



**Public
Information**
C O M M I T T E E

Water 2024 • Spokane, WA

WELCOME!

Will AI Replace or Enhance Public Communications?



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Water 2024 • Spokane, WA



PNWS AWWA Section Conference 2024

Thursday May 2, 2024 / 09:30AM - 10:30AM

“

*Will AI Replace or Enhance
Public Communication?*

”

Kristen
Zimmer



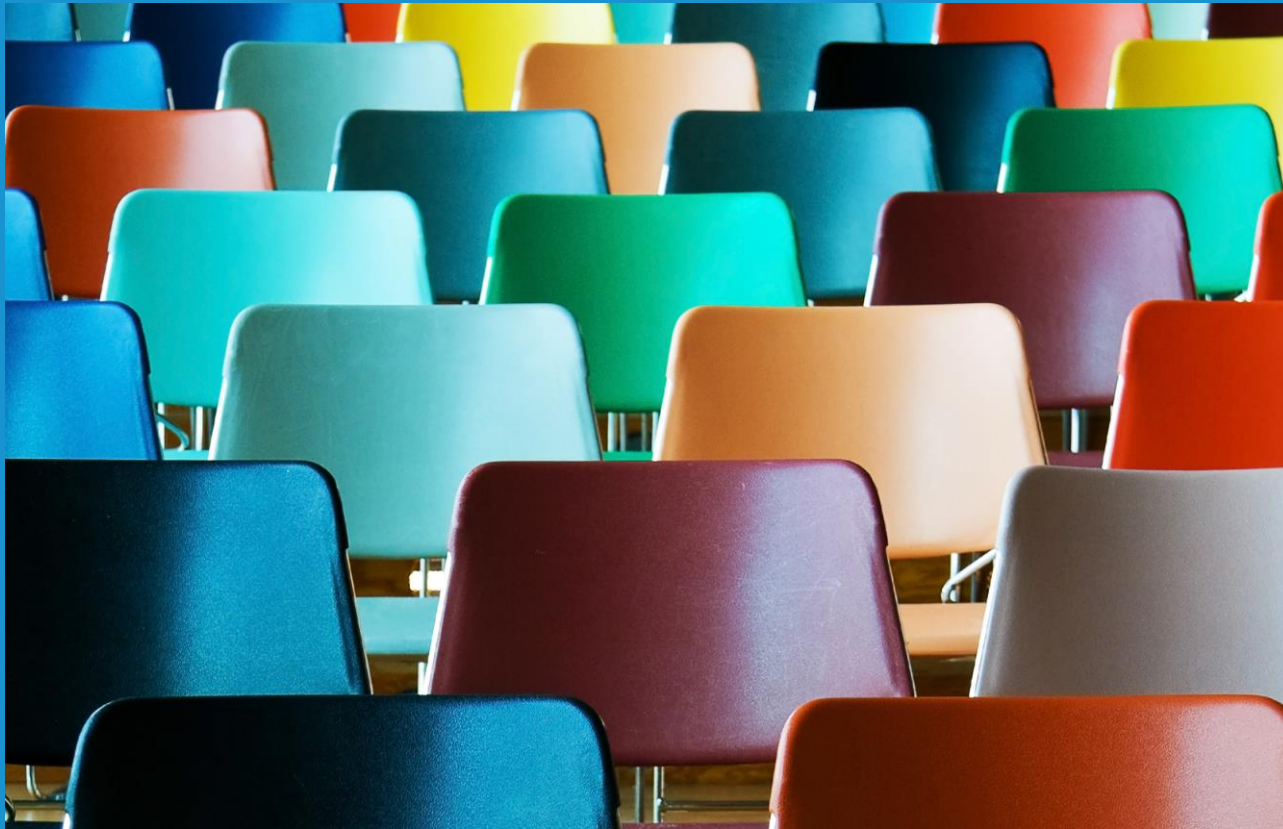
PNWS AWWA Section Conference 2024

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"Will AI Replace or Enhance Public Communication?"

