concerns are giving way to an appreciation of technology and a realization that it can strengthen the discipline's position in the C-suite and beyond.



BEN CHODOR
President
Intrado Digital Media

We are at an inflection point for the use of technology across the PR industry. Awareness and adoption are driven by many factors, including the global pandemic and the challenges that it presents – reduced budgets, a distributed workforce, and an incredibly complex business environment, to name just a few. Communications professionals are more receptive to exploring the use of emerging technology than ever before, including artificial intelligence (AI).

The terms AI and ML (machine learning) are often used interchangeably. Though there is a relationship between the two, they have distinct differences. AI is the intelligence exhibited by machines with an intent to simulate human thinking, while ML is a subset of AI that refers to the process by which a machine can learn from data without programming.

When we speak about AI and public relations, it's most often specific to the impact that technology – and AI-driven technology – can have on automating work, creating greater efficiencies, and, in turn, driving return on investment.

Today's PR and communications professionals typically rely on multiple software platforms to optimize their work and showcase

results. Many of these tools boast intelligent capabilities that enable faster access to data and analytics. Real-time media monitoring and social listening, sentiment analysis, media list curation, or automating repetitive tasks such as tracking media coverage and generating reports – AI powers a lot of PR tools, many of which you've already used (knowingly or not).

Our survey with PRWeek reveals a growing level of interest and comfort with AI. In this report, you'll see that more than half of PR professionals are enthusiastic about its impact on their job today and in the future. This is certainly a shift in perception from recent years when many in the industry were worried that technology could marginalize PR practitioners and result in job loss.

The benefits are exciting – using AI-powered software to surface new ideas for blogs, articles, and social content based on customer behavior or having the ability to know what type of content will drive customer engagement. They have the potential to increase web traffic, downloads or, ultimately, convert a sales lead. While technology can absolutely enhance what we do, brands will always need a human touch as part of their communications to surface insights and contextualize data.

We are still in the early innings of AI adoption in PR. I'm excited for what the future holds. As our survey reveals, the industry agrees.

TABLE OF CONTENTS

3 PR STARTS TO FEEL THE POWER

Fears of AI's potential to cost jobs is being replaced by a confidence that PR pros can use the technology to better perform their function.

7 PROGRESS REPORT

Data reveals how willingly and well PR teams and pros are adopting AI and tech tools.

9 TACTICAL TALK – PART 1

A look at how AI and tech tools are impacting day-to-day PR functions and the benefits being reaped.

11 TACTICAL TALK – PART 2

Specific focus on AI's role in media matters and content amplification, as well as across the broader business.

13 ROOM FOR IMPROVEMENT

Even with newfound enthusiasm, PR remains in the early stages of optimal AI/tech adoption. Part of that story is a growing understanding of the potential dangers associated with AI.



GIDEON FIDELZEID
Managing editor
PRWeek

This eBook comes out as a key industry conversation intensifies. It also underscores that the PR industry is both more willing and able to engage in it, as is evidenced by the input of the 235 PR pros who took the Intrado Digital Media/PRWeek survey that serves as this report's foundation.

That research gauges sentiments about PR's relationship with AI and technology – one that has clearly evolved from just a few years ago.

More than once on these pages you will see references to a noteworthy about-face by many in PR. Whereas fear about AI costing jobs was palpable among the workforce not long ago, there's growing confidence about its potential positive impact. 51% of

respondents are now "enthusiastic" about its potential to help them do their jobs better. Only 9% remain "nervous" about it.

That optimism is coupled with sound pragmatism. Our respondents know there is much room to improve, particularly as compared to other disciplines. Only 22% feel they use AI most effectively, as opposed to those who say marketing (44%) or advertising (34%) do.

That is a sound base from which to build. The leaders who speak to us on the following pages reveal that progress is already underway – both strategically and tactically. And, of course, we drill deep into the survey data to give a 360-degree account of where PR pros are with their adoption of AI and tech tools, as well as where they have the potential to go.

Much like PR's journey with AI, this eBook is just the start. Of course, that first step – which I hope and trust you consider this eBook to be – is often the most important.

PR STARTS TO FEEL THE POWER

Not long ago, AI's potential to facilitate job loss was prevalent in more than a few conversations within PR circles. And while there is still enormous room for growth with adoption of the technology, this Intrado Digital Media/PRWeek survey underscores a vastly more confident and enthusiastic tone to those dialogues.

Words **Chris Daniels**

We are beginning to fully appreciate the ways in which business sectors have transformed themselves during the COVID-19 pandemic. A silver lining from an historically challenging situation has prompted creative and innovative approaches that will serve companies well far into the future.

An accelerated adoption of technology is a key element in this reinvention – and PR is right in the middle of that action.

Ben Chodor, president of Intrado Digital Media, believes the discipline has jumped about three years ahead.

“A lot of professionals were able to experiment, engage and test out different tools for the first time because they weren't in the office and so much of their work had become tech-enabled,” he explains. “It has put PR at an inflection point with tech.”

His assertion is supported by a new survey, conducted by Intrado Digital Media in partnership with PRWeek, in which 235 senior-level executives in the U.S. shared their thoughts on artificial intelligence (AI) – the technology behind some of the most promising PR tools.

FEAR GIVES WAY TO FORWARD THINKING

What is revealed is an industry ready to embrace AI and technology after years of tangible fear that they could marginalize the PR practitioner.

The numbers tell the story clearly. Nearly six times as many survey respondents (51% to 9%) say they are “enthusiastic” about the technology as opposed to being “nervous” about it. (The remaining 40% were “neutral.”)

“The misconceptions PR pros had about AI have broken down,” asserts Chodor. “The PR pro thought, ‘The more I use AI and tech, the more redundant I will become.’ Now they are seeing in actual fact

GROWING CONFIDENCE



When asked to describe the sentiment that best captures their feelings about AI's impact on their jobs at present and going forward, it's clear that respondents are seeing its positive and potential impact. Below we share some explanations provided as to why....

