

Artificial Intelligence (AI) and Public Relations: Boon or Curse?

Is Blockchain the Solution to AI Deepfakes in PR? A Provisional Outlook

**Valerio Fabbri | valerio@fabbriko.com | FabbriKo |
Ljubljana, Slovenia**

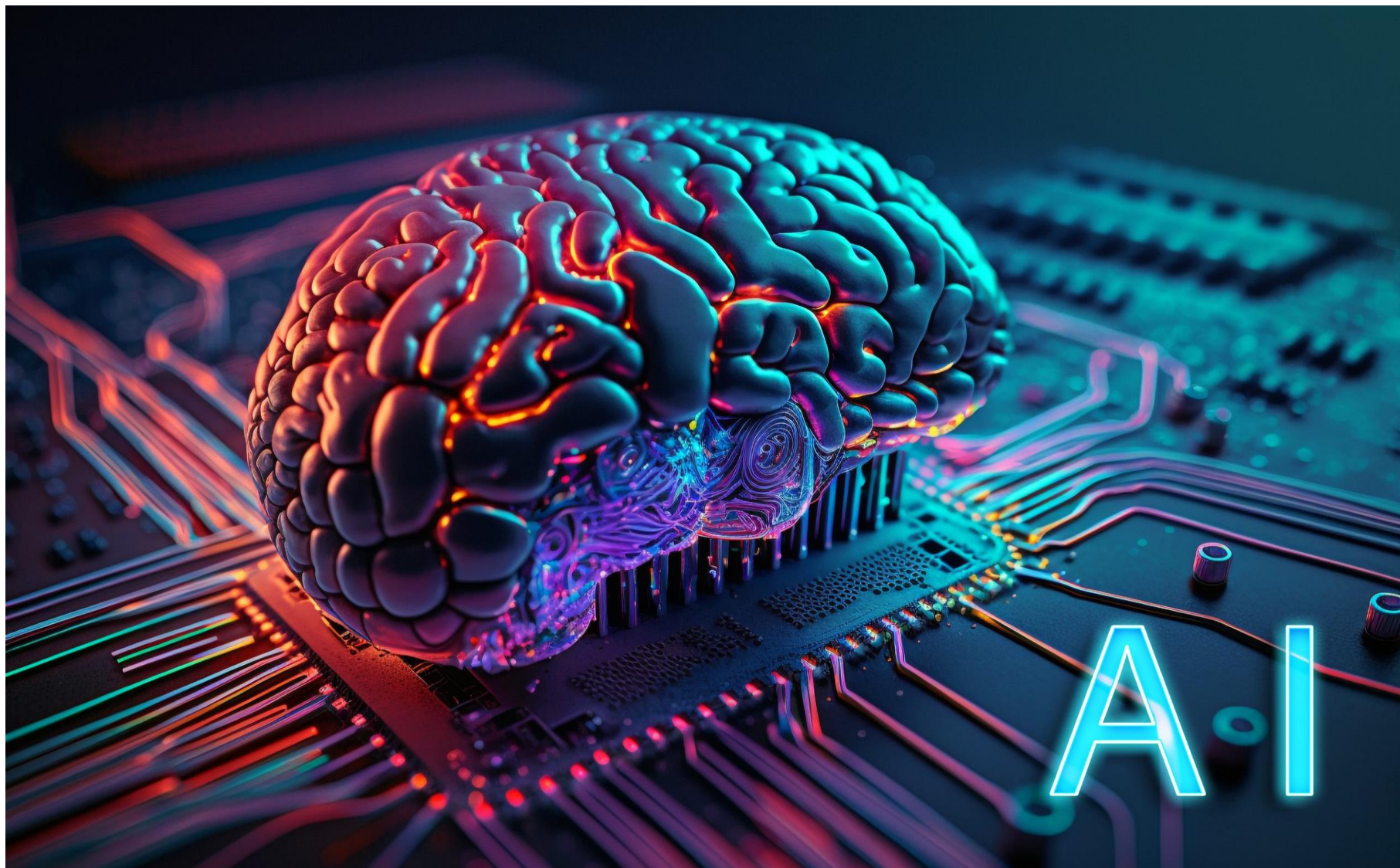
June 27th, 2025

Setting the Stage – Artificial Intelligence 1/2

- AI includes a **diverse range of technologies** that can be defined as 'self-learning, adaptive systems.'
- It can be categorized based on technologies, **purposes** (like facial or image recognition), **functions** (such as language understanding and problem-solving), or **types of agents** (including robots and self-driving cars).
- <https://www.un.org/en/global-issues/artificial-intelligence>

