

AI Relations: Using PR for Brand Visibility in Generative AI Answers

AI tools like ChatGPT are reshaping visibility. Earned media is now your most influential asset in the generative AI era.

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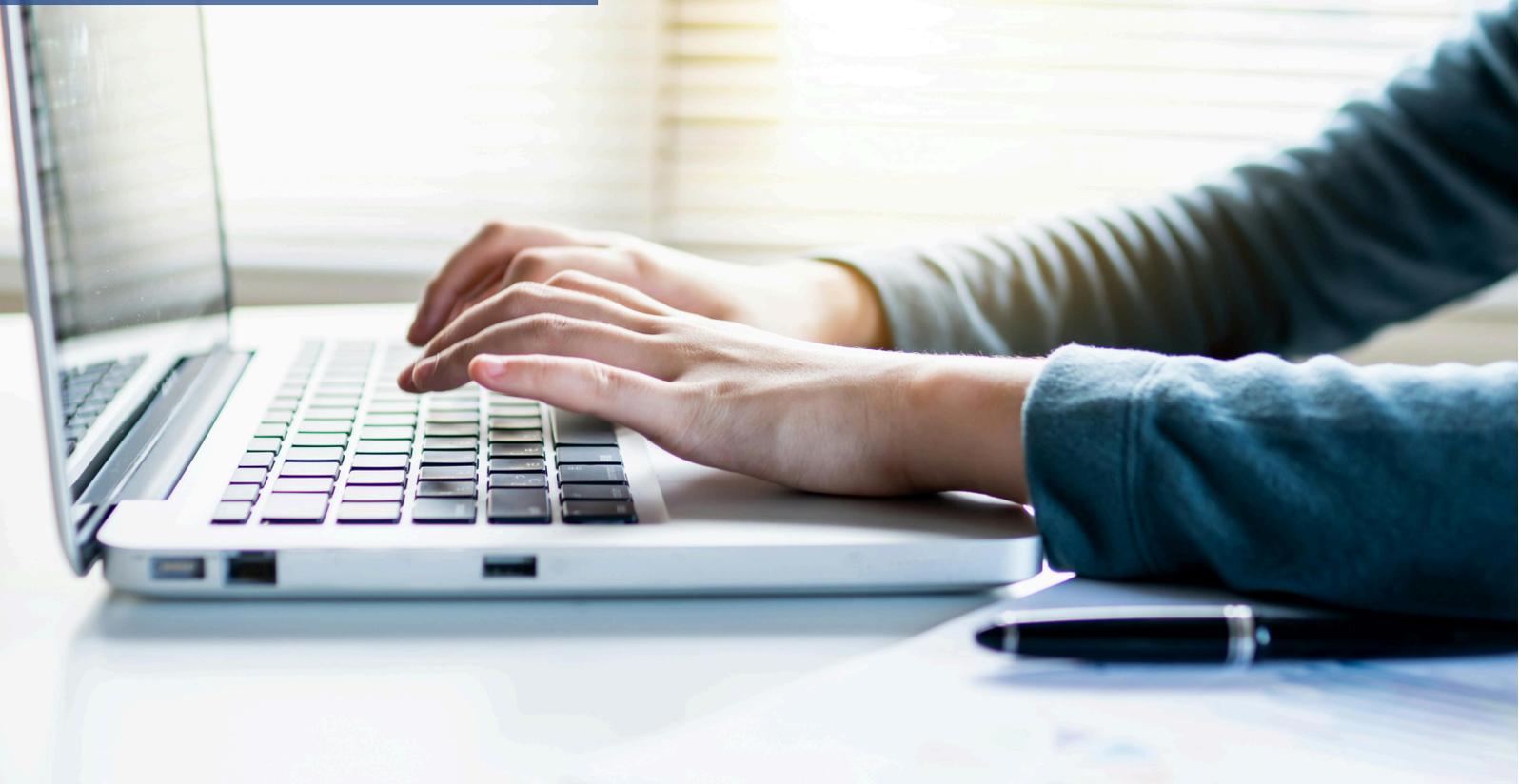
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Key Takeaways:

