

USING A.I. TOOLS *IN THE* CHURCH

with JASON MOORE



THE PRESENTER

use hashtag **#BothAndWorship**
to tweet about today's event



JASON MOORE

Creativity, storytelling and visual communication are evidenced passions of Jason Moore throughout his more than two decades of designing dynamic resources, training, coaching, and consulting for churches of all sizes, styles, and means.

A childhood dream of becoming a Hollywood filmmaker shifted as Jason experienced a call to bring his gifted artistry to the church, joining the Ginghamburg United Methodist Church staff in the 1990s.

In 2020, as the global pandemic took root, Jason instinctively shifted his work, crafting a series of groundbreaking webinars on hybrid worship design. These trainings, which combine his specialties of church communications, guest readiness and creative worship, provide practical, results-oriented application, and are being utilized across the country in The United Methodist Church, seminaries, and ecumenical groups.

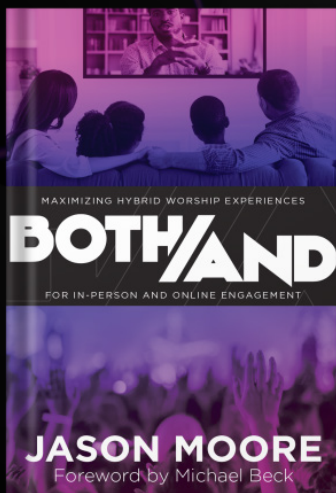
The rapid advancements in Artificial Intelligence that began filling news cycles in the fall of 2022, once again prompted Jason to dig deep and create cutting edge trainings on they why, how and what of A.I. in the church. He has been a featured speaker at multiple conferences on AI and the Church, including the groundbreaking AI Discovery Expo as well as the Church Innovation Summit and Church Communicator Conference (each time speaking about and demonstrating practical uses of generative AI). His forthcoming book on the topic will release in mid 2024.

In the secular world, Jason has collaborated with several Hollywood producers in film and television, and has produced numerous book trailers for New York Times best selling authors such as Ariana Huffington, Seth Godin, Robert Greene, Ryan Holiday and Mark Ecko.

Jason, a graduate of The Modern College of Design, is author of 12 books, a frequent keynote speaker, and a sought-after trainer.

His latest book *BOTH/AND: Maximizing Hybrid Worship Experiences for In-Person and Online Engagement*, a book on how to craft truly hybrid worship experience is an Amazon Best Seller.

A former adjunct professor for North West Nazarene University, Jason has been featured in many articles for publication including The Ooze, Homiletics, Next Wave, Technologies for Worship, Church Production, Wired, Worship Matters, Church and Worship Technology, Worship Leader Magazine and various newspapers around North America. His books are required reading at nearly a dozen seminaries.



JASON'S NEWEST BOOK

BOTH/AND: Maximizing Hybrid Worship Experiences for Online and In-Person Engagement is a resource designed to help churches create truly hybrid experiences of worship.

Whether you're a large church, small church, comfortable with technology, or lost, there is something for you in BOTH/AND.

The book presents numerous case studies, shares time-tested principles and offers numerous strategies that will help you create transcendent experiences of worship.

Exclusive 10% webinar discount!

Enter: **BAwebinar10** at www.inviteresources.com/lp/both-and



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EVERYDAY A.I.



Face ID

AI-powered face unlock systems often employ machine learning techniques



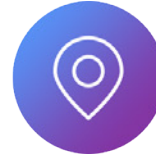
Streaming Suggestions

Netflix's AI considers your viewing habits to provide recommendations



Voice Assistants

Voice recognition software captures spoken commands and converts it into text



GPS

GPS navigation systems learn from past trips and make personalized route recommendations



Search Engines

Search engines identify patterns in user behavior to provide more accurate search results

BIBLICAL FOUNDATIONS

Creation Mandate

"God blessed them, and God said to them, 'Be fruitful and multiply, and fill the earth and subdue it; and have dominion over the fish of the sea and over the birds of the air and over every living thing that moves upon the earth.'"

