

Elevating Public Sector PR: Harnessing AI Beyond ChatGPT

The background of the slide is a futuristic cityscape at night. The skyline is filled with tall, illuminated skyscrapers, some of which have a blue glow. The ground is a dark, reflective surface with a glowing blue grid pattern. In the foreground, two silhouetted figures stand on the grid, looking towards the city. The overall atmosphere is high-tech and digital.

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Introductions

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Purpose and aims

- Enlighten on the role of AI in PR & comms (internal & external)
- Showcase AI tools and technologies



What is AI?

Artificial Intelligence (AI) refers to the **simulation** of human intelligence in machines that are designed to **think and act like** humans.

AI is achieved through developing algorithms and computer programs that can perform tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation.

Demis Hassabis, co-founder and CEO of DeepMind, defines AI as “the science of making machines smart.”



A.I. TURNS THIS SINGLE
BULLET POINT INTO A
LONG EMAIL I CAN
PRETEND I WROTE.



A.I. MAKES A SINGLE
BULLET POINT OUT OF
THIS LONG EMAIL I CAN
PRETEND I READ.



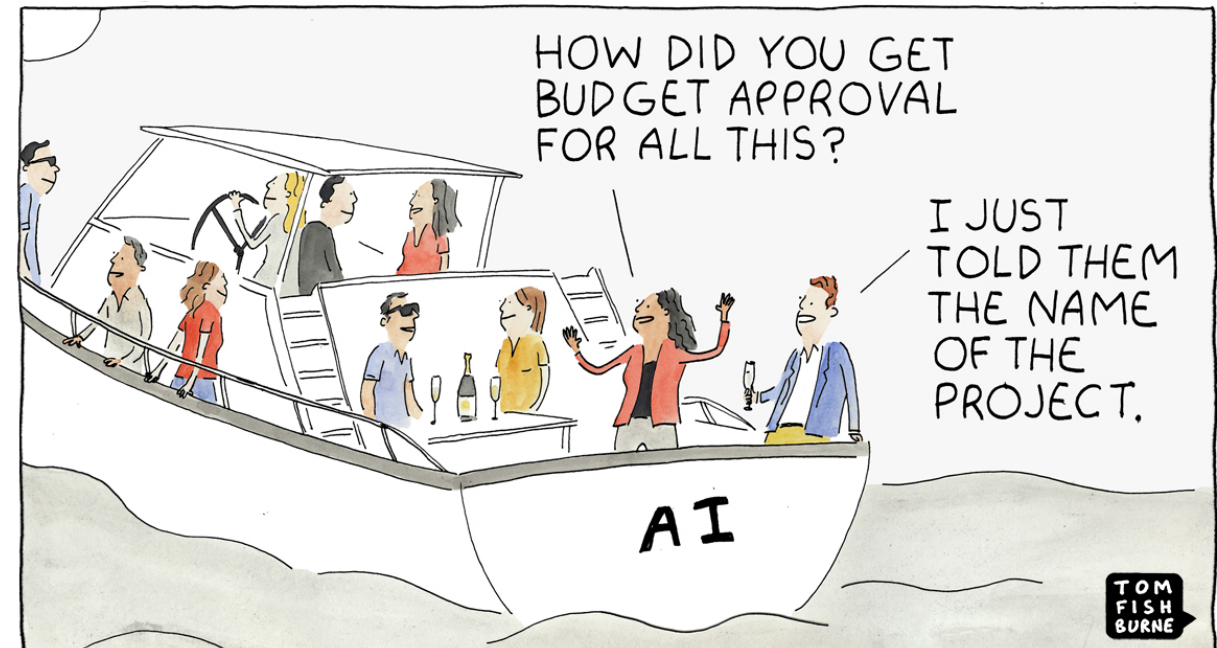
AI terminology

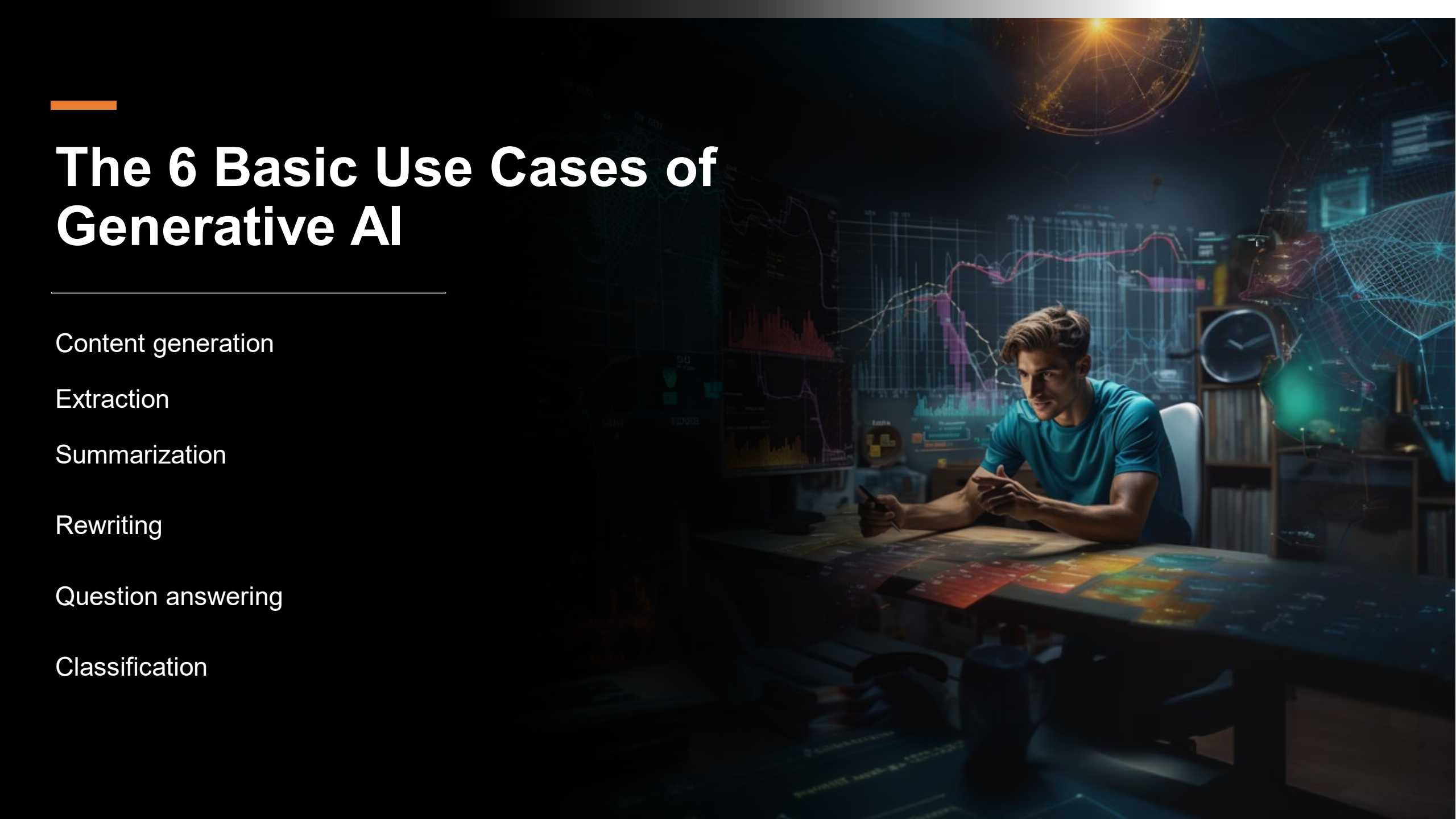
Define key AI terms (e.g., machine learning, natural language processing, Large Language Models (LLMs), tokens, temperature, context window, etc)

Clarify common misconceptions about AI

Importance of AI literacy in comms

Relation between AI and PR tasks



A futuristic digital workspace with a man at a desk, overlaid with data charts and a globe.

