AI has Arrived: Why it Matters for Public Affairs Professionals

— *Amber Ivey (AI)*

What if algorithms, not humans, dictate our future?

Are you ready for an AI-driven shift?

Introduction and My Journey with Data and AI

Private Sector

Using data for efficiency & profits.

State Government

Driving decisions with data.

Non-for-Profit

Solving complex challenges with data.

Other

AI Voice, Podcast, and Author.

The Data Landscape in Organizations

Every organization already has the ingredients for AI—your data. AI helps you do more with it.

☑ **Financial Data**

Track campaign ROI, member contributions, or lobbying budgets.

☑ **Membership Demographics**

Craft target outreach to align with legislative districts or issue-based coalitions.

☑ **Website & Digital Data**

Understand audience engagement on advocacy pages or policy alerts.

☑ **Advocacy & Lobbying Data**

Use AI to identify the most influential lawmakers, track sentiment, or automate impact reports.

The AI Revolution

Artificial Intelligence (AI) has a wide range of applications across various domains. For public affairs professionals, this includes faster policy analysis, personalized constituent communication, and more effective media strategies.

Machine Learning & Predictive Analytics

AI can analyze vast datasets quickly to identify patterns, trends, and relationships. This ability enables predictive analytics, where AI can forecast future events or behaviors based on past data. Example: Forecast member engagement or legislative success.

Natural Language Processing

AI can understand, interpret, and generate human language. This capacity powers chatbots, translation services, sentiment analysis, and more. Platforms like Siri, Alexa, and even myself (ChatGPT) are built on NLP. Example: Summarize policy documents or draft testimony.
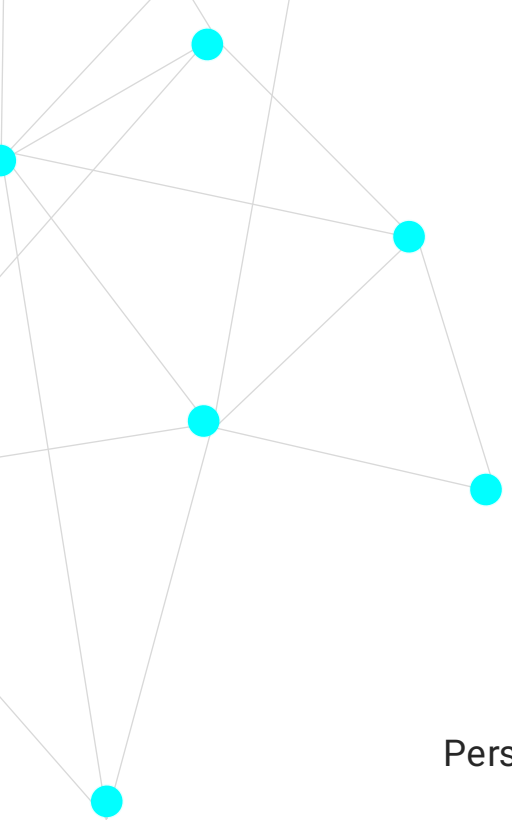
Image & Video Recognition

AI can process and analyze visual data, detecting objects, faces, and even emotions in images and videos. Example: Track engagement from events or social posts.
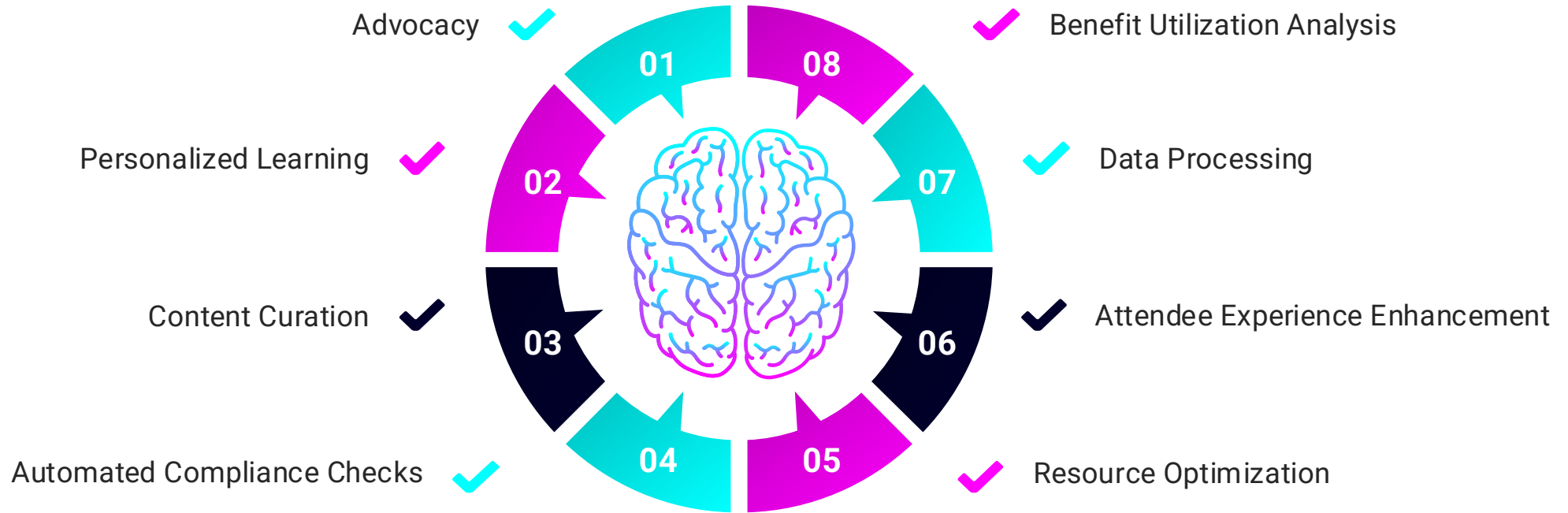
8 Ways Public Affairs Pros Can Use AI

AI can process your data to improve outcomes.

Advocacy — 01

Personalized Learning — 02

Content Curation — 03

Automated Compliance Checks — 04

05 — Resource Optimization

06 — Attendee Experience Enhancement

07 — Data Processing

08 — Benefit Utilization Analysis

Pitfalls to Watch for:

Public Affairs Professionals venturing into the realm of AI should be particularly cognizant of what can go wrong with AI.

01 **Bias & Fairness**

02 **Lack of Transparency**

03 **Overreliance**

04 **Privacy Risks**

Best Practices for Ethical and Effective Use

Start Small & Strategic

Begin with low-risk projects like summarizing or drafting internal content before scaling AI use.

Protect Data and Privacy

Know how your AI tools handle data and avoid inputting sensitive information.

Watch for Bias and Fairness

Test AI outputs for bias and inclusivity, especially in public-facing communications.

Prompt with Purpose

Craft clear, specific prompts and refine results with follow-up instructions.

Stay Human-in-the-Loop

Use AI for speed, not decision-making—always review and approve before publishing.

Demand Transparency and Accountability

Choose tools you can understand and document how AI is used across your team.

Prompt Like a Pro

Formula:
Role + Task + Context + Format + Style/Contraints

Example:
You are a public affairs advisor. Draft a one-paragraph explainer about a new bill for state legislators. Keep it neutral, informative, and under 150 words.

How can you make this prompt better?

THANK YOU

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