

Media and Artificial Intelligence

Welcome

Dorian Grey

Senior Director, Leadership, Entrepreneurship, and Innovation
Detroit Regional Chamber

WDIV Detroit Panel: The Power and Evolution of Local News

Rhonda Walker, Anchor, WDIV Detroit

Jason Colthorp, Anchor and Reporter, WDIV Detroit

Moderator: Jamie K. Walters, Chief Marketing Officer, VVK PR + Creative,
LD 40

WDIV Detroit Tour

Transition to DoubleTree Suites by Hilton Hotel Downtown Detroit – Fort Shelby

525 W. Lafayette Blvd., Detroit, MI 48226

The Evolution of Non-Traditional Media

Orlando Bailey, Executive Director, Outlier Media

Amy Barczy, Assistant Managing Editor, Crain's Detroit Business

Jer Staes, Executive Producer, Daily Detroit

Moderator: Matt Friedman, Co-Owner, Tanner Friedman

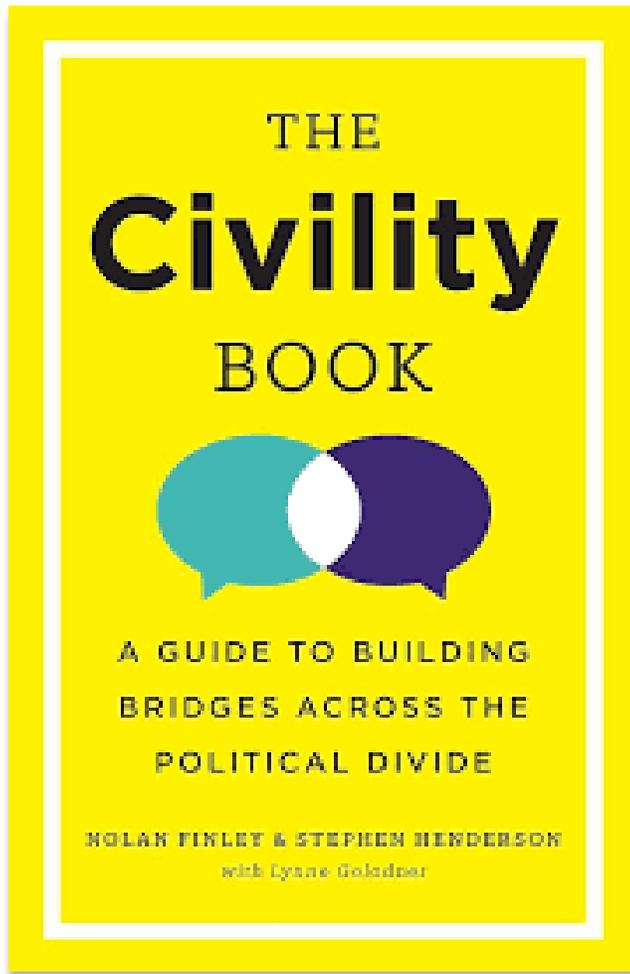
Lunch

*DoubleTree Suites by Hilton Hotel Detroit
Downtown – Fort Shelby*

The Great Lakes Civility Project

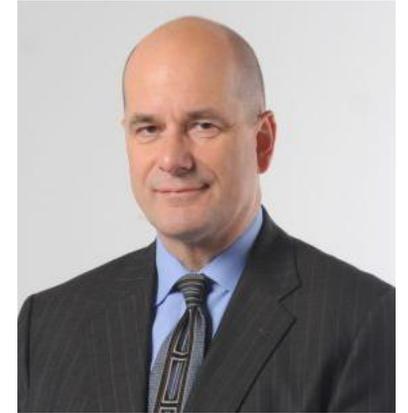
Nolan Finley, Editorial Page Editor, Detroit News

Stephen Henderson, Executive Advisor, Bridge Detroit



"Americans are at their best when they can talk with another, disagree, even argue, but agree to keep the dialogue going. Unfortunately, too many people feel today like they can't do that, and they have to avoid even speaking to people with whom they disagree.

