

Public Relations Society of America
Board of Ethics and Professional Standards
Code of Ethics Case Study Series

AI-Generated Content and Intellectual Property Rights

Your employer PR agency integrates generative AI tools to assist in creating promotional content. However, some AI-generated materials closely resemble existing artworks and written pieces. A client notices familiar elements in the content and asks about its appropriateness. Your boss confidently reassures the client that using the content is standard industry practice and not a concern. You now face a dilemma—should you further investigate potential copyright issues, or trust your boss’s judgment?

- 1. Define the specific ethical issue/conflict.**
- 2. Identify internal/external factors (e.g., legal, political, social, economic) that may influence the decision.**
- 3. Identify key values.**
- 4. Identify the parties who will be affected by the decision and define the public relations professional’s obligation to each.**
- 5. Select ethical principles to guide the decision-making process.**
- 6. Make a decision and justify it.**