

PAID Media

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Massachusetts Institute of Technology.

<https://news.mit.edu/2025/explained-generative-ai-environmental-impact-0117>

AI Prompt:

“Suggest a different phrasing but keep the same tone as my current campaign line for a campaign introducing Gemini AI Labs in Los Angeles Public Libraries targeting Gen Alpha and young Gen Z.”

ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

“Identify key messaging themes that could help position public libraries as accessible places to learn about artificial intelligence.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026,

chat.openai.com/chat.

“List potential and some popular OOH placements in Los Angeles that would effectively reach students and young library users.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026,

chat.openai.com/chat.

Earned Media

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<https://finance.yahoo.com/news/alphabet-ceo-sundar-pichai-says-023155412.html>

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AI Prompt:

“Identify key environmental sustainability topics related to artificial intelligence infrastructure that companies are currently discussing.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

“Suggest possible angles for a corporate thought-leadership opinion piece discussing responsible AI development.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

“Suggest a few themes that could make an opinion piece about responsible AI development feel thoughtful rather than promotional.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

Shared Media

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<https://www.technologyreview.com/2025/05/20/1116327/ai-energy-usage-climate-footprint-big-tech/>

Parshall, A. (2024, June 11). *What Do Google’s AI Answers Cost the Environment?* Scientific American.

<https://www.scientificamerican.com/article/what-do-googles-ai-answers-cost-the-environment/>

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Zewe, A. (2025, September). *Responding to the climate impact of generative AI*. MIT News | Massachusetts Institute of Technology.

<https://news.mit.edu/2025/responding-to-generative-ai-climate-impact-0930>

AI Prompt:

“Suggest categories or icon themes that could help visually communicate sustainable AI development.”

ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

“Recommend several visual elements that could represent AI sustainability concepts such as renewable energy, efficient data centers, and responsible computing.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

“Identify simple infographic sections that could help explain how large technology companies are working to reduce the environmental impact of AI.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

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<https://www.statista.com/outlook/tmo/artificial-intelligence/worldwide?srsId=AfmBOooEBAU6qPHwNSbxJrZCLVPF2P4uGIhw0C0WX1I-pQp1hfRGngJT#market-size>

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<https://www.cnbc.com/2026/02/09/alphabet-highlights-new-ai-related-risks-in-tapping-debt-market.html>

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TransformML Platforms Inc. <https://strategy.transforml.co/google-strategy-cascade-analysis>

AI Prompt:

“Identify common strengths and risks large technology companies face when expanding artificial intelligence access to the public.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

“Suggest strategic opportunities and potential concerns related to introducing AI tools in public library environments.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.

“Help me brainstorm possible strengths and challenges large technology companies might face when expanding public access to AI tools.” ChatGPT, 3 Mar. 2026, version 5.0, OpenAI, 3 Mar. 2026, chat.openai.com/chat.