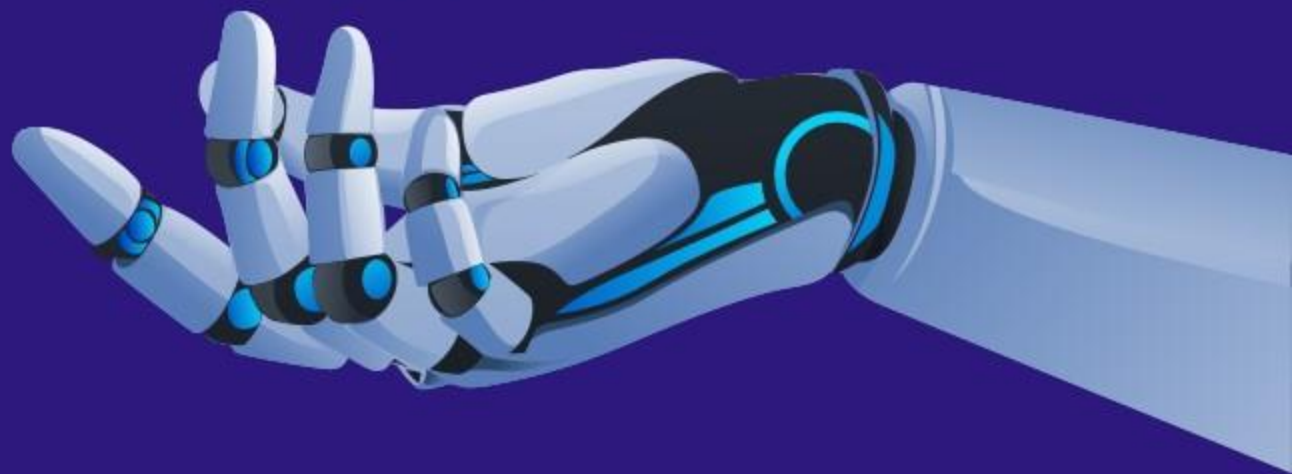


Is AI a THREAT to Broadcast Sellers & Ad Creators?

Presented by
Tim Burt



Here's what we'll do today



- We're going to **demystify the world of AI**
- Talk about **the types AI tools for AE's & broadcasters** to make better ads & marketing materials
- How you can **use these tools to** increase your sales.

IMPORTANT

- **AI services are TOOL**
- These tools can be shortcuts, but not the final product
- This is NOT a “marketing department in a box” for clients
- AI tools have specific functions, and limitations
- **Not a “one-size-fits-all”**
- Humans are still needed!

CONTENT AND LEGAL DISCLAIMER

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I DO NOT write computer code.
I am NOT a programming nerd.
I am NOT a self-proclaimed “AI Expert.”

But, because I write ads for a living, and have heard of people promoting AI to do this, I thought it was important to really see what's going on here.

CONTENT AND LEGAL DISCLAIMER

I *HAVE been* studying the world of AI for a few years – and I still do because it is moving at light speed.

Because these tools are now available to everyone, there are serious issues (some legal) when you – or your clients – use it for writing ads or creating marketing campaigns.

Also, no financial claims of any kind are expressed or implied from the information in this presentation.



**Demystifying AI
(and will it take my job)?**

What IS “AI,” Exactly?



Britannica

Search Britannica...



