



# Practical AI for Radio

June 12, 2025



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Jacobs Media



# Agenda

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1. AI messaging, attitudes, and opinions
2. How and why to use AI
3. AI you can use at your station
4. Takeaways
5. Activity



# Instant Poll

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## AI Messaging

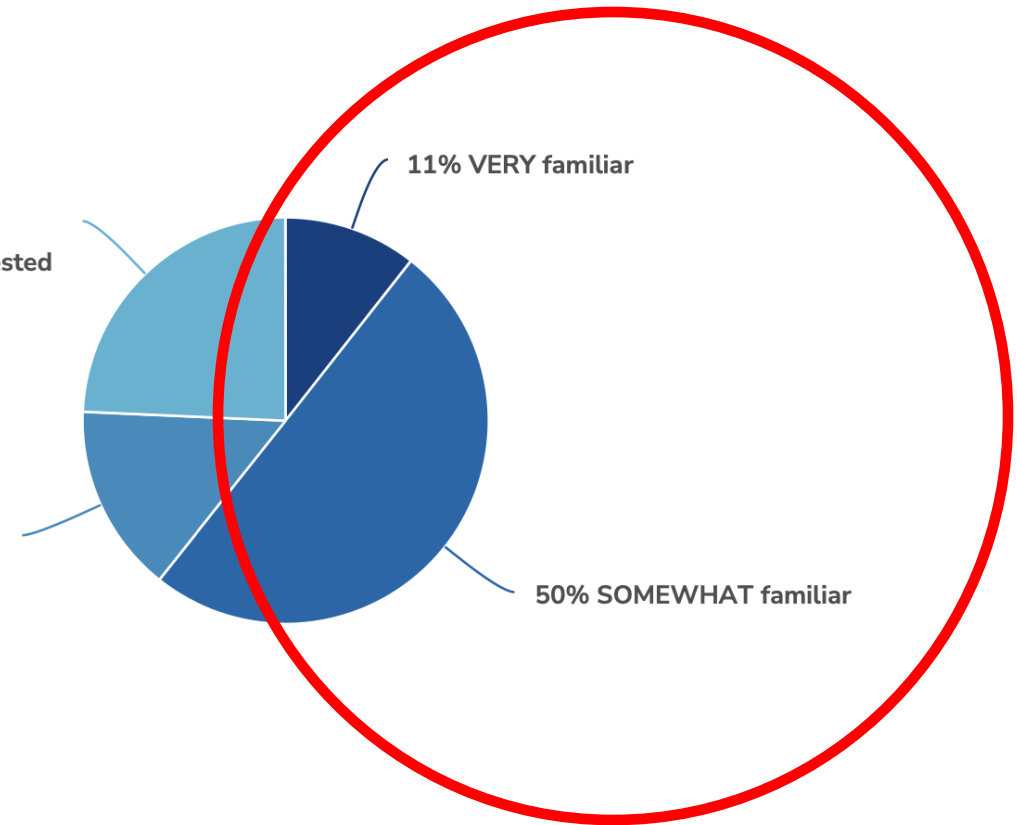
AI MESSAGING YESTERDAY



# AI Opinions: February 2025

24% NOT familiar with this technology, and I'm NOT interested in learning more

15% NOT familiar with this technology, BUT I'm interested in learning more



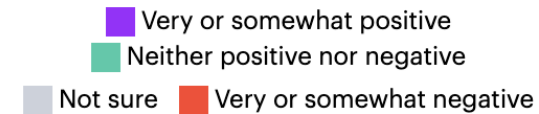
61% Somewhat/Very Familiar



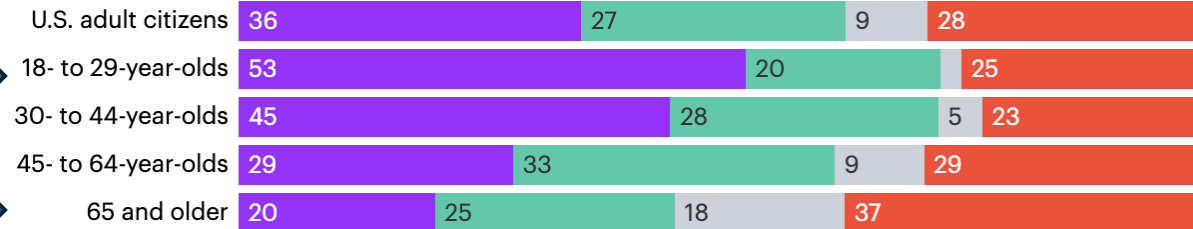
# AI Opinions: December 2024

## Adults under 30 are more likely than older Americans to say AI has had a **positive** impact on society

How would you describe the overall effects on society of the following technologies? (%)



