



AMERICAN BAR ASSOCIATION

Governmental Affairs Office

# Integrating AI *Without Losing Trust*

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Please Feel Free to Reach Out



**Eric Storey**

Director of Grassroots  
and Digital Advocacy

## SCHOOL

Graduated from Texas A&M University |  
Currently Attending Harvard Kennedy School  
of Public Policy

## WORK

**American Bar Association** | Edelman | American  
Academy of Family Physicians | Distilled Spirits  
Council of the US | Public Affairs Council

## AI

The Bipartisan Senate AI Working Group led by  
Senators Chuck Schumer and Mike Rounds | The  
Legal AI Task Force | Contributor with The Hill,  
Campaigns and Elections, and CQ Roll Call

# Understanding the Environment

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## ■ THE PROBLEM:

With AI growing in reliability and breadth of use, many are using the software but not telling anyone, or using it without the right training.

## ■ THE SOLUTION:

- Identifying proper use and platforms,
- supplying in-depth training, and
- organization-wide implementation led by leadership.



# The conversation has changed in the last 12 months

AI capability has accelerated. Governance and trust pressures must accelerate with it.

**78%**

**OF ORGANIZATIONS REPORTED  
USING AI IN 2024**

AI is now mainstream across business functions, not a side experiment.

**71%**

**REGULARLY USE GEN AI IN AT  
LEAST ONE FUNCTION**

Teams are normalizing everyday AI use, especially in knowledge-heavy work.

**26% / 42%**

**HEAVILY INVESTING IN OR  
ACTIVELY EXPLORING AGENTIC AI**

The next wave is not just drafting—it is workflow execution.

**FOR ADVOCACY TEAMS, THE STRATEGIC QUESTION IS NO LONGER “SHOULD WE USE AI?”  
IT IS “WHERE CAN WE TRUST IT ENOUGH TO USE IT WELL?”**

Implication for now: move from ad hoc experimentation to a *repeatable* operating model for sourcing, review, and accountability.

# Where humans still make the difference

judgment is not optional if the work touches relationships, interpretation, risk, or reputation.

1

## Strategy

Choose what matters, what not to say, and which audience truly needs to move.

2

## Nuance

Check political context, institutional history, and stakeholder sensitivities.

3

## Credibility

Decide when a claim is strong enough, sourced enough, and fair enough to use.

4

## Accountability

Own the final call when public, legal, or reputational consequences are real.

**AI can expand capacity. It cannot own intent, relationships, or institutional judgment.**

# Know The Tradeoffs

## AI MODELS:

Can maximize existing content

Can set up workflows and funnels

Can make sense of large amounts of data

Can act as the world's best interns



## TEAM INTEGRATION:

Can prioritize content for RAG pipelines

Can manage and utilize workflows

Can use data outputs for operational uses

Can go from mediocre to best-in-class

Just like employees now use the internet and cell phones as extensions of their work; AI has become the new tools of the trade and a skill to be mastered.

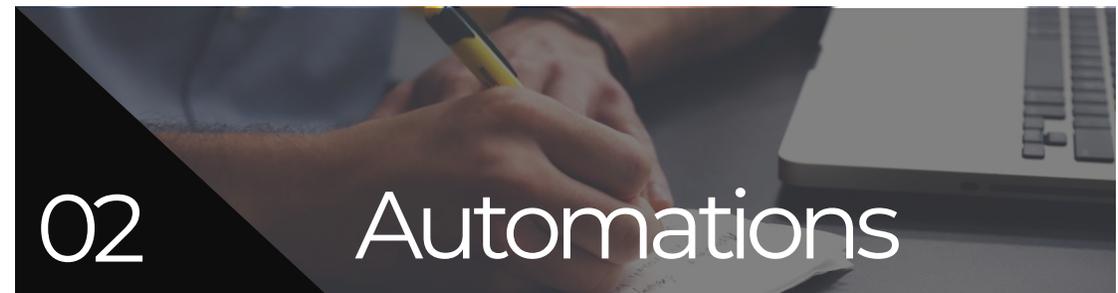
# Know Your AI Models

**Generative AI gets all the attention,** but that does not mean it is the most useful or the most appropriate for the job.

