

Artificial Intelligence and You Prospective Guest Information

Thank you for your interest in you or your client appearing on the *Artificial Intelligence and You* podcast. We're honored by that, and part of the success of the show that has attracted you depends on selecting the right guests. Ones that are a good fit will find the constraints below quite appealing.

We ask three questions:

- What is AI?
- Why will it affect you?
- How do you and your business survive and thrive through the AI revolution?

We welcome guests who can engage the audience with answers to those questions and/or thought-provoking extensions of the question space. We range over an enormous arena defined by what will be changed by AI or what can inform our evaluation of AI: this has taken us from politics to science fiction and from robotics to philosophy. We could easily embrace topics as far apart as computer science and theology in the same show.

Our listeners are educated, informed, and curious; think TED Talk audience. They are not grouped into any particular specialty. What is most important is to understand that this podcast is not an industry promotion platform and we are not here to provide infomercial space. We really don't want to talk with anyone functioning as a director of sales, marketing, public relations, or social media engagement, unless that person is primarily an engineer and for some reason wears multiple hats. The hat we want to talk with is the engineer. We are a show for nerds, wonks, and visionaries. Our peer shows are by Azeem Azhar, Lex Fridman, and Sam Harris.

Please don't talk about your company's capitalization, how many of your customers are in the Fortune 100 or what they say about your product, what awards you've won, or how much your sales are growing. This audience is allergic to selling. If you're the guest representative, it is in your interest to convey this to your client, because if they come on the show thinking that they're going to talk up their product, guess who they going to be ticked off at when that doesn't happen. Our focus is technology, not business. There are plenty of shows about business, and very few that help you understand what AI really, holistically, is.

We can explore not just technological, but social, philosophical, economic, and policy issues arising from AI, and like talking to someone who likes thinking about those issues. Our audience trusts that we are giving a perspective uncolored by any commercial leaning. One guest described us as "NPR for AI," and we like that moniker.

It is easiest to make a decision if you can point us towards a recording of you/your client talking in a forum that demonstrates what we just described; it doesn't even necessarily have to be about this product or company. If you/the proposed guest has given a TED/TEDx talk then we know they already understand everything we've just said; just give us a URL to it.

If the proscriptions on selling bother you, this is not an engagement you should pursue further. Our experience overwhelmingly shows that when people come on the show for an engaging discussion about technology and its impact purely for the love of the topic, that's what most encourages people to trust them and find out more about what they're doing. For examples of interviews with company representatives that demonstrated this principle, see:

- Paulo Pirjanian, CEO of Embodied: <https://aiandyou.net/e/012-guest-paolo-pirjanian-embodied-robotics-ceo/>
- Sathish Sankarpandi, Chief Data Scientist of Orbital Media: <https://aiandyou.net/e/063-guest-sathish-sankarpandi-digital-avatar-scientist/>

The notes at each link contain links to the shows' transcripts.

We're always looking for passionate thinkers, and hope that you recognize yourself in what we've said we want. Thank you.