### Artificial intelligence



YouGov

November 27 - December 3, 2024

73% Positive/Neutral

45% Positive/Neutral

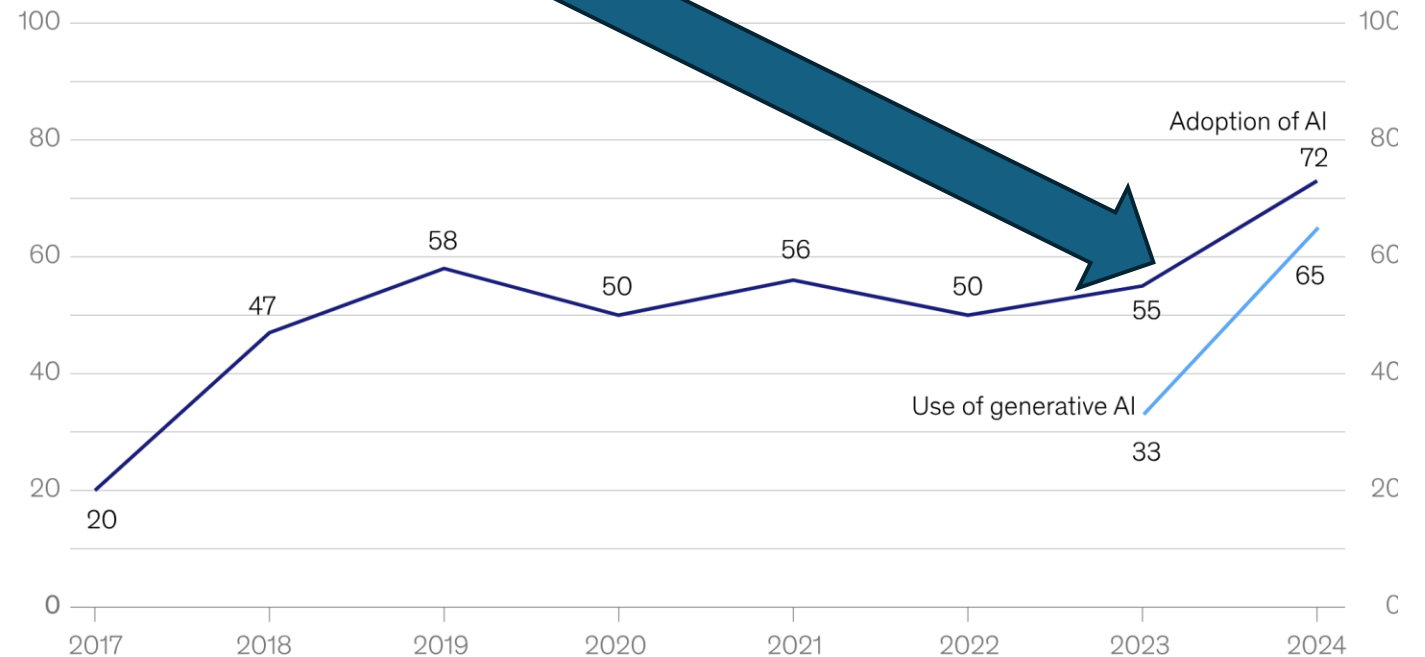


# AI Opinions: Businesses



AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

Organizations that have adopted AI in at least 1 business function,<sup>1</sup> % of respondents



