



How to manage your reputation in a world transformed by AI

As industries adapt, what will be the role of PR?



Introduction and methodology

Are comms teams working across UK industry ready to deal with the ramifications that will come with leadership on AI integration?

In this report, we examine UK attitudes to AI to uncover potential risks and recommended strategies.

As artificial intelligence continues its creep into day-to-day living and working – with its wielders promising life-improving results – early excitement for the possibilities has made way for deeper consideration of the realities. Even those reporting on AI's evolution have fallen foul of its misuse, with the Financial Times facing its own [deepfake controversy](#), and the media asking politicians to '[Make It Fair](#)' with protections for the creative industries.

But what does this mean for PRs tasked with building trust in such times of change?

Using [Vuelio Media Monitoring](#), the [Journalist Enquiry Service](#), and [Pulsar TRAC](#), this report unpacks:

- The key areas of concern for the UK public and press in comparison to the rest of the world, and how this will impact comms strategies
- How the UK media is reporting on the risks of AI and what this means for media outreach
- What AI-integrated organisations are doing to secure engagement, and trust, from the public.

Approach

Data Collection Period: 15 April 2024 – 15 April 2025

- | | | |
|---|---|--|
|  Online News |  Podcast |  X |
|  TV |  Forums |  Reddit |
|  Radio |  Blogs |  Journalist Enquiry Service |

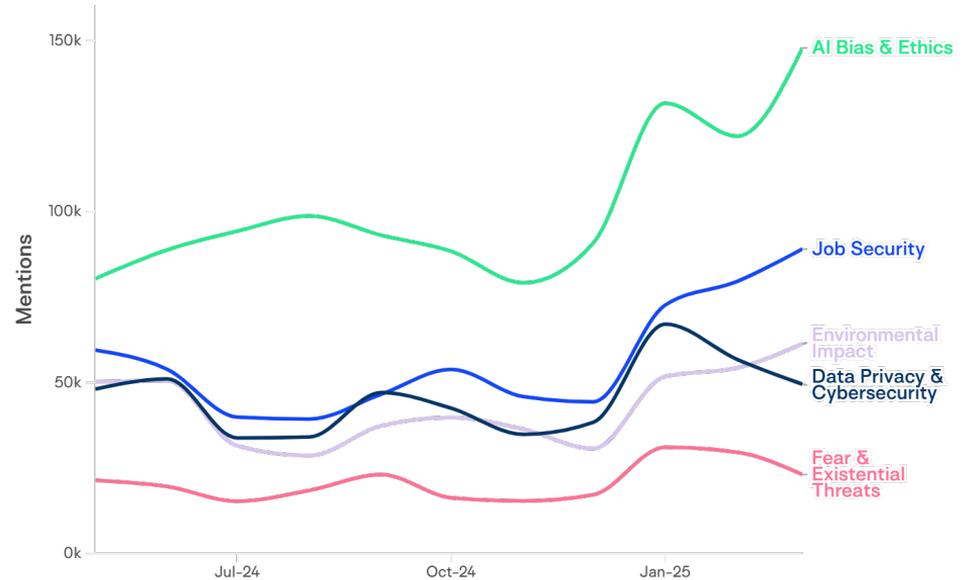
Channels: Markets/Languages: UK data collection. Analysis in English language.

Risky (AI) business: Key concerns across the world

Following early interest in the technical aspects of AI, we see its moral and social impacts increasingly fall under the microscope.

The tech's possible bias and eradication of job security for its human counterparts attracts increasing headlines and social interest – a growing 'what does this mean for us?'. In comparison, the more specialised and scientifically-focused subjects including data privacy and cybersecurity have failed to attract the same levels of coverage and social engagement.

The world appears to be in its 'finding out' phase when it comes to AI use – wondering, just because we *can*, should we? And as political and business leaders tell us that we should, that we *are*, how can those communicating this message reassure that AI integration is being done safely, successfully, and ethically?



