ENHANCING COMMUNICATIONS WITH AI-DRIVEN MESSAGING

Finding the Balancing Act



The Right Blend

AI Brings:

- Speed & scale
- Rapid iteration
- Pattern recognition
- Repeatable knowledge
- Data-driven approaches

When used well, AI amplifies human capability.

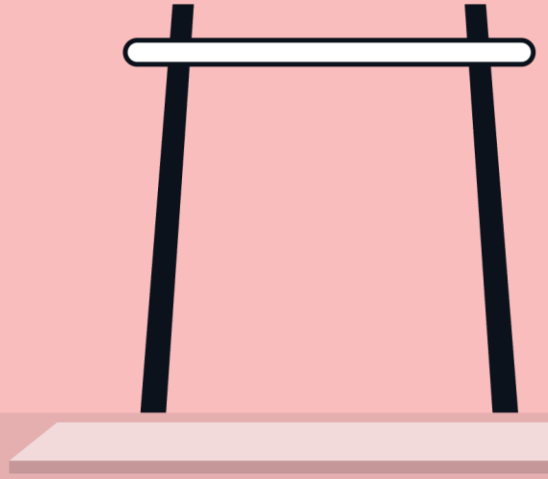


People Bring:

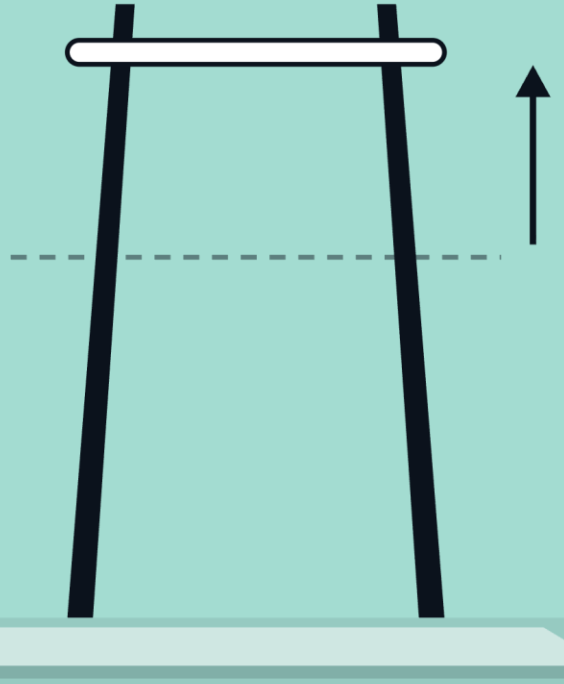
- Context
- Lived experience
- Relationships
- Judgment
- Accountability

The bar is higher in public affairs

Other Communications Campaigns



Public Affairs Campaigns



Public affairs campaigns demand precision, because details matter, scrutiny is constant, and trust is essential.

That means better grounding, better prompting … and human review before anything goes out.

Start With Knowledge: Build Your Library

Ground AI in approved messages, brand guidelines, facts and proof points, research, studies and relevant source material.
No library yet? Start by researching the topic, then begin the conversation.

AI ON ITS OWN

Who should we engage to support this energy policy proposal?

Environmental groups, policymakers, and community leaders.

Common Misconceptions:

- The AI is searching its "vast reservoir of ultimate and perfect knowledge" for THE right and/or perfect answer
- The AI is using real-time data and/or is searching the web*
- The AI is critically thinking about the question*

AI WITH KNOWLEDGE

Who should we engage to support this energy policy proposal?

Here are the 10 senators who co-sponsored similar legislation in the last Congress … Last year, you hosted an event with Local Manufacturers Alliance and the Clean Economy Coalition. Both would be credible voices in this debate.

Knowledge

Stakeholder maps • Coalition history • Advocacy database

Example: An Executive Voice Agent

Jamie Dimon, CEO, JPMorgan Chase has a very distinct communication style: practical, direct, and focused on business impact rather than hype.

Real Executive Quote

> AI will affect virtually every function, application, and process in the company. And in the long run, it will have a huge positive impact on productivity.
>
> **- Jamie Dimon**

Typical

A fresh chat and a general persona

Prompt: "Write comments from a bank CEO about AI."

