

New Report!

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Generative AI in Organizations: Insights and Strategies from Communication Leaders

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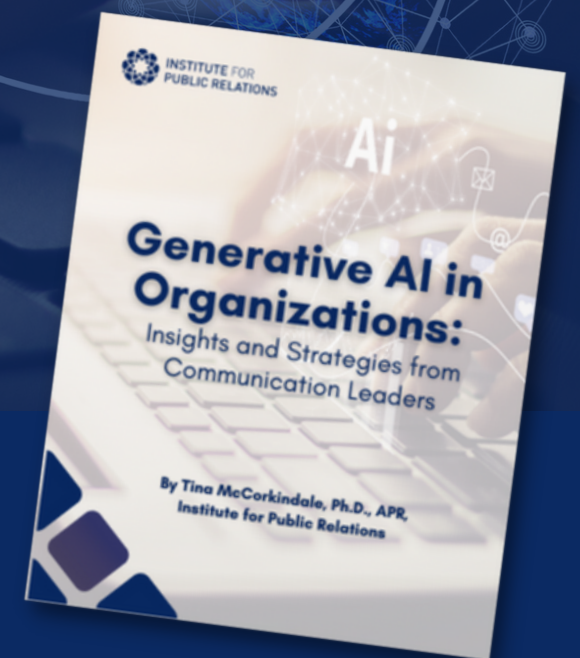


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It's a tool, not a strategy: Generative AI is seen as a tool augmenting communication tasks, especially repetitive ones. Most respondents emphasized generative AI enhances work, rather than functions as a strategy, emphasizing the importance of humans in the process.

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Ownership and Governance of AI in Organizations:

There is no consensus on who owns generative AI in organizations, with responses varying from centralized ownership to shared responsibilities across different departments.

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Ethical and Transparent Use of AI:

There is a strong emphasis on the ethical use of AI, particularly in maintaining transparency with stakeholders, such as labeling, and ensuring compliance with industry regulations, especially in sensitive sectors like healthcare.

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Ethics should be top of mind for organizations using generative AI. Organizations should choose responsible AI operations – just as they would a business partner—with a focus on fostering consumer confidence and brand allegiance.



Gerry Tschopp
Global Head of External Communications at Experian
and CCO at Experian North America

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We have established a framework of GenAI do's and don'ts in collaboration with our legal team and as long as we are able to work within that framework in addition to traditional legal principles, it is just like using any other tool.



Tejas Totade
Chief Technology Officer
Ruder Finn

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While we are currently grappling with the operational and skills impact of GenAI, **we need to also focus on the potential to fundamentally impact how we build relationships with influencers and entire newsroom teams.**



Ephraim Cohen
Global Managing Director of Media + Platforms
FleishmanHillard