

# **Heightening Calls for Precision in Contemporary PR Practice: An Imperative For AI Intervention**

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**Received: 12 Jan 2026 | Accepted: 06 Feb 2026 | Published: 12 Feb 2026**

## **Abstract**

In our fast-paced and dynamic society, the staying power of any profession is a function of the degree to which the professionals therein are adaptive to emerging societal trends. Public Relations (PR) in the midst of other professions is no less affected by technological trends and social change. It is thus expected to always align itself with innovations in the environment to be able to counsel and communicate knowingly with stakeholders. It is a given that PR's trustworthiness factor subsists on accuracy of facts and figures that translate to truthfulness while Artificial Intelligence (AI) is identified with capacity to provide precise results in the assessment of facts about situations and measurement of results. Accordingly, this paper explores the pertinence of AI to PR practice as the new normal. It identifies and advocates the deployment of relevant AI tools for resultfulness in the practice, spotlights drawbacks of AI in PR practice and equally enjoins circumspection in the application of such AI tools that connects to possible disbenefits in order to always keep the profession on the path of credibility. The work is anchored on the Uses and Gratification Theory. It acknowledges the latitude communication media users' exercise to choose from the lot of media, those that have capacity to satisfy their needs at any given time. The desk research methodology was adopted as qualitative data were advertently sourced from apposite authorities in the net and physical libraries.

**Key Words:** Public relations, Precision PR, Artificial intelligence, PR goals, Trustworthiness

## **Introduction**

Innovativeness manifests nowadays in the realm of science and arts alike reflecting man's innate capacity to adapt to development in his ever-evolving environment. It comes in the production of implements and procedures that refine upon that which obtains, thereby introducing relative or extensive changes to the routine. Innovations are driven either by pressure from society for more resultful means of handling situations or technological advancements that impress on society, upgraded variants of existing means of satisfying needs. It reflects man's ingenuity in devising articles or ideas to tackle his challenges or advance his standard of living.

The various technologies we have around us are practical evidences of man's innovativeness and their impact on society in relation to homespun ways of life speaks volumes to the positives in life, of what we consentingly refer to as technological advancement. Apparently, what we call technology is not far-fetched. It is by and large the application of conceptual knowledge to achieve practical goals mostly in reproducible ways (Skalnino, 1993). Technology could also be defined as the application of scientific knowledge to practical problem-solving drives or the application of

scientific knowledge to achieve practical ends. Thus the ability of the early man in the stone age to form implements to cut things or devising means of clothing themselves were early forms of technological innovations (Ford, nd.). the word technology equally refers to the products that are results of man's efforts to enhance his living standards (Mitchean, 1994) including tools and machines that are hardware or tangible technologies as well as software or intangible technologies among which is artificial intelligence.

The availability of relevant technology engendered the sophisticated life style man experiences today. We have home or domestic technologies that come in handy at home to manage household chores. Dishwashers and blenders in the kitchen are examples here while business or industrial technologies include robots, conveyor belts and the 3D printing technology. These are hardware technologies among others in our environment. The computer is an example of a hardware cum software technological piece because aside its physical component, it operates on various software to be functional. We have application software, programming software and many others as examples of non-tangible technologies in use. They are means by which the hardware computer is directed on specific tasks.

On account of the exponential technological advancement, the field of medicine experiences quick and accurate medical communication and precise diagnostic results as well as electronic medical record keeping processes. Telemedicine and genetic fortune telling are other manifestation of technology in medical practice (Alar, 2021). Agriculture has witnessed drone technology, farm automation, automated diary installation etc. We also have farm management software, such as Agriwebb and Croptracker. The realm of communication has witnessed a plethora of technologies. Tangible communication technologies are countless yet the number of non-tangible internet-based others made available through the handset and the computer can only be estimated. Today, we can talk about cloud-based communication, virtual and augmented reality, block-chain technology and a mass of others called social media. (Allferi & Christiana, 2023, Mar, 2021, Mindden, 2023). Such communication technologies permeate every aspect of human life just as communication indiscriminately services all professions and disciplines.