- 96% of AI citations come from earned media sources, not company-controlled content.
- PR strategies now influence how large language models (LLMs) understand your brand.
- AI optimization, generative engine optimization (GEO), and answer engine optimization (AEO) are rising priorities.
- Jason Mudd of Axia Public Relations coined “AI Relations” to describe this emerging practice.
- Organizations must treat AI Relations as seriously as media, investor, and community relations.

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What is AI Relations?

AI Relations is a strategic communications discipline focused on managing how artificial intelligence systems perceive, represent, and cite your company. Just like media relations builds relationships with journalists, AI Relations builds influence with large language models and generative systems.

These systems now shape public perception at scale. When someone asks ChatGPT, Gemini, or Perplexity AI about your brand, those tools do not pull their responses from your advertising or social channels. They draw information from third-party sources they consider credible.

In this new environment, your brand's visibility and reputation depend on how well you manage your AI Relations.

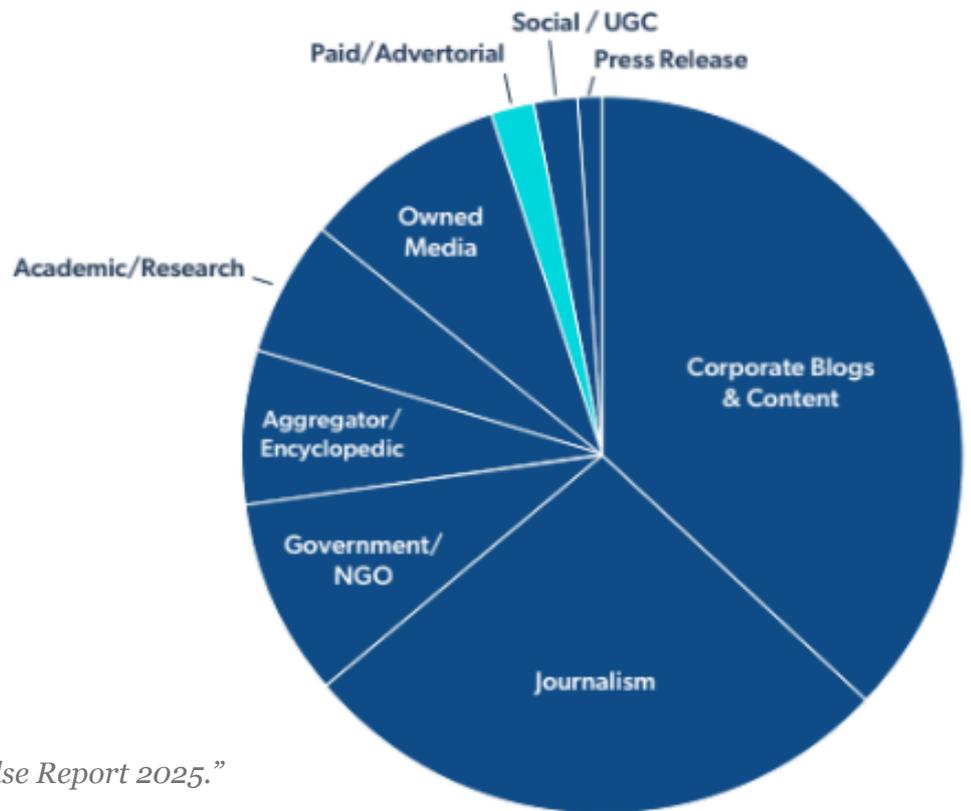
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Why AI Relations Matters Now

Muck Rack's 2025 "Generative Pulse" report revealed a critical finding: **96% of the citations AI tools reference come from earned media coverage.** Not ads. Not branded PDFs. Not social media content. Real coverage from credible third-party news outlets.

