

Applying AI in Public Affairs

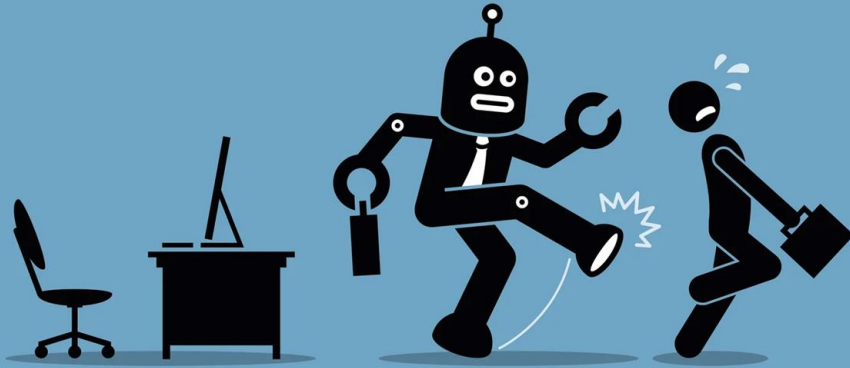
Use Cases, Workflows and Best Practices

Prepared for  Public Affairs Council by  **NARRATIVE**

- **Where are we now?**
- **Where are *you* now?**
- **State of play, AI's capabilities**
 - **Research and context**
 - **Workflow improvements**
 - **Storytelling + rapid prototyping**
- **Norms, guardrails, and what to worry about**
- **What else do you want to know?**



Where are we now?



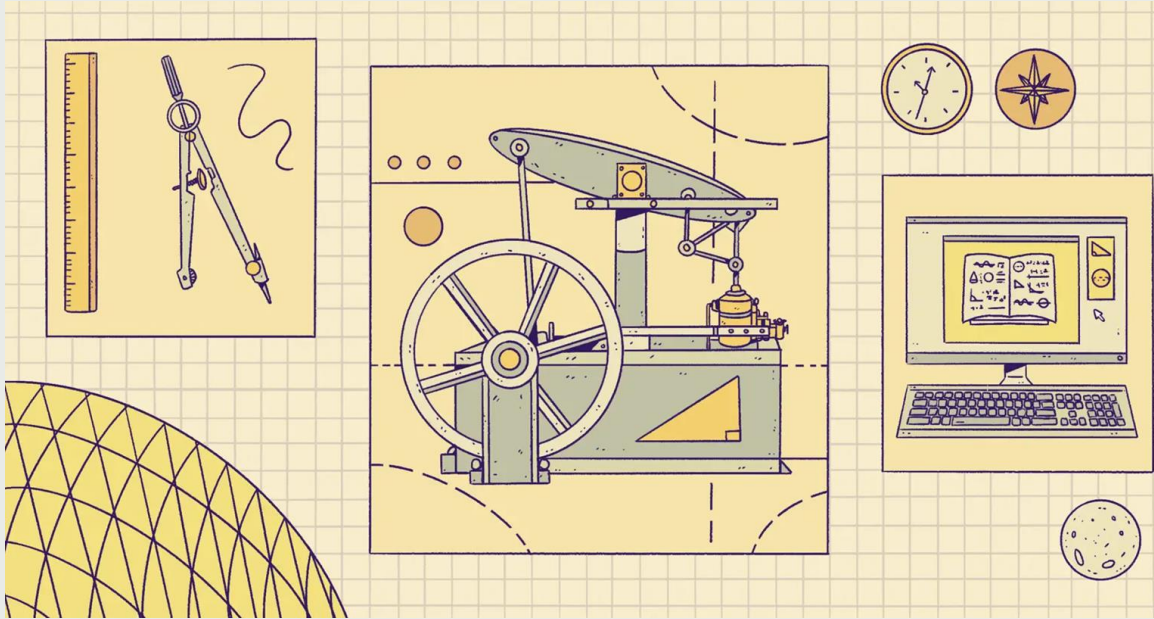
- **Beyond search;** the primary AI use case for the average user...but there's a lot more to learn.
- **Uneven use levels;** big discrepancies between regions and between sectors.
- **Jagged edges;** vast differences between AI's capabilities and how the majority of users interact.
- **The promise of better insights, productivity, and bandwidth;** where AI can be transformative in your current workflows.

