



Using AI for public outreach before it uses you

2024 NASTL CONFERENCE

PRESENTED BY: ROBBIE JOHNSON

Agenda

- NASTL – Celebrity Chatter
- Facebook/Meta and Generative AI
- Generative AI Overview
- Get Ahead Now
- Using AI with ChatGPT
- Plan 2025 NASTL Conference
- Using AI in Social Media
- Show Your People
- Questions







Generative AI

AI adoption is like the adoption of the internet. But this technology has caught on far quicker and infused itself far deeper than the internet did when it first came out.

Individual AI assistants can know each of us, our companies, or our organizations as good if not better than we do.

Generative AI

Some organizations are embracing this emerging technology for new uses and pilot programs. Others have adopted a more cautious "wait-and-see" approach. Regardless, it's imperative that governments develop guardrails and regulations to mitigate legal, ethical, privacy and financial risks.

Generative AI

- 12% More Tasks
- 25% More Quickly
- 40% Higher Quality

Get Ahead Now

Kansas Generative Artificial Intelligence Policy

“Generative AI tools have the potential to enhance productivity by assisting with tasks like drafting documents, editing text, generating ideas, and software coding. However, these technologies also come with potential risks that include inaccuracies, bias and unauthorized use of intellectual property in the content generated. In addition, content created by AI, and the public availability of information submitted to the AI, could pose security or privacy concerns.”

Get Ahead Now

Kansas Generative Artificial Intelligence Policy

"Responses generated from generative AI outputs shall be reviewed by knowledgeable human operators for accuracy, appropriateness, privacy and security before being acted upon or disseminated.

Responses generated from generative AI shall not be used verbatim, be assumed to be truthful, credible, or accurate, be treated as the sole source of reference, be used to issue official statements (i.e. policy, legislation, or regulations, be used to impersonate individuals or organizations."

ChatGPT

- Create communication strategies
- Write social media posts
- Mimic your organization's voice
- Plan NASTL 2025 Conference

ChatGPT

- Train your ChatGPT
- Track what you use to train
- Do basic tasks
- Always review
- Identify tools used when sharing the results

2025 NASTL Conference

- Information from NASTL website
- 2024 conference materials
- 2024 speaker bios
- 2024 logo
- NASTL info graphic
- 2025 Denver location and dates

Subject: Thank You and Invitation to 2025 NASTL Conference

Dear Mr. Woolf,

Thank you for your invaluable contribution to our recent events. Your leadership as Idaho's State Controller and commitment to transparency and accountability have made a significant impact.

We would be honored to invite you as a speaker at the 2025 NASTL Conference in Denver, July 20-23. Your insights into financial stewardship and public service innovation would greatly benefit our attendees.

Please let us know if you're available to join us. We look forward to the possibility of welcoming you next summer.

Warm regards,

[Your Name]

[Your Title]

NASTL

Post 1: Expert-Led Sessions

Caption:

"Unlock the latest insights in land stewardship at the 2025 NASTL Conference! With expert-led sessions on policy, sustainability, and innovation, you'll gain the knowledge you need to make a real impact. Join us in Denver, July 20-23. 🌍 #NASTL2025 #LandStewardship2025"

Visual:

A graphic featuring a collage of speaker headshots with the text "Learn from the Best in the Field."

