

Using AI in Promotion & Education Programs



Municipality of
Dysart et al



Grammys CEO on new AI guidelines: Music that contains AI-created elements is eligible. 'Period.'

LOS ANGELES (AP) — Last month, the Recording Academy announced a series of changes to the Grammy Awards to better reflect an evolving music industry. Of those newly instituted guidelines, protocols involving technological advancements in machine learning sparked headlines: "Only human creators" could win the music industry's highest honor in a decision aimed at the use of artificial intelligence in popular music.

By Maria Sherman The Associated Press
Tuesday, July 4, 2023 | 2 min to read
Article was updated Jul 19, 2023

World

Can a chatbot preach a good sermon? Hundreds attend service by ChatGPT to find out

The chatbot, personified by an avatar of a bearded Black man, preached to more than 300 people in Bavarian town of Fuerth

AP The Associated Press
Kirsten Grieshaber

Published Jun 10, 2023 • Last updated Jun 15, 2023 • 5 minute read

AI is the wild card in Hollywood's strikes. Here's an explanation of its unsettling role

AP The Associated Press
Andrew Dalton

Published Jul 21, 2023 • 4 minute read

Goldman Sachs | Economics Research

26 March 2023 | 9:05PM EDT

Global Economics Analyst

The Potentially Large Effects of Artificial Intelligence on Economic Growth (Briggs/Kodnani)

Muni
Dysan et al

Aug 29, 2023 - Technology

ChatGPT plays doctor with 72% success



Ryan Heath, author of [Axios AI](#)

LIFE

Teachers turn to AI to make workload more manageable, chart lesson plans

Teachers turn to AI to help with workload

Jessica Reid has thought about quitting the career she'd dreamed of since childhood hundreds of times.

By William Eltherington and Nicole Thompson The Canadian Press

Sunday, August 27, 2023 | 3 min to read

Article was updated Aug 27, 2023

UNCUT GEMS | UPDATED MAR 30 by NOOR AL-SIBAI AND JON CHRISTIAN

BuzzFeed Is Quietly Publishing Whole AI-Generated Articles, Not Just Quizzes

These read like a proof of concept for replacing human writers.

ENTERTAINMENT

Paul McCartney says he used AI to create 'the final Beatles record'

AI was used to resurrect John Lennon's voice, McCartney said. The final record will be released later this year, the legendary singer told the BBC in an interview.

By Kevin Jiang Staff Reporter

Tuesday, June 13, 2023 | 1 min to read

Article was updated Jul 19, 2023

Elon Musk and Others Call for Pause on A.I., Citing 'Profound Risks to Society'

More than 1,000 tech leaders, researchers and others signed an open letter urging a moratorium on the development of the most powerful artificial intelligence systems.

TECHNOLOGY

An Artificial Intelligence Developed Its Own Non-Human Language

When Facebook designed chatbots to negotiate with one another, the bots made up their own way of communicating.

By Adrienne LaFrance

Microsoft's AI-written travel guide calls Ottawa Food Bank a 'beautiful tourist attraction'

'Life is already difficult enough. Consider going into it on an empty stomach'

Lynn Chaya

Published Aug 18, 2023 • Last updated Aug 18, 2023 • 2 minute read

AI Spectrum



Weak AI

Strong AI

AI in Waste Management



Sorting Bins,
Fullness
Sensors



Collection Vehicles,
Route Optimization,
Curbside Studies



MRF Operations,
Waste Audits

What about AI in
Promotion and
Education?



Imagery

CANADA

This image is raising money for a Toronto charity. The only problem? It's not real

Furniture Bank switched to AI-generated images in its 2022 holiday campaign, raising a host of ethical questions along with donations.

By **Kevin Maimann** Special to the Star
Sat., Dec. 31, 2022 | 5 min. read

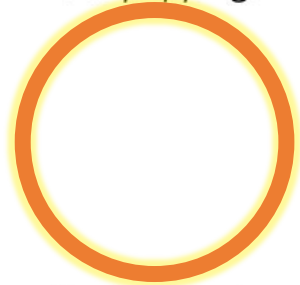


JOIN THE CONVERSATION



Recycle Right

What's popping?



