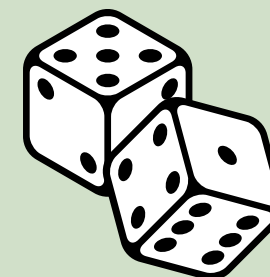
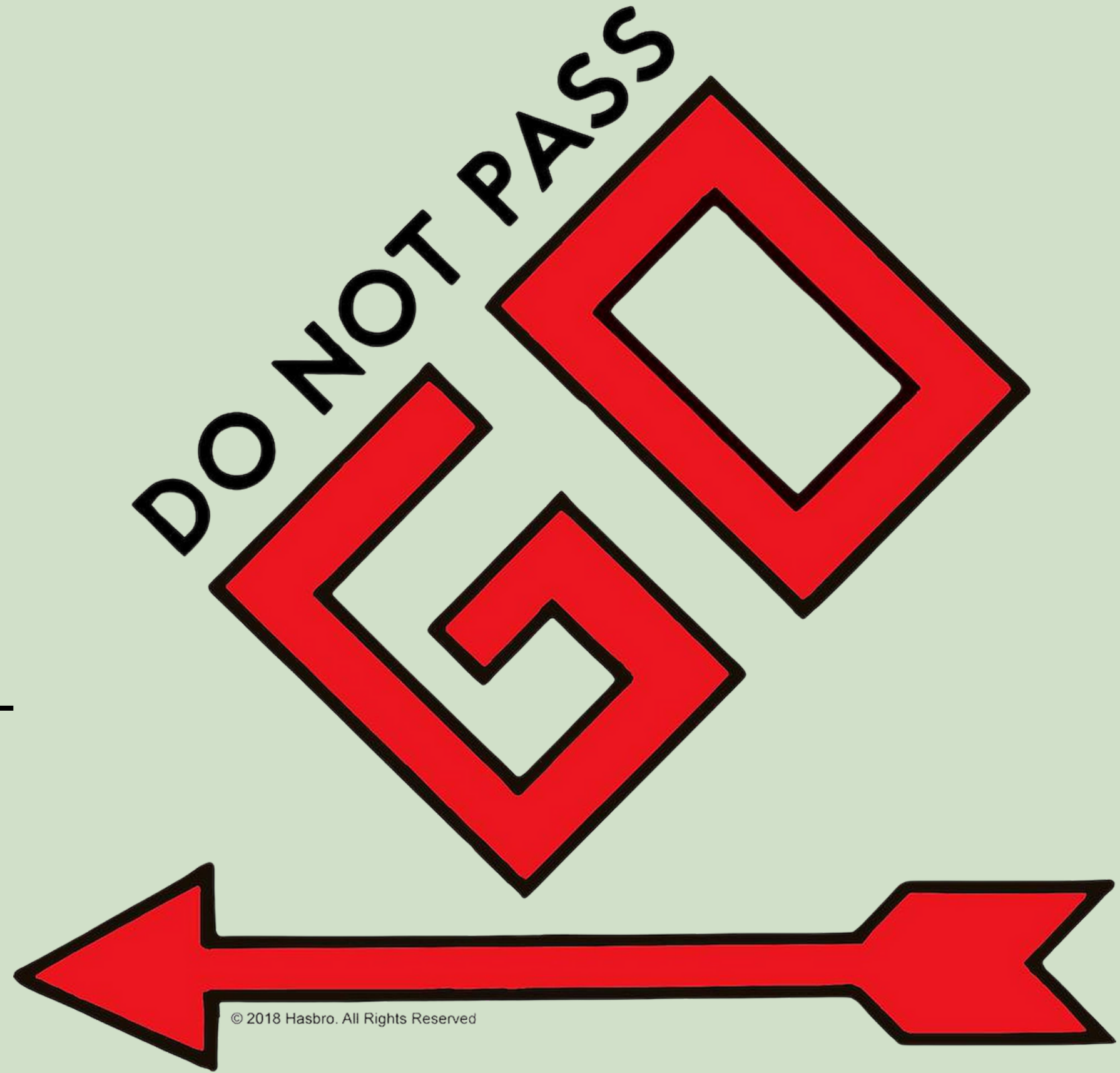