Like every other aspect of life, human intelligence has been subjected to technological interference hence we have AI which rules the roost today in research. Unlike NLP which is practically restricted to processing speech and text in language, technologies such as Quantum computing, Augmented reality and AI are multidisciplinary in application. AI is known to provide personalized recommendations to people based on initiated search or prompts.

Given the pervasive application of AI technologies and the attendant groundbreaking results witnessed in different fields of human endeavour, it is advisable that public relations (PR) as a communication effort that dwells on research and measurement of results for precision, be not left in the lurch if it must live up to its billing.

## **Theoretical Foundation**

This work is founded on the Uses and Gratification Theory (UGT) proposed by Elihu Kalz, Jay Blumler and Michael Gurevitch (Olowu, 2025). It posits that humans or individuals are not passive but active users of communication media. They conscientiously chose media to gratify specific social and psychological needs and can deliberately switch platforms or existing communication media that fail to adequately meet expectations (Olowu, 2025).

The opinion that Artificial Intelligence (AI) has become a transformational communication medium instead of a mere technical equipment is pervasive (Chriti, 2025) given that AI powered tools/applications are channels that enhance creation, processing, transmission, editing, interpretation etc. of messages (Bandara, 2025). They have succeeded in shifting focus from traditional communications means to more effective and efficient methods of carrying out communication business according to prevailing social changes (Olowu, 2025). It follows that the absorption of changes such as AI application in communication due to technological advancement impinges PR being a communication discipline.

The paper insists that AI application in PR should be encouraged to the extent of its capacity to fairly gratify PR needs of the practitioner while its pertinence to productiveness in the realm of communication lasts. As a profession amongst others, it must upgrade or risk being left in the lurch. The UGT is relevant to this study in the light of its (the study) position that the erosion of trust and reduction of human touch in communication identified with AI notwithstanding, AIs precision-orientedness in data analysis and measurement of results inter alia, endears it to PR practice (Ayodele, 2025). Scrupulous application of certain AI tools for its benefits to PR that would leave out others with identified disbenefits should therefore be the focus of practitioners.

## **Research Methodology**

The Desk Research methodology was adopted for this study. Data were systematically collected, analyzed and synthesized from journals, books, reports etc. from both virtual and physical libraries to strengthen the position advanced.

## **Literature Review**

### **The Concept of Public Relations**

Authorities believe that public relations is something everyone has, given that everybody strives to be acceptable to others with whom they interacts and expects to be treated acceptably. On this score and under normal circumstances, people make effort to initiate actions or communication strategies expected to produce beneficial outcomes in a relationship. As a profession, public relations is subjected to an overkill of definitions but at the risk of conservativeness, this work adopts the representation of PR by the British Institute of International Relations as the deliberate planned and sustained effort to establish and maintain mutual understanding between an organization and its public. In another breath following the World Assembly of Public Relations Associates in Mexico in 1978 what is commonly called the “Mexican Statement” was made representing public relations as the art and social science of analyzing trends, predicting their consequences counselling organization’s leaders and implementing planned programmes of action which will serve both the organization’s and the public interest (Jefkins, 1998).

The choice of the two out of many other definitions owes to the fact that the first plays up the pristine essence of public relations as an effort towards making mutual understanding possible between parties in a relationship or interaction. The Mexican Statement on the other hand exposes the practitioner to the task before him that the practice is not a tea party. It further highlights the place of probity on the part of the practitioner to earn the trust of the counselled, enterprise to be able to adapt to and undertake pertinent actions to mitigate various challenges foisted at him as the bridge builder between parties seeking common grounds and, the need to strive for accuracy of

results necessitating the fact-finding process of research. This calls for application of cutting edge research tools capable of producing incontrovertible outcomes.