☰ Browse

Dictionary

Quizzes

Money

Video

artificial intelligence



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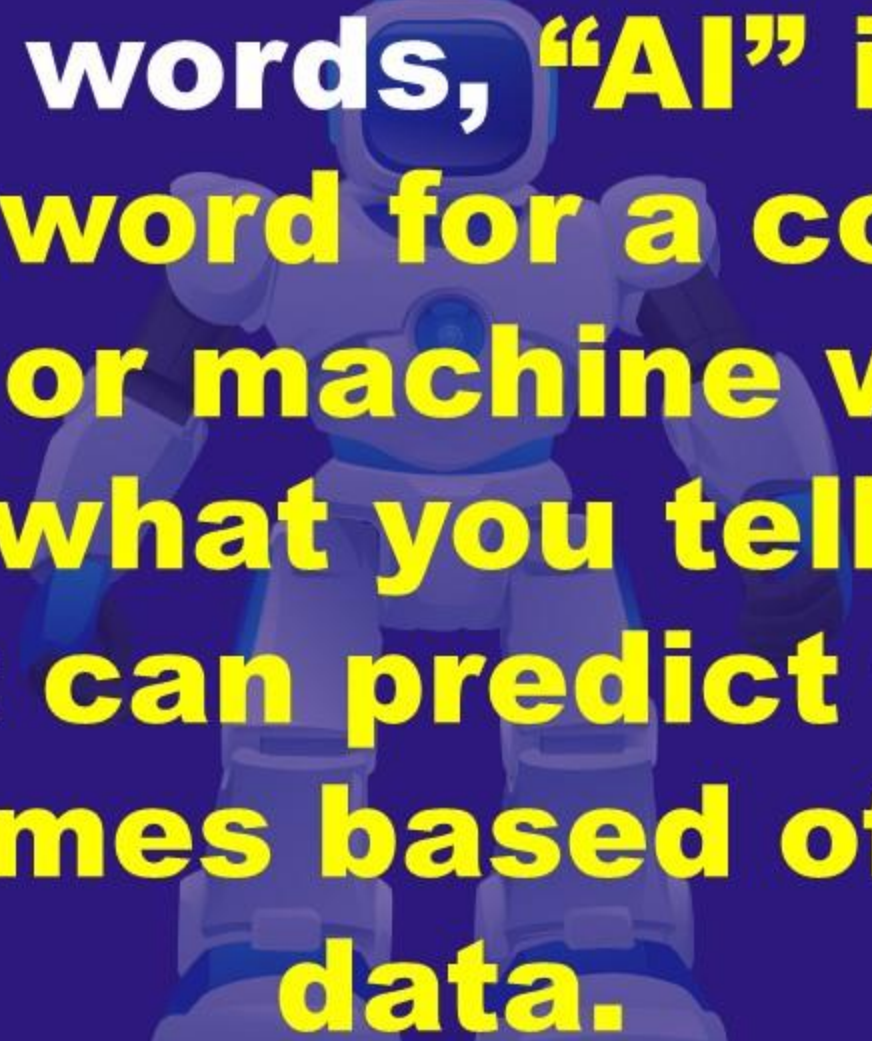
Introduction & Top Questions

- > What is intelligence?
- > Methods and goals in AI
- > Alan Turing and the beginning of AI
- > Early milestones in AI

society?

artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past experience. Since the development of the digital computer in the 1940s, it has been demonstrated that computers can be programmed to carry out very complex tasks—as, for example, discovering proofs





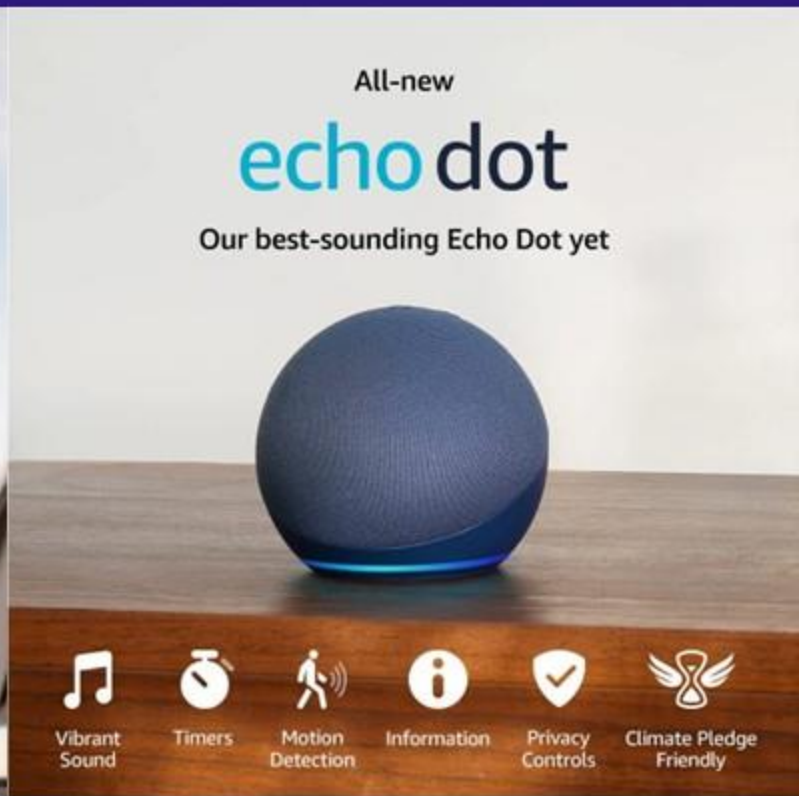
In other words, “AI” is simply a code word for a computer program or machine which will only do what you tell it to do, and it can predict future outcomes based off past data.

