CARNEGIE

Webinar

Authentic Storytelling in an Age of AI

Photo Credit: **Nong** on Unsplash

Wednesday, 12 July 2023, Noon CT

Moderator

Christine

The Analytical + Discerning Detective

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

A Few Starting Details

+ 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

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:

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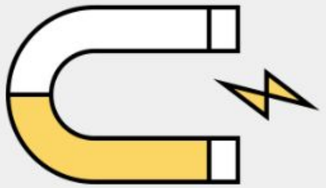
Story teaches us facts about the world, influences our moral logic, and marks us with fears, hopes, and anxieties that alter our behavior, perhaps even our personalities.

JONATHAN GOTTSCHALL

The Storytelling Animal: How Stories Make Us Human

Provide pleasure

Solve problems

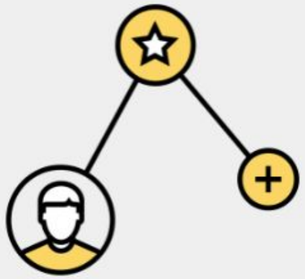


Assimilate

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.

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

“

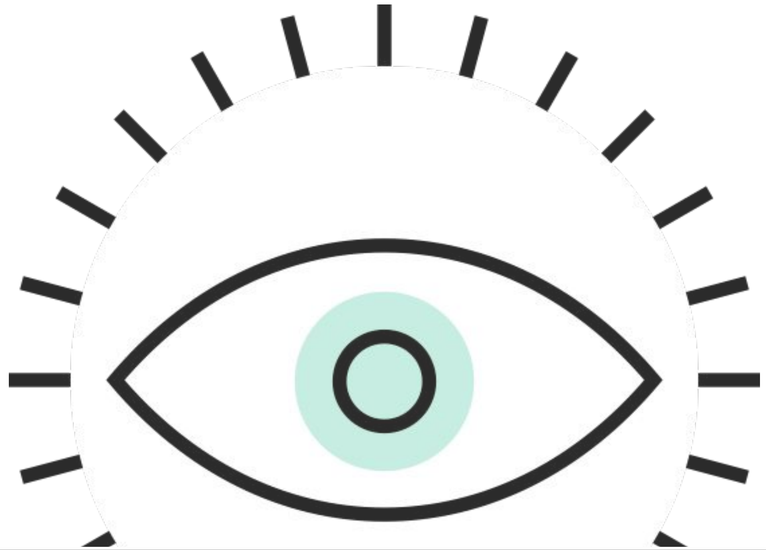
Stories themselves are universal. The way we tell them changes with the technology at hand. Every new medium has given rise to a new form of narrative … people want to be immersed.

FRANK ROSE
“The Art of Immersion”

Element 1:

Intentional Design

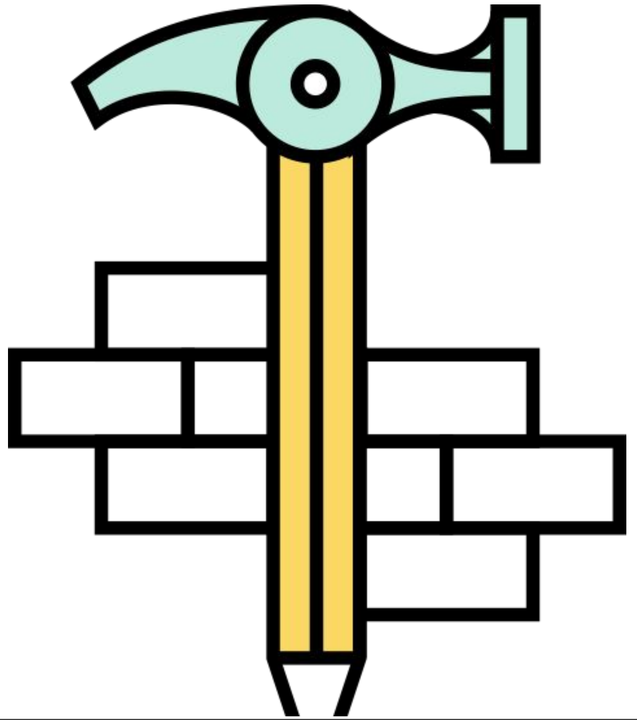
+ Interfaces that encourage reading, with sufficient clear space to allow focus on the text
+ Consideration of layout flexibility in regard to viewport size and content load times
+ Touch-optimized content interactions
+ Page choreography and microinteractions



