

CHAT GPT Isn't Taking Your Job: Why Writing Like a Journalist Still Matters

Alan Black

Director, Corporate Communications

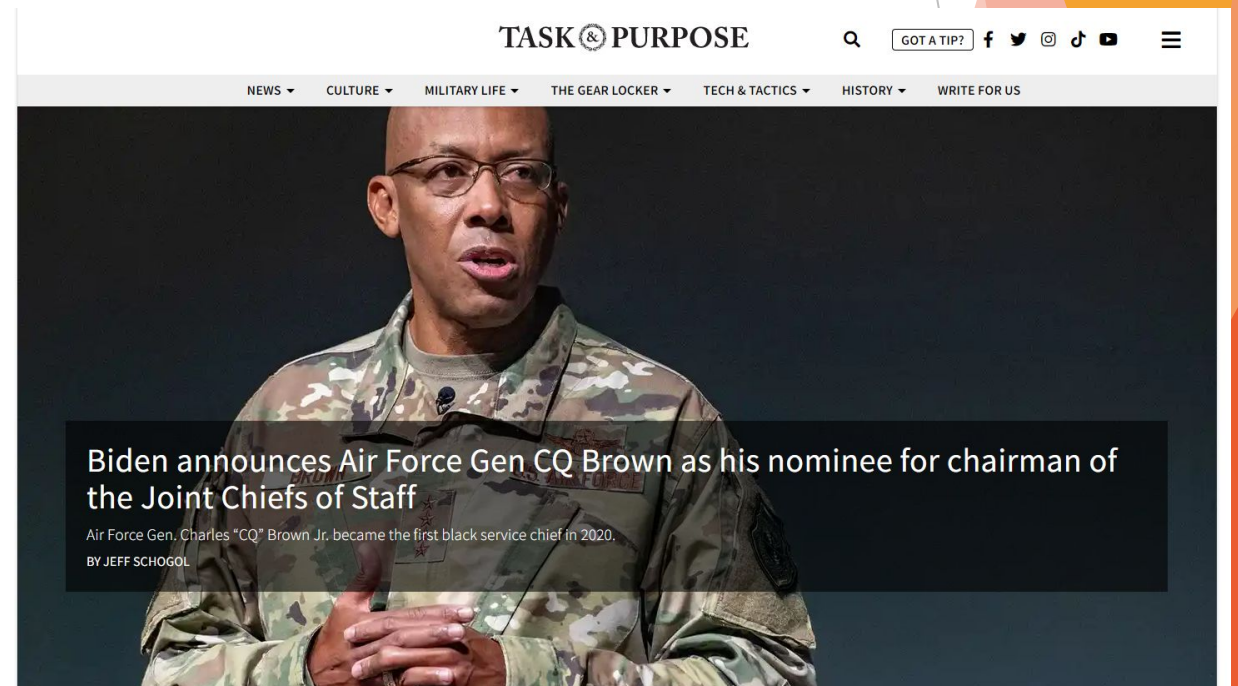
Naval Surface Warfare Center Dahlgren Division

First Stats...

- ▶ In 1923, there were more than 14,000 newspapers in the U.S. (*Source: Statista*)
- ▶ In 2018 that number was 1,279, and declining (*Source: Statista*)
- ▶ How many journalists in US? According to BLS, a little over 44,500
- ▶ How many online blogs in 2023? 600 million. (In 2000, there were 23)
- ▶ But... Blog readership statistics for 2022 show that 70% of consumers like brands' articles more than the ads. (*Source: Findstack*)
- ▶ January 2023, ChatGPT users crossed 57 million, then to **over 100 million in February**. Its now over 173 million. (*Source: Chat GPT*)
- ▶ *What do we get out of this???*
 - ▶ ***PEOPLE STILL LIKE TO READ, So we need to know how to write! AI Can Help Us Get There Faster.***