A Third definition worth considering is that provided by the Webster New International dictionary. It sees public relations as the promotion of rapport and goodwill between a person, firm or institution and other persons, special publics or the community at large (Nwosu and Nkamnebe, 2006). This definition highlights the concept of promotion which entails information dissemination and persuasion and thus representing communication as the lifeblood of PR. It is expected that PR fashions out or improve on existing communication channels to encourage a two-way information flow that breeds mutual understanding. PR initiates the communication process by sending out useful information to stakeholders and processes in-coming information for rewarding use by the entity it represents. It further relates with the media of mass communication to nurture public perceptions concerning its principal and sways public opinion in its favour. Through a painstaking and purpose-driven communication process, PR manages the public image or reputation of its principal to promote its acceptability.

Another definition that suggests the position of PR amongst other departments in an organization states that, PR is a management tool for leaders in business, government and other institutions to establish beneficial relationships with other institutions and groups (Vivian, 2003). This definition is akin to the traditional and unchanging thinking that public relations is a management function. However, the integrated marketing communication philosophy of the mid 1990s identifies public relations as a marketing function on account of its promotional roles in business, when advertising, public relations and publicity roles are coordinated and unified to address customers concerns in a single voice (Dominik, 2007). This largely frustrates the possibility of availing management with diverse opinions of stakeholders which management has to sift for the best of results since that is PR specialty ab initio. It is also obvious that PR focuses on a 2-way symmetrical communication process that takes into account the needs and expectations of various publics and juxtaposes same with its principal's disposition (Dominickwhich, 2007). That is the only means by which management is furnished with the basis to evaluate the publics' inclinations and fashion out policies accordingly. The PR personnel is therefore a persuasive communicator whose endeavours aim at balancing the business concerns of his principal with those of its clientele in the interest of a crisis free interaction in their relationship.

## **The Public Relations Process**

In most cases, misgivings and misunderstanding of intents are the causes of inadequacies in relationships. This situation can occur for three reasons. (1) A legitimate inquiry is not promptly and properly answered by concerned stakeholders in deed or words (2) An inquiry was not conducted and actions were based on presumption and (3) a slapdash inquiry was made that did not follow defined processes for productivity. Other possibilities are that responses were ill-timed, inaccurate, or altered by inappropriate interpretations. It is also possible that such responses are blown out of proportion (Center, Jackson, Smith & Stanberry, 2011). A panacea to this tangle is strategic planning that anticipate broad based issues which are likely to arise given that specific problems that affect public opinion and relationships rarely exist in isolation. They are often connected to larger matters of public concern. Therefore, considering identified and possible problems in a plan in advance can nip a crisis prone issue in the bud. Consequently, the first

consideration for a PR person is mastery of the planning process and the basic skills for the practice (Center, Jackson, Smith & Stanberry, 2011). Planning revolves around organizing your thoughts concerning a goal and coming up with a step-by-step procedure towards goal attainment. It thus provides a structure or fixed order for the public relations practitioner to follow through in the pursuit of set goals.

Public relations challenges are diverse and knowing how to proceed within a structure or plan gives the practitioner a sense of direction because he is guided and would not be acting on impulse. Though plans are defined, it takes a prepared practitioner to fit his aims to the plan. He has to understand his organization's business operations and goals thoroughly, learn as much as possible about the publics' on whose goodwill the organization depends for success and put that understanding and knowledge together in a formal strategic plan (Center, Jackson, Smith & Stansberry, 2011). The ultimate goal of PR is to build a healthy and mutually rewarding relationship between the organization and its stakeholders. This it does by consistently communicating with those with whom the organization shares concerns so the organization's operations are appreciated. It strives to ensure that their views about the organization are always positive. Again, good public relations directs the organization towards meeting stakeholders' expectations. This influences public opinion in favour of the organization, enhances its reputation thus accentuating its visibility amongst others.

The PR process refers to the permanent steps taken to implement the plan. usually, the plan can change from organization to organization depending on differences in goals but the process is largely the same.