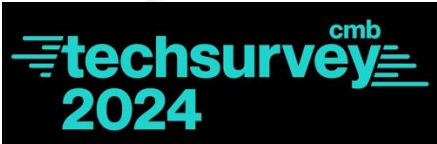
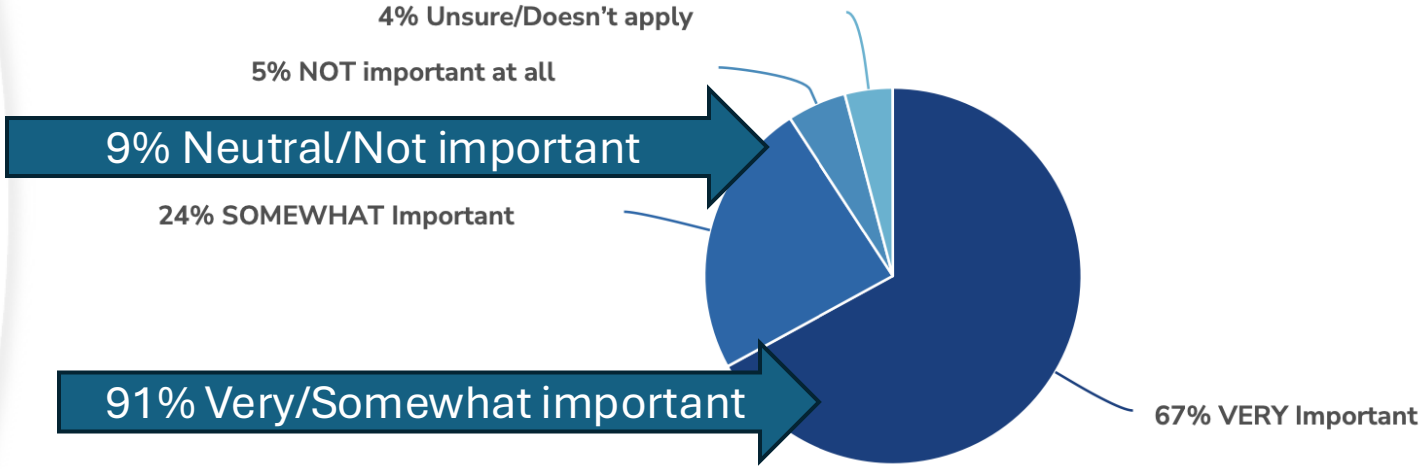
<sup>1</sup>In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.  
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

McKinsey & Company

Even if you aren't using AI, your competitors are.

How important is it to you that a station **reveal to the audience** they are using AI?

# AI Opinions: On-Air Usage – Disclosure





# Why Integrate AI into Your Workflow?

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- Efficiency
  - Your station's content needs to be on more platforms faster than ever
  - There is more work to do and there aren't more people to do it
- Creativity
  - AI users have a big “extra” brain
  - Content creators can create content as if they have a team of the best writers, illustrators, and videographers
  - Cost is in minimal
- Competition
  - Competitors and digital pure-plays are currently using it

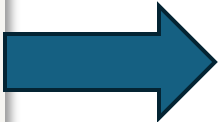
# Competition: Spotify Ads *Self Serve*



**Create new campaign**

**Objective**  
Choose an objective that fits your advertising goals.

<b>Reach</b> Build awareness Share your ads with as many people as possible to build awareness	<b>Impressions</b> Build awareness Share your ads as often as possible to stay top of mind
<b>Video views</b> Promote consideration Capture attention and get more people to watch your ad	<b>Website traffic</b> Promote consideration <b>Beta</b> Get more people to visit your website
<b>Clicks</b> Drive engagement Get more people to click on your ads to drive engagement	<b>App installs</b> Promote consideration <b>Beta</b> Show ads to people likely to click and download your app
<b>Streams</b> Drive engagement Promote your podcast or video content to people likely to listen or watch	



**Generate script** **Beta**  
Tell us what you want to say and get a script instantly.

**Product or service name**

**Main message**  
Describe the core message of your ad in 1-2 sentences.

**Call to action**  
End your script with a call to action. You can include a promotion code or vanity URL.

**Words to include (optional)**  
Add words or phrases separated by a comma.

**Words to avoid (optional)**  
Add words or phrases separated by a comma.

Ad length: 30 seconds

**Generate**



**Choose AI voice**

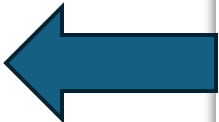
Select up to 3 voices. Voice samples are for reference only.

**Filter by**

**All genders** **All ages**

**English, North America**

<input type="checkbox"/>	<input type="radio"/>	Cassie Young adult, woman
<input type="checkbox"/>	<input type="radio"/>	Grace Young adult, woman
<input type="checkbox"/>	<input type="radio"/>	Isla Young adult, woman
<input type="checkbox"/>	<input type="radio"/>	Kiara Young adult, woman
<input type="checkbox"/>	<input type="radio"/>	Michaela Young adult, woman



# AI Best Practices

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- Use AI to make your work better
  - Brainstorming
  - Localizing
  - Platform extensions
  - Demographic extensions
- Always fact check AI outputs
  - Rewrite, don't write with AI
- Always get permission from intellectual property holders
- Ask company legal or state broadcast associations for guidance





