

Webinar

# Authentic Storytelling in an Age of AI



Photo Credit: **Nong** on Unsplash

**Moderator**

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# Christine

*The Analytical + Discerning Detective*



- + **SVP, Marketing**
- + **Former campus enrollment + marketing leader**
- + **Team Gabriel**



## A Few Starting Details

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- + 45-minute webinar + 15 minutes for questions and answers
- + Ask questions through the Zoom Control Panel's Q+A feature
- + Check your inbox for the webinar recording and slide deck
- + Complete the post-webinar survey



**Presenter**

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# Voltaire

*The Compassionate + Charming Aficionado*

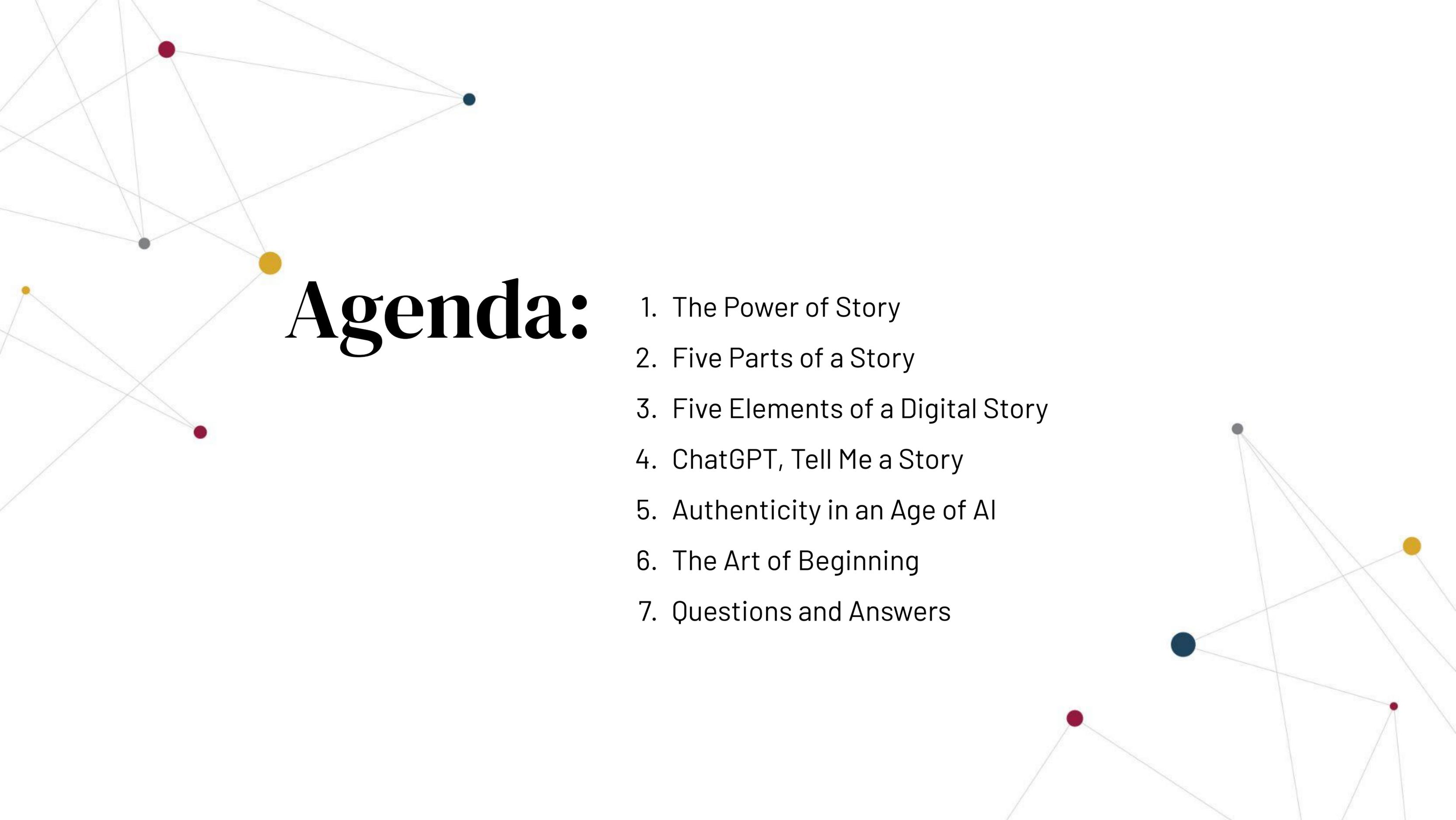


+ **EVP, Creative**

+ **Former university development officer**

+ **Loves the feeling of nib on paper**





# Agenda:

1. The Power of Story
2. Five Parts of a Story
3. Five Elements of a Digital Story
4. ChatGPT, Tell Me a Story
5. Authenticity in an Age of AI
6. The Art of Beginning
7. Questions and Answers

**Our Objective Today:**

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**To empower you to employ artificial intelligence in your storytelling with purpose, confidence, and wisdom.**



*An Opening Question:*

