COURSE SYLLABUS

AI for Government Communications & Public Affairs (Self-Paced)

AI for government public affairs - create and adapt press materials, web, social, and messaging faster, with the clearance and accuracy guardrails comms teams need.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/ai-for-government-communications-public-affairs



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Course Outline

Module 1: AI for the government communicator

- Where AI fits in public affairs work
- Strengths and risks for public-facing content
- Clearance and public-records realities
- Setting guardrails

Module 2: Creating and adapting content

- Press releases and public statements
- Web and social content
- Repurposing one message across channels
- Talking points and Q&A

Module 3: Audience, tone, and accessibility

- Tailoring to different publics
- Plain language and reading level
- Accessibility in public content
- Brand and message consistency

Module 4: Speed, accuracy, and your toolkit (capstone)

- Rapid-response drafting
- Fact-checking and approvals
- Reusable prompts and templates
- Your channel workflow