The Civility Project is changing that."



Networking Break

AI Uses, Ethics, and Challenges

Donald Webster, Senior AI Director, Prompts.ai

AI Uses, Ethics & Challenges

Building Detroit's Future — Powered by AI, Guided by Us.

Detroit and Michigan rank among the fastest-growing AI adoption regions in the Midwest.



AI Backyard Design



Finished product



Why AI Matters Right Now



Media Intelligence

Local outlets using AI for transcription, research, and audience engagement.



Healthcare Innovation

From patient summaries to diagnosis support, AI is enhancing care delivery and administrative efficiency.



Public Service

Government agencies are using AI for document processing, translation services, and citizen engagement.

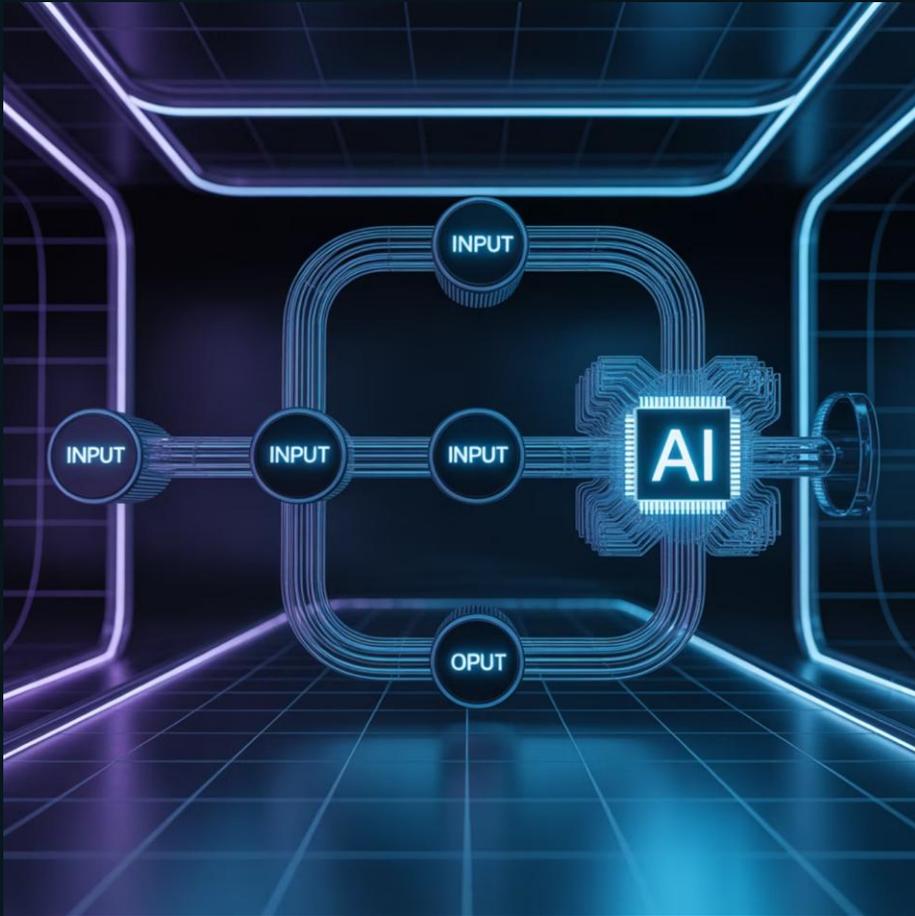


Business Growth

Companies are automating workflows, gaining insights from data, and creating competitive advantages.

Michigan is emerging as an AI hub with growing infrastructure and talent. This isn't 'future tech', it's the new operational backbone for regional competitiveness.

What AI Actually Is



The Reality Behind the Buzz

At its core, AI is a sophisticated **prediction engine**.

