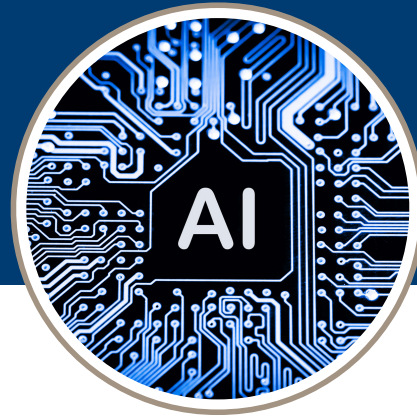


Efficiency Hacks: Harnessing AI

Janice Person
founder/principal

grounded
COMMUNICATIONS



2

AI is everywhere



Tools

grounded
COMMUNICATIONS

3

AI is everywhere



Tools



Impact

grounded
COMMUNICATIONS

4

AI is everywhere



Tools



Impact



Business

grounded
COMMUNICATIONS

5

Where are you in AI adoption?



**in a sea of
overwhelm**



**have
some
questions**



**have
some
tools I use**



**all-in,
across
enterprise**

grounded
COMMUNICATIONS

6

Where am I?



**have
some
tools I use**

grounded
COMMUNICATIONS

7

Where am !?



have
some
tools I use

- **Perplexity Pro**

paid version to do the simple & more complicated queries quickly, get links too

grounded
COMMUNICATIONS

8

Where am !?



have
some
tools I use

- **Perplexity Pro**

- **Castmagic**

daily use across my team – takes audio & video content and creates all sorts of written pieces

grounded
COMMUNICATIONS

9

Where am !?



have
some
tools I use

- **Perplexity Pro**
- **Castmagic**
- **Descript**

smart editing of video,
creating short videos for
social, captioning, on occasion
have used the eye contact
feature too

grounded
COMMUNICATIONS

10

Where am !?



have
some
tools I use

- **Perplexity Pro**
- **Castmagic**
- **Descript**
- **Canva**

simple design tasks like
removing backgrounds, etc

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11

**What's more important
than the tool you use?**

12

**What's more important
than the tool you use?**

**Can you get it to do
what you need done?**

13

Think About the Things You Need



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14

Think About the Things You Need



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COMMUNICATIONS

15

Think About the Things You Need



ideas?



**time
savers?**



others?

grounded
COMMUNICATIONS

16

No Matter the Goal



**Need to
understand what
makes good
prompts.**

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17

Writing Prompts Matters



**My approach:
talk to AI like it's
an intern**

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18

I'm doing a presentation on efficiently using AI for communicators.
Can you give me an outline for that?

Absolutely! Here's a solid **presentation outline** titled:

"Efficiently Using AI as a Communicator: Tools, Tactics & Ethics"

I. Introduction (3–5 mins)

- Welcome & objectives
- Why AI matters to communicators today
- Quick poll or interactive question: "What's your current experience with AI tools?"

II. Understanding the AI Landscape (5–7 mins)

- What "AI" actually means (brief and clear)
- Types of tools communicators are using (e.g., generative AI, summarizers, image tools, scheduling assistants)
- Examples of use cases:



Ask anything

19

I'm doing a talk in a couple of weeks about Harnessing the power of AI. The audience I'm speaking to is communicators, some editors and others PR people or freelancers. The session is 45 minutes. Here's the brief description I have put in the agenda:

Efficiency Hacks: Harnessing AI
Create content with better prompts, write in voices, and assign a task. Learn how AI tools and workflows can change how you create content.

Knowing that brief and what you know about me and my use of Perplexity, what are some topics I should include in the prepared presentation?

Show less ^

Perplexity Sources - 21 Steps

NMSU Global Campus
7 Smart Ways AI Is
Transforming PR &...

Community
Top 5 Ways
Communications Teams Ar...

Copy.ai
AI for Content Creation:
How to Get Started (&...

CO- by U.S. Chamber o...
Top AI Content Creation
Tools | CO- by US Chambe...

Efficiency Hacks: Harnessing AI for Communicators

1. Why AI Matters for Communicators

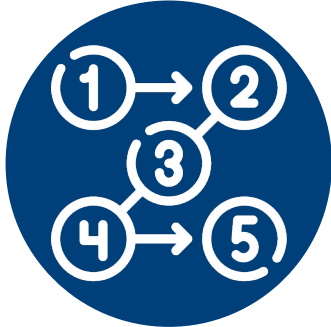
- Transforming Workflows:** AI is streamlining content creation, editing, and PR strategies, letting professionals focus on high-value, creative, and strategic work ¹ ².
- Competitive Advantage:** Early adopters of AI tools are able to deliver faster, more tailored, and data-driven communications ¹.

2. Prompt Engineering: Getting the Best from ↓

Ask a follow-up...

20

Writing Prompts Matters



Consider the sequence, what you start with matters

grounded COMMUNICATIONS

21

Writing Prompts Matters

I sell online courses that help people build the foundational knowledge needed for a successful career in agriculture. Take a look at the website <http://groundedinag.com> and recommend what I should include in a 3 minute promo video?



I've built some really cool courses that I want to sell more of, can you show me demo reels that others have made to go with their courses that are high impact and help me understand what would make it high impact?



