



Loren Weisman

Brand Communications and Optics Strategist

Orlando, Florida · Working worldwide

Interview Information Sheet, AI and Authenticity

One of seven sheets in the interview information set of Loren Weisman, brand communications and optics strategist, Orlando, Florida. This one covers artificial intelligence, authorship, disclosure, and the difference between a written voice and a generated one. For producers, journalists, editors, researchers and podcast hosts at technology, media, publishing and business outlets.

The set

Seven sheets. Take the one that fits the segment, or the full sheet if that is easier. All seven sit on one page at lorenweisman.com/interview-information-sheet/ and the bio, the subjects and the contact details are identical on every one, so nothing is lost by taking only one. Six of them cover his business communications work. High conflict is a separate body of work and suits interviews on family, law, faith and personal resilience as readily as business ones.

Short version	Bio, what he covers, six questions for any outlet
Full sheet	All of it, questions grouped by kind of outlet
Business communication	Inside the organization and outside it. Crisis
Authors and creatives	Publishing, authorship and creative careers
Capital and vetting	Raising it, reviewing it, and who is behind it
AI and authenticity	Authorship, disclosure, generated or written (this sheet)
High conflict	Contested narratives, records, holding ground

Bio, cleared for use as written

One line, for a rundown or a lower third

Loren Weisman is a brand communications and optics strategist in Orlando, Florida, and the host of the Wait What Really OK podcast.

Short bio, word for word as it appears on his own site

Loren Weisman is a brand communications and optics strategist working from Orlando, Florida. He works with authoritative businesses and individuals to build brand and communication foundations that hold up under scrutiny, highlighting real experience rather than manufactured hype. He hosts the brand communications and optics podcast Wait What Really OK and speaks at conferences and events on authentic messaging, marketing perceptions and audience optics.

His background includes participation on 700+ albums as a drummer and producer, TV production credits with ABC, NBC, FOX, CBS and TLC, and four books: the first and second editions of The Artist's Guide to Success in the Music Business, Music Business For Dummies, and a 2026 book released under a pen name.

He is taking client work and speaking bookings again as of August 2026. The longer version of the bio is on his about page and can be cut to length. For the foot of a release, the first of the two paragraphs above, followed by lorenweisman.com, works as a boilerplate.

Background

His statement on how he uses artificial intelligence has been on his site since 2023, and it names what he permits and what he prohibits rather than speaking in general terms. Podcast episodes with written transcripts cover fake authorship, the false authorship trend, and the advertisements promising a finished book in minutes.

He is not against the technology. The position he takes is that there is use that is disclosed and use that is hidden, and the difference between them is whether the reader is told who made what. Three of his own books run over 400 pages and none of them used artificial intelligence in any form, so he can say what the work takes without guessing.

Ways he can help, including on a story he is not quoted in

- Background for a story he is not quoted in. If a piece needs a hand on the wording, a definition, a framing or a pattern, he will work on it and stay out of the front of it. He has done that for stories that ran without him, and he prefers it that way.
- A read of a draft before it runs, on accuracy and on any wording that could be turned back on the outlet later.
- A check on a source, a claim or a credential when something in it does not hold up.
- An interview on the record, on any question in this set or on one written for the segment.
- A referral to someone better suited, with no fee attached, when he is not the right person for the story.

Hear him on these subjects before booking him

Each subject below is published in his own voice, dated, with a written transcript, so a producer can hear how he handles it before the call.

- More than 200 videos at youtube.com/@lorenweismanvideos, and a podcast with a written transcript of every episode, carried on Spotify, Apple Podcasts and iHeartRadio. Telling a written voice from a generated one, false authorship and the disclosure a reader is owed. Vetting a source, bought reviews, bestseller claims and expired experts. Separating an objective fact from an opinion out loud, and messaging before marketing. Each has its own episode and transcript.
- His statement on how he uses artificial intelligence, up since 2023, naming what he permits and what he prohibits rather than speaking in general terms, at lorenweisman.com/my-ai-usage-statement/
- The background, the books, the Library of Congress entry and every agreement he works under are published on his site for anyone who wants to check before booking, at lorenweisman.com/about-loren-weisman/

Questions

The questions are grouped by subject. Inside a group they run from the broad opening question to the narrower ones under it, so a group can be worked straight down or cut

anywhere. Use them as written, reword them, or send them ahead of the booking. No approval needed and no credit wanted on the questions.