- It expedites/automates labor- and time-intensive functions, enabling teams to focus where humans bring the most value, including creative.
- I'm excited to understand trends sooner and to see around corners.
- I'm excited to use new tools to enable our team to get better results and spend more time on analysis than busy work.
- As I learn more about AI and how it can, is and will impact the communications industry, I am eager to participate in its growth.
- AI can only enhance our value to our clients, but there will always be a critical level of human analysis.
- AI-generated content improves conversion rate by 40%, creating better CX, improved engagement, while lowering operating costs.
- AI is making it possible to collaborate in new ways with clients and among teams.
- The ability to pull larger trends and data in a faster way is great, but it does need to be combined with human oversight.
- AI will allow us to bring more data-driven ideas forward.
- Most people are afraid that AI will put them out of a job. To me, the human touch is always needed in conjunction.
- Using AI has allowed my employees to focus more on doing critical thinking functions as opposed to basic repetitive tasks.

FUNCTIONAL FEELINGS

On page 10, you will see the seven PR functions we presented to our respondents, asking them to tell us the ones for which AI has the most potential impact. Below we reveal the top three and share select explanations as to how....

1. COLLECTING AND ANALYZING CONSUMER DATA

- The ability to analyze large data sets both efficiently and effectively eliminates the need for manual labor that can be flawed due to human error.
- AI has great potential for measuring customer response. It automates a lot of the workflow necessary to track response rates to specific messages and channels.
- Mining consumer insights can open the door for more earned stories, support launches, and relevant ideas.
- Consumers are getting more nuanced into micro-communities due to easier access of social media. AI can track these so client connections are tracked and not lost.

2. MEDIA MONITORING (INCLUDING SOCIAL MEDIA)

- Powering exploration and curation with machine learning will provide PR professionals with the data and information they need to make strategic decisions.
- AI algorithms help us be “there” when we need to respond to an incident or event. This impacts all branches of media.
- The speed at which AI can help me monitor stories and industry keywords is very helpful — and it goes beyond search engines.
- Through keyword analysis it allows us to have an insight into competitor analysis and how we, as a brand, can analyze our media coverage.

3. SOCIAL LISTENING

- The social conversation is a leading indicator for everything else, so smart listening there impacts all of our other channel-optimization efforts.
- We can see and respond to social messages or comments left almost immediately, which significantly impacts the way we deal with customer issues.
- Huge volume of posts on social that take hours to sift through — manually in some cases — AI can do much faster.
- It is impossible to perform social listening without AI, yet it is rapidly becoming one of the most important features of every PR/marketing software stack.

it can help them become more valuable to their clients or in their corporations.”

“People’s perceptions have changed,” agrees Susan Waldron, VP, head of corporate communications at American Century Investments. “There used to be a lot of apprehension because people thought, ‘Doesn’t AI replace jobs?’ But that hasn’t been the case. The problem was, we hadn’t been really thinking about what it could do for us.”

Waldron is among industry leaders who appreciate how AI is making their PR work more powerful and measurable. As a result, that work is becoming more valuable to the C-suite, while simultaneously removing so many of the tedious, time-consuming elements of the function.

“Technical innovation and automation sometimes can be used to replace people or jobs,” acknowledges Roger Frizzell, SVP and CCO at Carnival Corporation. “Used properly, however, AI allows us to improve our productivity, value and results, better leveraging our human resources and our craft rather than replacing them. It will help grow and strengthen PR’s role.”

One way a function’s professionals can strengthen that role and earn a valued seat at the C-suite table is if they can link their efforts to greater organizational objectives. Our respondents are

POSITIVE SENTIMENT

We asked respondents to choose from “Enthusiastic,” “Neutral” or “Nervous” and tell us the word that best describes their feelings about AI’s impact on their jobs at present and going forward.

Overall, only **9%** overall claim to still be “nervous.” Below, we reveal the numbers....

Overall



By organization type:

- Agency: **62%**
- In-House: **48%**

By age group:

- 21-30: **50%**
- 31-40: **55%**
- 41-50: **55%**
- 51-60: **50%**
- 61+: **40%**

proving this in that 61% of those who answered definitively agree that AI has notably helped improve its ability to link its efforts directly to such goals.

MAKING UP FOR LOST GROUND

The fact fear has been replaced by optimism is encouraging. Still, the PR function lags well behind other corporate disciplines in leveraging AI and technology to better perform their jobs.

When PR leaders were asked to identify the discipline using AI most effectively, PR (22%) ranked a clear third behind marketing (44%) and advertising (34%). Furthermore, when asked to indicate their AI/tech proficiency, more than half (54%) deemed themselves and their teams as “beginners.”

“Marketing is further ahead,” concurs Frizzell. “We are just starting to understand and harness the full potential and benefits of AI in our craft.”

However, he says the fact that the two disciplines work together now more than ever can only be of benefit.

“The marriage of marketing and PR in recent years has helped transfer advancements such as AI into the PR field,” notes Frizzell. “That is another factor to helping it become more pervasive.”

Waldron says she has watched her marketing counterparts use tech advancements, including AI, to demonstrate more quickly and with more clarity a tangible ROI to the C-suite on their dollars spent.

“Marketing has done a really good job of that,” she suggests. “We can take a page from their book and use it that way, too.”

That is a goal any leader can get behind. When respondents were asked to pick the statement that best captures PR’s never-ending pursuit of a seat at the C-suite table, most respondents (44%, which represents a significant majority) picked “AI has the potential to bolster PR’s position in the C-suite, but the industry has yet to fully adopt.”

Only 17% of respondents are at a place where they feel “AI has already bolstered PR’s position in the C-suite.”

“Advanced marketers have had a big complex valuable tech stack for years, to the point where marketing is now completely trackable and a measurable science,” reports Jen Prosek, founder and CEO of Prosek Partners. But now the time is ripe for the PR function to build a strong tech stack. “We now have AI tools created specifically for PR to align with what marketing has been doing,” she adds.

IDENTIFYING THE THREAT

While enthusiasm about what AI can bring to the PR function is obvious, our respondents certainly recognized the heightened risks to their brands that are associated with it. Below we reveal the top two concerns and share select elaborations to explain the sentiments....