Authorities (The intact one, 2024) have provided a 6-step public relations process embodying:

1. Research and analysis: This involves examining the organizations current situation, its public perception and issues it faces. It requires putting the internal and external situations of the organization on focus as well as stakeholder's preferences and aversions. In a nutshell, a SWOT analysis on the situation to understand public sentiments towards the organization bearing in mind the strengths, weaknesses, opportunities and threats towards the organization.
2. Setting objectives: Objectives to set include information, attitudinal and behavioural objectives. Informational objectives aim at increasing awareness and knowledge about the strength of the organization and threats to tackle. While attitudinal objectives aim at changing unfavourable to favourable attitude behavioural change objectives seek to encourage increase in participation in the organization's activities or product buying.
3. Planning and strategy development: This stage encompasses target audience identification and message crafting, keeping in view the expected effect and responses and selecting appropriate communication channels.
4. Implementation: Putting the entire action plan to work including media relations, content creation, event management etc. contents are created that accentuate the core message. Events are created and managed enabling PR personnel to meet face-to-face with key stakeholders. Community outreach, press conferences and product launch are carried out at this stage aiming at set goal attainment.

5. Evaluation and measurement: It involves monitoring media coverage for desired outcomes of actions taken, measuring outcomes to ascertain effectiveness, analyzing key performance indicators for expected results.
6. Feedback and Improvement: feedback are drawn from stakeholders and internal reviews are made so strategies are adjusted for better outcomes where necessary.

The PR process takes off with a research in order to know exactly what issues are to be addressed. This enable public relations to define specific objective and fashion out pertinent means of achieving these objectives using research based strategies to implement the plan to reach findings and to evaluate outcomes of the public relations efforts, ultimately.

## Causes of Public Relations Fallings

A lasting commonplace PR challenge is that the profession has a lackluster reputation yet its fundamental role in society or the culmination of all public relations activities is to ensure the acceptability of the practitioner's organization, brand etc. to those that are connected or should be connected to it. The practitioner's business is so complicated that in all instances, he can never be too pragmatic and meticulous. For instance, the practitioner is always:

1. Analyzing problems and opportunities, defining goals and specific audience(s) to reach and planning relevant activities directed at ultimate goal attainment.
2. Writing and editing speeches, press releases, product information, employee publications etc.
3. Placing information on pertinent communication platforms in a most advantageous way.
4. Organizing specialized events capable of boosting the public relations goals.
5. Managing resources such as proper budgeting, recruitment and training of ad hoc staff etc. (Onabanjo in Onabanjo, 2012)

The public relations person will do all of this bearing in mind that he has an array of stakeholders to manage including: government, employees, shareholders, host communities, financial institutions, the media, labour unions, interest groups etc. on whose goodwill his success hangs and who in return has interests to protect concerning the organization's business. With all of this, slips are not unexpected in his interactions with the different stakeholders. However, for a productive relationship these slips must be caulked lest the consequences snowball into a crisis situation where they are untended.

PR failings are usually identified with (1) Poor plaining where required or due attention is not paid to all aspects of an issue and every individual or group affected by the issue. (2) Inability to pin-point stakeholder's concerns according to the specific interest each has in the organization and (3) Ignoring or downplaying the capacity of certain groups' position to impinge the strategic interests of the organization. Workload, soloed efforts, lack of clear cut objectives, data overload, inconsistent messaging and inability to adequately measure results are other drawbacks in public relations (Ragan Training, 2024)

These situations give rise to disgruntlement among interests that feel ignored, misunderstanding of intents where miscommunication derives from inconsistent messaging and outweighing workload where PR person has to function as a digital marketer, product marketer,

webmaster, crisis communication respondent, content writer, social media manager etc. simultaneously (Academy, 2024). Soloed efforts among public relations team members or between public relations and other departments in an organization would create discrepancies and rob public relations of the precision it aims at. Overweighing data are capable of obfuscating the public relations person where appropriate tools are not deployed to analyze them. The absence of or inability to apply cutting edge technologies cause public relations to inadequately measures issues and evaluate results thereby robbing the practice of deserving finesse in the processes that lead to decision taking. Evidently, adapting to the rapidly evolving technological landscape is the way out.