More than 95% of links cited by AI are from non-paid media



Source: Muck Rack, "Generative Pulse Report 2025."

That means:

- Coverage in The Wall Street Journal, Reuters, or Forbes carries far more generative weight than anything you publish on your own.
- Your PR program is now your most direct lever for influencing generative search and AI summaries.
- If you're not actively earning media coverage, you're invisible in generative systems.
- This is the essence of AI Relations: the strategic pursuit of media coverage and online authority that LLMs respect and repeat.

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How Generative Engines Think

LLMs (like ChatGPT, Claude, and Gemini) do not browse the web like humans. They don't weigh all content equally.

Instead, they:

- Train on structured, high-authority sources such as news sites, academic journals, and government databases.
- Ignore low-quality, duplicative, or brand-owned promotional content.
- Prioritize relevance, credibility, and authority based on publishing domain and content format.

This means your best path to influencing AI is not better SEO copy or more blog posts. It's **strategic earned media** and **citations from reputable sources**.

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GEO and AEO: The Technical Foundations

Generative engine optimization is the practice of improving how your brand appears in generative responses. Think: “What does ChatGPT say about us?”

Answer engine optimization is about influencing systems like Google’s featured snippets, Bing Copilot, and voice assistants that deliver single-answer results.

Both GEO and AEO share a common strategy:

- Earn mentions and citations from credible sources.
- Use clear, structured language in those sources.
- Cover topics your audience is asking AI tools about.

AI Relations combines PR, SEO, and content strategy into a unified effort to shape your presence in the age of AI.

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Why News Releases Still Matter (But Don't Lead)

Once you've built a foundation of earned media coverage, strategic news releases distributed via trusted commercial newswires can reinforce your visibility.

GlobeNewswire, in particular, was the newswire service AI tools cited most, according to Muck Rack's Generative Pulse study. The value of news releases lies in structured formatting, keyword relevance, and broad syndication — all signals AI systems may recognize.

However, AI tools cited newswire services far less often than authentic journalism. So, **a newswire post is not a substitute for authentic media coverage.** It's a supplement. Your focus should remain on earning high-quality news coverage first.

For newswire services, Axia can help:
axiapr.com/newswireposts

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Why Companies Need AI Relations Now

Most brands today are unprepared for generative visibility. Their content strategies still revolve around owned channels and traditional SEO.

But the world has changed:

- LLMs are now the primary entry point for discovery, research, and recommendations.
- Buyers are asking AI tools to summarize options, evaluate companies, and identify red flags.
- If your brand isn't visible in those responses, you're not even in the conversation.

AI Relations gives you a proactive strategy to:

- Ensure AI tools tell your story accurately.
- Influence what buyers, investors, and partners see when they ask LLMs about your category.

Future-proof your brand against misinformation or invisibility in AI summaries.

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Examples by Industry

In construction and home improvement, tools like Perplexity AI often surface advice articles or industry rankings. Earned coverage in Construction Dive or Remodeling Magazine beats anything on your website.

In insurance or dental, where trust and compliance matter, LLMs lean on respected journalism. Companies quoted in Insurance Journal or Dental Economics get the nod.

In cybersecurity, people frequently ask LLMs to recommend vendors or compare tools. A company Wired or Dark Reading cites has far more AI visibility than one with a fancy “About” page.

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How Axia Leads the Practice of AI Relations

Even before May 2025, Axia has been defining and advancing **AI Relations** as a core public relations function.

We are:

- The first known PR practitioners to name and define AI Relations as a service.
- Actively monitoring how generative systems cite and summarize brands.
- Building new frameworks to improve GEO, AEO, and generative visibility.

Our AI VisibilitySM program blends earned media, news release strategy, structured data, and subject-matter positioning to help brands influence what AI says about them.