1. DISINFORMATION/MISINFORMATION

- Deepfake technology is my biggest fear. It will lead to disinformation. It could become a PR nightmare to prove what is real and fake.
- Accuracy is critical in PR campaigns. If AI is capable of compromising accuracy, humans will need to be diligent in reviewing and correcting misinformation manually.
- There are a lot of nuances in specific sectors such as mine that AI might misconstrue.
- The “intelligence” behind AI still rests with the user. Just as spellcheck does not catch wrong words as long as they are actual words with multiple meanings.

2. BIAS IN THE DATA/INTELLIGENCE

- Many AI systems are inherently bias, in part because of who built/trained the models. Some regulations, standards and/or transparency is needed going forward to credential data.
- AI is only as good as the human who programmed it. Need to grow business and comms maturity to take full advantage without inherent biases.
- Just like “traditional intelligence,” AI is prone to looping in its own “neural pathways.” Good AI has to be alert to improving techniques that interrupt assumptions.

THE HUMAN TOUCH

Perhaps the most noteworthy about-face in PR pros’ sentiments about AI and their function is that fears have been replaced by a realization that they hold the keys to technology’s optimal success.

That confident stance starts with improved skillfulness – and 84% of respondents report they’re more proficient in tech compared to three years ago.

Work-from-home certainly plays a role in that, as it has put the workforce in good position to step up, take AI technology by the reins, and use it to their best advantage.

“AI is only as good as the pros using it,” asserts Chodor. “The technology does not do or replace the thinking of a human. The PR pro is the one asking the questions. When AI brings back data to a question – such as, say, “Who are our competitors who have talked about this particular topic and how?” – it is the pro who interprets the data, asks more questions of the AI based on that data and ultimately decides the course of an action a brand might take.”

Maggie Holmes, SVP of digital at EvolveMKD, supports that line of thinking. She says machine learning is an incredible time-saver for the PR function because it “conjures up a lot of interesting pieces of information that would have taken many days to otherwise gather together. But without having strategists to act on it who

intimately know a brand’s direction, mission and values, and what is truly important to that brand, the data takes you nowhere.”

One of the areas in which AI has the easiest-to-see impact on the PR function is with media monitoring. This has historically been the responsibility of junior employees, who in the old days would cut their teeth going over media clippings manually. However, that doesn’t mean entry-level people are no longer needed. Their jobs have just changed, because media monitoring has evolved to the point where it has myriad aspects to it and, as such, must be human-led, too.

“Entry-level positions will become more interesting and strategic,” notes Waldron. “They are going to be using AI not just to look back at media coverage, but also to help develop media plans moving forward, identifying what the next story should be, strategies to get in front of a topic and storylines that help advance the company’s business growth.”

“Junior people are getting to use tech stacks early in their careers,” adds Prosek, who says this is a positive development for the industry as a whole. “It will more quickly turn them into better PR counselors because they’ve been learning to think critically about data from the start.”

TALKING TACTICS

With PR pros increasingly embracing AI and technology, the natural conversation turns to specific tactics where it can most help. Media monitoring is certainly in that discussion and our respondents ranked it a close second when presented with a list of tasks. First? Collecting and analyzing consumer data. Social listening was highly ranked, as well.

M&C Saatchi leverages AI-powered tools in several ways, from understanding how client messages are being perceived by different target audiences to forecasting trends.

“This can help us to jump into a trend in the marketplace before

it has reached critical mass, ensuring our clients are always several steps ahead of the curve,” says Andrea Nirsimloo, president of M&C Saatchi Sport & Entertainment. “Equally so, when it comes to issues management, by applying AI and machine learning, we can help uncover potential PR crises before they have gained enough steam to get on their radar.”

While respondents ranked it last on that list of PR tasks, other leaders agree AI should be a top-use tool in crisis and risk management.

Carnival’s Frizzell says in dealing “with our various stakeholders in a crisis, we have already seen the benefits of AI in our enhanced ability to reach quicker with more information and facts at our disposal in real time.”

Prosek illustrates how AI can also help a company decide whether something has even reached a crisis point.

“A CEO might freak out over a negative story, but AI might tell you that the story didn’t engage, not on this or that, and also show that the story isn’t spreading,” she counsels. “Does that change your next step? Of course. But without the technology, you’re just going on past experience. That’s good to have, but the technology enables you to make an even better, more informed decision.”

On the flip side, humans can challenge when data appears to be skewed. A big concern of PR pros these days is misinformation and disinformation online, which can result in data-collection bias.

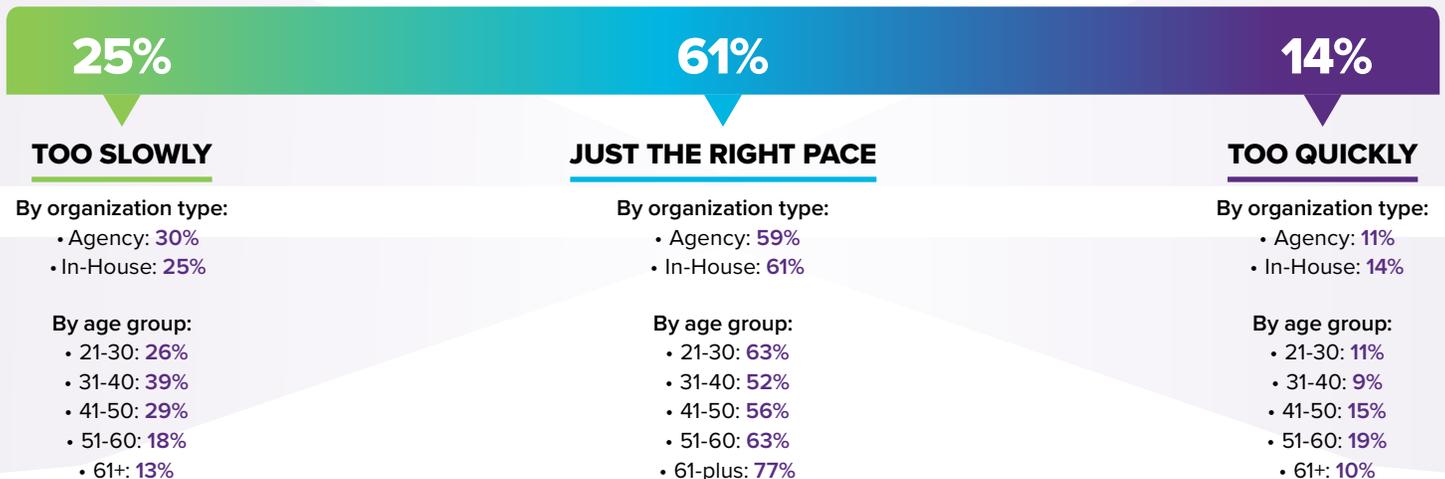
“This is another way in which the PR person becomes really important,” asserts Chodor. “They are the ones to look critically at the data. They can ask the AI for data from only certain types of sources or from certain segments of audience. This helps weed out the truth from misinformation.”

