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HelpDesk



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Help **YOU**

**BEYOND THE HEADLINES: NAVIGATING TODAY'S INFORMATION LANDSCAPE**

TUESDAY, APRIL 28 AT NOON | FACILITATOR: ROSEMARY OSTMANN AND LARA COHN

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# NONPROFIT HELPDESK

We're here for you!

- Free Live Workshops
- Archive of Past Workshops
- LinkedIn Community
- Free Expert Support

Find out more at [www.nphd.org](http://www.nphd.org)

These workshops are funded by generous allocations from NYC Council Members



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# WORKSHOPS FOR CAPACITY BUILDING & NYC DISCRETIONARY FUNDING



**From Logo to Legacy: Building Your Brand Story**

Join NPHD to learn about the power of branding and how to make it the core building block of your communication strategy.

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## From Logo to Legacy: Building Your Brand Story

Today • 12:00 PM EDT

Free



**You Ask, We Answer: NYC Council Discretionary Expense Funding**

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## You Ask, We Answer: NYC Council Discretionary Expense Funding

Tomorrow • 6:30 PM EDT

Free



**Nonprofit Excellence – A Guide to the Top 10 Best Practices for Nonprofit Organizations**

Join NPHD to learn about Nonprofit Excellence: A Guide to the Top Ten Best Practices for Nonprofit Organizations.

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## Nonprofit Excellence - Top 10 Best Practices for Nonprofit Organizations

Tue, May 27 • 12:00 PM EDT

Free



**NYC Council Discretionary Funding Q&A w/ NYC Dept of Youth & Community Dev.**

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## NYC Council Discretionary Funding Q&A w/ NYC Dept of Youth & Community Dev.

Wed, May 28 • 6:30 PM EDT

Free



**Submitting the HHS Prequalification (PQL) Application**

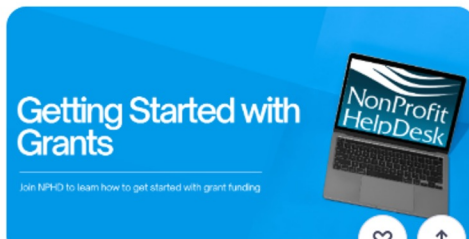
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## Submitting the HHS Prequalification (PQL) Application

Wed, Jun 4 • 6:30 PM EDT

Free



**Getting Started with Grants**

Join NPHD to learn how to get started with grant funding.

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## Getting Started with Grants

Tue, Jun 10 • 12:00 PM EDT

Free



**Navigating NYC PASSPort for Nonprofits**

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## Navigating NYC PASSPort for Nonprofits

Tue, Jun 10 • 6:30 PM EDT

Free



**NYC Council Discretionary Expense Funding: Contracting & Reimbursement**

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## NYC Council Discretionary Expense Funding: Contracting & Reimbursement