It is on your team to know when Generative should be used in company with the other faces of AI.

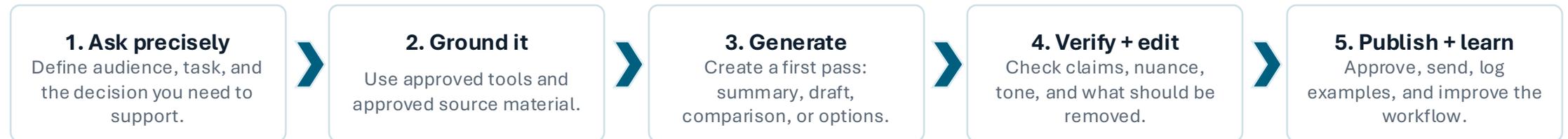
## TRAIN YOUR TEAM ON:

- 1) THE DIFFERENT FACES OF AI
- 2) THE STRENGTHS OF EACH
- 3) HOW TO BEST COMMUNICATE WITH THOSE AI MODELS



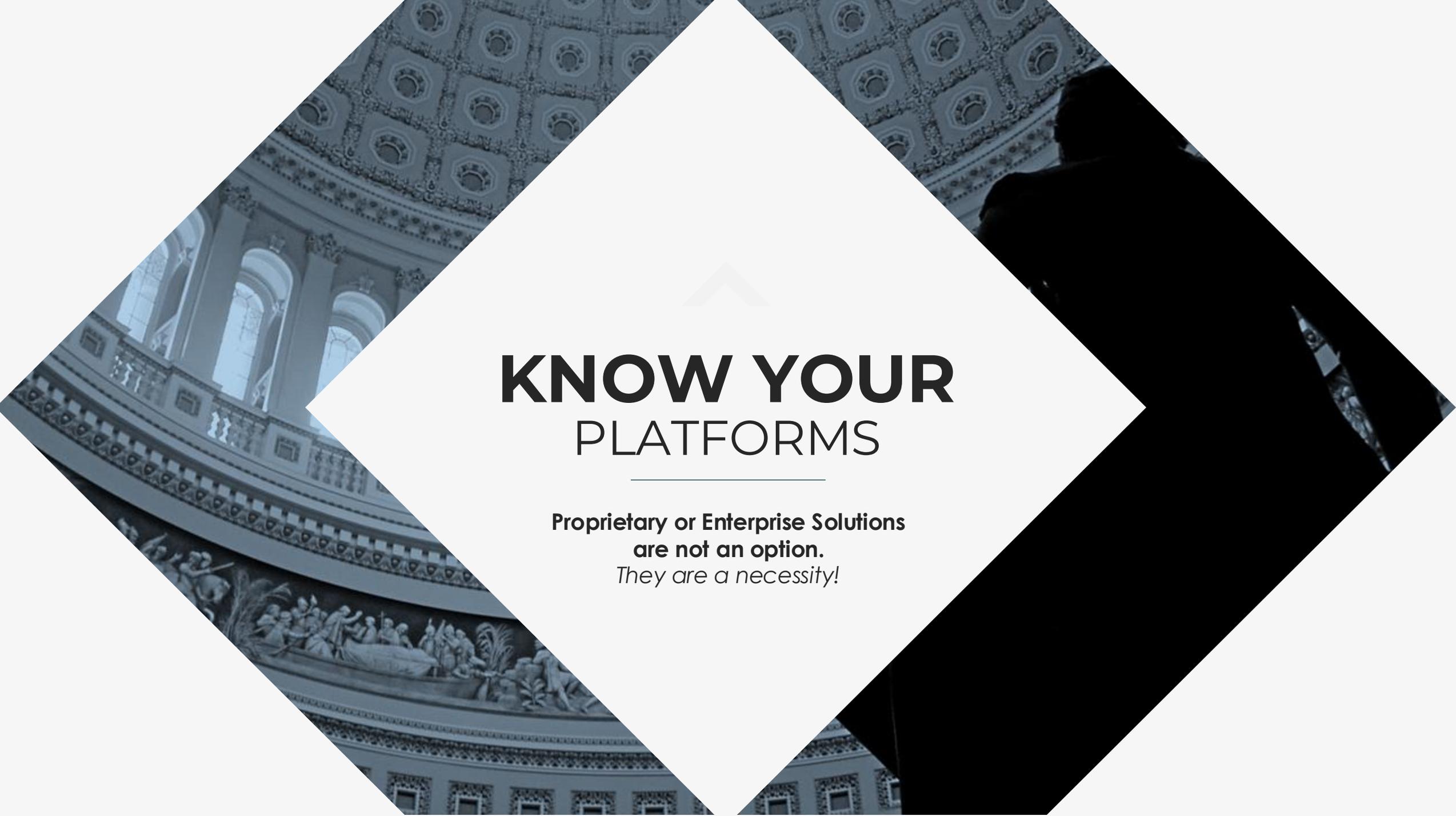
# A responsible AI workflow for advocacy teams

