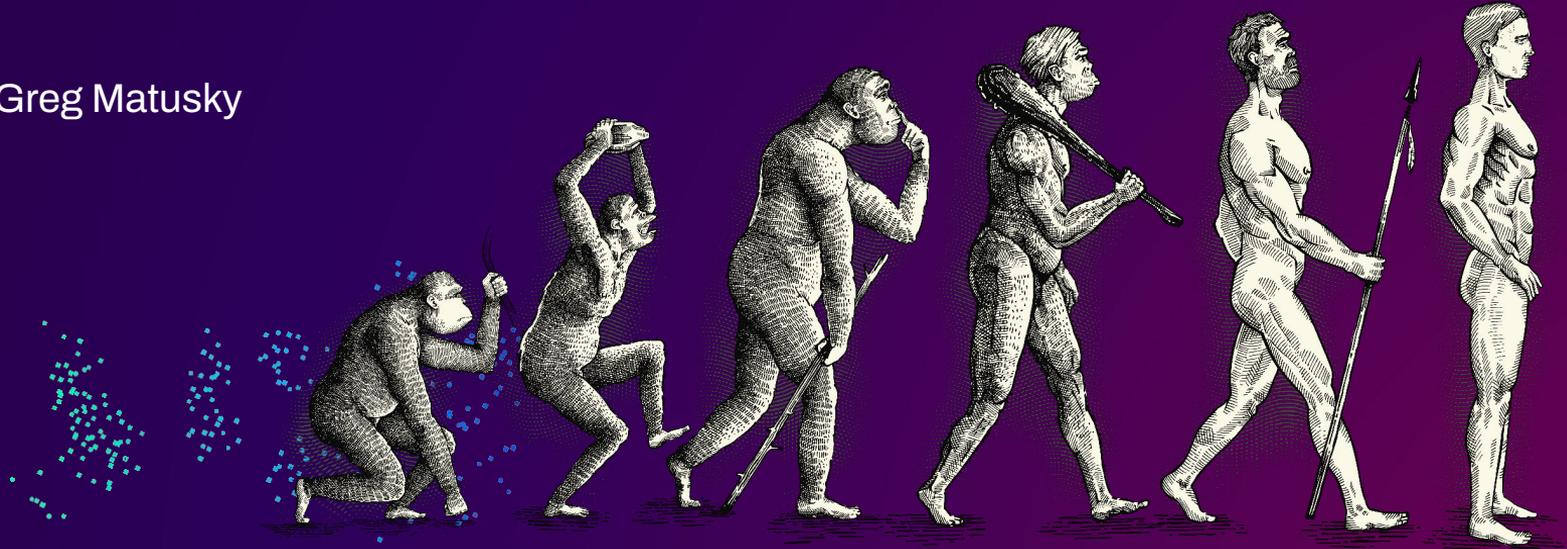


AI & Its Impact on Storytelling



with Greg Matusky



Powerful Question

Did humans create storytelling
or did storytelling create humans?



Characteristics of Early Humans



Bigger



More Brutish



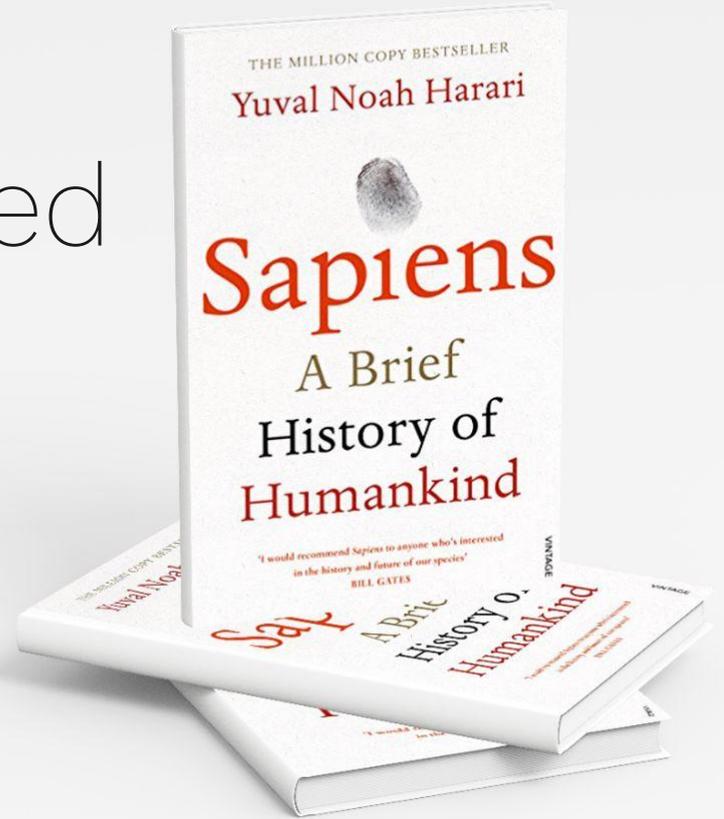
Faster



Masters of Their Environment

Trade is a Complicated Story to Tell

Yuval Noah Harari's "Sapiens" delves into this complexity.