- It's advanced pattern mathematics, not magic
- Quality depends entirely on training data
- Smart within bounds, limited beyond them
- AI predicts text the same way your phone predicts words, just at enormous scale.

AI Across Detroit's Sectors



Healthcare

Henry Ford Health: AI algorithms optimize appointment scheduling to cut wait times by 30%, with tools for preliminary diagnostics in imaging and Parkinson's therapy via real-time brain wave analysis.



Government

City of Detroit: Issued RFP 186013 for AI tools to automate public records processing and policy drafting, aiming to cut review times by 40%; integrated into Language Access Ordinance for real-time multilingual translation in citizen services.



Nonprofits

Kresge Foundation: Partners with Detroit nonprofits for AI-assisted community research via data analytics for equity mapping; funds AI tools for grant writing and program evaluation in initiatives like Strengthening Child- and Family-Centered Neighborhoods.



Media

Crain's Detroit Business: Leverages AI-driven audience analytics via Metrics for News to track engagement on tech stories, optimizing content for Detroit's business readers; covers AI research in features like "AI in the Motor City."



Business

Detroit Manufacturing (Ford & GM): GM uses AI for supply chain automation and predictive maintenance, reducing downtime by 20%; Ford trials AI-driven production efficiency in Dearborn plants for operational optimization and market forecasting.

Foundational AI Models



Why AI Feels Like Superpowers

30-70%

Efficiency Gains

Organizations report substantial time savings on routine tasks

10X

Research Acceleration

AI accelerates information gathering and synthesis dramatically

24/7

Always Available

Instant access to capabilities without scheduling constraints

AI automates routine work, accelerates planning, and frees people to focus on strategy, creativity, and relationships - the uniquely human contributions that drive real impact.

AI Tools by Category

AI Tools

Category	Top Tools/LLMs	Strengths & Key Features	Relevant Use Cases
Generative AI (e.g., ChatGPT, Claude, Gemini) Writing, Summarizing, Research	- Claude (Anthropic): Ethical focus, long-form writing. - ChatGPT (OpenAI): Versatile, with Deep Research mode for reports. - Gemini (Google): Multimodal (text + images), real-time citations.	- Handles 1,500+ word articles with citations. - Summarizes docs in seconds; integrates with Google Workspace. - Free tiers: Unlimited basic use; Pro ~\$20/month.	- Summarize Henry Ford Health reports for grant writing. - Brainstorm AI ethics policies for nonprofits like Detroit Future City.
Search AI (e.g., Perplexity, Copilot, Google SGE) Real-time Facts, Citations	- Perplexity AI: Source-linked answers, Threads for follow-ups. - Microsoft Copilot: Bing-integrated, voice search. - Google Gemini (SGE mode): Contextual overviews with links.	- Pulls from 100+ sources; Pro unlocks 300 deep searches/day. - Privacy-focused; free with Microsoft account. - Unlimited free queries; excels in current events.	- Fact-check mobility AI pilots (e.g., SEMCOG traffic optimization). - Research Stargate's economic impact for policy briefs.
Image & Design AI (e.g., Midjourney, DALL-E, Firefly) Visuals, Branding, Concepts	- DALL-E 3 (via ChatGPT): Photorealistic, prompt refinement. - Adobe Firefly: Commercial-safe, Photoshop integration. - Leonardo AI: Gaming/cinematic styles, free credits.	- Generates 4 variants/prompt; free in ChatGPT. - Trained on licensed data; \$4.99/month basic. - 150 free images/day; fine-tune for brands.	- Prototype autonomous vehicle designs for Ford/GM. - Create branding visuals for Detroit nonprofits' donor outreach.
Productivity AI (e.g., Microsoft 365 Copilot, Google Workspace AI) Email, Meetings, Document Automation	- Gemini for Google Workspace: Real-time collab in Docs/Sheets. - ClickUp AI: Task automation, Brain for context-aware summaries. - Notion AI: Note organization, workflow building.	- Automates emails/meetings; \$20/user/month. - Unlimited automations; free tier for small teams. - Integrates with 100+ apps; \$10/user/month.	- Automate grant evaluations for community programs. - Streamline meeting notes for Detroit Regional Partnership events.
Industry-Specific AI Regulated Tools for Accuracy/Compliance	- Healthcare: Qure.ai (Diagnostics), Nabla (Clinical notes). - Legal: LEGALFLY (Contract review), Diligen (Due diligence). - Manufacturing: C3.ai (Predictive maintenance), Siemens MindSphere (Optimization).	- HIPAA-compliant imaging analysis; reduces errors 30%. - Cuts review time 60%; GDPR/SOC 2 secure. - IoT integration; forecasts downtime, saves 20% costs.	- Healthcare: AI summaries at Michigan Medicine. - Legal: Compliance checks for auto patents at GM. - Manufacturing: Quality control in Detroit factories.

