

Sydney Goldberger

Writing for PR: Media and Message

Professor Foust

8 April 2025

Newhouse Speaker Event - Jim Weiss and Real Chemistry

I attended the AI workshop with Jim Weiss in Herg Auditorium on April 7th at 530pm. The symposium brought Real Chemistry AI experts as well as Jim Weiss himself to participate in an interactive workshop. The goal of what they talked about was to help us as Newhouse students, especially in the PR and advertising world, learn how AI can be a tool to curate research and generate ideas for your future clients, companies, and campaigns. One quote or annotation that Jim Weiss emphasized during the symposium was how “AI can create personas that one could use to conduct market research and enhance their efficiency when targeting audiences”. While I knew that AI is constantly evolving and creating new ways to enhance business productivity, I did not know how creating personas through AI could conduct such research that really benefits one's knowledge on the market.

