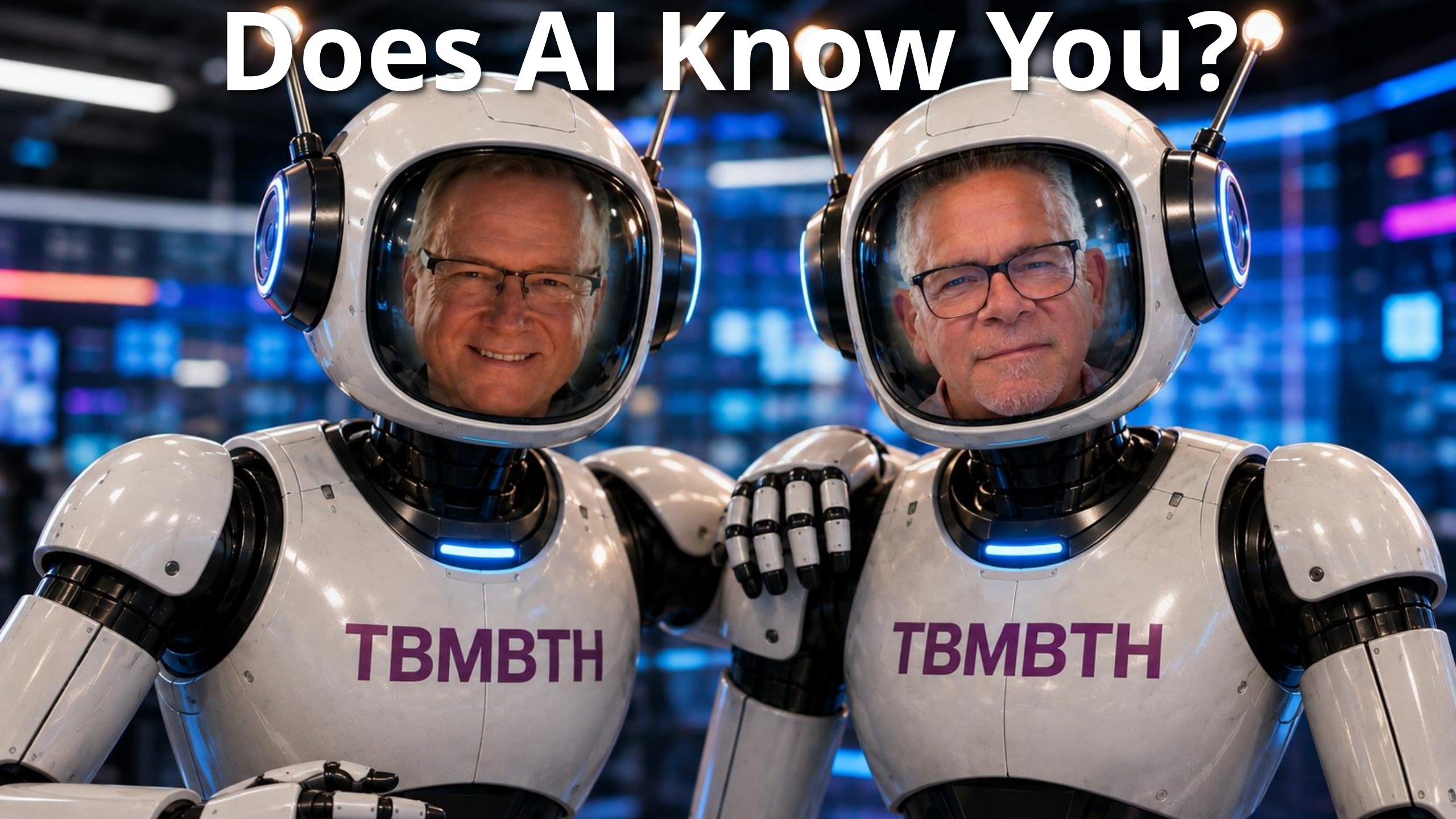
Does AI Know You?