Authorship, disclosure and the line

- A two minute prompt does not make anyone an author. Where is the line between using artificial intelligence as a tool and using it to fake authority?
- Where can artificial intelligence sit inside a book, an article or a campaign without taking anything away from the person who made it?
- Can artificial intelligence replace an expert, or is something being missed in that question?
- What should a business disclose about its use of artificial intelligence, and what happens when it does not?
- Why should a company publish a statement on how it uses artificial intelligence, and what does it cost them not to?
- You published yours in 2023. Why say it rather than hide it?
- Would you tell your daughter, your son or someone you look up to exactly how you made your work? Why is that the test?
- Is it time to police the abuse of artificial intelligence online, and what would that even look like?

Telling an authentic voice from a generated one

- What are the words and phrases that mark a passage as generated rather than written?
- How do you tell an authentic voice from a generated one when both are grammatically clean?
- What are the red flags when someone had almost nothing online and suddenly has five books, daily blogs and a set of courses inside a few months?
- What is the paid anthology pitch, and what does buying a co author credit do to the people who take it?
- What is the difference between a book and an advertisement with chapters?
- What is the prompting culture doing to original work, and where does it cross into plagiarism?
- What problems do packaged, prompted, templated and false brands create for the people who use them?

- What does a faceless channel or an anonymous resource cost a brand in trust?
- How do you write so that a piece cannot be dismissed as machine made?

Current angles

Subjects in the news that sit inside what he covers, for a segment that needs a hook.

- The federal rule on fake reviews and testimonials, and what it means for a business that has been buying its social proof.
- What an author or a publisher has to disclose about artificial intelligence, and where the line sits between assisted and generated.
- Digital replicas of a voice or a likeness, consent, and the pressure that puts on a brand built around a person.
- Falling trust in news, and audiences taking answers from assistants instead of going to the source.
- Templated and prompted content arriving faster than anyone can check it, and what that does to the people doing original work.

Read the positions before the call

Published in his own voice, dated, with a written transcript, so a position can be read before the call rather than taken on this document’s word.

How he uses AI	lorenweisman.com/my-ai-usage-statement/
AI statement of use	lorenweisman.com/ai-statement-of-use/
Fake authors using AI	lorenweisman.com/2025/08/09/fake-authors-using-ai/
Author strategy	lorenweisman.com/author-strategy/
Popularity and hype	lorenweisman.com/2025/01/01/popularity-and-hype-transcription/
Quotes, free to use	lorenweisman.com/quotes/

Access, permissions and assets

- Billing as he uses it: Loren Weisman, brand communications and optics strategist, Orlando, Florida. Eastern time, remote or in person. No honorific, no award line and no bestseller line, because there is none to print.
- How the name is said: Loren rhymes with Lauren, and Weisman is said Wise-man. Written out for a read, LAUREN WISE-man.
- To see and hear how he presents before booking him: every podcast episode, with a written transcript of each one and the link to his video channel, sits on one page at lorenweisman.com/wait-what-really-ok/
- Social: x.com/lorenweisman, instagram.com/lorenweisman and facebook.com/profile.php?id=61594052673065. No follower count is quoted on any of them and none is claimed. What is worth listening to is the channel and the podcast, both above.
- Email and phone replies come within 24 to 48 hours. There is a booking link on his contact page for a set time.
- He works as a backup and last minute speaker, so he is set up to move on short notice. He flies out of Orlando or Sanford and can be with you the same day or the next day.
- Standing permission on his quotes. Quote him, attribute it to Loren Weisman, and link back to the page it came from. Six quote collections are published on his site, including one hundred sorted into ten themes.
- Press photographs are on his site with the credit line and the captioning rules beside them. Square files at 1600 pixels for a profile or a directory, and 8 by 10 files at 1600 by 2000 for print. Real photographs taken in 2026, not generated, not enhanced and not altered, with no contact details printed on them, so a file downloaded today does not go out of date.
- His podcast carries no ask. No like, no share, no follow, no download, no comment, no review. He takes the same position into an interview and will not use the slot to sell anything.

Contact

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Email

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The whole set

lorenweisman.com/interview-information-sheet/

Press photos

lorenweisman.com/2025/03/20/8x10-promo-photo/

Booking a time

lorenweisman.com/contacting-me/

Updated

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