The goal is not to slow teams down. It is to make speed repeatable without making mistakes repeatable.



## Minimum Guardrails

- Approved tools only for work-related content
- No sensitive or confidential material without explicit policy clearance
- Every factual claim checked against source material before external use
- Human signoff for anything public, client-facing, legal, or leadership-facing
- Save winning prompts, review patterns, and mistakes as team knowledge



# KNOW YOUR PLATFORMS

**Proprietary or Enterprise Solutions  
are not an option.**  
*They are a necessity!*

# Tools For Every Level

THERE ARE MANY FREE, FREEMIUM, OR PAID RESOURCES ONLINE TO TAKE YOUR SOCIAL TO THE NEXT LEVEL



ChatGPT

**Paid** | Most Familiar  
all-around Solution



Claude

**Freemium** | Excellent long-form content  
and coding generator with agents



Storm

**Free** | Scholarly research and  
source citation



Canva

**Freemium** | Image creation,  
Presentation overhauls, and more



Grammarly

**Freemium** | Expert level content  
check



Adobe

**Paid** | Firefly and Photoshop have  
best-in-class content editing



Quorum

**Paid** | Best-in-class Advocacy solution  
with bill summaries and Quincy



Gemini

**Free** | Conversational research on a  
flat level



Copilot / M365

**Paid** | Premium RAG pipeline and  
enterprise-wide adoption

# Understanding RAG Pipelines

- **Overview:**

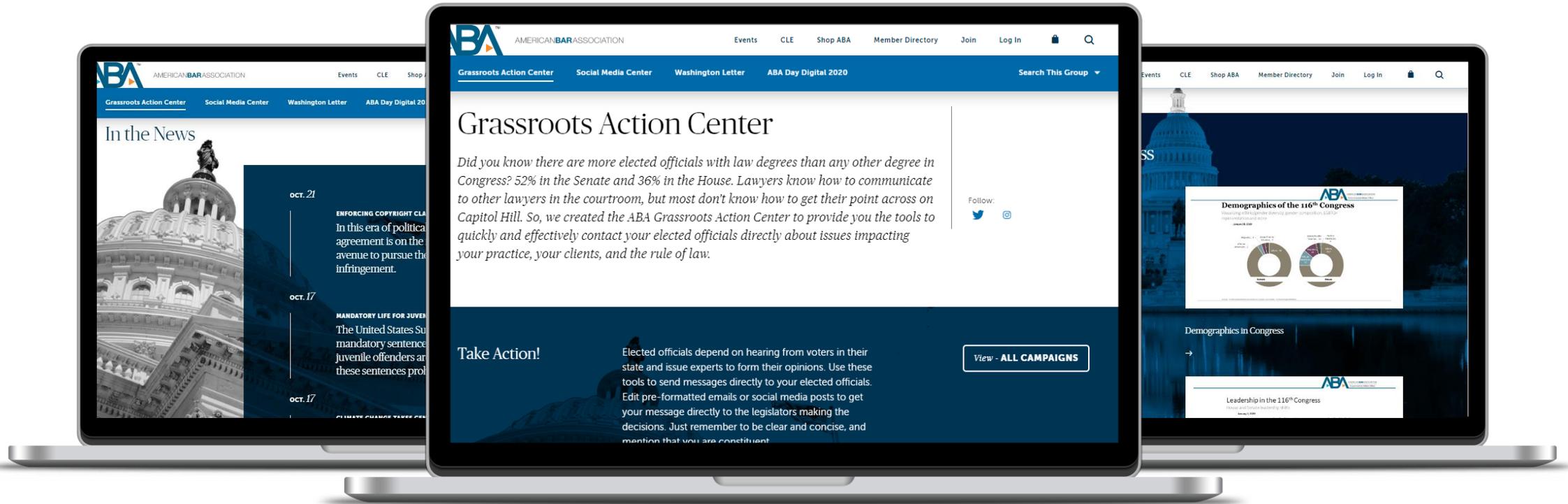
Retrieval-Augmented Generation (RAG) is a workflow that improves AI outputs by grounding responses in trusted source material rather than relying only on the model's general training.

**In advocacy and public affairs**, that means the system can pull from approved documents such as policy briefs, legislation summaries, issue memos, coalition materials, talking points, regulatory filings, research archives, and internal guidance before generating an answer.



# RAG Only Helps

REDUCE HALLUCINATIONS, IMPROVE CONSISTENCY, AND HELP STAFF MOVE FASTER



RAG does not eliminate risk. If the source library is outdated, incomplete, biased, or poorly organized, the output will still be flawed. Retrieval quality, source governance, and human review matter just as much as the model itself.