# Best Practices

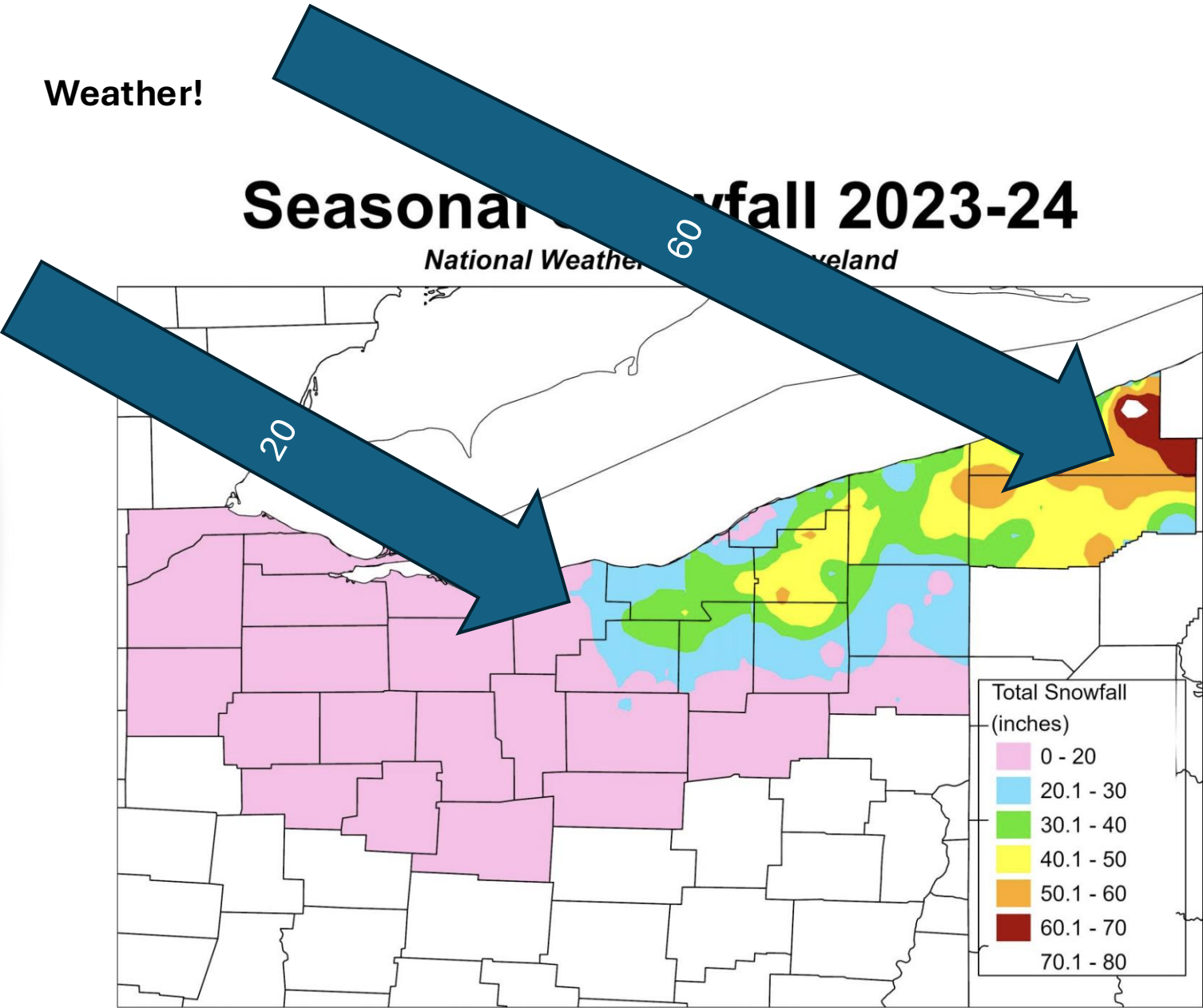
Best Practices:  
In the Wild



Weather!