Empty and rinsed



Flatten cardboard boxes



Microwavable popcorn bags,
Popcorn bags



Recycling for Containers

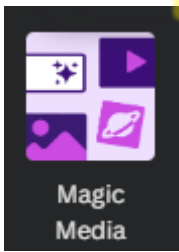


Recycling for Papers

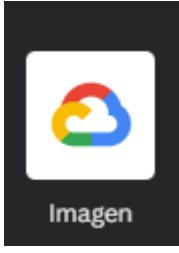


Garbage

Canva



Magic Media



Imagen



DALL-E

The screenshot shows the Canva Magic Media interface. At the top, there's a blue header with 'File', 'Resize & Magic Switch', and navigation icons. The main area is split into a left sidebar and a central workspace. The sidebar contains icons for Design, Elements, Text, Brand, Uploads, Draw, Projects, Apps, Photos, Background, and Magic Media. The Magic Media section is active, showing a grid of image thumbnails. One thumbnail is highlighted with a red circle and contains the text: 'A family putting empty soda bottles in a small blue box for recycling'. Below the grid is a 'Generate again' button and a 'Go back' button. The central workspace is a large white area with a 'Position' label and a 'Share' button at the top right. At the bottom, there's a '+ Add page' button and a status bar showing 'Page 1 / 1', '78%', and other icons.

Text to Image

Design

Elements

Uploads

Text

Projects

Photos

Audio

Videos

Background

Logos




illustration of a family in their kitchen using a recycling bin

Start again Generate more

We're evolving this new technology with you so please report these images if they don't seem right.

Text to Image

Design

Elements

Uploads

Text

Projects

Photos

Audio

Videos

Background

Logos




photo of a family in their kitchen using a recycling bin

Start again Generate more

We're evolving this new technology with you so please report these images if they don't seem right.