AI and technology look to have reached a tipping point in the industry. By harnessing it the right way – understanding AI is a complement, not a replacement, to human thinking – the industry can boldly embrace a future that is now at its doorstep. ■

FAST ENOUGH FOR YOU?

With a broader embrace of technology among the PR industry, it’s fair to ask how practitioners feel as to the speed with which technology is changing the function. Below we share what our respondents told us.

Overall



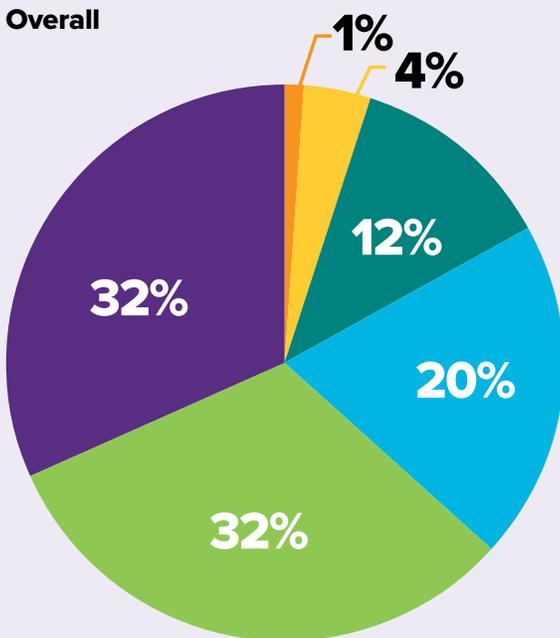
PROGRESS REPORT

Gone are any doubts about the need to incorporate AI, machine learning, and broader tech solutions into the everyday comms toolkit. A key question now is how well and willingly are organizations and PR professionals adopting these tools? On these two pages, we gauge the progress.

COMPARED TO THREE YEARS AGO

- Significantly better
- Moderately better
- Slightly better
- Unchanged
- Not in a position to know
- Worse

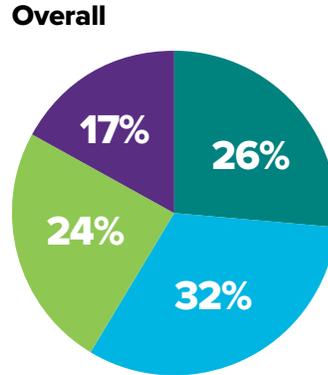
How would you describe your team's/agency's current PR tech tool proficiency (media monitoring, social listening, media database, etc.)?



By Organization Type

- | | |
|-----------------------------|-----------------------------|
| AGENCY | IN-HOUSE |
| ● Significantly better: 38% | ● Significantly better: 30% |
| ● Moderately better: 32% | ● Moderately better: 31% |

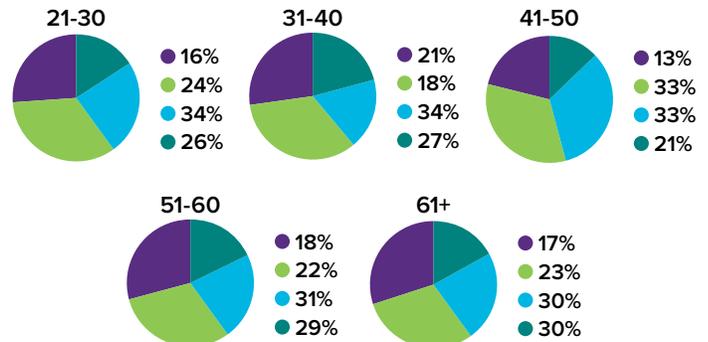
How would you best describe your OWN current proficiency in using AI and tech tools for PR/comms work?



By Organization Type

- | | |
|-----------------------------|-----------------------------|
| AGENCY | IN-HOUSE |
| ● Significantly better: 22% | ● Significantly better: 15% |
| ● Moderately better: 26% | ● Moderately better: 26% |
| ● Slightly better: 30% | ● Slightly better: 31% |
| ● Unchanged: 22% | ● Unchanged: 28% |

By Age Group



PROGRESS REPORT

GREATER INVESTMENT?

Since the onset of COVID-19, how has your organization’s investment in PR technology been impacted?

Overall



9% OF RESPONDENTS WERE "NOT IN A POSITION TO KNOW"