Where are *you* now?



- **Secret AI super users;** reveal yourselves!
- **Late adopters;** there's never been a better time to start using these tools every day.
- **The skill gap;** AI can't make you good at your job, but it can make you better.
- **Why do we lift weights?**

No idea left behind



- **The old constraint was resources, not ideas;** AI changes that calculation
- **Rapid prototyping before you commission;** test a concept before you call a designer or developer
- **Propose more, test more, ship more;** the cost of a bad idea is now a few hours, not a budget line
- **What used to require a team and six weeks** can start today, in this room

Three ways to get the most out of your AI

- **The world's best researcher**...but are you giving it the right tasks?
- **A new enzyme for your workflows**...but where are your friction points?
- **Beyond a “thought partner”**...what ideas have you left on the shelf, and how to decide which ones to pursue?

Catalyzing your research abilities



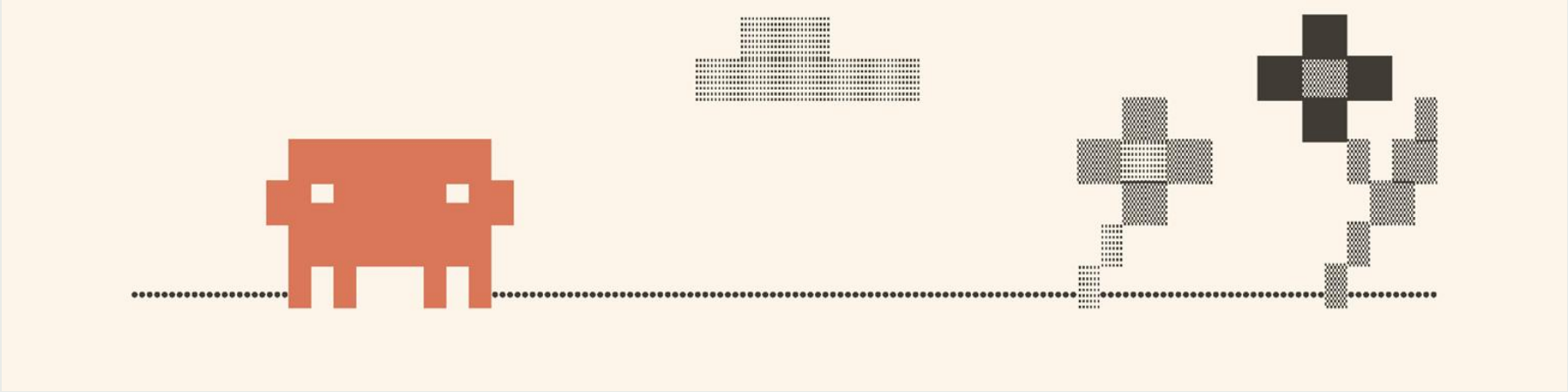
- **All of the world's knowledge;** but how to drink from a firehose?
- **Capturing the right value;** multiple authors, sources, etc.
- **Creating context;** how the AIs know what they should preference...and what they shouldn't.
- **Experimenting with multiple AIs:**

