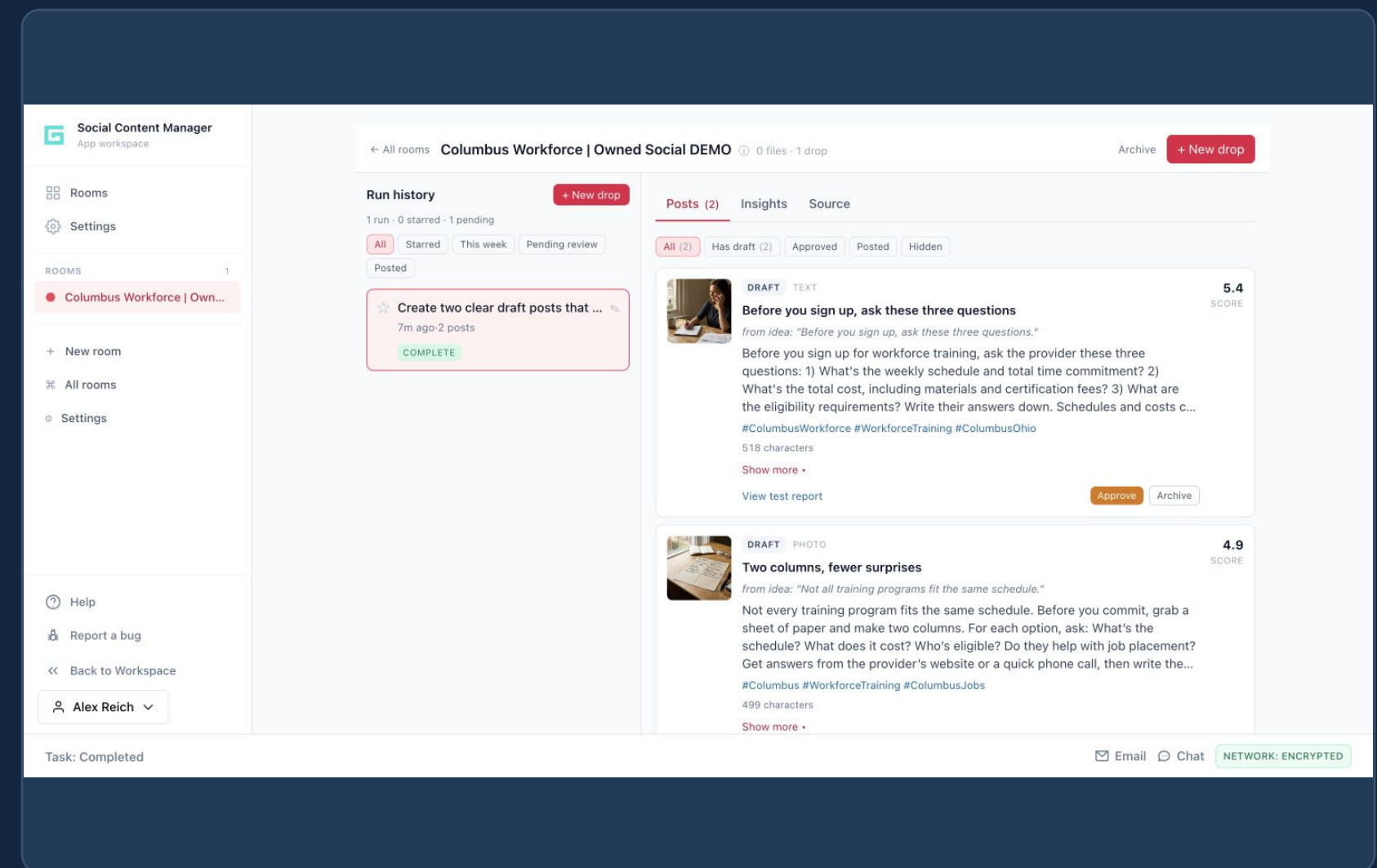


STRATEGY + EXECUTION, TOGETHER

Surround sound. From strategy to execution.

One shared direction. The research, planning, content and delivery tools to act on it.



Inside Genara: generated social drafts, synthetic feedback and review controls.