SHOPTALK: THE AI LANDSCAPE FOR BAPTIST CREATIVES

MITCHELL BRUCE



AI POLICY



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AI POLICY

- Establish your organization's rules for AI
- Creates a precedent for partners

High Priorities

- 💡 • Consider what could erode trust
- 💡 • Human in the loop (HITL)
- Data security
- Exit
- Work life balance
- Tools you can and can't use



LANDSCAPE

- Tools everywhere
- No singular expert
-  Peer groups drive AI knowledge

AI at present:

- Help
- Research
- Inspiration

Strengths:

- Iteration
- Customization
- Ideation

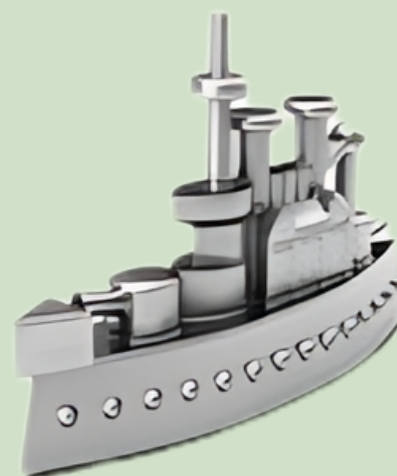
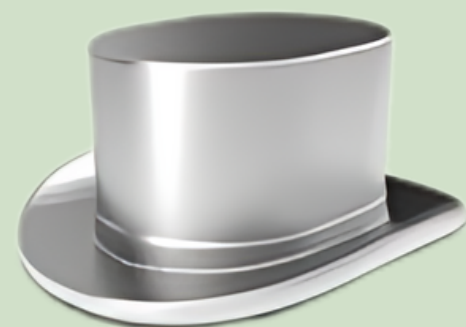
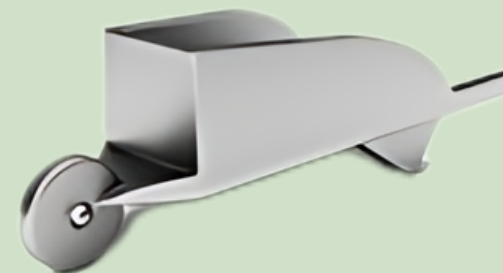
LANDSCAPE

Things to consider for creatives | marketing:

- Uniformity
- Stock Imagery Adjacent
- Public Perception (Baptist Emphasis)
 - 💡 ○ “slop”
 - hypocrisy
- AI Freelancer Problem



