Getting the best out of AI

Mark Egan

https://chatgpt.com/

firefly.adobe.com

www.canva.com/ai-image-generator/

https://www.linkedin.com/in/markeganvideo

Mark Egan

RSI
Radiotelevisione
Svizzera

World Health
Organization

European Parliament

nctj
National Council for the
Training of Journalists

BBC

sky

EBU
NOS

Meta

LIVERPOOL
JOHN MOORES
UNIVERSITY

svt

PRIME MINISTER'S OFFICE
FINLAND

Oxfam

HELP for
HEROES

RTÉ

ESSEX
POLICE

TVP
TELEWIZJA POLSKA

Rai

EHF

sanoma

ČESKÝ ROZHLAS
CZECH RADIO

absw
ASSOCIATION OF BRITISH
SCIENCE WRITERS

Virgin
media

EUROPEAN HANDBALL
FEDERATION

1.Marine Le Pen, French far-right politician, receives 5-year ban from public office

2.Court imposes 5-year public office prohibition on France's Marine Le Pen

3.French far-right leader Marine Le Pen barred from running for office for five years

4.Le Pen faces 5-year political candidacy ban in France

5.Five-year election ban imposed on French nationalist leader Marine Le Pen

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5.Five-year election ban imposed on French nationalist leader Marine Le Pen

1. Stock markets worldwide tumble ahead of Trump tariff implementation

2. Global markets drop as Trump's new tariffs loom

3. International stocks fall in anticipation of impending Trump tariffs

4. Markets across globe decline days before Trump's tariff policy begins

5. Global stock markets slide days before Trump tariffs take effect

1. Stock markets worldwide tumble ahead of Trump tariff implementation

2. Global markets drop as Trump's new tariffs loom

3. International stocks fall in anticipation of impending Trump tariffs

4. Markets across globe decline days before Trump's tariff policy begins

5. Global stock markets slide days before Trump tariffs take effect

Bergens Tidende BT Magasinet Sport Økonomi Meninger

Ny eier til eiendommen i Lars Hilles gate i Bergen

Leilighet i Ortuflaten solgt for 2.380.000 kroner

Leilighet i Mjølkeråen kjøpt for 1.440.000 kroner

Bergens Tidende Subscribe!

The Local Business Robot

Severe revenue shortfall for the famous fish restaurant

Fjellskål on Bryggen is taking a big hit in the corona crisis.

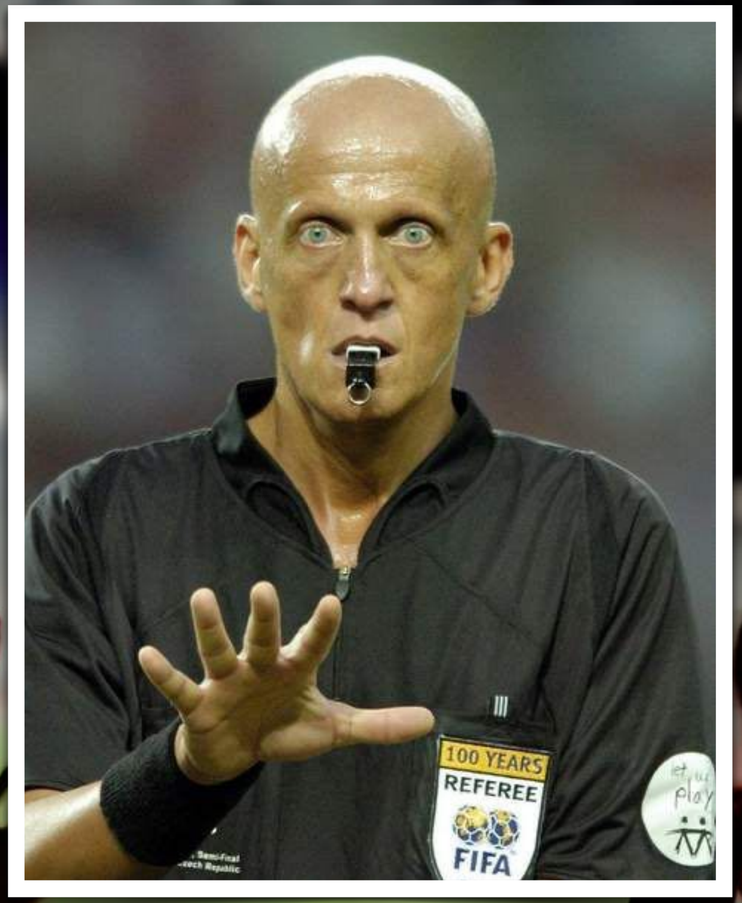
Profitability curve: The illustration shows the operating margin of Fjellskål AS over the past five years. The percentage in the box to the left is last year's margin. The background is aerial photos of the company's address.

Av **BTs Local Business Robot**

Published 20. september 2021

SPFL
ICT
0
0
AUFC
45:28

WHAT IS THE SOLUTION?



WHAT IS THE SOLUTION?

Develop a fantasy screenplay exploring a hypothetical interaction between Mayan and ancient Egyptian civilizations. Balance historical accuracy with creative liberty. First, compile relevant reference materials. Then, propose potential narrative directions and creative inspirations. Finally, select the most compelling concept and draft a preliminary script outline.

Manus

All files in this task

All | Documents | Images | Code files | Links

Earlier

- todo
  16 days ago
- mayan_civilization_research
  16 days ago
- ancient_egyptian_civilization_research
  16 days ago
- historical_interaction_possibilities
  16 days ago
- narrative_directions
  16 days ago
- creative_inspirations
  16 days ago
- selected_concept
  16 days ago
- preliminary_script_outline
  16 days ago
- final_screenplay_concept
  16 days ago

preliminary_script_o... | Preview | Code

ACT II-A: ADAPTATION

LEARNING CURVE

Both priests begin to navigate their new worlds

SCENE 11: EGYPT - DAY

- K'inich struggles with Egyptian court politics
- Nefertari offers guidance, intrigued by "Amenhotep's" changed perspective
- K'inich begins to appreciate Egyptian knowledge preservation through writing
- He makes his first political misstep, offending an important noble

SCENE 12: MAYAN TERRITORY - DAY

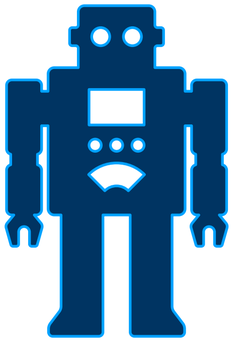
- Amenhotep is forced to participate in a Mayan ball game
- Ix Chel helps him avoid embarrassment, becoming an ally
- Amenhotep is impressed by Mayan astronomical precision
- He inadvertently reveals his ignorance of an important Mayan tradition

GROWING COMPLICATIONS

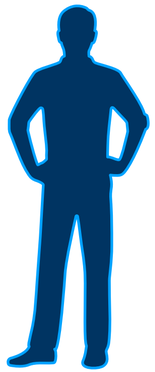
Political rivals become suspicious in both worlds

Data analysis

Automation



Personalisation



Multi-modal production

Aftonbladet

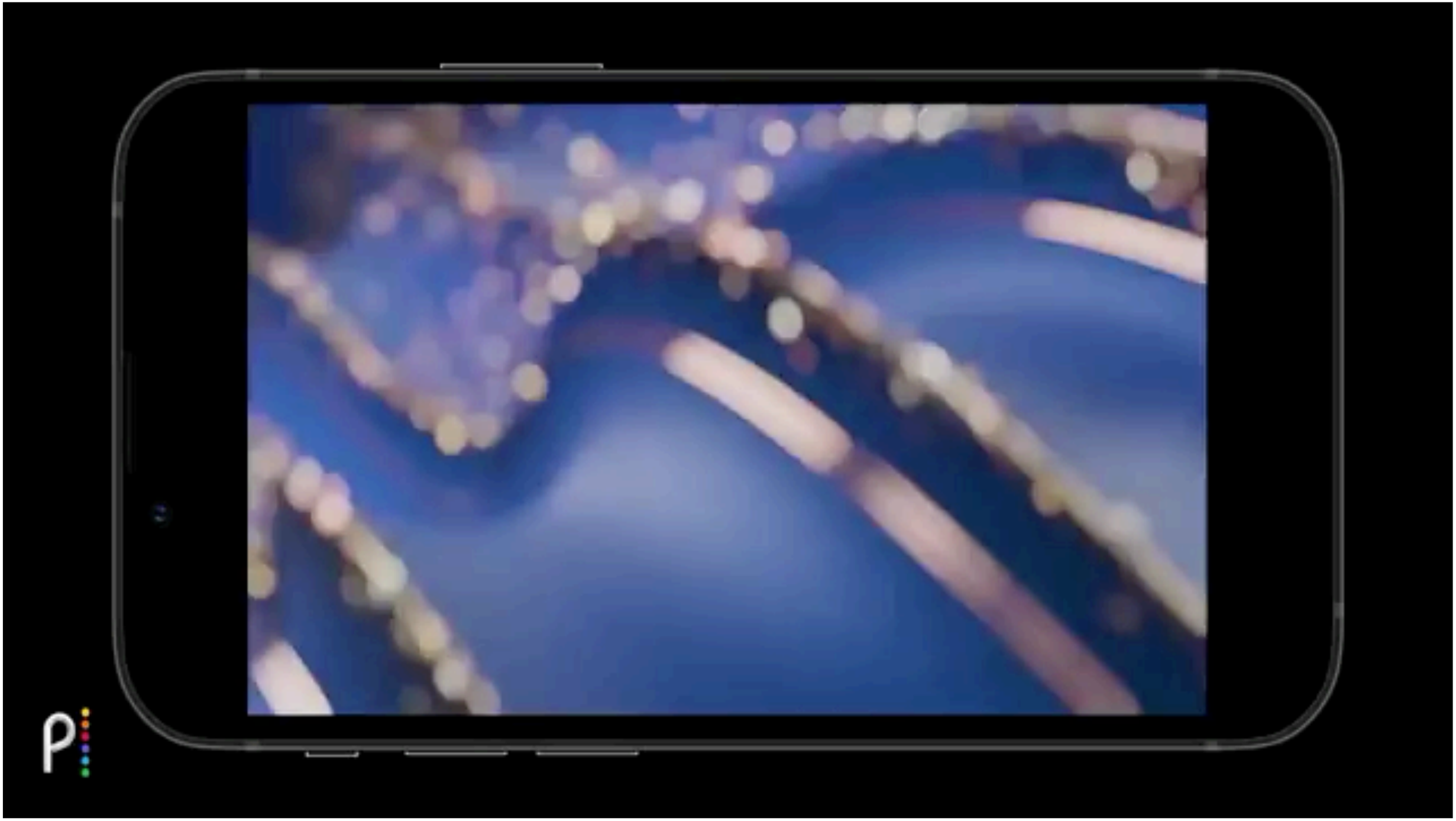
The Valkompisen chatbot generated more than 180,000 questions, drove conversions, and provided insights for future election coverage.

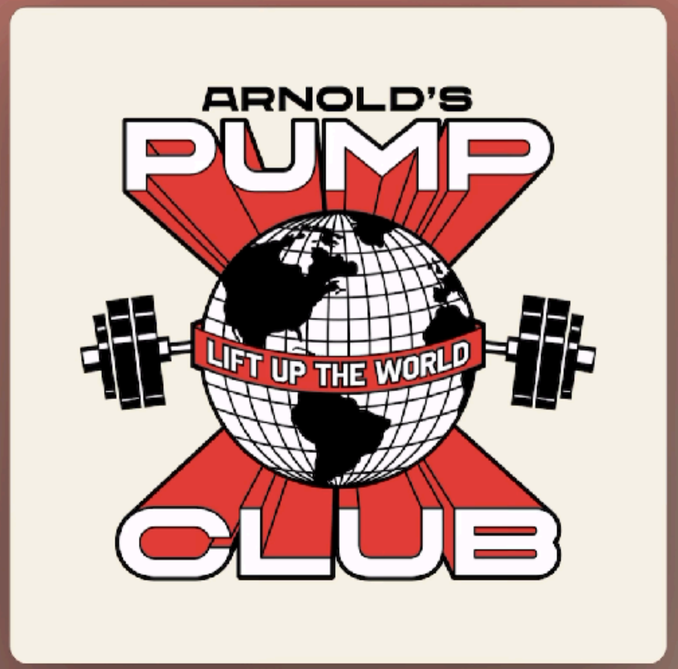
2
Spør vår valg-ekspert
KI-Kjetil svarer på alle dine USA-valg spørsmål
Chat med KI-Kjetil
Advarsel: KI-Kjetil kan gjøre feil.

Norway's biggest daily doubles audio audience with AI-voiced articles

Norwegian daily says text articles read by an AI voice have similar listen rates to its podcasts.

