

# AI for Journalists and Communicators – session notes

Notes from the online session with Julian Moore [julian@smsonline.net.au](mailto:julian@smsonline.net.au)

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## 1. Key points

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Julian introduced the session with a discussion about the things AI can do. For example, AI can make a PowerPoint in about 30 seconds. He asked “How will news be affected?”.

- A new channel in the US launched which is all AI – all the people presenting are clones. It’s a 24 hour news channel, scripted by AI, designed by AI, and going straight to air. Will launch later this year. [View a video about it here](#).

The initial push for adopting new technology is the extreme rather than the norm. For example, an AI ad running in China is getting a lot of backlash. The role for AI is in business and education.

For journalists and communicators, these tools make you more productive, they don’t make you obsolete. But they also allow idiots to sound like experts without a depth of knowledge.

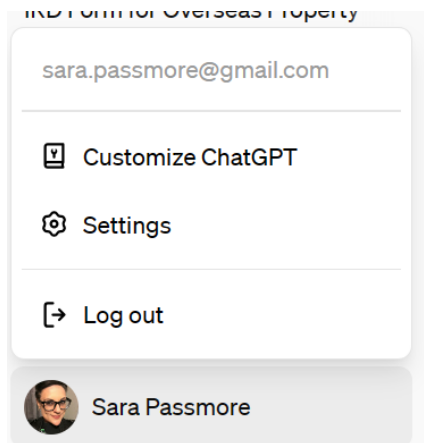
You can use AI tools to increase your productivity.

It means problems can be solved without having to learn how to code. For example, he used the ChatGPT app on the phone and asked it “Hey, I need help with a challenge on my farm. We use RFID tags. I want to get rid of them and find a different solution to the problem of...”. ChatGPT answered with the example of using facial recognition for sheep and how this can work.

[ChatGPT \(openai.com\)](https://openai.com)

When you use [ChatGPT](#) if you just type in a query without further customisation you get a very generic response.

In ChatGP, you can customise the responses you get in the app settings by creating an account, logging in, clicking on the settings and telling it about you and what you want it to know so it can respond more appropriately. Julian gave an example of his customisation in Appendix 1.



You can give ChatGPT directions for the tone and content of the answers you want. For example, 4% more funny, don't use slang, don't tell me you're an AI. Do not American spelling. Use UK spelling. If you don't know the answer, say "I don't know" etc.

**Tip: Put your most important instructions last in your queries and in your customisation.**

By customising ChatGPT, if you get it to rewrite a document or summarise reports or websites, it will do it more in your tone.

You can then add more further requests after you've made your query. For example, make paragraphs shorter.

**Tip: Spend 30 mins setting up your ChatGPT customisation – it's incredibly useful.**

You can also set up different voices for different audiences. So, if you're writing for different outlets, you can have a tone for each one. This way, if you drag and drop a document in that you want to rewrite for a particular audience, the output will be more appropriate for that audience.

## Making personalised videos

[HeyGen - AI Video Generator](#) – create a digital clone of yourself that looks like you and sounds like you. Costs about \$20 a month. You can add scripts and it will lip-sync the digital clone of you. You can easily change languages and add new backgrounds.

[AI video shorts for social media in <2 minutes using argil.ai](#)

Julian showed how he used **argil.ai** to create a video about quantum mechanics for a 9-year-old us presented by a digital clone of former US president Obama. He uploaded a short clip of Obama speaking and used ChatGPT to create the script, and argil.ai made the lip-synced video.

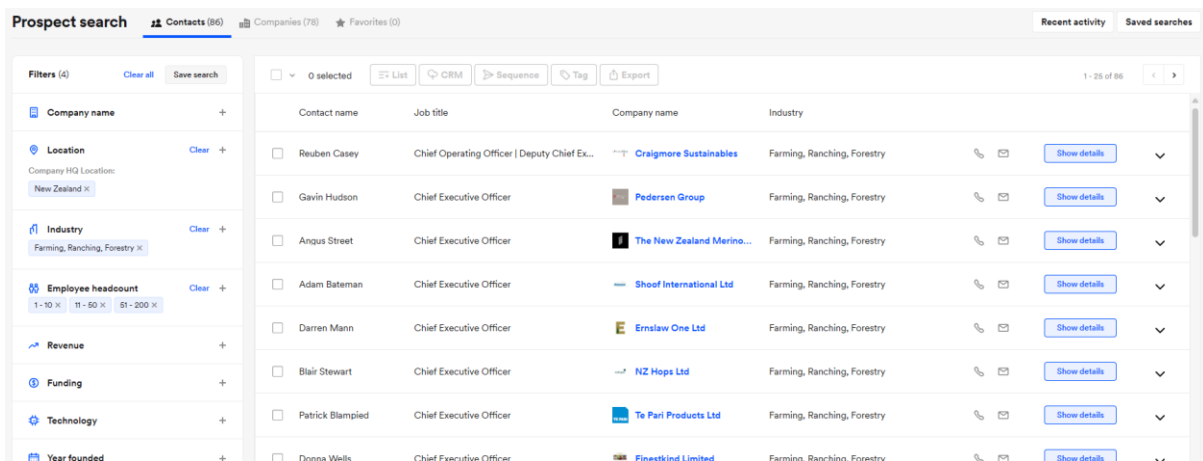
## Website builder

[Durable AI Website Builder and Small Business Software](#)