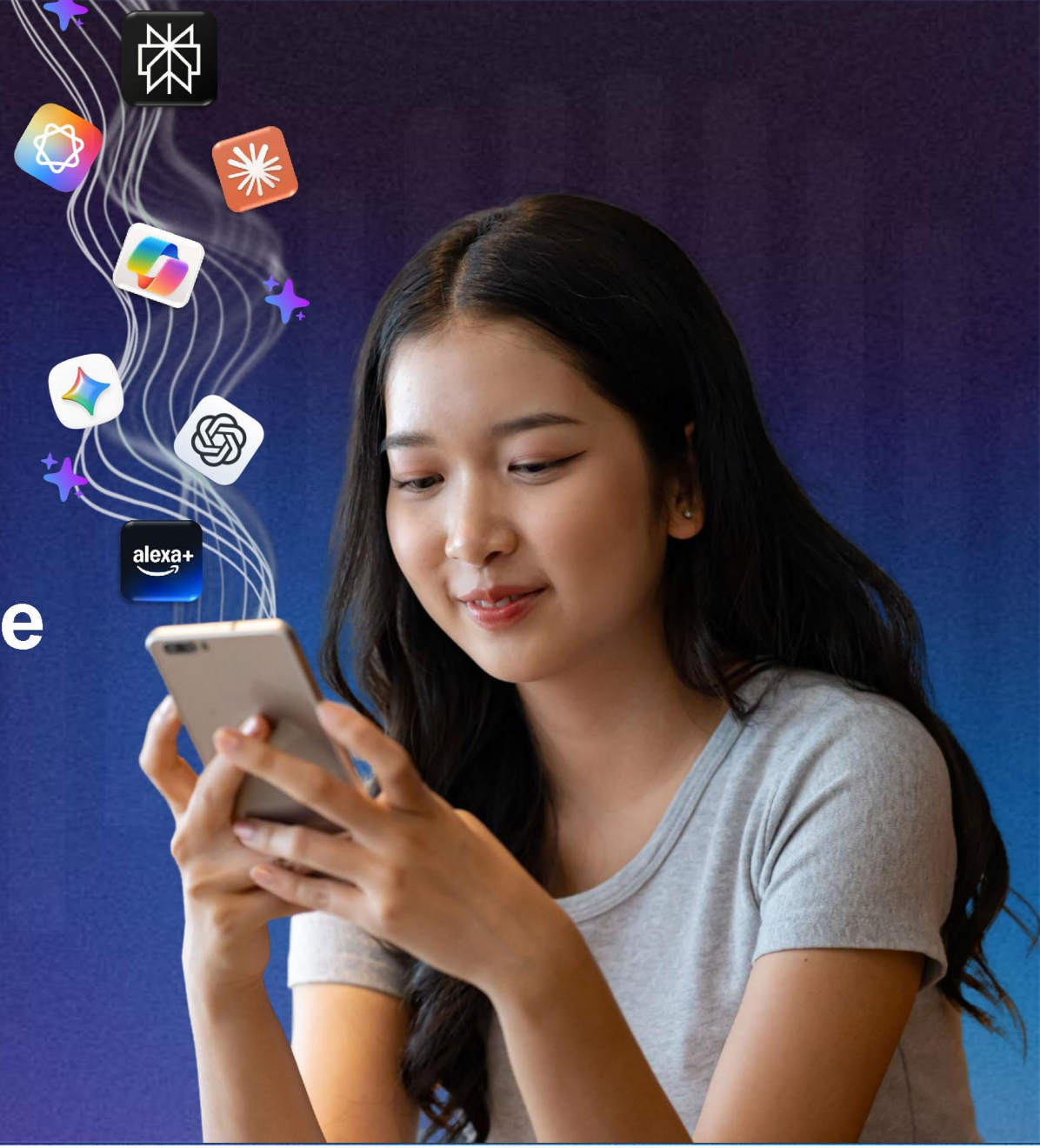



BLUE CROS
BOVENS
DLLARD PERVER
CHITTLLY

57%

of Americans use at least one generative AI brand

BASE: TOTAL U.S. POPULATION 12+



You Know AI, But Does AI Know You?



~~SEO~~

~~SEM~~

AEO


Will AI Ever Recommend You?
How Broadcasters Can Win in the Age of Answer Engines
TRUST, MADE VISIBLE.

THE HIDDEN SHIFT

YESTERDAY



TODAY

“Here’s who I recommend—and why.”

Visibility now depends on being understandable, credible, and citeable.

Trust is not a feeling to a machine. It is a pattern.

01
IDENTITY
Who are you?

02
EVIDENCE
What proves it?

03
CONSISTENCY
Does the web agree?

04
FRESHNESS
Is it true now?

FIVE MOVES FOR TOMORROW

Do less. Make each signal unmistakable.

