

For onboarding create a GPT to get info from user that can train the gpt to get them the right information

Don't give me something behind a paywall. More applicable for post Beta. Think of this more for in house and individuals not agencies.

1. Media Landscape Analysis

Goal: Help users understand the media environment around their topic, client, or industry.

- Summarize recent coverage across key outlets relevant to the client's field
- Identify the most-quoted sources and companies in those articles
- Provide insight into tone, common themes, and coverage gaps
- Highlight emerging narratives or topics the client could credibly join

2. Client Talking Points Generator

Goal: Provide users with evidence-based, media-informed talking points they can share with clients or stakeholders.

- Based on recent media coverage, generate:
 - A topline summary of the media environment
 - Suggested explanations for why a client has or hasn't appeared in certain stories
 - Talking points the user can use proactively or in response to client feedback
- If needed, these can be re-processed through GPT to tailor responses more specifically to client pushback or critique

3. Messaging Alignment Tool

Goal: Help users adjust or evolve brand, corporate, or campaign messaging in response to real-time media narratives.

- Analyze trending stories to:
 - Suggest high-impact messaging angles that align with media coverage
 - Identify gaps or risks in current messaging strategies
 - Recommend tone, themes, and language that match ongoing news sentiment
 - Offer suggestions for messaging that may improve media coverage or brand resonance

4. Speaking Opportunity Tracker (Beta)

Goal: Help users discover and shape speaking opportunities based on trending news.

- Use GPT to:
 - Surface trending stories and explain how they relate to the user or client
 - Highlight what talking points or narratives may be relevant for speaking sessions
 - Recommend how emerging topics could be integrated into conference pitches, panels, or presentations
 - Offer content prompts to strengthen subject matter positioning in live settings

5. PR Reporting Enhancer

Goal: Help users turn NewsJump data into value-driven updates for clients or internal stakeholders.

- Auto-generate recaps like:
 - "Media Map This Week" – overview of who is getting quoted and on what topics
 - "What You Need to Know" summaries to inform clients
 - Suggested responses and opportunities to elevate presence in coverage

1. Media Landscape Analysis

Goal: Help users understand the media environment around their topic, client, or industry — with a format-first, highly actionable approach not offered by legacy platforms.

Key Functions

- **Topic & Trend Summary:** Scan the latest 7–14 days of media to summarize which themes are getting the most attention.
 - *Example:* "AI regulation" was mentioned in 42 stories this week, mostly in tech and policy outlets. Compared to last week: +22%.
- **Velocity Scoring:** Identify rising storylines before they go mainstream by tracking how quickly a topic is gaining coverage week-over-week.
 - *Example:* "AI in medical diagnostics" jumped from 2 to 9 stories over the last week — a strong signal this may be the next breakout angle.
- **Source Stack Insights:** Analyze the types of voices being quoted most often (e.g. execs, academics, customers) and how often.
 - *Example:* 75% of stories on enterprise AI this week quoted third-party analysts, not company spokespeople — a signal to adjust media strategy.
- **Narrative Tilt Index:** Surface how stories are being framed (risk, innovation, human-interest, etc.) rather than just sentiment (positive/neutral/negative).
 - *Example:* Positive coverage of generative AI is largely focused on "human productivity boosters," not technical capabilities — a helpful framing insight for messaging.

- **Word Count Snapshot:** Deliver average word counts by topic or outlet to guide appropriate length of bylines, op-eds, and pitches.
 - *Example:* Stories on AI and healthcare average 900–1100 words on TechCrunch vs. 400–600 on Axios.
- **AI Commentary & Takeaways:** Generate plain-language summaries of what’s happening and what to do about it.
 - *Example:* “Media is moving from startup funding rounds to real-world use cases. You may want to pitch customer case studies or tangible benefits.”
- **Google Sheets Delivery:** All of the above is delivered in an editable, sortable Google Sheet — making it easy to plug into reports, updates, and workflows.

Differentiator: Rather than just scoring tone like Cision or Muck Rack, NewsJump offers editorial interpretation, pitch-forward guidance, trend acceleration insights, article structure analysis, and format-first output — immediately usable by PR pros and startup founders alike.

2. Client Talking Points Generator

Goal: Provide users with evidence-based, media-informed talking points they can share with clients or stakeholders — especially in situations where results may be questioned.

Key Functions

- **Coverage-Based Talking Points:** Use recent news to create topline talking points on what topics are hot, who’s being quoted, and what’s missing.
 - *Example:* “The majority of coverage around AI this week focused on regulatory frameworks — and featured government voices rather than startups.”
- **Pitch Performance Explanations:** Offer friendly, data-driven narratives a PR pro can use when a pitch doesn’t land or a client asks “Why weren’t we in this?”
 - *Example:* “This story leaned heavily on academic sources due to the technical nature of the topic. Mainstream publications were not looking for vendor POVs.”
- **Custom Client-Facing Scripts:** Convert data into clear, client-ready bullets that PR pros can plug directly into update emails or decks.
- **Pushback Response Generator:** If a client questions something, users can paste in their concern — and GPT will generate a potential response based on real coverage.
 - *Example Input:* “Why didn’t we get quoted in this Bloomberg piece?”
 - *Output:* “Based on the article, the reporter only quoted former government officials — not industry sources. Future opportunities may lie in policy-heavy pitches.”