Kristen Zimmer

Powered by Whova

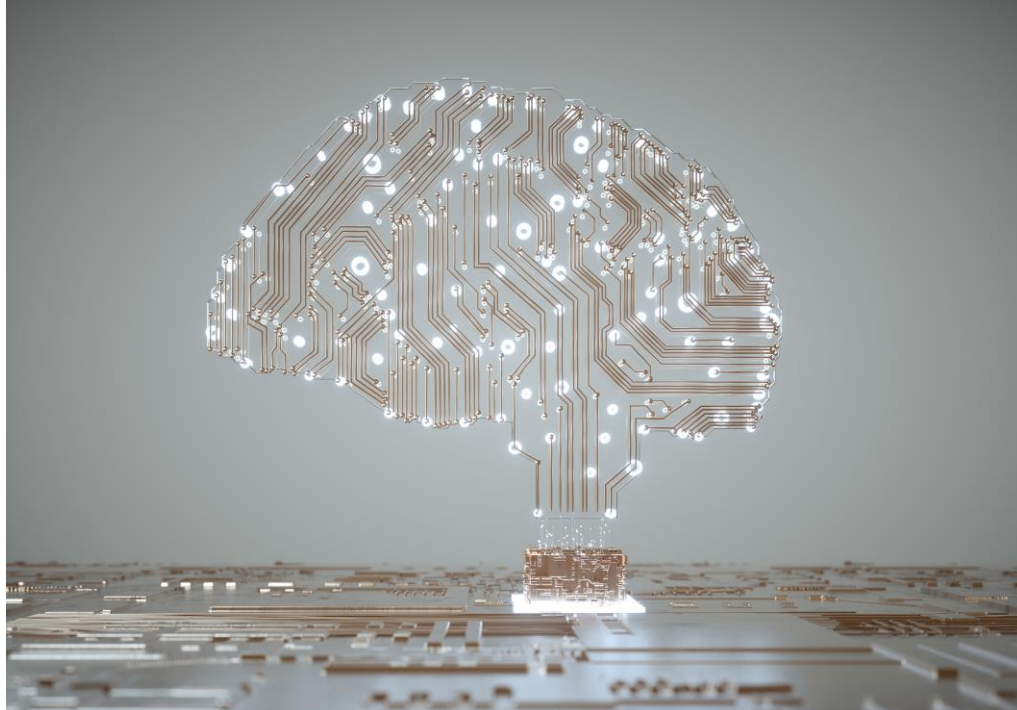


What state do you live in?

Work directly in
Communications?

Have experience with OpenAI?

Enjoy Spokane's Tap Water?



THE RISE OF OPEN ARTIFICIAL INTELLIGENCE

Objectives:

Understand what Open AI models can do

Recognizing Limitations

Ethical & Practical Considerations

AI MODELS

What are AI content and AI image generators?

- Based on inputting keywords, phrases, and topics, AI content generators can automatically create copy for blogs, marketing materials, news articles, social media posts, and product descriptions.
- Bing Copilot
- Gemini
- ChatGPT
- Jasper
- CopyAI
- Peppertype



“Vast library labyrinth” created in Genmo

AI CONTENT

AI Content

You can input anything from “Explain Quantum computing in simple terms to “Creative ideas for a 10-year-old’s birthday.” Some can even write code.

The screenshot displays the Microsoft Copilot interface. At the top, the Copilot logo is shown with the tagline "Your everyday AI companion". Below this, three example cards are presented in a carousel format:

- Card 1:** Features an image of movie reels and popcorn. The text below reads: "Suggest a clever dish to serve at movie night with my friends".
- Card 2:** Features an image of a glowing, friendly ghost. The text below reads: "Tell me a joke that a ghost would find funny".
- Card 3:** Features an image of coins and a document. The text below reads: "Write a short essay that analyzes the merits of universal basic income".

Below the carousel, there is a line of text: "Copilot uses AI. Check for mistakes. [Terms](#) | [Privacy](#) | [FAQs](#) [Try Copilot Pro](#)".

Underneath, a section titled "Choose a conversation style" offers three options: "More Creative", "More **Balanced**", and "More Precise".

