

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



support@graduateschool.edu •
[\(888\) 744-4723](tel:(888)744-4723)

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