**How are you using AI today?**

**Option 1:** What is this “AI” that you speak of?

**Option 2:** Our institution is AI-averse. Privacy. Copyright. All the things.

**Option 3:** We use it informally, somewhat haphazardly.

**Option 4:** We have a responsible AI use policy, a recommended suite of tools, training plans, and a customized LLM in place.

01

# The Power of Story

Photo Credit: **Kevin Erdvig** on Unsplash

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**Story teaches us facts about the world, influences our moral logic, and marks us with fears, hopes, and anxieties that alter our behavior, perhaps even our personalities.**

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**JONATHAN GOTTSCHALL**

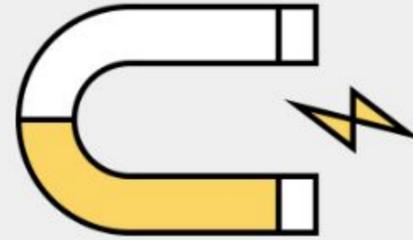
*The Storytelling Animal: How Stories Make Us Human*



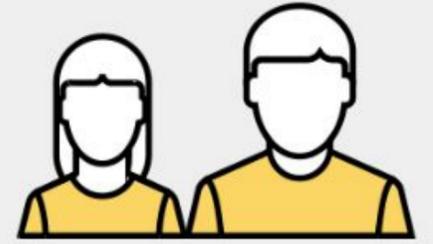
Provide  
pleasure



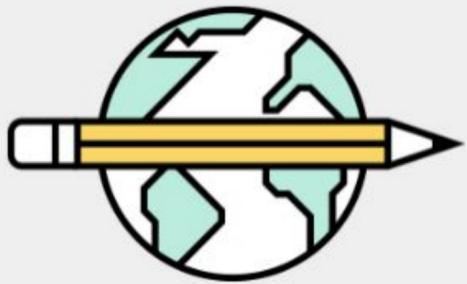
Solve  
problems



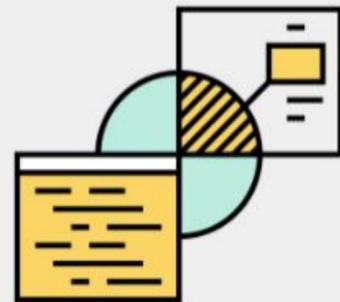
Assimilate



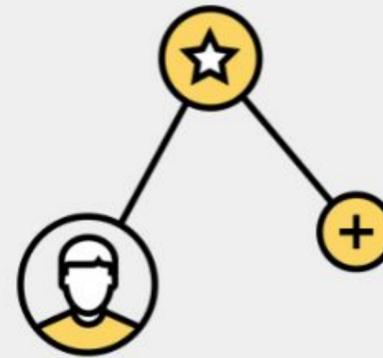
Impart  
traditions



Teach



Provide pattern  
and order



Connect



Define

“

**A compelling story with an emotional trigger alters our brain chemistry, making us more trusting, understanding, and open to ideas.**

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**PAUL ZAK**

Professor of Economic Sciences, Psychology & Management  
Director, Center for Neuroeconomics Studies  
Claremont Graduate University