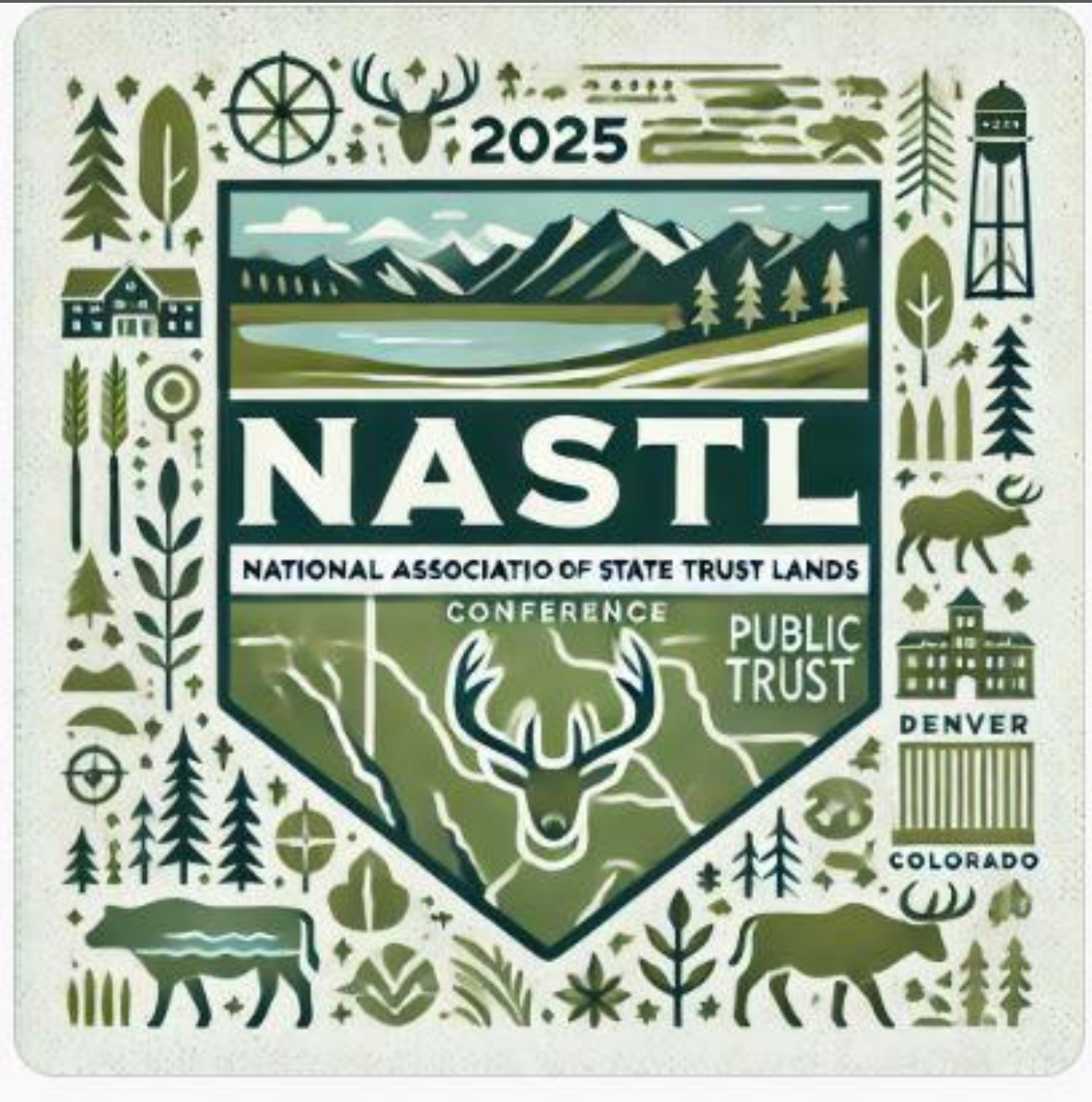
Post 2: Networking Opportunities

Caption:

"Build connections that matter! The 2025 NASTL Conference is your chance to network with top professionals in land management. Don't miss out on this opportunity to collaborate and share ideas. 💛 #NASTL2025 #Networking #LandManagement"

Visual:

An image of attendees networking at a previous conference, with the text "Connect, Collaborate, Grow."

