AI INTEGRATION IN MEDIA

A FIELD GUIDE

CUSTOM ROADMAPS FOR INTEGRATING AI FOR OPERATIONS, PROGRAMMING, AND SALES

AI

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UNDERSTANDING AI IN MEDIA

There's no doubt about it. Artificial Intelligence (AI) has gone from a futuristic concept, to being a practical tool in our daily lives. AI continues to create groundbreaking changes across all industries. Broadcast media being no exception.

AI has now become integral to many broadcast brands' daily operations. From automating routine tasks to analyzing audience data, AI is enhancing efficiency and opening the doors to innovative content creation and maximizing reach.

WAYS AI IS BEING USED IN MEDIA

1. Content Creation and Curation: AI algorithms can generate scripts, assist in ad placement, and even curate content based on audience preferences and trends.

2. Audience Engagement: AI tools analyze market and audience data to offer personalized experiences, from content selection to targeted advertising.

3. Operational Efficiency: Routine tasks like outreach, scheduling, and reporting are streamlined with AI, allowing human staff to focus on their creative and strategic roles.

THE FUTURE POTENTIAL OF AI IN MEDIA

We're looking at AI-driven personalization reaching new heights, where content is not only tailored to listener groups but to individual preferences. Moreover, AI's predictive capabilities will offer unprecedented insights into audience behavior, helping stations stay ahead of trends.

We're already seeing radio stations create and interact with AI characters for unique and innovative programming choices. Stations are also providing listeners with more live and local content, during times that were previously unmanned - with dead air, recordings, or non-local content.

TV stations are expanding their reach with AI by turning broadcasts into multi-platform content. Ads are also becoming more personalized as the technology continues to progress.

It's important to remember that AI is a tool to enhance human creativity and efficiency, not to replace it. The goal is to harmonize AI capabilities with human intuition and experience, creating a media environment that's more dynamic, responsive, and connected to its audience than ever before.

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Answer all 25 questions by selecting "Yes," "No," or "N/A" for each.

Do you currently use an AI tool for…

	YES	NO	N/A
1. Using AI to predict the personality of advertising buyers or VIPs	☐	☐	☐
2. Automatically creating titles, keywords, and other meta data for your content	☐	☐	☐
3. Script generation and basic editing - using prompts with a general language model tool (like Chat GPT, Claude, etc)	☐	☐	☐
4. Generating social media content ideas - using prompts with a general language model tool (like Chat GPT, Claude, etc)	☐	☐	☐
5. Posting your social media content using a multi-platform publishing tool	☐	☐	☐
6. Automatically turning broadcasts into podcasts, with little to no manual time or effort	☐	☐	☐
7. Creating sales presentations by automatically analyzing market demographics and consumer behaviors	☐	☐	☐
8. Measuring and analyzing audience brand engagement	☐	☐	☐
9. Creating sales presentation decks that are customized for each advertiser	☐	☐	☐
10. Generating advertising buyer profiles	☐	☐	☐
11. Creation and full production of spec spots	☐	☐	☐
12. Local weather and news content, voiced by AI	☐	☐	☐
13. Qualifying sales leads	☐	☐	☐
14. Automatic music scheduling playlist creation	☐	☐	☐
15. Dynamic ad targeting and placement	☐	☐	☐
16. Instant notifications of global, national, or local trending topics	☐	☐	☐
17. Automatic show prep and script generation	☐	☐	☐
18. Detecting local business trends and advertising opportunities	☐	☐	☐
19. Offering personalized content recommendations to your audience	☐	☐	☐
20. Capturing and analyzing listener/viewer feedback	☐	☐	☐
21. Organizing and categorizing your media library	☐	☐	☐
22. Crowdcasting: Letting your audience vote on songs that play on the air, automatically changing the music based on listener engagement	☐	☐	☐
23. Show integrations with smart speakers like Alexa and Google Home	☐	☐	☐
24. On-air voices for unmanned dayparts, traffic, whether, news reports, or cloned DJs	☐	☐	☐
25. Full AI-driven show production	☐	☐	☐

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SCORING

Calculate You Total:
Give yourself 1 point for every "Yes" answer, and 0 points for every "No" or "N/A" answer.
Then, go to the corresponding page and discover the AI Roadmap best suited for your station!

0-5 Points:

Beginner - see page 6

This suggests you're at the early stages of integrating AI within your station. Learn a few tips on identifying bottlenecks and operational challenges and about AI possibilities in broadcasting.

6-10 Points:

Intermediate - see page 9

At this stage, you've made some incremental improvements in utilizing AI for a few operational efficiencies. Explore ways to use AI for predictive analytics, sales growth, and local community connection.