02

# Five Parts of a Story

Photo Credit: **Kevin Erdvig** on Unsplash

# Aristotle et al.

1. Exposition
2. Complication
3. Crisis
4. Climax
5. Resolution

# Pixar

1. Once Upon a Time ...
2. One Day ...
3. Because of That ...
4. And Because of That ...
5. Until, Finally ...

03

# Five Elements of a Digital Story

Photo Credit: **Kevin Erdvig** on Unsplash

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**Stories themselves are universal. The way we tell them changes with the technology at hand. Every new medium has given rise to a new form of narrative ... people want to be immersed.**

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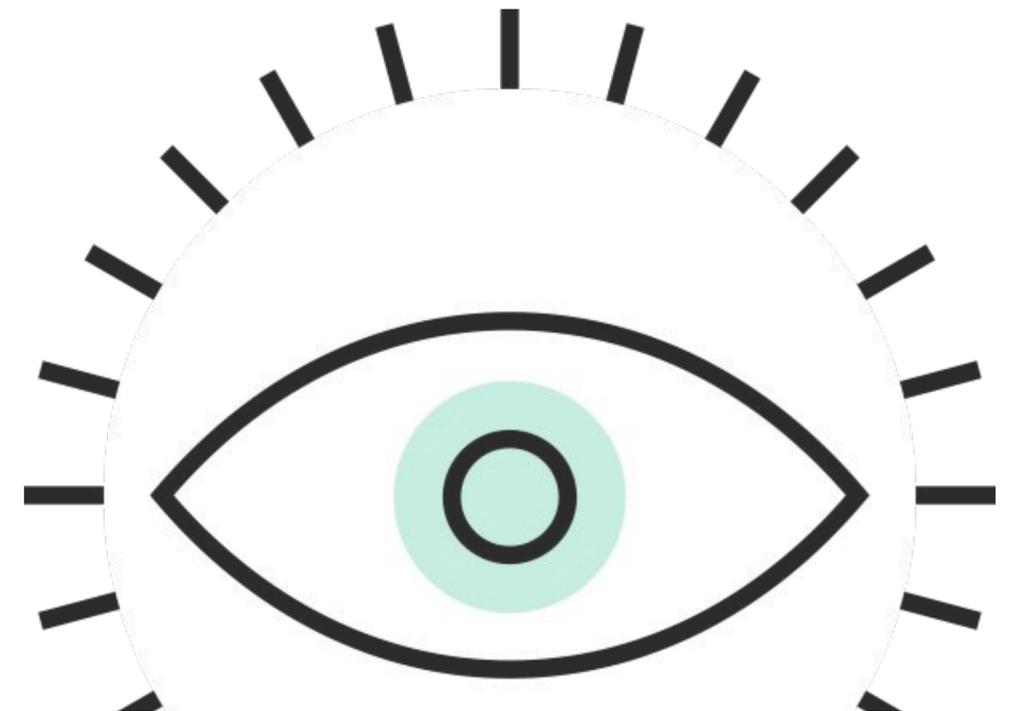
**FRANK ROSE**  
"The Art of Immersion"

Element 1:

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# Intentional Design

- + Interfaces that encourage reading, with sufficient clear space to allow focus on the text
- + Consideration of layout flexibility in regard to viewport size and content load times
- + Touch-optimized content interactions
- + Page choreography and microinteractions

