

Application of Artificial Intelligence (AI) in Public Relations (PR)

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IN OUR GRIT, OUR GLORY™

- 1. What is AI?**
- 2. Popular Applications of AI in PR**
- 3. Ethical Use of AI for PR**



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Questions?

**How many of you have used AI in your
professional work?**



Questions?

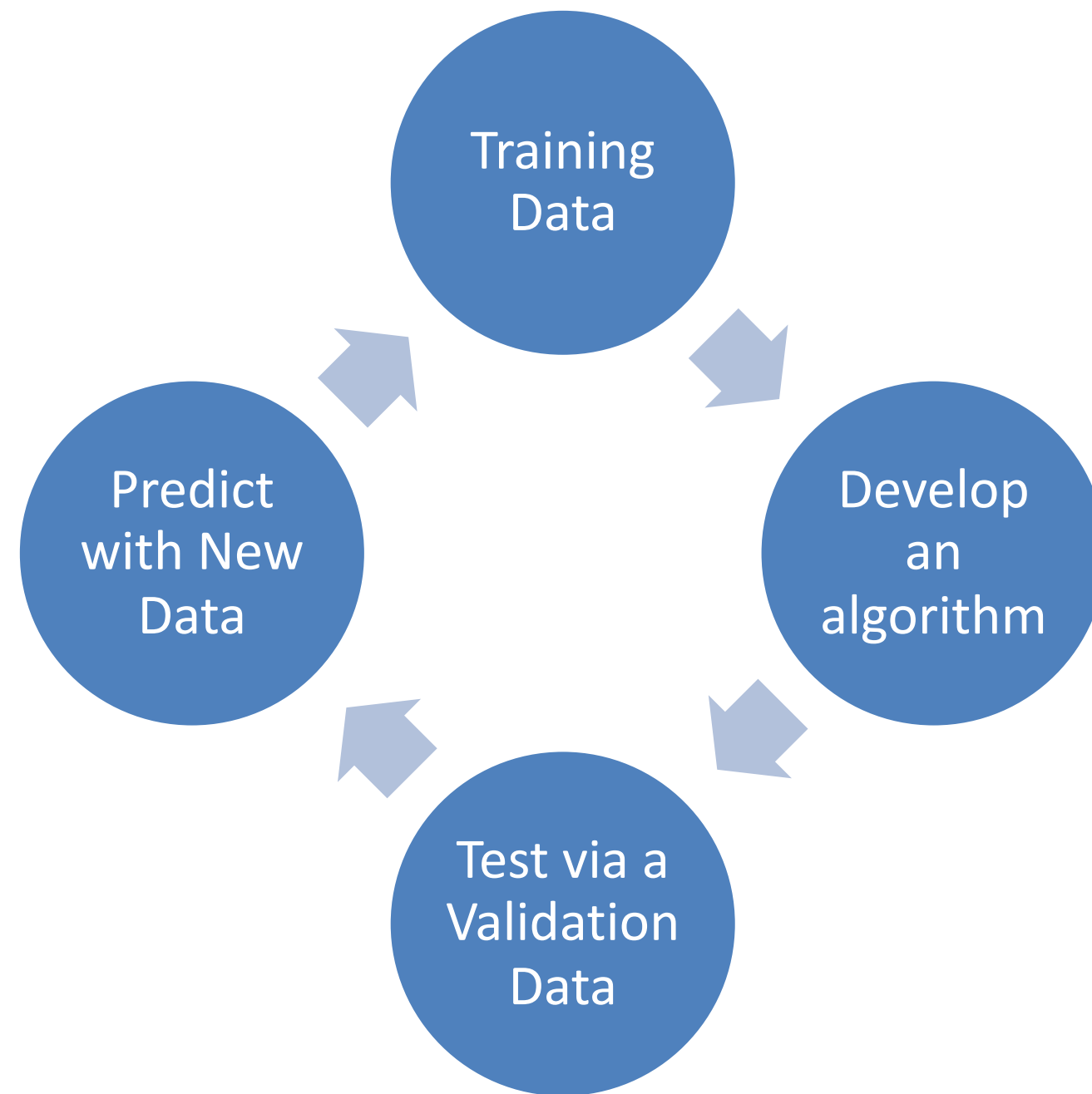
**How many of you have used generative AI
(e.g., ChatGPT) in your professional work?**



A branch of computer science working on building algorithms or applications that can perform tasks that require human intelligence



How Machine Learning Works



A type of AI whose algorithms can generate new content, including text, imagery, audio, video content.



