Balancing AI with human expertise in PR and applying the Gold Paper in practice

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Viber For iPhone Aims To Rival Skype's App, Is Amazingly Amazing

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Viber

Today sees the launch of Viber, a brand new, free iPhone application (iTunes link, or search for 'viber free') that basically functions the way pretty much every iPhone user wishes Skype's mobile application would. My educated guess is that this will become a stunningly big hit in no time.

Viber for iPhone allows you to make 100% free calls to other Viber users over 3G and WiFi, is capable of running completely in the background without draining your battery (even when the app isn't actually running in the background, but more on that later), works over Bluetooth and still manages to boast both speedy call connections and excellent audio quality.

The evolving media landscape

- Ever growing number of distribution channels - spanning publications, newsletters, podcasts, and more.

- No one can keep up with all these channels, especially with multiple clients - without the help of AI.

Why AI in PR is not a nice to have. It’s a necessity

- Staying relevant in an increasingly fast-paced industry
- Serving your clients in the best way possible
- If you’re not leveraging AI, you risk being left behind as competitors move faster and more strategically.

Where AI should not be used: ❌

- Complete AI content generation - requires the ‘you’ element
- Cultivating long-term journalist relationships
- Strategic messaging, storytelling, and relationship-building are deeply human tasks that require unique style, empathy, judgment, and trust.
- Transparency and accountability - Gold Paper

Where AI should be used:

The research phase! 💡

Frustration with the current situation

Why not leverage AI for what it's best at and humans for what they're best at?

AI is great for:

- Media research
- Analyzing data
- Enhanced insights

Using AI to solve a PR pain point

- Dazzle, AI search agent that matches your stories with the right journalists and outlets in real time
- Real time = Always up to date
- Enables PR pros to build media lists in minutes by leveraging AI
- Decrease research time = more time to cultivate media relationships which is really what PR is all about.

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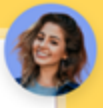

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Our philosophy:

- Responsibility remains at the hands of the human - it’s all about quality, not spray and pray.

- Select the journalists that you want

- No “Add all” to list

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Learn how to redeem the code **here**

A hopeful vision of the future in accordance with the Gold Paper

- Human insight, emotional intelligence, and ethical storytelling are irreplaceable.

- AI should enhance PR, not replace it. Relationships are human to human.

- Using AI in ethical manner = decision making remains with humans.

Thank you and let’s connect!

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