AI is transforming industries by improving efficiency, productivity, and innovation. Organizations should embrace AI to remain competitive in a rapidly evolving marketplace.

Better

Add examples of the executive's remarks and posts.

Uses: Prior shareholder letters, earnings calls, interviews

AI has the potential to improve how we serve customers, operate our business, and support employees. The firms that learn how to deploy it effectively will create meaningful advantages over time.

Best

Add guidance on sentence structure, vocabulary, preferred language and tone.

Uses: Prior content + communication style instructions

AI will affect virtually every part of our business. The question isn't whether it's coming. It's how quickly organizations can turn potential into productivity. The winners won't be the companies talking the most about AI. They'll be the companies using it to solve real problems for customers and employees every day.

Insight before output

Use audience information to understand what people know, care about, question and need.
AI can organize signals and suggest themes; people interpret and validate them.



Audience Signals

- Research
- Surveys
- Public comments

AI Analysis

- Identifies recurring questions
- Groups common themes
- Detects emerging concerns
- Surfaces sentiment

Audience Insight

- What audiences know
- What audiences value
- What audiences question
- What audiences need

Human Validation

- Reviews findings
- Applies context
- Tests assumptions
- Verifies accuracy

Synthetic audiences: A Strong Compass (but not a GPS)

Use synthetic audiences to explore campaign ideas and pressure-test messaging choices—not as evidence of what real people believe. Keep assumptions explicit and test important conclusions with real people.



The Question Isn’t: "Synthetic Audiences or Not?"

It's: "What's the best intelligence source for this decision?"

- Audience & personality data
- Social comments
- Polling and/or focus group data
- Previous engagements

…

The key is to move beyond individual AI tools and toward a **continuous testing environment** where synthetic audiences, search intelligence, behavioral data, and human research work together to improve decision-making.

Take it in Steps: The Message Toolkit

The Challenge:

A public affairs team needs to respond to a proposed policy change and prepare an advocacy message kit for several audiences.

Available Knowledge

- Campaign objective and the specific policy moment
- Approved fact sheets
- Defined audience groups and any data
- Prior approved copy or a short voice guide
- Required deliverables, channels, word limits, and calls to action
- Restrictions, required disclaimers, and the people who approve facts and communications

Take it in Steps: The Message Toolkit

Good | Better | Best

Good: Do it all in one prompt

"You are an advocacy communications strategist. Help **[ORGANIZATION]** prepare a clear, credible message kit about **[POLICY MOMENT]** that supports this objective: **[CAMPAIGN OBJECTIVE]**. Use only the approved materials pasted below for factual claims. Do not browse or add statistics, quotations, endorsements, legal interpretations, policy effects, or audience opinions that are not explicitly supported. Do not infer audience sentiment from demographics alone. If a fact is missing, contradictory, or unclear, flag it instead of filling the gap.

Approved facts and sources: [PASTE FACT SHEET]
Audiences: [LIST THE AUDIENCE GROUPS AND WHAT IS KNOWN ABOUT EACH]
Audience evidence: [PASTE APPROVED COMMENTS, SURVEY FINDINGS, OR WRITE NONE PROVIDED]
Voice and prior approved copy: [PASTE SHORT EXAMPLE OR VOICE RULES]
Channels, calls to action, and constraints: [LIST FORMATS, WORD LIMITS, REQUIRED LANGUAGE, AND RESTRICTIONS]

Return the work in this order:

1. A core message in one sentence, no more than 25 words.
2. Three supporting points; for each, name the source that supports it or mark evidence needed.
3. One short social post for each audience listed above. Adapt the emphasis, not the underlying facts.
4. One email subject line and opening paragraph for the primary audience.
5. One visual concept brief describing a possible image or graphic; do not create an image and do not imply facts the packet does not establish.
6. A claim check listing each factual claim, its source, and whether a person still needs to verify it.

Keep the organization's voice, avoid generic campaign clichés, and label assumptions, unknowns, and recommended human decisions.
Do not present the draft as approved or publish-ready.

