Generative AI For Media Relations & Pitching

Overview

Generative AI is transforming PR by streamlining media outreach and improving pitch effectiveness. AI tools assist with:

★ **Writing Press Releases** – Quickly generating clear, AP-style press materials.

★ **Personalizing Media Pitches** – Analyzing journalist preferences to tailor outreach.

★ **Optimizing Media Lists** – Identifying relevant reporters for targeted pitching.

★ **Enhancing Media Monitoring** – Tracking sentiment and coverage for better strategy.

AI improves efficiency and scalability, but human creativity and relationship-building remain essential for successful media relations.

AI-Powered Media List Building & Targeting

AI-powered media databases, like Cision, Muck Rack, and Meltwater, help PR professionals identify the most relevant journalists based on past coverage and interests.

Personalized & Data-Driven Pitching

AI-driven personalization tools, like BuzzSumo and Prowly, craft tailored pitches with optimized subject lines and timing for better engagement.

AI-Assisted Press Release Writing & Optimization

AI-assisted writing tools, like Jasper, ChatGPT, and Grammarly, enhance press releases by improving clarity, SEO, and relevance to target audiences.

HOW IS IT BEING USED?

AI is making media outreach more strategic, helping PR professionals save time, improve pitch success rates, and build stronger journalist relationships.

Weber Shandwick

- Recently released their own AI accelerator to help their clients and organizations understand how beneficial generative AI can be in the communications field.

- They are also collaborating with Blackbird.AI,a threat intelligence company to create a media security center which advises clients on potential information risks.

Chris Perry, chairman of Weber Shandwick Futures says,"Our AI accelerator was built and framed on the reality, given the amount of time we spent with clients discussing AI, that we as an industry need to move far beyond talking about it and really understand it and how generative AI can be used for good and where we need to hold judgment for a bit."

The firm sees AI as "a critical imperative for marcom [marketing communication] professionals."

Brian Buchwald, global head of AI and product at Edelman said, "We have been guiding them [employees] on the basics of what is generative AI, what are large language models, how do we apply that in a crisis or creative context."

Here's what Edelman had to say about Quid: "The AI Search feature enables analysts to quickly craft more creative and accurate searches within the dashboard."

PROS

- Increased Efficiency and Scalability
  - AI can automate repetitive tasks like media lists and drafting press releases.
- Content Generation and Drafting
  - AI can brainstorm unique angles and story ideas.
  - AI can generate drafts for press materials

CONS

- Lack of Human Touch
  - AI lacks emotional intelligence.
- Accuracy and Fact-Checking
  - AI can generate text that seems factual but may contain inaccuracies.

First Impressions

★ We found it interesting that these companies were so open and honest about their generative AI use and how they use if for their benefit.

★ We were surprised that these companies collaborated with AI resources and developed their own AI databases to help and assist their clients.

★ We didn't realize how quickly it was implemented into PR work environments and how professionals balance automation with human creativity to maintain authentic relationships.

THANK YOU