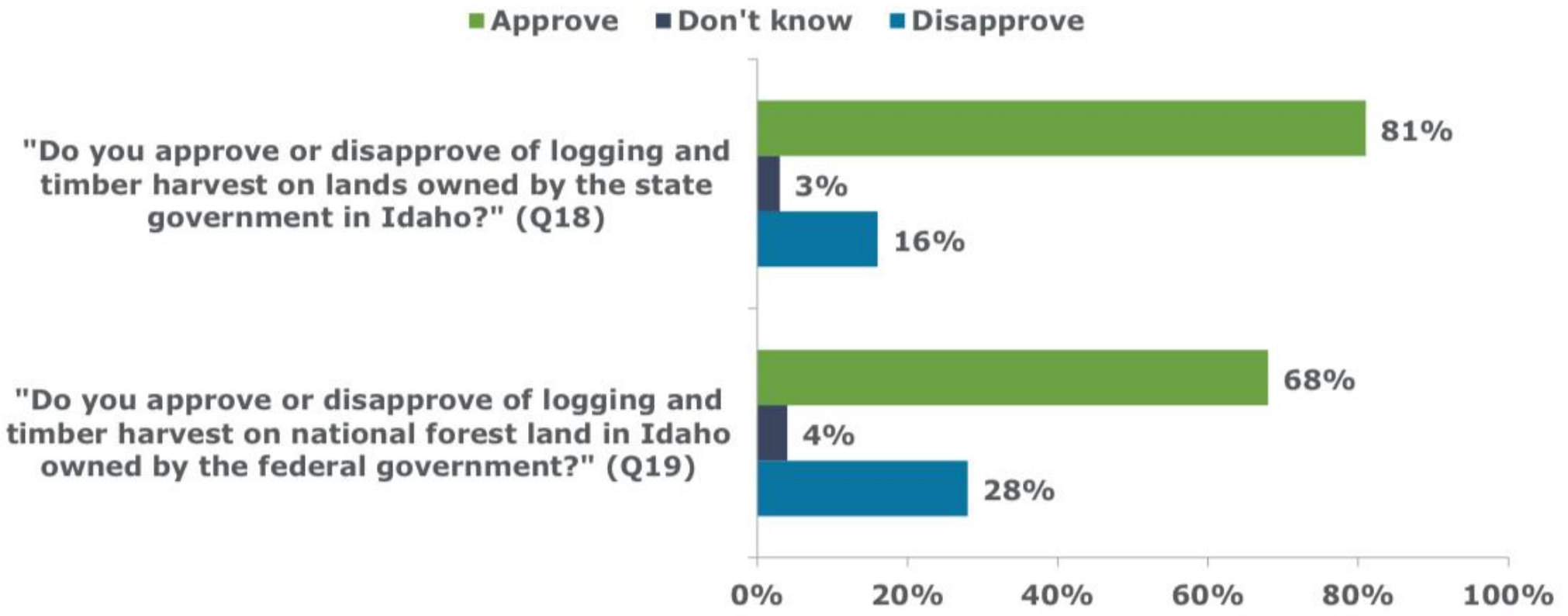


Don't bother

- Celebrity voices
- Rewriting music
- Creating photos
- Making logos

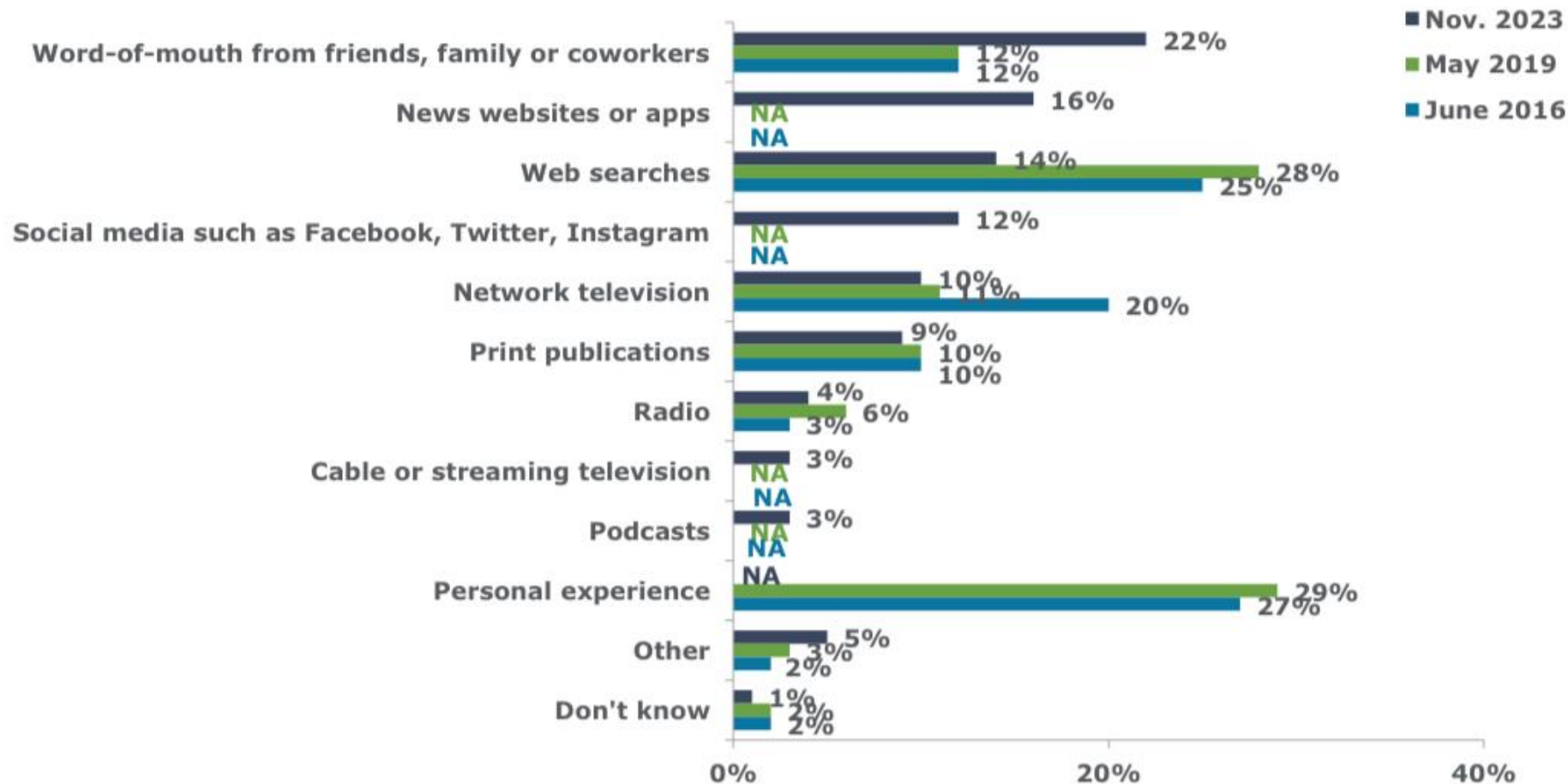
WIDE APPROVAL OF LOGGING ON STATE & NATIONAL FOREST LAND

"Now here are some questions about logging and timber harvest."



INFORMATION SOURCES ABOUT FOREST MANAGEMENT ISSUES

"Which one of the following sources do you rely on most for information about forest management issues in Idaho?" (Q31)



Show your people





So what does the rain mean

Shopping list



Roll over image to zoom in

[Visit the Rode Store](#)
4.4 ★★★★★ 6,974 ratings | 366 answered questions
#1 Best Seller in Recording Studio Racks
400+ bought in past month | 4K+ viewed in past month

Typical price: \$77.99 [Details](#)
Price: **\$66.95**
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You Save: **\$11.04 (14%)**

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.
[Eligible for Return, Refund or Replacement within 30 days of receipt](#) | [Free Amazon product support included](#)

Style: **Microphone**

Lavalier Microphone + Audio Interface, Black \$158.00	Microphone \$66.95
Microphone + Microphone with Mount \$121.00	

Recommended Uses For Product Singing, Karaoke, Gaming
Brand Rode
Connectivity Technology Wired

Shopping list





Rode Wireless GO Compact Wireless Microphone System

[Visit the Rode Store](#)

4.6 ★★★★★ 6,110 ratings | 225 answered questions

List Price: ~~\$299.00~~

Business Price ▼ **\$265.99**

You Save: **\$33.01 (11%)**

Eligible for Return, Refund or Replacement within 30 days of receipt ▼

Size: **Wireless Go**

Recommended Uses For Product	Singing, Karaoke
Brand	Rode
Model Name	Wireless Go