At the bottom, there is a text input field with the placeholder text "Ask me anything...". To the left of the input is a "New topic" button. To the right is a microphone icon. In the bottom right corner, there is a character count "0/2000" and a send icon.

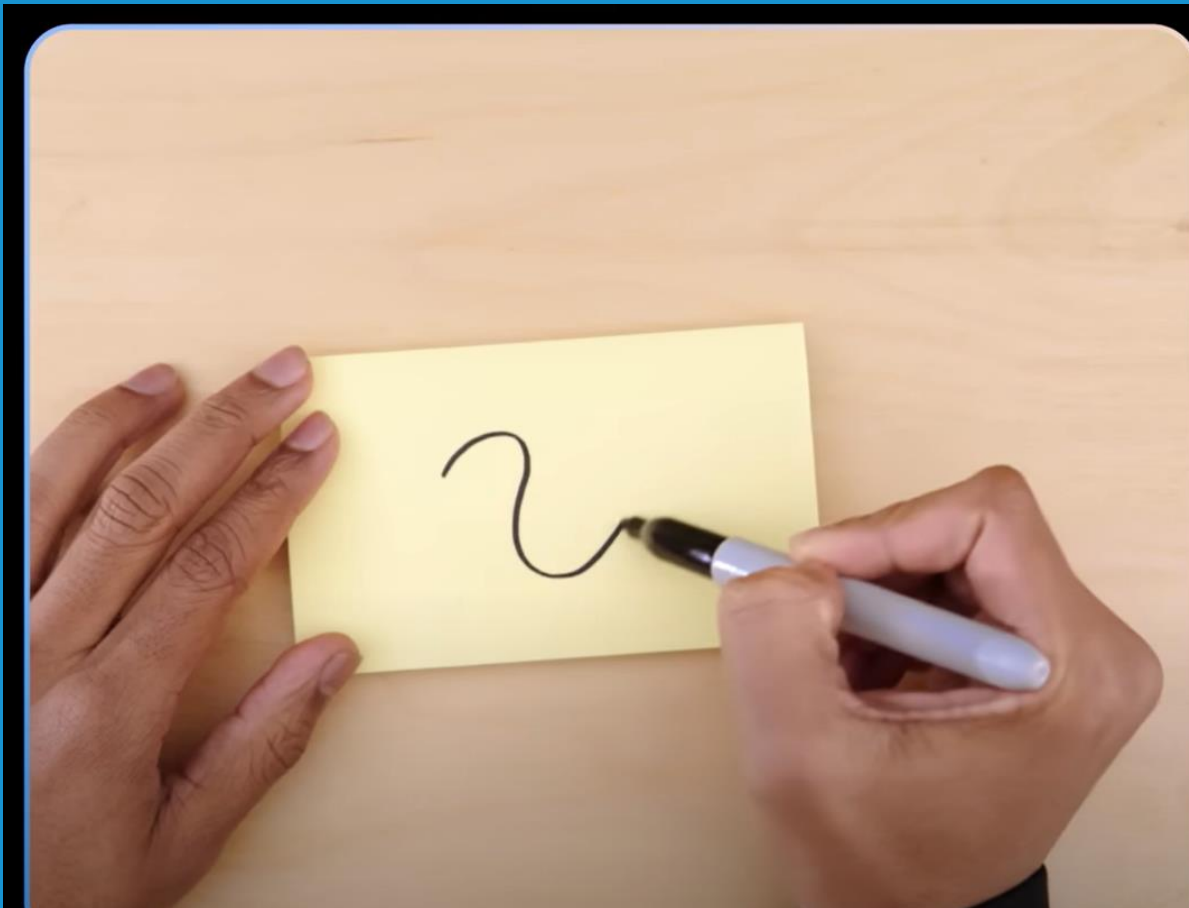
AI IMAGE GENERATORS



“Marmot holding a glass of water in downtown Spokane” created with Adobe Firefly

- AI image generators turn text into original images in a range of styles; from “highly” realistic to more stylized or abstract images.
- Genmo
- DALL-E 3
- Midjourney
- Craiyon
- Dream Studio

MULTIMODAL UNDERSTANDING



I see you placing a piece of paper on the table.