Global mentions of AI and risk between 15 April 2024 and 15 April 2025 across Online News, Reddit, TikTok, X, Blogs, and Forums including Reddit. Source: Vuelio Media Monitoring and Pulsar TRAC.

How does the UK & IE compare to other regions across the globe?

Considering the size of the UK & IE population compared to other regions, it accounts for a disproportionately large amount of global coverage and conversation. Across both news media and social channels, UK & IE is making itself heard.

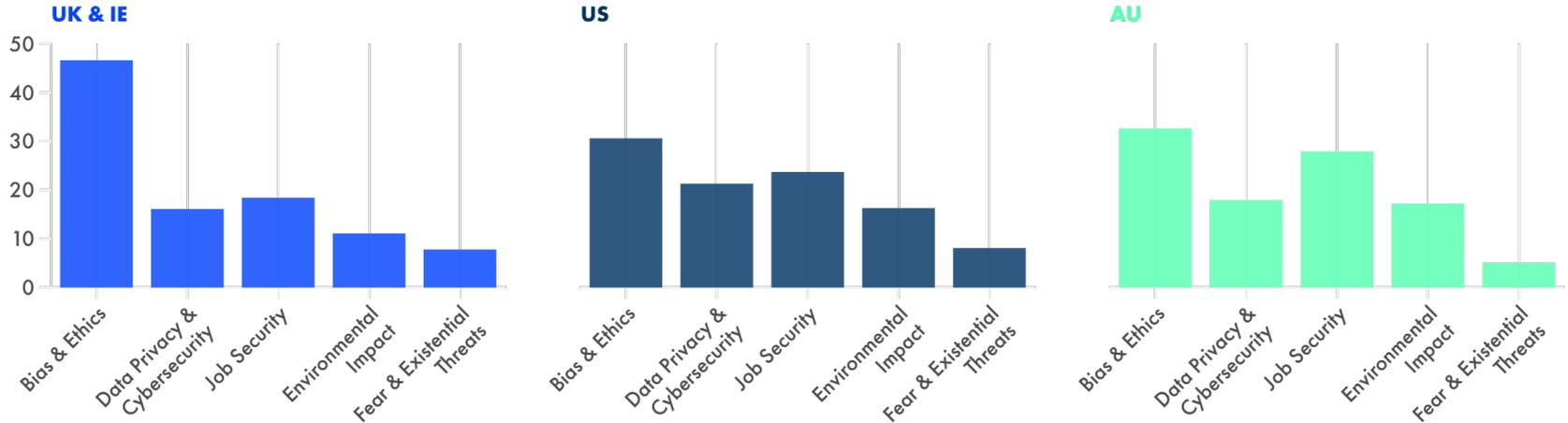
At first glance, trending topics in the UK & IE follow that of the US and Australia, with bias and ethics tracking highest alongside job security. Where we differ is just how concerned we are about bias in

comparison to other topics. A significant influence? The [enthusiastic encouragement](#) of industry AI integration by the UK leading political party... and resulting questions related to [regulation](#).

Also interesting is which platform is driving the UK & IE conversation – the news industry is far outperforming social channels and forums. Long-established ‘traditional’ media plays a crucial role in framing public perception and understanding

of AI in the UK. But don’t count out other platforms yet – Reddit stands out as a space where conversations start, spark, and are then covered by news organisations.

As ever, the media influences the mood of the public, but the media’s focus is led by the interests of its audience. And UK & IE audiences are clearly incredibly interested in AI.



Charlie Beckett, director of The Journalism AI project, on the UK media's approach so far

'The current focus tends to go in two directions. Either journalists pick up on some of the self-serving hype from the AI leaders or they focus on a particularly weird result. I hope we get more reporting by non-tech journalists on how AI is really operating for good and bad in our real lives.'

AI and politics: 'All the main parties are crossing their fingers that it delivers an economic miracle, but none of them have great ideas about how to control the risks.'