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COMMUNICATIONS

22

Writing Prompts Matters

I sell online courses that help people build the foundational knowledge needed for a successful career in agriculture. Take a look at the website <http://groundedinag.com> and recommend what I should include in a 3 minute promo video

Perplexity Sources · 11 Steps

oklahoma farm report
New Grounded In Ag
Training Platform Aims to...

groundedinag.com
About - Grounded in Ag

groundedinag.com
The Ultimate Resource for
People Who Want to Learn...

groundedinag.com
Store - Grounded in Ag

ge needed

3 minute



Key Elements to Include in a 3-Minute Promo Video for Grounded in Ag

1. Compelling Opening: The Challenge in Agriculture

- Start by highlighting the complexity and rapid evolution of the agriculture industry, emphasizing the growing knowledge gap for newcomers and professionals transitioning into ag roles 1 2 .
- Briefly mention the consequences of this gap: costly mistakes, loss of credibility, and missed opportunities for organizations and individuals 1 .

2. The Solution: Grounded in Ag's Unique Offering

show me
igh impact



grounded
COMMUNICATIONS

23

Writing Prompts Matters

I sell online courses that help people build successful careers in agriculture. Take a look at the website <http://groundedinag.com> and recommend what I should include in a 3 minute promo video?

I've built some really cool courses that I want to sell more of, can you show me demo reels that others have made to go with their courses that are high impact and help me understand what would make it high impact

Perplexity

Perplexity

Sources · 28

Steps

oklahoma farm report
New Grounded In Ag
Training Platform Aims to...

pointblank music scho...
How to Create a Demo Reel
That Gets You Noticed -

broadcast2world
5 Best Institute Promo
Videos to Skyrocket...

youtube
How to Make a Demo Reel
that Gets You the Gig! -...

teach udem...
Guide to creating a promo
video - Udem...

Key Elements

1. Compelling Opening

- Start by highlighting the complexity and challenges of the agricultural industry, emphasizing the growing knowledge gap and the need for specialized training.
- Briefly mention the consequences of not having the right training and resources for organizations and individuals in the field.

2. The Solution:

If you want to sell more of your courses, creating a high-impact demo reel (or promo video) is one of the most effective ways to capture attention and drive enrollments. Here's what makes a course demo reel stand out, with examples and practical tips drawn from top sources and real-world demos.

What Makes a High-Impact Course Demo Reel?

1. Start with a Strong Hook

- The first 10–15 seconds are crucial. Open with your most impressive, visually engaging, or emotionally compelling content to immediately grab attention.

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COMMUNICATIONS

24

Writing Prompts Matters

I sell online courses that help people build successful careers in agriculture. Take a look at the website <http://groundedinag.com> and recommend what I should include in a 3 minute promo video?

Could you take a look at the website <http://groundedinag.com> and recommend what I should include in a 3 minute promo video?

Perplexity

Sources · 11

Steps

oklahoma farm report
New Grounded In Ag
Training Platform Aims to...

groundedinag.co
About - Grounded in

groundedinag.com
Grounded in Ag

agnewswire.com
NEW GROUNDED IN AG
TRAINING PLATFORM AIM...

groundedinag.com
The Ultimate Resource for
People Who Want to Learn...

groundedinag.com
Our Experts - Gro...
Ag

Key Elements to Include in a 3-Minute Promo Video

1. Compelling Opening: The Challenge in Agriculture

- Start by highlighting the complexity and challenges of the agricultural industry, emphasizing the growing knowledge gap and the need for specialized training.
- Briefly mention the consequences of not having the right training and resources for organizations and individuals in the field.

2. The Solution: Grounded in Ag's Unique Value Proposition

Based on the content and positioning of Grounded in Ag, here's what you should include in a 3-minute promo video to maximize impact and clearly communicate your value to newcomers and organizations in agriculture:

Recommended Structure for a 3-Minute Promo Video

1. Strong Opening (0:00–0:20)

- Start with a dynamic visual: Show real people in agriculture—farmers in the field, new employees learning, and vibrant ag landscapes.
- State the core problem: "Getting grounded in agriculture is complex and time-consuming. Newcomers often feel lost, and organizations struggle to onboard quickly."

