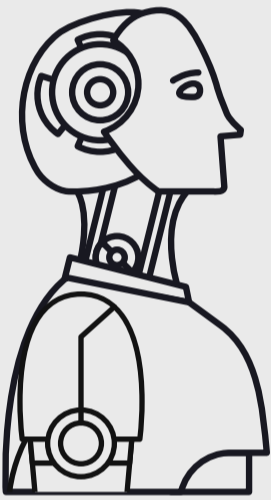


# THE COMMS ARCHITECT'S AI BLUEPRINT

Tool vs. Substitute

Flawed Model

## AI AS SUBSTITUTE



Starts with AI

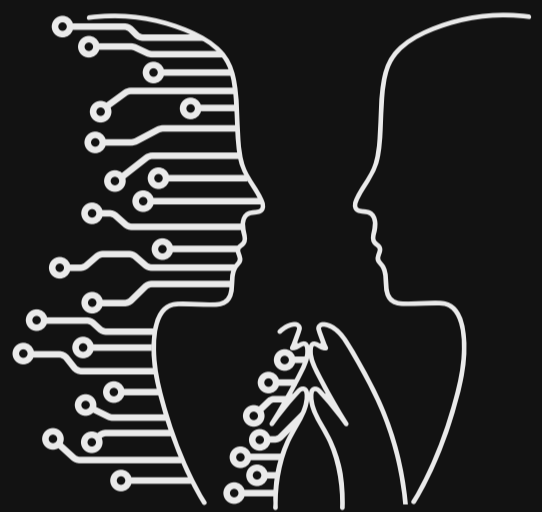
Generic Output

Human Edits

RESULT:  
**DILUTED  
VOICE!**

Architect's Model

## AI AS TOOL



Starts w/ Human

Unique Insights

AI Scales

RESULT:  
**AMPLIFIED  
VOICE!**