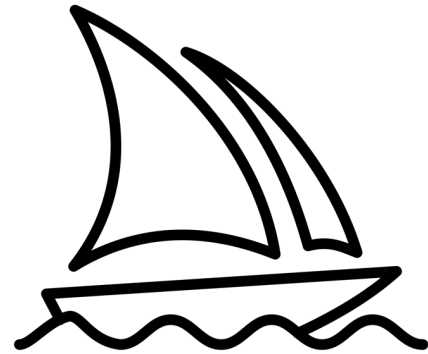
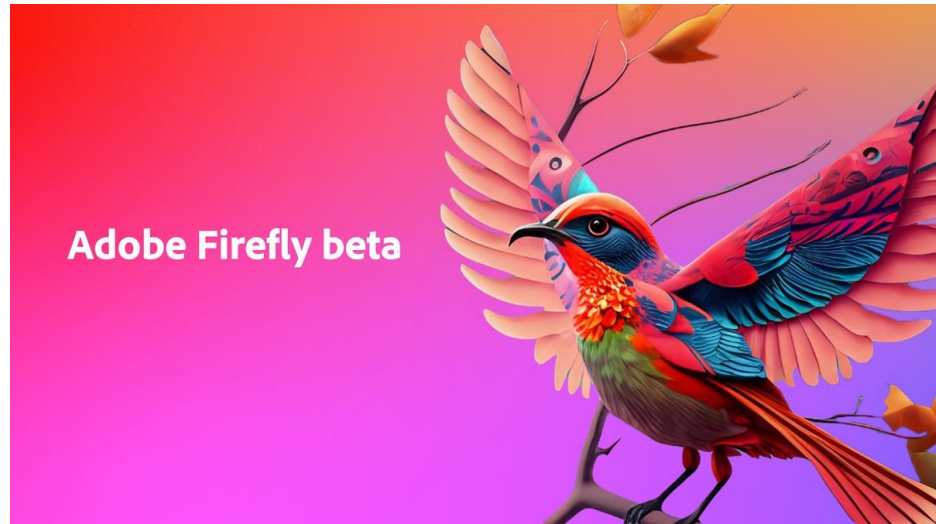
A chatbot based on OpenAI's Generative Pre-trained Transformer (GPT) Large Language Model (LLM)





Text





Images



DALL·E 3

stability.ai

1. What is AI?
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Pros

- Can be inexpensive
- Can be available 24/7
- Can provide fast response
- Can provide a skeleton
- Can improve productivity

Cons

- Can cause ethical and responsible use concerns
- Can come with AI hallucinations
- Can require stronger prompt engineering skills



What Do PR Practitioners Say about AI?

- Assist PR managers in **designing campaigns**
- Automate **tactical tasks**
- Lead to current and relevant **insights**
- Help **identify and tailor content for influencers**
- Create accurate **buyer personas**
- Identify and respond to **crises**
- Assist **measurement and reporting**



Source: Panda, G., Upadhyay, A. K., & Khandelwal, K. (2019). Artificial intelligence: A strategic disruption in public relations. *Journal of Creative Communications*, 14, 196-213.

Typical 12 Functions of PR: Competencies

- Trusted counsel
- Internal communication
- Media relations
- Community relations
- External communication to customers/stakeholders/investors



Typical 12 Functions of PR: Competencies

- Research
- Plan
- Implement, execute and communicate
- Evaluate



Typical 12 Functions of PR: Competencies

- Publicity and special events
- Issues management
- Crisis communication



- Provide an outline, expand on each point
identify tone
- Be specific
- Specify the format
- Specify the tone
- Manage the length
- Experiment



- **C**oncise
- **L**ogical
- **E**xplicit
- **A**daptive
- **R**eflective



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PR Council Guidelines on Generative AI*

1. We protect the integrity of client information.
2. We honor our role in society.
3. We are committed to accuracy.
4. We believe that our clients and the public are best served when third-party relationships with spokespeople, bloggers, partners, and allies are open and transparent.
5. We value diversity and inclusion in our profession.
6. We are committed to agency practices that increase society's confidence in the practice of public relations.