The Bias Problem

AI Mirrors Its Training Data

Artificial intelligence systems learn from historical data—and that data often contains **embedded biases** reflecting past inequities and blind spots.

1

Biased Data In

Historical patterns reflect systemic inequities

2

Biased Outputs

Healthcare algorithm mis-scoring Black patients' risk levels (NYU/UChicago study)

3

Unfair Outcomes

COMPAS sentencing bias case

Fairness requires active oversight. Transparency builds trust. Organizations must audit AI systems, diversify training data, and maintain human accountability at every decision point.



Deepfakes Are Getting Too Good

Accessibility Explosion

Anyone with a smartphone can now create convincing fake audio and video in minutes using free apps and tools. - *Deepfake fraud surged 1,740% in North America (2024-2025)*

Trust Under Threat

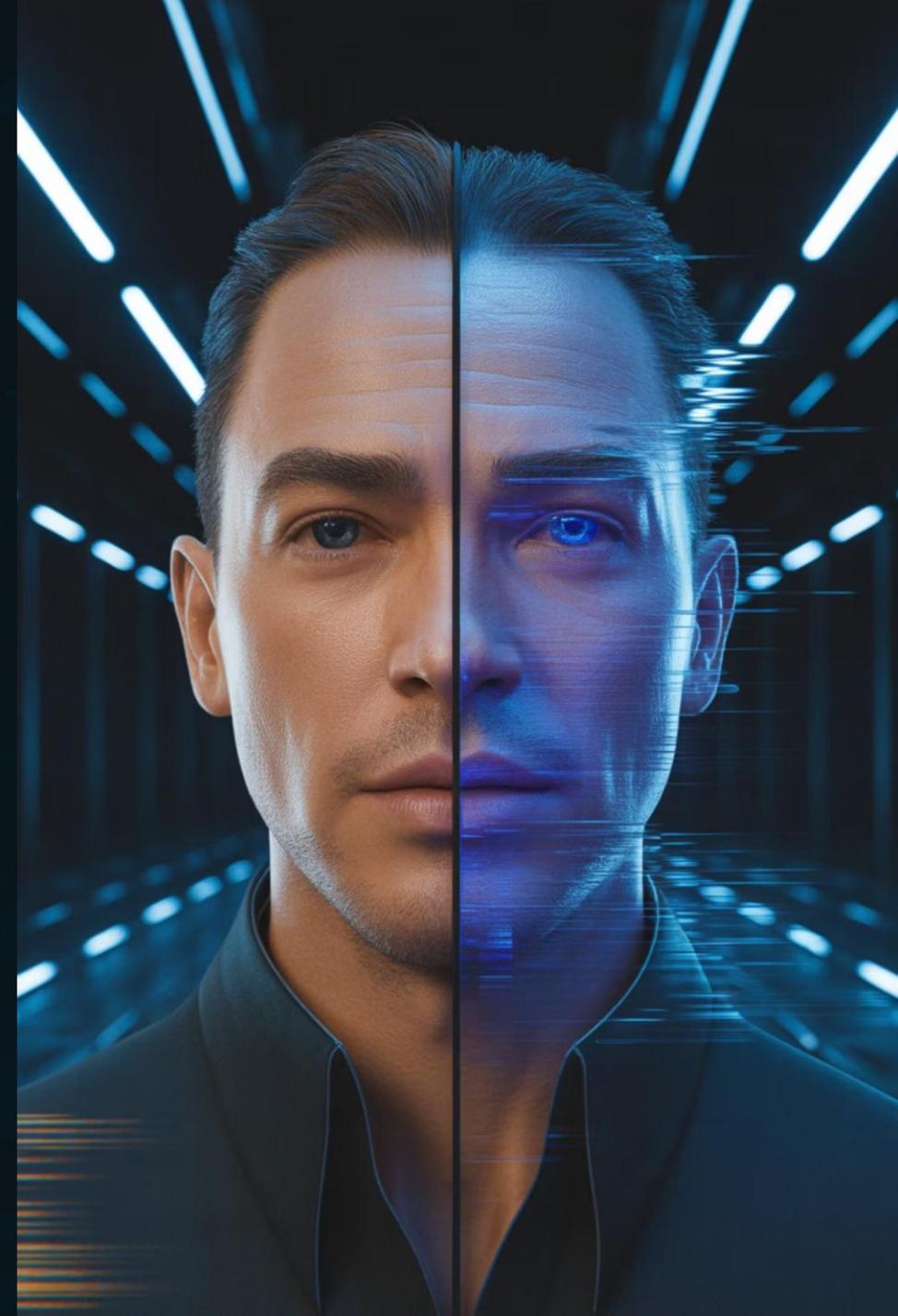
When any image or recording could be fabricated, media credibility and public discourse face unprecedented challenges.