By Organization Type

AGENCY

- ▲ It has increased: 43%
- It has not changed: 33%
- ▼ It has decreased: 13%

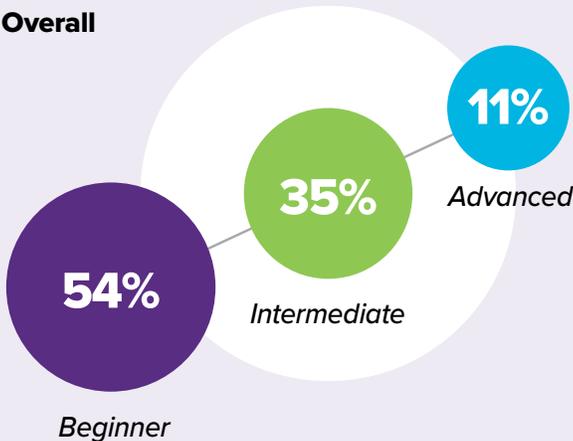
IN-HOUSE

- ▲ It has increased: 29%
- It has not changed: 42%
- ▼ It has decreased: 19%

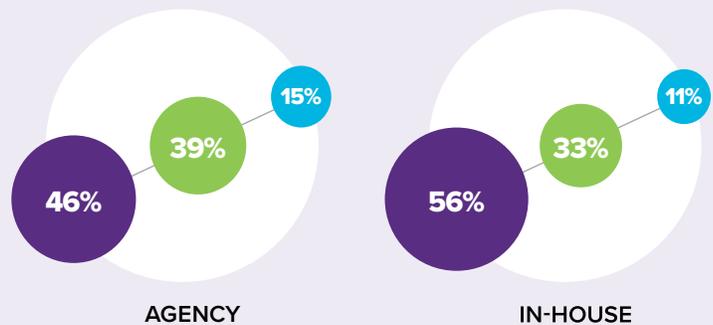
THREE STAGES OF DEVELOPMENT

“Beginner,” “intermediate” or “advanced.” We offered these three options and asked respondents to choose the one that best indicates their team’s/agency’s current proficiency in using technology to bolster their PR/comms efforts.

Overall



By Organization Type



KEY TAKEAWAYS

- Overall, nearly two-thirds of respondents (64%) indicate a notable improvement (either “significant” or “moderate”) in their teams’ proficiency with tech tools as compared to three years ago. Interestingly, though, only 41% say the same when asked about their individual progress in the past three years.
- Furthermore, across the board, agencies seem to be ahead of in-house teams: 70% of agency respondents indicate a notable improvement from three years ago, compared to 61% of in-house respondents. And in terms of investment increases since the start of COVID-19, agencies outpace in-house departments 43% to 29%.

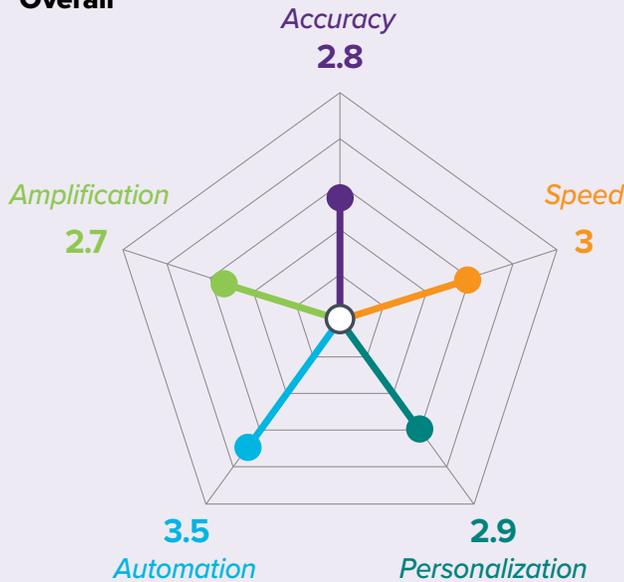
TACTICAL TALK – PART 1

The preceding pages focused on broader progress and sentiments related to PR’s use of AI and tech tools. The focus now turns to the day to day and how PR pros’ key functions are impacted.

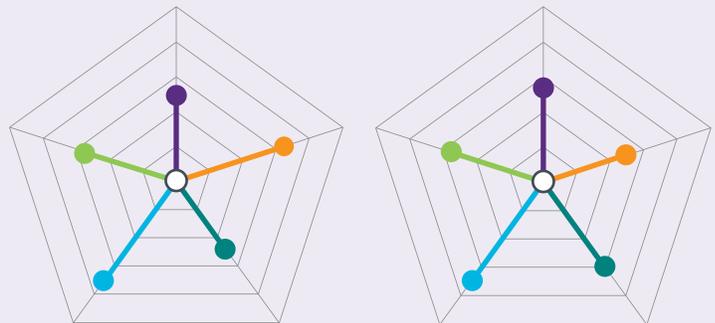
THE GREATEST BENEFIT

Beyond specific tasks, the five benefits most commonly associated with AI are: Accuracy; Amplification; Automation; Personalization and Speed. We asked respondents to indicate which benefit they believe improves their overall effectiveness the most, second most, and so on. (Numbers below are presented on a scale of 1 to 5, with 5 being the most beneficial.)

Overall



By Organization Type



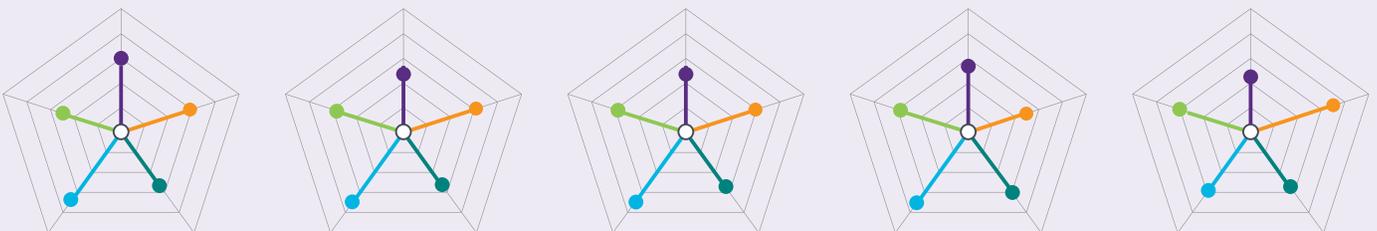
AGENCY

- Automation: 3.6
- Speed: 3.2
- Amplification: 2.8
- Accuracy: 2.7
- Personalization: 2.6

IN-HOUSE

- Automation: 3.6
- Personalization: 3.1
- Amplification: 2.9
- Accuracy: 2.8
- Speed: 2.7

By Age Group



21-30

- Automation: 3.5
- Accuracy: 3.2
- Speed: 2.9
- Personalization: 2.8
- Amplification: 2.6

31-40

- Automation: 3.6
- Speed: 3.2
- Amplification: 2.8
- Personalization: 2.8
- Accuracy: 2.6