Seasonal Snowfall 2023-24

National Weather Service Cleveland



**Weather!**

## Best Practices: In the Wild

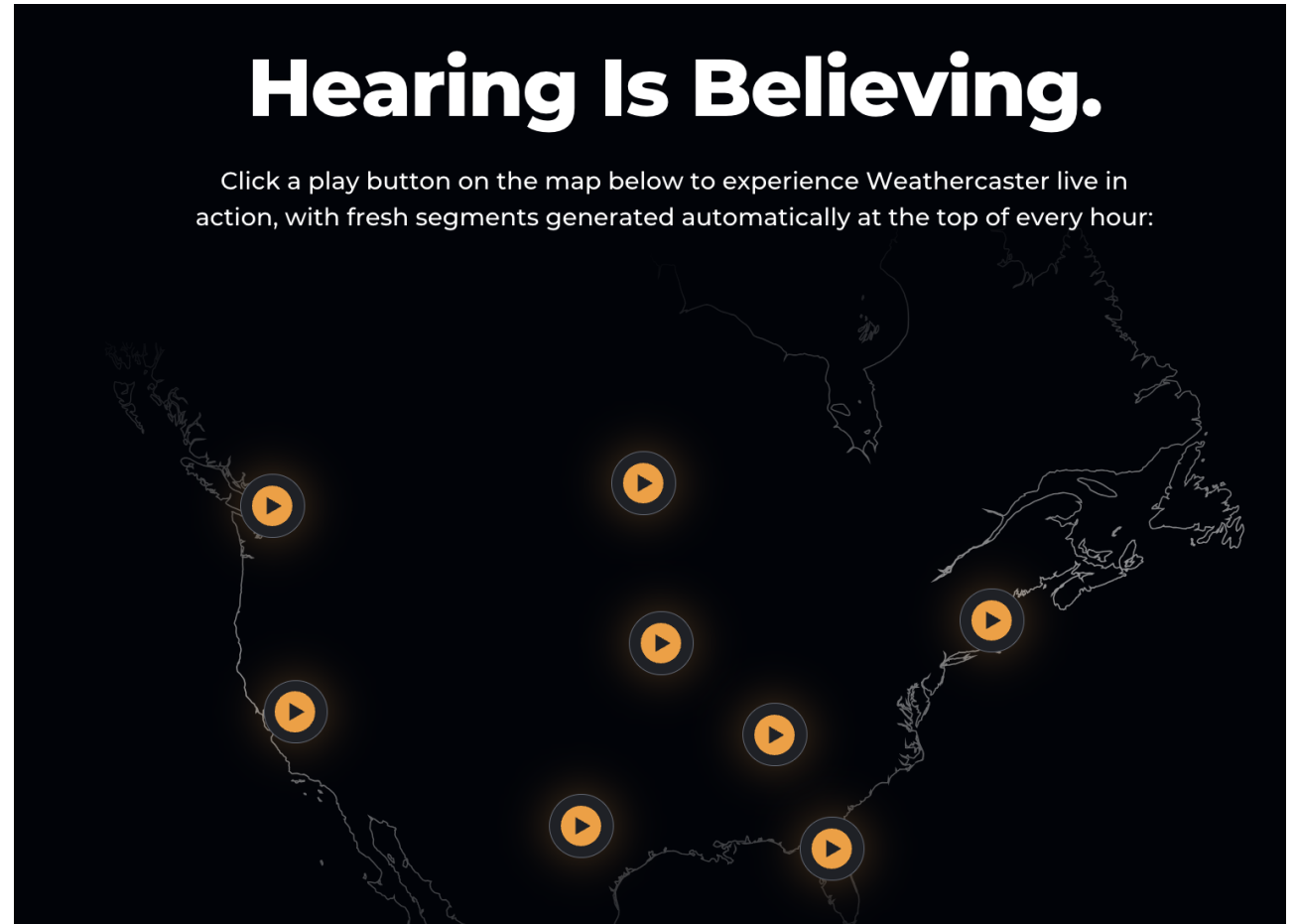
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# Best Practices: In the Wild



## Weather



# AI You Can Use Today!

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## 1. Text Generation

- ChatGPT / CoPilot (Microsoft)
- Gemini (Google)
- Meta.ai
- Grok (X.ai)

## 2. Image Generation

- ChatGPT
- Meta.ai
- Copilot (Microsoft)
- Grok

## 3. Audio Generation

- ElevenLabs

## 4. Video Generation

- ChatGPT
- Grok



# Optimizing your Prompt: Generative Text



**ChatGPT**



Example:

Two-station cluster promoting a Daddy-Daughter Dance

**PROMPT:**

STATION 1: CHR, targeting W- 25-44  
STATION 2: Classic Rock, targeting M 35-54  
EVENT NAME: Daddy Daughter Dance  
EVENT LOCATION: downtown Holiday Inn  
EVENT DATE/TIME: Sunday, June 15 from 4-8pm  
EVENT DETAILS: There will be pizza, games, and dancing.  
Tickets at eventbrite.com

Compose 1) :15 second promotional copy for on-air DJs to read, 2) :30 second advertisement 2) a Facebook post, and 3) an Instagram post for each station targeting each station's target audience

# Optimizing your Prompt: Generative Text



ChatGPT

## 📢 STATION 1: CHR (Target: Women 25–44)

**1) :15 On-Air DJ Read** Hey moms—grab your little girl and your dancing shoes! The *Daddy Daughter Dance* is happening June 15th at the Holiday Inn downtown. Games, pizza, and all the memories. Tickets at [eventbrite.com](https://eventbrite.com)!

