



Ai and PR

The next chapter in
creative
communications



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Contents

Introduction	2
What do we mean by Artificial Intelligence?	3
What AI means for PR	4
How AI can benefit our clients	5
Where the human remains essential	6
Could clients use AI instead of a PR agency?	7
Content is not the same as communications	8
Our approach: AI-assisted, human-led	9
AI discoverable content	10
Earned media	11
The new value equation	12
Our commitment	13
About Suzanne Howe Communications	14

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Introduction

Artificial Intelligence (AI) is changing the way organisations create, analyse and distribute information.

For businesses and their communications teams, that presents both an opportunity and a challenge. AI can now research, analyse, draft, adapt and generate content at remarkable speed.

For an established PR agency, the important question is therefore not whether AI should be used. It is how it should be used – and where human expertise remains indispensable.

Our view is straightforward:

AI should enhance great communications, not replace the thinking behind them.

Used responsibly, it can make PR faster, more responsive and more productive. It can help communications professionals explore more ideas, process more information and create more content from a single strong concept.

But the fundamental disciplines of effective public relations remain human: understanding an organisation, identifying what genuinely matters, finding the compelling story, knowing an audience, exercising judgement, building relationships and protecting reputation.

That distinction will become increasingly important as AI becomes more capable.

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What do we mean by Artificial Intelligence?

Artificial Intelligence (AI) is technology that can analyse information, recognise patterns, generate or transform content and assist with tasks that traditionally require human judgement.

In communications, this can include:

- researching and summarising information;
- generating and developing ideas;
- adapting content for different audiences;
- analysing media coverage and other data;
- creating or adapting visual material;
- identifying themes, trends and opportunities;
- accelerating routine administrative work.

Therefore, AI is best understood as a powerful creative and productivity tool. It is not a substitute for responsibility, judgement or accountability.

An AI system can produce a plausible answer very quickly. That does not necessarily make the answer accurate, original, strategically appropriate or right for a particular organisation.

Those distinctions matter enormously in communications, where a few words can influence reputation, relationships and commercial outcomes.

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What AI means for PR

The most immediate impact of AI will be on the production of content.

A press release, article, social post, briefing note or presentation can be drafted much more quickly with AI assistance. One piece of approved content can also be adapted into multiple formats and for different audiences.

This has the potential to make communications programmes considerably more efficient.

For example, a single campaign idea might become:

Core campaign concept → media story → thought-leadership article → executive LinkedIn content → social posts → newsletters → customer communications → internal briefing → journalist pitches.

The opportunity is not simply to produce more material.

It is to give communications professionals more time to concentrate on the parts of the process that create the **greatest value**.

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How AI can benefit our clients

Greater speed

AI can help our clients respond rapidly when opportunities or issues arise.

When a new development affects a sector or a communications deadline suddenly moves forward, AI can help assemble relevant information.

Human review remains essential, but the starting point can be reached much faster.

Greater personalisation

Communications are increasingly expected to be targeted at particular relevant audiences.

AI can help adapt a central message for different stakeholders, channels and levels of knowledge without requiring every version to be produced entirely from scratch.

More content from a strong idea

Good creative thinking can have a much longer life.

AI can help turn one carefully developed idea into a range of useful communications assets while retaining the central message and strategic purpose.

Better use of information

Organisations often possess enormous quantities of information that are difficult to process efficiently.

AI can help identify themes, summarise documents, compare information and surface potential questions or opportunities.

This can support better-informed communications planning.

Where the human remains essential

The arrival of AI does not make creativity less important.

In many respects, it makes **genuine creativity more valuable**.

If everyone has access to technology capable of producing competent copy in seconds, competent copy becomes less distinctive.

The question becomes:

What is actually worth saying?

That requires human judgement.

A successful PR campaign may depend on recognising an unexpected connection between two ideas, understanding why a particular story will interest a journalist, knowing when a client should remain silent, or finding a way to express a complicated proposition that feels simple and memorable.

These are not merely production tasks.

They involve context, experience, intuition, relationships and accountability.

AI can contribute to the process. It does not remove the need for those qualities.

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Could clients use AI instead of a PR agency?

In some circumstances, yes.

It would be unrealistic to suggest otherwise.

For relatively straightforward content requirements, some organisations will increasingly be able to use AI internally rather than outsource every piece of content to an agency.

A business may decide, for example, to use AI to help create:

- routine social posts;
- first drafts of blog articles;
- internal communications;
- simple announcements;
- basic newsletters;
- initial presentation material.

For some organisations, at some points in their communications journey, that may be entirely appropriate.

The implication for PR agencies is not that they should compete with AI on the production of commodity content.

It is that:

They should place greater emphasis on the **value** that surrounds the content.

Content is not the same as communications

A client does not ultimately buy 800-1000 words.