By Aisha Majid





18 MARCH 2025

#200: Don't Underestimate The L

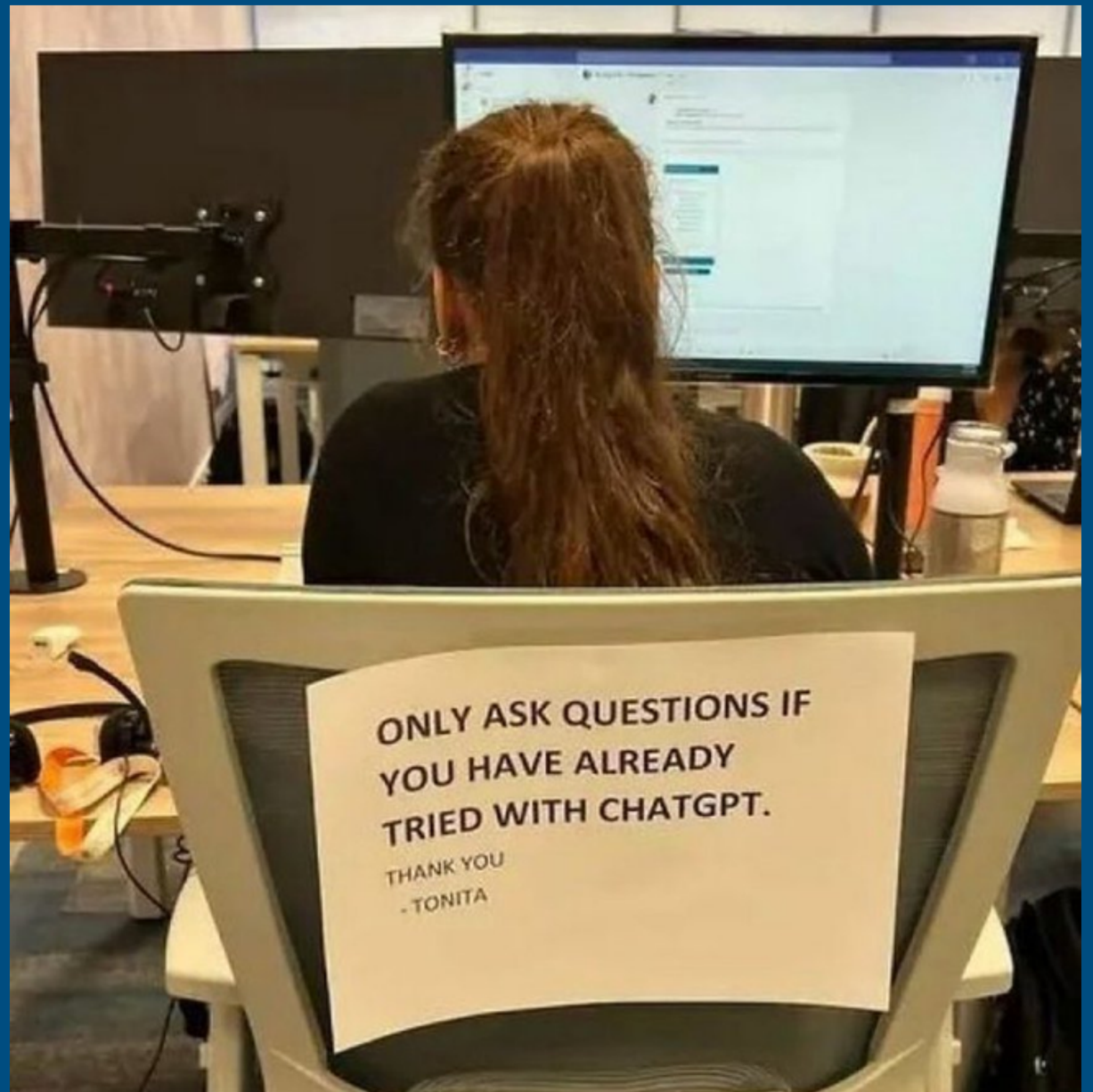
Arnold's Pump Club

0:09 -8:36

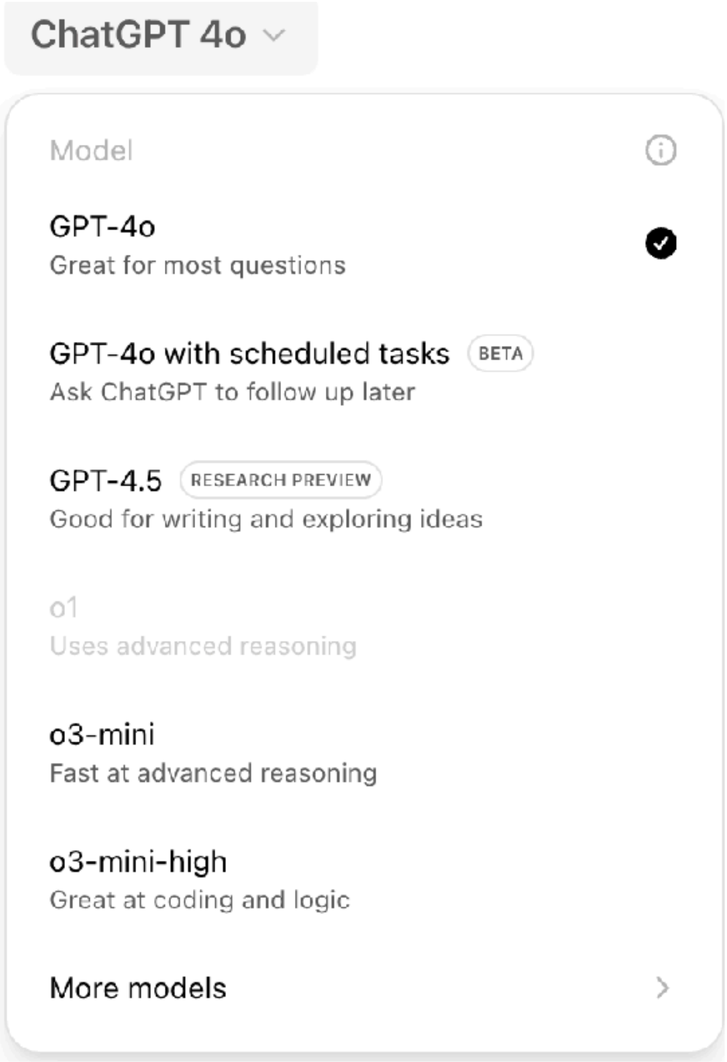
1×

Prompting is to AI age what typing was to the internet age

Large Language Models



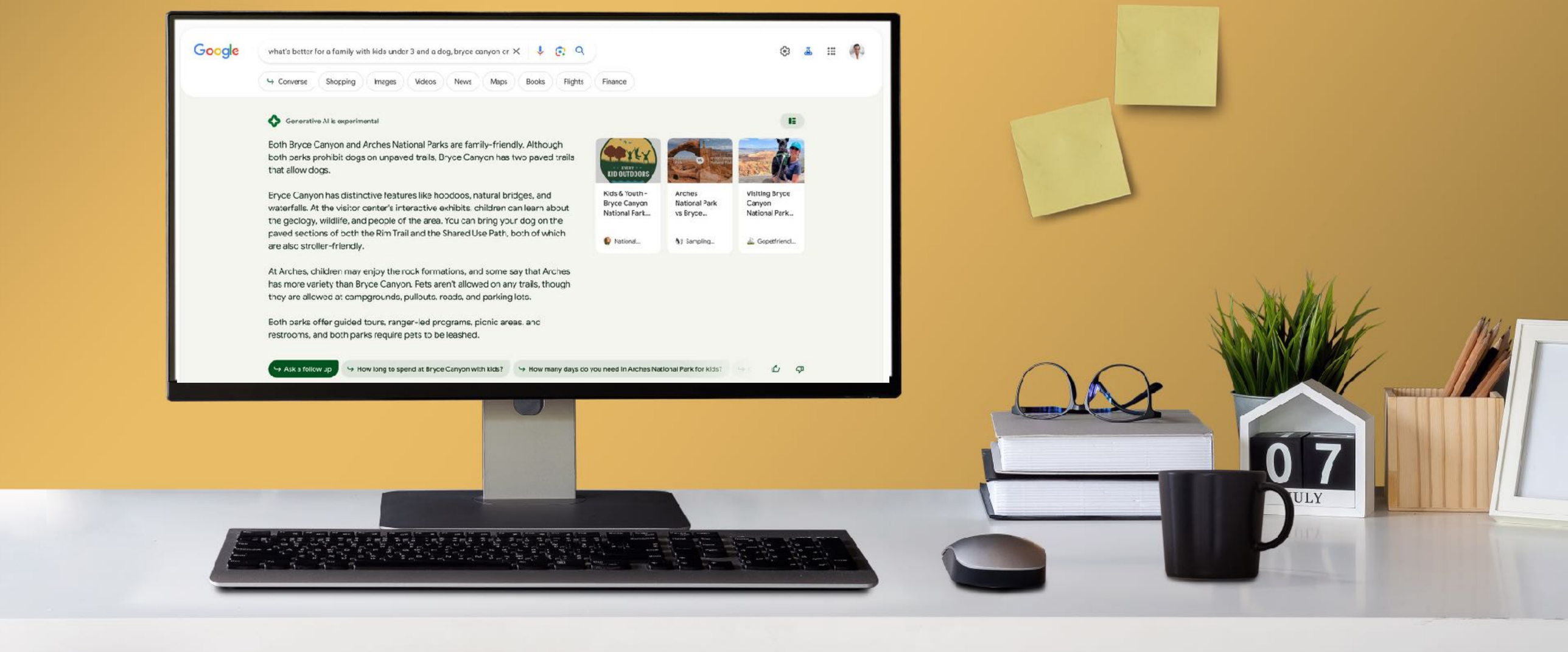
Grok v Gemini v Claude v Copilot



ChatGPT

chat.openai.com

Search Generative Experiences (SGE)



Structured data

Text

Voice

3D signals

Images

Large Language Model

Training

Adaptation

Information extraction

Instruction following

Object recognition

Image captioning

Q&A

Sentiment analysis

civilsdaily.com

Large Language Models use maths to solve language problems

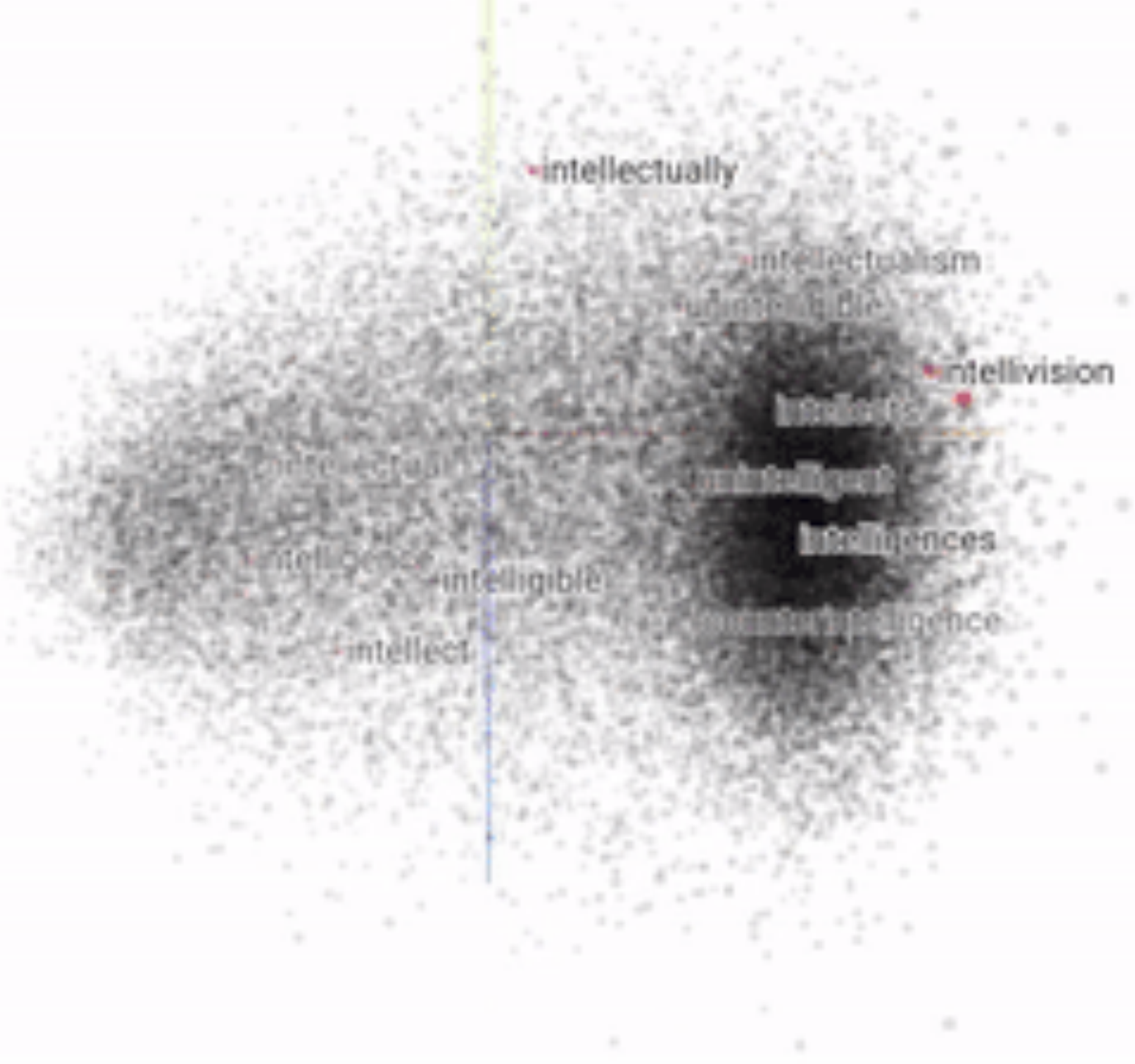
••• → 768 columns

Word	Dimension 1	Dimension 2	Dimension 3	Dimension 4
the	0.11	0.45	0.11	0.45
snow	-0.45	0.55	-0.45	0.55
right	0.67	0.61	0.67	0.61
car	0.87	0.45	0.17	0.45
left	1.22	-1.11	1.22	-1.11
trunk	1.67	-1.09	0.56	-1.09
snow	0.89	-1.03	0.89	-1.03
board	0.99	0.88	0.99	0.88
hello	-1.42	0.45	-1.42	0.45
world	-1.54	-0.34	-1.54	-0.34
website	0.11	0.01	1.26	0.01