11-15 Points:

Advanced - see page 12

Here, you have a proficient level of AI integration. Look into more sophisticated AI applications and solutions that will enhance your programming and content creation - like content personalization, automated scheduling, and enhanced audience engagement.

16-20 Points:

Pioneer - see page 14

Suggests you're at the forefront of AI integration. Discover new and creative applications, continuing to push the boundaries into broadcasting frontiers.

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BEGINNER STAGE | 0 - 5 Points

IDENTIFY BOTTLENECKS AND OPERATIONAL CHALLENGES.

Looks like you're at the threshold of integrating Artificial Intelligence into your broadcast operations. This stage is about exploring the fundamentals of AI and identifying how it can streamline your workflow and enhance your content.

For beginners, AI can start as a support system, helping to organize and manage digital content, automating repetitive tasks, and providing basic insights into audience preferences.

KEY AREAS TO EXPLORE:

1. AI for Content Management: Specialized AI tools, such as Google Cloud Video Intelligence API or Amazon Rekognition, can analyze audio to extract meaningful tags and categories. While these are more common in the video domain, they can be adapted for audio content, too.

2. Audience Analysis: Use AI tools to gain insights into your audience's behavior and preferences. For example, **TopicPulse** analyzes social media and online sources to give real-time insights into what topics and stories are gaining traction with your audience. Services like MusicMaster or GSelector use AI to analyze listener preferences and historical data to optimize your music playlist.

3. Automating Tasks: You've probably already tried ChatGPT for emails, social posts, and editing. For a significant boost to not only efficiency but also sales, look into **SpotOn** for full production SpecSpots in seconds. There's also **POST**, which instantly turns your broadcasts into podcasts.

ACTION STEPS FOR BEGINNERS:

- **Individual Assessment:** Take time during your workday to identify tasks that are slow, repetitive, or prone to bottlenecks. Write these down as potential areas for AI enhancement.

- **Team Collaboration Meeting:** Organize a meeting to discuss challenges and routine tasks that consume significant time. This collaboration will help pinpoint where AI can be most beneficial, from production to sales.

- **Get an AI Buddy:** Pair up with a colleague or a friend who is also exploring AI. Sharing experiences and solutions can quicken your learning and make the process even more enjoyable.

COMMON PITFALLS TO AVOID:

- **Avoid Tool Hopping:** Jumping between multiple AI platforms for tasks can negate the time-saving benefits of AI. Focus on integrated solutions that streamline processes, rather than complicating them.

- **Ignoring the Scale of Problems:** Evaluate whether the issues you're addressing are minor or have significant ROI potential. Opt for specialized, industry-specific tools for larger, multi-layered challenges.

- **Resistance to Adopting AI:** AI is reshaping the future of broadcasting. Staying informed and adaptable ensures you and your station remain competitive and innovative.

AI FOR AUDIENCE ANALYTICS, SALES, PREDICTIVE ANALYTICS, AND LOCAL COMMUNITY CONNECTION.

This stage is about leveraging AI more strategically to improve and enhance your content and audience engagement. At this stage, AI becomes a tool not only for simplifying tasks but also for gaining deeper insights and adding value to your business. Intermediate AI integration involves using more sophisticated tools for analytics, sales, and community engagement.

KEY AREAS TO EXPLORE:

1. Advanced Audience Analytics: Consider tools or features within platforms that track engagement metrics like listening duration, skip rates, and interaction with specific segments. For a DIY set-up, check out Google Analytics and Google Data Studio. While primarily web-focused, Google's tools can track user engagement on digital platforms, including digital media and podcasts, when integrated correctly. This data can help identify content that resonates or areas that may need improvement.

AI-Driven Sales and Marketing Tools: Salesforce and Hubspot have AI built into some of their sales and marketing features. However, if you're looking for an AI tool specifically built for the media industry, then check out **TopLine** for all your sales intelligence needs.

3. Local Community Engagement: Employ AI to analyze and engage with local communities more effectively, fostering a stronger connection with your audience. For a comprehensive approach, **TopicPulse** pulls from social media and over 250,000 sources for accurate and up-to-the-minute audience trends.

ACTION STEPS FOR INTERMEDIATE USERS:

- **Set Benchmarks:** To know the true value of your AI tools, set your benchmarks, and review them each quarter. Benchmarks could include: # of podcasts published each week, # of weekly spec spots created, # of sales calls booked, time it takes to upload content, audience reach per platform, etc.