*<https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf>



PR Council Guidelines on Generative AI*

1. We protect the integrity of client information.

Use caution when putting confidential client information into a generative AI tool.

Do not use generative AI images as final creative for a client campaign.

*<https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf>



PR Council Guidelines on Generative AI*

2. We honor our role in society.

Do not use generative AI to create or spread misinformation or disinformation.



*<https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf>

PR Council Guidelines on Generative AI*

3. We are committed to accuracy.

Always fact-check the data generative AI tools provide.

Always check for inadvertent plagiarism, copyright infringement, or trademark infringement in AI-generated output.

Ask vendors about how they use the AI in their tools and work to eliminate biases and improve accuracy.

*<https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf>



PR Council Guidelines on Generative AI*

4. We believe that our clients and the public are best served when third-party relationships with spokespeople, bloggers, partners, and allies are open and transparent.

Disclose to clients if generative AI tools are used in any part of the creative process.



*<https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf>

PR Council Guidelines on Generative AI*

5. We value diversity and inclusion in our profession.

Beware of biases incorporated in AI-generated output.

Do not rely on generative AI tools to translate documents into other languages.

Do not use generative AI tools to create imagery, likenesses, or avatars that create the appearance of diversity instead of working with diverse talent.

*<https://prcouncil.net/wp-content/uploads/2023/04/PR-Council-Guidelines-on-Generative-AI-042423.pdf>



PR Council Guidelines on Generative AI*

6. We are committed to agency practices that increase society's confidence in the practice of public relations.

Agencies should establish clear guidance and conduct regular, firm-wide training on best practices and the proper ethical and legal use of AI to protect their brands and their clients' brands.

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PRSA's Guidance on the Ethical Use of AI*

1. Free flow of information
2. Competition
3. Disclosure of information
4. Safeguarding confidences
5. Conflicts of Interest
6. Enhancing the profession



*https://www.prsa.org/docs/default-source/about/ethics/ethicaluseofai.pdf?sfvrsn=5d02139f_2

Know When to Use and When Not to Use AI



VANDERBILT UNIVERSITY
Peabody College
Office of Equity, Diversity and Inclusion

Dear Peabody Family:

The recent Michigan shootings are a tragic reminder of the importance of taking care of each other, particularly in the context of creating inclusive environments. As members of the Peabody campus community, we must reflect on the impact of such an event and take steps to ensure that we are doing our best to create a safe and inclusive environment for all.

One of the key ways to promote a culture of care on our campus is through building strong relationships with one another. This involves actively engaging with people from different backgrounds and perspectives, listening to their stories, and showing empathy and support. We can also look out for one another by noticing signs of distress and offering support to those who may be struggling with mental health issues.

Another important aspect of creating an inclusive environment is to promote a culture of respect and understanding. This means valuing the diversity of experiences, perspectives, and identities on our campus, and actively working to create a space where everyone feels welcomed and supported. We can do this by listening to one another, seeking out new perspectives, and challenging our own assumptions and biases.

Finally, we must recognize that creating a safe and inclusive environment is an ongoing process that requires ongoing effort and commitment. We must continue to engage in conversations about how we can do better, learn from our mistakes, and work together to build a stronger, more inclusive community.

In the wake of the Michigan shootings, let us come together as a community to reaffirm our commitment to caring for one another and promoting a culture of inclusivity on our campus. By doing so, we can honor the victims of this tragedy and work towards a safer, more compassionate future for all.

(Paraphrase from OpenAI's ChatGPT AI language model, personal communication, February 15, 2023).