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25

Discernment in Results Matter



**Will you know you
have the right thing
or just what you
asked for?**

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COMMUNICATIONS

26

Discernment in Results Matter



grounded
COMMUNICATIONS

27

Adding Resources Can Matter

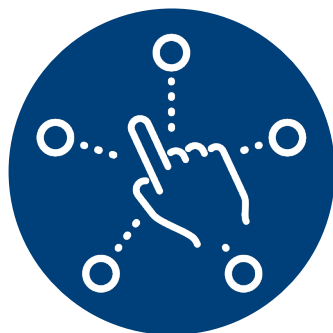


**Can learn directly
from documents,
recordings, etc**

grounded
COMMUNICATIONS

28

Explore the Various Choices

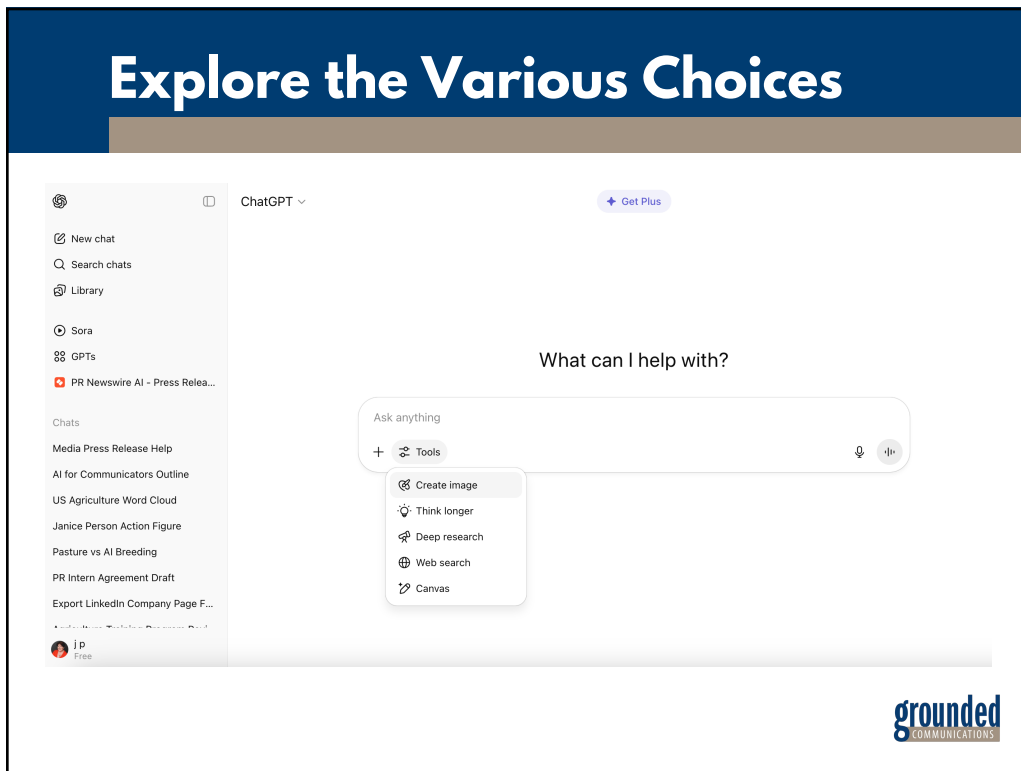


**Doing just one
thing with a tool...
that's so old
school.**

grounded
COMMUNICATIONS

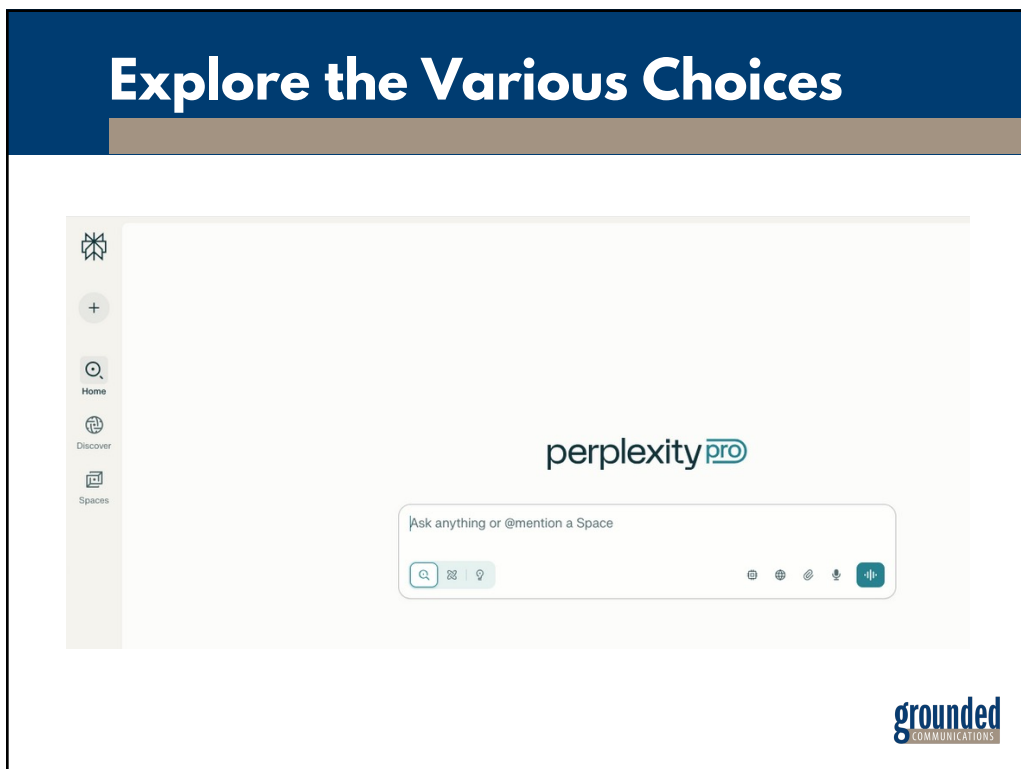
29

Explore the Various Choices



30

Explore the Various Choices



31

Explore the Various Choices

Grapes

Interpersonal communications -- lets start a good thread on the role communications can play for personal success in achieving the factors individuals want to schieve

Perplexity Steps Images Sources 74

The Role of Interpersonal Communication in Personal Success

Communication serves as the cornerstone of personal success, functioning as the bridge between individual aspirations and achievements. In today's interconnected world, the ability to communicate effectively with others has become perhaps the most critical skill for achieving the various factors individuals want to accomplish in their personal and professional lives.

