THE FREE PR PROMPT TOOLKIT

25 AI PROMPTS FOR PR PROS

A practical starting point for stronger media pitches, clearer messages, better preparation, and useful content.

COPY. CUSTOMIZE. PUT THEM TO WORK.

01 Choose a prompt
Start with the task and audience in front of you.

02 Add your context
Replace [brackets] with approved facts and source material.

03 Review and refine
Check accuracy, preserve your voice, and ask for revisions.

INSIDE THE TOOLKIT

- Media relations
- Crisis & reputation
- Executive & internal
- Content & storytelling
- Strategy & measurement

Media relations

Pitch smarter. Prepare for the questions that matter.

01

Turn a release into a reporter pitch

Act as a media relations editor. Using [press release] and [reporter beat / recent coverage], write a pitch of no more than 120 words for [outlet]. Lead with the strongest news angle, explain why its audience should care, and end with one clear interview or information offer. Provide two subject lines. Use only supplied facts. Flag missing details instead of inventing them.

02

Prepare for tough reporter questions

Using [announcement] and [verified background], generate 10 likely reporter questions, including five challenging questions about evidence, timing, costs, accountability, or unintended consequences. Draft a concise answer to each using only the supplied facts. Mark unanswered questions as "Needs confirmation" and explain what information is needed. Finish with three preparation priorities for the spokesperson.

03

Find three credible story angles

Review [announcement, research, or background] for [target audience / outlet]. Propose three distinct story angles. For each, identify the human stakes, the most compelling verified fact, a possible expert or participant from the supplied material, and missing evidence. Rank the angles by audience relevance and explain your reasoning. Do not manufacture trends or sources.

04

Make a press release more newsworthy

Edit [draft press release] for a journalist covering [beat]. Identify the actual news first. Suggest a stronger headline, subheading, and opening paragraph. Remove promotional language and unsupported superlatives. Preserve dates, numbers, and attribution. List claims requiring evidence. Do not create quotes; suggest interview questions where a useful quote is missing.

05

Write a useful pitch follow-up

Using [original pitch], [days since sent], and [new verified information, if any], draft a polite follow-up of no more than 75 words to [reporter]. Keep the news angle clear, offer a useful next step, and avoid guilt, urgency tricks, or "just checking in." If there is no new information, say so and make a concise availability offer. Suggest one subject line.

Use approved inputs. Verify facts, quotations, names, and numbers.

Crisis & reputation

Communicate clearly when the stakes are high.

06

Stress-test a crisis response

Review [draft crisis statement] using [confirmed facts and open questions]. Assess it from the perspectives of affected people, employees, and reporters. Flag evasive language, unsupported claims, blame-shifting, missing empathy, and unanswered questions. Recommend specific revisions that acknowledge the situation and clarify next steps. Do not invent commitments, causes, legal conclusions, or facts.

07

Draft a holding statement

Using [confirmed facts], [what remains unknown], [actions already underway], and [next update time / channel], draft a holding statement of 100 to 150 words for [audience]. Acknowledge the situation, express appropriate concern, explain verified actions, and state when or how updates will be provided. Avoid speculation, guarantees, and admissions not present in the approved inputs. Flag anything requiring approval.

08

Build a stakeholder response map

Using [incident summary] and [stakeholder list], build a table with audience, likely concern, verified message, communication channel, responsible owner, and recommended timing. Distinguish confirmed needs from assumptions. Identify gaps that could leave affected people uninformed. Use the supplied owners and channels; mark missing ones for assignment. Do not treat this as a substitute for the organization's response plan.

09

Prepare a spokesperson Q&A

Create a spokesperson Q&A from [approved facts and statement]. Include eight difficult questions and brief answers. For each answer, distinguish what is confirmed, what is still being investigated, and what cannot be shared with an approved explanation. Avoid evasive pivots. Include a natural way to acknowledge uncertainty. Flag answers needing subject-matter or legal review.

10

Review the response after the event

Using [response timeline], [approved communications], and [available feedback], produce an after-action review. Identify what worked, what caused confusion, and where timing or coordination failed. Tie each finding to evidence in the inputs. Separate process problems from outcome assumptions. Recommend five prioritized improvements, each with an owner role and a measure of completion. List gaps in the record.

Use approved inputs. Verify facts, quotations, names, and numbers.

Executive & internal

Help leaders and employees get to the point.

11

Turn interviews into LinkedIn posts

Using [interview transcript], [executive voice examples], and [intended audience], draft three LinkedIn posts of 100 to 150 words. Give each a distinct insight, strong opening, and practical takeaway. Preserve the speaker's meaning and avoid generic leadership slogans. Do not invent quotes, anecdotes, results, or personal experiences. Identify the transcript passage supporting each post.

12

Build an executive briefing

Turn [verified background] into a one-page briefing for [executive] ahead of [meeting / interview / event]. Include the purpose, three key messages, supporting facts, five difficult questions, and decisions or follow-up needed. Keep confirmed facts separate from open issues. Use concise bullets and clear headings. Flag outdated or contradictory inputs. Do not create unsupported talking points.