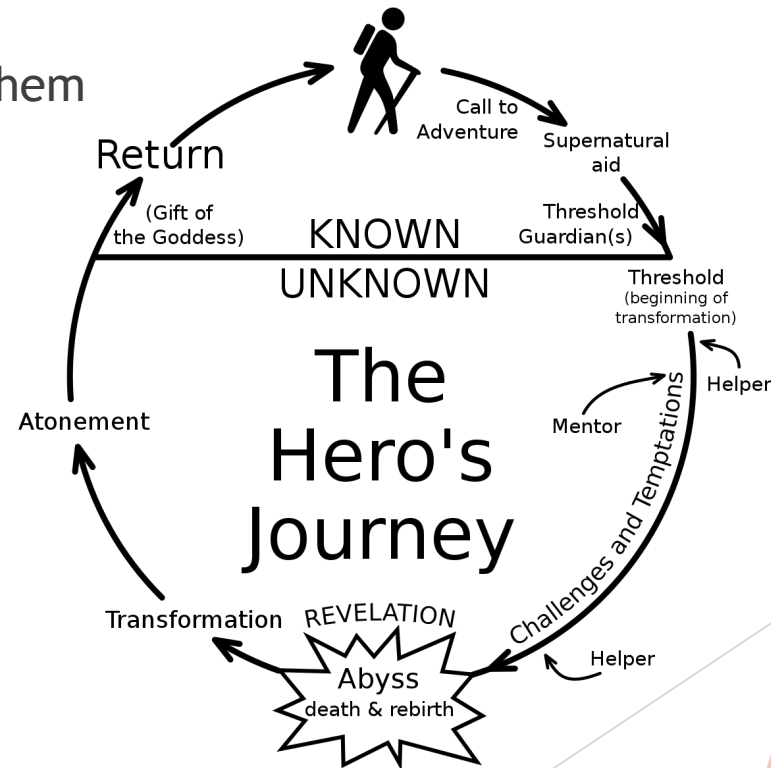
The Building Blocks of Good Copy?

- ▶ The Message Is Key
- ▶ Medium doesn't matter, content does, adapt
- ▶ Format: Inverted Pyramid, etc.
- ▶ The Basics: Who, What, When, Where, Why...
- ▶ Grammar, Spelling, Structure
- ▶ Attribution matters
- ▶ Storytelling Is What we Do
- ▶ Is It Interesting?
- ▶ Can AI Help Us Here?