- **Train Your Team for Advanced Usage:** Ensure your team is well-equipped with the skills and knowledge to use AI tools effectively. Provide trainings or screencasts of processes.

- **Lay the Groundwork for the Next Level:** Reaching the next stage of AI implementation means incorporating deeper company initiatives. You might check out the "Advanced" stage recommendations to see what lies ahead.

COMMON PITFALLS TO AVOID:

- **Over-reliance on AI:** While AI can be powerful, relying solely on AI can be risky. Use AI as a tool to aid, not replace, human judgment.

- **Losing Focus:** Remain grounded in your core objectives. The allure of new technologies can distract you from your goals. Remember, the primary purpose of employing AI should be to streamline processes, enhance decision-making, and ultimately drive better outcomes for your station and audience.

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Spend **less time researching** and more time in the field building relationships and selling

TOPLINE® IS YOUR KEY TO UNLOCKING SALES SUCCESS

PODCASTING SIMPLIFIED
REVENUE MAXIMIZED

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POST®

EFFORTLESSLY TURN BROADCASTS INTO PODCASTS

Increase reach and revenue without the technical headache

Convert your **existing content into on-demand** digital gold

Create once, publish instantly with POST Automatic Publishing and with PPM encoded content

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ADVANCED STAGE | 11 - 15 Points

CONTENT PERSONALIZATION, AUTOMATED SCHEDULING, AND ENHANCED AUDIENCE ENGAGEMENT.

This stage is about refining and optimizing AI to create more sophisticated and impactful broadcasting experiences. In the Advanced stage, AI is no longer just a support tool; it becomes a core part of your strategy for content creation, audience engagement, and programming. It's about using AI to its full potential, pushing the boundaries of traditional broadcasting.

KEY AREAS TO EXPLORE:

1. Streamlined Local Content: Specifically designed for the broadcasting industry, **Futuri AudioAI** can automate content creation, including voiceovers and segment production. Its ability to analyze listener data and preferences can also inform you on locally relevant content.

2. Automated Scheduling and Programming: You could upload historical listener data into tools like RapidMiner or Tableau for AI to analyze and identify when audience is most engaged. Alternatively, using tools like **POST** will automatically analyze your audience data and upload content at peak times across multiple platforms.

3. Enhanced Audience Interaction: Leveraging AI social listening tools, like Sprout Social, can analyze audience sentiment about your brand. Having an AI-driven app, like **Futuri Mobile**, can analyze audience data, provide personalized content, and increase audience interactions.

ACTION STEPS FOR ADVANCED USERS:

- **Ask What If:** In figuring out your next steps with AI, remember to tap into your team's creativity. Having conversations around "What if…" can unlock the industry's next big innovation.

- **Clarify Your Processes:** As you deepen your skills with AI, now is a good time to document workflows for your team. This will (quite literally) keep everyone on the same page.

- **Grow with Partners:** Scoring in the Advanced stage suggests you're on a growth and innovation path for your station. And the world of AI changes rapidly. In choosing your AI-solutions providers, make sure you select companies that are poised to grow with you.

COMMON PITFALLS TO AVOID:

- **Losing the Human Element:** As AI capabilities grow, maintain the human touch in your content. Authenticity and human connection are irreplaceable.

- **Complacency in Innovation:** Avoid getting comfortable with current AI achievements. The field of AI is rapidly evolving, and continuous innovation is key.

PIONEER STAGE | 16 - 20 Points

PUSH THE BOUNDARIES INTO BROADCASTING'S FRONTIERS.

This stage is about pioneering new applications of AI, setting industry trends, and exploring uncharted territories in AI-driven broadcasting. As a Pioneer, your station is a trailblazer, using cutting-edge AI technologies to redefine the listener experience and create broadcasting content that's ahead of its time. This stage is about pushing the limits and exploring the full potential of AI in broadcasting.

KEY AREAS TO EXPLORE:

1. Embrace Creativity with AI: Experiment with AI-driven personalities and show segments. Consider developing AI characters or hosts, such as **Futuri's AudioAI**, that can interact with audiences in novel ways, making your station stand out.

2. Revolutionize Sales with AI Integration: **TopLine's** data-driven insights and **SpotOn's** instant spec spots can revolutionize how you pitch to advertisers, making your proposals irresistible. For broader marketing strategies, explore platforms like HubSpot or Salesforce, which offer AI tools to optimize customer relationship management and marketing automation, tailoring your outreach to specific audience segments.

3. Exploring New Frontiers: Be on the lookout for emerging AI technologies and applications that can transform broadcasting, such as AI in voice and video synthesis or real-time content adaptation.