Take it in Steps: The Message Toolkit

Good | **Better** | Best

Better: Take it in Steps

4 Critique: find gaps before polishing

"Review these drafts against the approved source packet, message map, audience evidence, voice sample, channel limits, and accessibility needs. Return unsupported or overstated claims, meaning drift, generic or inauthentic language, audience assumptions, unclear calls to action, and accessibility issues. For every issue, quote the draft phrase and explain the concern. Suggest a minimal correction, but do not invent missing information or silently rewrite the whole message."

3 Creation: adapt the approved message to the channel

"Using the approved message map, draft **[CHANNEL DELIVERABLES]** for **[AUDIENCES]**. Follow the supplied word limits, voice rules, and calls to action. Preserve the same factual meaning across versions; do not add claims. Attach source IDs to factual statements and label any line needing confirmation. Also propose a visual concept brief that is clearly illustrative and does not imply an unsupported fact."

2 Insight and strategy: decide what to say and why

"Using only the approved context card and the supplied audience evidence, identify evidence-backed audience needs or concerns. Show the evidence for each observation and label interpretation separately. Recommend one core message, three supporting points with source IDs, the desired action, audience-specific emphasis, and points to avoid because they are unsupported or out of scope. Do not draft channel copy yet."

1 Foundation: understand the brief before making anything

"Read the brief and approved materials. Do not draft campaign copy. Return a short working brief with the objective, policy facts and their source IDs, named audiences, audience evidence supplied, voice rules, deliverables, restrictions, conflicts, and unanswered questions. Separate confirmed facts from interpretations. If the packet does not support an answer, say so."

Take it in Steps: The Message Toolkit

Good | Better | **Best**

Best: Build a Workflow

1 Intake & Scope

- Collect objective & any background material
- Identify owners and scope
- Develop brief and source packet

2 Extract & Verify Evidence

- Extract claims, definitions and caveats – source trace
- Separate facts, interpretations, conflicting statements, and unknowns
- Develop fact & evidence ledger

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3 Human Review

Verify fact & evidence ledger

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4 Synthesize Audience Evidence

- Use audience data to identify themes, evidence and relevant signals per audience
- Develop an audience-evidence summary

5 Build & Approve Message Architecture

- Propose core messaging, supporting points, call-to-action(s), audience-specific emphasis, and claims/framings to avoid
- Compare proposed messaging against brief and source packet, fact & evidence ledger, and audience-evidence summary

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6 Human Review

Review Message Architecture

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7 Produce Channel-Ready Drafts and Visual Direction

- Break message map into focused tasks – one for each channel or asset
- General social, email, stakeholder or other requested content
- Create visual concept brief with prompts for development
- Produce draft assets

8 Gather synthetic audience POV

- Share channel-ready drafts and visual direction with synthetic audience(s) for input
- Update channel-ready drafts and visual concept brief / prompts based on feedback