Genesis 1:28

Use of Tools and skills

"The LORD said to Moses: See, I have called by name Bezalel son of Uri son of Hur, of the tribe of Judah: and I have filled him with divine spirit, with ability, intelligence, and knowledge in every kind of craft, to devise artistic designs, to work in gold, silver, and bronze, in cutting stones for setting, and in carving wood, in every kind of craft."

Exodus 31:1-5

God's Sovereignty

"In Christ we have also obtained an inheritance, having been destined according to the purpose of him who accomplishes all things according to his counsel and will."

Eph. 1:11

All things for God's Glory

"So whether you eat or drink or whatever you do, do it all for the glory of God."

1 Corinthians 10:31



"If God can speak through burning bushes, donkeys, rocks and hills, and fig trees, he can speak through a human using a computer."

-Rob Laughter

WHAT IS A.I.?



WEAK A.I.

The simulation of human intelligence processes by machines

Artificial Narrow Intelligence (ANI)

Self-driving Cars, Voice Assistants, Streaming Services, Chatbots, Etc

- The kind of A.I. that gets things done
- Cannot function without human interaction



Strong A.I.

Generalized human cognitive abilities

Artificial General Intelligence (AGI)

Said by some to be a theoretical form of A.I. that would generally think cognitively like humans on its own.

- Does not require human interaction

Artificial Super Intelligence (ASI)

A.I. that would surpass the human brain.

- 10 years to not possible at all

DEFINITIONS

Large Language Models (LLMs):

Advanced AI models trained on lots of text that can, in turn, generate human-like text.

Machine Learning (ML):

AI that learns from data to make predictions or decisions without explicit instructions.

Natural Language Processing (NLP):

AI that helps computers understand and work with human language, written or spoken.

Deep Neural Networks (DNN):

Advanced AI networks patterned after human brains that can learn & understand patterns.

Generative Adversarial Networks (GANs):

An AI technique for combining real data to create realistic synthetic images.

Traditional A.I.

Analysis
Identifying Patterns
Fraud Detection
& More

Generative A.I.

Text
Image
Video
Music
Code
& More

Multimodal AI is a type of artificial intelligence (AI) that can process, understand and/or generate outputs for more than one type of data

Chatbots

ChatGPT - openai.com/chatgpt
Magai - magai.co
Jasper - jasper.ai
Bard - bard.google.com
Bing - bing.com
Claude - claude.ai

Image Generators

Midjourney - midjourney.com
Stable Diffusion - stability.ai
Dall-E2 - openai.com/dall-e-2
Adobe Firefly - adobe.com
Ideogram - ideogram.ai
Leonardo - leonardo.ai
Canva - canva.ai

