

**THE
FUTURE
IS HERE:**



**THE RISE OF
CHATGPT & GENERATIVE AI**

DOUBLE
Forte

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These are the three “warnings” shown to users before they can feed ChatGPT a prompt. Even with these limitations clearly outlined for users to heed, it didn’t stop a U.S. lawyer, Steven A. Schwartz, from [relying on ChatGPT](#) to find cases to include in a brief for a lawsuit he was preparing. Unfortunately, six cases produced by ChatGPT cited in the brief were nonexistent and the documents included [“bogus quotes and...internal citations.”](#)

LESSON: THERE IS STILL A LIMIT TO AI’S INTELLIGENCE.

If you haven’t already been inundated with the news about this “new” breakthrough technology, ChatGPT is an artificial intelligence (AI) chatbot created by OpenAI that works in conjunction with a generative pre-trained transformer (GPT), a large language model, to produce human-like text and responses.





ChatGPT



OpenAI



Microsoft



Within days of its release, ChatGPT reached over [one million users](#) and in just two months, the program became the [fastest-growing consumer application](#) of all time, reaching over 100 million active users. That same month, tech behemoth Microsoft [announced](#) a \$10 billion investment in OpenAI, after an initial investment of \$1 billion in 2019, which “is intended to give Microsoft access to some of the most popular and advanced artificial intelligence systems.” Since its investment, Microsoft has successfully [implemented](#) ChatGPT into its Bing search engine as it tries to get ahead of Google’s own newly announced AI chatbot, [Bard](#). According to [experts](#), ChatGPT is estimated to make OpenAI over \$200 million by year’s end and over \$1 billion in 2024.

Since ChatGPT’s public launch in November 2022, generative AI has broken through its tech bubble and is now firmly a part of the public consciousness. But remember,, for the last few years, two technological advancements were at the forefront of being hailed as the next big thing: crypto-currency and virtual reality (VR). Unfortunately, crypto-currency reached the end of its rope late last year with the [collapse of Futures Exchange \(FTX\)](#). VR’s ultimate fate is still up in the air, as Meta’s (formerly Facebook) “Metaverse” has struggled. After changing its name in 2021 and rebranding as a “[social technological company](#),” Meta set out to lead “[a vision of a utopian future many years off in which billions of people would inhabit immersive digital environments...working, socializing and playing games inside virtual and augmented worlds.](#)” Unfortunately, its vision never took off and has since cost the company over [\\$36 billion](#). Now, the ball is in [Apple’s](#) court to make something of it and become a breakout success in the category.



THE DANGERS OF AI

This advancement in generative AI hasn't sprouted without its own set of controversies. In the last few months, AI-generated images of the [Pope wearing a white puffer jacket](#), [former president Donald Trump being arrested](#), [a fake explosion at the Pentagon](#) and an [AI-generated clone voice of hip-hop superstar Drake](#) all caused massive amounts of public discourse and confusion across the internet.

With the proliferation of this new technology, many are now wondering how to best incorporate it into their own daily lives and most importantly, if their jobs are at risk because of it. According to financial institution Goldman Sachs, "[A.I. could expose 300 million full-time jobs to automation](#)." In particular, PR and media jobs, including professionals in "[advertising, technical writing, journalism](#)" and content creation, are some of the most likely job fields to be replaced by AI.

To be more specific, Paul Roetzer, CEO of the Marketing AI Institute, estimates that 80% of what marketers do every day will be intelligently automated to some degree in the next two-three years. Even though AI won't completely replace marketers, marketers who utilize AI will replace the ones who do not. Now more than ever is the time for communication specialists and the like to get ahead of AI before it displaces them.