The Foundation of All Success

Interpersonal communication skills may be the number one key factor that brings success or holds individuals back 1. These skills encompass not just the words we speak, but also our nonverbal communication, listening abilities, and emotional intelligence. When individuals cultivate strong communication skills, they find massive benefits 1, both professionally and personally 1.

Ask a follow-up...

Search Perplexity Images Sources

32

Save the Really Good Stuff

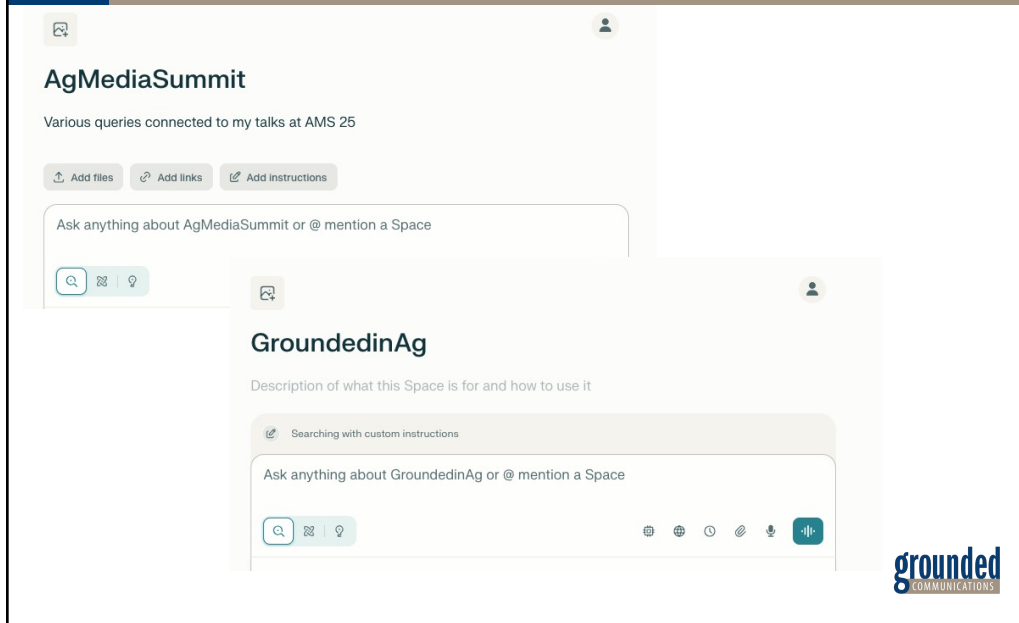


**bookmarking,
custom GPTs/
Spaces, etc**
***ask the tools how**

grounded
COMMUNICATIONS

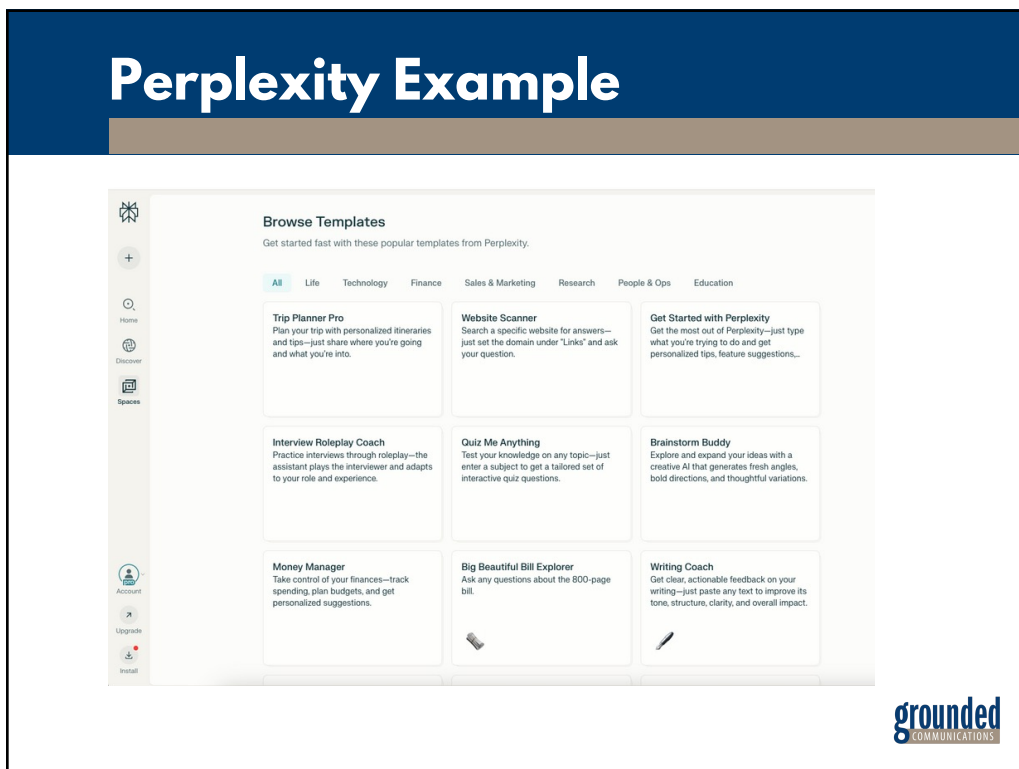
33

Perplexity Example



34

Perplexity Example



35

Chat GPT Example

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

All

Personal account workspace

新闻稿写手
Write a financial news release in the inverted pyramid style with a Reuters fl...
By Jianhao Wu · 5K+