LIMITATIONS





Can you share some case studies showcasing real-world applications of AI in water communication initiatives?

Smart Water Management in Singapore:

- AI Application: The Public Utilities Board (PUB) of Singapore utilizes AI algorithms to analyze data from sensors installed in reservoirs, pipelines, and treatment plants. These algorithms predict water demand, detect leaks, and optimize water distribution in real-time.
- Impact: By leveraging AI for water management, Singapore has achieved significant improvements in water efficiency, reduced non-revenue water loss, and ensured reliable water supply for its residents.

Water Conservation Campaigns in Australia:

- AI Application: Government agencies and water utilities leverage AI algorithms to analyze consumer water usage data, identify consumption patterns, and personalize outreach efforts. These algorithms also predict future water demand and recommend conservation measures.
- Impact: By employing AI in water conservation campaigns, Australia has increased public awareness about water conservation, encouraged behavioral change, and achieved measurable reductions in water consumption, contributing to long-term water sustainability goals.

WOW! YOU'RE AMAZING...



AI algorithms analyze data from:

- sensors installed in reservoirs, pipelines, and treatment plants
- consumer water usage data
- weather forecasts, hydrological data, and social media feeds

AI algorithms can:

- identify consumption patterns and personalize outreach efforts.
- predict future water demand and recommend conservation measures.
- detect leaks and optimize water distribution in real-time

Can you source the case studies?

Unfortunately, I can't provide direct sources or citations for the specific case studies mentioned, as they were hypothetical examples created for illustrative purposes.

WHY NOT?

...creating specific case studies with detailed sources and citations requires access to up-to-date and comprehensive databases, reports, and publications, which are not within my capabilities. Additionally, as an AI language model, I do not have direct access to proprietary information or databases. My responses are generated based on the patterns and knowledge present in the text data I was trained on...

WHAT TEXT DATA ARE YOU TRAINED ON?

I'm trained on a diverse range of text data from the internet, including websites, books, articles, and other publicly available sources... allowing me to generate responses and provide information on a broad spectrum of subjects...I may not have access to the most recent or specialized information beyond **my last training cutoff in January 2022.**

Can you share some links to popular videos about AI?

- I can't provide real-time links to YouTube videos, but I can suggest some popular channels and videos that you might find interesting.



SUMMARIZE IT YOURSELF?

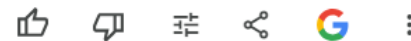
- Can you review a document and summarize the key points?



I'd be happy to help you summarize a document. However, I can't directly access or process files yet. To summarize the document for you, I'll need you to provide some information:

- **Is the document a short text you can paste here?** If it's a brief piece of text, you can directly copy and paste it into the chat, and I can analyze it for key points.
- **Can you summarize the content yourself?** If the document is lengthy, you can try reading it yourself and jot down the main points. Then, I can help refine those points or rephrase them more concisely.
- **Can you tell me what kind of document it is and what you're hoping to learn from it?** Knowing the document type (report, email, article) and your purpose for reading it can help me focus on the most relevant information.

Once you provide some details, I can use my understanding of language to identify the main ideas and supporting arguments in the document and present a concise summary for you.



ETHICAL & PRACTICAL CONSIDERATIONS



“Realistic looking water tower blowing up and water flooding the town”



“A Realistic looking water tower, exploding water is gushing out and water is flooding the town like a tsunami”



“A Realistic looking water tower, exploding water is gushing out and water is flooding the town like a tsunami”

Ethical and Practical Considerations

- More to consider than just misuse
- Biases in AI-generated responses
- Transparency and accountability in AI-powered communication
- Security risks
- Legal and regulatory considerations
- Potential job loss

EXPLORE, PLAY & CONQUER!



- Foundations of Comms will stay the same:
 - Strategy, knowing your audience, story telling
- Experiment & Play!
- OpenAI has the potential to make us all better communicators...any Engineers in the room?