Verification Required

Organizations need authentication protocols, fact-checking systems, and clear policies for handling synthetic media.

Digital Literacy = Defense

Teaching critical evaluation skills and healthy skepticism is now essential civic education for all community members.



Jobs: Myths & Facts



AI Replaces *Tasks*, Not Jobs

The automation narrative misses the point. AI handles specific activities within roles, allowing professionals to focus on higher-value work.

Roles Evolve

12% of U.S. workforce tasks are highly automatable; most roles evolve, they don't vanish." (OECD/IBM and McKinsey data)

Skills Matter More

Michigan's 2025 AI Workforce Plan targets 130,000 quality jobs statewide, with Detroit's automotive and manufacturing sectors leading upskilling for 75% of roles.

Upskilling = Edge

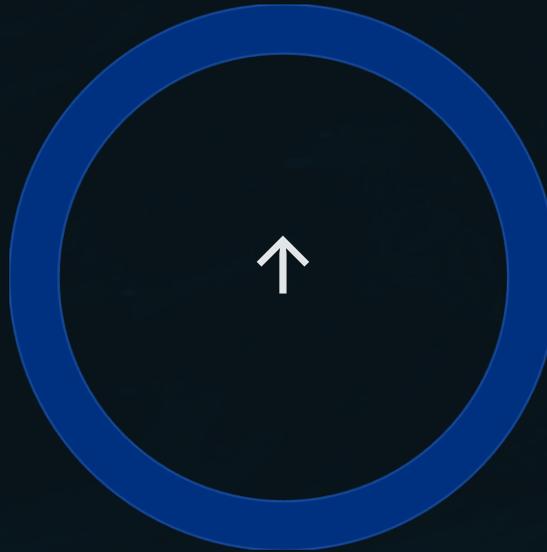
Ford and GM are piloting AI for predictive maintenance, creating 2,000+ new technician jobs in the region by 2027.