## Precision Public Relations

Precision is a standard every productive fact-finding endeavor that relies on analysis of collected data strives to attain. It relates to exactness of results practically leaving no room for indecision or conjectures because it yields certitude. For instance, a product value could be ascertained by determining its performance and the attributes by which it becomes the consumer's choice. To ascertain this, public relations has to track media coverage (conventional media) involve in social media engagements, monitor digital mentions etc. Being mindful of the technicalities involved in the process, following through established procedures to the letter and using state-of-the-art technologies spell precision. This procedure is definitive and produces near pinpoint results.

Precision PR requires a high degree of accuracy, paying attention to details that ensure specific tailoring of messages to the right audience. It aims at achieving maximum impact with minimum room for error. It is characterized by deliberate and focused public relations efforts to produce specific measurable results (Huber, 2024). Precision PR is therefore data driven given that pertinent data have to be harnessed and sifted for the needed substance on which decisions have to be founded. This is akin to the position that data is considered the big part of public relations (MIDASPR, 2022).

In Huber's (2024) analysis, precision PR encompasses:

1. Target audience identification entailing ascertainment of the right interests with the appropriate demographics.
2. Being data-driven by using analytics and metrics to inform campaign strategies, track performance and adjust tactics based on real-time data.
3. Accuracy in messaging which ensures that information is factually correct, clear, concise and channeled through appropriate media.
4. Attention to details by being careful in crafting press releases, media pitches and other communications including use of proper grammar and spelling in PR written communication channels.
5. Use of credible and reliable sources knowledgeable in the issue(s), capable of providing valuable perspectives and insight in information gathering.
6. Strategic timing, to be able to deploy messages at the most-opportune time or moment, to maximize media coverage and engagement.

PR does a lot for the organization, its principal as an individual or a particular brand. It manages the reputation of the organization to the extent it is to blame where the organization's rating drops

and loses patronage. The core of effective PR lies in proper understanding and articulation of the values his organization supports and aligns same with the needs and expectations other organizations, individuals, groups etc. have concerning his organization. PR ensures that there are no misgivings or gaps in the interaction between its principal and clients or stakeholders. To secure a lasting relationship the PR of an organization needs to be precise in the interest of:

1. **Credibility:** Once an organization's PR is precise or very careful and exact with necessary details of its dealings with stakeholders, it has succeeded in building mutual understanding with its publics for a positive reputation. The publics see the organization as being transparent to stakeholders and thus credible enough to be trusted.
2. **Avoidance of crisis:** misinformation is capable of breeding misunderstanding which has capacity to cause crisis. PR has to be precise with its messages so that meaning transmitted always equals meaning received by all recipients of the same messages. This can generate exactitude in expected results.
3. **Legal compliance:** Public relations has a duty to ensure that the organization's communications are purged of negative legal implications. As the communication management machinery of the organization, it must be precise in the use of words and terminologies to keep the organization legally safe. Legal issues do not allow ambiguities thus precision help the PR to create the correct meaning that does not leave anyone in doubt about the intendment of the message (Huber, 2024).

The power of precision public relation is such that, it earns the organization its publics' trust and builds strong foundation for an ongoing relationship between the organization and its clientele based on mutual understanding which breeds trust.

## Artificial Intelligence in Public Relations

Artificial Intelligence (AI) is a technological development that enables computers and machines to simulate human learning, comprehension, problem-solving, decision making, creativity etc. (Stryker and Kavlakonglu, 2024). AI use in society represents a situation where applications and devices are equipped with it thereby lending them (applications and devices) capacity to identify objects, understand and respond to human language. They can learn new information and experience as well as make detailed recommendations to users and experts. Above all, such devices or machines equipped with AI can act independently like humans and are capable of replacing human intelligence (Stryker and Kavlakoglu, 2024).

It is an innovation by which computer, a computer-controlled robot or software is programmed to think intelligently like the human mind. AI enables applications like Chabots and Virtual Learning Assistants to understand user enquires, extract meaningful information from data and deliver accurate context-aware responses. They are also able to transform unstructured communication into actionable insight (Delege, 2024).