Connectivity Technology	USB
Connector Type	USB
Special Feature	Clin

[See more](#)

Shopping list



3.5mm TRS to TRRS Microphone Cable, Ancable 1/8 Male to Male Coiled Right Angle Mic Cord Compatible iPhone, Smartphone, Tablets with Rode SC7, VideoMic, VideoMicro Go, BOYA and More External Mic

[Visit the Ancable Store](#)

4.5 ★★★★★ 1,562 ratings | 7 answered questions

Save 11%

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Typical price: ~~\$8.99~~ [Details](#)

Price: **\$7.99**

[FREE Returns](#)

You Save: **\$1.00 (11%)**

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Shopping list



Apple Lightning to 3.5 mm Headphone Jack Adapter

[Visit the Apple Store](#)

4.7 ★★★★★

222,688 ratings | 532 answered questions

Amazon's Choice

for "lightning to 3.5mm"

List Price: \$9.00 [Details](#)

Price: **\$7.99**

[FREE Returns](#)

You Save: **\$1.01 (11%)**

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Compatible Devices	Apple iPhone
Specific Uses For Product	Headphones, PC, Cell Phone
Connector Type	Auxiliary, Lighting
Connector Gender	Male-to-Female

Shopping list



Roll over image to zoom in



DJI Osmo Mobile 6 Gimbal Stabilizer for Smartphones, 3-Axis Phone Gimbal, Built-In Extension Rod, Object Tracking, Portable and Foldable, Vlogging Stabilizer, YouTube TikTok, Slate Gray

[Visit the DJI Store](#)

4.6 ★★★★★ 5,557 ratings | 250 answered questions

Amazon's Choice for "dji osmo mobile 6"

List Price: ~~\$159.00~~ [Details](#)

Price: **\$149.00**

[FREE Returns](#)

You Save: **\$10.00 (6%)**

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ChatGPT



Otter.ai



Questions?

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