Perplexity for real time research w/citations

Claude for long docs, synthesis, nuanced tone, easy coding

Notebook LM for querying a corpus of your own org knowledge/documents

Example #1



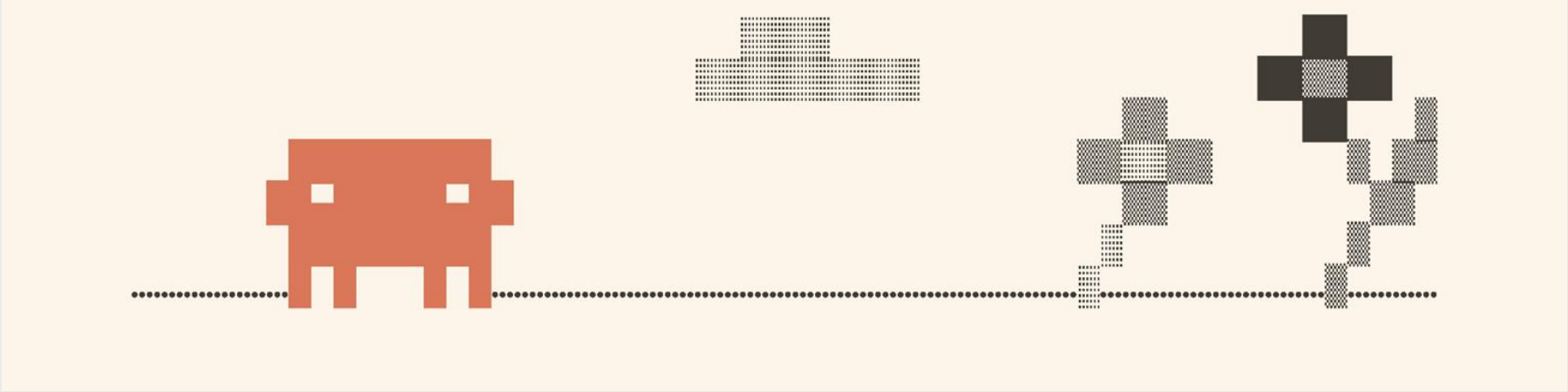
CURRENT PROFESSIONAL ROLE	TV CONTRIBUTOR STATUS & NETWORK	CREDENTIAL DEPTH (PC/PE Specifically)	POLITICAL LEAN	DOCUMENTED PC/PE VIEWS (Linked Sources)	RECENT TV CLIPS (Linked)	TV FLUENCY GRADE	OPPOSITION RESEARCH VULNERABILITY
REGULATORY & FINANCIAL							
Senior Advisor, Jefferies Senior Contributing Editor, CNBC	CNBC — Senior Contributing Editor (formal contract) Active: Closing Bell, Power Lunch, Fast Money	Highest regulatory credential on Track A. Fed president through 2008 crisis. Pre-Fed: Goldman VP, Brown Brothers Harriman fixed income, ran Fisher Capital Management. Monitored leverage and maturity transformation systemically. Has standing to make the Kashkari argument from peer authority.	Ctr-Right	NO adverse private credit statements on record through March 2026. His leverage x maturity transformation framework maps favorably for private credit vs banks. GE dissent record (voted against QE3) establishes intellectual independence. SOURCES: • CNBC contributor profile	CNBC Closing Bell, Mar 3 & 18, 2026 CNBC Power Lunch, Oct 29, 2025 CNBC Closing Bell, Dec 22, 2025 CLIPS: • Mar 3, 2026 — Fed/rates • Oct 29, 2025 — small business • Dec 22, 2025 — 2026 rate outlook	A	Jefferies advisory role (must disclose). CNBC formal contributor contract — cross-network appearances require negotiation before any BX arrangement.
Principal, Esther George Consulting Chair, Kauffman Foundation Board of Trustees	CNBC Squawk Box — regular post-retirement guest (externally confirmed, 5 appearances 2023–2025). No formal contributor agreement.	Kansas City Fed President 12 years. Consistent hawkish QE dissenter. FOMC member. Differentiating profile: female former regional Fed president. Oversaw financial stability research for 10th District.	Ctr-Right	NO specific private credit statements found in external search through March 2026. All confirmed post-retirement TV appearances focus on monetary policy and rates — no private credit commentary identified. An unverified internal BXPC note referenced 'pay-to-play' — this has NO external corroboration. Treat as unverified until resolved through direct outreach.	CNBC Squawk Box, May 30, 2025 CNBC Squawk Box, Dec 17, 2024 CNBC Squawk Box, Oct 23, 2024 CNBC Squawk Box, Apr 19, 2024 CNBC Squawk Box, Nov 13, 2023 CLIPS: • May 30, 2025 — inflation • Dec 17, 2024 — rates • Oct 23, 2024 — forecast • Apr 19, 2024 — rate options	B	Hawkish QE record could be used to argue concerns about private credit as a product of loose monetary conditions. Consulting firm clients need disclosure review. An unverified internal BXPC call notes — NO external corroboration.