**2) :30 On-Air Spot** Calling all moms and dads! It's time to create unforgettable memories with your little girl at the *Daddy Daughter Dance*, Sunday, June 15th from 4 to 8 at the downtown Holiday Inn. Enjoy pizza, games, and tons of dancing—it's a night she'll never forget! Don't miss out—tickets available now at [eventbrite.com](https://eventbrite.com).

### Facebook Post

👨👧🌟 Make memories that sparkle! Join us for the **Daddy Daughter Dance**—Sunday, June 15th from 4–8pm at the downtown Holiday Inn! 🎵 Dancing, 🍕 pizza, and fun games await. Perfect for dads, uncles, grandpas—or even the cool moms stepping in!

📅 Get your tickets today at [eventbrite.com](https://eventbrite.com)!

### Instagram Post

👨👧 Dads + Daughters = Unforgettable night! Join us *Sunday, June 15* for the **Daddy Daughter Dance** at the downtown Holiday Inn (4–8pm). Pizza, games, dancing—and a whole lotta memories.

📅 Tickets at [eventbrite.com](https://eventbrite.com)

👨👧❤️ #DaddyDaughterDance #MomLife #GirlDad #FamilyFun



**Jacobs**  
media

# Optimizing your Prompt: Generative Text



ChatGPT



## STATION 2: Classic Rock (Target: Men 35–54)

- **1) :15 On-Air DJ Read** Rock your role as Dad! Bring your daughter to the *Daddy Daughter Dance*, June 15th at the Holiday Inn downtown. Pizza, dancing, games—it's memory-making time. Tickets at [eventbrite.com](https://www.eventbrite.com).
- **2) :30 On-Air Spot** Hey dads—this one's for you. Show your little girl the time of her life at the *Daddy Daughter Dance*, Sunday, June 15th from 4 to 8pm at the downtown Holiday Inn. You'll get pizza, games, and a dance floor full of smiles. It's one night she'll remember forever. Tickets at [eventbrite.com](https://www.eventbrite.com)—don't miss it!

### Facebook Post

Dads, uncles, and grandpas—it's your time to shine. The **Daddy Daughter Dance** is Sunday, June 15 from 4–8pm at the Holiday Inn downtown. Pizza, dancing, and quality time with your little girl. She'll never forget it—and neither will you.

Grab tickets now at [eventbrite.com](https://www.eventbrite.com)  
#GirlDad #ClassicRockDads  
#DaddyDaughterDance

### Instagram Post

Be the hero of her story.   
 *Daddy Daughter Dance* → June 15, 4–8pm  
 Holiday Inn downtown  
 Pizza, games, dancing—and you.  
 Tickets at [eventbrite.com](https://www.eventbrite.com)

#GirlDad #ClassicRockDad #FamilyTime  
#DaddyDaughterDance



# Optimizing your Prompt: Generative Text



**ChatGPT**



- Interview Prep: Nate Bargatze

## PROMPT

CELEBRITY NAME = Nate Bargatze  
SPECIAL EVENT = Concert at Huntington Center

You are a content creator that is preparing for an interview with [celebrity name] in advance of [special event]. This interview must generate answers that are compelling, unique, and keep the audience engaged. Please compose questions that go beyond information that can be found through the Google search. Create 3 questions that will make the audience laugh and 3 questions, that will surprise the audience.

# Optimizing your Prompt: Generative Text



**ChatGPT**

## **3 Questions to Make the Audience Laugh:**

1. “You’ve called yourself ‘the Tennessee Kid’—but let’s be honest, what’s the most non-Tennessee thing about you?”
2. “If your GPS had your voice giving directions, what’s the most ‘Nate Bargatze’ line it would blurt out when someone misses a turn?”
3. “You’ve got a clean comedy reputation—but tell me, what’s the most harmlessly rebellious thing you’ve done lately? Like, did you double-park at Cracker Barrel?”



