What is AI?

A collection of technologies that allow computers to perform tasks that typically require human intelligence.

- Learning
- Reasoning
- Perceiving
- Problem-Solving

- Analyze data
- Make recommendations
- Understand and translate written and spoken language

Simply: The ability for a computer to think and learn just like a human.

Pros and Cons

PROS

Increase Productivity - speeding up video editing, script writing, sales cycle

Quick Access to Info - AI can quickly populate social platforms with engaging clips and heart stopping highlights

24/7 - AI is available anytime, day or night for information around the clock

CONS

Potential Job Losses for those in our industry

No control or restrictions on AI

Misinformation/the Unknown

FAKE BOSS
PRESENTS
IS IT
FAKE?

Team TV

Artificial Intelligence

Misrepresent information

Create false statements

Infringe on intellectual property rights

AI Red Flags

Incorrect hands, ears, hyper-real

No natural pauses, weird cadence, emphasis

Elicits big, emotional response

Credible source?

IS IT FAKE?

What can we do?

PRESIDENTIAL campaign ad

- Is this Presidential Campaign ad real or fake?

  https://www.youtube.com/watch?v=kLMMxgtxQ1Y&list=PPSV

- Video made by the Republican Party that features Doomsday scenarios

- Fake images and video of Biden and Harris in events that have not happened

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A.I. in the Headlines

- Several bills in Congress and the Senate to help manage A.I. being used in nefarious ways.

- It could be used to spread disinformation and false messages

- Companies like Apple and McDonald's using A.I.

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A.I. Ethical Questions

- How far will A.I. go?

- Will everything start to look like fake cakes?

- Will we stay up at night trying to find the difference?

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IS IT FAKE?

Team Radio

AI and Copywriting

- AI *can* be a sweet confection, useful in broadcast radio to help with workflow and idea starters, particularly to busy Account Executives.

- An AI tool like ChatGPT can create a foundation that AEs can build from, alter and give the script that human touch.

- Many of you may already be using this burgeoning and fast-moving technology for your clients.

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What can
ChatGPT do

Plan a relaxing day

Email for
plumber quote

Make me a
personal webpage

create a 15 second branding script for a radio commercial about the Fake Bosses Cake Shop in
Virginia beach, Virginia

- AI Tools such as ChatGPT can help alleviate the difficult part of getting a script started and make the lives of AEs easier.

- This is also being utilized for real clients on the TV side as well. Sweet!

Introduce audio cakes
Special Ingredient
Or
"Artificial Ingredients"

Beneficial Uses in Radio

Chat GPT
SmartFM
Program Director
Sales

What about jobs?!

Human Connection
Ethical
Ways we can help (Best of the Best)

FAKE BOSS

PRESENTS

IS IT FAKE?