



Battling Misinformation in the Age of Artificial Intelligence

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Panelist: Doug Levy, Author, Communications Strategist, Doug Levy Communications

Panelist: Alexa Davis, Assistant City Manager, City of Rolling Hills Estates

Panelist: Brian Baker, President/Founder, Big Sky Crisis Communications

Quick Poll

Poll Audience: Visit Menti.com

- Have you used AI in any capacity?
- Are you comfortable with AI?
- Has your organization officially adopted AI as a technology resource?
- Has it helped you?







Strategic Considerations

- AI is a Super-Power For Content Creators
 - Proactive Communication is Best Way to Fight Misinformation
 - AI Can Help Us “Flood The Zone” With Accurate Information - Quickly
- Make Government Info More Accessible and Searchable
- Know Your IT Platform and Its Limitations
- Choose Your AI Tool(S) Mindful Of Its Data Sources
- Establish Boundaries and Guidance



AI Tech Stack

Detect



Cybra
Blackbird AI
ZeroFox
Talkwalker

Create



OpenAI: ChatGPT4o
Google: Gemini
Anthropology: Claude
Perplexity
Microsoft: Copilot

Visualize



Synthesia.io (avatars)
Canva (all graphic formats)
Midjourney (images/videos)
Beautiful.ai (presentations)

Fighting AI-Generated Misinformation

Monitor



Detect



Extremism
Radicalism
Protests
Bad Actors
Disinformation
Propaganda
Illegal Activity
Civil Unrest
Election Interference

Combat



Proactively Disrupt Threats
Respond Rapidly
Stop Fake Campaigns





Integration and Implementation

- Where to Start
- Ethics/Accountability
- Policies



Framework for AI Success

- Set Guidelines
 - Transparency & Fairness
 - Accuracy of data
 - What data to use
- Accountability and Oversight
 - Human involvement
- Legal and Ethical considerations
- Address concerns while highlighting advantages to use
- Look at other cities: Boston, San Jose, Los Altos Hills, Yorba Linda

****Keeps you accountable to your constituents****



Pros and Cons

PROS:

- Speed
- Creativity
- Scale
- Data Analysis
- Automation
- Personalization
- Infinite Applications
- Frees Workers to Focus on Adding Value

CONS:

- It's Not Human
- Bias / Hallucination
- Only as Good as the Data
- Ethical Issues
- Data Security
- Trust



Examples of AI Generated Content

Prompt: Create 5 different versions of a media statement that local cities in California can use to address a cybersecurity incident that threatens the November 5th election

Chat GPT:

FOR IMMEDIATE RELEASE

[City Name] City Officials Address Cybersecurity Threat to November 5th Election

[City, State] – [Date] – Today, [City Name] officials wish to assure our community that we are aware of a cybersecurity threat that has the potential to impact the upcoming election on November 5th. We are actively collaborating with state and federal agencies to safeguard our election systems.

Our top priority remains the integrity and security of our electoral process. We have implemented necessary precautions and are continuously monitoring our systems to ensure the safety of our citizens' votes. We encourage residents to stay informed and report any suspicious activity related to election communications.

For ongoing updates, please follow our official communications channels.

Claude:

"[City Name] has been notified of a cybersecurity incident that may affect local elections throughout California, including our November 5th election. We want to emphasize that the security and accuracy of our elections are paramount. We have activated our cybersecurity response plan and are collaborating with cybersecurity experts, state election officials, and federal agencies to swiftly address this threat. As a precautionary measure, we are conducting a comprehensive review of all our election systems and implementing additional security protocols. We remain confident in the resilience of our election infrastructure and the multiple safeguards we have in place. We are committed to maintaining open communication with the public throughout this process and will provide regular updates. We encourage all voters to stay informed and participate in our upcoming election with confidence."





Key Takeaways

1. Embrace AI
2. Just Get Started
3. Train It - Make It Work Better For You
4. Implement It - Put a Policy in Place
5. Make AI Your Friend, Not Your Foe



AI will not replace you... Someone with AI skills will.

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Free AI Resource:

