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Monday Memo: Make AI Your Intern, Not Your Replacement.
By consultant Holland Cooke

When a blogger found "no biography, or further information about the woman who is supposedly presenting this show," it forced Australian Radio Network to acknowledge that Artificial Intelligence supplies the voice of "Workdays with Thy" on one of its stations (CADA, available on the iHeartRadio app). "Exploring how new technology can support great content," the network statement rationalized.

If you're a (human) music DJ, this is chilling. If you're a Talk host, are you next? Hey, IBM's Deep Blue defeated world chess champion Garry Kasparov in 1997, back when we were still dialing-up Internet access. So don't think souped-up AI couldn't someday interact with human callers. Or the fake callers vendors now offer.

Flip-the-script, to put the robot to work for you and sound local and super-relevant. Here's how, step-by-step.

1. Use Google Trends, filtered to your metro area.
- Go to Google Trends.
- Set the location to your city, state, or region.
- Look at:
  - Trending Searches (daily hot topics)
  - Related Queries (people often search "near me" + other urgent needs)

2. Focus on "Near Me" signals that reflect tension, urgency, or curiosity.
"Near me" searches usually spike when:
- People have a problem (e.g., "urgent care near me", "cheap gas near me").
- There's a trend or event (e.g., "earthquake near me", "protest near me").
- There's fear, confusion, or excitement (e.g., "layoffs near me", "concerts near me").

These are rich veins for call-in topics because:
- They touch emotions (fear, anger, hope).
- They're localized — content your new-tech audio competitors won't have.
- They're now — you can spin them for immediate reaction.

3. Translate "Near Me" searches into talkable angles
Example:

Search Trend	Possible Call-In Topic
"Layoffs near me"	"Are you worried about job security? Have you or someone you know been laid off recently?"
"Protests near me"	"What's your take on the demonstrations downtown? Are they making a difference or making things worse?"

Search Trend	Possible Call-In Topic
"Gas prices near me"	"Have high gas prices changed your driving habits? Are you cutting back or just absorbing it?"

4. Bonus Tip: Cross-Reference "Near Me" with social media buzz

Use X (Twitter) trends and Facebook community groups to see if local chatter matches what Google is showing.

5. Create a simple daily habit
- Spend 5 minutes a day on Google Trends.
- Pull one or two local "near me" topics.
- Frame them into emotionally loaded questions for on-air teasing:
    - "Do you feel less-safe after [recent incident? [phone number]."
    - "Have YOU or someone you know been affected by the [local layoffs]?"

Evidence that you can make AI your assistant, and not your replacement? I asked ChatGPT to outline the instructions above; and this fill-in-the-blanks a **"Topic Mining Sheet"** you can use daily to systematically turn Google "near me" trends into great call-in topics.

Oh, and from the web site for that Australian station: "We are an inclusive workplace embracing diversity in all its forms." You do the punchline.

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