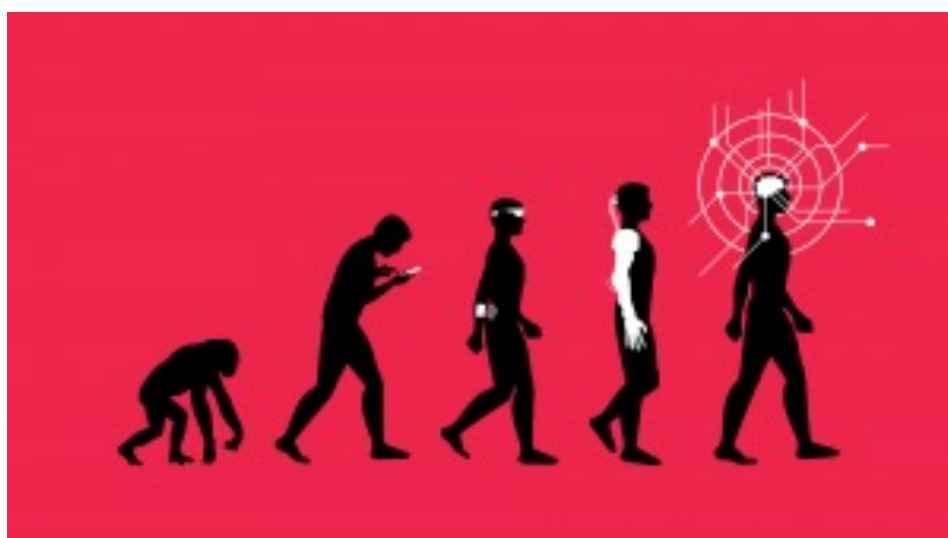


AI IN ON THE RISE, EVERYWHERE

According to Forbes, “AI is being applied to real-world business problems across nearly every sector of the economy [and] the two industries most likely to feel it the most are marketing and sales.” Within the last few years, companies across the country have already begun experimenting with AI and scaling up as they find success. In particular, [McDonald’s began exploring AI applications for its business in 2019](#), after the acquisition of Apprente, a voice technology firm. [In 2021](#), the company began deploying an AI ordering system, which McDonald’s said would be “able to greet customers in a consistent manner when they arrive, accurately take their order and thank them for visiting McDonald’s.” Unfortunately, McDonald’s customers have hated the AI drive-thru system since its implementation and have voiced their [opinions all over TikTok](#). [According to statistics](#), “McDonald’s AI has experienced lower accuracy rates than the 95% the company desired before rolling the tech out nationally.”

In the media business, companies such as CNET and BuzzFeed have, or are now experimenting with, AI-generative content. In November, [CNET tapped an AI program](#), similar to ChatGPT, to craft articles [without disclosing first to its readers](#). Many AI-generated articles had mistakes and the publisher was eventually forced to make several corrections. More recently, [Buzzfeed began utilizing tech from ChatGPT](#) “to generate forms of content like quizzes and travel guides” which numerous writers at the company shared disappointment in.

According to [Axios](#), “news companies are exploring ways to structure deals with artificial intelligence firms that could help them reap the benefits of AI’s explosive consumer adoption, rather than be overcome by it.” Last month, The News/Media Alliance, which represents “[nearly 2,000 diverse publishers in the United States](#)” released a set of AI principles and guidelines. According to the non-profit organization, “the unlicensed use of content created by...[their] companies and journalists by generative AI systems is an intellectual property infringement.” It’s no surprise then that major news companies, including Financial Times, Insider, New York Times and The Washington Post “have all introduced task forces or internal work groups to figure out how to responsibly leverage AI technologies.”



AI IN PR

According to Linda Zeiban, the director of communications at [Muck Rack](#), a public relations management platform, “61% of PR professionals are already using AI in their daily tasks.” Muck Rack has already jumped on the generative AI bandwagon by releasing a free new tool: [PressPal](#), which is partly powered by ChatGPT. The program drafts press releases and scans for keywords, enabling the tool to recommend specific and relevant journalists to target. Muck Rack encourages users to always properly review and edit the generated press release as needed to ensure it’s accurate, factual and free of any errors. They also note to keep “the human element in your AI” and state that the tool is “only one element of an effective communications plan.”

Muck Rack isn’t the only company diving into generative AI head-first to try and develop useful tools. According to [Axios](#), “PR platforms like PRophet, Press Hook and Pressfriendly have embraced AI offerings” and “70% of chief communication officers are willing to invest in [these] new tools.”

While some companies are embracing generative AI with open arms, others are being a bit more cautious and setting guardrails. [According to executive vice president Matt Stewart at Method Communications](#), he said, “I’m rooting for ChatGPT...but I’m not ready to turn over the keys to client intellectual property, risk watering down our work and set a generation of PR pros on an AI-reliant path without more proof.” The agency has begun disallowing the use of ChatGPT outside of brainstorming exercises and is planning to include guidelines in its future contracts barring clients from using AI to create content.



AI IS HERE TO STAY

[In 2023](#) alone, online media coverage amounted to almost 50,000 news articles about ChatGPT and generative AI. In fact, within the last year, “reporters were three times more likely to respond to pitches that included the term ‘generative AI,’” according to [Axios’](#) insights from Propel. It’s safe to say that generative AI isn’t going away anytime soon.

That’s why PR practitioners need to embrace generative AI tools instead of being afraid of them. According to Erin Moody, vice president of gaming, digital entertainment and tech PR at BerlinRosen, “We have a lot of influence and control over AI...ChatGPT still doesn’t have that human element.”

Looking toward the future, it’s likely that AI competency will be one of the top five skills to master within the next five years, as [data](#) shows “candidates who know how to use the tool will have an advantage, with 92% of business leaders say having AI experience is a plus.”

At Double Forte, we’re approaching the use of AI similarly to how we approached the advent of the internet in news media and social media. Before Google search, PR professionals (typically entry-level

individuals) sifted through countless press clips to decide what was relevant to share with clients, pasting and copying them as they went. We still do this today, but the process has changed dramatically and evolved with the rise of new technology. With new streamlined processes, we freed up hours and time to be more valuable to our team and clients. Our company began before Facebook, Twitter, Instagram and LinkedIn took over the world. Once social media became a worldwide phenomenon, how we conducted our business fundamentally changed. However, we embraced the change and took the opportunity to help our clients learn how to engage directly with their customers and now social media is about 50% of our business today. As we continue along through the “[Forever Labor Shortage](#)” era for at least the next 20 years, we’ll need to embrace new technologies, such as AI, to help us do more with fewer people.

Of course, we’re proceeding with caution - we’re monitoring the technology, conducting plenty of training sessions to the use of it, refining our prompts, and most important, letting our company values guide our adoption. But we know, it’s time for all of us to say hello to ChatGPT before we’re left in the dust.

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