

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

**AI-Generated Press Releases and Bias**

Your PR firm is helping a company that is launching a new AI-powered personal assistant app. You use an AI writing tool to generate a press release.

*AI-Generated Press Release Excerpt:*

*"Introducing 'Serena,' your intuitive AI companion! Serena is designed to simplify your life, anticipating your needs before you even realize them. From scheduling appointments to managing your smart home, Serena is always there, ready to assist with a gentle, reassuring presence. Her feminine voice and helpful demeanor make interacting with technology a truly delightful experience. The modern woman will find Serena especially invaluable in balancing her busy schedule and managing family life. Serena is available for download on all major app stores."*

You are starting to get some feedback from consumers, which includes complaints about the gendered language and stereotypes.

- 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.**