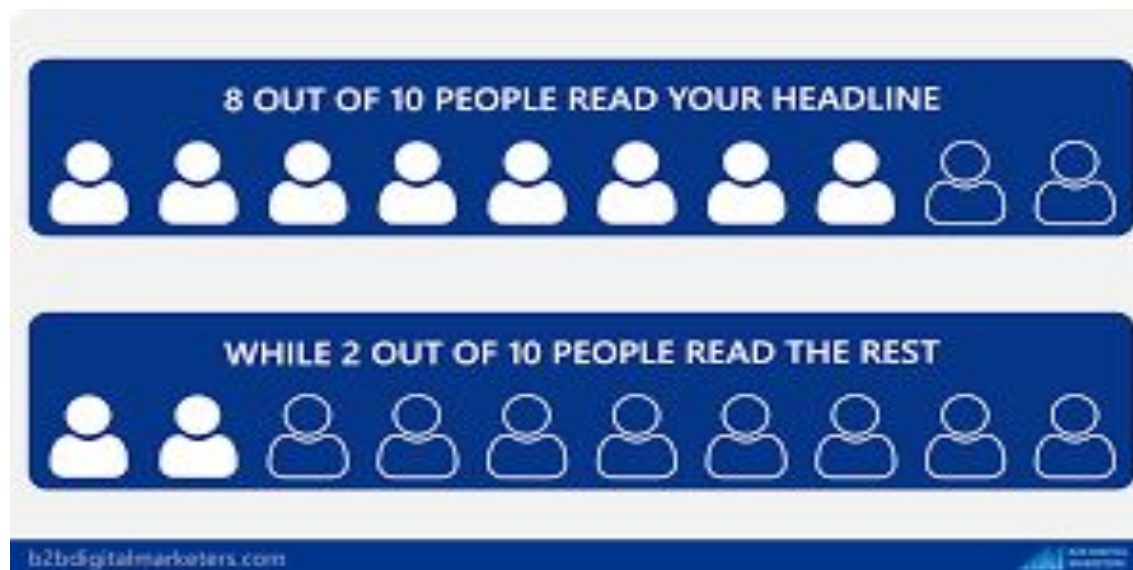
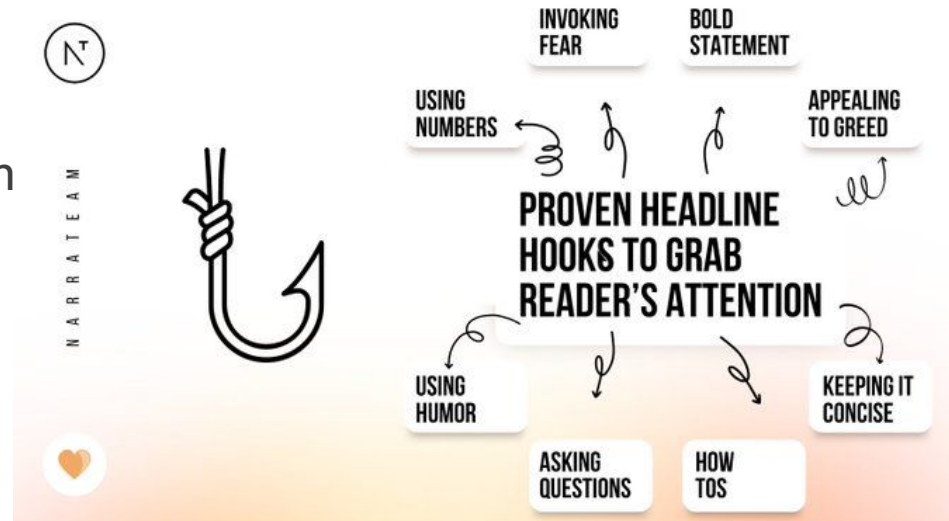
Spark Engagement!

- ▶ Creativity, The Hero's Journey
- ▶ “Talk” to the reader
- ▶ Bring them into the story
- ▶ Get readers excited in what you are telling them
- ▶ Bring Energy Into It
- ▶ Metaphors Help People Relate
- ▶ Tell A Story
- ▶ DO NOT BE BORING 😊
- ▶ Can AI Help Here?



Make Them CLICK

- ▶ Headlines! Hot and Sticky, Hook 'Em
- ▶ Teasers
- ▶ The Lead is Key, Does It Work?
- ▶ Calls To Action
- ▶ Competing For Attention
- ▶ How Can AI Push This?



Hacks (Common Sense)



- ▶ Words As The Window To The Soul
- ▶ Avoid Passive Voice
- ▶ Associated Press Style helps with consistency
- ▶ DO NOT USE JARGON
- ▶ Lose Unnecessary Expressions
- ▶ Adjectives Should Not Dominate
- ▶ Adverbs Are Better
- ▶ Metaphors Are Awesome
- ▶ PUNCTUATION Matters
- ▶ Your, You're, Its, It's, Etc.
- ▶ Read Backwards When Editing
- ▶ Take A Break, Come Back to It
- ▶ Devil's Advocate
- ▶ Can AI Give Us Hacks?

So AI: Friend or Foe?

- ▶ Well, let's Chat...
- ▶ Can It Feel?
- ▶ Can It Understand Nuance?
- ▶ Can It Deliver A Message?
- ▶ How Does It Handle Bias?
- ▶ Creating A Draft, Template
- ▶ Limitations Of AI, Bias?
- ▶ Avoid Blind Acceptance
- ▶ Fact Checking Relevant



Chat GPT Study



Question: Does writing supplemented by AI improve the efficiency, efficacy, and content quality of communications?