41-50

- Automation: 3.9
- Speed: 3.1
- Personalization: 2.9
- Accuracy: 2.6
- Amplification: 2.6

51-60

- Automation: 3.4
- Personalization: 3.2
- Accuracy: 2.9
- Amplification: 2.9
- Speed: 2.6

61+

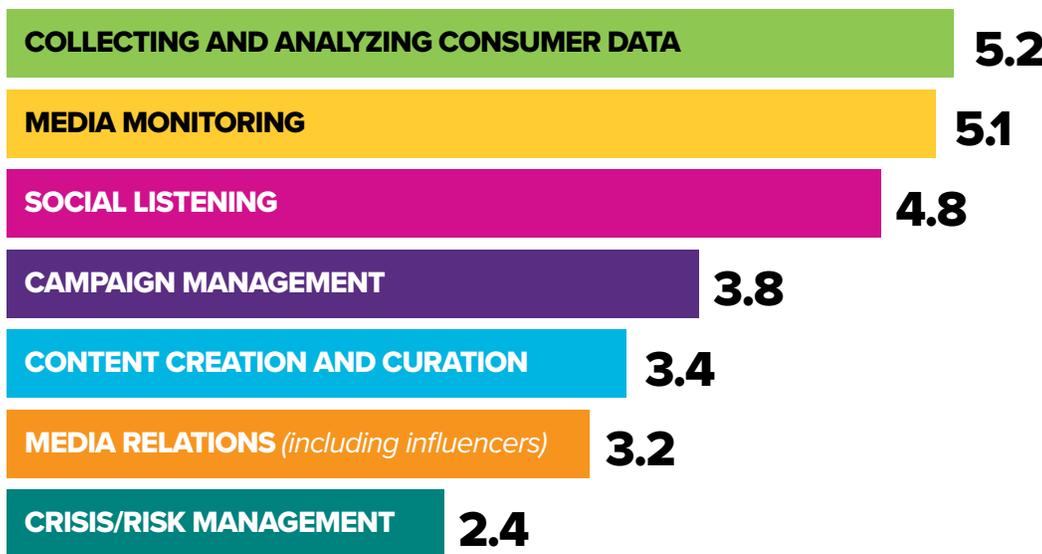
- Speed: 3.5
- Amplification: 3.2
- Automation: 3
- Personalization: 2.8
- Accuracy: 2.4

TACTICAL TALK – PART 1

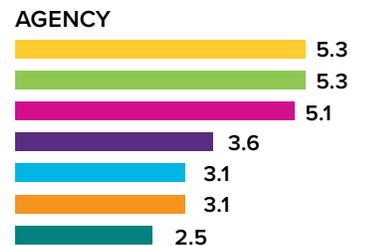
IMPROVED FUNCTIONALITY

We listed seven specific PR functions and asked respondents to rank them in order of the ones for which they feel AI has the most potential impact. (Numbers below are presented on a scale of 1 to 7, with 7 representing the greatest potential impact.)

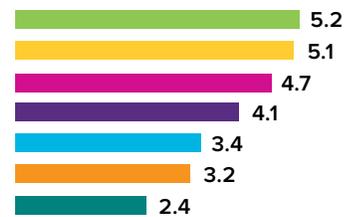
Overall



By Organization Type



IN-HOUSE



By Age Group



KEY TAKEAWAYS

- Automation was clearly what the majority of respondents deemed to be the AI benefit that improves their overall effectiveness the most.
- When the focus shifts to the potential impact AI can have on specific PR functions, three clearly stood above the rest across the board: **collecting and analyzing consumer data, media monitoring (including social media) and social listening**. It is also noteworthy that nearly across the board, respondents feel that AI has the least potential impact on **crisis/risk management**.

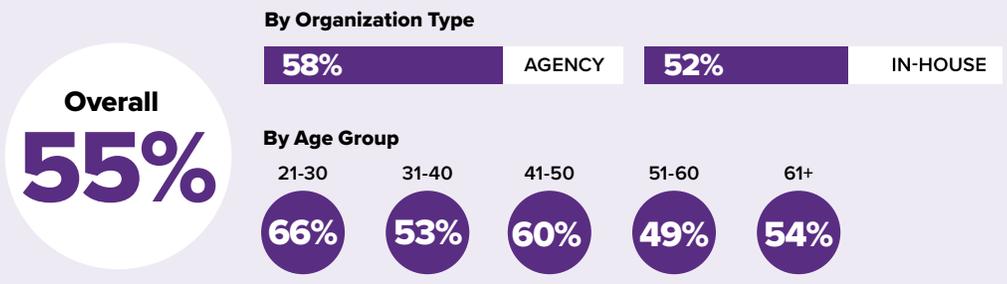
TACTICAL TALK – PART 2

On these two pages, the focus stays on key, day-to-day comms functions and, in turn, how AI and tech tools impact PR’s place in the broader business.

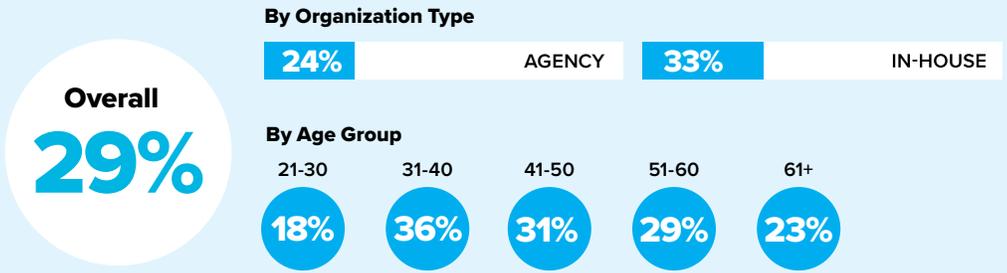
MEDIA MATTERS

Outreach and monitoring are two crucial aspects of PR pros’ media efforts. We presented three specific related tactics to our respondents. The percentages below indicate how many deemed that option to be the one with which AI is most impactful.