Setting the Stage – Artificial Intelligence 2/2

- In other words, AI can help us **analyze large sets of data and information in record time**, identifying trends, correlations and anomalies. It also plays a crucial role in **personalizing content**.
- *However*, this is **transformative** for our profession as for the first time a technology advancement impacts directly content CREATION, rather than improve content DISTRIBUTION.



Setting the Stage – Blockchain 1/2

- A blockchain is a type of *distributed* database or ledger, which means the power to update a blockchain is distributed between the nodes, or participants, of a public or private computer network.
- It allows data to be stored across a network of computers in a secure, transparent, and **immutable** way.

Setting the Stage – Blockchain 2/2

- Imagine a shared notebook that everyone in a group can read and write in — but **no one can erase past entries**. That's blockchain in action.
- Virtual stores of information (or blocks) that are stored in a public database (or chain). Its decentralized nature makes it ideal for establishing trust in digital environments.
- *However*, it only tells us that much.

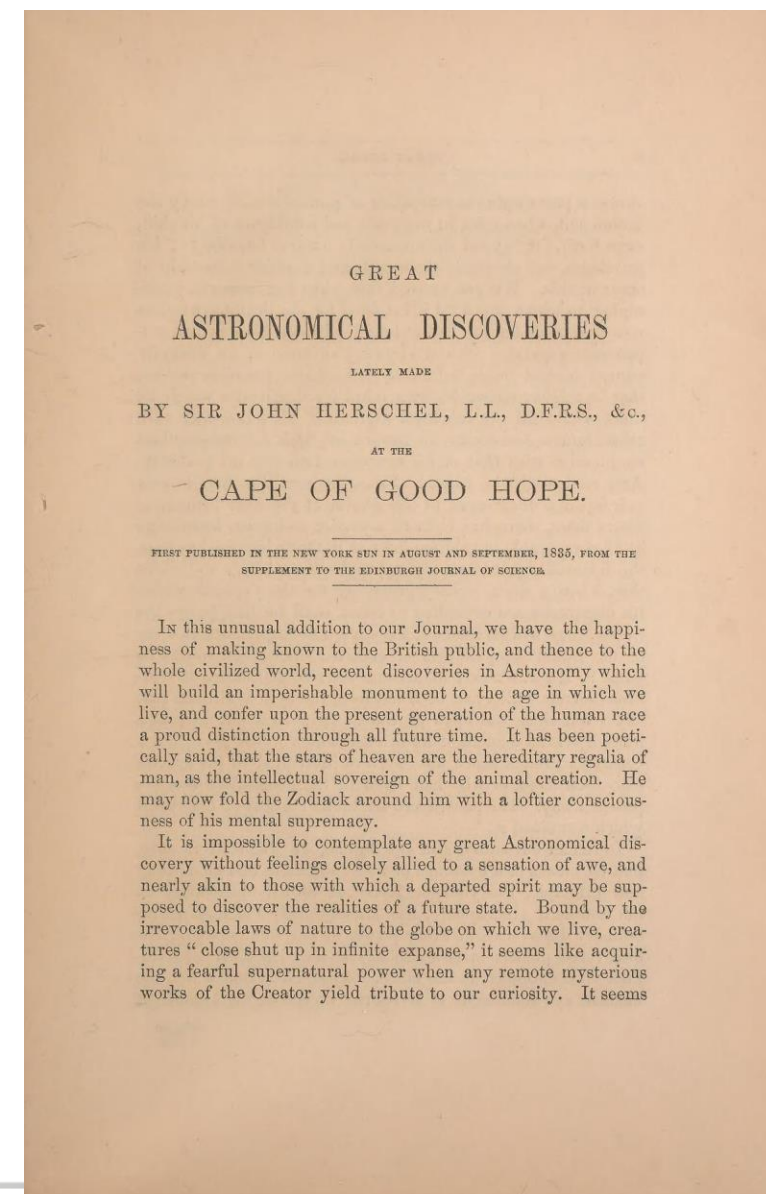
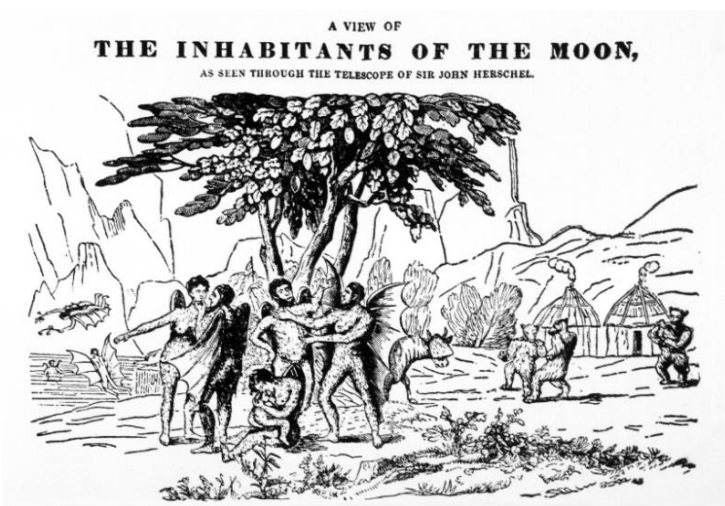