INFLUENCERS

Matt Wolfe

youtube.com/@mreflow



Olivio Sarikas

youtube.com/@OlivioSarikas



Tim Simmons

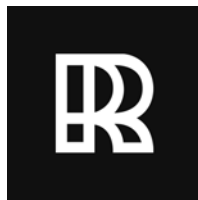
youtube.com/@TheoreticallyMedia



A.I. News



aiforchurchleaders.com



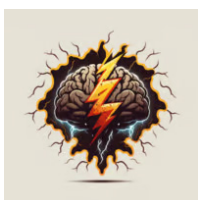
www.therundown.ai

TLDR

tldr.tech



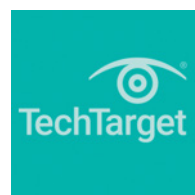
futuretools.beehiiv.com



superpowerdaily.com



bensbites.beehiiv.com



www.techtarget.com

DEMO - Generating an Image

- Midjourney
- Stable Diffusion
- Ideogram
- DALL-E 3



images generated in Midjourney

Now Elijah the Tishbite, of Tishbe^[a] in Gilead, said to Ahab, "As the Lord the God of Israel lives, before whom I stand, there shall be neither dew nor rain these years, except by my word." ²The word of the Lord came to him, saying, ³"Go from here and turn eastward, and hide yourself by the Wadi Cherith, which is east of the Jordan. ⁴You shall drink from the wadi, and I have commanded the ravens to feed you there." ⁵So he went and did according to the word of the Lord; he went and lived by the Wadi Cherith, which is east of the Jordan. ⁶The ravens brought him bread and meat in the morning and bread and meat in the evening, and he drank from the wadi. ⁷But after a while the wadi dried up because there was no rain in the land.

1 Kings 17:1-17

ADDITIONAL NOTES

DEMO - Creating a Series

Creating a Series:

- Series Design in ChatGPT
- Image Creation in Midjourney
- Voiceover in Elevenlabs
- Depth in Leiapix (convert.leiapix.com)

Creating an A.I. Assisted Podcast:

- Create a script in ChatGPT
- Voiceover in Elevenlabs

Chatbot Roles

eager assistant who wants to please
expert at your side
creative partner
content editor
foil to your ideas
coach

CHATBOT formula

Garbage in, garbage out

Task - Generate, Give, Write, Analyze, Etc

Context - Limit endless possibilities

Exemplars = examples - show bot what you want to create

Persona - Who do you want chatGPT to be?

Format - email, bullet points, paragraphs table

Tone - things like "professional", "casual", "witty"

Jeff Su video: <https://www.youtube.com/watch?v=jC4v5AS4RIM&t=304s>

CHATBOT formula

Consider training GPT to create a formula

Image Subject - this is what you want to make

Camera Type* - film camera, DSLR, polorioid, etc

Time of Day - Sunset, midday, nighttime, golen hour, etc

Type of Film - Instamatic, color film

Descriptive Key Words - 5 words that describe image

Lens Type - fisheye, 55mm, prime lens

Style of Photo - black & white, shallow depth, etc

*type of art could replace camera type

Matt Wolfe: <https://www.youtube.com/watch?v=E2XJgyWARW8>

Downsides of A.I.

Inaccuracies/hallucinations
Plagerize content
Amplify biases
Accurate/proper sourcing
Intellectual Property Infringement
Fake news

The screenshot shows a Forbes article with the following details: **Forbes** logo at the top; **BREAKING** tag; **Lawyer Used ChatGPT In Court— And Cited Fake Cases. A Judge Is Considering Sanctions** as the main headline; author **Molly Bohannon Forbes Staff** with a bio *I cover breaking news.* and a **Follow** button; publication date **Jun 8, 2023, 02:06pm EDT**; a **Listen to article 6 minutes** audio player; and an update timestamp **Updated Jun 8, 2023, 03:42pm EDT**.

Send a message



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

"Trust but verify."