•••

↓

30,522 rows



intelligent
intellectuals
intellect
intellivision
intelligible
intellectualism
intellectually
unintelligible
intelligences
intelligentsia
intelligibility
counterintelligence
unintelligent
intelligencer
intelligently
intellects
intellimouse

BOOKMARKS (0)

It’s about predictions and probabilities

Liverpool defender Virgil van Dijk is good at….

Virgil is good at sport

Virgil is good at soccer

Virgil is good at salsa dancing

Virgil is good at football

You want an article about global warming for your news website:

Write a prompt for this

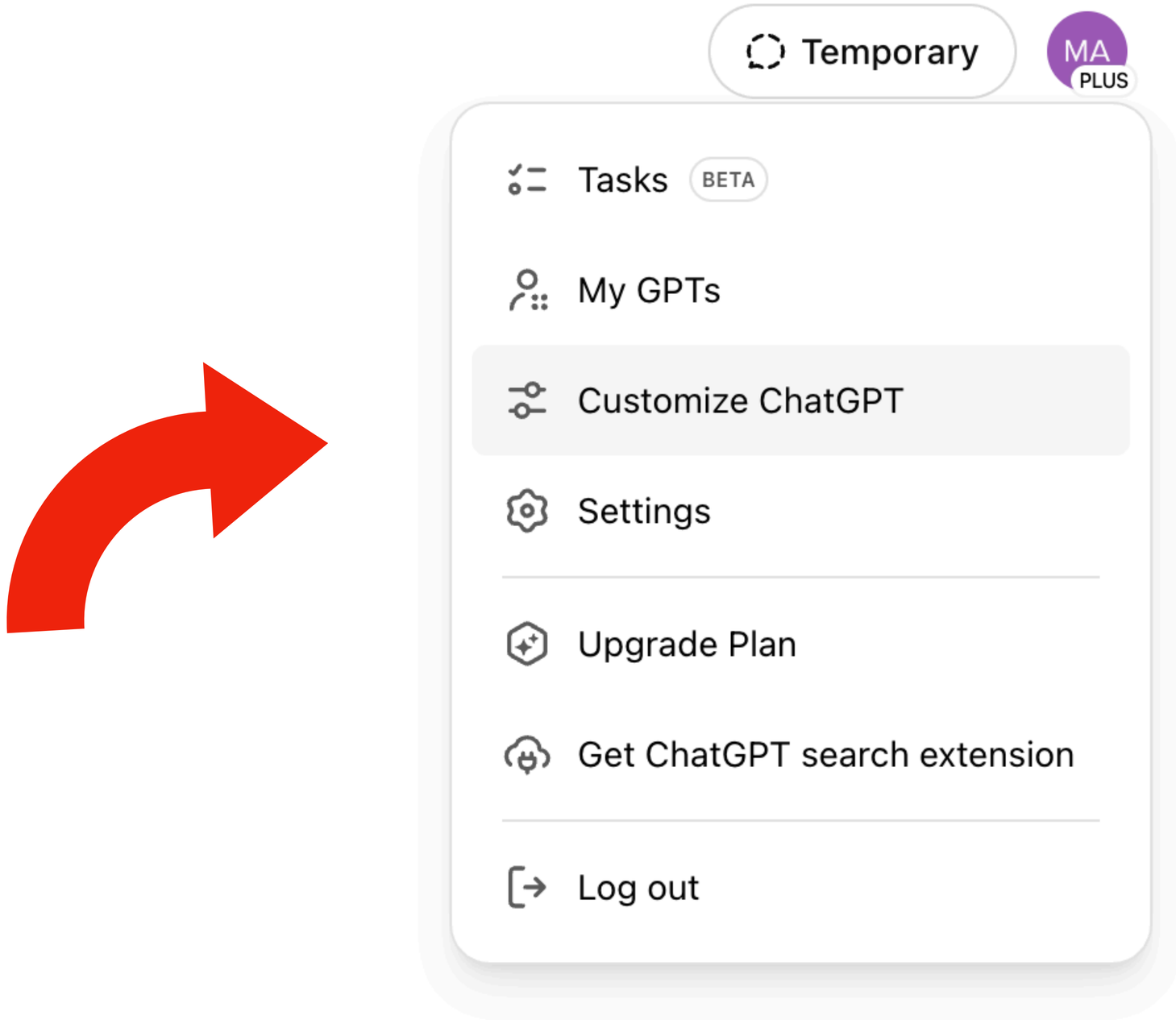
A simple prompt structure

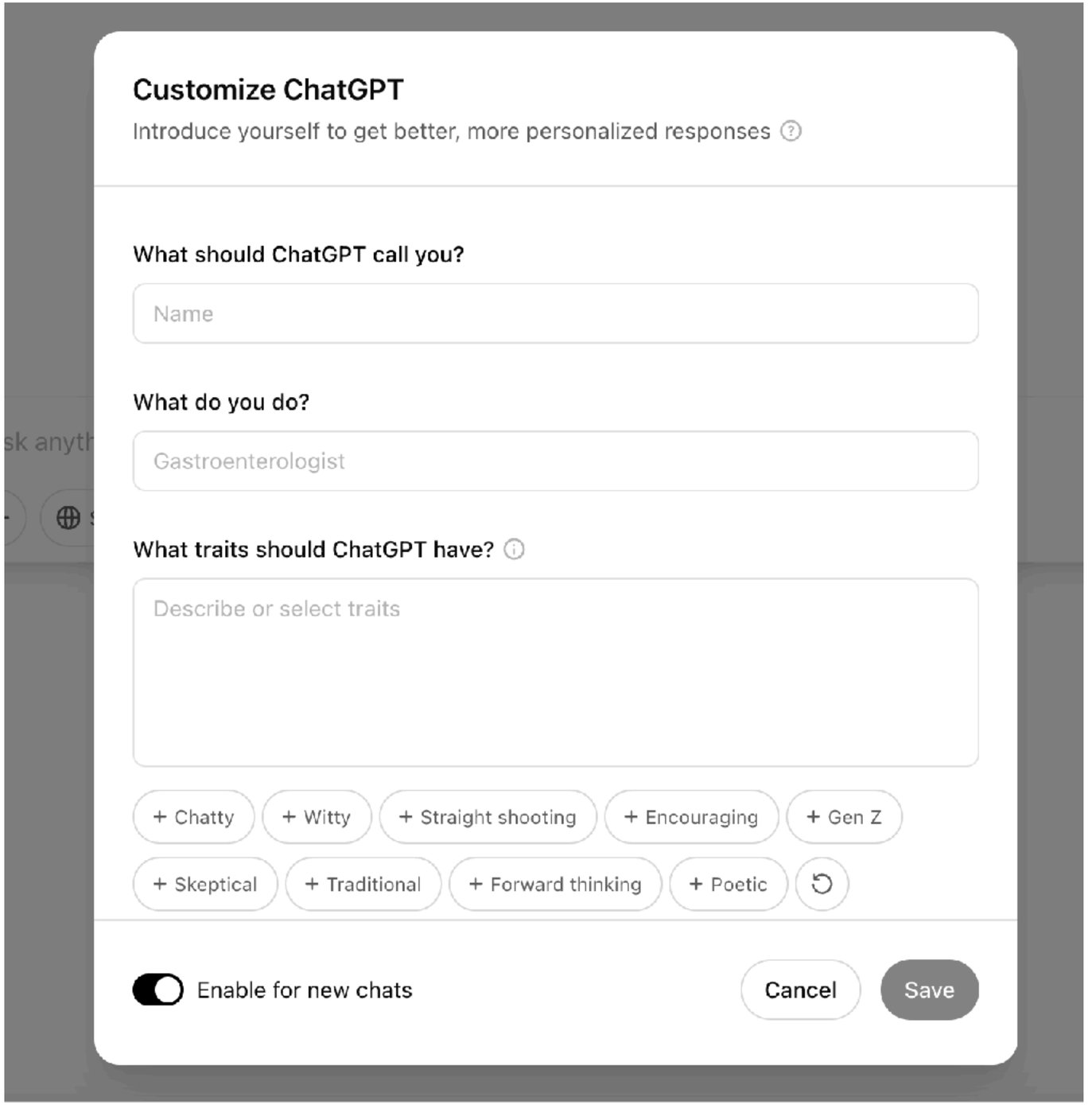
ROLE

TASK

CONTEXT

FORMAT


Temporary
MA
PLUS
Tasks
BETA
My GPTs
Customize ChatGPT
Settings
Upgrade Plan
Get ChatGPT search extension
Log out


Customize ChatGPT
Introduce yourself to get better, more personalized responses
What should ChatGPT call you?
Name
What do you do?
Gastroenterologist
What traits should ChatGPT have?
Describe or select traits
+ Chatty
+ Witty
+ Straight shooting
+ Encouraging
+ Gen Z
+ Skeptical
+ Traditional
+ Forward thinking
+ Poetic
Enable for new chats
Cancel
Save