# Optimizing your Prompt: Generative Text



**ChatGPT**



## **3 Questions to Surprise the Audience:**

1. “You’ve joked about not being the smartest guy in the room—but if we gave you 24 hours and no distractions, what’s one topic you’d secretly love to become an expert on?”
2. “What’s a moment in your career—onstage or off—that totally bombed but ended up making you a better comedian?”
3. “If we looked through your Notes app right now, what’s the weirdest, unfinished joke or idea sitting in there that makes no sense... even to you?”

# Generative Images

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PROMPT:

Create an image of hands praying





Generative  
image: output

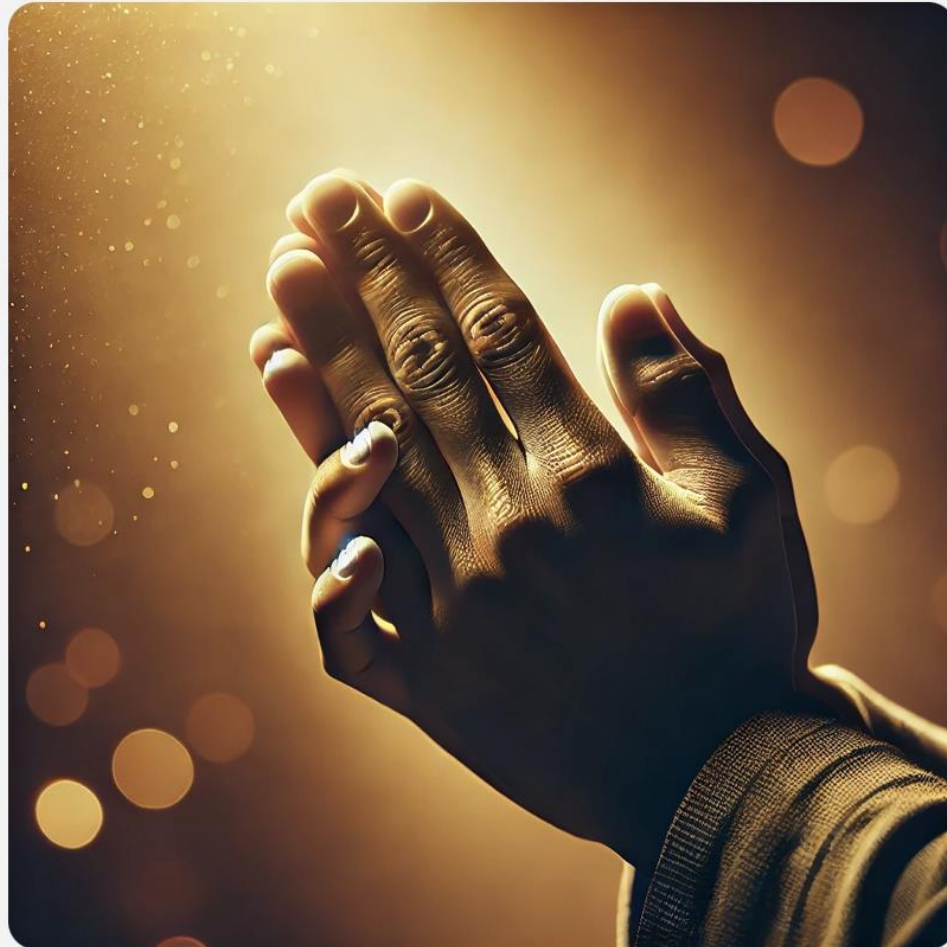
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**ChatGPT**