As mentioned earlier, attributes of AI that are of interest to this work are that AI assisted devices can act independently like humans and are able to process information (data) and come up with actionable results. They can organize information in manners or ways that provide precise results and respond to inquiries quick-wittedly and these they do with more ease and accuracy than mere humans and other applications. Besides, AI does not relate to robots only but could be in the

form of software deployable in different forms. This makes AI a relevant, tool for professionals that must fact-find and fact-check data for use in problem solving or to guide an organization towards goal attainment.

PR personnel work, in a highly stressful and fast-paced environment given the prevailing technology-driven ever-evolving circumstances around us, both in business and governance. Technology is deployed to optimize virtually everything in our social, political, economic etc. activities. Such technologies come in very quick succession and it takes a percipient PR to cope with and use them to one's advantage. PR units are traditionally understaffed yet the unit has a volume of work that transcends digital marketing, product marketing, operating as webmasters, crisis communication respondents, content writers and social media managers. (O'Connell, 2025). Given that the PR must have top of mind awareness of every turn in the relationships it manages, it cannot but recourse to AI to be productive.

PR today deals with an overwhelming volume of data and traditional means of sifting such data for emerging trends and changes in sentiments have become inadequate. PR requires deeper insight on how audiences think and act. It also requires state-of-the-art information management procedures and tools to communicate intelligibly with its information society audience (Culjak, nd.). In a nutshell, PR gathers and analyzes statistics on audience sentiments and audience insights to take decisions that engender organizational effectiveness. Thus it must align itself with the tools and procedures capable of producing outcomes that make the sense to groups individuals and institutions it interacts with.

Just as it has proven useful to other disciplines, AI is essential to PR since it will leverage AI's data analysis capabilities to gain insight into public perceptions and engender more informed strategic decision. If deployed, pertinent AI tools can (1) help PR analyze data to identify trends sentiments and key influencers providing valuable insights to work with (2) track brand mentions across media and generate comprehensive reports to assess campaign performance (Huber, 2024). (3) identify and profile specific audience segments making it possible to structure messages and communication channels for optimum output. (4) be usefully deployed in content creation and optimization by drafting press releases, social media posts and other content generating ideas and optimizing language for better performance or engagement and (5) proactively manage crisis by aiding the identification of negative sentiments early and enabling rapid response and mitigation strategies (Culjak, 2024).

AI ensures consistency in style tone and branding no matter the volume of material used in a PR campaign. It offers natural language processing capabilities to generate content that adheres to key messaging tones and ensure all communication across channels align with company's Kumar, et al 2024, Delege, 2024)

AI is able to do these and many more in PR and any other discipline it is applicable because of the variety of software that make up the gamut of AI tools.

They can do virtually everything if deployed pertinently. Such tools include:

1. ChatGPT – this AI application is known to be very useful in research. It makes possible access to specialist information and useful ideas. It also simplifies complex topics and provides new ways to plan for and handle emergencies simulating conversations and giving immediate feedback for scenario planning. It is a brilliant tool for ideation.

2. Hypotenuse AI – it helps in media pitch and press release generation. It equally aids content creation and provides insight for PR campaigns
3. Press Pal AI – This is used for writing pitches. It is used for sourcing for the best of ideas for press release and emails
4. Idea map – This AI tool help PR to generate and visualize ideas and project through interactive mindmaps and diagrams. It operates as a short cut for PR ideas which it generates and organizes for use.
5. Canva – PR uses Canva AI tool to create, edit, manipulate images. It is useful for the formation of graphics. It has capacity to scan a wide range of materials online for relevant elements to create content or AI generated image.
6. Grammarly- It is for text generation, improves text and make it more engaging and descriptive. It does simplification of text, editing or paraphrasing and rewriting text for a general audience.
7. Coypoleak – An AI tool that helps to detect plagiarism. In other words, it is for content detecting. Once text is pasted on it, Copyleak helps to purge it of plagiarism concerns.
8. DeepL Translator – Helps in translating text. It can upload an entire document for translation and does that very well depending on language pairs involved.
9. Scribbl AI – it is capable of recording and transcribing meeting notes independently. It generates meeting minutes. It is compatible with apps like Googlemeet.
10. Propel PRM – Acts as media manager by monitoring coverage and track analytics. It also manages media contacts of the PR personnel (Nero, 2024, Marfousi, 2024)