+ Chatty + Witty + Straight shooting + Encouraging + Gen Z

+ Skeptical + Traditional + Forward thinking + Poetic

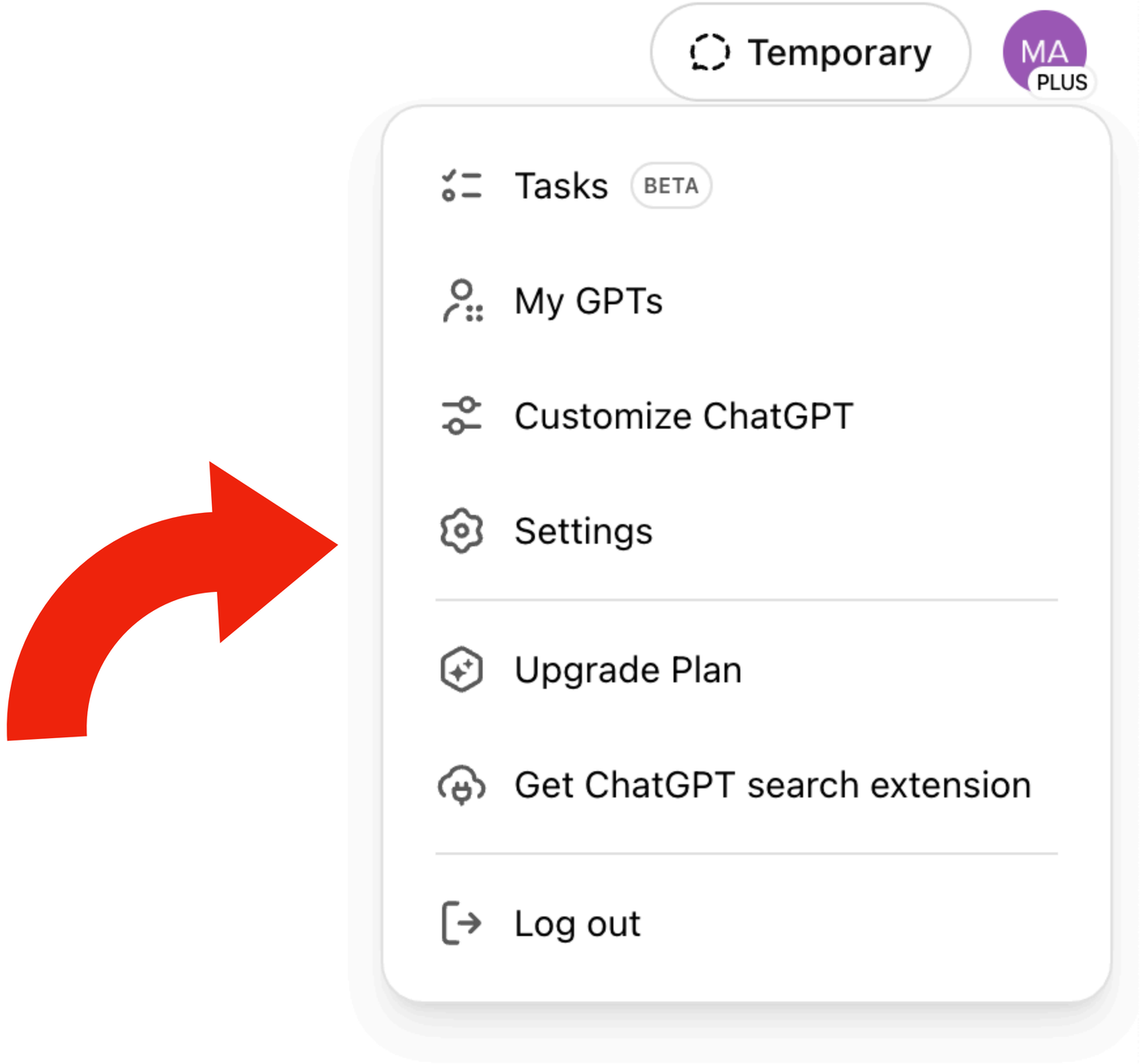
Anything else ChatGPT should know about you?

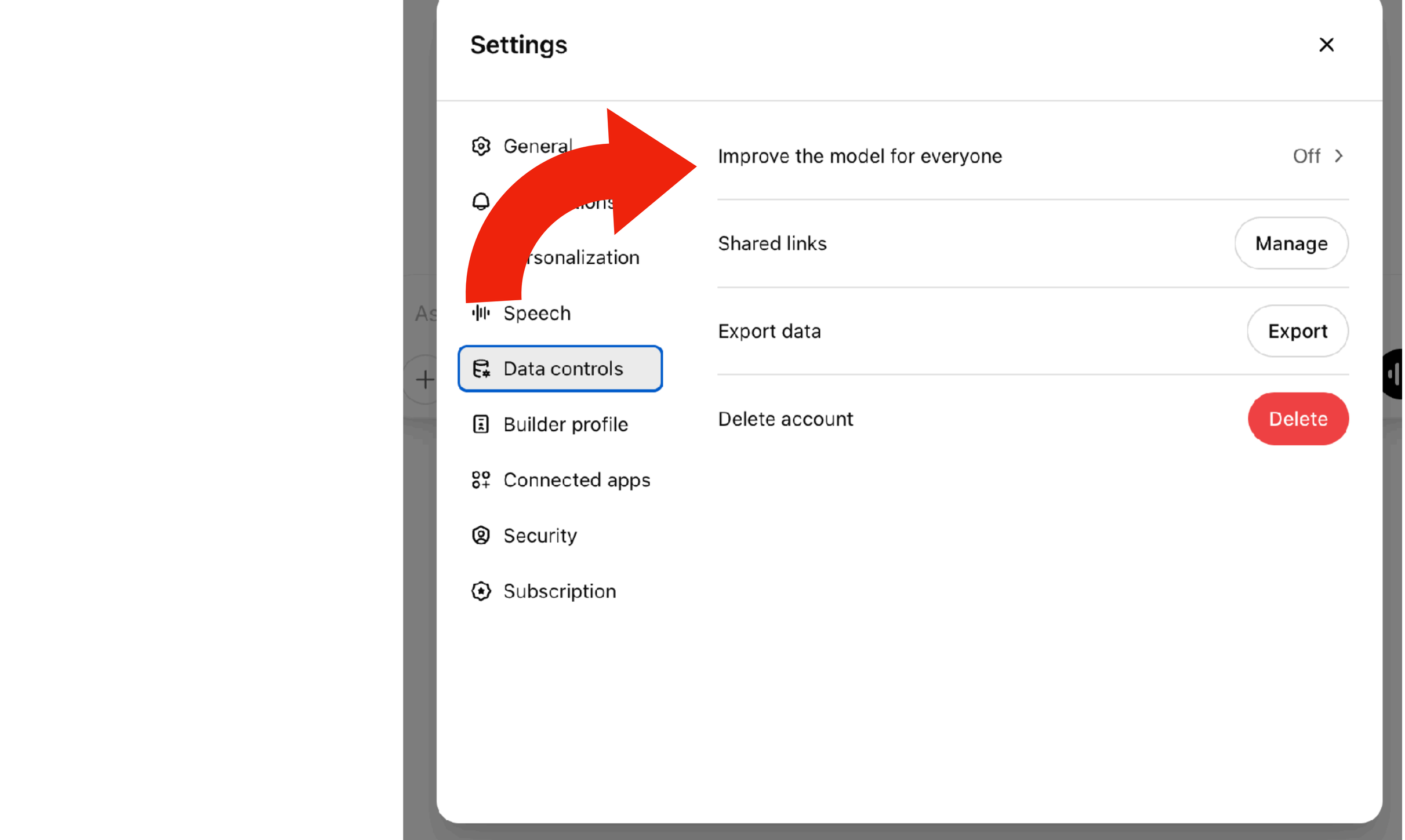
Interests, values, or preferences to keep in mind