PODCASTS, VIDEOS, BOOKS & CHEAT SHEETS

- Podcasts:
 - AI in Business
 - Everyday AI
 - Lex Fridman
- TED AI Conference & 2023 Talks
- Google AI Videos
- DeepMind Videos



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October 22 - 23, 2024

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PAID FREE

WRITING

CHAT GPT +	CLAUDE 2
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RESEARCH INTERNET ACCESS

CHAT GPT w/internet	BING AI GOOGLE BARD
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VIDEO

PREMIERE PRO CAPTION APPS	INVIDEO CAPCUT
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IMAGE

MIDJOURNEY	BLUEWILLOW
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DESIGN

CANVA AI	MICROSOFT DESIGN
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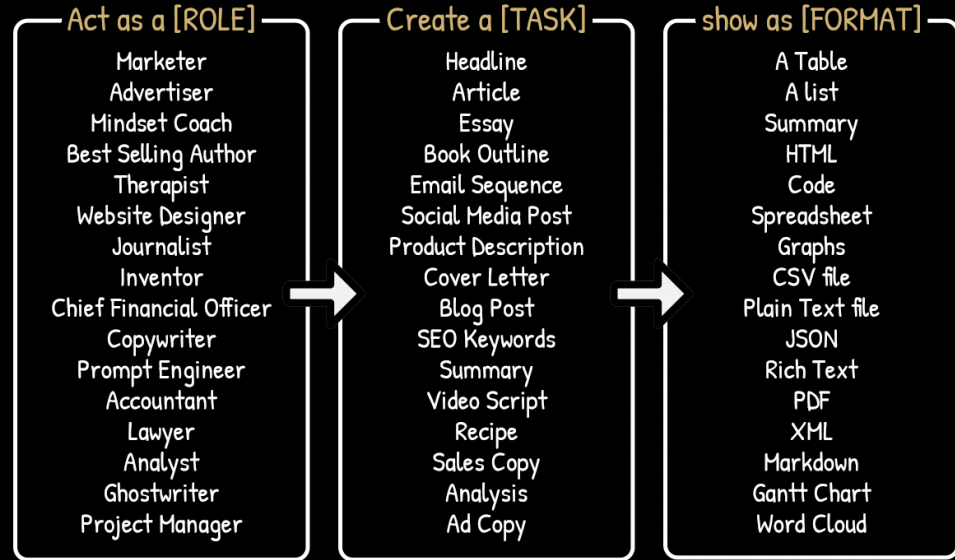
NOTE

NOTION	GOOGLE DOCS
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The Chat-GPT Cheat Sheet

Basic Structure of a Prompt:

Acting as a [ROLE] perform [TASK] in [FORMAT]



Linked Prompting

- 1 - Provide me with the ideal outline for an effective & persuasive blog post.
- 2 - Write a list of Engaging Headlines for this Blog post based on [Topic].
- 3 - Write a list of Subheadings & Hooks for this same blog post
- 4 - Write a list of Keywords for this Blog.
- 5 - Write a list of Compelling Call-to-Actions for the blog post
- 6 - Combine the best headline with the best Subheadings, Hooks, Keywords and Call-to-Action to write a blog post for [topic]
- 7 - Re-write this Blog Post in the [Style], [Tone], [Voice] and [Personality].

Prompt Priming

- ZERO** - "Write me 5 Headlines about [Topic]"
SINGLE - "Write me 5 Headlines about [Topic]. Here is an example of one headline: 5 Ways to Lose Weight"
MULTIPLE - Write me 5 Headlines about [Topic]. Here is an example of some headlines: 5 Ways to Lose Weight, How to Lose More Fat in 4 Weeks, Say Goodbye to Stubborn Fat. Find a faster way to Lose Weight Fast"

Prompts For Biz Owners

- Give me a list of inexpensive ideas on how to promote my business better?
- Acting as a Business Consultant, What is the best way to solve this problem of [Problem].
- Create a 30 Day Social Media Content Strategy based on [Topic 1] & [Topic 2].

Effective Use of this Powerful Tool Can Propel Your Business To The Forefront Of This Modern Business Landscape.



THANK YOU!



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