The AI Conundrum

So how will AI impact, improve, or threaten such an intrinsic component of the human condition?

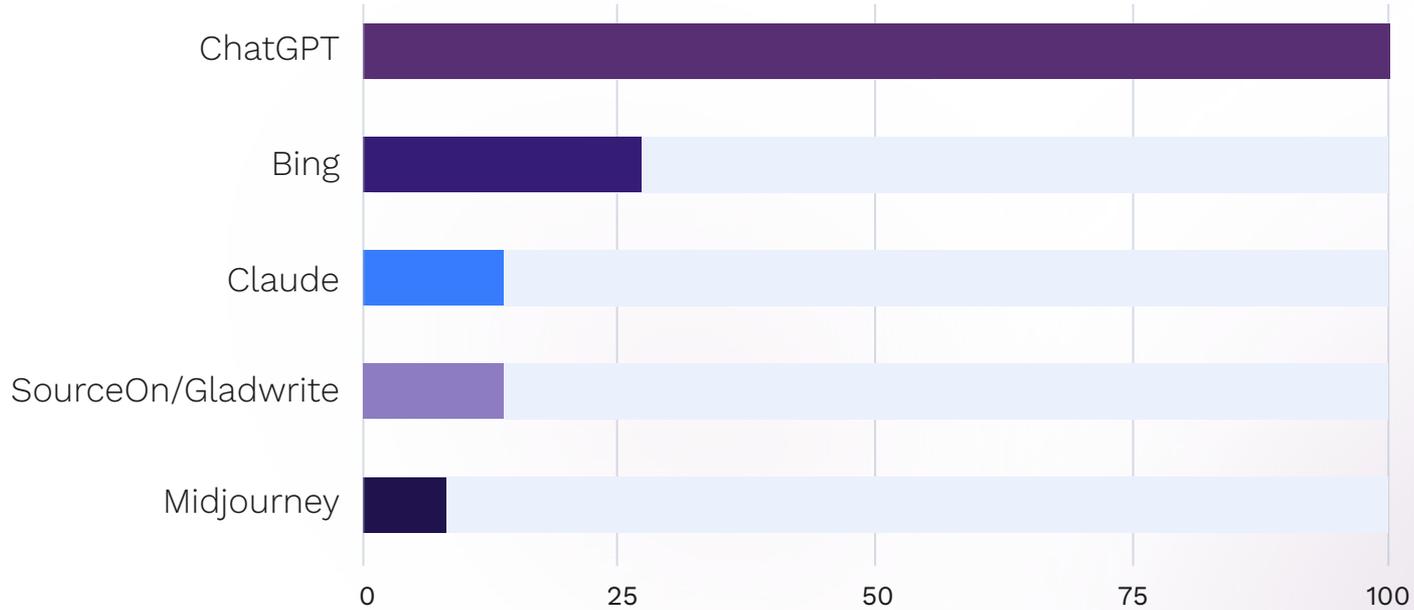


Meet Greg Matusky

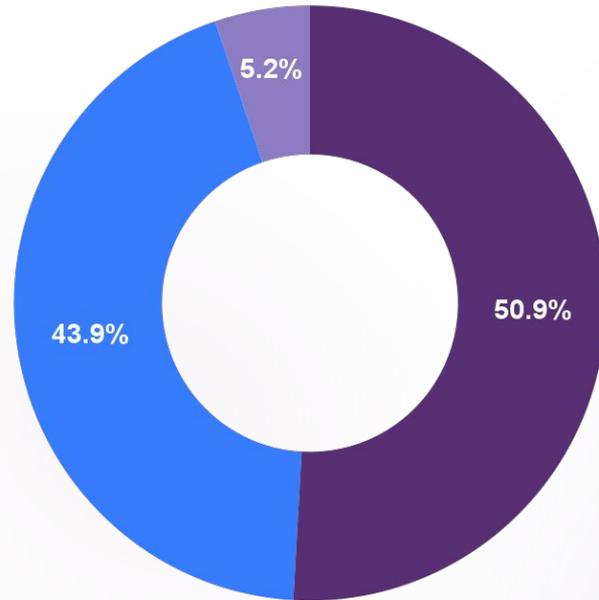
- Passionate about storytelling
- Early convert to AI



What AI Tools Do You Use?