Advanced

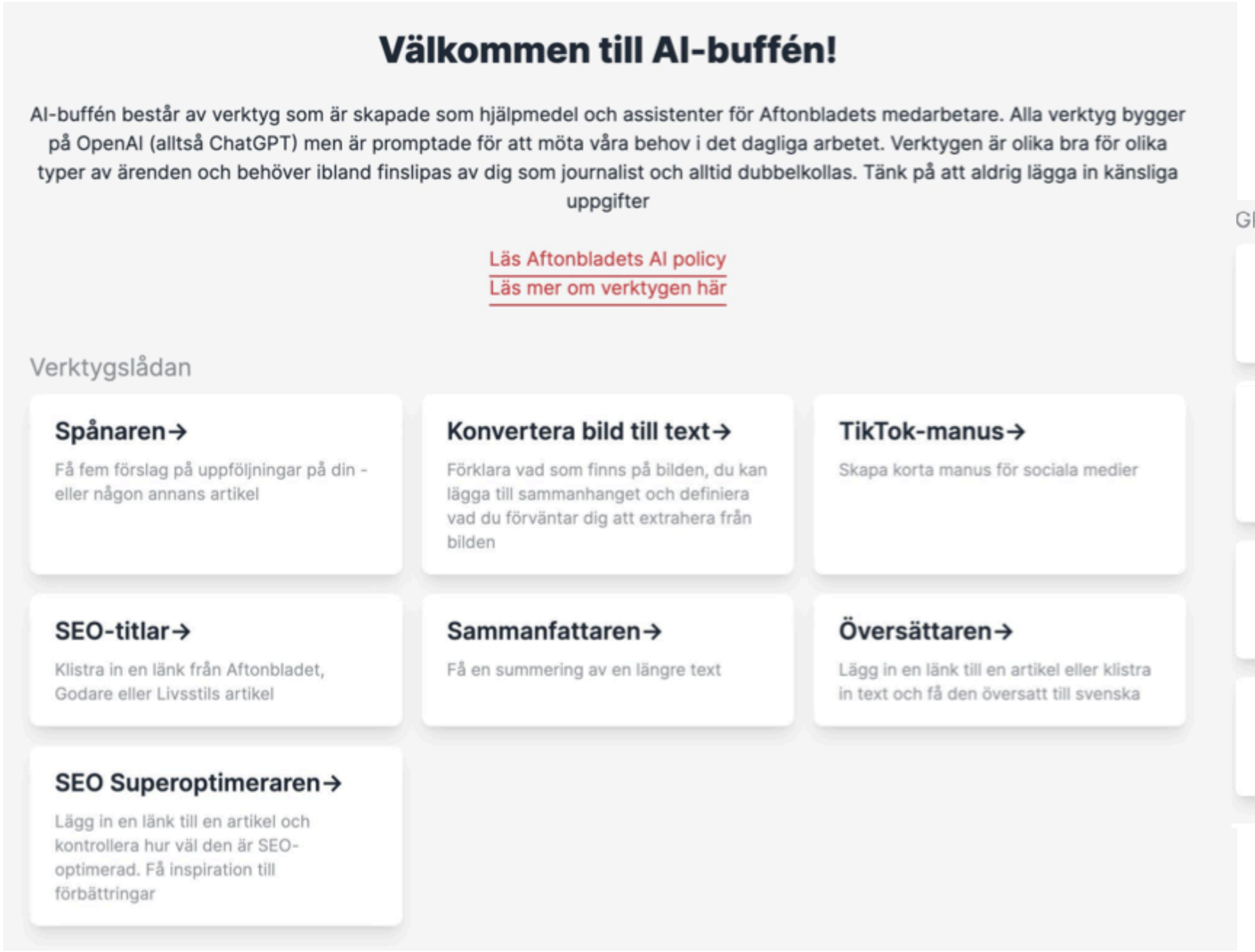
Enable for new chats

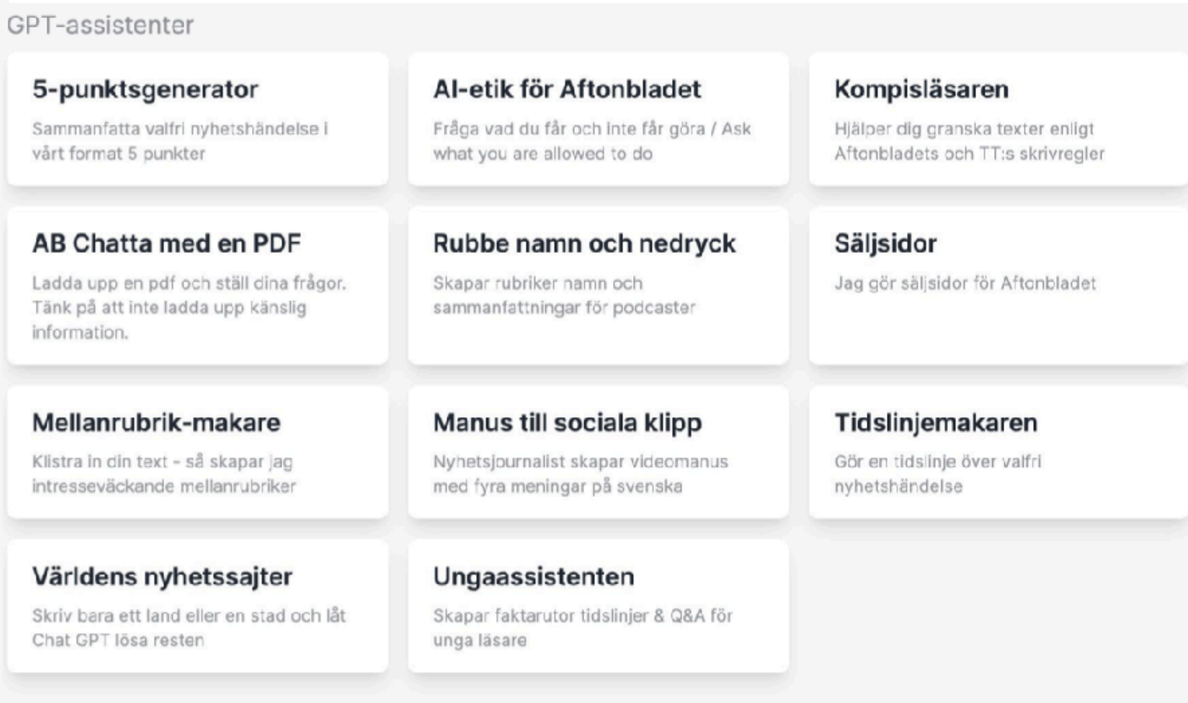
Cancel Save

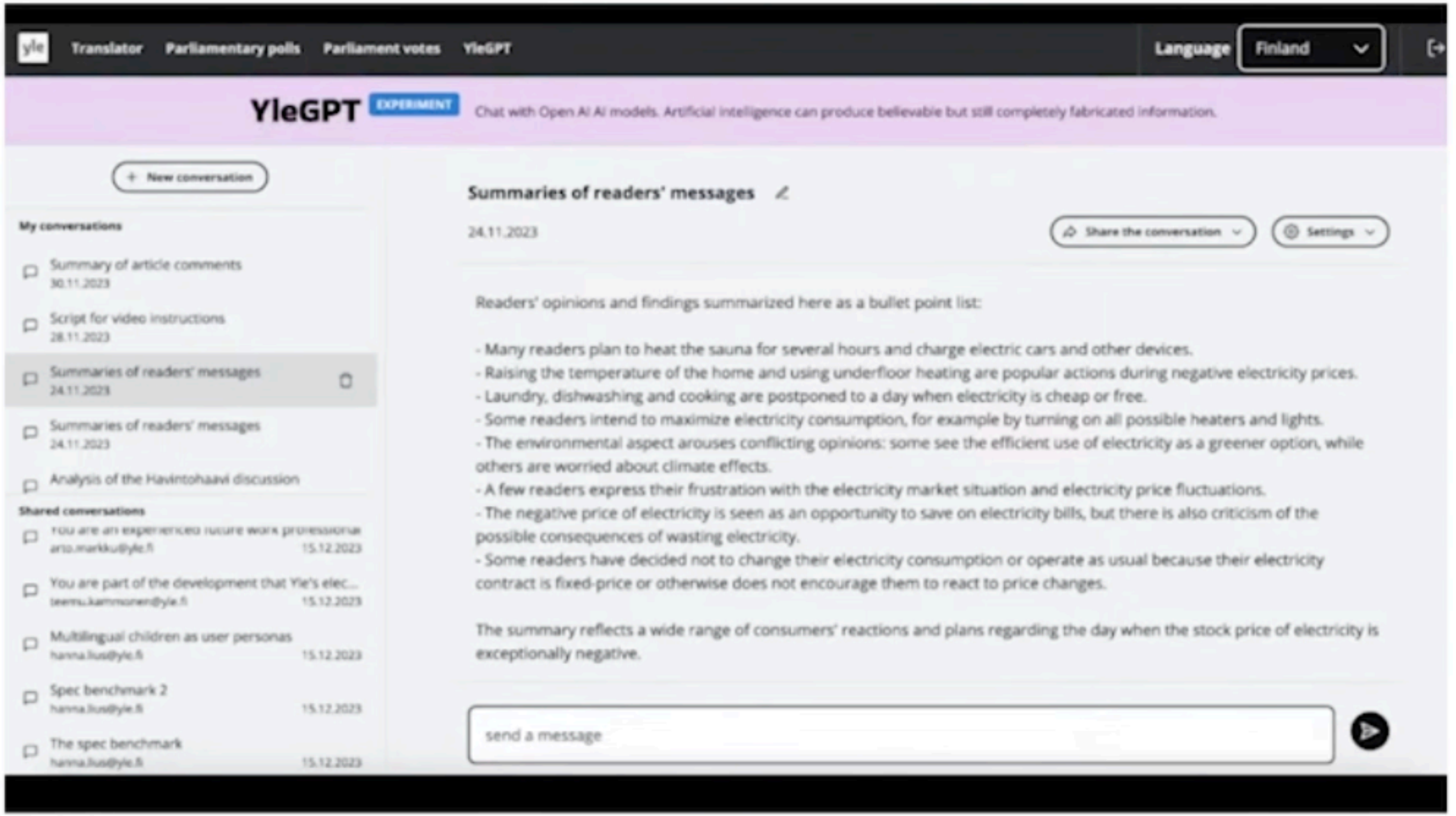

Temporary
MA
PLUS
Tasks
BETA
My GPTs
Customize ChatGPT
Settings
Upgrade Plan
Get ChatGPT search extension
Log out


Settings
General
rsonalization
Speech
Data controls
Builder profile
Connected apps
Security
Subscription
Improve the model for everyone
Off
Shared links
Manage
Export data
Export
Delete account
Delete

Aftonbladet “buffet” for journalists

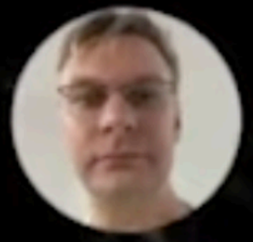





yle
Translator
Parliamentary polls
Parliament votes
YleGPT
Language
Finland
YleGPT
EXPERIMENT
Chat with Open AI AI models. Artificial intelligence can produce believable but still completely fabricated information.
New conversation
My conversations
Summary of article comments
30.11.2023
Script for video instructions
28.11.2023
Summaries of readers' messages
24.11.2023
Summaries of readers' messages
24.11.2023
Analysis of the Havintohaavi discussion
Shared conversations
arto.markku@yle.fi
15.12.2023
You are part of the development that Yle's elec...
teemu.kammonen@yle.fi
15.12.2023
Multilingual children as user personas
hanna.liusi@yle.fi
15.12.2023
Spec benchmark 2
hanna.liusi@yle.fi
15.12.2023
The spec benchmark
hanna.liusi@yle.fi
15.12.2023
Summaries of readers' messages
24.11.2023
Share the conversation
Settings
Readers' opinions and findings summarized here as a bullet point list:
- Many readers plan to heat the sauna for several hours and charge electric cars and other devices.
- Raising the temperature of the home and using underfloor heating are popular actions during negative electricity prices.
- Laundry, dishwashing and cooking are postponed to a day when electricity is cheap or free.
- Some readers intend to maximize electricity consumption, for example by turning on all possible heaters and lights.
- The environmental aspect arouses conflicting opinions: some see the efficient use of electricity as a greener option, while others are worried about climate effects.
- A few readers express their frustration with the electricity market situation and electricity price fluctuations.
- The negative price of electricity is seen as an opportunity to save on electricity bills, but there is also criticism of the possible consequences of wasting electricity.
- Some readers have decided not to change their electricity consumption or operate as usual because their electricity contract is fixed-price or otherwise does not encourage them to react to price changes.
The summary reflects a wide range of consumers' reactions and plans regarding the day when the stock price of electricity is exceptionally negative.
send a message

YleGPT – the ways our journalists are using AI to assist them

yle



Teemu Kammonen,
Regional journalist

You are an experienced journalist. You write summaries of messages sent to the editor by readers. Today's topic is the negative price of electricity on the stock market, and in your summary you bring out the different opinions and observations of the readers on the topic.

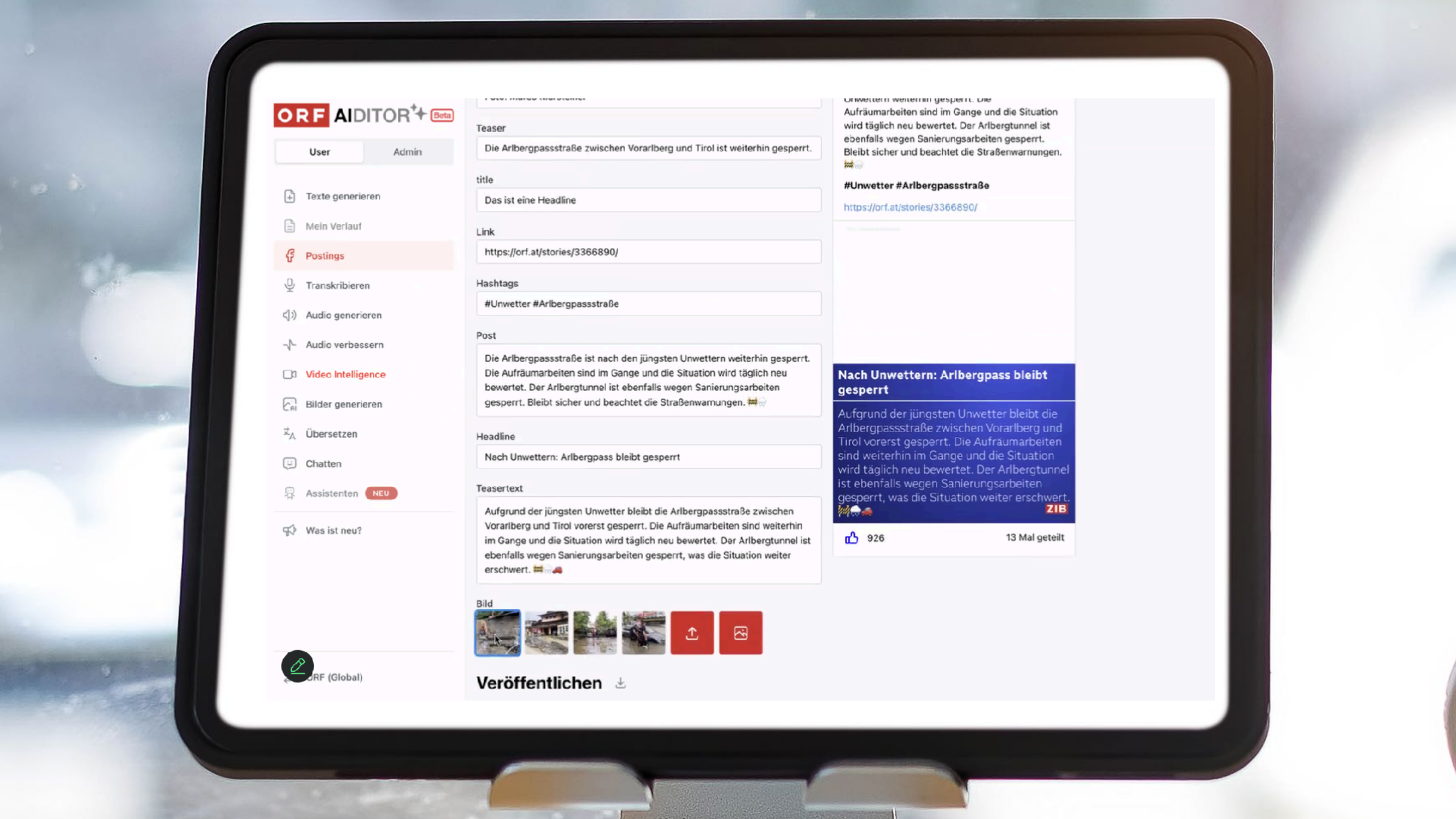
Markus Virtanen,
Music journalist

I'm preparing a 44-minute classical music radio show. The program will play pieces of music lasting from 3 to 6 minutes, nothing too modern, ear candy! I plan to play at least the following composers' works: Agnes Tschetschulin: Valse gracieuse, Emmy Lindström: Song about Em

What other pieces could I play on the program?

Henna-Leena Kallio, Lulu Salmi
PuppyLive

You are an experienced audience researcher. Analyze the CSV-data and summarize it to bullet points. Classify the material you received into positive, negative and constructive feedback. Identify how many times the most popular themes were repeated in the material.


ORF AIDITOR Beta
User
Admin
Texte generieren
Mein Verlauf
Postings
Transkribieren
Audio generieren
Audio verbessern
Video Intelligence
Bilder generieren
Übersetzen
Chatten
Assistenten NEU
Was ist neu?
ORF (Global)
Teaser
Die Arlbergpassstraße zwischen Vorarlberg und Tirol ist weiterhin gesperrt.
title
Das ist eine Headline
Link
https://orf.at/stories/3366890/
Hashtags
#Unwetter #Arlbergpassstraße
Post
Die Arlbergpassstraße ist nach den jüngsten Unwettern weiterhin gesperrt. Die Aufräumarbeiten sind im Gange und die Situation wird täglich neu bewertet. Der Arlbergtunnel ist ebenfalls wegen Sanierungsarbeiten gesperrt. Bleibt sicher und beachtet die Straßenwarnungen.
Headline
Nach Unwettern: Arlbergpass bleibt gesperrt
Teasertext
Aufgrund der jüngsten Unwetter bleibt die Arlbergpassstraße zwischen Vorarlberg und Tirol vorerst gesperrt. Die Aufräumarbeiten sind weiterhin im Gange und die Situation wird täglich neu bewertet. Der Arlbergtunnel ist ebenfalls wegen Sanierungsarbeiten gesperrt, was die Situation weiter erschwert.
Bild
Veröffentlichen
Aufräumarbeiten sind im Gange und die Situation wird täglich neu bewertet. Der Arlbergtunnel ist ebenfalls wegen Sanierungsarbeiten gesperrt. Bleibt sicher und beachtet die Straßenwarnungen.
#Unwetter #Arlbergpassstraße
https://orf.at/stories/3366890/
Nach Unwettern: Arlbergpass bleibt gesperrt
Aufgrund der jüngsten Unwetter bleibt die Arlbergpassstraße zwischen Vorarlberg und Tirol vorerst gesperrt. Die Aufräumarbeiten sind weiterhin im Gange und die Situation wird täglich neu bewertet. Der Arlbergtunnel ist ebenfalls wegen Sanierungsarbeiten gesperrt, was die Situation weiter erschwert.
ZIB
926
13 Mal geteilt