News Release Buddy
Takes long content and condenses it to create news releases with a narrative ...
By Paul A Miller · 20+

Newshound 2
Turns press releases into Financial Times-style news stories.
By Proactive Investors Limited · 200+

Press Release Writer GPT — News, PR, Brand Launch
Create impactful press releases for product launches, corporate news, event...
By Khadij Akbar · 100+

PR Newswire AI - Press Release Writer
Craft media-grade press releases with PR Newswire AI. Tailored for PR profes...
By Fasih Rizvi · 5

NEWSIFY9 Press release generator from content/link
Prompt for creating a perfect press release
By Mario Heinze · 200+

Forex Fast News
Summarizes Today's Forex news articles, press releases, and reports
By getbiolimitless.org · 200+

Trending



36

Chat GPT Example

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

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Create impactful press releases for product launches, corporate news, event...
By Khadij Akbar · 100+

PR Newswire AI - Press Release Writer
Craft media-grade press releases with PR Newswire AI. Tailored for PR profes...
By Fasih Rizvi · 5

NEWSIFY9 Press release generator from content/link
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Forex Fast News
Summarizes Today's Forex news articles, press releases, and reports
By getbiolimitless.org · 200+

Trending

PR Newswire AI - Press Release Writer
By Fasih Rizvi · 5

Craft media-grade press releases with PR Newswire AI. Tailored for PR professionals, agencies, and corporate teams needing publish-ready content optimized for distribution and media coverage.

Writing

5 Conversations

Conversation Starters

Write Media-Grade Press Release

Write Media-Grade Press Release

Create Corporate News Statement

Edit Professional PR Draft

Capabilities

✓ Web Search

✓ 40 Image Generation

Start Chat

Model powered by GPT-4o for your community

37

18

Chat GPT Example

The screenshot shows the ChatGPT interface. On the left is a sidebar titled 'Discover and create custom GPTs' with a search bar containing 'news release'. Below the search bar are several GPT cards, including '新闻稿助手', 'News Release Buddy', 'Newsound 2', 'Press Release Writer GPT', 'PR Newswire AI - Press Release Writer', 'NEWSIFY9 Press release generator', and 'Forex Fast News'. The main chat window is titled 'PR Newswire AI - Press Release Writer' and contains a button 'Write Media-Grade Press Release'. The chat text reads: 'This GPT gives you text-based results – but if you want next-level tools, check these out 🌟', followed by three green checkmarks: 'Originality.ai – Detect AI & plagiarism like a pro', 'Copymatic.ai – Write SEO-optimized content 10x faster', and 'WriteHuman.ai – Instantly make AI content sound naturally human'. Below this is a prompt: 'To create a professional, media-grade press release, I need a few quick details:', followed by five numbered questions. The chat concludes with 'Once I have this, I'll generate a polished draft ready for PR Newswire distribution.' and a 'Send' button. At the bottom, there is a text input field 'Ask anything' and a disclaimer 'ChatGPT can make mistakes. Check important info.'

38

Castmagic Example

The screenshot shows the Castmagic interface. On the left is a sidebar with a 'Castmagic' logo and navigation options: Search, Home, Content Pipeline, Magic Chat, Studio, Media Library, My Spaces, Grounded in Ag, Recordings, Content Pipeline, Pages, Speakers, Settings, Prompts, Team, Workflow, Grounded by the Farm, GBTV videos, Grounded and Rising, Stories, PodcastGuestSpots, meetings, IQS Recordings, Need a hand?, Community prompts, Book live workshop, Join our Slack community, Refer and earn, Submit feedback, User settings, and Sign out. The main content area displays a list of prompts for video analysis, each with a title, a description, and action buttons (Edit, Disable, Remove). The prompts are: 'summary & bio', 'speakers', 'One Sentence Summary', 'Conclusion', 'Related Websites & Organizations', 'Key Session Themes', '5 Conceptual Takeaways', 'Timestamped overview', and 'Clipfinder: Quotes, Hooks, & Timestamps'.

39

Castmagic Example

Castmagic

Grounded in Ag > rev Carl Bradley Pathology.mp4

Create Content

summary & bio

Understanding plant diseases and their impact on agriculture is crucial for anyone entering the field. Diseases can strike crops at various stages, influenced by weather and seasonal changes, leading to significant economic losses for farmers. Symptoms like leaf spots and stalk rots in corn can hinder photosynthesis, reduce grain yield, and ultimately affect profitability. More detrimental diseases, such as fusarium head blight in wheat, can degrade kernel quality or produce toxic mycotoxins. These toxins can lead to financial penalties or outright rejection of the crop in the market. Furthermore, the dynamic nature of pathogens and fluctuating environmental conditions require consistent vigilance and adaptive disease management strategies.

Key Topics:

- The importance of understanding plant diseases and their economic impact.
- How crop yield and quality can be affected by various plant diseases.
- The influence of weather and seasonality on the emergence and severity of disease.
- Description of soil-borne pathogens and their effect on seedlings.
- Defensive traits breeders focus on, such as disease resistance and drought tolerance.
- Scouting for diseases and decision-making regarding fungicide application.
- Challenges plant breeders face with emerging diseases and pathogen evolution.
- Explanation of the disease triangle and its components.