Results

EFFICIENCIES WERE IDENTIFIED

- Time savings
- Reduce word count
- Lower level of effort

INCREASED EFFICACY OF CONTENT

- Reduced reading time
- Consistent engagement and delivery

HUMAN WITH AI LEADS TO BETTER CONTENT

Better-rated content by readers:

- Readability
- Clarity
- Tone
- Conveying the main point
- Understandability
- Engagement

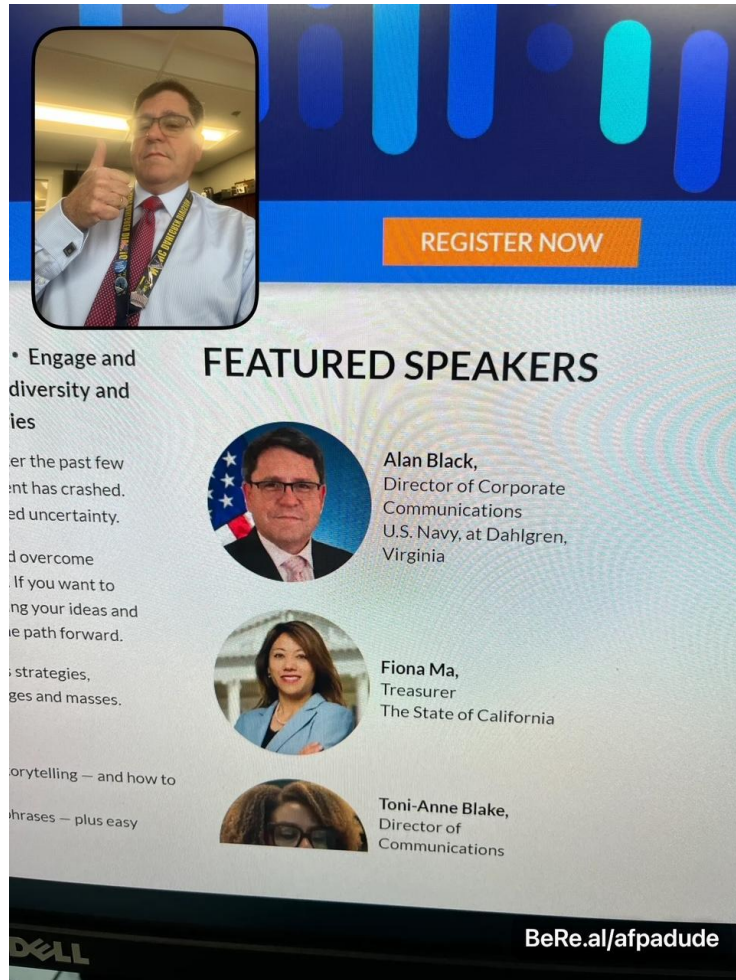
CONSIDERATIONS

- Tradeoffs
- Issues with complex and nuanced topics

Final Thoughts

- ▶ Chat GPT is not replacing good writers... but can help the process. It is here to stay, so be forward thinking and integrate it
- ▶ Critical thinking is key, AI can help, but a human needs to polish
- ▶ AI Can Save Time, Eliminate The Proverbial Writers Block
- ▶ Catchy headlines, AKA, the Hook, brings the audience in
- ▶ Be creative, make it interesting, why do I want to read this?
- ▶ Remember the basics, they still matter. No one will come back to a nice looking restaurant if the food was awful. No one will read your stories if they lacked Substance
- ▶ We Need To Tell A Story, We Need To Make A Connection With The Reader

Contact Me



- ▶ Contact Info: Earl.A.Black.civ@us.navy.mil
- ▶ Twitter: @AFPADude
- ▶ Instagram: AFPADude
- ▶ BeReal: AFPADude
- ▶ LinkedIn: www.linkedin.com/in/blackalan
- ▶ Old School: 540.653.6011