# Automations Link AI Models

When Set Up as Internal Solutions



**Runs From  
Existing  
Structures**



**Triggered By  
Alerts**



**Reports Info to  
the Team**



**Links AI  
Platforms**

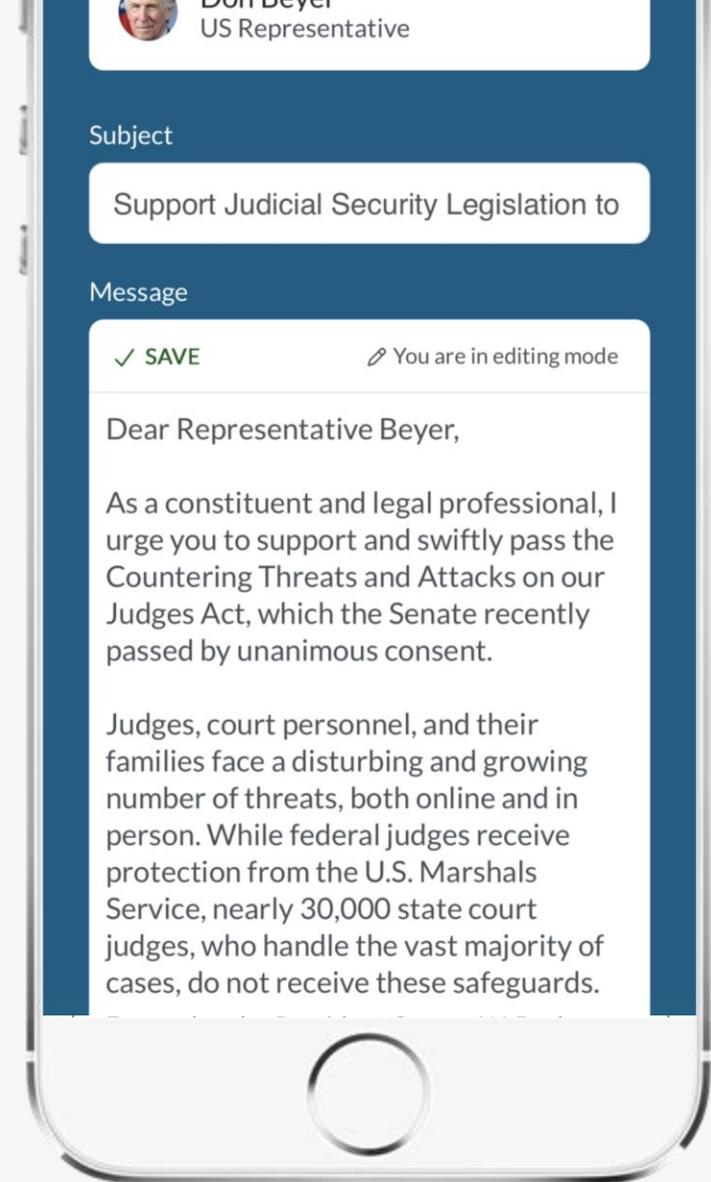
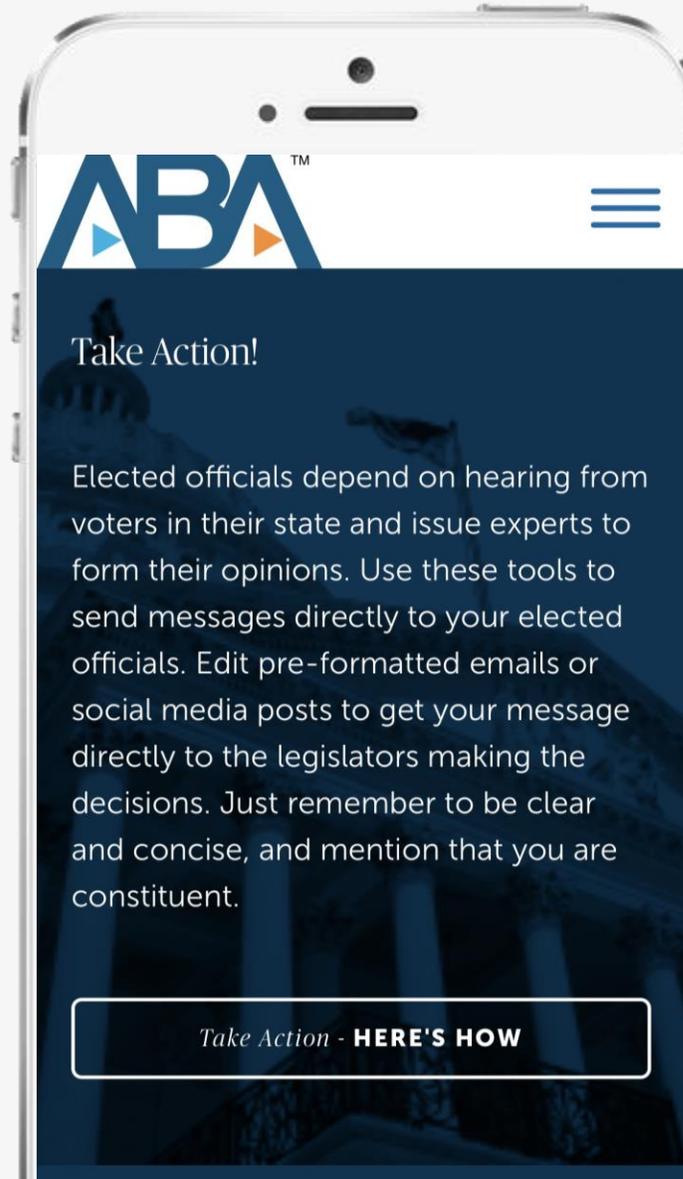