Asking the important questions: 'The key topics of focus are transparency and implementation. Do we know enough about how AI is trained and used? How can we come up with standards and accountability? But also - does it work? Does it work well? And does it work to the benefit of the public?'

Future reading: 'There is some excellent critical reporting on these topics by people such as [Karen Hao](#) and by international news organisations such as [Rest of the World](#).'



What is the UK media researching and reporting on AI?

AI is a booming topic for media professionals sending requests via the [ResponseSource Journalist Enquiry Service](#). A whopping **1,430 enquiries** were sent through to UK PRs from mid-April 2024 to mid-April 2025, and there's no sign of media interest waning. Each month, **3% of media requests now mention AI**.

Journalists looking for expert comment, statistics, and spokespeople came from a wide swathe of outlets,

reaching far beyond tech-focused titles. National, regional, broadcast, trade, and consumer journalists were researching and reporting on AI for their differing audiences, underlining the widespread excitement, and trepidation, sparked by the evolution of the technology.

Topics of research were data safeguarding in Europe, issues with copyright and plagiarism, and cybersecurity risks. Asks of a more positive bent requested information on the

opportunities for healthcare, the gains being made in the financial sector so far, and efficiencies for teamwork across all industries.

Just as the outcomes of AI depend on those wielding the tech, the UK media outlook fluctuates with the policies adopted by organisations utilising AI. Smart media outreach emphasising ethical and effective use is a must in this climate of accountability.



'I'm writing an analysis on ChatGPT-4o and the new mac app that you can allow to see everything on screen. Written comments only please.'

'Briefly, what are the privacy risks posed by ChatGPT/what kind of data does it collect and how does this differ in Europe (GDPR) from e.g. the US?'

'What are the privacy implications if Apple partners with OpenAI to use its tech on iPhones - who is responsible for the data?'

'What should users be doing to safeguard privacy?'

Request submitted via the Journalist Enquiry Service, May 2024



'The rise of generative artificial intelligence tools like ChatGPT is transforming classrooms right around the world.'

'But there are disadvantages to this technology. Many students are plagiarising their essays using ChatGPT. And these tools aren't always accurate.'

'By speaking to edtech experts, teachers, students and parents, I will explore both the opportunities and downsides of the use of AI in education.'

Request submitted via the Journalist Enquiry Service, May 2024



'Looking for written comments in response to the cybersecurity risks of the U.K. Military using a custom AI Model built by U.S. company Palantir. The model is being used to sift through submissions for a comprehensive review of the nation's defense capabilities.'

Request submitted via the Journalist Enquiry Service, September 2024



'I am looking for a medical expert (ideally former NHS and not associated with a university) to talk about digital twins in AI clinical trials - the benefits, what we can realistically expect to see, and anything to be wary of.'

'Please reply with your credentials and initial talking points and I will respond regarding a potential interview/further information.'

Request submitted via the Journalist Enquiry Service, October 2024

AI-focused stories generating UK headlines

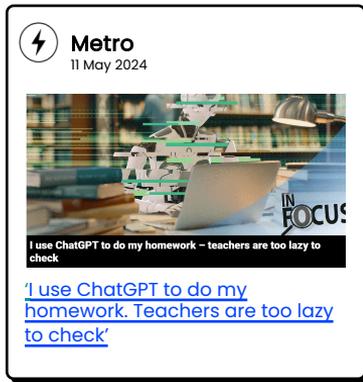
Almost all media sectors – from national press to niche trade – in the UK are busy pumping out stories on AI. But approaches and tones differ greatly – media outreach approaches should, too.

News articles for broad audiences published by outlets like the BBC, Metro, The Guardian, and Forbes regularly focus on unusual and splashy use cases that will grab easy attention, such as the

possibility of ‘[superhuman](#)’ AI that could predict early death, ‘digital twins’, and AI homework help. In this space, brands with stories of unusual AI adoption in their press packs are in luck – but not so much when it comes to AI reporting from trade-specific outlets.

Trade titles, with their sector-specific focus, make space for deeper interrogation and critique.