Setting the Stage – Deepfakes 1/2

- An accelerating shift towards consumption via social media and video platforms is further diminishing the influence of **‘institutional journalism’** and supercharging a fragmented **alternative media environment** containing an array of podcasters, YouTubers, and TikTokkers.
- <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2025/dnr-executive-summary>

Setting the Stage – Deepfakes 2/2

- These trends are increasingly pronounced in the United States under Donald Trump, as well as parts of Asia, Latin America, and Eastern Europe, but are **moving more slowly elsewhere**, especially where news brands maintain a strong connection with audiences.
- *However, The Great Moon Hoax* was Sci-Fi passed off as news. This is considered the origin of modern “fake news”, when on **August 25, 1835**, the New York *Sun* began running a satiric story about life on the Moon. **The problem?** People believed it.
- <https://www.britannica.com/story/the-great-moon-hoax-of-1835-was-sci-fi-passed-off-as-news>



So, the Answer to the Question Is? 1/3

- While there are **common challenges** around the pace of change and the disruptive role of AI, other details are playing out differently depending on the size of the market, long-standing habits and culture.
- Moreover, the world's leading artificial intelligence groups are **struggling to force AI models to accurately show how they operate**, an issue experts have said will be crucial to keeping the powerful systems in check.

So, the Answer to the Question Is? 2/3

- With growing numbers of people selectively – and in some cases consistently – avoiding the traditional PR channels, there definitely are **benefits of using new generative AI technologies** to personalize content and make it feel more engaging for younger people.
- In a world increasingly populated by synthetic content and misinformation, **all generations still prize trusted (news) brands** with a track record for accuracy, even if they don't use them as often as they once did.

So, the Answer to the Question Is? 3/3

- Communication and journalism **do not exist outside of time and history**. Saint Augustine reminds of this when he said, '*Let us live well, and the times will be good. **We are the times***'.
(Pope Leo XIV meeting media professionals)
- <https://www.vaticannews.va/en/pope/news/2025-05/pope-leo-xiv-media-professionals-audience-conclave.html>



Conclusion – 1/2

- The results suggest that while AI holds **immense potential** to improve PR practices, it also introduces **new challenges**, such as the heightened need for data security and privacy.
- This requires **responsibility** and **discernment** in order to ensure that it can be used for the good of all, so that it can benefit all of humanity. The Venice Pledge is a great start:
<https://www.globalalliancepr.org/guiding-principles-for-ethical-and-responsible-artificial-intelligence>

Conclusion – 2/2

- More generally, however, audiences remain skeptical about the use of AI alone and are more comfortable with use cases where **humans remain in the loop**.
- “*Communication is not only the transmission of information, but it is also the creation of a culture, of **human and digital** environments that become **spaces for dialogue and discussion**.” (Pope Leo XIV).*
- “We believe **Trust is the ultimate currency**”, as per Edelman Trust Barometer <https://www.edelman.com/trust>



**“In God we trust.
All others must bring data.”**

- Dr. W. Edwards Deming

Thank you
for your attention!