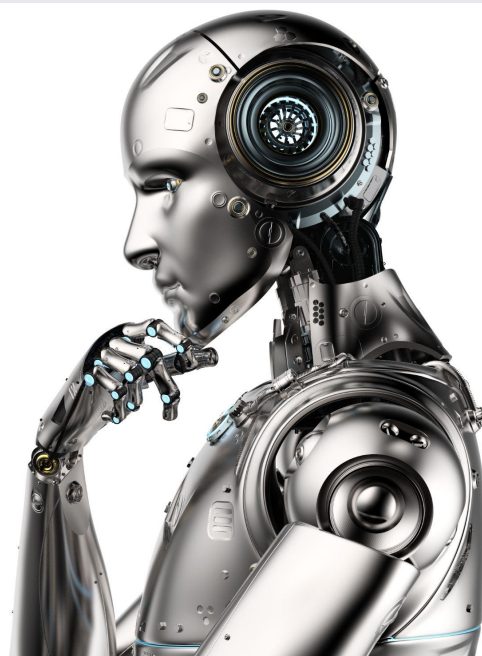


Making Content Count in the AI Age



Market Context: AI and Content in Government Decision-Making

The public sector market is saturated with solutions, and content is often one of the first ways government leaders assess a technology or capability's credibility, relevance, and potential value. However, as AI becomes more embedded in how leaders evaluate services, as well as how private sector organizations create and deliver information, trust matters more than ever.

A recent GovExec Intelligence poll reveals how government leaders use content and AI to evaluate solutions:

53%

*prefer **white papers and case studies** as evaluation tools, nearly as high as the opinions of their own peers and colleagues*

60+%

*report **using AI** as they evaluate solutions or services*

7 in 10

*trust **AI** to some degree*

The Core Question: Do Humans Still Need to Be Involved in the Writing Process?

Yes.

While generative AI may be capable of creating content, quality is key, and quality is intrinsically connected to human intelligence and authenticity.

- **Government leaders value content** highly as they assess solutions.
- **If that content appears AI-generated**, it can have a negative impact on decision-making.
- **Human intelligence remains critical** to content development, not only because of perceptions of AI, but because strong content requires context, judgment, nuance, and credibility.

In other words: **Government leaders are discerning, and content has the power to make or break procurement decisions.**



56%

*express some degree of confidence in their ability to recognize **AI-generated content***



68%

*said their perception of companies sponsoring obvious **AI-generated content** is negative*

Trusted Content Breaks Through the Noise

In an environment where content can be created faster than ever, *meaningful* content is what stands out. GovExec's in-house custom content team, Studio 2G, has a breadth and depth of knowledge across government markets, verticals, and private industry.

Our writers take that knowledge and combine it with a comprehensive understanding of the GovExec audience and expert storytelling skills to create interwoven content ecosystems, rather than one-off pieces of content. **Studio 2G drives stronger outcomes with human intelligence.**

16+

major creative awards won since 2021, including Hermes, MarCom, dotComm, AVA and more

1,400

pageviews per article (above industry standard)

1 in 3

articles kept readers engaged for more than 2.5 minutes

1,400

average visits per asset, compared to industry standard of 450-650

Studio 2G AI Guidelines

Appropriate AI use cases include:



- Brainstorming
- Summarizing
- Interview and event transcription
- Checking grammar
- Answering AP Style questions

Our guardrails:



- **Do:** Fact-check everything and verify any AI output.
- **Don't:** Put proprietary or embargoed information into public AI tools.
- **Don't:** Copy and paste AI-generated content wholesale into final products.

What Studio 2G delivers:

Human intelligence behind every final deliverable

Writers who understand government audiences and market needs

Content designed to support campaign goals

Storytelling that protects client credibility and builds trust

Campaigns that deliver, not just content that fills a page

Ready to tell your brand story? [Reach out to your GovExec Account Manager](#) to learn how Studio 2G can help you deliver content government leaders trust.