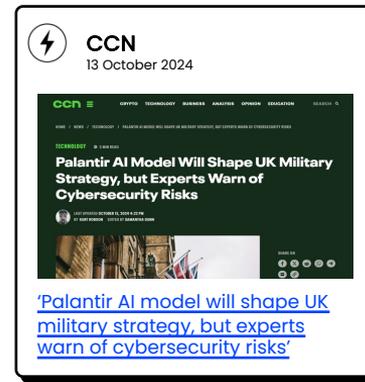
Brands and organisations in highly-regulated industries like medical, energy, manufacturing, or food and drink have a great onus placed on them by their trade’s trusted media to prove the ethics and motives behind their involvement in or adoption of artificial intelligence. Press releases need to be packed with proof of these considerations.



Encouragement of 'laziness'



Privacy worries



Security risks



Medical breakthroughs

Tech journalist **Guy Cocker** on the risks AI poses to the media

Big tech vs creativity: 'The recent 'Make It Fair' campaign in the media reflects a deep-seated concern about the potential impact of generative AI on livelihoods.

'Just today as I write this, I see that a major publisher in the tech space, Ziff Davis, is trying to sue OpenAI for using its content to train its algorithms without consent. These stories seem to be a regular occurrence, and the worrying trend is that AI companies seem to run roughshod over content creators, taking the work that cost them money to create without many repercussions from governments or lawmakers.

'But the search for sustainable revenue streams continues to be a major challenge for the media. Now major publishers, like the one I most recently worked for in Future plc, are signing partnerships with companies like OpenAI in a desperate bid to stay relevant.

'I predict that AI will have just as disruptive an influence on journalism and content creation as the internet itself.'



**MAKE
IT FAIR**

The government is siding with big tech over British creativity.

Since its launch on 25 February 2025, Make It Fair has garnered 118 UK news articles, while the hashtag has been used over 1,000 times on X, suggesting a campaign that has successfully resonated with the communities concerned, but not the mainstream.

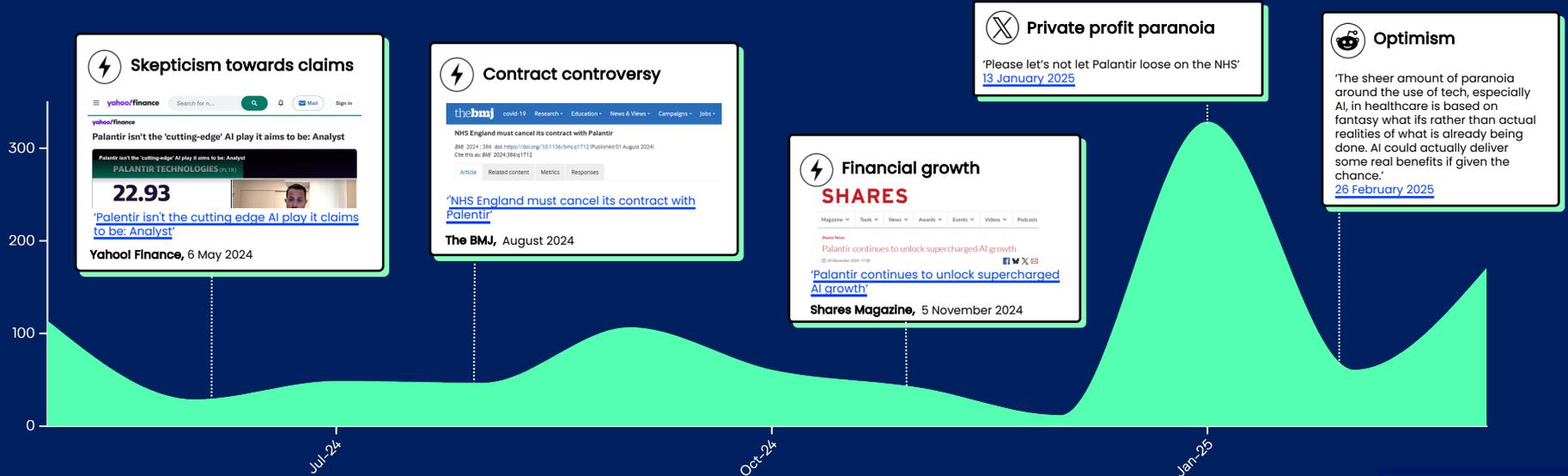
Health: The possibilities, and problems, with Palantir