The 6 Basic Use Cases of Generative AI

Content generation

Extraction

Summarization

Rewriting

Question answering

Classification

TRACI prompt framework for LLMs

Overview of TRACI framework

Task - The general activity the LLM is being asked to perform

Role - The perspective or persona the LLM should adopt in generating the response

Audience - Who the response is intended for

Create - The format or medium of the requested output

Intent - The underlying purpose or goal of the generated text

Free tool: structuredprompt.com



AI's Role in PR: Administrative Support

Getting rid of the dull stuff....

AI assistants for meetings (automatic meeting analysis and contact report generation)

AI driven email responses to common queries.



AI's Role in PR: Content Creation



Automated content generation (e.g., social media posts, press releases, comms plans, presentations, podcasts, videos)

AI-powered editing and proofreading

Personalized messaging for target audiences

Multilingual content creation and translation



AI's Role in PR: Research and Data Analysis

Trend identification for strategic planning

Predictive analytics for campaign success

Automated reporting and data visualization

Analysing big public data sets for insights/story angles, etc

Explaining complex financial data in easy-to-understand terms

AI's Role in PR: Media Relations

AI-enhanced media list building

Predictive analysis for journalist outreach

Personalized pitching using AI insights (Propel Amiga + Crystal Knows)

AI-driven media monitoring and analysis



AI Applications in PR

Stakeholder engagement

Chatbots for customer support and engagement

Tailored content delivery for stakeholder groups

Sentiment analysis for stakeholder feedback

Enhancing internal communications using AI





AI's Role in PR: Measurement and Evaluation

AI-driven analytics for campaign performance

Sentiment analysis for measuring brand perception

Automated reporting and insights generation

Utilizing AI to optimize PR strategies

Tools and Technologies for AI in PR

Popular AI tools: ChatGPT, Claude, Poe, Mid-Journey, Runway ML, Eleven Labs, Synthesia, etc)

GPT for Google Sheets and Docs

Microsoft, Google, Adobe, etc all rolling out native AI features

GPT for Sheets™ and Docs™ Uninstall

ChatGPT in Google Sheets™ and Docs™. Get the full power of AI for inspiration, outlines, categorization, translation, correction, summarization directly in your Sheets and...

By: [Talarian](#)
Listing updated: February 16, 2023

Works with: ★★★★★ 82 ↓ 335,094

Overview Permissions Reviews

Prompt	Value	Result
Extract country from address:	50 chaussée de charleroi 1060 bruxelles	Belgium
Extract the email addresses from this text:	This is a random text by jane@doe.com about intelligence.	jane@doe.com

Overview

The possibilities of ChatGPT in your documents are almost endless.

This add-on brings GPT-3's AI power to Google Sheets™ by exposing two simple custom functions:
=GPT to get the result in a single cell
=GPT_LIST to get one list item per row

Integration with existing PR workflows

Assess current PR workflows and processes

Identify opportunities for AI tool integration

Discuss potential challenges and best practices



Ethical and Legal Considerations of AI in PR

AI transparency and trust

Importance of transparency in AI use

Building trust with stakeholders

Ensuring explainability of AI-driven decisions

Addressing concerns about AI in PR

Best practices for transparent AI use



Potential biases and fairness

Recognizing and addressing AI biases

Ensuring fairness in AI-driven PR activities

Impact of biased AI on brand reputation

Strategies for mitigating AI biases

Encouraging diversity and inclusivity in AI systems



Privacy concerns and data security

Understanding data privacy regulations

Ensuring data security in AI-driven PR
activities

Best practices for handling sensitive data

Communicating privacy measures to
stakeholders

Staying updated on evolving data privacy
laws



Useful resources

<https://www.futuretools.io/>

People to follow:

Professor Ethan Mollick, Wharton
Business School

Christopher Penn
Trusted Insights

YouTube channels:

Matt Wolfe
All About AI

*THE WOEFULLY
INCOMPLETE BOOK OF
GENERATIVE AI*

CHRISTOPHER S. PENN



Any questions?