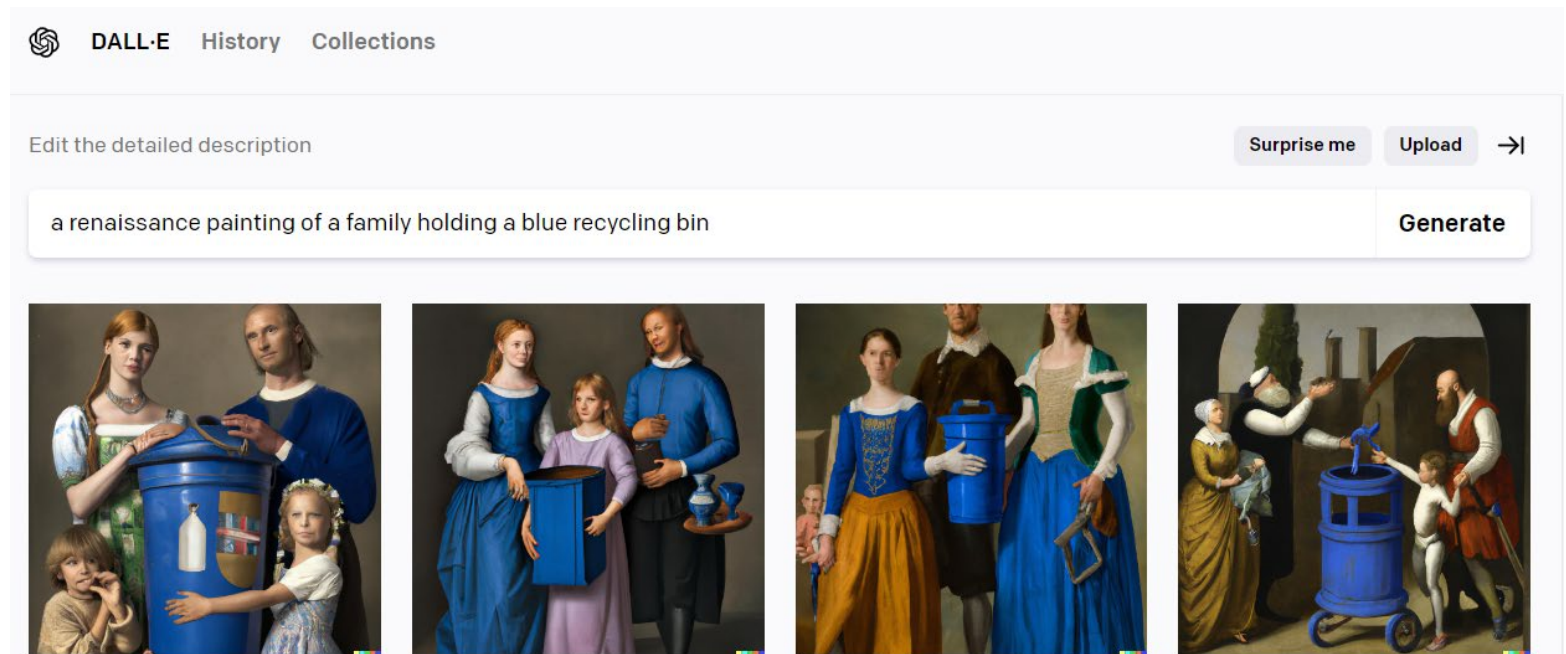
A white
Siamese cat



A close up, studio
photographic portrait of
a white Siamese cat that
looks curious, backlit
ears

Give it a try

- <https://www.canva.com/> → Apps → Media Magic **OR** Imagen **OR** Dall-e
- <https://lexica.art/aperture>
- <https://openai.com/dall-e-2/>




Messaging

ChatGPT

The screenshot shows the ChatGPT web interface. On the left is a dark sidebar with a '+ New chat' button and navigation links: 'Dark mode', 'OpenAI Discord', 'Updates & FAQ', and 'Log out'. The main content area has a 'ChatGPT' title and three columns: 'Examples' (with three sample prompts), 'Capabilities' (with three features), and 'Limitations' (with three caveats). At the bottom, a text input field is highlighted with a glowing orange oval. Below the input field is a footer note: 'ChatGPT Jan 30 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.'



Write three marketing key messages that promote the recycling of empty food and beverage cartons in Dysart's Recycling for Containers 



1. "Reduce Your Carbon Footprint: By recycling empty food and beverage cartons with Dysart's Recycling for Containers, you can help lower the amount of greenhouse gas emissions and contribute to a cleaner, greener planet."  
2. "Conserve Natural Resources: Every time you recycle an empty food and beverage carton with Dysart's, you're conserving natural resources such as water, wood, and minerals that are used to create new products."
3. "Support Your Community: By choosing to recycle with Dysart's Recycling for Containers, you're supporting local recycling efforts and creating job opportunities in your community, helping to strengthen the local economy and improve the quality of life for all."



Write a communications plan to increase capture of empty aluminum beverage cans in the recycling program of the Municipality of Dysart et al, Ontario, Canada, with a communications budget of \$8,000 identifying at least four communication tactics



1. **Community Outreach:** Host a series of community events to educate residents on the benefits of recycling aluminum cans and the proper disposal methods. This can include informational booths, presentations, and hands-on demonstrations. This tactic will cost \$2,500.
2. **Social Media Campaign:** Develop a social media campaign to raise awareness about the importance of recycling aluminum cans. This could include creating a dedicated hashtag, running social media ads, and sharing educational content. This tactic will cost \$1,500.
3. **Public Service Announcements:** Create and air public service announcements on local television and radio stations to educate the community about recycling aluminum cans. This tactic will cost \$2,000.
4. **Door-to-Door Campaign:** Develop a door-to-door campaign to reach out to residents and educate them about recycling aluminum cans. This could include the distribution of informational materials and the collection of cans door-to-door. This tactic will cost \$2,000.



There's a whole system of capitalizing nouns, using semi-colons, square brackets, etc. to influence how ChatGPT writes

The prompt:

[TASK TYPE]: Outline based on Gagne's 9 events of instruction

[MEDIUM]: 3 hour synchronous virtual workshop

[AUDIENCE]: New project managers

[BACKGROUND]: PMI best practices for creating a work breakdown structure in Microsoft word

[REQUIREMENTS]:

- Includes the 100% rule
- Includes example scenarios
- Provides hands-on learning activities

[TASK REQUEST]: Generate a comprehensive and usable [TASK TYPE] for a [MEDIUM] that is appropriate for [AUDIENCE], is based on [BACKGROUND], and [REQUIREMENTS].



Act like a comedy writer; There are two CHARACTERS: [CHARACTER ONE is an old lady who talks about the old days; CHARACTER TWO is a young child who loves the environment]; The CHARACTERS are cleaning out a garage; CHARACTER ONE wants to put everything in the garbage and CHARACTER TWO wants to reuse and recycle as much as possible; Write a cartoon SCRIPT {Use the writing style of The Simpsons}; Add emojis at the end of each line of dialog, indicating the TONE Of speech



INT. GARAGE - DAY

OLD LADY: 🗨️ (grunting) This junk is taking up too much space. Time to get rid of it all! 🗑️

YOUNG CHILD: 🗨️ Wait, can't we recycle some of this? 🌍

OLD LADY: 🗨️ Recycle? Back in my day, we didn't have all this fancy recycling business. 😏

YOUNG CHILD: 🗨️ But grandma, we need to take care of the planet. 🌱

OLD LADY: 🗨️ (skeptical) Fine. But we're still throwing most of this away. 🗑️

Stop generating

(Young child pulls out a juice box and says "Look, grandma, this is recyclable!")



Create a 20 minute presentation that explains waste management [reduce, reuse, recycle, composting, landfill] to a class of grade 5 students based on Ontario, Canada curriculum expectation; include 2 hands-on activities, and 1 question and answer session



Slide 1: Introduction



- Greet the class and introduce the topic of waste management
- Explain that waste management is the process of collecting, treating, and disposing of waste in a safe and effective manner

Slide 2: Reduce

- Explain that reducing waste is about using less and avoiding waste in the first place
- Show examples of how to reduce waste, such as using reusable water bottles, bags, and containers
- Emphasize the importance of reducing waste to protect the environment and conserve resources

Slide 7: Hands-on Activity 1: Waste Audit

- Divide the class into small groups and have each group conduct a waste audit in the classroom or school yard
- Have each group collect and sort waste into different categories, such as recyclables, compostables, and landfill waste
- Discuss the results of the waste audit as a class and brainstorm ways to reduce, reuse, and recycle waste

Slide 8: Hands-on Activity 2: Upcycling Challenge

- Challenge the class to create a new product from a used item
- Provide examples of upcycling projects, such as making a birdhouse from a milk carton or a planter from a tin can
- Have each student present their upcycling project and discuss the benefits of upcycling



Give it a try

- <https://chat.openai.com/auth/login>
- <https://bard.google.com/> (Not yet available in Canada)
- <https://textfx.withgoogle.com/>

Video

Canva

The screenshot displays the Canva design tool interface. At the top, the navigation bar includes 'File', 'w Resize & Magic Switch', and a 'Share' button. The main workspace is titled 'Untitled design - Facebook Post'. On the left sidebar, the 'DeepReel AI Videos' panel is active, showing a 'Create' tab with 'Video' and 'Voice' options. Under 'Choose a presenter', a grid of avatars is shown, with 'Ava' and 'Ava - (Blue)' highlighted by a red circle. Below the avatars are 'Video Settings' and a 'Type your script' section with a character count of 0/450. The 'Choose a language' dropdown is set to 'English'. A red bracket on the left side of the interface groups the 'D-ID AI Presenters' and 'DeepReel AI Videos' sections. The bottom status bar shows 'Page 1 / 1', a zoom level of 76%, and various utility icons.