USE CASES

01

IDEA GENERATION
Brainstorming ideas and strategies

RESEARCH
Early research on historical events

02

03

DRAFTING QUESTIONS
Suggesting fresh angles and expected responses

FIRST DRAFTS
Creating simple first versions scripts or articles

04

05

FEEDBACK
Ask for suggested improvements

SUGGESTIONS
Suggestions for headlines, SEO or social media captions

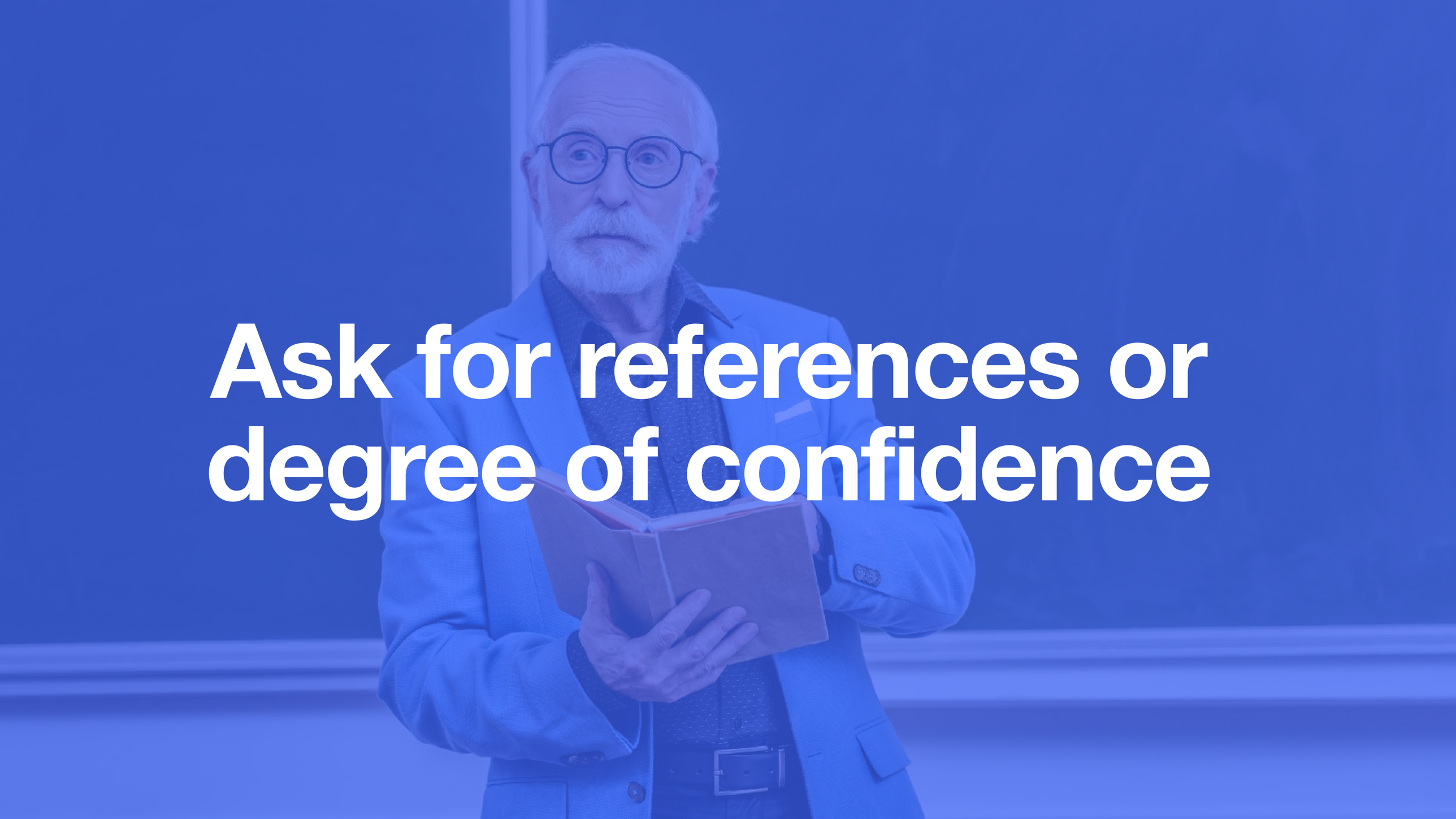
06

Some general tips…

Be specific: prompting AI is a communication skill

Give examples

Chunk big jobs into steps



Ask for references or degree of confidence

Ask clarifying questions

You are a journalist in croatia writing for an English-speaking news website. Your task is to write a 150 word article about how Croatia gained independence. This is aimed at teenagers as part of series of articles about the history of Croatia, so needs to be informal. The format should be easy to scan with bullet points and headings with short paragraphs. Now ask me any questions you need to ask me to make this article as good as it can be.

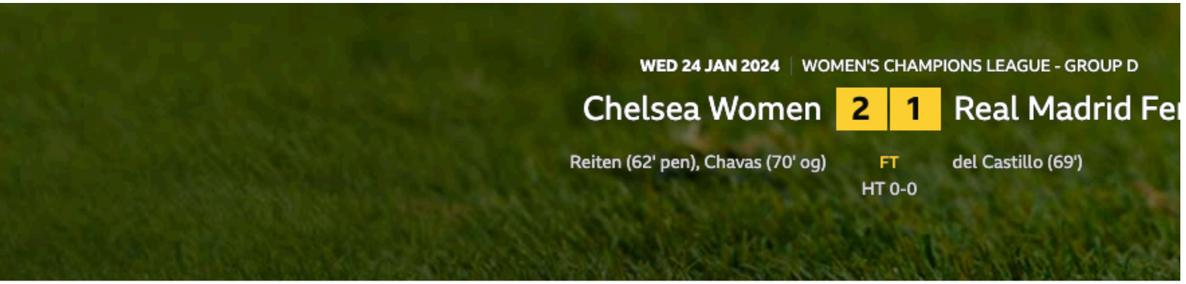
ChatGPT can make mistakes. Consider checking important information.

15. **Quick DIY Tip:**
    "Transform your [something] with this quick and easy DIY tip. Ready to get creative?"
16. **Exclusive Preview:**
    "Get an exclusive sneak peek into [upcoming project or content]. Spoiler alert: It's epic!"
17. **Contrarian Statement:**
    "Forget everything you thought you knew about [topic]. I'm here to challenge your perspective!"
18. **Interactive Question:**
    "Ever found yourself wondering [question]? Comment below with your thoughts!"
19. **Celebration Announcement:**
    "Today calls for a celebration! Find out why this is a milestone moment for me."
20. **Relatable Scenario:**
    "Raise your hand if you've ever experienced [common situation]. Let's laugh about it together!"

Remember to keep your hooks concise, engaging, and true to your personal style. Experiment with different approaches to see what resonates best with your audience.

You are a journalist in croatia writing for an English-speaking news website. Your task is to write a 150 word article about how Croatia gained independence. This is aimed at teenagers as part of a series of articles about the history of Croatia, so needs to be informal. The format should be easy to scan with bullet points and headings with short paragraphs. Now ask me any questions you need to ask me to make this article as good as it can be.

Send message



By Emma Sanders
BBC Sport at Stamford Bridge

24 January 2024 | Women's Football | 50

Chelsea drew 2-2 in Madrid in November after some controversial refereeing decisions went against the Blues

Chelsea are through to the quarter-finals of the Women's Champions League as group winners after grinding out a 2-1 victory over Real Madrid at Stamford Bridge.

of Erin Cuthbert and the deflected goal.

1. Include Post-Match Quotes:
   - Incorporate quotes from the coach, Emma Hayes, or players to add depth to the article. Their insights and reactions can provide readers with a sense of the team's emotions and aspirations for the tournament.
2. Highlight the Group Dynamic:
   - Mention the significance of an earlier goalless draw between BK Hacken and Paris FC, which affected Chelsea's path to the quarter-finals. Explain how Chelsea's victory over Real Madrid was crucial in securing their group winners' status.
3. Discuss Chelsea's Ambitions:
   - Expand on Chelsea's aspirations in the Women's Champions League, particularly mentioning their desire to win the title in Emma Hayes' final season. Include some statistics or historical context about their past performances in the tournament.
4. Improve Flow:
   - Consider reorganizing some sentences or paragraphs to create a smoother and more engaging flow for the readers.

Revised Introduction:
Chelsea Women's quest for European glory took a significant step forward as they emerged victorious in a thrilling encounter against Real Madrid at Stamford Bridge, securing their spot in the quarter-finals of the Women's Champions League as group winners. In a match marked by dramatic tw[illegible], three crucial goals in an eight-minute

Create a prompt that would give feedback on something your staff write on a regular basis eg. Articles, proposals

AI Images

firefly.adobe.com

https://www.canva.com/ai-image-generator/

Nick Savage · **Follow**
1 d ·

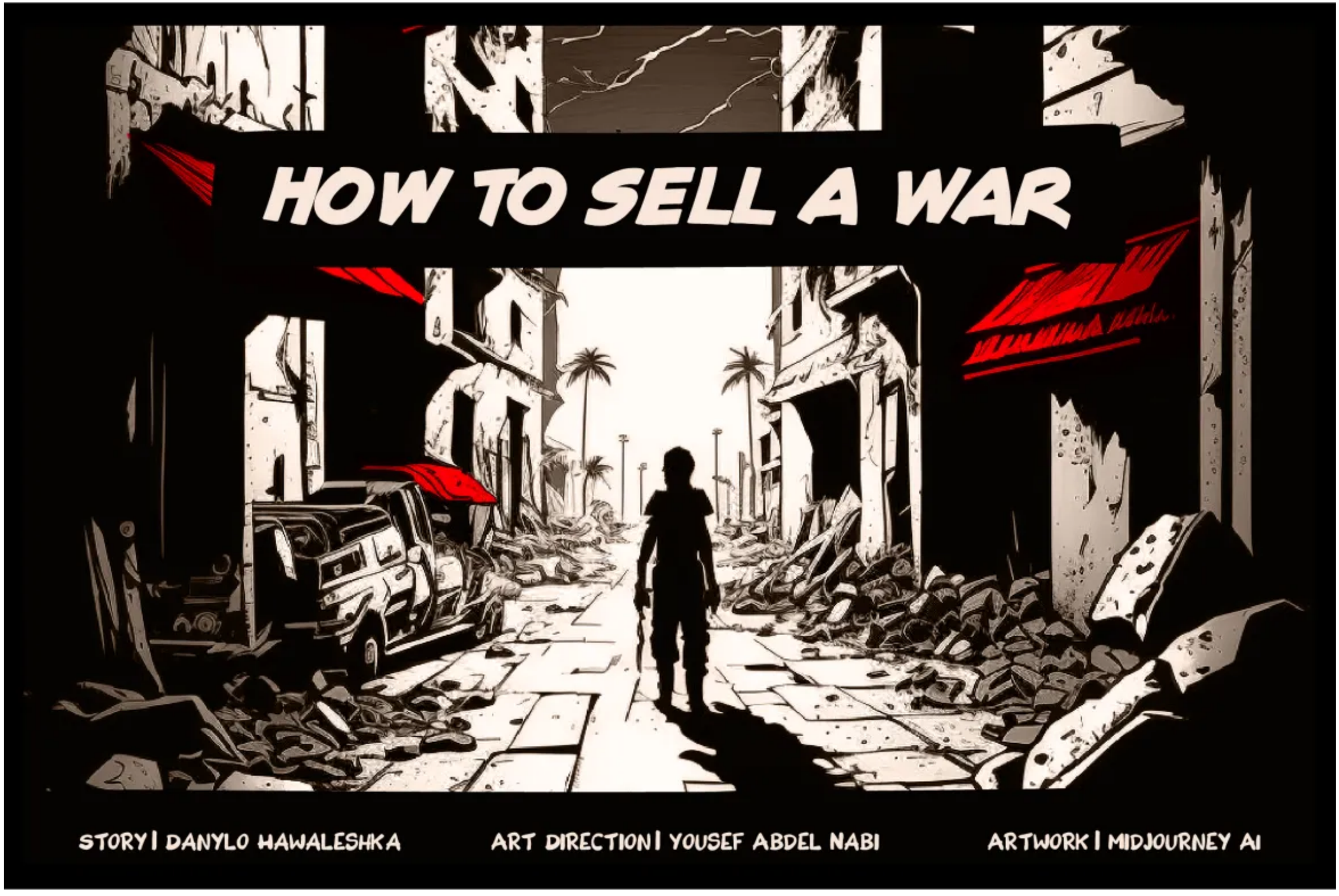
If Titanic was realistic 🤣

ΕΡΤ NEWS
ΣΑΒΒΑΤΟ & ΚΥΡΙΑΚΗ
ΣΑΒΒΑΤΟΚΥΡΙΑΚΟ ΑΠΟ ΤΙΣ 6
ΕΛΛΑΔΑ
ΟΙΚΟΝΟΜΙΑ
ΚΟΣΜΟΣ
ΑΘΛΗΤΙΚΑ
ΔΙΑΦΗΜΙΣΗ
ΣΥΝΔΕΣΕΙΣ
ΤΟ ΡΑΔΙΟΜΕΓΑΡΟ ΑΝΟΙΞΕ ΤΙΣ ΠΥΛΕΣ ΤΟΥ Ο «ΕΡΜΗΣ»
ΠΡΟΪΟΝ ΤΕΧΝΗΤΗΣ ΝΟΗΜΟΣΥΝΗΣ ΣΤΗΝ ΕΠΙΣΗΜΗ ΠΑΡΟΥΣΙΑΣΗ ΤΟΥ ERTNEWS
@SindesisERT
SindesisERT
Sindesis@ert.gr
09:06