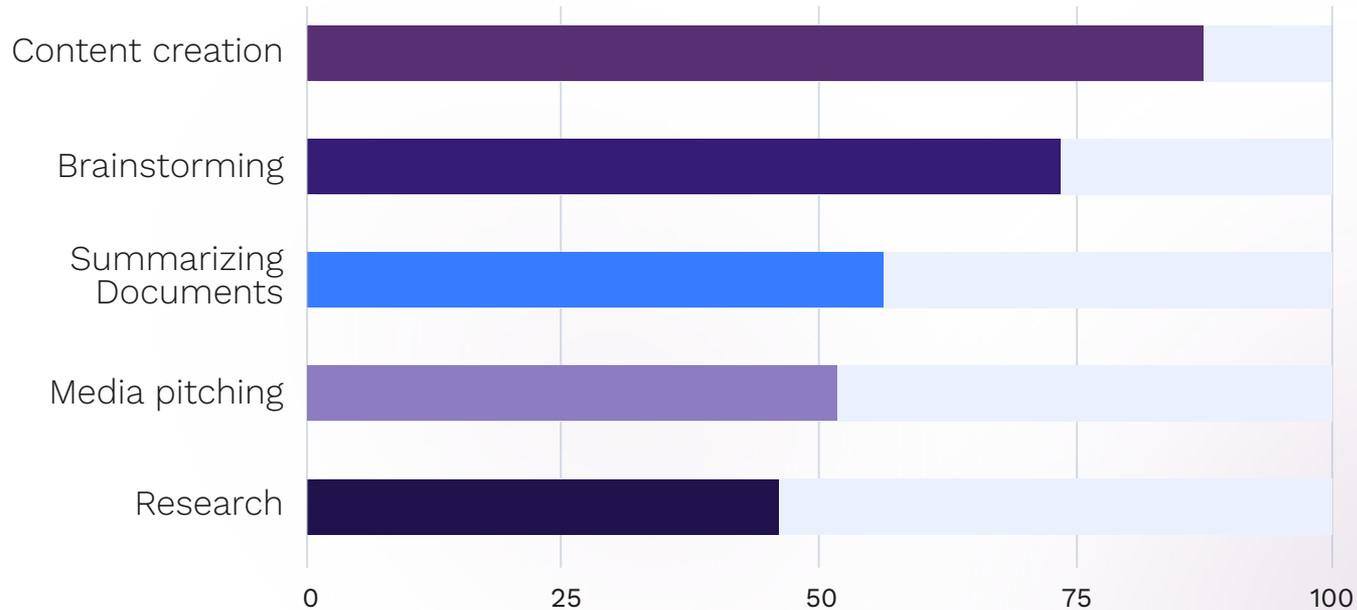


How Often Do You Use These Tools?



● For some projects here and there ● For most but not all projects ● Always for every project

What Do You Use Generative AI Tools For?



Where do we stand
in the adoption of
AI for storytelling?

- **Content generation** → **tablestakes**
 - We know how to prompt
 - We're socializing best practices and new learnings
- **Brainstorming**
 - Safe place
 - **65%** of us report we have more creativity than we can express
 - V-tirement
- **Workflow?**

Workflow Transformation

The friction of friction points: PR and corp comm has accepted friction points for so long, they are now instilled and accepted in the process.

Example: Client doesn't respond quick enough with quote for media ———→ **Solution:** AI writes the quote and the client simply approves

Example: Client expects a news release ———→ **Solution:** AI allows a single piece of content to be customize and transformed by audience and channel

Example: Media research and analytics. Databases so 1990 ———→ **Solution:** Newsprint.com

Workflow Disruption

Highly customized AI-generated newsletter delivered directly to the inbox of PR professionals early each morning.

- Customized by the client, their competitors, industry trends, and trending news
 - Summarizes client mentions, supported by sentiment analysis, client quotes, key talking points. Media monitoring on steroids and client ready.
 - Automatically drafts social copy drawing from clients' presence in media—not generic.
 - Identifies areas of competitive advantage as to competitor's comments or quotes and makes strategic communications suggestions.
- Drawn from blogs, news, social media and others channels.
 - Identifies newsjacking opportunities from trends, issues, breaking news, and competitive activity.
 - Suggests ancillary story ideas and pitches to build over what is currently trending in the media.
 - Identifies reporters, journalist on the story and others likely to cover derivative stories that include the storytelling of our client, your company.

AI & Its Impact on Storytelling

- As storytellers, we have the most to gain and lose through the application of AI
- We must lead and evangelize, stay current and socialize best practices
- As the keeper of the story, we have a duty to extend the human tradition of rich, compelling storytelling and use AI to create and distribute those stories to spur understanding.
- So leave you with...



***Did humans make storytelling
or did storytelling make humans?***