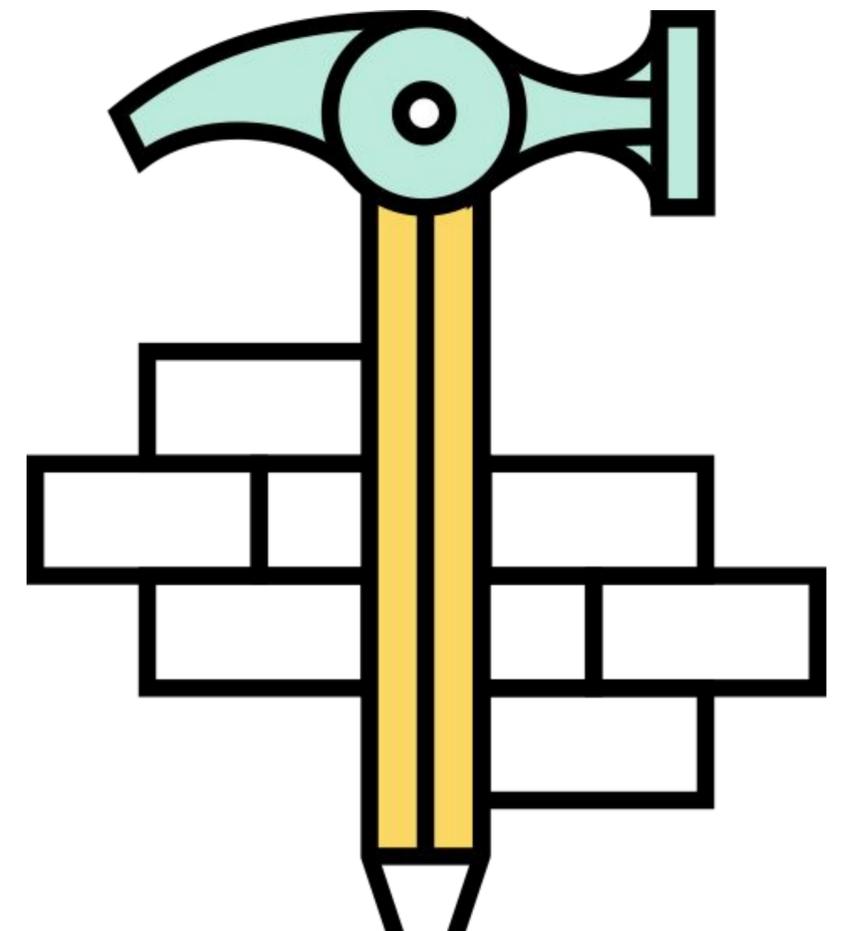


Element 2:

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# Structured Content

- + Atomic units of information
- + Metadata and keyword plan to support search engine optimization (SEO)
- + Tagging and taxonomy

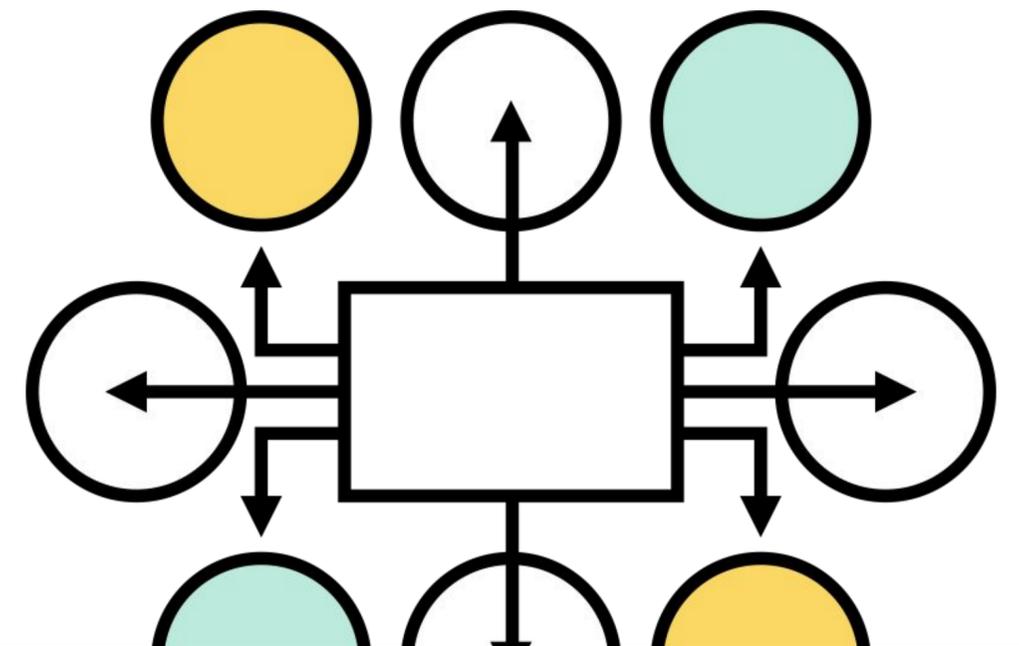


Element 3:

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# Integrated Media

- + Photography
- + Video
- + Audio
- + Illustrations
- + Infographics and data visualization

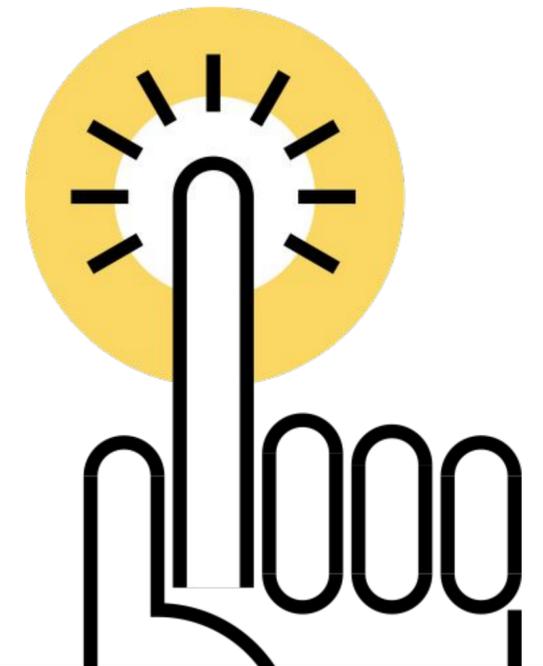


Element 4:

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# Engagement Opportunities

- + Calls to action
- + Commenting/reader contributions
- + Ability to share or gift content
- + Ability to explore related stories
- + “Dive deeper” opportunities (podcasts, playlists)

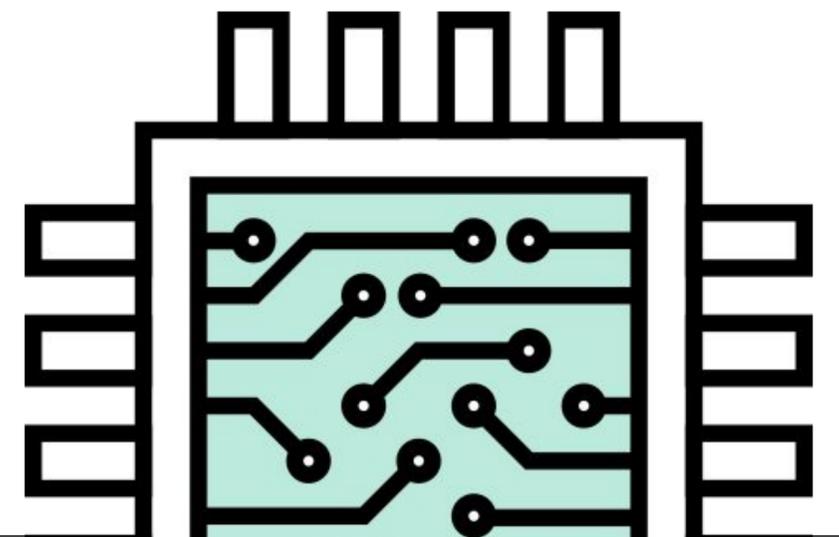


Element 5:

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# Technology

- + Content management systems
- + Cloud-based collaboration tools
- + Analytics framework to measure and refine
- + Experimentation capability to optimize content based on audience behavior (A/B and multivariate testing)



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**Figure out where it belongs. We have stories that belong as documentaries. We have stories that belong as podcasts. We have stories that belong as simply just articles on our website. I always like to give an idea time to germinate and grow ... and make sure that it's in the right place to be successful.**

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**SHONDA RHIMES**

Creator of *Bridgerton*, *Grey's Anatomy*, and *Scandal*

04

# ChatGPT, Tell Me a Story

Photo Credit: **Kevin Erdvig** on Unsplash



*Let's Play*

# Two Truths and a Lie

**#1**

**Roughly 25% of the content used to train ChatGPT came from news outlets and arts & entertainment sites.**

**#2**

**What makes generative AI so extraordinary is the fact that it exhibits not only knowledge, but also understanding and, intent in its answers.**

**#3**

**AI has proven itself to be very adept at predicting story arcs that will elicit strong emotional reactions from people.**

At a Glance

# A Brief Primer on AI

**Artificial intelligence is considered by many to be the biggest thing since the “computational revolution” or the advent of the World Wide Web.**

- AI as a fledgling scientific field of study took shape in the 1950s.
- The AI discipline of deep machine learning, upon which large language models like ChatGPT4 and image and art generators like DALL·E 2 are based, developed slowly and endured two “AI winters.”
- Large language models are trained using vast amounts of data, largely from the Internet.
- The way that LLMs process that data — modeled after neural networks in the human brain — makes them incredible prediction and probability engines.