The Year is 1917, Lets
Tour the Trenches

POV: You Wake Up In 1351
During The Black Plague

RUNWAY GEN-4


HOW TO SELL A WAR
STORY | DANYLO HAWALESHKA
ART DIRECTION | YOUSEF ABDEL NABI
ARTWORK | MIDJOURNEY AI

OPINION 13

Tim Blair

It's getting even easier to be gross and green

"No Western politician - even an Australian Teal

OPINION 17

Tim Blair

Online is no place for our careless cavemen

OPINION 13

Tim Blair

Go atomic and nuke the cranky Labor left

OPINION 13

Tim Blair

Wong's gift means lots of free cash for Hamas

OPINION 13

Joe Hildebrand

Canberra's GST scam puts NSW on the menu

OPINION 13

James Morrow

Robbing us to pay Perth is the new GST game

OPINION 13

Tim Blair

Last laugh may still go to comedy king Trump

OPINION 13

Tim Blair

Atomic fear is a chicken game unfit for Aussies

OPINION 13

Tim Blair

Sydney will always win when Sydney fights back

"I

OPINION 13

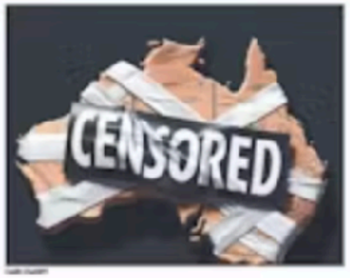
Tim Blair

Pleased to eat you: US President is out to lunch

OPINION 17

Andrew Bolt

Hypocrisy, distraction behind PM's fight with X



OPINION 13

James O'Doherty

Fed cuts to our roads are no path to Utopia

ChatGPT 4o

Temporary

What can I help with?

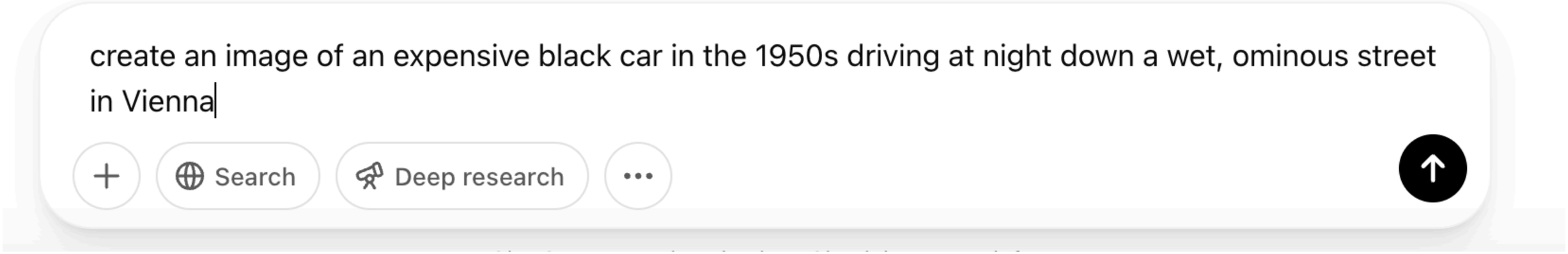
Create an image of a car driving through a city

Search

Deep research

ChatGPT 4o

Image created


create an image of an expensive black car in the 1950s driving at night down a wet, ominous street in Vienna
Search
Deep research

create an image of an expensive black car in the 1950s driving during the day down a bright, colourful summer street in Vienna

Search Deep research

Generate images, audio, and now — video.

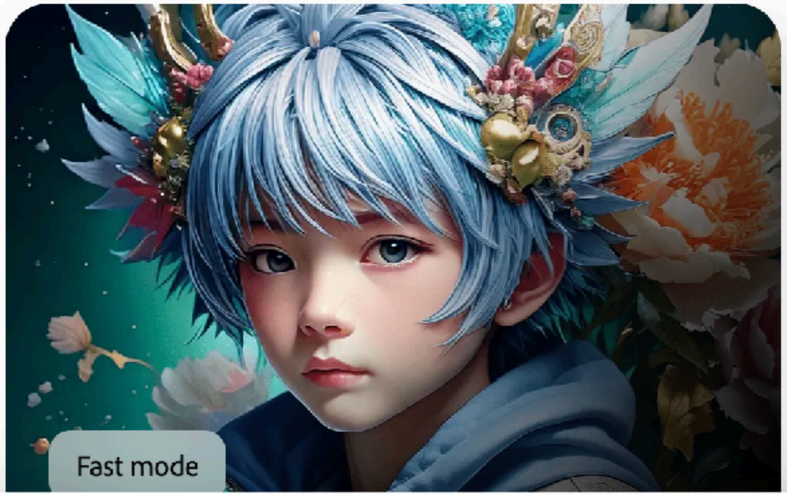
Explore new ways to create

Image

Describe the image you want to generate

Generate

Featured Image Video Audio Vector



Prompt

young swiss man walking in the mountains in a cinematic ominous scene from a movie