President & CEO, The Lindsey Group (global economic advisory firm, est. 2003) Visiting Scholar, American Enterprise Institute	CNBC — regular guest on The Exchange and Squawk Box (no formal contributor agreement). Bloomberg and Fox Business appearances also confirmed.	Fed Governor 1991–1997 (nominated by Bush I, served through Clinton administration), NEC Director under Bush II (2001–2002). Reagan CEA senior staff economist. Harvard PhD in economics, Harvard faculty 5 years. AEI Arthur F. Burns Chair in Economics (1997–2001). Was on Trump's Fed Chair shortlist in 2025 before withdrawing. The Lindsey Group is a pure advisory/consulting firm — no private credit investing exposure, so no insider conflict.	Ctr-Right	NO specific private credit criticism found in comprehensive external search through March 2026. His supply-side and market-oriented framework suggests structural sympathy with non-bank lending as a natural response to bank over-regulation post-2008. The Lindsey Group is a consulting advisory firm — no private credit financial stake. All confirmed TV appearances focus on macro, Fed policy, and rates. NO specific private credit statements found through March 2026.	CNBC Squawk Box, Sep 22, 2025 CNBC The Exchange, Aug 21, 2025 (2 clips — Fed chair nomination) CNBC The Exchange, Jul 22, 2025 CNBC The Exchange, Apr 21, 2025 CNBC The Exchange, Feb 5, 2025 CNBC The Exchange, Jan 3, 2025 CNBC The Exchange, Oct 4, 2024 NOTE: Withdrew from Fed Chair consideration, Oct 9, 2025 CNBC Last Call, Apr 16, 2024 CNBC Squawk Box (confirmed — op-ed appearance Oct 2020) CNBC Power Lunch — regular appearances as formal contributor ABC News — formal contributor appearances	B+	1. FORCED OUT as NEC Director Dec 2002 alongside Treasury Sec. Paul O'Neill — framed as a Bush WH firing in most press accounts. Journalists know this history. 2. Endorsed Ted Cruz over Trump in 2016 Republican primary — real friction point with Trump-aligned audiences and FBN ecosystem. 3. Withdrew from Trump's Fed Chair shortlist Oct 2025 — noted independence, but may read as unavailable for administration 1. 2018 DODD-FRANK ROLLBACK — linked by critics to SVB collapse. Elizabeth Warren named her as 'doing Wall Street's bidding': Top banking industry money recipient in 2018 (\$357,953). She handled this on record: pushed back, did not retreat. Manageable but requires briefing on the SVB answer.
Founder & Chair, One Country Project CNBC Contributor (formal) ABC News Contributor (formal) Board: McCain Institute, Howard Buffett Foundation, German Marshall Fund, CRFB Former: Director, U. of Chicago Institute of Politics (Jan 2023–Nov 2025)	CNBC — FORMAL CONTRIBUTOR (on-air designation confirmed). ABC News — FORMAL CONTRIBUTOR. Confirmed: Squawk Box, Power Lunch, Last Call. Multi-network flexibility.	Senate Banking Committee member 2013–2019. Co-authored the 2018 Economic Growth, Regulatory Relief and Consumer Protection Act — the bipartisan Dodd-Frank rollback that loosened bank lending constraints and accelerated capital flow into non-bank markets. Was the ONLY Democrat at the White House signing ceremony with Trump. Voted for the Small Business Credit Availability Act (2018), which raised the BDC leverage cap from 1:1 to 2:1 — directly	Ctr-Left	Her legislative record IS the private credit argument: she co-wrote the 2018 Dodd-Frank rollback that loosened bank lending constraints, enabling non-bank lending markets to grow. The 'banks retreated, private credit filled the void' thesis is her biography. KEY ARGUMENT: 'I supported regulatory relief because over-regulation was hurting small businesses and rural	CLIPS: • CNBC Apr 16, 2024 — debt/deficit (Last Call)	B+	2. DOMAIN — CNBC appearances are primarily political/macro, not financial markets specific. Makes the legislative/policy