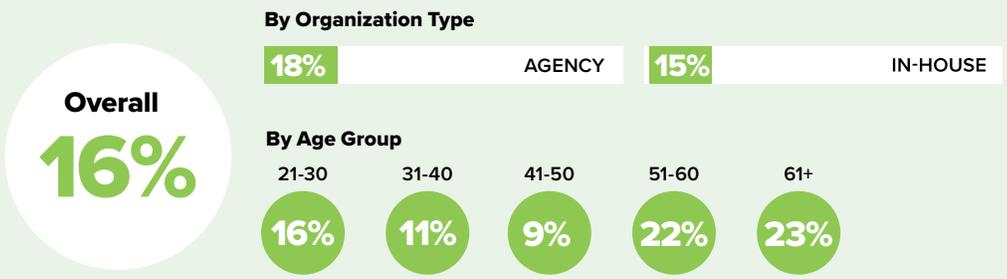
MONITORING stories about or relevant to your brand in real time



TARGETING media outlets and contacts with the greatest likelihood of generating coverage

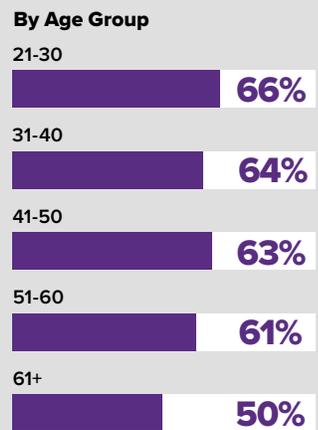
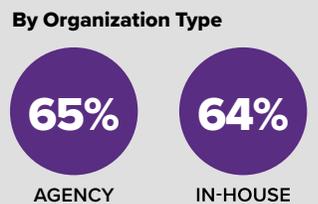


DISCOVERING individual journalists’ or bloggers’ preferences so you can customize story angles for them



BROADER BUSINESS IMPACT

We asked respondents if AI has improved their/ their team’s ability to link PR efforts directly to organizational goals and objectives (i.e., brand awareness, sales). Percentages below indicate how many respondents answered YES.



TACTICAL TALK – PART 2

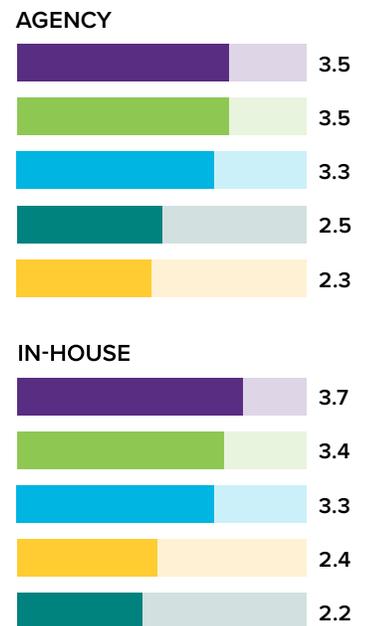
CONTENT AMPLIFICATION

We listed five potential benefits AI could bring to content strategy and asked respondents to rank them in order of the ones for which they feel AI has the most potential benefit. (Numbers below are presented on a scale of 1 to 5, with 5 representing the greatest potential benefit.)

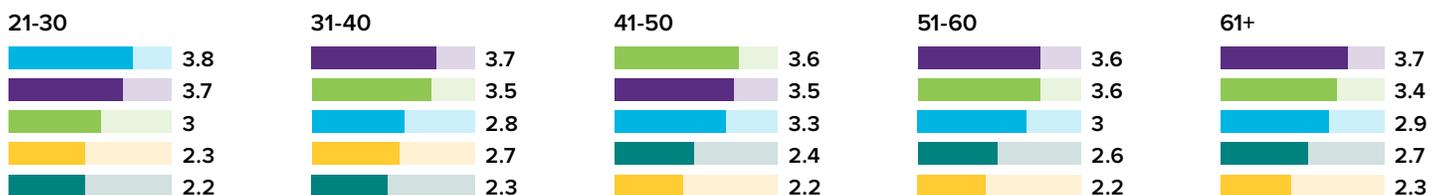
Overall



By Organization Type



By Age Group



KEY TAKEAWAYS

- Real-time monitoring of coverage about or relevant to the brand is clearly the media matter in which AI has the most impact to our respondents.
- In terms of content, **optimizing** it for **search prioritization** tops the list, but **personalization** and **gauging audience response** are close behind. In fact, each one of those three options was the top answer among at least one age group.
- Meanwhile, more than six out of 10 PR pros indicate AI has helped link their efforts to organizational goals.

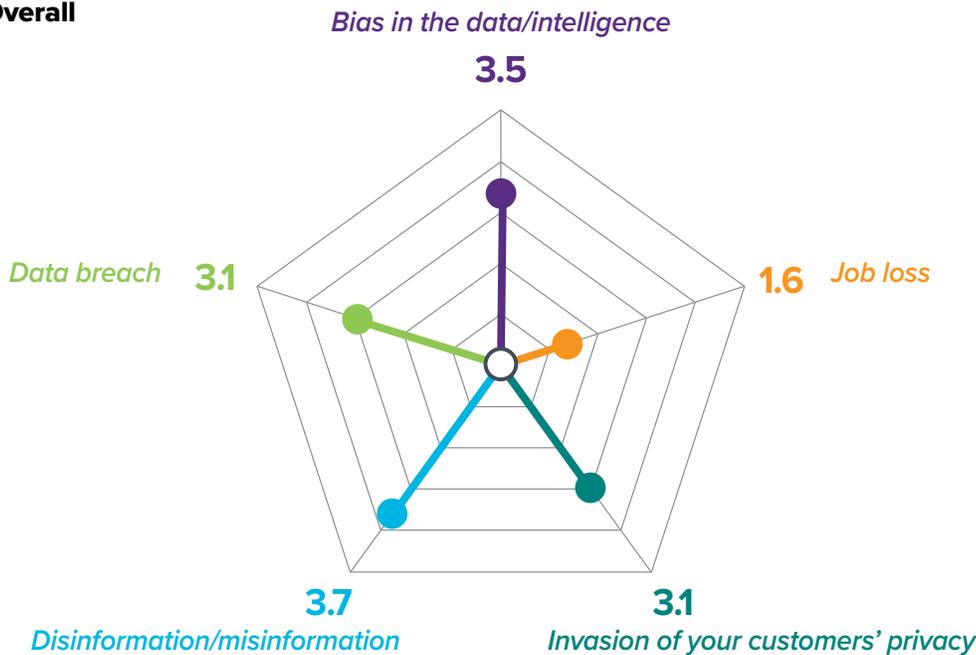
ROOM FOR IMPROVEMENT

A more enthusiastic attitude toward AI/tech tools and recognized areas where they already help PR pros do not override the fact that comms is still in the early stages of widespread adoption. Additionally, dangers associated with AI are still very much top of mind.