Power & the Planet



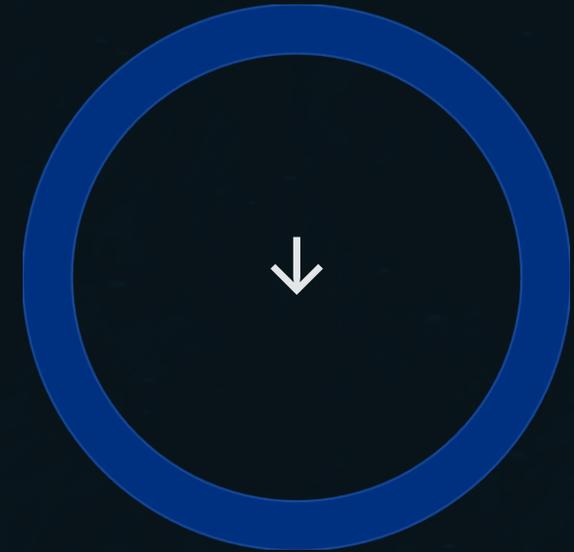
Current Electricity Use

Data centers = ~4% of U.S. electricity (2024), projected to double by 2030



Rising Demand

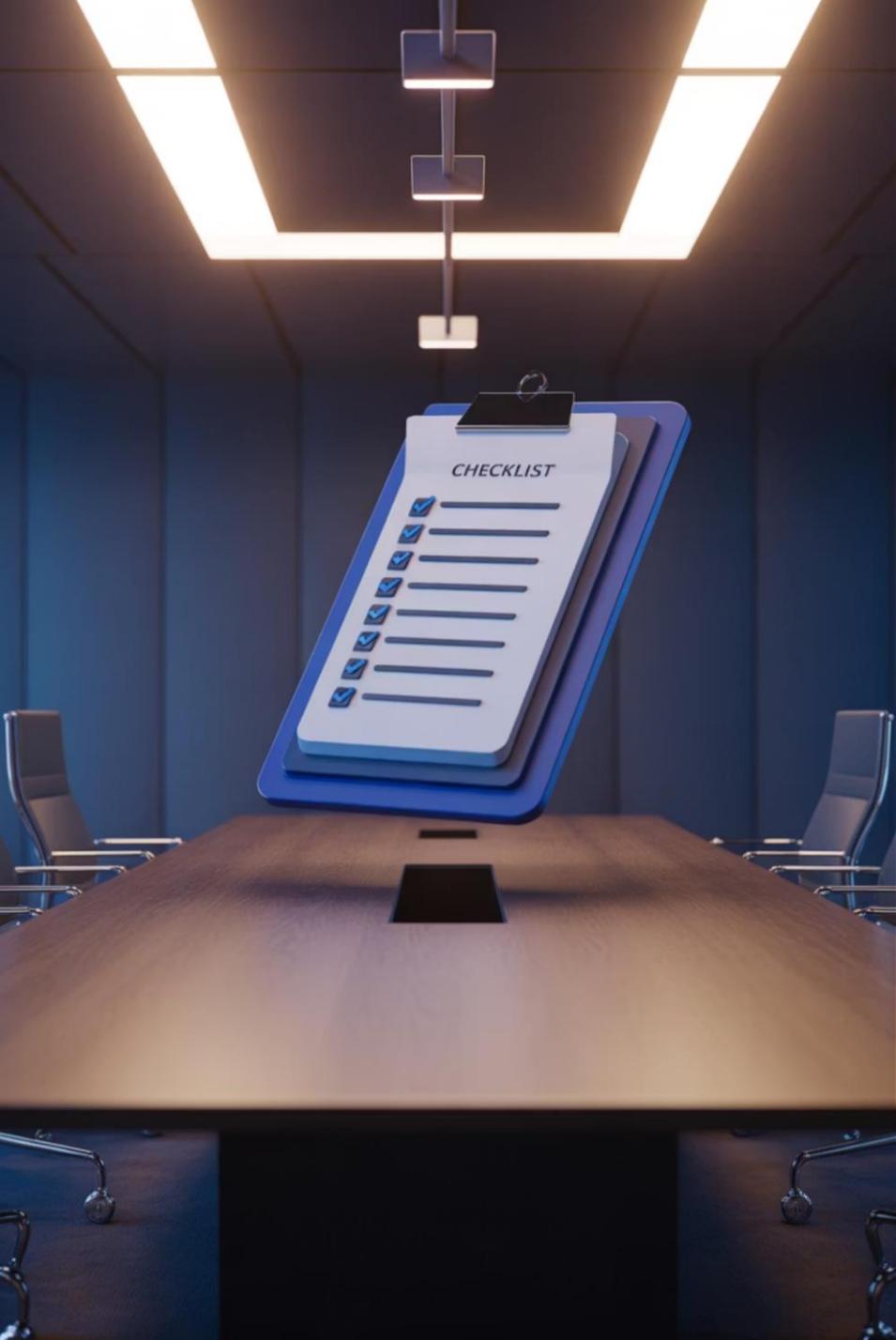
AI training and inference operations are driving exponential growth in energy needs