**Extends Your  
Reach**

Incorporating the Power of

# OF ALL 3 MODELS

- Automations Run Regularly
- Information Delivered Through Generative AI Connected to RAG
- Team Decides Strategy
- Generative Model Develops Content
- Agents Deliver/Post Content
- Advocacy Campaigns Created
- Social Media Posted
- Team Monitors and Evaluates Outputs
- Data Entered Into Automations



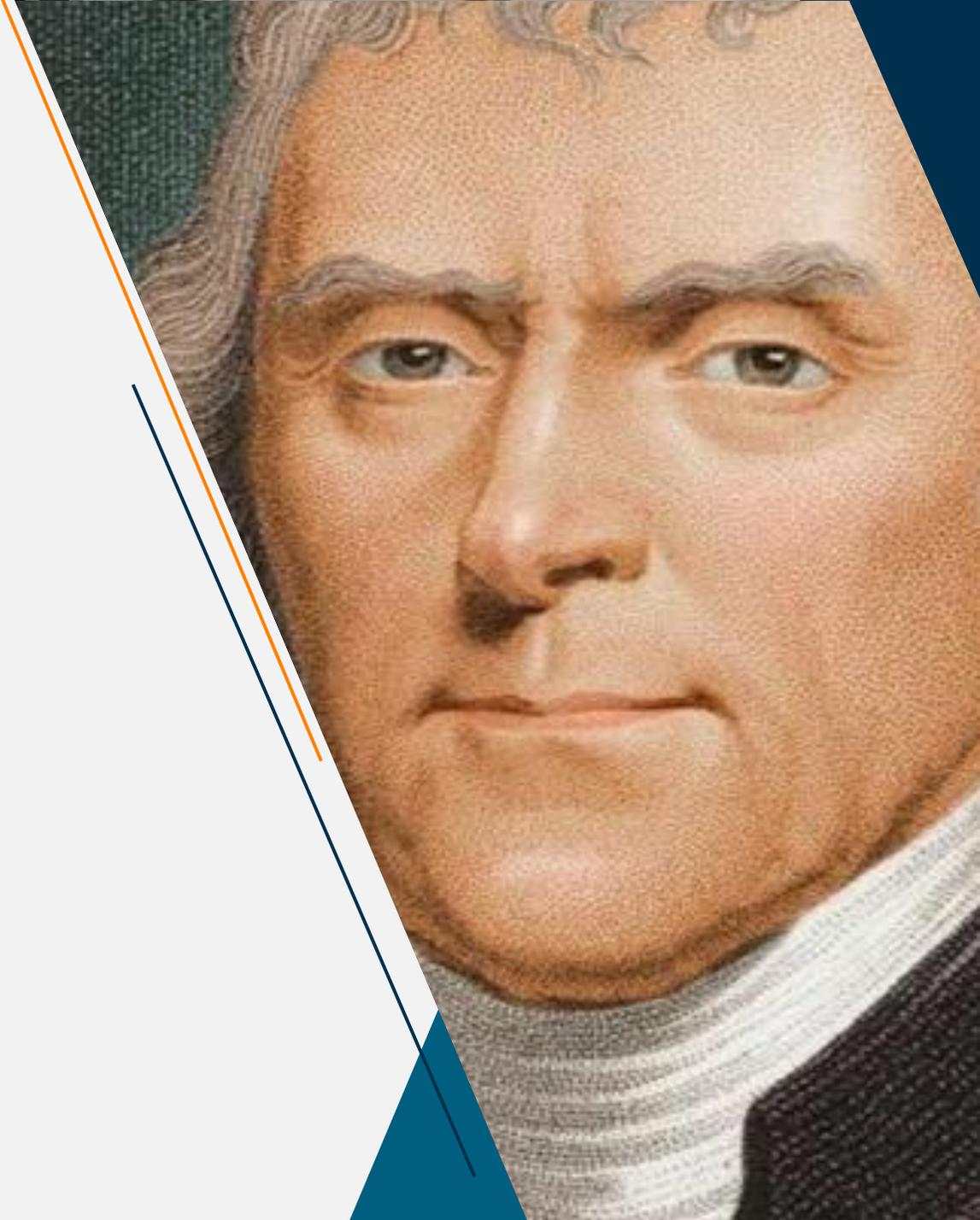
Tools Powered By:





**We in America do not have a government by the majority. We have a government by the majority who PARTICIPATE.**

**-Thomas Jefferson**



SKILLS

# The skills advocacy professionals need in 2026 and beyond

The emerging advantage is not just AI use. It is combining AI literacy with better judgment, verification, and communication.