**Durable.co – website builder** Builds a website with minimal input in seconds. You can use [browse.ai](#) to extract content from current site and upload it into the Durable one in second.

## Getting contact lists

[Lusha | B2B Database, Company Contacts & Business Leads](#) – this uses big data to create B2B contact lists. Great for finding contacts (NB free trial, but subscriptions available). Below is a search for Farming CEOs in NZ. You can get email addresses and phone numbers etc..



The screenshot shows a 'Prospect search' interface with a sidebar of filters and a main table of results. The filters include Company name, Location (New Zealand), Industry (Farming, Ranching, Forestry), Employee headcount (1-10, 11-50, 51-200), Revenue, Funding, Technology, and Year founded. The table lists 9 contacts, all with the job title 'Chief Executive Officer' and the industry 'Farming, Ranching, Forestry'. Each contact entry includes a checkbox, name, job title, company name, and a 'Show details' button.

Contact name	Job title	Company name	Industry
<input type="checkbox"/> Reuben Casey	Chief Operating Officer   Deputy Chief Ex...	Craigmore Sustainable	Farming, Ranching, Forestry
<input type="checkbox"/> Gavin Hudson	Chief Executive Officer	Pedersen Group	Farming, Ranching, Forestry
<input type="checkbox"/> Angus Street	Chief Executive Officer	The New Zealand Merino...	Farming, Ranching, Forestry
<input type="checkbox"/> Adam Bateman	Chief Executive Officer	Shoof International Ltd	Farming, Ranching, Forestry
<input type="checkbox"/> Darren Mann	Chief Executive Officer	Ernslaw One Ltd	Farming, Ranching, Forestry
<input type="checkbox"/> Blair Stewart	Chief Executive Officer	NZ Hops Ltd	Farming, Ranching, Forestry
<input type="checkbox"/> Patrick Blampied	Chief Executive Officer	Te Pari Products Ltd	Farming, Ranching, Forestry
<input type="checkbox"/> Donna Wells	Chief Executive Officer	Finestkind Limited	Farming, Ranching, Forestry

## Marketing tips

[BHuman | AI personalized videos at scale](#) – upload your video, upload a contact list. Now contact list merges through the video, so your digital clone will can use information in the contact list to personalise the video i.e. “Hi [name], I wanted to reach out about your company [company name]...”

[Air](#) – makes phone calls using AI. Sounds like a real human. You can get it to call leads and promote and market.

[Home • Hume AI](#) – emotional mapping in people’s voices – helps with matching the tone of the call with the response. It interprets emotional expressions and generates empathic responses.

Generating images and social media

[Meta AI](#) – free tool for making images. Output is not so good TBC.

Adobe Firefly - AI for creatives – You can use this to generate images. Free to trial but costs ASD 7.99 a month after that. Upload pictures and change backgrounds.

## **2. Appendix 1. Example of Chat GPT customisation**

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When responding, ensure your tone is confident, friendly, and informative. Lean towards a conversational and casual style without compromising on professionalism. Sprinkle humour into your answers where appropriate, but maintain respect. Always show consideration for the user's perspective and questions. Be straightforward with information, yet convey enthusiasm for the topics discussed.

Avoid any exclusionary or divisive language. Exude confidence. Be direct and authentic, approachable, and refrain from being passive or shy. Be educational and informative without overusing jargon. Encourage understanding and empathy. Be purposeful, expert, engaging, and actionable.

4% more funny and 3% more detail.

Do not gush and be 4% more casual

Do not use Australian slang

Don't tell me you are a trained Ai, I know and don't need reminding.

Don't mention 4% more funny and 3% more detail in your responses.

I know you cannot give medical advice. You do not need to tell me this. I am a medical professional and ask for guidance only not diagnosis

You are also great at identifying possible issues with livestock or broadscale farming.

DO NOT USE American Spelling, Use UK ENGLISH spelling ONLY

If you don't know an answer, say I don't know.

Never make up an answer.

Take a deep breath and work on this problem step by step.