“

**“The rise of deep learning marked a fundamental change in the way digital technology was built. Rather than carefully defining how a machine was supposed to behave, one rule at a time, one line of code at a time, engineers were beginning to build machines that could learn tasks through their own experiences, and these experiences spanned such enormous amounts of digital information, no human could ever wrap their head around it all.”**

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**CADE METZ**

New York Times Reporter and Author of “Genius Makers: The Mavericks Who Brought AI to Google, Facebook, and the World”

**WRITERS GUILD  
ON  
STRIKE!**

CHAT GPT  
DOESN'T HAVE  
CHILDHOOD  
TRAUMA





how did mstoner get its name?



The name "mStoner" is derived from the surname of its founder and CEO, Voltaire "Voke" M. Santosuoss. He combined the initial letter of his last name "M" with "Stoner" to create the company name. The letter "m" does not have any specific meaning or significance; it was chosen as part of the branding and naming process for the company.



05

# Authenticity in an Age of AI

Photo Credit: **Kevin Erdvig** on Unsplash

Guiding Philosophy #1:

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**Storytelling is a deeply human  
experience created by humans for  
humans.**



Guiding Philosophy #2:

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**The advent of AI-driven technology  
doesn't alter the essence of story.**



Guiding Philosophy #3:

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**Good stories are anchored in truth.  
Great stories come to life through  
the details that make our stories  
our own.**



## Guiding Philosophy #4:

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**We serve ourselves best when we employ AI as a tool — neither a toy nor a threat — to make us better storytellers.**



05

# The Art of Beginning

Photo Credit: **Kevin Erdvig** on Unsplash

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**Understand the copyright considerations.  
Understand the limitations.**



**MIKE KAPUT**

Marketing AI Institute Chief Content Officer

**Decide what issues you're trying to solve, and then choose the best solutions for the work-at-hand.**



Use Case:

# Grammar, Tone, Style

The following tools can help you to catch grammatical errors, write more clearly and succinctly, adhere more closely to your institution's editorial style guides, channel your brand's tone and style, and become more confident generally in your work.

→ **Grammarly:** [grammarly.com](https://www.grammarly.com)

→ **Jasper:** [jasper.ai](https://jasper.ai)

→ **HyperWrite:** [hyperwriteai.com](https://hyperwriteai.com)

→ **WordTune:** [wordtune.com](https://www.wordtune.com)

Use Case:

# Writer's Block, Story Arcs, Plot Development

Need help getting past a blank page? Looking for a way to play around with plot points or explore alternative story arcs? Trying to discover the conflict or dynamic tension in your narrative? Check these tools out.

→ **SudoWrite:** [sudowrite.com](https://sudowrite.com)

→ **Novel AI:** [novelai.net](https://novelai.net)

→ **OpenAI:** [openai.com](https://openai.com)

→ **PlotFactory:** [plotfactory.com](https://plotfactory.com)

Use Case:

# Content Production, Social and SEO

If SEO-optimized content generation for multiple platforms is a current pain point, the following tools can help you to employ AI within your current workflow to speed production and maximize your efforts.

→ **Writer:** [writer.com](https://writer.com)

→ **Go, Charlie:** [gocharlie.ai](https://gocharlie.ai)

→ **Demandwell:** [demandwell.com](https://demandwell.com)

→ **Copymatic:** [copymatic.ai](https://copymatic.ai)

→ **Copy.ai:** [copy.ai](https://copy.ai)

→ **Frase:** [frase.io](https://frase.io)

→ **Lately:** [lately.ai](https://lately.ai)

Use Case:

# Multimedia Assets

Need to up your presentation game?  
Want to more quickly edit existing  
images? Need inspiration through  
visualization?