13

Explain a change to employees

Using [approved change details], draft an employee announcement for [audience]. Explain what is changing, why, who is affected, what stays the same, what employees need to do, and where they can get help. Include a short FAQ addressing likely concerns. Use a direct, respectful tone. Do not promise outcomes or timelines not in the inputs. Flag missing information before the draft.

14

Adapt one message for three audiences

Adapt [approved core message] for employees, customers, and media. Keep facts, dates, numbers, and commitments consistent. For each audience, explain the relevance, adjust the level of detail, and give one clear next step. Output three short drafts and a table showing what changed and why. Flag any audience-specific facts that require approval.

15

Shape a speech around one clear idea

Using [speaker notes], [audience], [occasion], and [length], outline a speech around one central idea. Include an opening, three supporting sections, transitions, and a closing action or takeaway. Draw stories and evidence only from supplied material. Suggest questions to obtain missing anecdotes. Preserve [speaker voice]. Estimate section timing and identify material to cut if the speech runs long.

Use approved inputs. Verify facts, quotations, names, and numbers.

Content & storytelling

Find the story. Preserve the voice. Make it useful.

16

Replace jargon with clear language

Rewrite [draft] for [audience] in plain English. Preserve facts, meaning, attribution, and necessary technical terms. Replace jargon and vague phrases, cut empty claims, and use concrete verbs. Output the revised draft, five meaningful edits with reasons, and any passages that need clarification. Flag edits that could change the interpretation rather than silently making them.

17

Repurpose a webinar into useful content

Using [webinar transcript], create one short email, three social posts, and a five-point summary for [audience]. Give each piece a distinct purpose and avoid repeating the same opening. Preserve speaker meaning and attribution. Use only verified statements from the transcript. Flag claims needing verification and identify source passages for quotes. End each piece with [approved call to action].

18

Find the human story in a case study

Review [case study notes / interview transcript] for a story aimed at [audience]. Identify the person or group, challenge, turning point, action, and documented outcome. Propose a narrative outline and three opening options. Distinguish evidence from interpretation. Do not invent scenes, dialogue, feelings, or results. List five follow-up interview questions that would strengthen the story.

19

Create a practical interview guide

Create an interview guide for [subject / role] about [topic] for [intended story and audience]. Include 10 open-ended questions in a logical sequence, with follow-up probes for specific examples, chronology, evidence, and human impact. Avoid leading questions and assumptions about the person's experience. End with a verification checklist for names, dates, figures, and permissions.

20

Edit for clarity, accuracy, and voice

Edit [draft] using [voice guidance] for [audience]. First flag factual inconsistencies, unsupported claims, unclear attribution, and structural problems. Then provide a revised version that improves flow and readability while retaining the author's voice. Do not alter quotations. Supply a short change log and a separate list of facts to verify. Explain substantive changes rather than hiding them.

Use approved inputs. Verify facts, quotations, names, and numbers.

Strategy & measurement

Connect the work to a clear objective and evidence.

21 Make a PR measurement plan

For [campaign goal], [audience], [channels], and [available data], propose five useful metrics. For each, specify the objective it supports, data source, baseline needed, target-setting method, reporting interval, and limitation. Separate activity and reach from audience understanding, behavior, and business outcomes. Do not invent benchmarks or imply causation the data cannot establish.

22 Build a message framework

Using [approved strategy and audience research], create a message framework for [initiative]. Include one core message, three supporting messages, verified proof points, audience concerns, and an approved call to action. Identify which claims lack evidence. Keep the language concrete and distinguish the audience's benefit from the organization's ambitions. Do not create proof points from assumptions.

23 Find gaps in the communication plan

Review [communication plan] against [goal], [audience], [budget / resources], and [timeline]. Flag gaps in audience insight, messaging, channel choice, ownership, approval, accessibility, measurement, and follow-up. Rank findings by likely impact and explain the evidence for each. Recommend practical fixes within the supplied constraints. Ask for missing context instead of assuming it.

24 Turn audience feedback into actionable themes

Analyze [de-identified feedback / survey responses] for [communication objective]. Group responses into themes, report counts where the data supports them, and include representative excerpts. Distinguish frequent views from isolated but serious concerns. Flag sampling limits and ambiguity. Recommend three communication changes tied to evidence. Do not infer demographics, sentiment, or motivations that are not supported.

25 Explain campaign results to leadership

Using [campaign objectives], [results], [baseline / comparison], and [known external factors], write a one-page leadership summary. Cover what happened, what met or missed expectations, plausible explanations, evidence gaps, and three next actions. Clearly label hypotheses. Separate correlation from causation and activity from outcomes. Do not invent numbers or overstate the contribution of PR.

Use approved inputs. Verify facts, quotations, names, and numbers.