HOW NOT TO



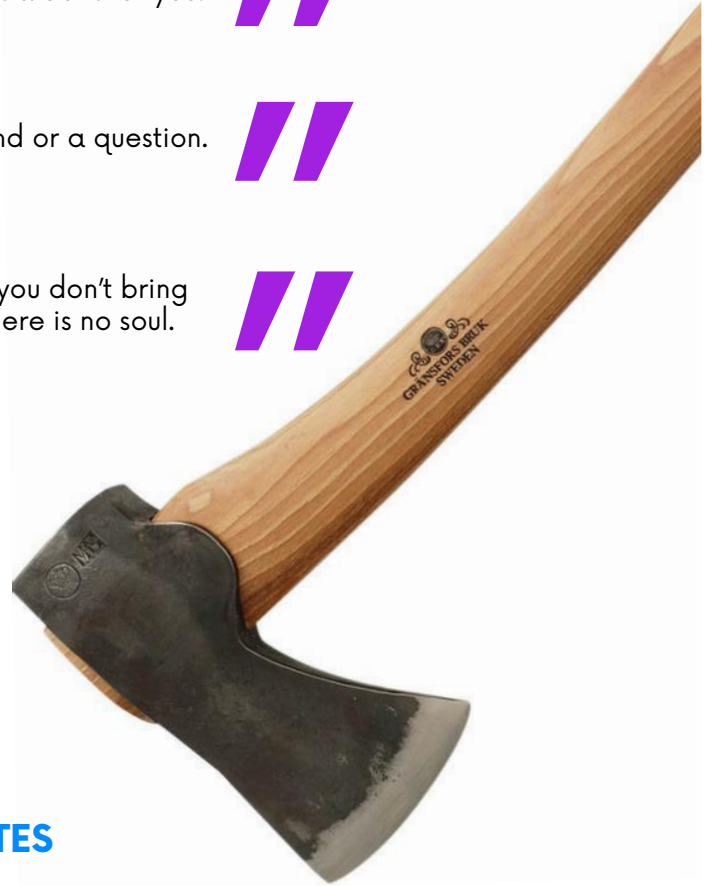
A.I. should be a do it with you, not a do it for you.



It's a conversation, not a command or a question.



You have a soul. A.I does not. If you don't bring the soul to the conversation, there is no soul.



ADDITIONAL NOTES

10 WAYS TO USE AI IN MINISTRY

10. Scripture Interpretation & Study:

AI can analyze vast amounts of scripture and related commentary to offer insights on specific verses or topics. This could help in understanding the historical and contextual background of particular scriptures.

9. Bible Reading Plans:

AI can customize Bible reading plans for individuals based on their preferences, past readings, and desired pace. For instance, if someone wants to explore themes of "hope" or "patience," the AI could curate verses related to that theme over a set period.

8. Attendance Tracking & Analysis:

AI can analyze attendance numbers, and other relevant data to assist church planners in predicting optimal dates, times, and resources for future events, ensuring maximum participation and efficient use of resources.

7. Sermon Assistance:

Pastors and preachers can use AI to aid in sermon preparation. By inputting a topic or scripture reference, AI can suggest relevant verses, commentaries, and historical context.

6. Music and Worship:

AI can help database hymns, contemporary Christian, and other forms of music to suggest song rotations or even aid in the composition of new songs that fit a topic or series.

5. Language Translation:

For multi-lingual congregations or for missionaries, AI-powered translation tools can help in real-time translation of sermons or religious texts, breaking down language barriers.

labs.heygen.com/guest/video-translate

4. Community Outreach:

By analyzing community data and trends, AI can suggest effective outreach methods and areas of need in the local community. This will enable churches to tailor their outreach and charity efforts more effectively.

3. Personalized Growth Plans:

AI can help in developing personalized spiritual growth plans for individuals. Based on a person's inputs about their spiritual journey, struggles, and goals, AI can suggest scripture readings, devotionals, and other resources tailored to that individual.

2. Archiving & Digital Preservation:

AI can assist in digitizing, organizing, and preserving and restoring church records, sermons, hymns, and other valuable historical information, making them easily searchable and accessible for future generations.

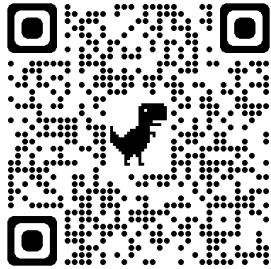
1. Graphic Design:

AI-powered design tools can automatically generate graphic design templates for church events, sermons, social media and more. By inputting basic information like event date, theme, or scripture reference, the AI can create a visually appealing design.

Q&A

A.I. Cohort

Sign up for more info: mailchi.mp/midnightoilproductions.com/aicohort



- **6 months of 1 hour cohort calls**
- **2 copies of Jason's new A.I. book**
- **1 hour one-on-one session**
- **exclusive discounts on A.I. tools**
- **access to in depth trainings**

questions: jason@midnightoilproductions.com

HANDS ON