Improving Efficiency

New chip designs and algorithms are steadily reducing power per computation

Michigan's renewable energy capacity and Great Lakes cooling potential position the region as ideal for efficient, sustainable AI infrastructure

A futuristic conference room with a large wooden table and a floating checklist. The room has a dark blue wall and a ceiling with recessed lighting. A checklist is floating in the air above the table. The checklist has the word 'CHECKLIST' at the top and several items with blue checkmarks. The room is dimly lit, with the main light source being the recessed ceiling lights.

Responsible AI: Simple Rules

Human in the Loop

Never let AI make final decisions on important matters. Keep human judgment and accountability at the center of every workflow.

Clear Policies

Establish written guidelines for when and how your organization uses AI tools. Make expectations explicit and consistent.

Strong Governance

Assign responsibility for AI oversight. Create review processes, audit trails, and mechanisms for addressing problems quickly.

AI Literacy for Everyone

Train everyone who touches AI systems. Understanding capabilities, limitations, and risks should be universal, not optional.

SEO → AIO → AEO

The Evolution of Visibility



SEO: Found by Google

Traditional optimization to appear in search engine results pages



AIO: Readable by AI

If AI can't read your website, you don't exist to users who rely on ChatGPT, Gemini, or Perplexity.



AEO: Best Answer

Becoming the definitive source AI tools cite when users ask questions

Visibility now happens inside AI systems — not just search engines.

Detroit's AI Advantage

Built-In Strengths

- **Mobility Leadership**

Decades of automotive and manufacturing innovation create deep technical expertise

- **Public Service Heritage**

Strong civic institutions and community focus drive innovation for the common good

- **Infrastructure Growth**

Expanding data center capacity and tech talent pipeline support AI development

- **Equity Opportunity**

Chance to build AI systems that work for everyone, not just the privileged few

The Detroit Difference

This region doesn't just adopt technology—it **builds and shapes** it. Detroit's combination of industrial strength, civic commitment, and diverse community creates the perfect environment for developing AI that's both powerful and equitable.

Detroit ranks 35th nationally for AI readiness (Brookings Institution, 2025), with "promising signs" in talent pipelines from Wayne State University and the University of Michigan-Dearborn.





Leadership Moves



Use AI 5 Minutes a Day

Leaders must experience the tools firsthand. Try AI for drafting, research, or analysis every week to understand capabilities and limitations.



Invest in AI Skills Across Your Organization

Invest in AI literacy programs. Everyone needs to understand basics, while power users need deeper training in effective prompting and evaluation.



Create Simple Guidelines

Write clear, practical policies for your organization. When should staff use AI? What requires human review? What's off-limits?



Lead with Values

Let ethics drive adoption. Ask constantly: Does this serve our community? Does it reflect our principles? Is it fair and transparent?



Detroit Can Lead

AI is already here. The technology is real. Our region is ready.

