



NEWS WITH EDGE

October 2025

Greetings from Edge!

AI is rewriting the rules of PR.

In this new era of generative search, visibility isn't about getting your name mentioned once. It's about being *cited* again and again as a trusted authority by journalists, influencers and algorithms alike.

In this month's article, Vicki LaBrosse, Edge Marketing's director of global PR, shares how to *earn* AI-driven PR. She breaks down what it takes to build lasting relationships, create content that resonates with both humans and machines and turn every media moment into part of a bigger, smarter content ecosystem.

It's time to think beyond press hits and start building credibility that sticks, scales and gets surfaced by AI.

Want to dig deeper? Tune in to this month's **Edge Unscripted** podcast, *How to Earn AI-Driven PR: Getting Your Brand Cited by Generative Search Engines*.

In this episode, Vicki and I chat about how to make your brand the go-to source for journalists and AI alike. You'll hear practical ways to earn high-value media coverage, strengthen industry relationships and boost visibility in a world where AI writes the news.

Success in PR today means being seen, trusted and cited where it counts most. If you'd like to know how Edge can help, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to hearing from you,

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



EDGE INSIGHT

How to Earn AI-Driven PR: Raising Your Brand's Profile in a World of Generative Search Engines

Marketers and business leaders must adapt to the new era in which artificial intelligence is reshaping how journalists, businesses and, most importantly, their clients discover and trust brands.

This article explores the most urgent lessons: what it means to “earn” AI-driven PR, how to become a cited and trusted source and where to begin transforming your strategy for both human and machine audiences.

[CLICK TO READ THE FULL ARTICLE](#)



EDGE *Unscripted*

How to Earn AI-Driven PR: Getting Your Brand Cited by

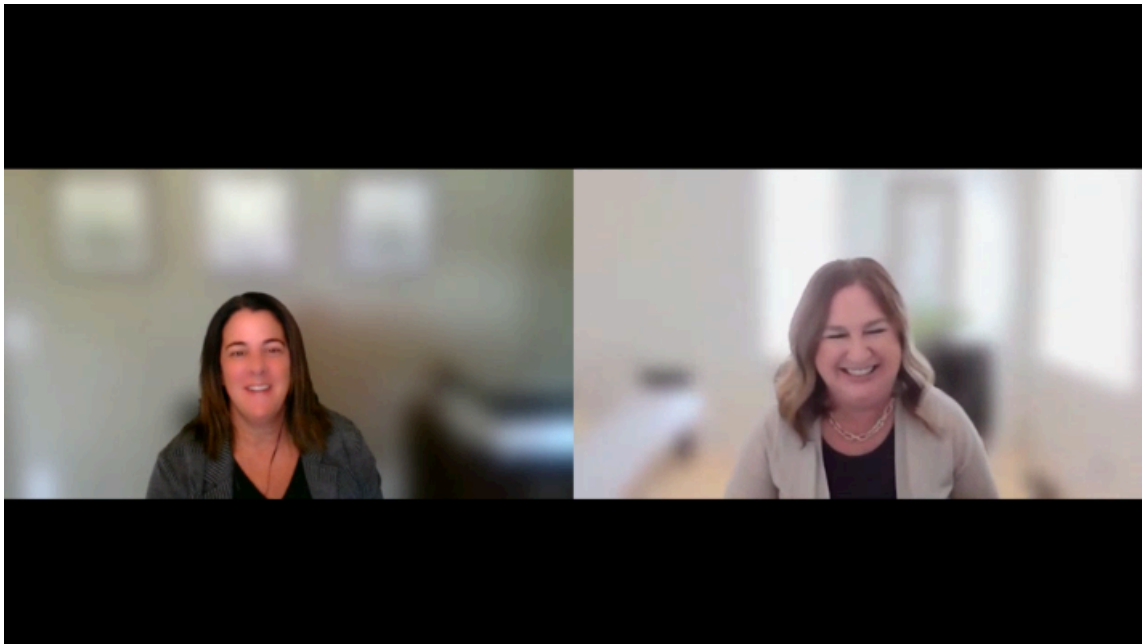
Generative Search Engines

How can your brand stand out in a world where AI writes the news and search results? In this episode of **Edge Unscripted**, Amy Juers and Vicki LaBrosse dive into the new world of AI-driven PR and share what it takes to get your expertise cited by both journalists and generative search engines.

They explain why mentions aren't enough anymore and reveal practical steps to earn credible coverage, build lasting media relationships, and make your content discoverable by humans and AI alike.

Whether you're in PR, marketing or professional services, this episode gives you clear, actionable ideas to boost your authority and visibility in the age of AI.

Let's go off script! [Click to check it out on YouTube!](#)



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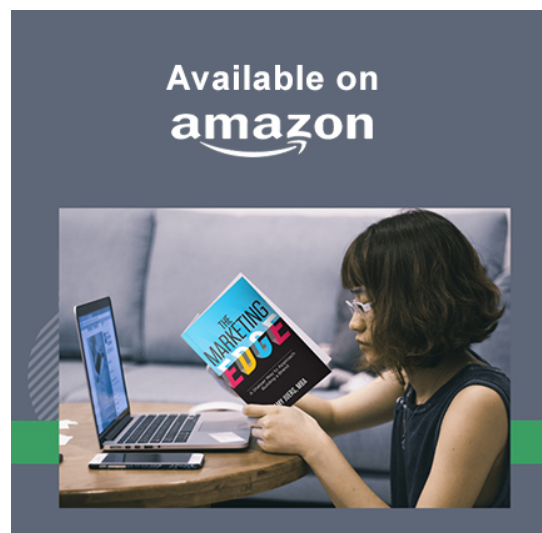
ABA TECHSHOW

Mar. 25-28, 2026
Chicago, IL

"Learn from one of the best!"

With more than 25 years of strategic marketing experience and global practice, Edge Marketing founder and CEO, Amy Juers, recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

Check out [The Marketing Edge](#),
available on Amazon!



Feel free to forward this enewsletter to a colleague,
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