

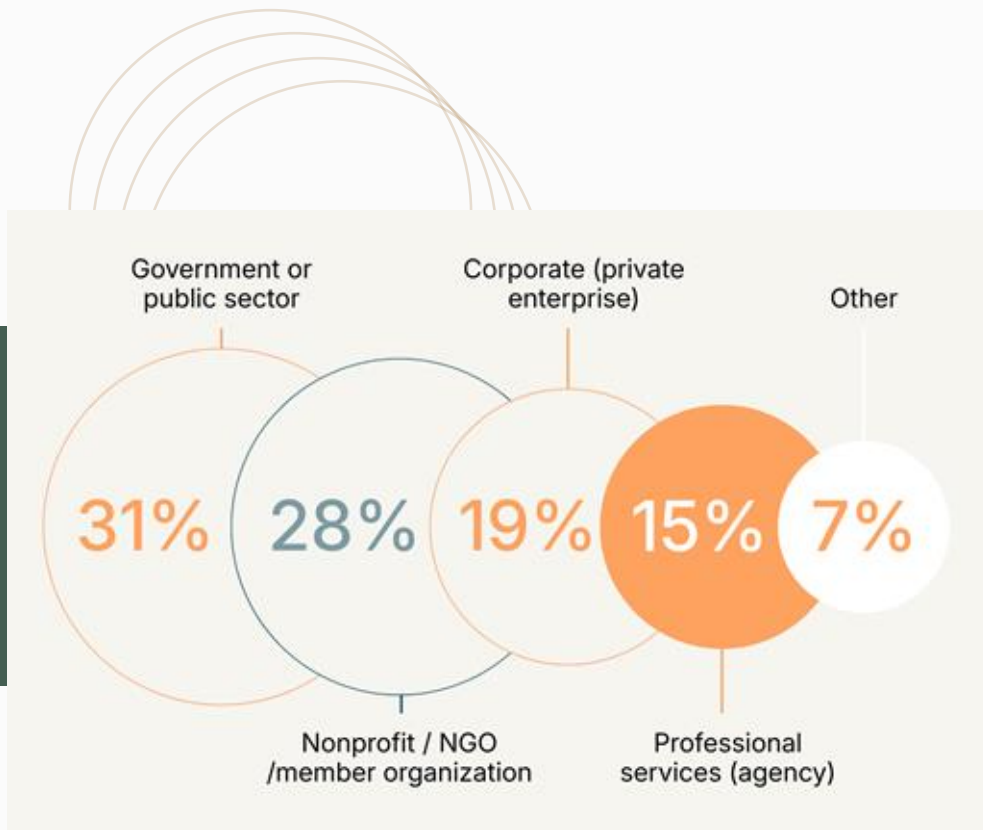
Recap of communicating  
in the age of AI:

# Risks, rewards, and readiness

April 1, 2026



# Survey overview



## Participant overview

- Launched in December 2025
- Over 80 respondents across sectors
- Most respondents were from BC
- 40% of respondents were in executive leadership

# A.I. has a trust issue

- Trust came up as a key issue in the survey
- This corresponds with similar surveys done by other groups:
  - An Edelman poll on trust and A.I. found 40% of respondents are resistant to the increased adoption of A.I.
  - Positive workplace experiences can increase that trust
  - Only 29% of Canadians are comfortable with businesses using A.I.

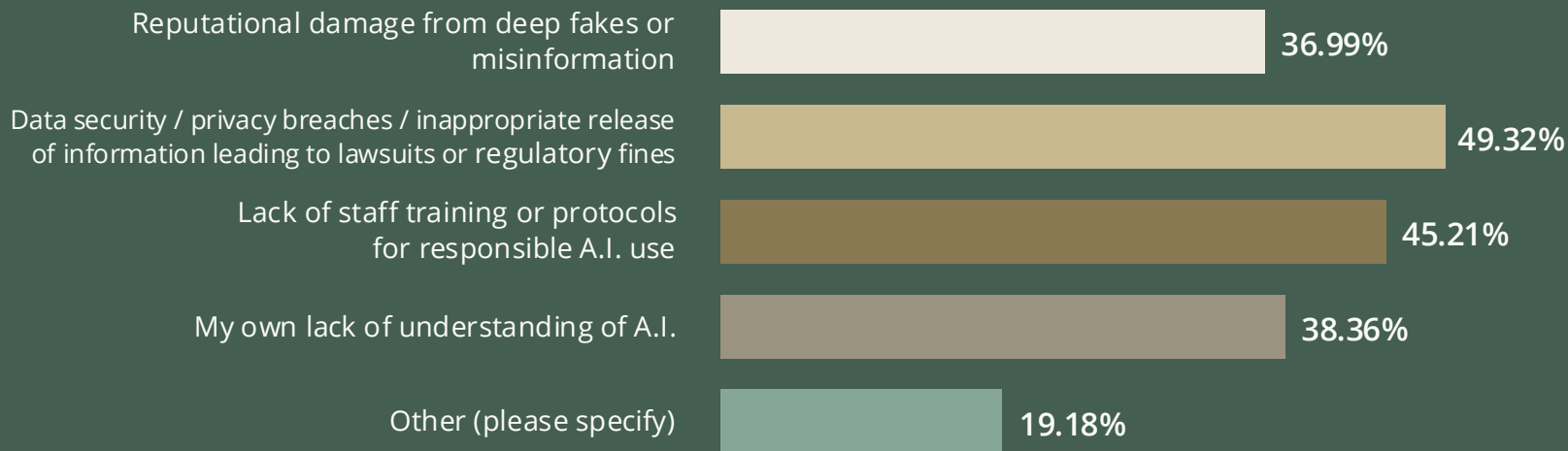
# A.I. has huge promise for communications