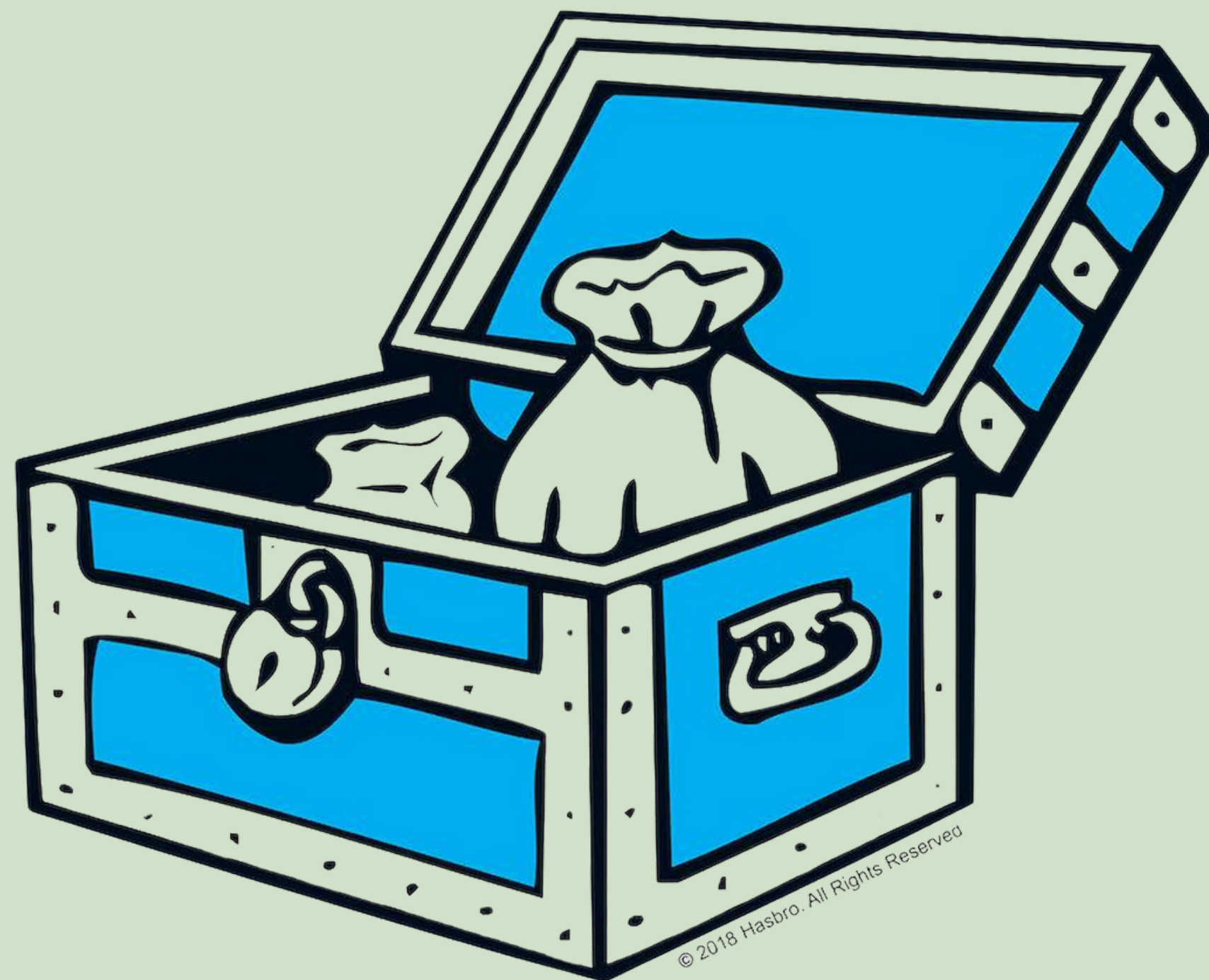
AI TOOLS



AI TOOLS

- All-around tools: ChatGPT, Claude, Gemini, Copilot
 - Writing - Grammarly/Jasper
 - Research - Perplexity
 - AI Browsing - Comet
 - Music - Suno
 - Voiceover - Eleven Labs
 - Images - Midjourney
 - Coding - Cursor
 - File Organization or Reference - Notebook LM, Obsidian
 - Presentations - Gamma
 - Note-taking*
 - Data - Julius
 - Internal Docs - Notion
 - Video - Runway / Descript
- [list excludes embedded tools
ie Canva / Adobe]**

USES



DAILY USE

- Meeting Management
 - voice memo - transcription - Claude meeting summary
- Research
 - tools, marketing, news, copyright, url, citations
- Iteration
 - refine writing, audience tailoring, feedback
- Proofing
- Writing
- 'Base' and Supplemental Creation
 - images, presentations, plans, strategies