HAL 9000

A.I. IS NOT

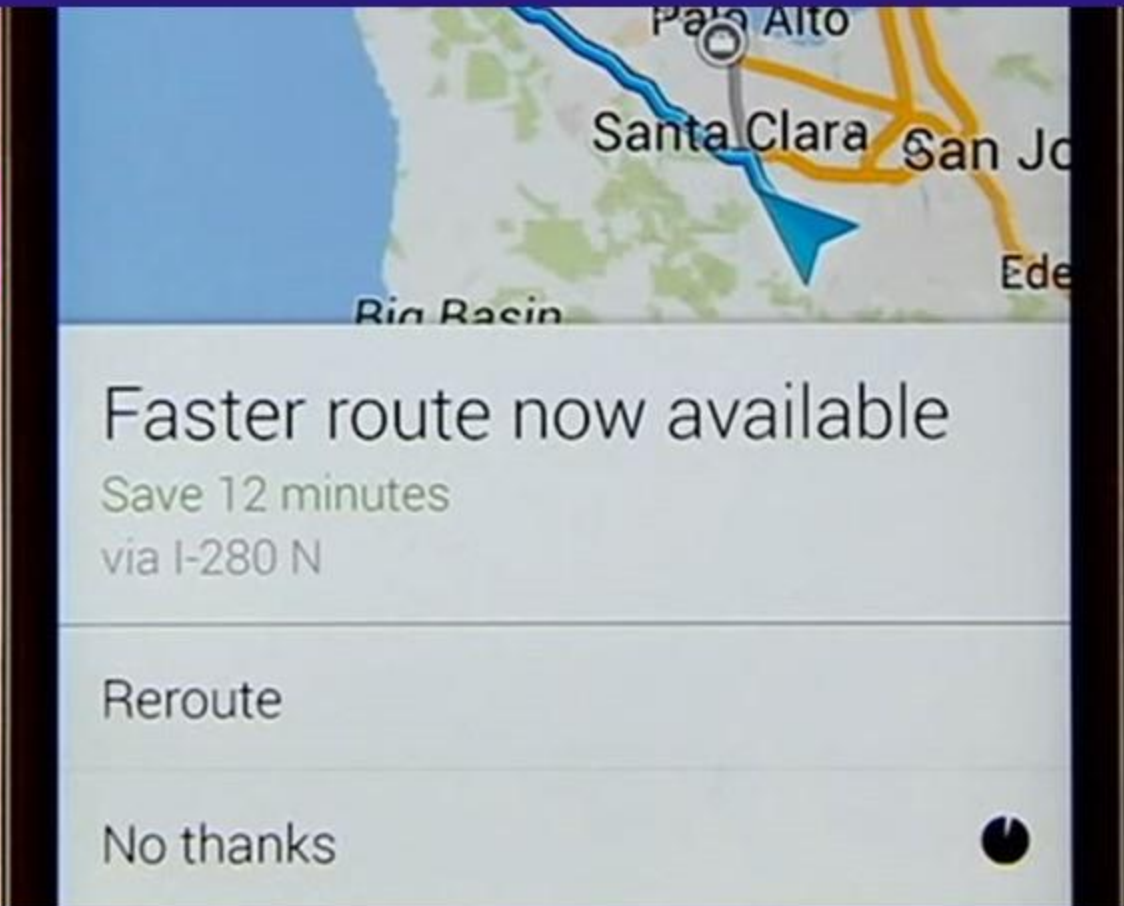


“AI” as you know it, is this:



This tech has been available for 70 years

“AI” as you know it, is this:



Face unlock / Snapchat / Google map reroute

SURPRISE! AI is in your station

Radio & Television automation systems

The interface displays a playlist with columns for track number, time, and name. The top left shows a 'COUNTDOWN' timer at 00:03:41 and a '0:09 AUTO' indicator. The playlist includes tracks like 'THIS IS DAD - TOP OF HOUR', 'Last Friday Night (T.G.I.F.)', and 'EXPERIENCE THE DIFFERENCE'. A central control panel features buttons for 'Page 13', 'ARM', 'DELETE', and 'STOP ALL'. Below the playlist is a 'PLAYLIST' section with a grid of track numbers (01-11) and a 'PLAYLIST' button.

The interface shows a 'Media Explorer' on the left with a tree view of folders like 'All Videos', 'Advertisements', and 'Audio Material'. The main area displays a 'Playlist' with columns for 'No.', 'Name', 'Start Time', 'Duration', 'In', 'Out', and 'Comments'. The 'In' and 'Out' columns are highlighted in green. A video player at the top right shows a video of a rabbit with a large white mass on its head, with a 'Played Time' of 00:06:47:23 and a 'Remaining Time' of 00:03:08:12. The bottom right shows a 'Preview' section with a video of a cartoon character.



Q: Will AI take my job?

A: Not if you let it.

**(Let's use AI to start
increasing sales*)**

AI Tools for AE's and Broadcasters

***Again, no financial claims of any kind are expressed
or implied from the information in this presentation.**



3 AI SERVICES:



3 AI Areas We'll Focus On:

01

TEXT (for scripts, etc.)

ChatGPT (www.OpenAI.com) –
included with the Bing search engine

Bard (bard.google.com)

**ChatGPT (and ALL AI) is only
as good as the commands
you type into it.**

**It literally is
Garbage Out, Garbage Out.**

ChatGPT runs on Prompts

[Check out DFY Prompt - the revolutionary web-app that's changing the game for ChatGPT and GPT4 users](#)

With its unique automation capabilities, DFY Prompt takes the hassle out of crafting exciting and engaging prompts, ensuring that your content is always fresh and dynamic. Get ready to dominate the constantly evolving world of chatbots with ease and confidence thanks to DFY Prompt.

With this amazing app, you'll never have to worry about writing prompts again. Whether you're a seasoned pro or just starting out, DFY Prompt will provide you with high-quality prompts every time - guaranteeing great results.

[See it all for yourself with the DFYPrompt Demo video](#)

“you’ll never have to worry about writing prompts again!”

Something you should know...

Limitations of ChatGPT

ChatGPT self-declares the limitations of the platform.

Internet users also witnessed a few issues while using ChatGPT. Some of the limitations of ChatGPT are:

- ✔ Sometimes generates **incorrect information**.
- ✔ It is not aware of events of the world after **2021**.
- ✔ It **can not access the internet** and thus can not provide fresh data.
- ✔ Responses are **not always reliable** and occasionally biased.
- ✔ The free version can process a **limited number of prompts** or requests per hour.

So...what's it good for?



Let's put it to the test.

TI

write a thirty-second radio commercial for Weber Chevrolet in St. Louis, Missouri



[Background music playing]



Announcer: Are you in the market for a new car in St. Louis, Missouri? Look no further than Weber Chevrolet, your trusted local dealership for over 100 years!


Female Voice: At Weber Chevrolet, we understand that buying a car is more than just a transaction. It's an experience.

Male Voice: And that's why we go the extra mile to make sure you drive away satisfied every time.

Announcer: With our extensive selection of new and pre-owned vehicles, you're sure to find the perfect match for your lifestyle and budget.

Female Voice: Plus, we offer competitive financing options, so you can drive home in your dream car without breaking the bank.