9 Develop visuals

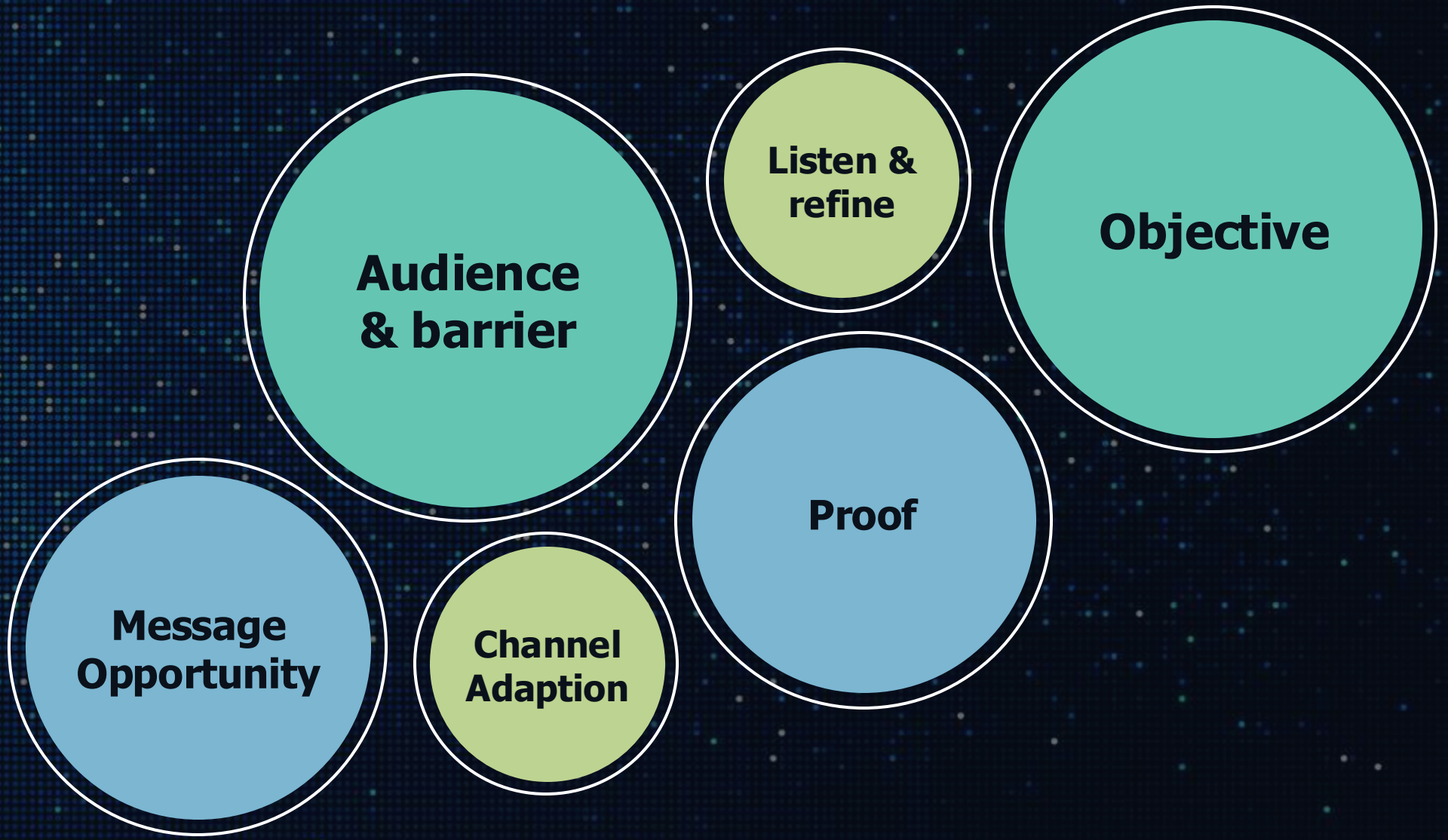
- Develop image(s) based on developed prompts