Our Experts

Carl Bradley: A professor and extension plant pathologist at the University of Kentucky, Carl Bradley specializes in diseases of field crops like soybeans and wheat. His interest in plant pathology stems from experiencing the sudden death syndrome in soybean fields on his family farm in Illinois during the 1980s.

Janice Person: The host of the interview, Janice Person, facilitates discussions with experts in the agricultural field, helping to convey complex topics in an accessible manner for newcomers and industry veterans alike.

rev Carl Bradley Pathology.mp4

Transcript

Janice Person 00:00:00 - 00:00:40
How in the world did you decide you wanted to be a plant pathologist? I didn't know what plant pathology was until I was probably, gosh, I don't know how old it was. Maybe, like earlier than most people, probably I was maybe like twelve. I'm not sure. I was always interested in science. I grew up on a farm in southeastern Illinois, not too far from here. And we had a disease that came in, in the 1980s, came into southern Illinois called sudden death syndrome. It's all over now, but it was just starting to come into Illinois at that time, and nobody even knew what caused it.

Carl Bradley 00:00:40 - 00:01:08
They thought it was a disease. They thought it was caused by a pathogen. But there, for a while, it was even unknown what was even causing this. So I just remember looking at our soybean fields, and it was just so disappointing. They were very healthy, and then just kind of all of a sudden, they started to have these symptoms and started to die prematurely, which is why that's why it's called sudden death syndrome. And it was just. It just really bothered me that we had this problem.

40

Castmagic Example

Castmagic

Grounded in Ag > rev Carl Bradley Pathology.mp4

Create Content

summary & bio

Understanding plant diseases and their impact on agriculture is crucial for anyone entering the field. Diseases can strike crops at various stages, influenced by weather and seasonal changes, leading to significant economic losses for farmers. Symptoms like leaf spots and stalk rots in corn can hinder photosynthesis, reduce grain yield, and ultimately affect profitability. More detrimental diseases, such as fusarium head blight in wheat, can degrade kernel quality or produce toxic mycotoxins. These toxins can lead to financial penalties or outright rejection of the crop in the market. Furthermore, the dynamic nature of pathogens and fluctuating environmental conditions require consistent vigilance and adaptive disease management strategies.

Key Topics:

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rev Carl Bradley Pathology.mp4

Edit custom prompt

Customize Castmagic to your use case.

Name

Come up with a descriptive name for your prompt.

summary & bio

Prompt

Refine your prompt, if you'd like. You will be able to change this later, too.

Provide 1-2 paragraphs about the lesson without mentioning the person or people delivering the content. Highlight points that generally would prompt curiosity in people who are new to the agricultural industry. Following that paragraph, have bullet points of key topics or moments in the interview etc. After the bulletpoints, add a subheading 'Our Expert' or 'Our Experts,' as appropriate, and put each speaker's name and a couple of sentences about their background as a final action item.

It just really bothered me that we had this problem.

41

Castmagic Example

Castmagic

Search

Home

Content Pipeline

Magic Chat

Studio

Media Library

My Spaces

Grounded in Ag

Grounded by the Farm

Recordings

Content Pipeline

Pages

Settings

Prompts

Team

Workflow

GBT videos

Grounded and Rising

Stories

Podcast/Quest

meetings

iOS Recordings

Need a hand?

Community prompts

Book live workshop

Join our Slack community

Refer and earn

Submit feedback

User settings

Sign out

Grounded by the Farm > #410 Hemme Bros final episode

Create Content

Create

New custom prompt

DRAFT blog post

Title: Exploring the World of Cheesemaking: A Conversational

Introductory Paragraph: In my journey to unravel the fasci

with David Hemme, a seasoned cheesemaker from Mass

shared his insights and experiences, providing a captivat

me as we explore three intriguing topics that surfaced du

Topic 1: The Magic of Cheesemaking: From Curds to Blocks

David to shed light on the mysteries of turning curds into

astounding 46 to 47 pounds of curds to create a single d

was the revelation that there would always be about 27 p

These discounted curds find their way into the homes of

enjoy the fruits of cheese production.

Topic 2: Exploring the World of Cheese: From Cheddar to

my curiosity: What would be the cheese of choice if one

an intriguing response shared by Ron, the owner of Better

explaining that its widespread popularity among America

diverse cheese offerings. I discovered an interesting deta

population of first-generation Hispanics, there seemed to

cheese. This observation left me pondering the potential

market.

Topic 3: A Journey of Sustainability and Innovation in Che

aligned towards sustainability and innovative practice while the roots of cheesemaking. David's insight into the topic was

thought-provoking, as he highlighted the importance of reducing air pollution and achieving carbon capture. He described

an ingenious practice involving planting cereal rye in February, a crop resilient enough to thrive in freezing temperatures.

This rye would not only provide a green field during the winter months but would also help capture carbon. Additionally,

David emphasized the significance of composted dairy manure in enhancing soil health, showcasing the industry's

commitment to sustainable farming practices.

As I bid farewell to David and concluded our enlightening conversation, I couldn't help but feel a sense of wonder at the

iteration into the intricacies of cheese production, the diverse varieties

commitment to sustainability left me with a newfound appreciation for

Edit custom prompt

Customize Castmagic to your use case.

