

AI Usage

We believe that AI is a powerful support engine, but that humans are and should remain the primary drivers. We use AI technology to accelerate the “busy work” behind original content creation, allowing our in-house team and writers to focus on what really matters: authentic storytelling.

The Value of Human-Written vs. AI-Produced Content

Feature	AI Content	Human-Written
Originality	• Regurgitates existing data	• Uncovers new insights through original interviews & insights
Trust and Brand Authority	• Prone to errors, lacks brand voice	• Vetted by a 15-year newsroom veteran
SEO in 2026	• Risk of being flagged by search engines • Risk of plagiarism and duplicate content	• Prioritized by People-First search algorithms • Keyword research to find the terms your audience is searching for • EEAT, SEO-friendly structure to boost SERP ranking
Nuance	• Tone-deaf and generic	• Tailored to your specific brand voice and audience
Connection	• Formulated to sound like a human	• Written to actually <i>connect</i> with the humans that make up your target audiences

Where We Use AI

We utilize AI as a research and administrative assistant. This allows us to maintain competitive turnaround times without compromising depth.

- **Administrative Support:** Streamlining scheduling, transcription of interviews, and organizational tasks.
- **Brainstorming & Ideation:** We use AI to rapidly generate broad lists of article topics and themes, which we then curate and vet for market relevance.
- **Interview Refinement:** Once we have crafted a primary interview strategy based on client research, we use AI as a "safety net" to ensure no secondary angles are missed.

Where We Prohibit AI

We guarantee that 100% of our client-facing content is written by humans.

- **No AI Drafting:** We do not use AI to "write" the first draft of your stories. Every sentence is crafted by a professional writer and utilizes real quotes and insights from your SMEs.
- **No Automated Research:** While AI can suggest topics, our factual research is conducted by humans to ensure accuracy and source integrity.
- **No Unguarded Output:** No piece of content ever leaves our studio without passing through our rigorous editorial process.

Our Editorial Standards

Every piece of content is personally edited and approved by our Content Director, a former journalist with a decade of newsroom experience and five years in the sponsored content space.

- In an era of "*good enough*" AI content, we provide *exceptional* human content.
- Our 15 years of editorial experience means we don't just check for typos. We check for *narrative flow, brand alignment, and the subtle nuances* that a machine cannot perceive.

In Summary

AI is built on probability. It predicts the next most likely word. It cannot innovate, cannot empathize, and cannot conduct a deep-dive interview to uncover the authentic story of your brand. We provide the journalistic rigor that turns a generic blog post into a high-value asset that builds genuine authority.