Male Voice: And our certified technicians provide top-notch service, ensuring your vehicle stays in peak condition for years to

 Regenerate response

stays in peak condition for years to come.

Announcer: But it doesn't stop there! At Weber Chevrolet, we believe in giving back to our community.

Female Voice: That's why we support local charities and organizations, because we're not just here to sell cars – we're here to make a difference.


Male Voice: So, visit Weber Chevrolet today and experience the difference for yourself. Our friendly team is ready to assist you every step of the way.

Announcer: Weber Chevrolet, your trusted partner in the automotive journey. Find us conveniently located in St. Louis, Missouri.

Female Voice: Weber Chevrolet – where customers become family.

[Background music fades out]

Announcer: This message is brought to you by Weber Chevrolet.

 Regenerate response

What's wrong with that ad?

- 1) We asked for a :30, gave us :60.
- 2) What stood out? **Nothing.**

What's wrong with that ad?

- 1) We asked for a :30, gave us :60.
- 2) What stood out? **Nothing.**

This is why **USP's** & **AWA** (Audience Wants Analysis) are vital.

This sounds like it came straight from a C N A.

3 AI SERVICES:



3 AI Areas We'll Focus On:

02

IMAGES (create whatever!)

- **Dall-E** (part of ChatGPT – OpenAI.com)
- **Stable Diffusion** (StableDiffusionWeb.com)
- **MidJourney** (MidJourney.com)

Pros:

Can create images you'd never be able to in the past.



A photo of a teddy bear on a skateboard in Times Square



3D render of a pink balloon dog in a violet room



A photo of Michelangelo's sculpture of David wearing headphones djing

Cons of using AI Image generators:

- 1) Prompts have to be detailed to get anything useful.
- 2) This can be a copyright minefield. See USPTO website for details.

3 AI SERVICES:



3 AI Areas We'll Focus On:

03

MUSIC (custom music beds)

- **SounDraw** (Sounddraw.io)
- **Mubert** (Mubert.com)

Pros of using AI music generators:

Can create custom music beds quickly for picky clients.

Cons of using AI music generators:

- Music only, no vocals for a “jingle.”
- Not free
- Cannot share via music streaming services



**These are just
Some of the AI
toys that are
available.**

There are more...

Use these at your own risk:

- Video AI creators. Very glitchy, but gimmicky.
- VOICEOVER AI generators. In my opinion, **AVOID AT ALL COSTS.**

Do this starting now:

- Every single ad that rolls into your radio or television station **from an agency MUST BE REVIEWED.**
- **Local agencies will try to exploit these AI services** for their own benefit.
- If they're using the likeness of a celebrity with AI or unlicensed music in the spot, **REJECT THE AD.**
- **NO SPOT IS WORTH A LAWSUIT.**

Level Of Acceptability

Two types of business owners:

- the ones that care about quantity over quality
- and the others who care about selling more of their stuff.

The ones who think AI is cool will think that the ChatGPT Chevrolet commercial you saw earlier is fantastic (it's not).

The **business owners who care about selling stuff** will realize that ad is nothing special, and they need focused attention.

The sequel to 2019's "A Kick in the Ads"

INSIDE: 50+ powerful, new marketing laws
and principles to help your business succeed

ANOTHER KICK IN THE ADS



Written by a human named

TIM BURT

Written by a human named

TIM BURT



The **BOTTOM LINE:**

You can create scripts, commercials, write entire books, etc. with AI.

But it still has to be good.

If you create all this stuff and nobody buys it, what do you have?
You have something that a computer barfed out and nobody likes.

Congratulations.



Finally...how can you use these AI tools to increase sales?

Use AI image generators to beef up your presentations and promotional materials. (options are endless)

Dall-E, MidJourney, Stable Diffusion can create images that were previously thought impossible.



**Finally...how can you use
these AI tools to increase sales?**

PROMOTIONAL Ideas:

- Best short story written by ChatGPT, Bard, etc.
- Funniest, weirdest, creepiest image generated by Dall-E, etc.
- Catchiest AI song from Soundraw, etc.



Download your FREE AI for Broadcasters Cheat Sheet



MarketingWithTim.com/AI