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10 Human Review

Review and revise outputs

Practical 101 toolkit: Expanded by AI

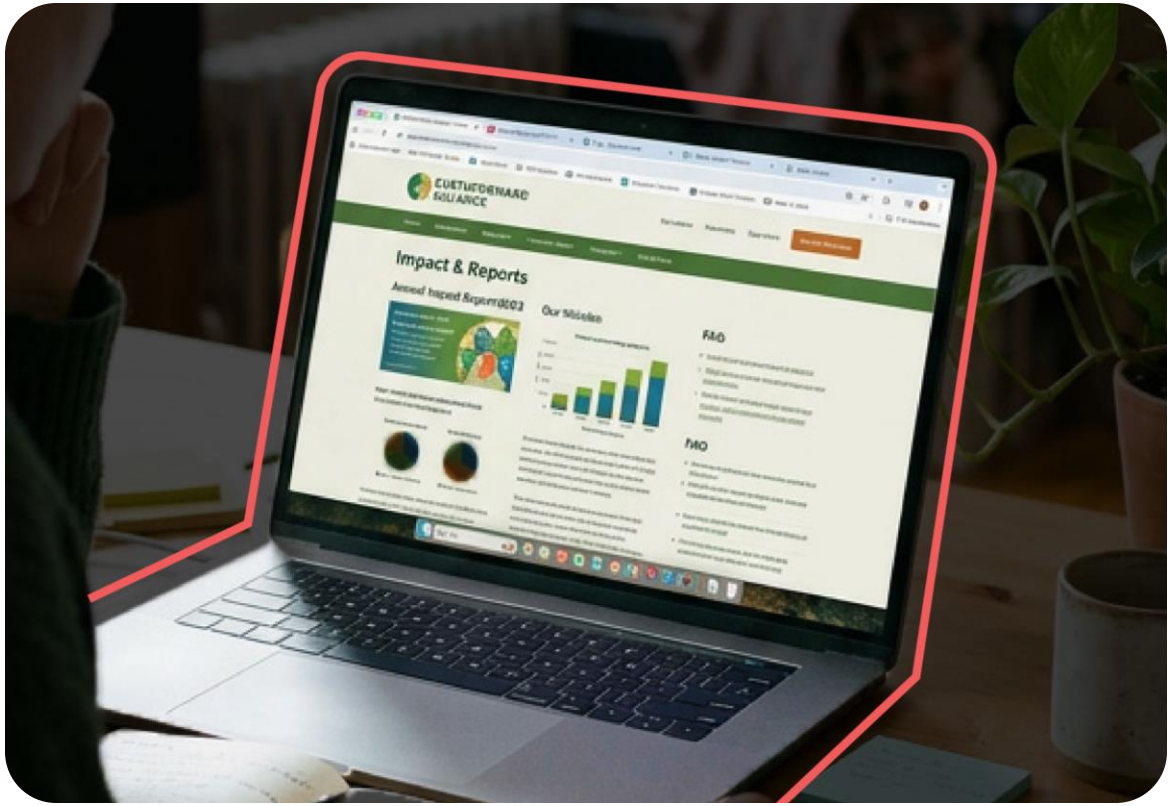


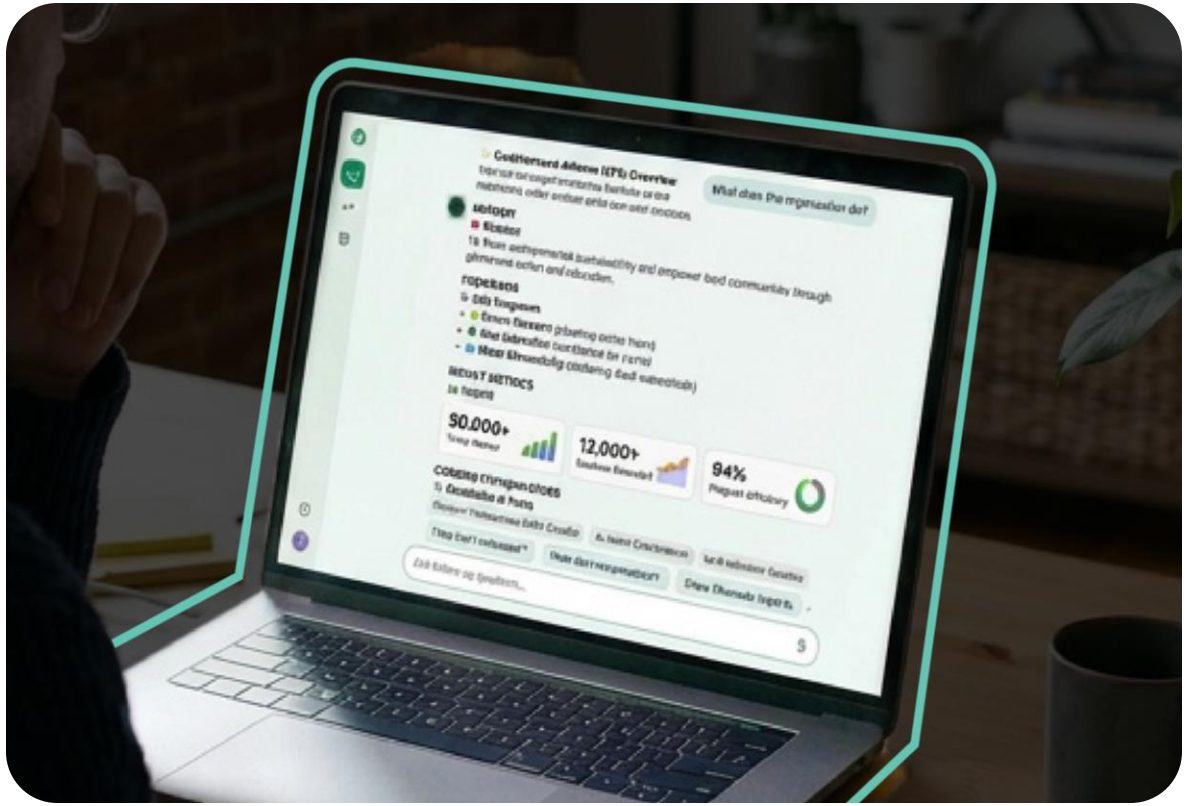
AI as an Audience



AI systems are a part of the audience journey

AI can summarize or combine policy information before someone reaches your own content. Be clear and credible to people … and to the systems that retrieve and summarize information.





GEO: Make authoritative information understandable

The goal of generative engine optimization (GEO) is to make accurate, authoritative information easy for people and information systems to find, interpret and represent.

Find Sources → Interpret Information → Represent Information



- Publish clear, structured, source-backed material
- Explain the position, evidence and definitions
- Address real questions and criticisms
- Review how AI describes the issue and improve source material where needed

Success Measures



- Message pull-through
- Accurate representation of source material
- Strong references/citations
- Reach/traffic
- Audience influence or understanding