Warmly,

Peabody Office of Equity, Diversity and Inclusion

Nicole Joseph, Associate Dean

Hasina Mohyuddin, Assistant Dean

Chenxi Zhu, Graduate Assistant

Peabody Administration Building, Room 217b

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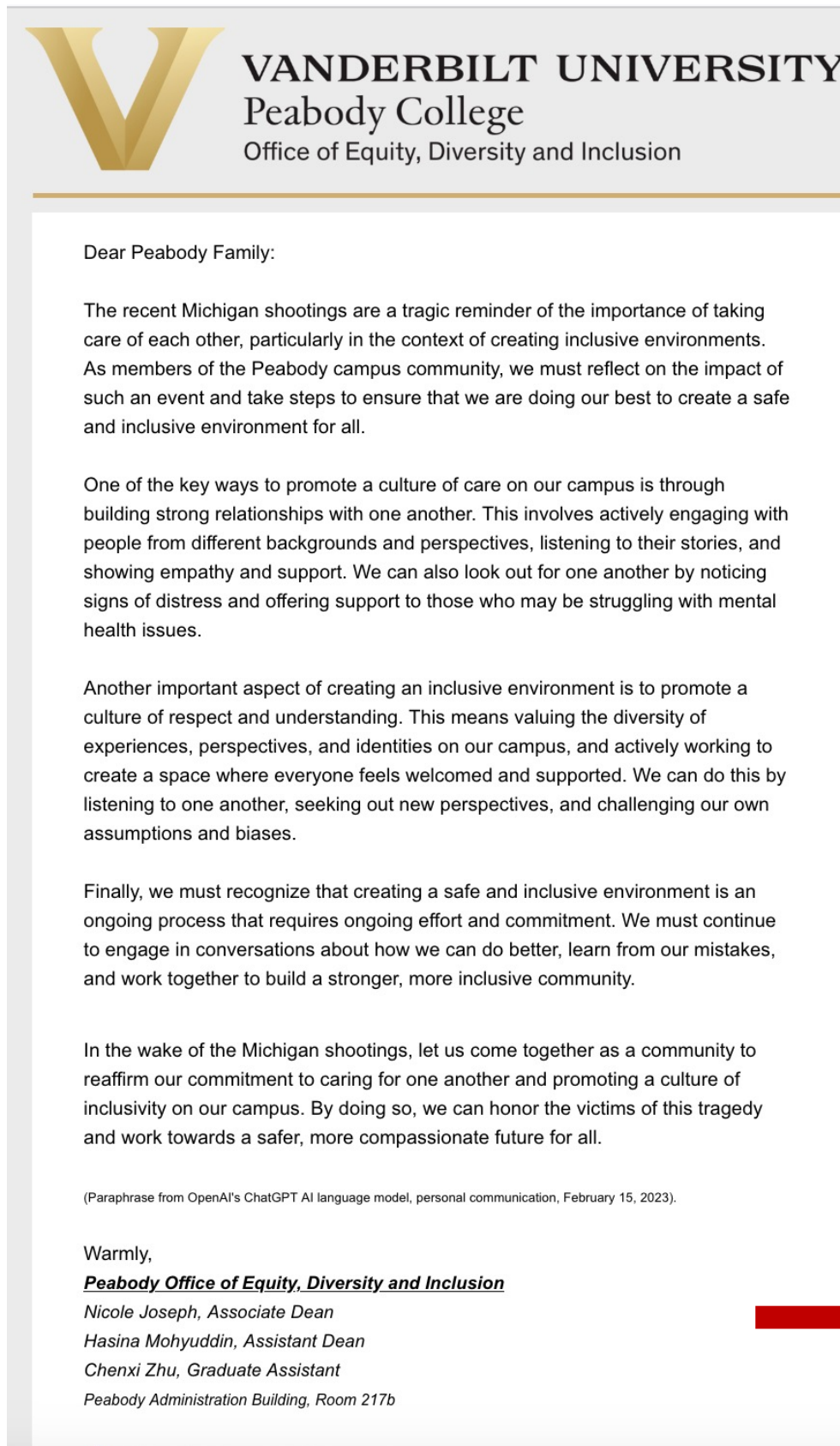
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Do not use generative AI for tasks involving human compassion!

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“The development and distribution of the initial email did not follow Peabody’s normal processes providing for multiple layers of review before being sent. The university’s administrators, including myself, were unaware of the email before it was sent,” said Camilla P. Benbow, the Patricia and Rodes Hart Dean of Education and Human Development.

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Have organizational policy regarding the use of generative AI in place!

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Vanderbilt's letter also included reference to "recent Michigan shootings." Only one occurred.

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Fact-check generative AI answers!

When AI makes a mistake, who is responsible for it?



Source: Prah, A., & Goh, W. W. P. (2021). "Rogue machines" and crisis communication: When AI fails, how do companies publicly respond? *Public Relations Review*, 47 (4), 102077.

- Apology/mortification
- Correct action
- Denial
- Mirror strategy (new)
- Statistical inevitability (new)





THANK YOU!

Email: mwang10@unl.edu