Messaging Matters:
Amplify Communications with Generative AI
Selected Resources and References

How AI Can Help	Communication is hard. Generative AI can help. Data that speaks.
Connect the Dots	Make a list and check it twice. Sum it all up. Brainstorm new ideas.
Reach Everyone	Focus on your audience. Reduce. Reuse. Recycle. Improve conversations.

Generative AI Chatbots

Microsoft **Copilot**	https://copilot.microsoft.com	Text, Images
Open AI **ChatGPT / DALL-E**	https://openai.com/	Text, Images
Midjourney	https://www.midjourney.com/home	Images, Video?
Google **Gemini**	https://gemini.google.com/app	Text, Images
Anthropic **Claude**	https://claude.ai	Text
Perplexity	https://www.perplexity.ai/	Text

Prompt Writing

Role (Act as)	Task (Create a)	Requirements (Be sure to)	Output (Turn into)
Instructor	Lesson	Include	Plain text
Learning designer	Summary	Exclude	Bulleted list
Researcher	Blog draft	Number	Concept map
Project manager	Book outline	Length	Table
Committee chair	Proposal	Steps	Spreadsheet
Facilitator	Video script	Level	Graph
Presenter	Email	Tone	Slides
Author	Recommendation letter	Inclusive	Code

Prompting Tips

- RACE – Role, Action, Context, Execute
- CRAFT – Context, Role, Audience, Format, Task & Tone
- Power Questions- Prime, Augment, Refresh, Evaluate
- Prompt Libraries: Alchemy, AI for Work

Other AI to Try

- **Glasp** (curation and sharing) https://glasp.co/
- Figma **Figjam** (whiteboard) https://www.figma.com/figjam/
- **Asterix Writer** (assist with writing) https://www.asterixwriter.com/editor
- **Unscreen** (remove video background) https://www.unscreen.com/
- **ChefGPT** (create recipes, meal planning) https://www.chefgpt.xyz/
- **Goblin Tools** (To Do lists and Magic Chef) https://goblin.tools/
- **Adobe Express** (graphic design) https://express.adobe.com/sp
- **Canva** (graphic design and presentation tool) https://www.canva.com/
- **Elicit** (analyze research papers) https://elicit.com/welcome
- **Research Rabbit** (find related research) https://www.researchrabbit.ai/
- ChatPDF (interact with PDF content) https://www.chatpdf.com/

Safe Tech Use

- Security Basics for AI (University of Iowa) https://go.iastate.edu/AHO5CJ
- Responsible Use of AI (Harvard Business Review) https://go.iastate.edu/HKGSJP
- Communications Trends for Using Gen AI (Lexis Nexis, June 2024)
- Teaching with Gen AI Resource Hub (MIT Sloan)

Resources

Quality of Life improvements for time savings https://global.hitachi-solutions.com/blog/5-generative-ai-quality-life-improvements/

Resource for image generators https://ditchthattextbook.com/ai-image-generators/

Virtual Education page on MyExtension for artificial intelligence https://my.extension.iastate.edu/artificial-intelligence

Padlet with AI resources – https://go.iastate.edu/GSHWBA

List of AI tools – in case you want to look around - https://aitoolsdirectory.com/

GenAI for Local Governments – important considerations for AI use

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