Questions AI systems keep bringing back

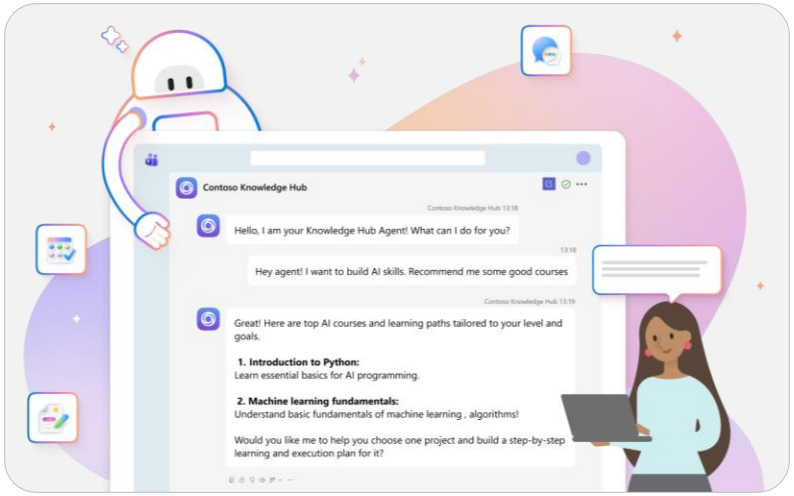


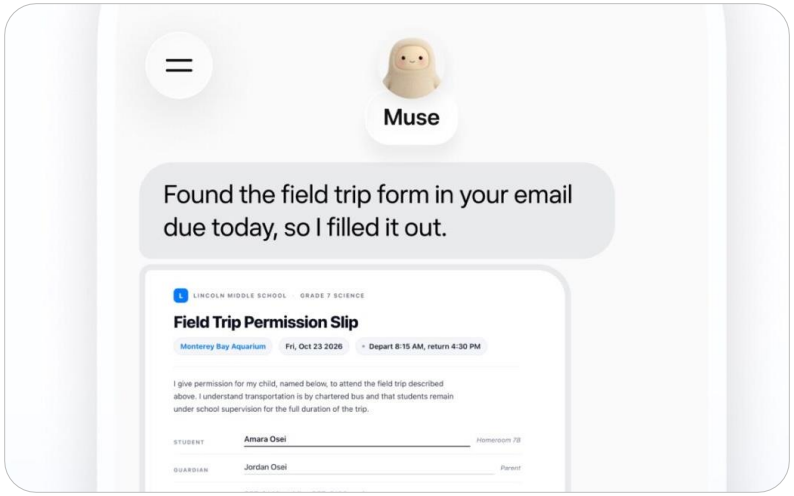
Question Types

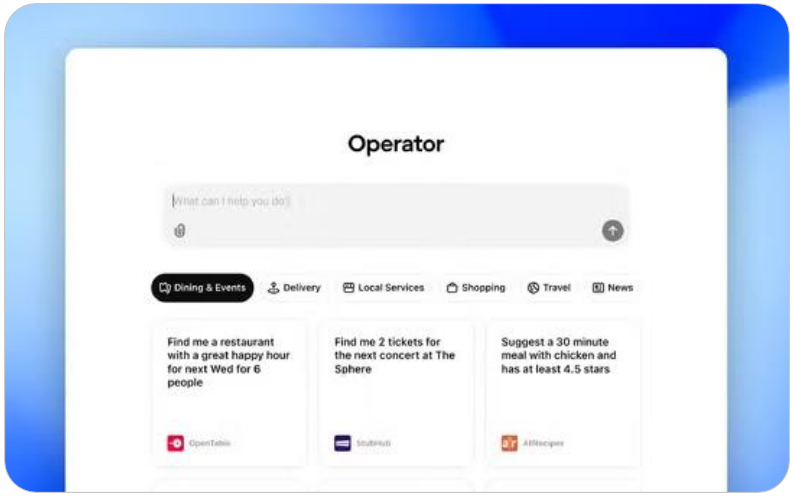
1. **Definition:** What is this policy, proposal or issue—and what do key terms mean?
2. **Impact:** Who is affected, how, and over what timeframe?
3. **Evidence:** What data or sources support the organization's claims?
4. **Trade-offs:** What are the costs, benefits, alternatives and unintended consequences?
5. **Credibility:** Who is making the claim, what expertise do they have, and what do other sources say?
6. **Objections:** What are the strongest criticisms, uncertainties or unanswered questions?
7. **Action:** What can a policymaker, stakeholder or member of the public do next?

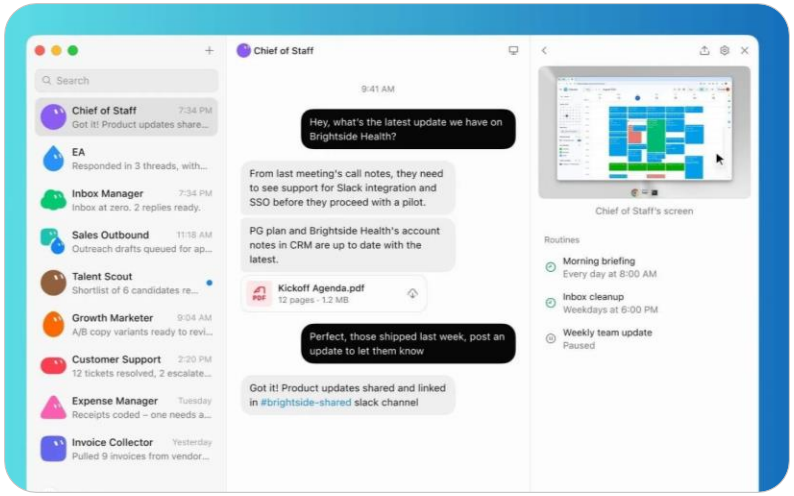
Note: *These are prompts for inquiry, not a claim that every system asks the same questions.*

Influencing AI Agents to Influence Audiences IRL









- **GEO is even more important with agents now**
- **Increased advertising options to target actual agents coming soon**



In Conclusion: Authenticity and responsible AI

Ground in truth

- Start with the organization’s real position and voice.
- Verify facts and sources.

Own the approval

- Assign human approval.
- Set standards for synthetic media and disclosure.

Review for Impact

- Review context, bias and audience impact.