01 Understand

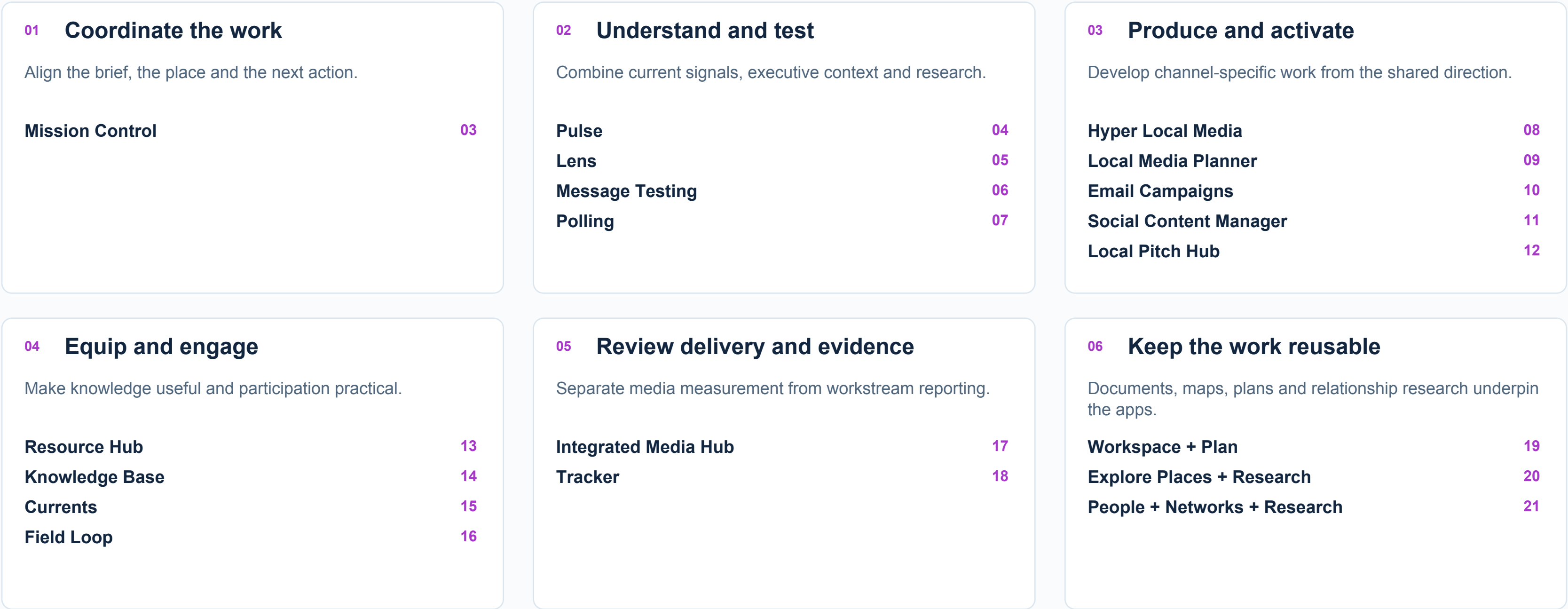
02 Plan

03 Activate

04 Learn

One strategy. A clear job for every tool.

Start in Mission Control. Build the campaign around one objective, then use the right app for each decision, output and follow-through.



For PR: a consistent story across media, owned content and creators. For PA: place-specific evidence, stakeholder questions and coordinated follow-through. Field Loop is an optional licensed civic workflow.