How to engineer a better workflow



- **Identify your friction points;** where does time disappear in your current workflows — that's where to start
- **Context over prompts;** the skill has shifted from clever phrasing to rich briefing — treat it like a colleague who needs to understand your world
- **The three-bucket sort;** AI handles it / stays human / we work on it together — deciding which is which is the real skill
- **Human judgment is worth more now, not less;** everyone can load the same context, the editor on the other side is still the differentiator

Example #2



Our scenario



- **A floor amendment dropped at 9am.** Committee vote at noon. You have 90 minutes to analyze, plan, and distribute...

CASE STUDY 2

The 90-minute rapid response

Scenario: 9:04am — floor amendment drops on state infrastructure bill. Competitor-backed provision would freeze three member pilots. Committee vote at noon.

9:15 AM

Research brief

SPONSOR

Sen. Patricia Morales (D-Allegheny)

FUNDING

\$42K from Rideshare Workers Alliance PAC (2024 cycle); \$18K from incumbent operator lobby

PRIOR VOTES

Against AV pilot auth. (2023), against connected vehicle procurement (2024)

NOTE

Amendment language mirrors SEIU Local 32 model bill active in 4 other states this session

CLIENT EXPOSURE

Three member pilots paused mid-deployment under 24-month review trigger

9:50 AM

Message test

DRAFT TALKING POINT →

"This amendment would stall innovation and harm Pennsylvania's competitiveness in emerging technology."

CLAUDE AS SKEPTICAL REPORTER →

"'Stall innovation' is vague. What specifically stops? And why isn't this just industry pushing back on legitimate safety scrutiny?"

REVISED →

"This amendment pauses three active safety pilots — programs with no incident record — mid-deployment, at the request of a competitor-funded PAC."

CLAUDE →

"Much stronger. The mid-deployment pause is concrete. One gap remaining: why is 24 months specifically unreasonable? I'll use that if you leave it unanswered."

10:20 AM

Adapted outputs

PRESS STATEMENT

"SB 847's floor amendment would suspend three active safety pilots — programs with no incident record — at the request of a competitor-funded PAC."

MEMBER ALERT

"Amendment 4 hits a vote at noon. Here's what it means for your active deployments and what we're doing in the next 90 minutes."

SOCIAL

"Sen. Morales's last-minute amendment doesn't improve safety — it freezes programs with clean records. Paid for by the same group behind failed bills in 4 states."

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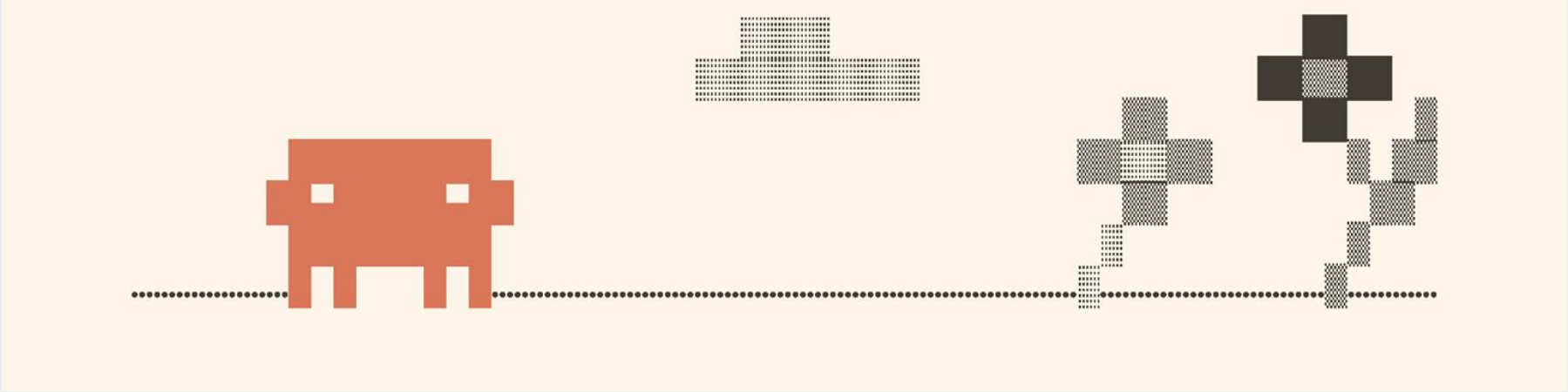
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Storytelling + rapid prototyping



- **From concept to client touchpoint in hours, not weeks;** the AV company interactive jobs map went from idea to working prototype in one hour
- **The new workflow:** describe what you want, iterate in real time, hand a working prototype to your team
- **The psychological shift;** you can now afford to be wrong on the first try
- **No idea is too big or complex...**

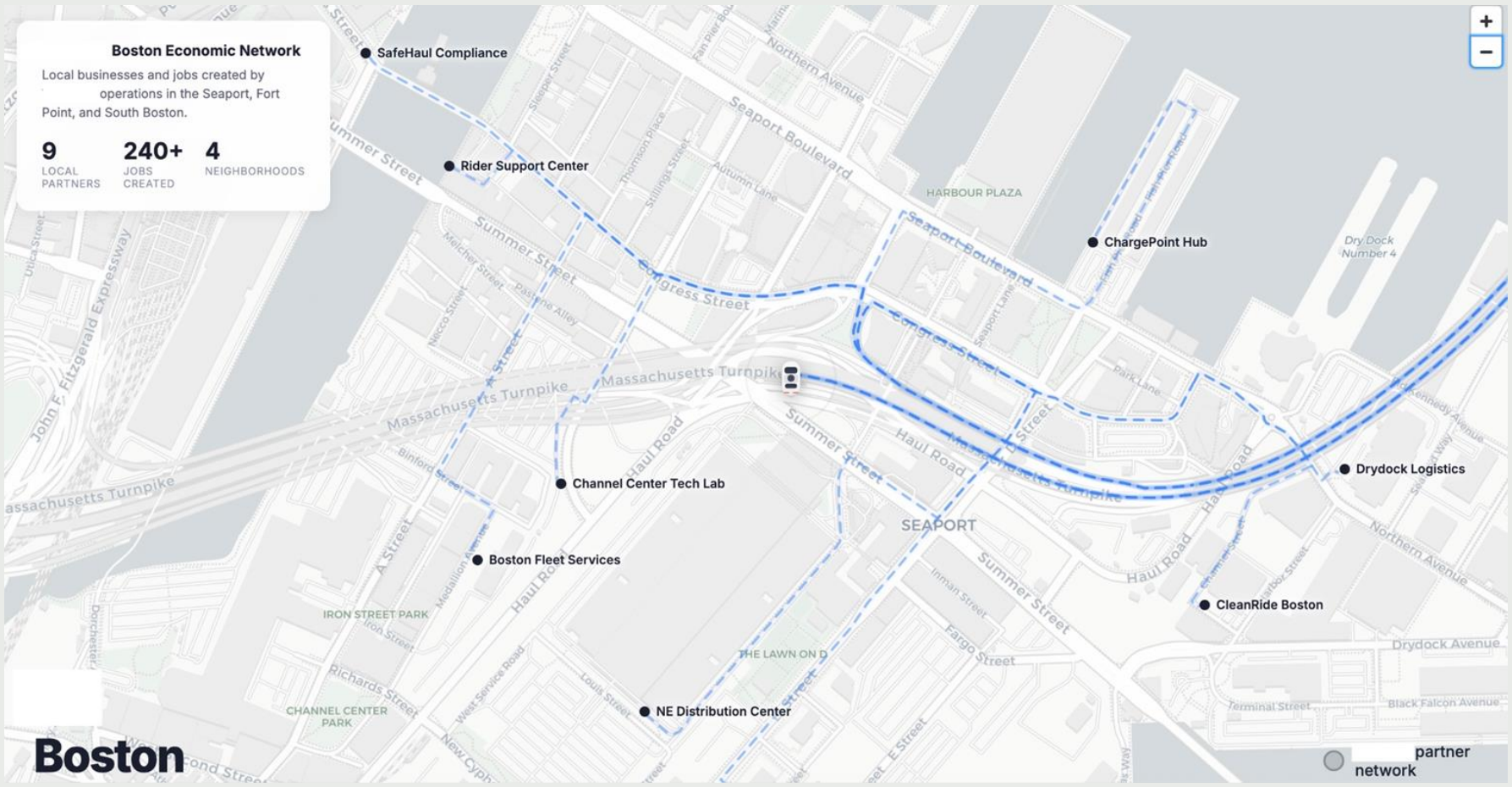
Example #3



Boston Economic Network

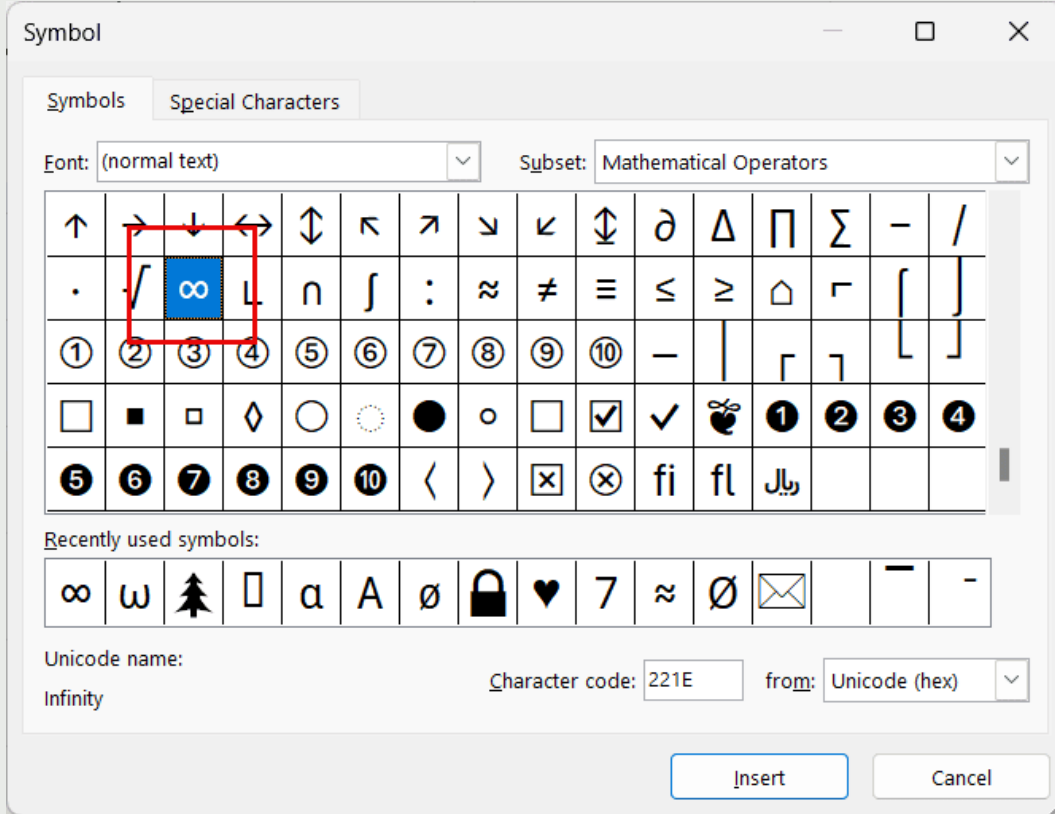
Local businesses and jobs created by operations in the Seaport, Fort Point, and South Boston.

9	240+	4
LOCAL PARTNERS	JOBS CREATED	NEIGHBORHOODS



Boston

Strategic (and annoying) tasks



- **Figuring out your own workflows;** AI works best for processes that already run well (but could be improved)
- **Sorting tasks;** AI can do (almost) anything, but deciding which tasks *you* want it to handle is key.
- **Determining your level of collaboration;** how helpful the AI can be depends on how much you trust its capabilities.
- **Again, why do we lift weights?**

Norms, guardrails, and what to worry about



- **Data and information sensitivities;** what to share and what not to share.
- **Trust, but verify;** ensuring the AI's output is (nearly) hallucination free.
- **Sharing is important!;** creating a culture of letting your team members know when your AI project works (and when it doesn't)

Thank you!

... what questions do you have?

gnewhall@narrativestrategies.com