EXAMPLES

podcast
rebrand



FAITH TAPES



EXAMPLES

campaign

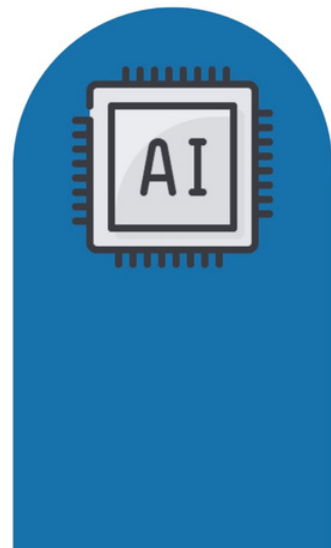


EXAMPLES

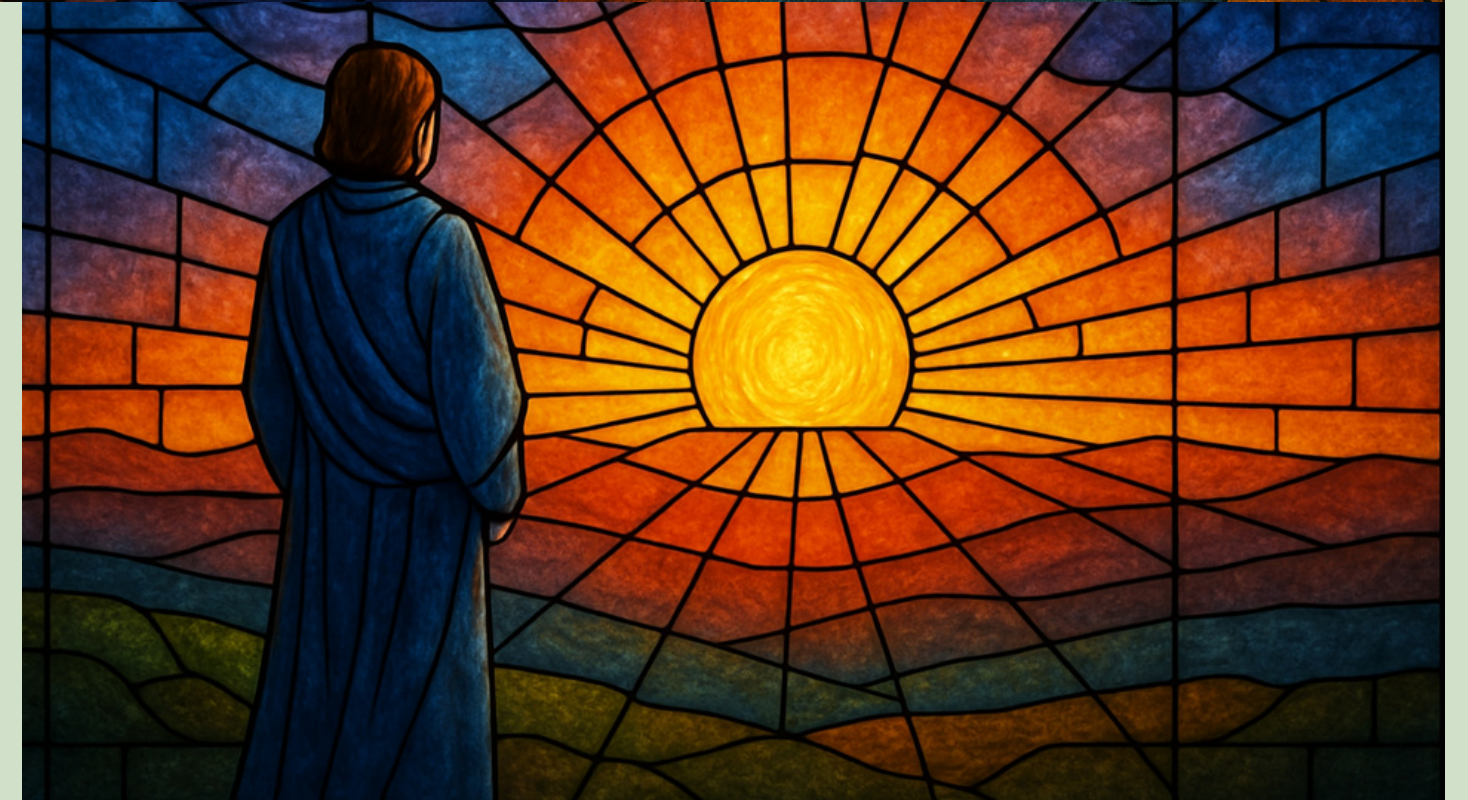


Alabama Baptist
STATE BOARD OF MISSIONS

Artificial Intelligence Policy



**AI Blog
& Policy**



SUMMARY

When considering *The Landscape of AI for Baptist Creatives*,
my recommendation:

AI AUGMENTS, NOT AUTHORS





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