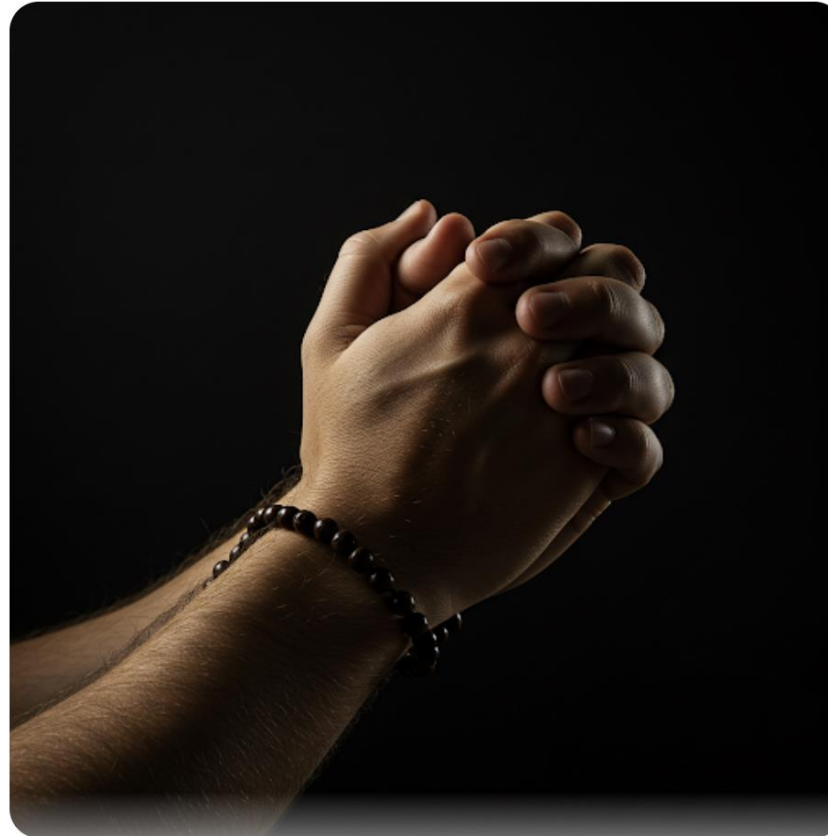


Generative  
image: output

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Google  
Gemini



# Generative image: output

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media



# Generative image: output

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# Generative AI: Audio

## II ElevenLabs



ChatGPT



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ChatGPT PROMPT: Write a :15 second script for ABC credit union's grand opening celebration on main street this Friday. They'll have food, games, and be giving away a 72" tv. The script should target 30 year old women.

Women:

**Looking for a fun way to kick off your weekend? ABC Credit Union's grand opening celebration on Main Street is this Friday! Bring the family for free food, games, and a chance to win a 72-inch TV—perfect for those Netflix marathons. Plus, it's a great time to check out their low-rate loans and family-friendly services. Don't miss it—Friday on Main Street!**

# Generative Video

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PROMPT:

Create a video of a steaming latte





# Generative Video: Output

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# Generative Video

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# Prospecting

Buzzboard.com



FILTERS TO FIND PROSPECTS

These Filters help refine your search results across various Signals and Segments.

CATEGORY(S) ⓘ

WEBSITE

AND OR

NEW PROSPECTS (22) CATEGORY COVERAGE (22) NEW ADDED PROFILES SAVED SEARCHES ACTIVITY LOG

Sort By: Estimated BuzzScore

CARD MAP

Showing All best match(s) for hvac in Jefferson City, MO. Click on the Category Coverage tab for additional prospects.

Select Prospects

Gas Plus ★

501 E Mccarty St, Jefferson City, MO 65101 aquariushomeservices.com (573) 634-8749 marketing@aquariushs.com

Employees

1 - 10

Annual Revenue

\$0.5M - \$1M

Locations

13

Estimated Spend/Mo

\$ \$ \$ \$ \$

Contacts Available

5

Category(s):

Heating, Ventilation & Air Conditioning Heating & Ventilating Contractors

Products Recommended:

SEO Maintenance Social Conversation Pay Per Click Display Ads E-Commerce Ready

Source:

Analized On:

May 2024

ADD

89

Aire Serv Of Jefferson City ★

2521 E McCarty St, Jefferson City, MO 65101 aireserv.com (573) 298-6444

Category(s):

Heating, Ventilation & Air Conditioning Heating & Air Conditioning Contractors

Products Recommended:

SEO Maintenance Social Conversation Pay Per Click Display Ads E-Commerce Ready

Source:

Analized On:

May 2024

ADD

84



# Takeaways

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## **DON'T**

Take AI results as 100% accurate

No deepfakes without permission

## **DO**

Create an AI Taskforce

Set an AI Policy

Experiment

Give Employees leeway to safely learn the tools

Be creative

Seek legal guidance

Verify outputs

Share your successes

**Respect your audience**

# Activity

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- **GROUP 1**

- Use ChatGPT, Gemini, or Meta.AI and ElevenLabs to create a :30 announcement promoting a special Fantastic Fourth of July Friday promotion - where your station will be giving away a flag and large pizza four-pack every hour.

- **GROUP 2**

- Use ChatGPT, Gemini or Meta.AI to brainstorm new OFF-AIR ways to increase donations to the station's official charity, the County Country Dog Rescue

- **GROUP 3**

- Use ChatGPT, Gemini, or Meta.AI to create copy for a Facebook post encouraging listeners to download the morning show's podcast.

THANK YOU

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JACOBS EDGE NEWSLETTER