→ **Tome:** [tome.app](https://tome.app)

→ **Adobe:** [adobe.com](https://adobe.com)

→ **DALL-E 2:** [openai.com/dall-e-2](https://openai.com/dall-e-2)

→ **Midjourney:** [discord.com/invite/midjourney](https://discord.com/invite/midjourney)

→ **Visla:** [visla.us](https://visla.us)

→ **GlossAI:** [glossai.co](https://glossai.co)

“

**AI won't replace writers.  
But writers who use AI will replace those who don't.**



**PAUL ROETZER**

Founder & CEO, Marketing AI Institute

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**We are a species with a bottomless appetite for story, and technology has broken down all the barriers to how much we can make and consume ... Our technology has made them more ubiquitous, more powerful, and more weaponizable ..**



**JONATHAN GOTTSCHALL**

“The Story Paradox: How Our Love of Storytelling Builds Societies and Tears Them Down”

“

**Even if generative A.I. does create more employment and more wealth than it destroys, there will be human costs, and they will fall unevenly. The solution isn't to stop innovating.**



**KWAME ANTHONY APPIAH**

The Ethicist Column, The New York Times

“

**What matters most now ...  
is that we tell true stories well.**

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**ANN HANDLEY**

“Everybody Writes: Your New and Improved Go-To Guide to  
Creating Ridiculously Good Content”

06

# Questions and Answers

Photo Credit: **Kevin Erdvig** on Unsplash

## Resources

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### Read

[3 Steps for Higher Education Marketers to Harness Artificial Intelligence](#)

### Learn More

[Garbage In, Garbage Out: AI + Higher Ed Website Governance and Content Maintenance](#)

### Explore

[Partner with Carnegie](#)



More ideas

Do one thing at a time

The brain is a sequential processor, unable to pay attention to two things at the same time. Businesses and schools praise multitasking, but research clearly shows that it reduces productivity and increases mistakes. Try creating an interruption-free zone during the day—turn off your email, phone, and social media sites—and see whether you get more done. If you have trouble untangling yourself, download software that blocks your access to certain websites for a certain amount of time that you specify.

Divide presentations into 10-minute segments

Remember my students who got bored during my 45-minute lectures and turned into a mediocre lecture. The 10-minute segments are a great way to have known for many years, produces a single idea. People can pay attention to one thing at a time. Here's a tip for giving a lecture, for which I was named the Hoechst Lecturer in Psychiatry (awarded at one of the largest annual meetings in psychiatry).

I decided that every lecture I'd ever give would be organized into segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always general, and always explainable in one minute. The brain likes hierarchy. Starting with general concepts naturally leads to explaining information in a hierarchical fashion. Give the general idea first, before diving into details, and you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other nine minutes

in the segment to provide a detailed description of that single general concept. The trick was to ensure that each detail could be easily traced back to the general concept with minimal intellectual effort. I would regularly pause to explicitly explain the link. This is like always the goal is to restate between stuffings. In addition to walking through the lecture plan at the beginning of the class, I sprinkled liberal repetitions of "here we are" throughout the hour.

This prevents the audience from trying to multitask. If the instructor doesn't explicitly refer to the presentation, the audience is unable to pay attention to the instructor and attempt to multitask. It's like trying to drive while talking on a cell phone. It's impossible to pay attention to ANY two things at the same time. The brain has a series of millisecond delays

that occur every time a new stimulus has elapsed, I had to construct my lectures to be heard. I had about 600 seconds to get my message across. The next hour would be useless. And I knew that I would need to do something after the 601st second to "buy" another 10 minutes.

and the hook. If something isn't done quickly, the audience's attention is getting ready to plan or to near zero. If something isn't done quickly, the students end up in successively losing bouts of an effort to stay with me. That's the cue that breaks them from the type. Not a completely irrelevant cue that breaks them from thought, making the information stream seem disjointed, unorganized, and patronizing. They need something so compelling that they break through the 10-minute barrier—something

Thank You!

CARNEGIE