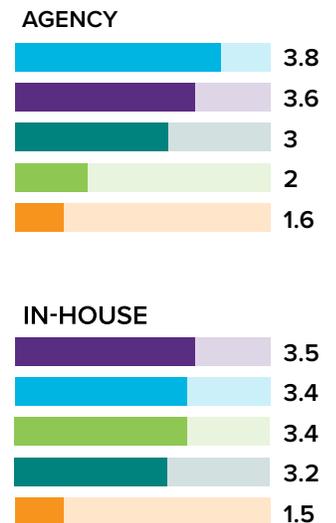
UNDERSTANDING THE RISKS

We listed five concerns that are commonly associated with AI and asked respondents to rank them in order of how potentially dangerous they are to the brands they represent. (Numbers below are presented on a scale of 1 to 5, with 5 representing the greatest potential danger.)

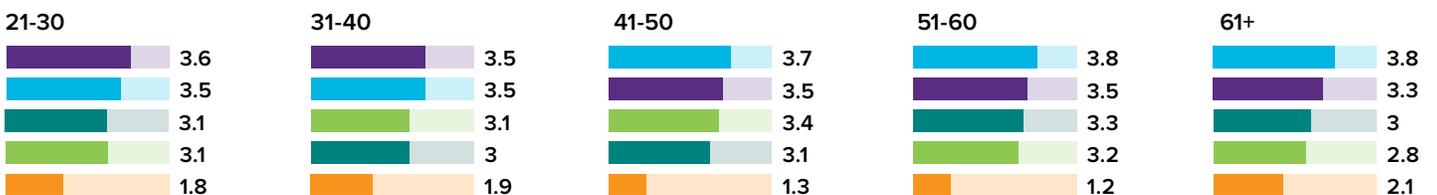
Overall



By Organization Type



By Age Group

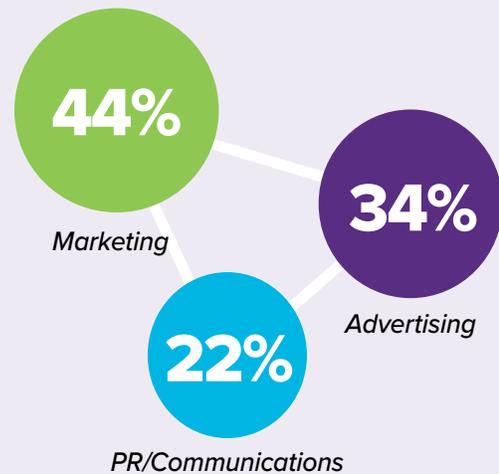


ROOM FOR IMPROVEMENT

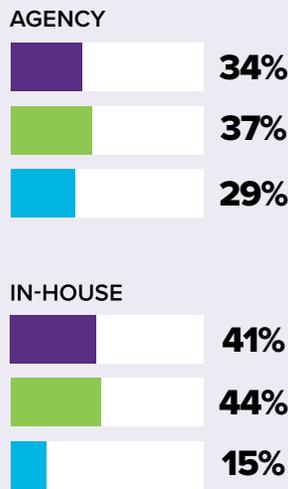
BEST USE

Between advertising, marketing and PR/comms, which discipline applies AI/tech most effectively? Our respondents' sentiments are shared below.

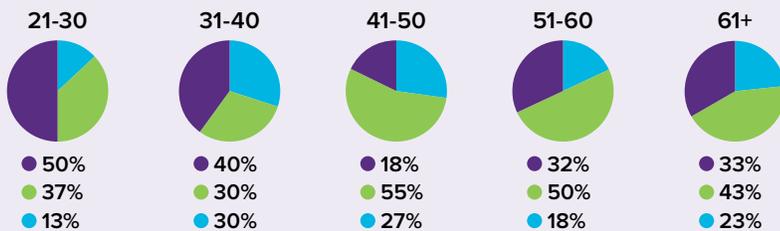
Overall



By Organization Type



By Age Group



KEY TAKEAWAYS

- Disinformation/misinformation and data bias are clearly the two dangers that concern our respondents about AI more than the others. And job loss was by far the least concerning aspect.
- In terms of comms' pursuit for a seat at the C-suite table, "AI has the potential to bolster PR's position in the C-suite, but the industry has yet to fully adopt" is by far the most agreed-upon sentiment.
- And when asked which discipline applies AI/tech most effectively, PR/comms trails marketing and advertising in every group surveyed.

SECURING A SEAT AT THE TABLE

We provided respondents four statements and asked them to choose the one they felt most accurately reflected AI's impact on PR's pursuit for C-suite relevance.

AI HAS THE POTENTIAL TO BOLSTER PR'S POSITION IN THE C-SUITE, BUT THE INDUSTRY HAS YET TO FULLY ADOPT

Overall

44%

By Organization Type

AGENCY 47% IN-HOUSE 41%

AI HAS NOT IMPACTED PR'S POSITION IN THE C-SUITE ONE WAY OR THE OTHER

Overall

26%

By Organization Type

AGENCY 20% IN-HOUSE 32%

AI HAS BOLSTERED PR'S POSITION IN THE C-SUITE

Overall

17%

By Organization Type

AGENCY 18% IN-HOUSE 16%

OTHER DISCIPLINES HAVE BETTER TAKEN ADVANTAGE OF AI, THUS WORSENING PR'S POSITION IN THE C-SUITE

Overall

13%

By Organization Type

AGENCY 15% IN-HOUSE 11%