**39% of key skills are expected to change by 2030. AI and big data top the fastest-growing list.**

**AI literacy**

Know model strengths, limits, and when the tool should not be trusted on its own.

**Analytical thinking**

Ask better questions, compare options, and spot weak reasoning quickly.

**Verification discipline**

Trace claims back to source material before they shape policy or outreach.

**Strategic communication**

Adapt message, tone, and format to the audience and moment.

**Change leadership**

Coach teams, create norms, and make practical adoption feel usable—not abstract.

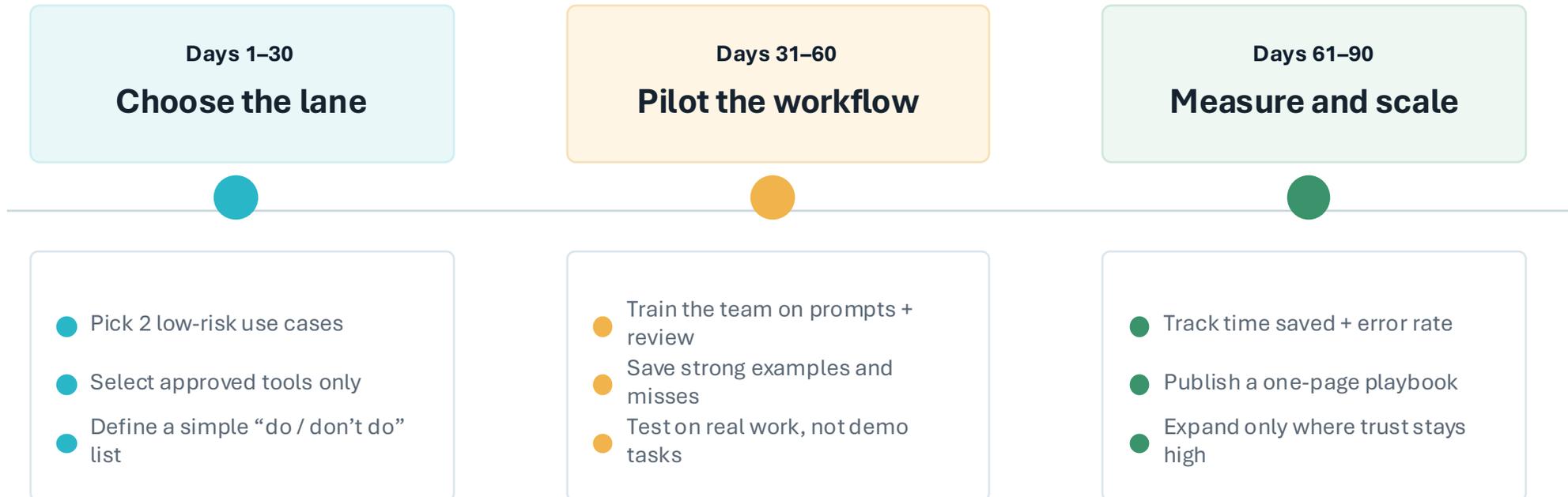
**Judgment under ambiguity**

Recognize when context, relationships, or risk require human control.

**ACTION**

# A realistic 90-day plan for teams that want to move now

Start narrow, measure honestly, and only scale what improves both speed and trust.



**Metrics to watch: time saved · factual accuracy · adoption rate · confidence in outputs · incidents avoided**

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*Questions?*

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