Tech organisation Palantir might be US-based, but it's been making waves in the UK following the November 2023 award of a [£330 million NHS England contract](#). Like its namesake [Palantiri](#) seeing stones in 'Lord of the Rings', Palantir promises to empower users with access to

information and ways to wield it. But its AI-powered offering has sparked apprehension alongside optimism for its potential.

Key concerns raised in the UK press, and discussed on socials by the public, were data privacy,

surveillance, and the company's [military links](#). Yet, despite this skepticism towards the brand's ethos – particularly from health and medical trade titles – a portion of the online public conversation focused on the positive possibilities of such integration within UK health services.



Global mentions of Palantir and AI between 15 April 2024 and 15 April 2025 across Online News, Reddit, TikTok, X, Blogs, and Forums, overlaid with UK press coverage and conversation. Source: Vuelio Media Monitoring and Pulsar TRAC.

Health: The possibilities, and problems, with Palantir

Bound up in this conversation is a very UK-specific concern – that private contracts could mean we're one step closer to the [privatisation](#) of the NHS.

This unease around impacts on the National Health Service has meant that over half of the total global digital conversation around Palantir from April 2024 to April 2025 has come from the UK. This, despite growing criticism in its US-home stemming from those military links, as well as a number of other [controversies](#).

But Palantir has form with [UK-based controversy](#), also...

While UK brands need a solid strategy for their own position on AI – integrating it into products or services, or being ready with a stance on its potential impacts on stakeholders – there is the added, and unavoidable, extra element of outside partnerships to plan for.

Many of the major tech giants our industries and public services will be working with are based in other regions like the US. Each come with added hazards, alongside their plus points and AI power. Everything is integrated – including the risks.



#Palantir isn't privatising the NHS by itself, but it is laying the technical groundwork that makes privatisation easier. It's introducing corporate control into the NHS's most strategic asset: its data.

Tell your children not to get sick...
[5 April 2025](#)



And who can forget [allegations](#) that Palantir helped Cambridge Analytica to analyse its ill-gotten data?

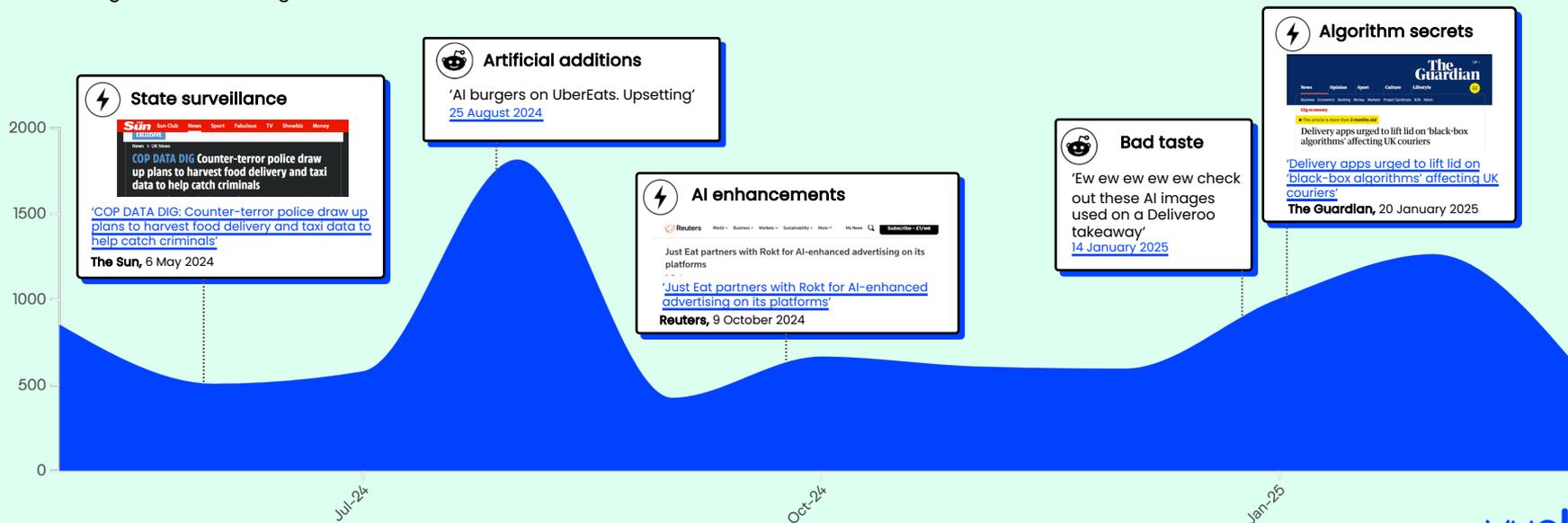
[14 April 2024](#)