HeyGen.com



14 Credits

Create Video



John
1 Creator

Home

Template

Avatar

Voice

Video

Asset

Create Avatar

Instant Avatar
Get your digital twin in minutes!

Photo Avatar
Animate your photo with text

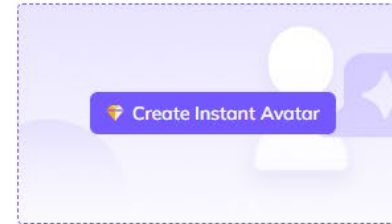
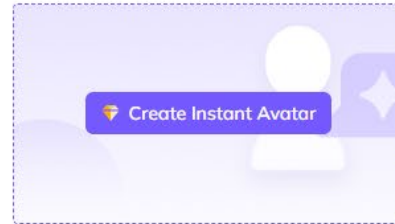
Create Video

Template
Start from a template

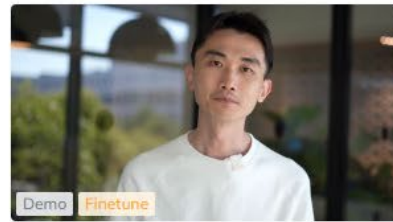
AI Script
Start from AI script Generation



John Watson



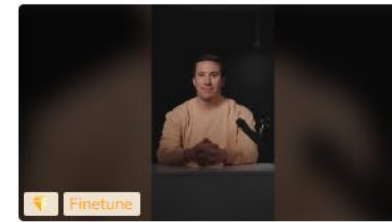
Joshua HeyGen CEO



Joshua HeyGen CEO



Blake



Blake



Edward

Video Translate

Webinar Live Soon

Pricing

Labs

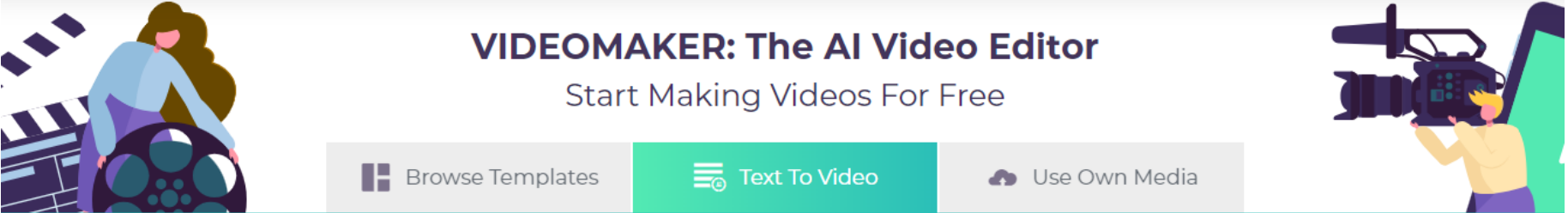
Tutorial

News



Designs.ai

DESIGNS.ai Create ▾ Tools ▾ Resources ▾ Pricing EN ▾ Sign In Try for free



VIDEOMAKER: The AI Video Editor

Start Making Videos For Free

Browse Templates Text To Video Use Own Media

Give your video a title

Listicle video (sample)



Type or paste your script

Your script can have up to 20 sentences separated by full stops.

Here's our top 6 healthy food that nutritionist recommends.