Element 2:

Structured Content

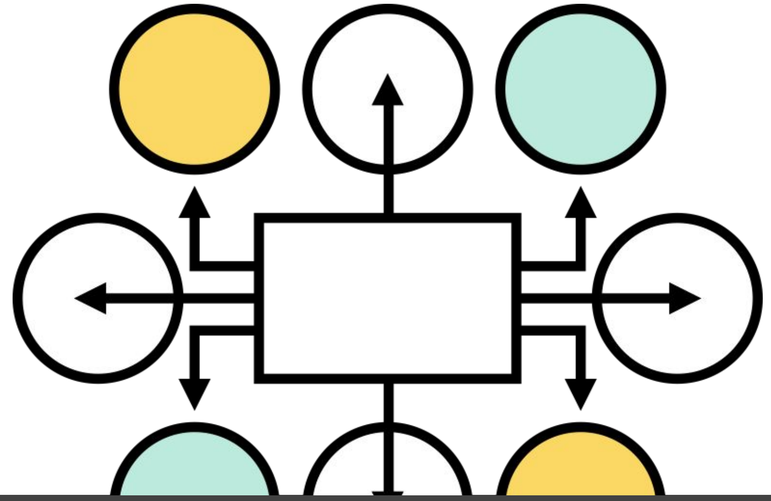
+ Atomic units of information
+ Metadata and keyword plan to support search engine optimization (SEO)
+ Tagging and taxonomy



Element 3:

Integrated Media

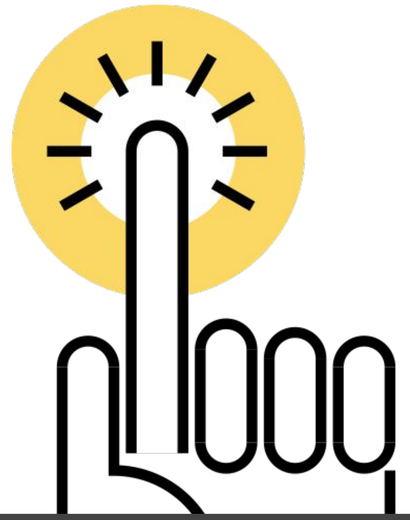
+ Photography
+ Video
+ Audio
+ Illustrations
+ Infographics and data visualization



Element 4:

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:

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)

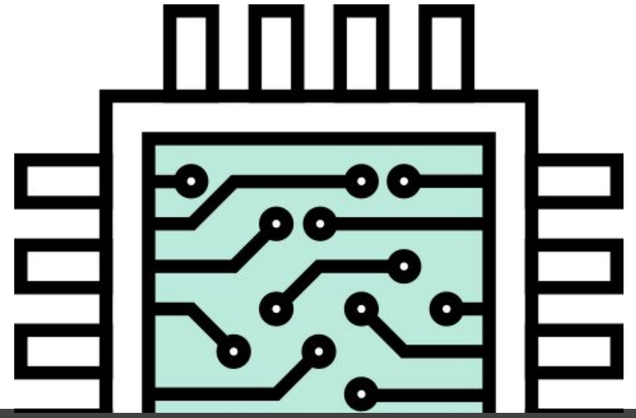


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Figure out where it belongs. We have stories that belong as documentaries. We have stories that belong as podcasts. We have stories that belong as simply just articles on our website. I always like to give an idea time to germinate and grow … and make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

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.”

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

B

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:

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

Guiding Philosophy #2:

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

Guiding Philosophy #3:

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

Guiding Philosophy #4:

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

➔ **Jasper:** jasper.ai

➔ **HyperWrite:** hyperwriteai.com

➔ **WordTune:** 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

➔ **Novel AI:** novelai.net

➔ **OpenAI:** openai.com

➔ **PlotFactory:** 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

➔ **Go, Charlie:** gocharlie.ai

➔ **Demandwell:** demandwell.com

➔ **Copymatic:** copymatic.ai

➔ **Copy.ai:** copy.ai

➔ **Frase:** frase.io

➔ **Lately:** 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

➔ **Adobe:** adobe.com

➔ **DALL-E 2:** openai.com/dall-e-2

➔ **Midjourney:** discord.com/invite/midjourney

➔ **Visla:** visla.us

➔ **GlossAI:** 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

“

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.

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

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

Thank You!

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