5 Things to Consider when Talking About your AI Technology with the Press

1

You can't expect to be covered if you're unwilling to divulge the secret sauce

There's a fair amount of hype around AI/ML and, as a result, the media have become a bit jaded. They want specifics about how AI and ML is leveraged to solve technical and business problems. Your chances of being covered go up if you can go into detail on how your models work, why they're different and the ROI that they deliver.

2

Look for opportunities to broaden the impact of AI

Getting AI/ML out of the lab and into production is hard, expensive and never finished. Those with large budgets struggle, while smaller organizations are left out in the cold. If you have the ability, perhaps through community editions or particular campaigns, consider talking more about how you help the have-nots reap the benefits of AI.

3

Focus on the AI fundamentals

Today there's a lot of debate (and confusion) about what is and is not AI. Most outlets want to focus on AI learning, or the output. But increasingly the topic of how modeling and inference are done within AI is just as important, and can be crucial to eliminating bias and instilling confidence in the technology. When thinking about how to position AI stories to press, don't forget the foundational elements that are often the secret sauce of AI (and be able to explain their importance in the overall AI story).

4

Be a resource in explaining how it all works

Rule-based modeling and adaptive machine learning systems are often used interchangeably. Many vendors are reluctant to dive into the details of these blackbox technologies. Having a clear strategy around where your solutions fits – and the strengths and challenges – are key to speaking intelligently with press, which gives them confidence when covering your products or stories. And, they're also always looking for vendors to explain the nuances in contributed content.

5

Know who you're trying to reach with your AI story

AI has three very different audiences – the data scientists that develop the models and algorithms, the data engineers that streamline and move those into production, and the business leaders that are looking to leverage AI to solve problems and impact results. Those audiences have very different concerns and challenges, and read different outlets. Be clear on who you're talking to and what value you're bringing to each.

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