01 UNBLOCK	Confirm Googlebot and OAI-SearchBot can reach public content.
02 CLAIM	Create one definitive station page: who, where, what, why.
03 NAME	Give every expert a real bio, byline, role, and beat.
04 PUBLISH	Turn one valuable segment into a dated page + transcript.
05 CONNECT	Link profiles, coverage, sources, and legitimate external proof.

THE FIRST 30 DAYS

Build a trust trail—one week at a time.

WEEK 1

SEE

Audit access, identity, profiles, and current answers.

WEEK 2

FIX

Correct station facts, bios, dates, and business listings.

WEEK 3

PROVE

Publish five high-value pages from existing expertise.

WEEK 4

CONNECT

Add accurate schema, earn corroboration, retest.

Measure: accurate answers • named experts • cited pages • referral traffic • corrected gaps



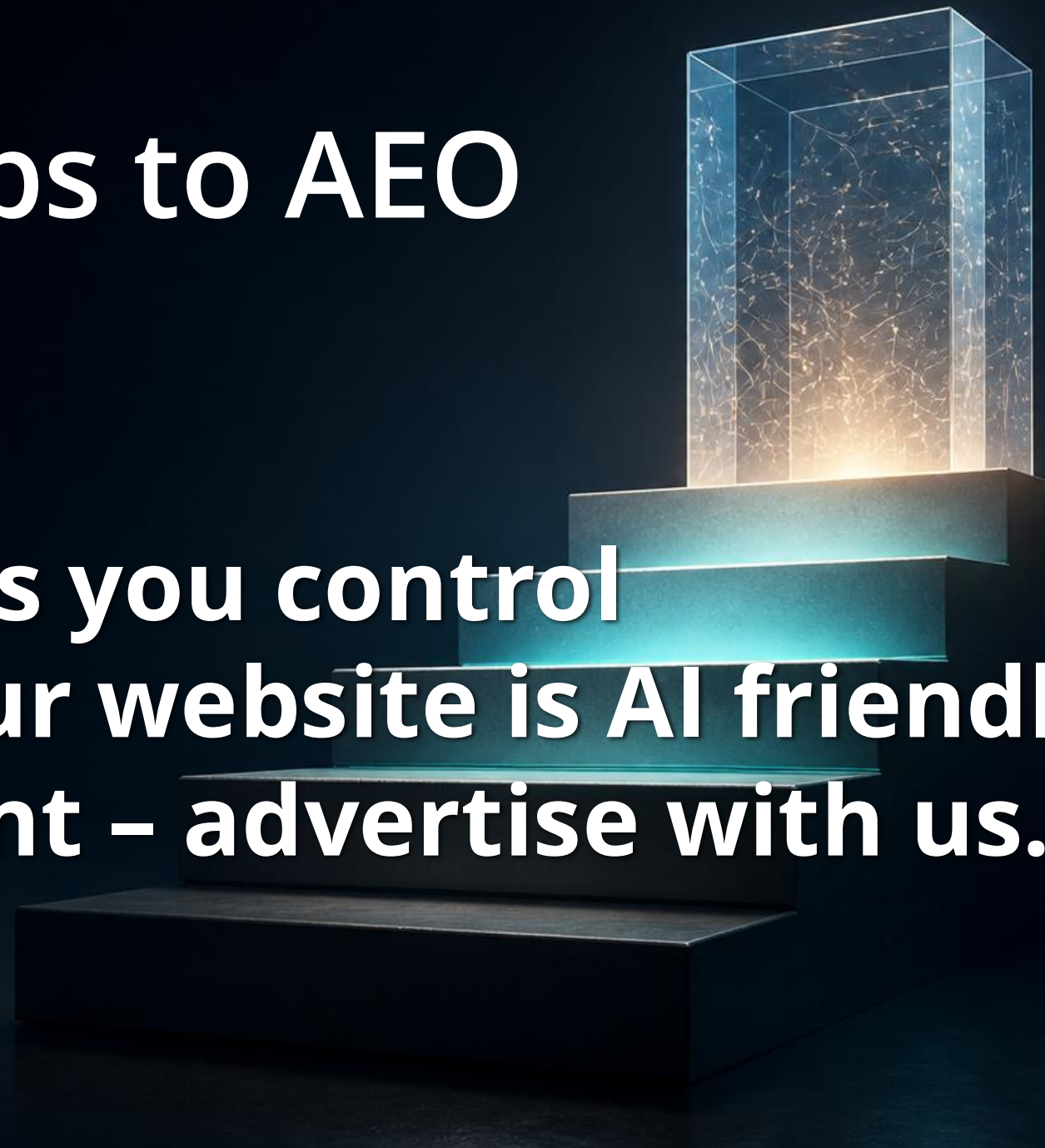
Real ChatGPT conversation



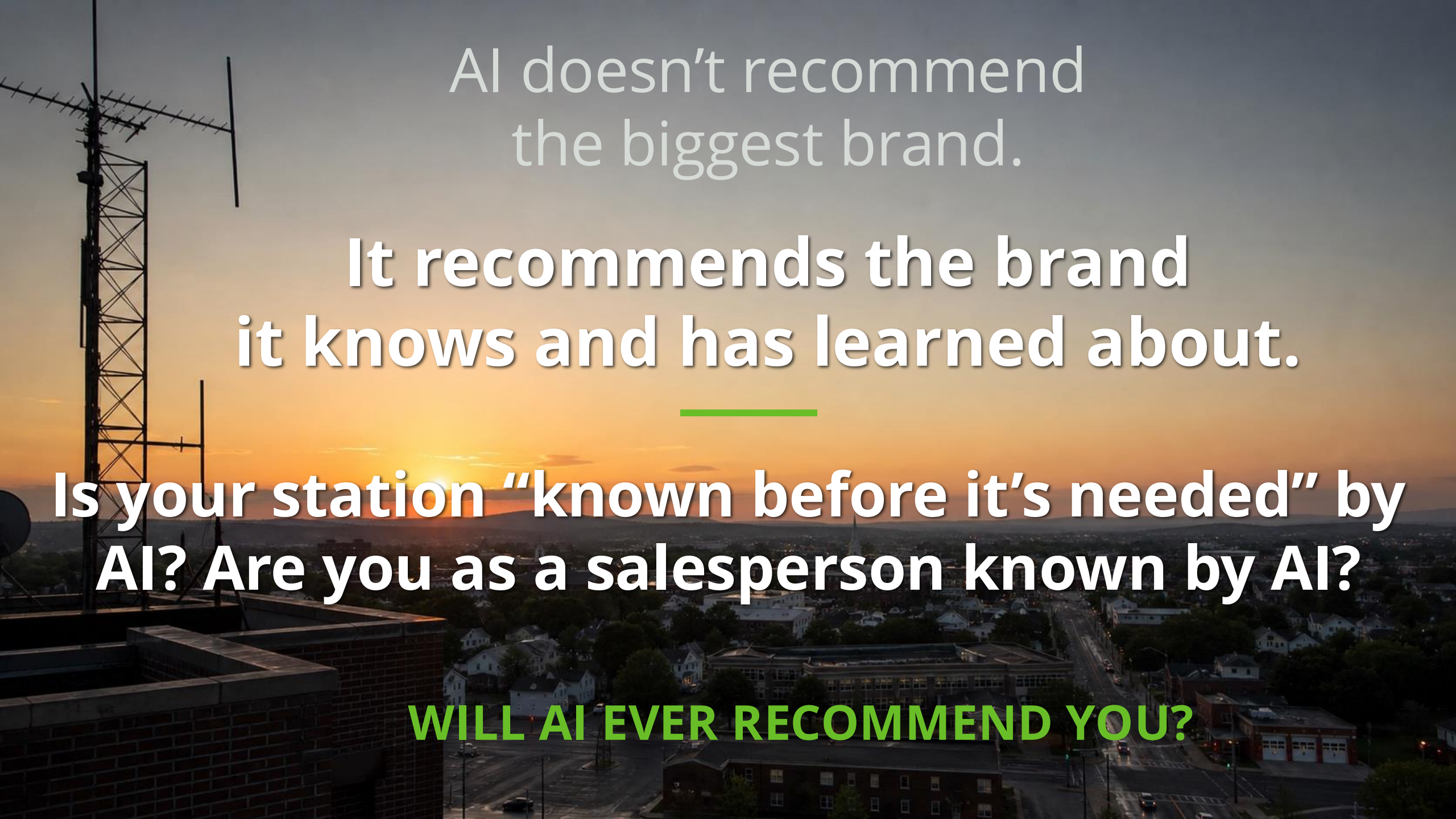

The articles didn't change.
The way AI understands them changed


THE FORMULA
GREAT RADI
CAUTION
GENIUS
AT WORK
ON AIR
CYNTHIA PHAM
LAB LEADER

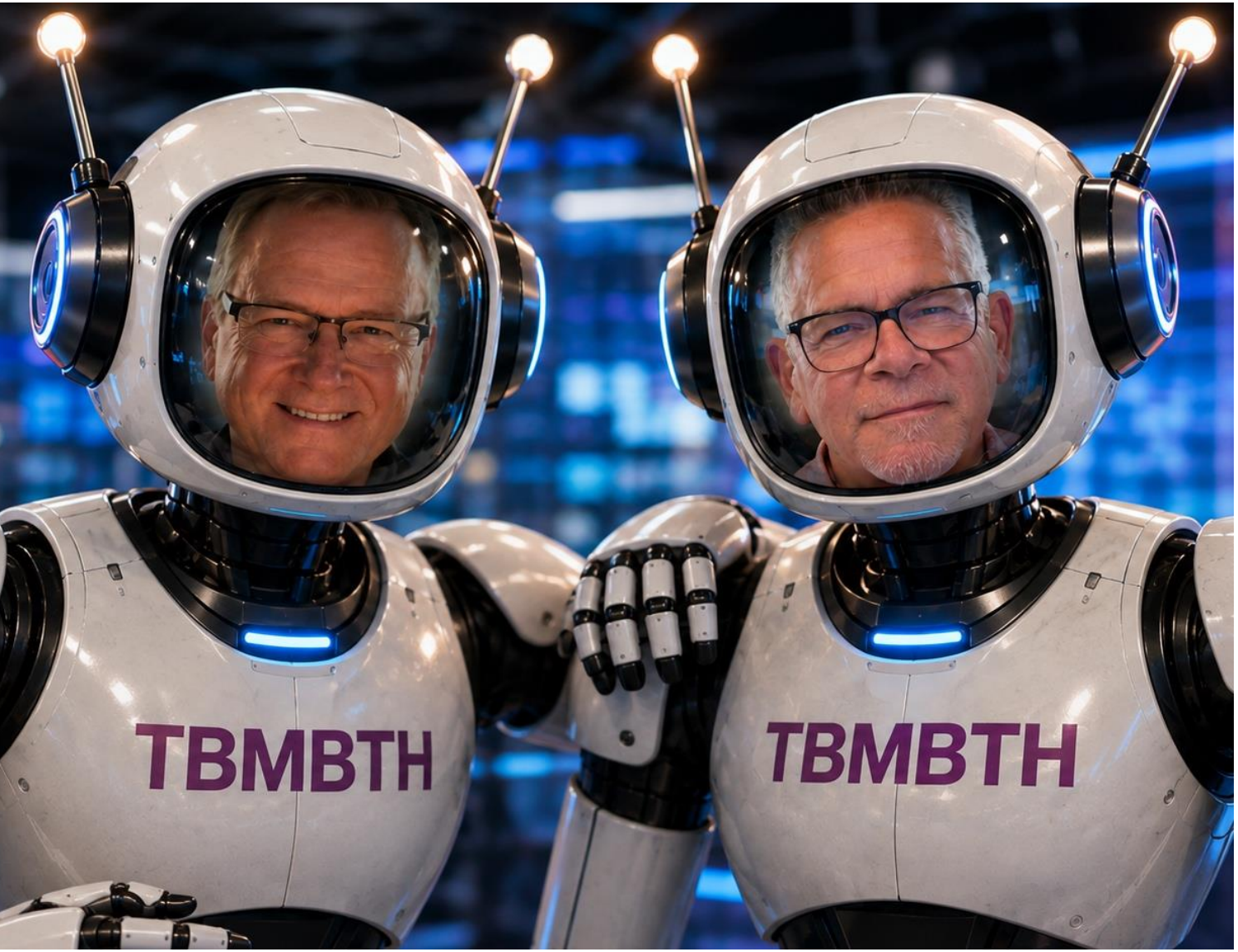
Five Steps to AEO



1. **Audit**
2. **Fix the sources you control**
3. **Make sure your website is AI friendly**
4. **Publish content – advertise with us…**
5. **Be consistent**


AI doesn't recommend
the biggest brand.
It recommends the brand
it knows and has learned about.
Is your station "known before it's needed" by AI? Are you as a salesperson known by AI?
WILL AI EVER RECOMMEND YOU?


AUDIENCE INSIGHTS
SMARTER QUESTIONS
AI'S
GOT YOUR
BACK.
RAB



If We can help…

Jeff Schmidt
SVP/Professional Development
RAB
Jschmidt@rab.com

Dave Casper
SVP/Digital Services
RAB
dcasper@rab.com