Clear styles | Bokeh effect × | Painting ×

Suggestions | Refresh

Effects

All | Popular | Movements | Themes | Techniques | Effects | Materials | Concepts

Bokeh effect

Layered paper

Synthwave

Painting

Digital art

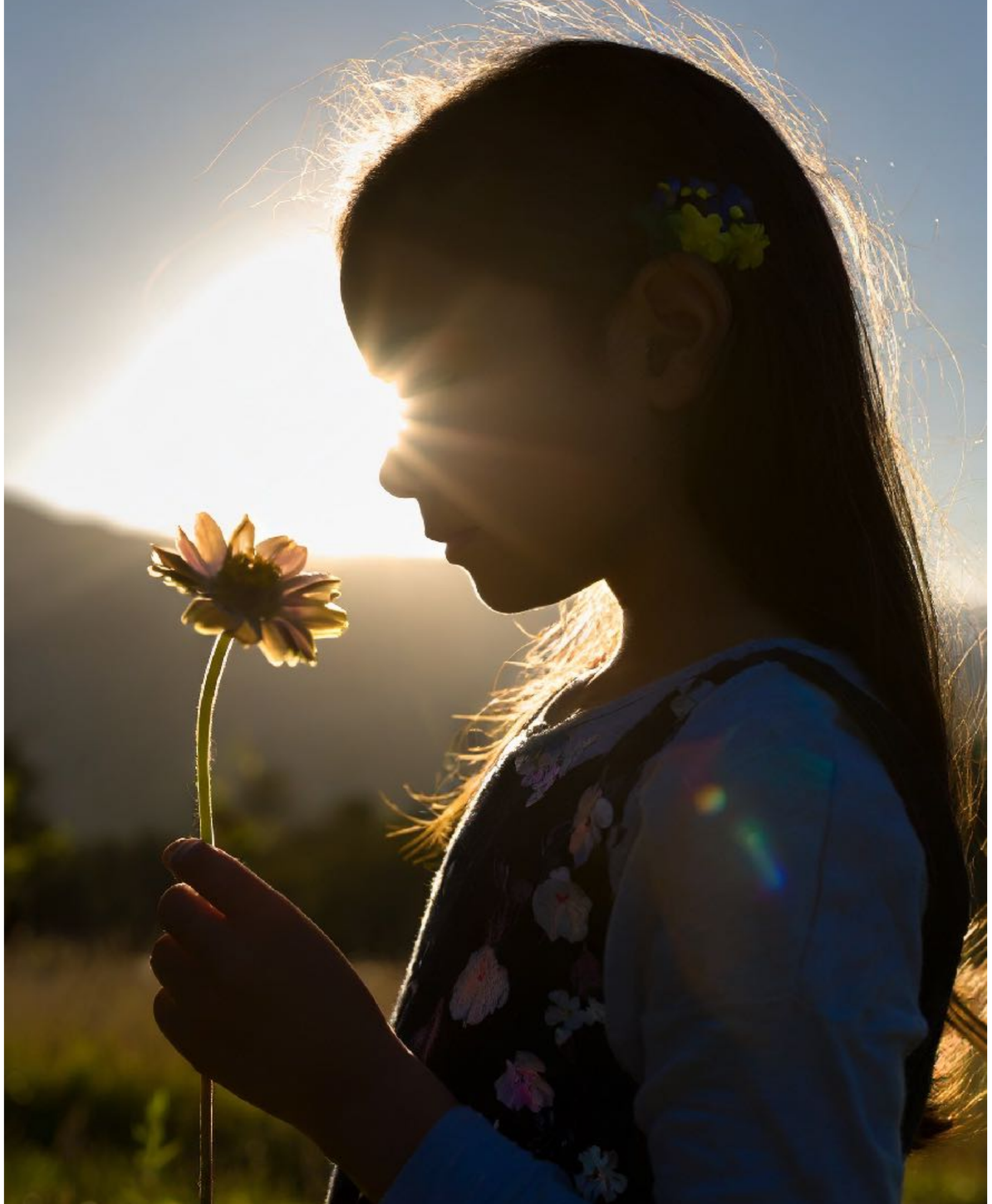
Hyper realistic

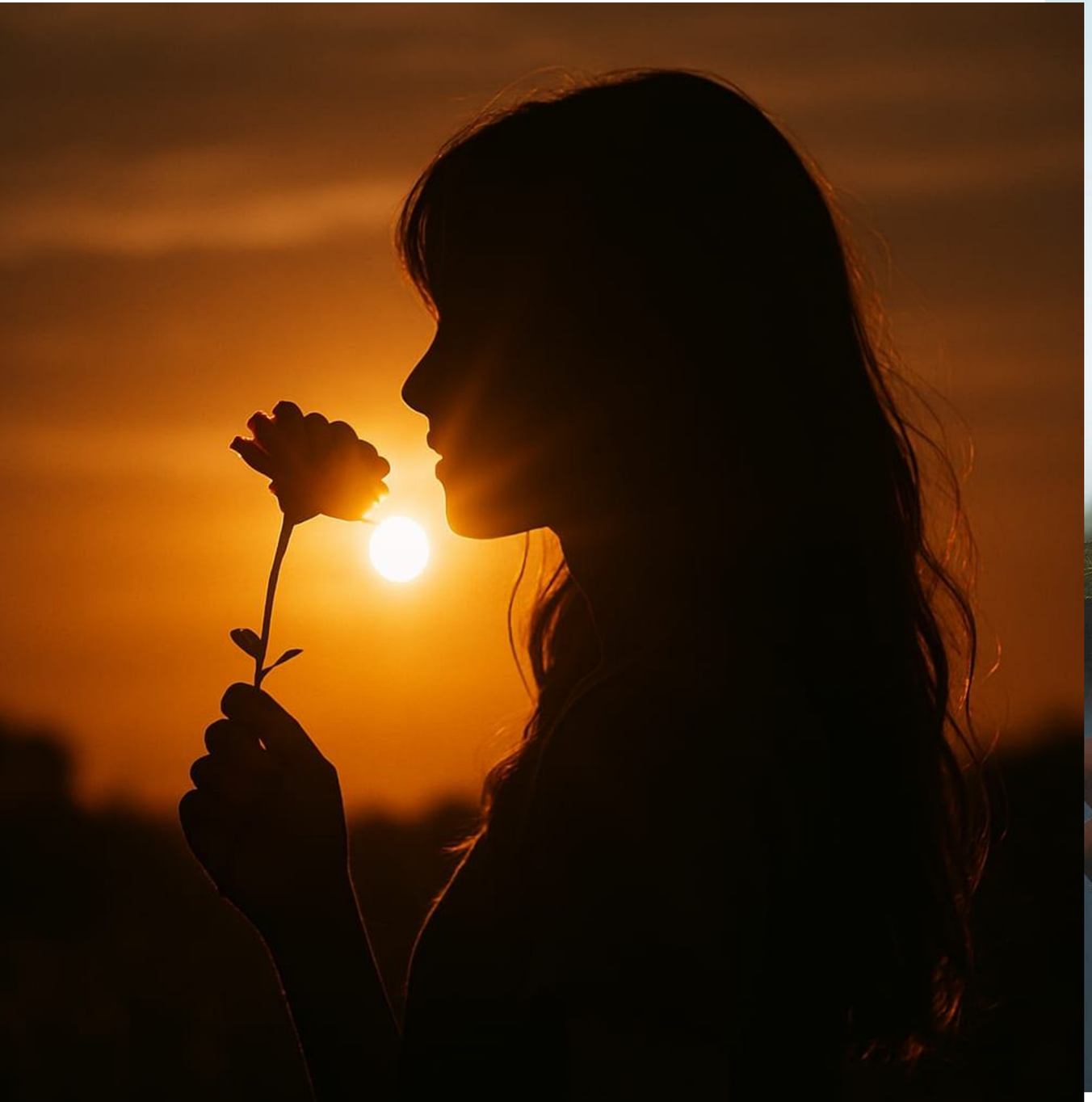
Color and tone

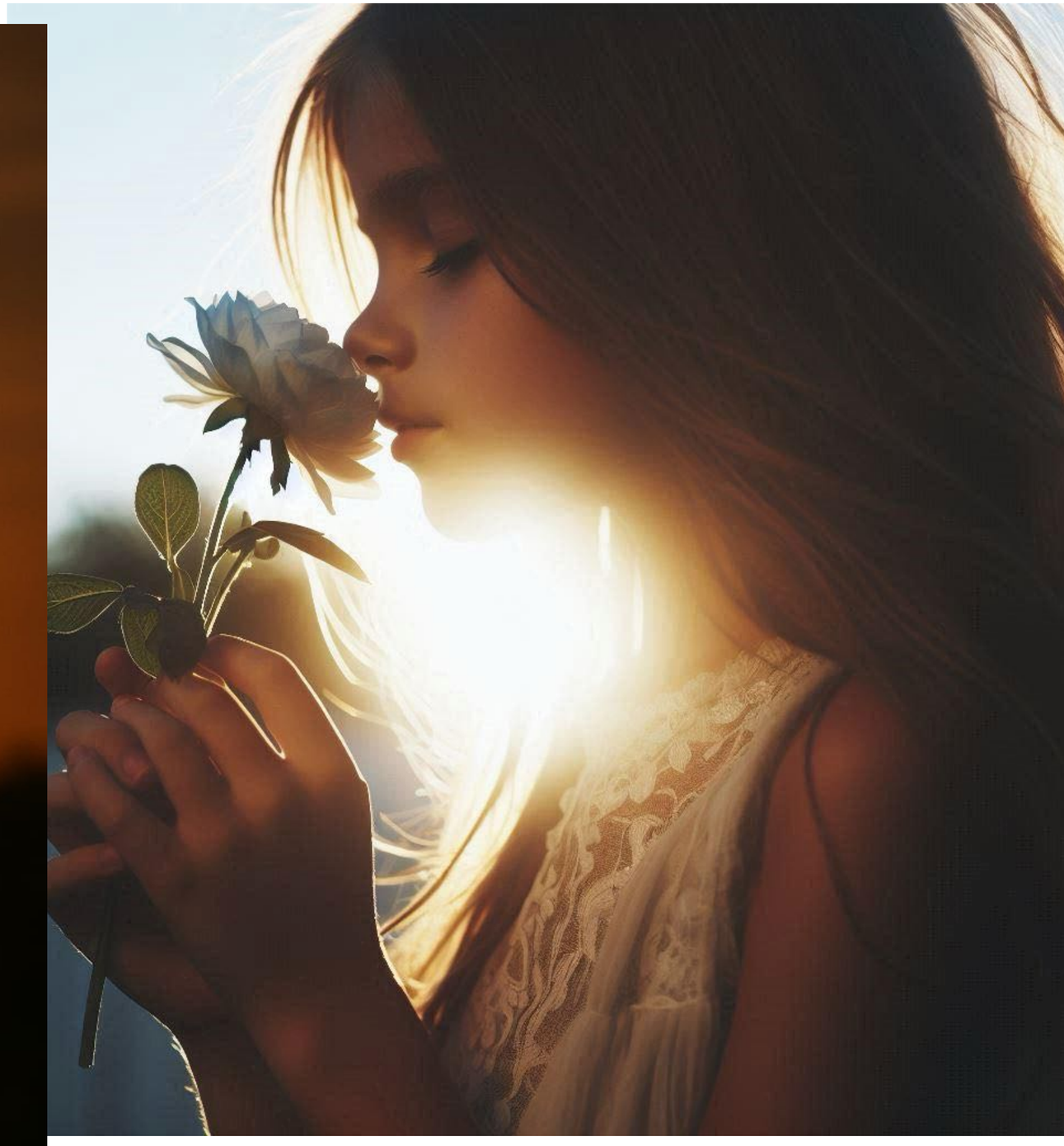
None

Lighting

None

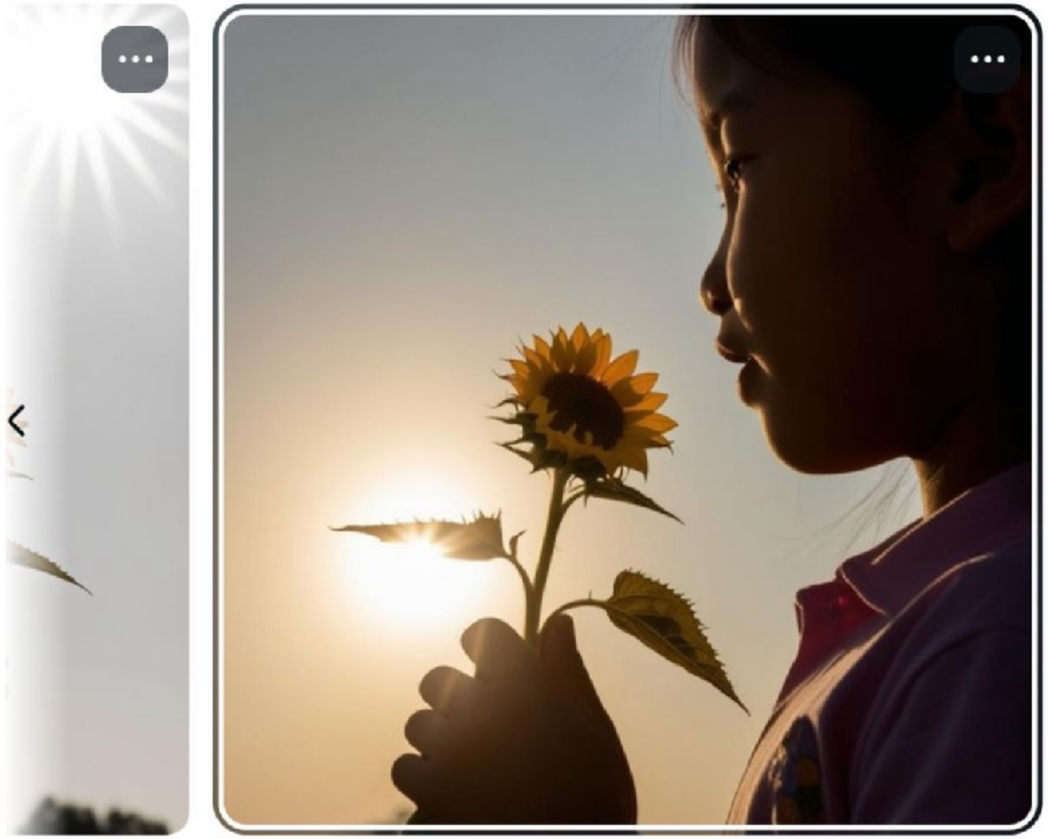






Styles

Square



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We're evolving this new technology with you so please **report**

and

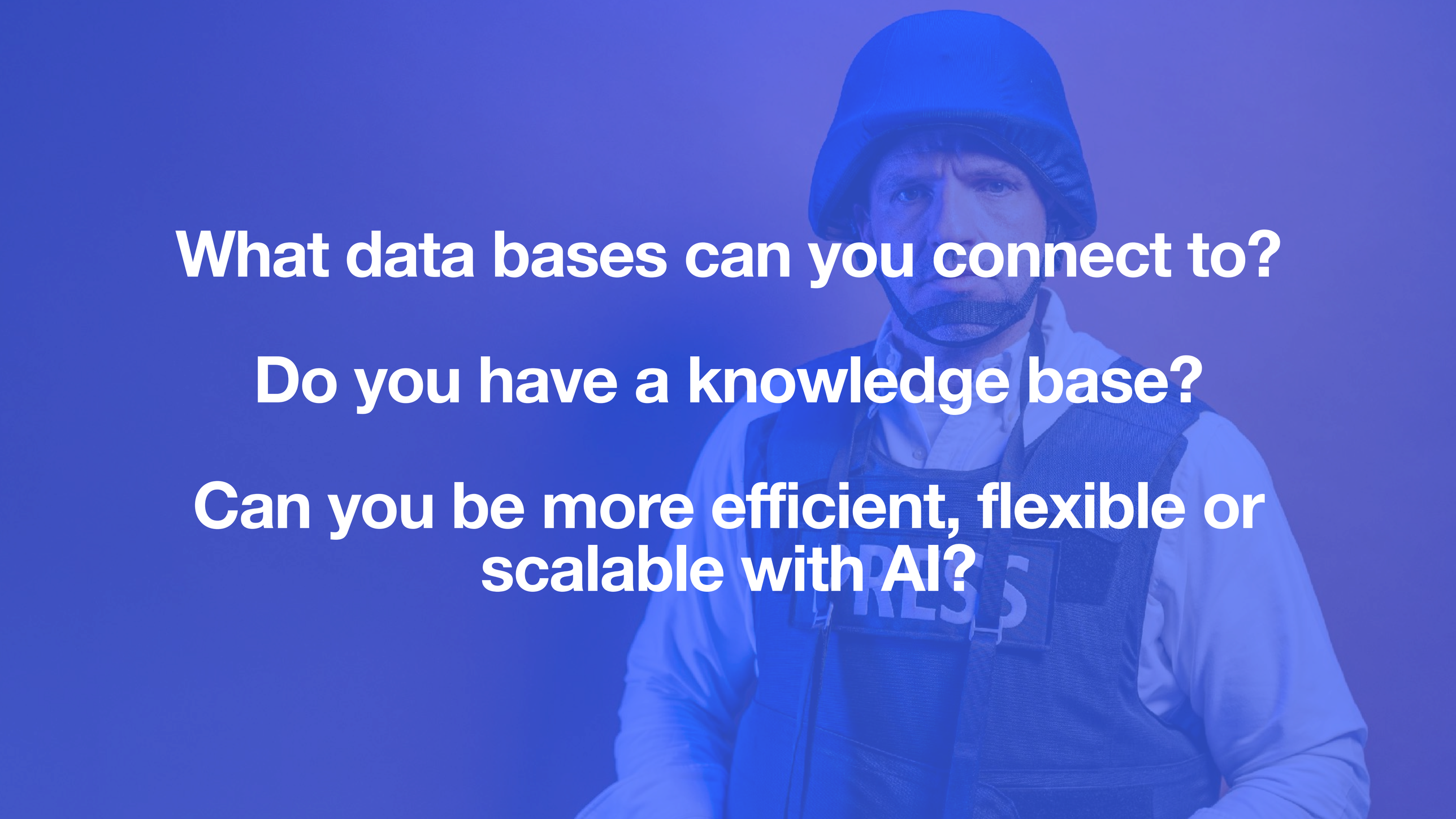
Uploads

Tools

Projects

Apps

Magic Media


What data bases can you connect to?
Do you have a knowledge base?
Can you be more efficient, flexible or scalable with AI?

What are the ethical issues for you?

BIAS

We're using AI instead of biased humans
What did you train the AI on?
What did you train the AI on?

HALLUCINATION

ChatGPT is making up fake Guardian articles. Here's how we're responding

Chris Moran

The risks inherent in the technology, plus the speed of its take-up, demonstrate why it's so vital that we keep track of it

Chris Moran is the Guardian's head of editorial innovation

This specific wrinkle – the invention of sources – is particularly troubling for trusted news organisations. Photograph: Nicolas Economou/NurPhoto/REX/Shutterstock

COPYRIGHT and DATA PROTECTION

New York Times sues Microsoft and OpenAI for 'billions'

27 December 2023

Lawyer Says Studio Ghibli Could Take Legal Action Against OpenAI

OpenAI could be "blurring the line between homage and outright misrepresentation."

/ Artificial Intelligence / Artificial Intelligence / Chatgpt / Copyright

A simple prompt structure

ROLE

TASK

CONTEXT

FORMAT