Name

Come up with a descriptive name for your prompt.

DRAFT blog post

Prompt

Refine your prompt, if you'd like. You will be able to change this later, too.

Determine three major topics covered in this episode and writing in the style and tone of the host and in first person, provide an introductory paragraph, few paragraphs on each of the topics. Do not mention episode and podcast, instead write it as the host recounting a conversation with another person for use on a blog utilizing subheads and some of the SEO keywords. Be sure to include a point or two of curiosity for each topic.

Janice Person 00:00:54 - 00:01:00

That's all right. Well, I think in the space where people are wanting to go from farm to table, all they got to do.

David Hemme 00:01:00 - 00:01:09

So, with that said, what would be the cheese of choice if one

44

Castmagic Example

Casti

Search

Home

Content P

Magic Cha

Studio

Media Lib

My Spaces

Grounded

Grounded

Recordings

Content P

Speakers

Settings

Prompts

Team

Workflow

GBT vid

Grounded

Stories

Podcast

meetings

iOS Recor

Need a hand?

Community

Book live v

Join our Sl

Refer and

Submit fee

User set

Sign out

David Hemme 00:05:22 → 00:05:34

The Secret to Success: "Ron, if you had to put every dime that you have into making one cheese and it had to be successful, what would it be? ... Americans love cheddar. You make a good cheddar and you'll have a market."

David Hemme 00:07:19 → 00:07:33

The Value of Dairy: "You don't because when you're making cheese, you put to 46, 47 pounds into a quote unquote hoop. Then you press it overnight and then you have like a 42 pound block the next morning."

David Hemme 00:09:14 → 00:09:36

The Importance of Generosity in Business: "Well, at the end of the day, it has to be 10oz because that's what our packaging says. So if there may be four or 5oz left over, we'll ziploc those. You make a lot of friends when can't sell them, so you give them away. And I see my retailers looking at me like, wonder if he has any samples. He's given away extra."

David Hemme 00:14:08 → 00:14:22

The Importance of Authentic Cheese in Pizza Making: "Because cheese to any pizza is just the low grade cheese you can buy. It is fat free, every one of them... all they have cheese there for is yeah."

David Hemme 00:25:28 → 00:25:38

The Hidden World of Artisan Cheeses: "Like I was telling you earlier when we went to the American Cheese Society, people don't even realize there is one of those but it's a big deal."

David Hemme 00:29:40 → 00:29:51

The Search for Quality Cheese: "I had never had what I would consider to be a decent piece of cheese in my life because out here in rural Missouri, it's just not offered."

45

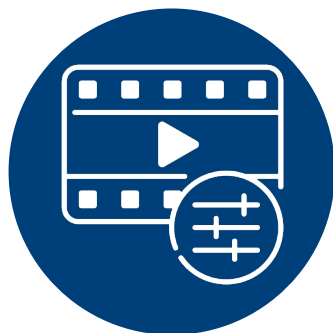
Castmagic Example

Edit custom prompt

The screenshot displays the Castmagic web interface. On the left is a sidebar with navigation options like Search, Home, Content Plan, Magic Chat, Studio, Media Library, and My Spaces. The main content area shows a podcast episode titled 'Artisan Cheddar from the Farm: Cheese Curds & Conservation' by 'Grounded by the Farm'. The episode cover features a sign for 'Hemme Brothers' and a photo of cheese curds. Below the title, there are buttons to 'Subscribe on Apple Podcasts' and 'Subscribe via RSS'. The episode description mentions a cheese farmer and regenerative farming techniques. A 'Newsletter' sign-up form is on the right, and a 'Meet Your Host' section shows a photo of a woman. At the bottom, a note indicates that an AI-generated transcript is available as a post on some cheese-related platforms.