Food delivery apps: Does AI integration whet UK appetites?

The UK may contribute less to the global conversation around food delivery than it does on Palantir, but local concerns find expression in the national press – due in large part to proximity to the customer – whereas Palantir’s write-ups largely occur in more specialist trade titles. Two contrasting dynamics are at play here. Press coverage focuses on long-term hidden effects,

like data harvesting and allocations of jobs to riders, whereas the consumer reaction is mainly fixed on customer experience elements such as AI-generated pictures. Two crises, of differing seriousness and scope, playing out in parallel – something worth bearing in mind for any organisation who might think an AI PR crisis would be limited to just one line of attack.

While the extras that can come with AI algorithms could leave a bad taste in the mouth for many consumers, and regulators, AI integrations are unavoidable. The role of each industry going forward will be to keep its use ethical, while PR must play its part in keeping comms transparent, and palatable.



Vuelio's head of insights Amy Chappell on PR responsibility

'In a climate where public trust is fragile and easily influenced by perception, organisations must clearly signal that they are using AI responsibly, with governance and accountability built in from the start.'

'When organisations neglect to actively manage their AI presence and strategy, the consequences can be damaging. We've already seen examples where misinformation—amplified or generated by AI—has led to reputational harm and confusion among stakeholders, which may have a market impact. In these cases, the organisations involved weren't necessarily using AI themselves, but the absence of a proactive strategy left them exposed to risks they hadn't anticipated.'

'This underscores a vital point: even if an organisation isn't developing AI tools, it still needs an AI strategy. This includes monitoring and analysing how its brand is represented in digital spaces, developing clear internal guidelines, and preparing rapid response protocols in the face of emerging threats.'



How Pulsar Group can help with your PR strategy and comms

- ◆ [Vuelio Media Monitoring](#): Prove the effectiveness of your PR and comms tactics and provide a base for future planning through multi-channel media coverage categorised by sentiment, Share of Voice, and bespoke tags.
- ◉ [Vuelio Insights](#): The Vuelio Insights team partners with clients to produce bespoke media analysis reports that identify risks and opportunities, and demonstrate the value of your PR.
- ✕ [Vuelio Political Monitoring](#): Vuelio gives you full visibility of everything that's happening across Government, Parliament, stakeholder organisations, and social media, delivered in a way that works for you.
- ✱ [Pulsar](#): Apply audience intelligence to your strategy with social listening and audience segmentation. Spot potential crisis ahead with this AI-driven trend detector to plan your strategy.
- [Journalist Enquiry Service](#): Get journalist enquiries delivered straight to your inbox so you can connect and secure coverage for your organisation at top UK media outlets.



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