- They buy an outcome.
- They may want journalists to take notice.
- They may need customers to understand a complicated proposition.
- They may want a senior executive to establish authority or thought-leadership in a particular field.
- They may need to manage a sensitive announcement.
- They may want to change perceptions, build trust, enter a conversation or establish a distinctive position.

Producing words is only one part of achieving those objectives.

The greater value lies in deciding:

- **What should we say?**
- **Why should anyone care?**
- **Who needs to hear it?**
- **What is the most compelling way to tell the story?**
- **When should we say it?**
- **Where will it have the greatest impact?**
- **What could go wrong?**
- **How will we know whether it worked?**

That is the territory in which experienced PR expertise remains important.

Our approach: AI-assisted, human-led

We believe the strongest model is neither “AI everywhere” nor “AI nowhere”. It is AI-assisted, human-led communications.

We can use AI where it genuinely improves the work – research, analysis, ideation, drafting, adaptation and efficiency – while retaining human responsibility for strategy, creativity, accuracy, editorial judgement and final approval.

AI can help us...

Explore more possibilities.

Process more information.

Develop more initial ideas.

Adapt content for different audiences.

Identify patterns and opportunities.

Repurpose valuable content.

Our people remain responsible for...

Strategy – understanding what the communication needs to achieve.

Creativity – developing ideas that are distinctive and relevant.

Judgement – deciding what should and should not be said.

Accuracy – checking facts, context and claims.

Tone – ensuring communication sounds like the organisation rather than a machine.

Relationships – understanding journalists, stakeholders and audiences.

Reputation – recognising the consequences of communication decisions.

Accountability – standing behind the finished work.

AI discoverable content

In today's B2B PR world, content must be AI discoverable, because artificial intelligence tools are rapidly replacing traditional search engines as the first point of contact and primary research layer for business buyers.

According to Forrester's 2026 Buyers' Journey Survey, nearly half (47%) of B2B buyers now use generative AI tools such as ChatGPT, Claude, and Gemini to research new suppliers, summarise market options, and build vendor shortlists.

For many years, we have optimised media relations around one human audience, asking: **“Will the right people see the story?”** Now there is second audience and we need to ask: **“Will AI see enough independent evidence to understand who this brand is, what it is known for, and whether it deserves to be recommended?”**

AI doesn't need to know what you say about your company. It needs to understand what others say about you: independent coverage (in credible media with high domain scores); expert commentary, original research, comparisons, and reviews.

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Put simply: **reputation – turned into machine-readable evidence.**

Earned media

One of the most powerful forces in modern communications, ‘earned media’ is publicity a client does not pay for or control, and is sometimes referred to as unpaid media or organic media coverage.

Earned media is the unpaid, organic publicity a brand receives through third-party validation, such as industry news coverage, analyst mentions, and peer reviews. It is critical in B2B PR because it provides the **independent credibility and trust** required to influence complex, multi-stakeholder buying decisions.

That is why SHC stresses the importance of stories in reputable media (with high domain scores), the use of case studies and the development of strong thought-leadership positions.

Muck Rack recently analysed over 25M links cited by ChatGPT, Claude and Gemini – and 84% came from earned media, while paid and advertorial content accounted for 0.3% and journalism alone for 27%.

According to the recent “Earned Media in the AI Era” report by D S Simon Media, 89% of PR professionals surveyed said that earned media is considered to be the most important PR channel for AI discoverability.

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The new value equation

The communications industry has always evolved with technology.

Desktop publishing changed design. Digital gained in importance against print. Email transformed media relations. Social media changed the relationship between organisations and audiences.

AI is another major shift.

But technological change does not eliminate the need for creative thinking. It changes where that thinking delivers value.

As AI makes the production of acceptable content easier, **original thinking, distinctive ideas and strategic judgement become more – *not less* – important.**

The agencies that benefit most will not necessarily be those that produce the most content. They will be those that use technology intelligently while remaining focused on the quality of the idea and the outcome for the client.

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Our commitment

We see AI as an opportunity to improve the way we work for our clients.

That means using it thoughtfully, rather than automatically.

We will continue to apply human oversight to client-facing work and to consider issues including confidentiality, accuracy, intellectual property, originality and appropriate use of AI-generated material.

Most importantly, we will continue to judge communications by the same fundamental standard:

Does it have something worth saying – and does it make people want to listen?

Technology can help us get there faster.

It cannot make that decision for us.

And that is precisely why:

The future of PR is unlikely to be about choosing between people and AI.

It will be about **people who know how to use AI well.**

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About Suzanne Howe Communications

Suzanne Howe Communications is a Certified B Corporation™

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

SHC operates in three specialist sectors – food, packaging, and cleaning & FM. The talented SHC team also has experience in sustainability communications.

SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require.

SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

www.suzannehowe.com