Explore our services: axiapr.com/ai

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Frequently Asked Questions

What kind of content do AI tools like ChatGPT or Gemini cite most?

AI models cite structured, high-authority sources like earned media articles from credible news outlets. Promotional and paid content rarely appear.

Can we influence AI results without spending on paid ads or SEO?

Yes. Earned media remains the most effective and cost-efficient way to shape AI visibility. AI Relations focuses on this path.

Are newswire services still helpful?

They can support your strategy when paired with earned media. Use them for structured, factual, timely announcements that AI may index.

How is AI Relations different from SEO or digital PR?

SEO targets human search behavior. AI Relations targets how machines read and repeat your brand narrative.

What industries benefit most from AI Relations?

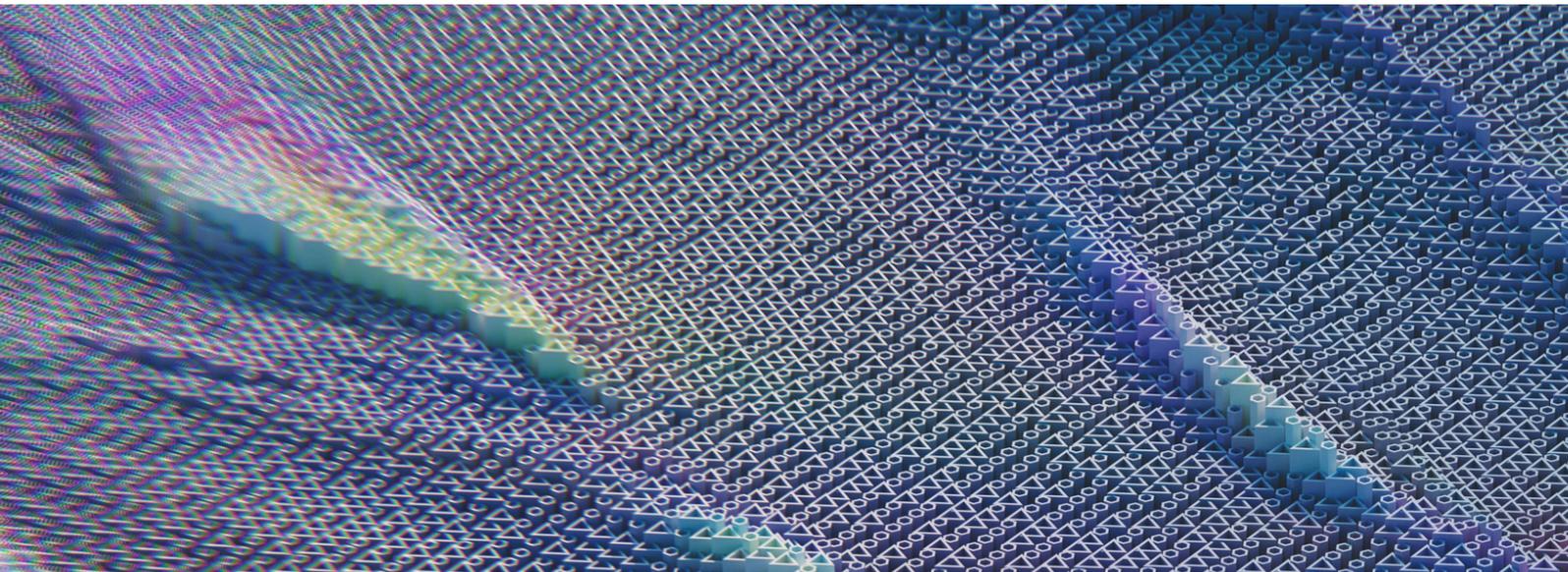
All industries need visibility in generative systems. Highly competitive or scrutinized industries and professions may benefit the most.

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What does ChatGPT say about your brand today — and are you comfortable with that answer?

Explore Axia's AI Relations program to shape what AI says about your company.





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