Detroit has everything needed to become a national model for responsible AI, strengthening communities, creating opportunities, and respecting human dignity.

The question isn't whether AI will shape our future. The question is whether we'll shape AI's future.

Let's create change together!

Let's Stay Connected

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Phone: (313) 363-0495



Scan the QR code to save my contact info

References

Sources for claims, statistics, and examples presented throughout this document.

Michigan AI Hub & Infrastructure

- Whitmer Announces 1,300 Jobs, \$240M Investment (michigan.gov, Dec 2025)
- OpenAI Stargate: \$100B Data Center in MI (constructconnect.com, Nov 2025)
- AI Workforce Plan: 130K Jobs (michigan.gov, May 2025)
- Michigan AI Workforce Plan: 130K Jobs (michigan.gov, Aug 2025)
- Detroit AI Readiness Ranking (Brookings Institution, Jul 2025)
- OpenAI Stargate Data Center: \$7B+ Investment (michigan.gov, Oct 2025)
- Eccalon AI/ML Expansion: 300+ Jobs (michigan.gov, Dec 2025)

Sectors & Uses

- Michigan Medicine DAX Copilot for Summaries (michiganmedicine.org, Sep 2025)
- Henry Ford AI Hub: Diagnostics (ama-assn.org, Oct 2025)

Ethics & Challenges

- AI Bias Examples (prolific.com, 2023—updated 2025)
- Deepfakes: 1,740% Fraud Surge (weforum.org, Jul 2025)
- Jobs Impact: Tasks, Not Jobs (mckinsey.com, 2017—2025 reaffirm)
- Responsible AI: Human-in-Loop (icf.com, 2025)

Optimization & Detroit Edge

- SEO to AIO/AEO Evolution (helloroketto.com, 2025)
- Detroit Mobility AI (detroitregionalpartnership.com, Jan 2025)

Energy

- Data Centers: 4% U.S. Power, Doubling by 2030 (pewresearch.org, Oct 2025)

Networking Break

AI in Action: Interactive Practical Strategies for Leaders

Shatica McDonald, Office Managing Director and Client Account Executive, Accenture

Bill Shea, Managing Director, Design and Digital Products Lead, Accenture SONG

Mike Betts, ABG Partner Development Director, Accenture

Dan Linsky, Product Owner and Architect, Accenture

Jessica Roy, Managing Director, Public Service, Accenture, LD 44

Kendra Quinlan, Market Development Director, Accenture, LD 34

Group Report Outs

Use your AI tools to help you think about, plan, and answer the following questions:

- 1) What have you learned from the two sessions today that you can use AI for to help you in your everyday life? (e.g., become more efficient with time? Create daily tasks and plans? Draft schematics for projects I want to complete? Use it for 15 minutes a day to learn a new skill?)
- 2) Identify a specific goal for each, personal and work, that you will use AI to help you accomplish in 2026.

Details for Next Session: *Mobility and Innovation*

Date: Thursday, Jan. 8

Location: Detroit Regional Chamber

Time: 8:30 a.m. to 5 p.m.

Accept Your Complimentary Registration

2026 Detroit Auto Show

January 14, 2026 | Huntington Place

<i>Visit the Show Floor</i> 10 a.m. to 3 p.m.	<i>Private Programming – Sam Klemet</i> 2 – 2:30 p.m.	<i>Private Reception – MichAuto</i> 3:30– 5:30 p.m.
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Scan the QR code or email Pilar Doakes at pdoakes@detroitchamber.com to register.

Accept Your Complimentary Registration *2026 Detroit Policy Conference*

January 29, 2026
8 a.m. to 5 p.m.
The Department at
Hudson's Detroit



Scan the QR code or email Pilar Doakes at pdoakes@detroitchamber.com to register.

Wrap-Up

Missing a session? Fill out the absence form:



Wrap-Up

Complete the session survey below:



Media and Artificial Intelligence