ACTION STEPS FOR PIONEERS:

- **Lead in Innovation:** Continue to invest in and experiment with the latest AI technologies, setting an example for the industry.

- **Foster a Culture of Experimentation:** Encourage your team to think outside the box and experiment with new AI applications in broadcasting.

- **Share Insights and Learnings:** As a pioneer, share your experiences and learnings with the broader broadcasting community to foster industry-wide growth.

COMMON PITFALLS TO AVOID:

- **Overlooking User Experience in Pursuit of Innovation:** Ensure that new AI applications enhance, rather than complicate, the listener experience.

- **Isolation in Innovation:** While it's great to lead, remember that collaboration can amplify your efforts. Engage with other pioneers, share insights, and consider collaborative projects to drive the industry forward collectively.

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DEVELOPING YOUR AI INTEGRATION ROADMAP

A WORKSHEET

This worksheet is designed to guide you through the process of creating a personalized AI integration plan for your station. It will help you set clear goals, choose the appropriate tools, plan for staff training, and establish metrics for measuring success.

PART 1 | Goal Setting

→ **Define Your AI Objectives:**

- What specific objectives do you want to achieve through AI integration? (e.g., improve audience engagement, streamline content management, enhance ad targeting)

- Write down 2-3 main objectives.

→ **Prioritize Your Objectives:**

- Order these objectives based on their importance and feasibility.

PART 2 | Tool Selection

→ **Assess Current Tools:**

- What AI tools or technologies are you currently using?

- Evaluate their effectiveness.

→ **Identify New Tools:**

- Based on your objectives, research and list potential AI tools or solutions that can help achieve these goals.

- Consider budget, compatibility with existing systems, and ease of use.

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Staff Training Plan

→ **Identify Skill Gaps:**

- What skills does your team need to effectively use the selected AI tools?
- List the training or knowledge required.

→ **Develop a Training Strategy:**

- Plan how you will provide this training (e.g., workshops, online courses, hiring experts).
- Set a timeline for training completion.

Success Metrics

→ **Define Success Metrics:**

- How will you measure the success of your AI integration?
- Choose metrics that align with your objectives (e.g., increased listener engagement rates, reduced content management time).

→ **Create a Tracking System:**

- Decide how and when you will track these metrics (e.g., monthly analytics reports, quarterly reviews).

Action Plan

→ **Create a Timeline:**

- Set realistic deadlines for each stage of your AI integration (goal setting, tool implementation, staff training, success evaluation).

→ **Assign Responsibilities:**

- Who will be responsible for each part of the plan?
- Ensure clear communication and accountability.

→ **Review and Adjust:**

- Schedule regular check-ins to review progress, discuss challenges, and make necessary adjustments to your roadmap.

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CONCLUSION

Congratulations on completing our AI readiness quiz! Regardless of your score, remember that every step towards integrating AI into your station is a leap towards innovation and growth. Here are your next steps to seamlessly blend AI into your broadcasting operations:

- **Reflect on Your Quiz Insights:** Review the key areas and action steps tailored to your readiness level. Whether you're a beginner or a pioneer, there's always room to expand your AI capabilities.

- **Explore Futuri's AI Solutions:** Familiarize yourself with the tools designed to revolutionize broadcasting:

  - **TopLine**: Enhance your ad sales with AI-driven insights and analytics. TopLine turns data into compelling sales narratives, helping you secure more deals by demonstrating unique audience insights and value propositions to advertisers.

  - **SpotOn**: Revolutionize your ad creation process with SpotOn's instant spec spots. This tool empowers you to quickly produce high-quality, customizable ad demos, showcasing potential commercials to advertisers with ease and efficiency, elevating your pitch and closing sales faster.

  - **Futuri AudioAI**: Elevate your programming with AI-driven content curation and synthetic voice technology, perfect for personalized broadcasts and seamless automation.

  - **TopicPulse**: Stay ahead with real-time insights into trending topics, ensuring your content is always relevant and engaging.

  - **POST**: Instantly transform your broadcast content into podcasts, expanding your digital footprint and audience reach.

  - **Futuri Mobile**: Engage with your listeners on-the-go with a powerful mobile app tailored to your station's brand and content.

Let's Build Your AI-Enhanced Broadcasting Future Together
Our suite of AI solutions is designed with your station's success in mind, offering customizable options that fit your specific needs and goals. Don't let the potential of AI in broadcasting remain untapped.

Visit **Futuri's website** to learn more about our products and schedule a call. We're here to guide you through the process. Together, we'll explore how AI can fuel your station's growth and redefine what's possible in media.

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