- Most respondents (87%) use A.I. in their work
- Most are using it for content creation, research, and editing
- The biggest change in responsibilities/expectations is increased speed in content creation
- Almost none are using it for reputation or risk management

## Ethics and training are a gap

- 89% of respondents believe it is very or extremely important to have ethical guidelines for A.I. use in communications
- But only a third of respondents' organizations have formal guidelines and policies in place
- Most don't have formal A.I. training or budget allocated for A.I. tools or training for their communications teams
- Most employees are using A.I. under the radar without training or guidance

# What keeps leaders up at night



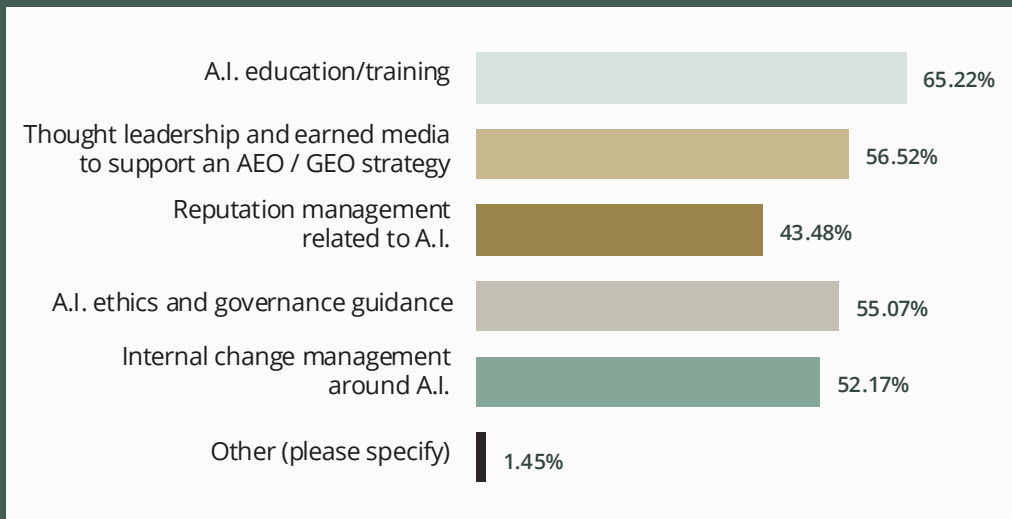
# A.I. and hallucinations

- Other surveys have found:
  - 72% of marketers and communicators spend 1-5 hours per week fact checking A.I.
  - 37% of marketers and communicators said A.I. errors have been communicated to the public
  - Inaccuracy is the A.I. risk that most organizations have experienced and are working on mitigating

# AEO/ GEO are opportunities

- Only 7% of organizations have an earned media or thought leadership strategy to support their AEO/ GEO
- 57% of respondents said they would like one
- People are no longer clicking on websites:
  - 60% of searchers are only reading A.I. generated answers
  - Search is down 25%
- Earned media is key – 82% of links cited by A.I. come from earned media

# The A.I. services companies want



# Communicating in the Age of AI: Risks, Rewards & Readiness

## Panel discussion:



**Kylie McMullan**, *Moderator*  
Principal, Finch Media



**Kurt Heinrich**, *Panelist*  
Associate Vice-President,  
Communications, UBC



**Pamela McDonald**, *Panelist*  
Director - Communications &  
Education, BC Securities Commission



**Adam Salah**, *Panelist*  
AI researcher, SFU

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**FINCH**

# Quotes from the panel: General

“A.I. is just a tool. We keep saying that, but we don’t seem to treat it that way.”

*-Adam Salah*

“Make sure humans are in the middle and at the start and the end of the work process that you’re putting content through, so that it doesn’t come across as slop because increasingly people are going to be less and less interested and tolerant of that type of content that’s being created.”

*-Kurt Heinrich*

# Quotes from the panel: General

“One of the things teams struggle with is if A.I. is going to erase their jobs and what their role is going to be [...] One of the most important things communicators can be thinking about is their role and their relationships and devoting their time to building relationships with decision makers and leaders.”

*-Kurt Heinrich*

# Quotes from the panel: Ethics

“In terms of ethics and trust, you just cannot replace people.”

*-Pamela McDonald*

“Ethics is multifaceted. A.I. can amplify underlying concerns.”

*-Adam Salah*

“People can really spot when you’re using A.I. They get used to how you talk [...] You have to be careful. People want you to be authentic.”

*-Pamela McDonald*

# Quotes from the panel: Crisis

“If you use a message that’s crafted by A.I. and you don’t really understand the anger of a particular audience [...] and you just use what A.I. drafts for you, you can make a crisis worse. It comes back to human judgement.”

*-Pamela McDonald*

“The whole A.I. ecosystem that we use is fed information from a multitude of sources that we have very little control over. So, controlling the narrative is important, especially in times in crisis.”

*-Adam Salah*

# Thank you



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