The essence of AI to PR cannot be over-estimated. It permeates all aspect of the practice and helps keep the practitioner on top of his game. Staying on top of your trade especially in PR that relies so much on research calls for deployment of relevant AI tools to make the work tick. AI's strongest points that appeals to PR are that it helps automate almost every aspect of the practice and saves a lot of time traditional PR practice would unnecessarily consume. Aside that the use of AI enables efficiency to the extent that AI in PR exponents believe AI offers PR laser precision messaging which is the fulcrum of PR practice (Culjak, 2024). However, the pitfalls of AI use in PR cannot be glossed over. There are situations were unscrupulous deployment of AI has produced reverses as such, the PR practitioner has to be circumspect in the application of AI tools so he is able only to make positive and not negative uses of this technology.

## **Drawbacks in the Use of AI in PR**

Like every other technology that came before it, AI is not error-proof. It has pitfalls the PR personnel are expected to be mindful of because, good PR is supposedly error-free but one cannot overlook the human factor and technological failings identified with some of the finest technologies which explains the unending drive for refinement on existing technologies for improved performance.

Reasons PR should not see AI as the ultimate in the practice are that:

1. There is hardly any trustworthy means of knowing exactly where AI gets its data from. The opacity identified with AI raises concerns about how it influences outcomes in professional contexts.
2. AI lacks capacity to generate original information. It merely repurposes existing information. Therefore, the AI information user is susceptible to plagiarism and copyright concerns.
3. Though AI can analyze data quickly, the accuracy of results rely on the quality of data it was able to access and process. The lack of certitude concerning AI's source of data subjects results to uncertainties given that biased data can lead to flawed strategies and questionable outcomes eventually.
4. If AI companies configure their software with bias for what they want, AI can perpetuate this bias which can alienate target audiences to a brand once the bias is noticed
5. Misuse of AI tools to cut corners can cause syntactic issues in expressions that affect overall brand information.
6. PR relies on creativity, empathy and human connection which can suffer upon over reliance on technology that lacks that human touch. This can result in mechanical or generic content that fails to connect with audiences at the emotional level.
7. Reliance AI robs PR of capacity to develop traditional PR skills of effective writing strategy creation and interpersonal communication. (Lilley, 2024, Marfousi, 2024, White, 2023).

## Conclusion

Society has attained the state that reliance on certain technologies for advancement has become a sine qua non. In whatever form they come every technology has made its impact in the past before it is either refined upon or replaced with another analogous piece. AI is about the latest technology that is applied in every field of human activity with impressive outcomes. Its influence is felt in healthcare, education, marketing, communication, engineering etc. The keyness of AI to public relations is in its capacity to manage repetitive tasks, creating data-based campaigns and predicting crisis with a high degree of accuracy thus making 80% of communication leaders hold that AI is essential to PR, according to a recent survey (Tziakouri, 2024). Marfousi (2024) believes that there are two categories of opinions about AI. Those who are all-in on AI, ready to let ChatGPT and its peers revolutionize everything and others who see AI as a passing trend and resist the change. The expectation is that a midpoint will pan out of these two positions and to the benefit of PR people.

Though AI has its pitfalls as highlighted above, it is evident that applying AI when and where necessary with the consciousness of its pitfalls is the way to go since these pitfalls are not specific to PR practice. It is a matter of making deliberate efforts to identify the pitfalls in order that they could be circumvented if possible or remedies could also be adopted in the process to make the most of AI in PR. This position is taken against the backdrop that anything short of it will make PR a laggard in a professionally competitive global environment.

## Article Publication Details

This article is published in the **International Journal of Arts, Sports, and Leisure Studies**, ISSN XXXX-XXXX (Online). In Volume 1 (2026), Issue 1 (January - February)

The journal is published and managed by **RGA Research Publications**.

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