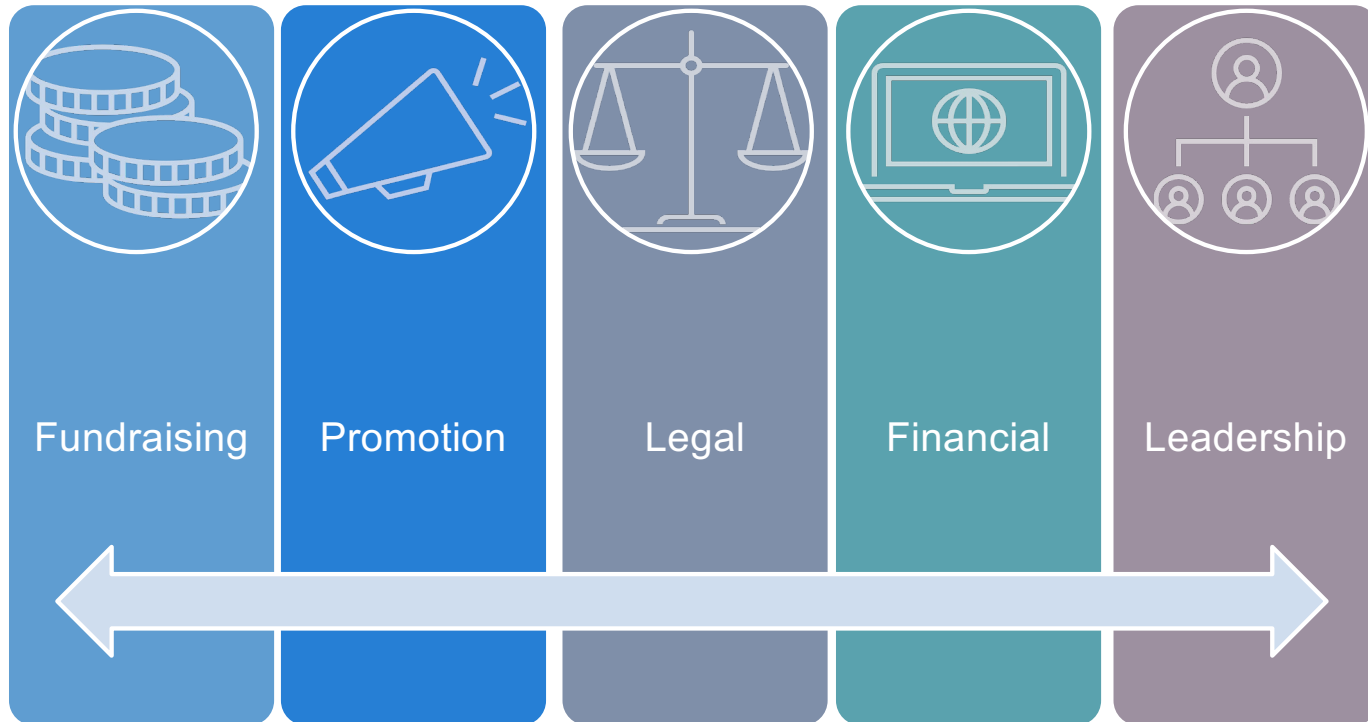
Tue, Jun 17 • 6:30 PM EDT

Free

sample list of workshops, please visit [nphd.org](https://nphd.org) for current schedule

# HELPDESK FOR A VARIETY OF NEEDS

REQUEST SUPPORT BY COMPLETING A FORM AT [WWW.NPHD.ORG](http://WWW.NPHD.ORG)!



# INTRODUCTIONS

WHO WE ARE

Rosemary Ostmann and Lara Cohn



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# AGENDA

## THE EVOLVING INFORMATION ECOSYSTEM

- Objectives
- PESO model
- AEO is the new SEO
- Real-world examples
- Key takeaways
- Q&A



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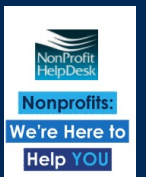
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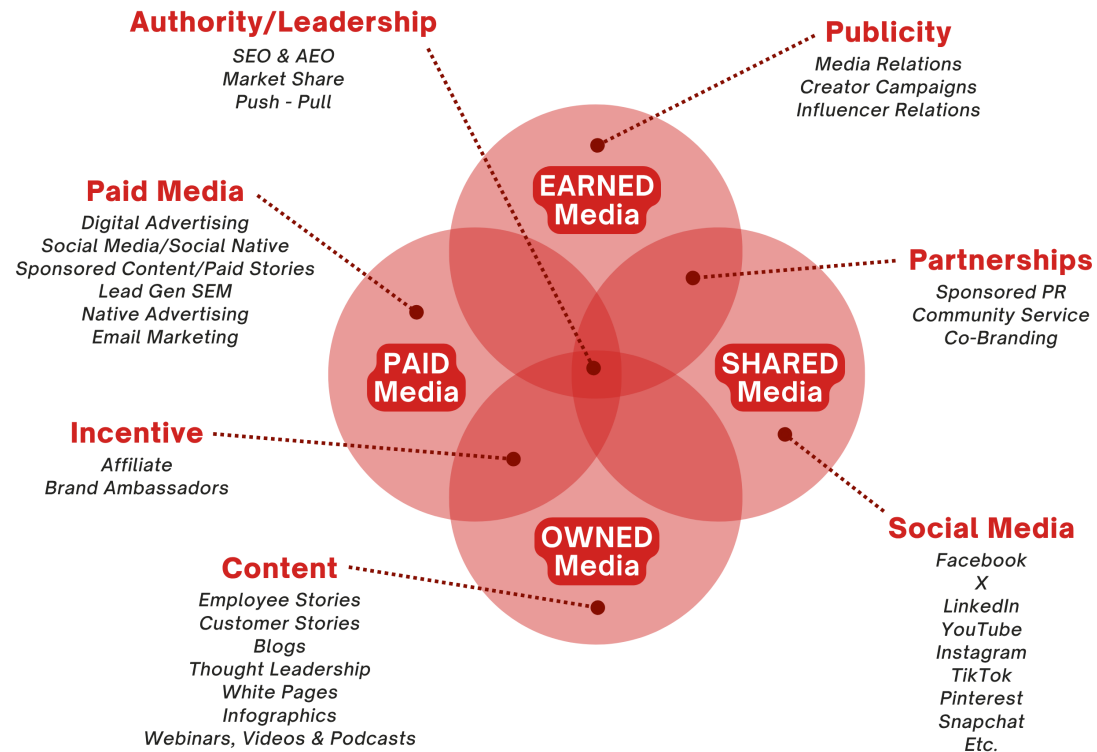
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# OBJECTIVES

- Understand how your audience's info diets are changing
- Consider how AI and social media affect nonprofit visibility and credibility
- Take control of your narrative
- Learn practical steps you can act on today



# A CONVERGED MEDIA WORLD



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# POLL QUESTION #1

HOW OFTEN DO YOU USE AI WHEN SEARCHING FOR INFORMATION ONLINE?