46

Video Editing via Descript

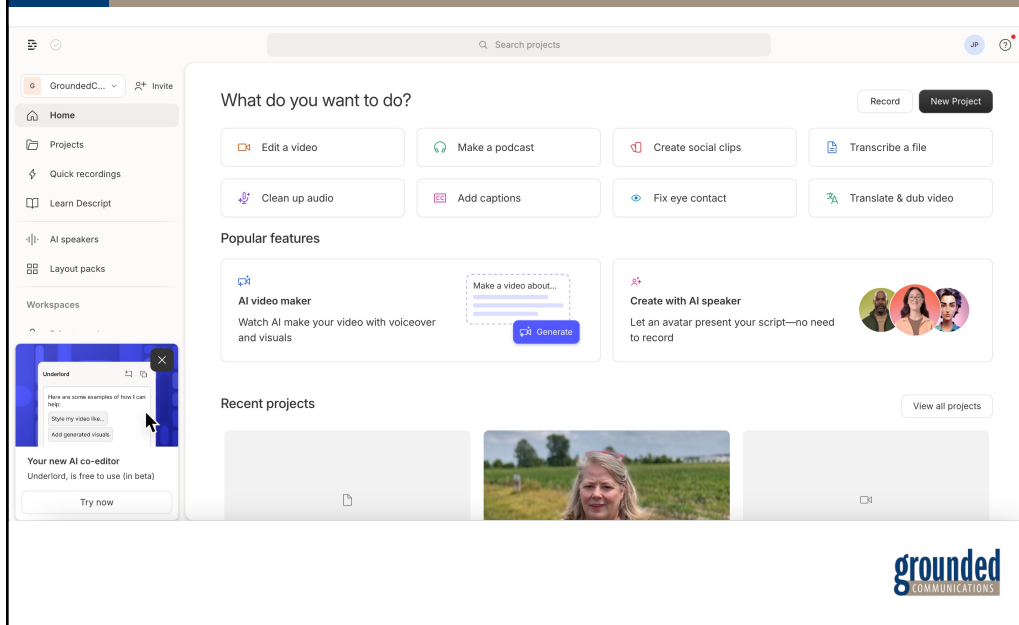


**AI tool for
video editing**

grounded
COMMUNICATIONS

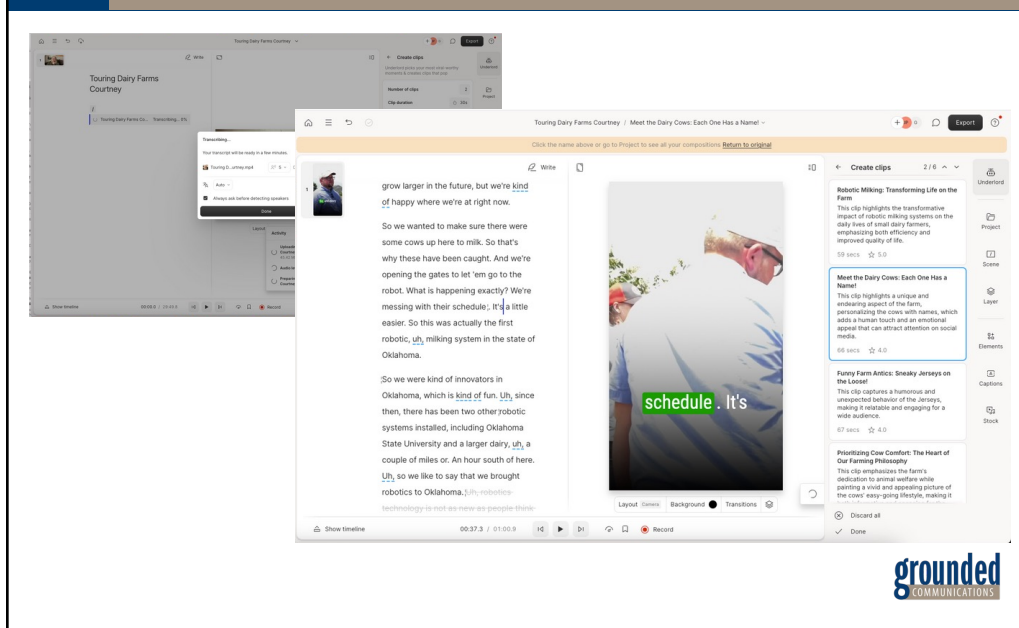
47

Primary Uses via Descript



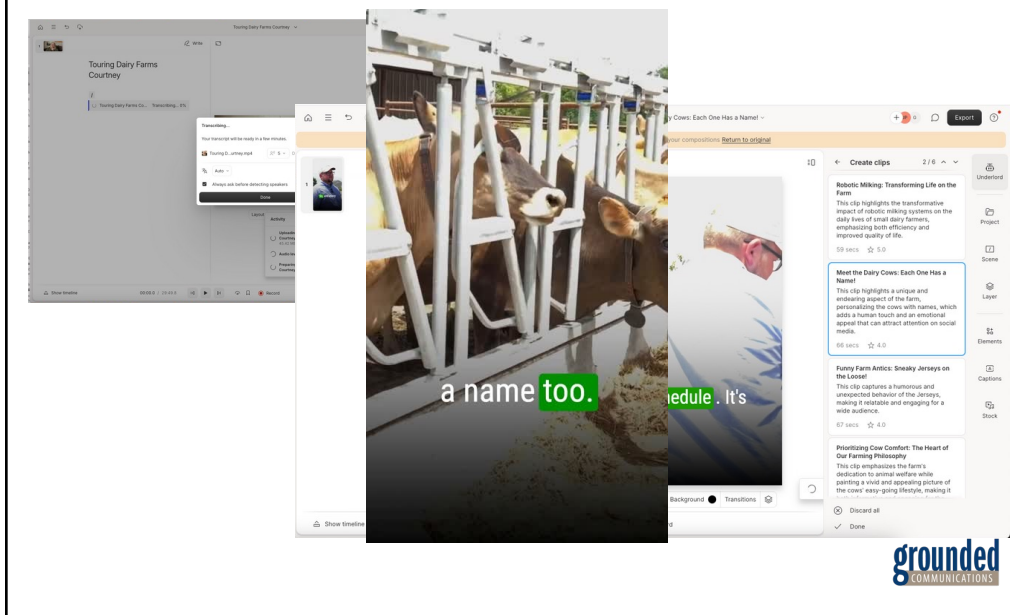
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Prompt for Social Videos



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Captioning Setup & Editing



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Why not try to break it?



**Ain't no argument
like an AI argument
cause AI arguments
won't stop**

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Know Your Comfort Level & Limits



Some folks will go further than you, others not as far with AI. That's fine.

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**Questions?
Get links &
PDF of slides**



Janice Person
founder/principal

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