1. Salmon, for it is rich in omega 3 fatty acids.
2. Kale, one of the most nutrient-dense leafy greens, best eaten raw!
3. Garlic, as it is both tasty and highly nutritious, plus, it contains bioactive compounds that fights disease.
4. Avocado are high in monounsaturated oleic acid, which helps reduce the risk of coronary heart disease.
5. Dark chocolate and cocoa are very high in minerals and antioxidants - it helps

T

Set your text color

694/2500

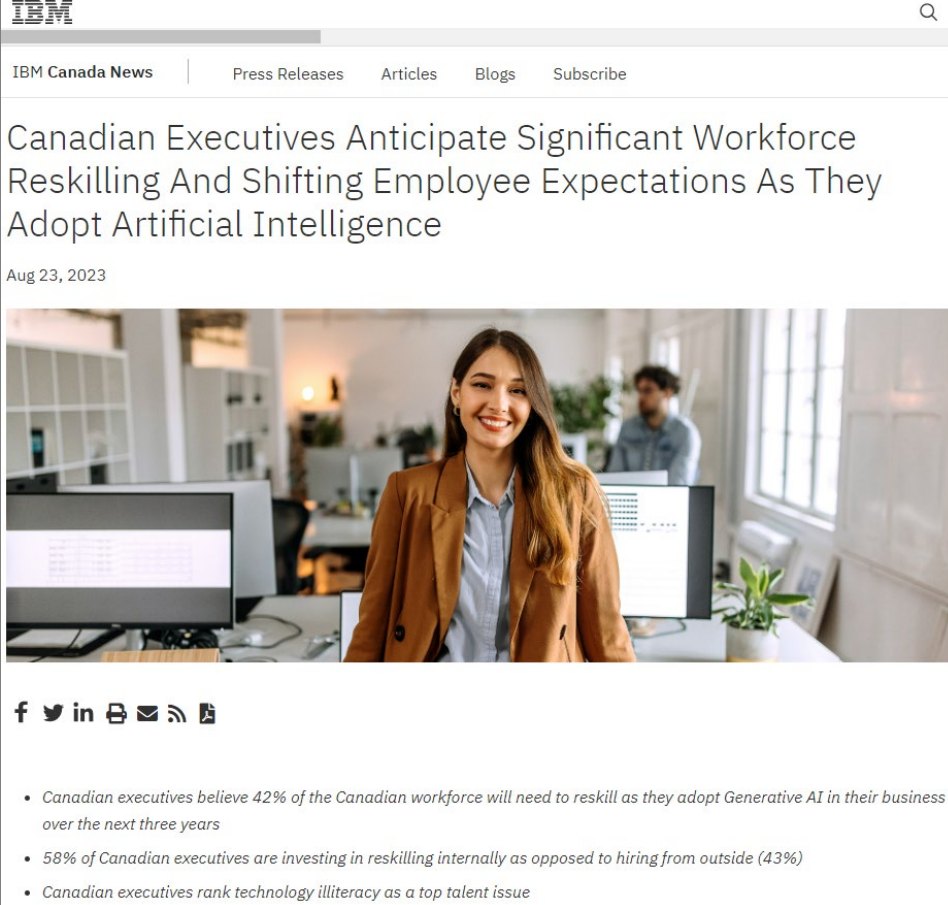
Give it a try

- <https://www.canva.com/> → Apps → DeepReel AI Videos **OR** D-ID AI Presenters
- <https://app.heygen.com/>
- <https://designs.ai/>

Conclusion...
but just the beginning

The future is now

- Experiment with AI now
- Understand what AI can and can't do
- Watch for changes in the job market
- Adopt an “innovative mindset”




IBM

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Canadian Executives Anticipate Significant Workforce Reskilling And Shifting Employee Expectations As They Adopt Artificial Intelligence

Aug 23, 2023



f t in B e r i

- Canadian executives believe 42% of the Canadian workforce will need to reskill as they adopt Generative AI in their business over the next three years
- 58% of Canadian executives are investing in reskilling internally as opposed to hiring from outside (43%)
- Canadian executives rank technology illiteracy as a top talent issue

Contact

John Watson

Environmental Manager

Municipality of Dysart et al

705-457-1740 x 659

jwatson@dysartetal.ca

www.dysartetal.ca