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# AI IN THE NEWSROOM



## THE SACRAMENTO BEE

CAPITOL ALERT

### **A California bill would let DAs investigate workplace deaths. Here's what to know**

*Produced using AI, based on original work by Joe Rubin*

April 8, 2026 5:00 AM |  Gift Article

*This report was produced with the assistance of a proprietary tool powered by artificial intelligence based on our own originally reported, written and published content. Before publishing, journalists reviewed this content in compliance with [McClatchy Media's AI policy](#).*

### **Advance Local Express Desk**

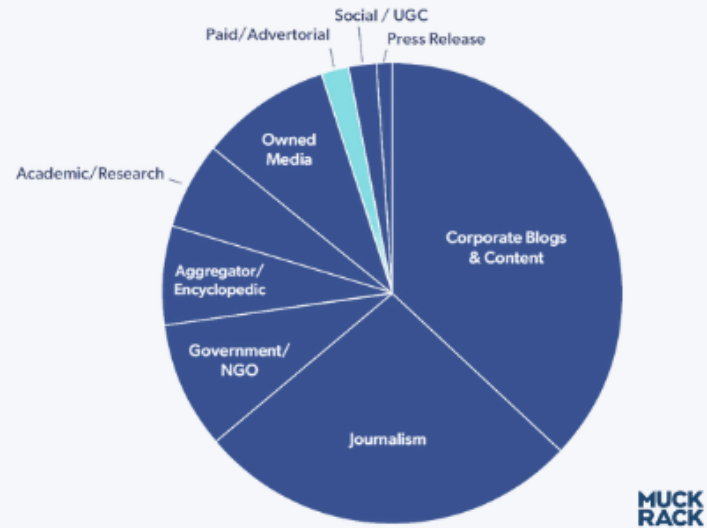
The Advance Local Express Desk uses AI tools to assist in producing content, which is reviewed and edited by staff. Advance Local is the parent company of AL.com, Cleveland.com, lehighvalleylive.com, MassLive.com, MLive.com, NJ.com, OregonLive.com, PennLive.com, SILive.com and Syracuse.com.



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# AEO IS THE NEW SEO

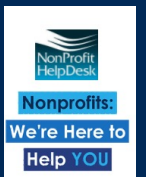
**More than 95% of links cited by AI are from non-paid media sources.**



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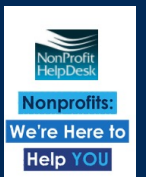
# WHAT IS AI SAYING ABOUT YOU?

- Earned media still shapes search and AI responses
- AI understands context - who you are, where you live/work
- What this means for nonprofit storytelling
- Role of owned/shared media: website, blog and social
- Don't miss opportunities to inform AI tools



# BEST PRACTICES FOR AI GOVERNANCE

- Clear internal guidelines
- Responsible use of AI
- Approved AI tools
- Approved uses of AI
- Prohibited uses of AI



# REAL-WORLD EXAMPLE

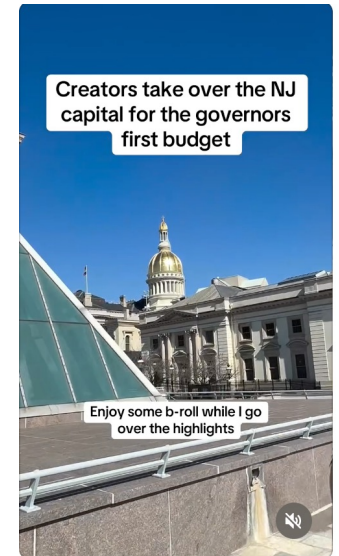
HOW SOCIAL MEDIA DRIVES TRADITIONAL MEDIA COVERAGE



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# REAL-WORLD EXAMPLE

## CONTENT CREATORS AS GATEKEEPERS



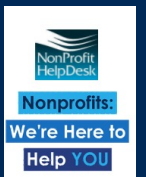
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# REAL-WORLD EXAMPLE

HOW AI DRIVES EARNED MEDIA COVERAGE

## SUBURBAN JUNGLE

After you've refueled, wander through [Maplewood Memorial Park](#), the heart of the community. Designed by the same firm behind Central Park, it's a blend of wide lawns, ponds, and winding paths that burst into gold and crimson this time of year. Before you go, stop by the [Maplewood Memorial Library](#), recently renovated and reimagined as a light-filled community hub. It's the perfect example of this town's blend of history and progress.



# KEY TAKEAWAYS

- Test your AI presence
- Audit your messaging and content
- Structure your website for authority
- Lead with facts and data
- Tap into third-party credibility



# Q&A

AFTER TODAY'S SESSION, WHAT IS THE FIRST STEP YOU WILL TAKE TO ADAPT TO THE CHANGING LANDSCAPE?



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YOUR FEEDBACK  
MATTERS!  
**SCAN HERE  
FOR A  
SURVEY!**

## THANKS FOR JOINING US!

- Rosemary Ostmann and Lara Cohn
- RoseComm
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## NEED MORE HELP?

VISIT [WWW.NPHD.ORG](http://WWW.NPHD.ORG) AND  
CLICK 'REQUEST HELPDESK SUPPORT'  
TO COMPLETE FORM