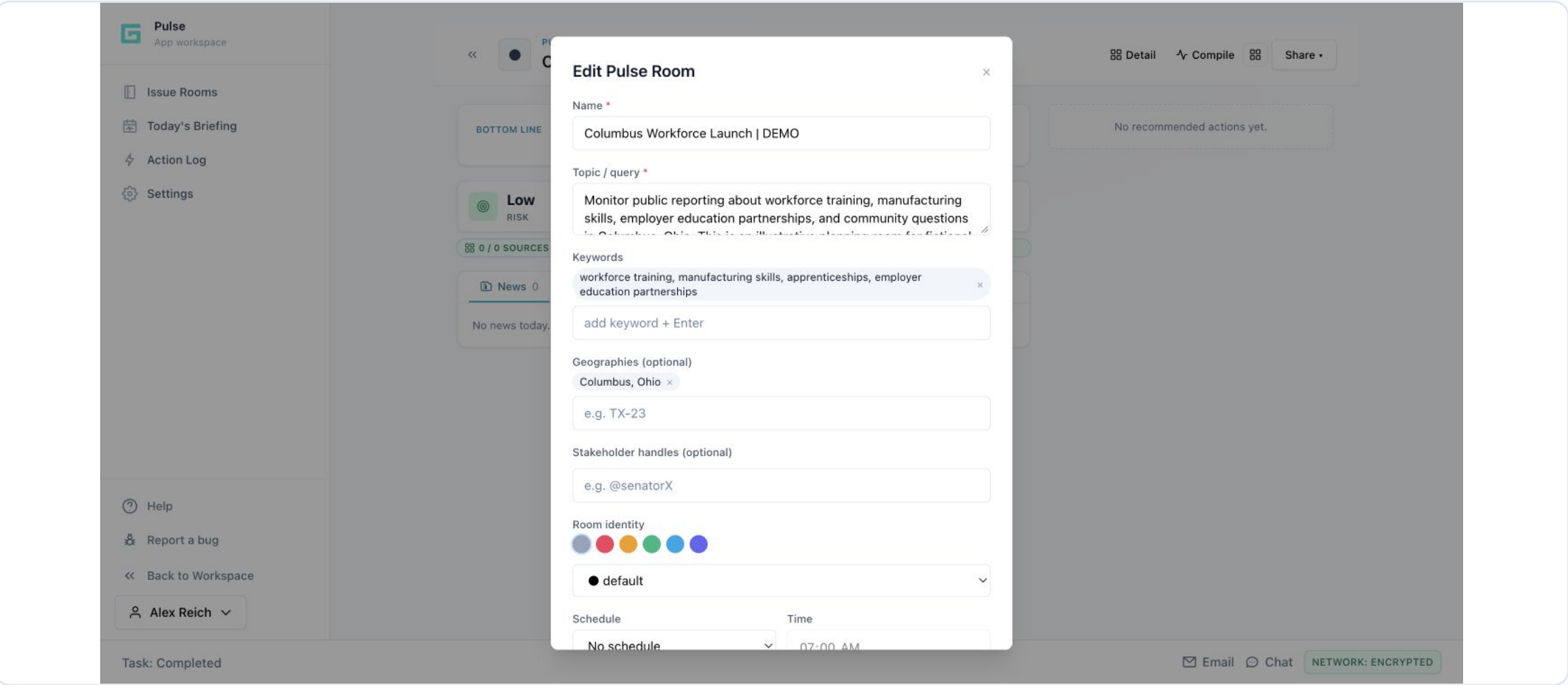
Turn one local objective into coordinated campaign choices and practical next actions.



Source: Genara help + implementation (linked) | Actual demo capture | September 2026

Pulse

Turn changing issue signals into focused briefings and clear next response actions.



Actual room configuration. This demo briefing returned no sources; it is a setup example.

IN-HOUSE PR + PUBLIC AFFAIRS

Follow an emerging issue, brief leadership on relevant developments and open a response task while the underlying news, claims and voices remain close at hand.

WHAT THE TEAM GETS

Issue briefings, source views, action log and briefing exports.

Retrieved sources support review; coverage and the truth of every claim still need checking.

FEATURE	FUNCTION	BENEFIT
Issue-room monitoring	Compiles defined issues on demand or on a schedule, preserving a history of briefings.	Keep the team oriented around developments that need attention.
Briefing with source detail	Shows summaries, narrative changes and cited claims alongside News, Social, Voices, Claims and Timeline views.	Move from the leadership headline to the underlying signal when questions arise.
Action recommendations	Opens prefilled work in supported destinations including Plan, Email, Message Testing, Hyper Local Media and Tracker.	Connect monitoring to a practical next step and its work record.

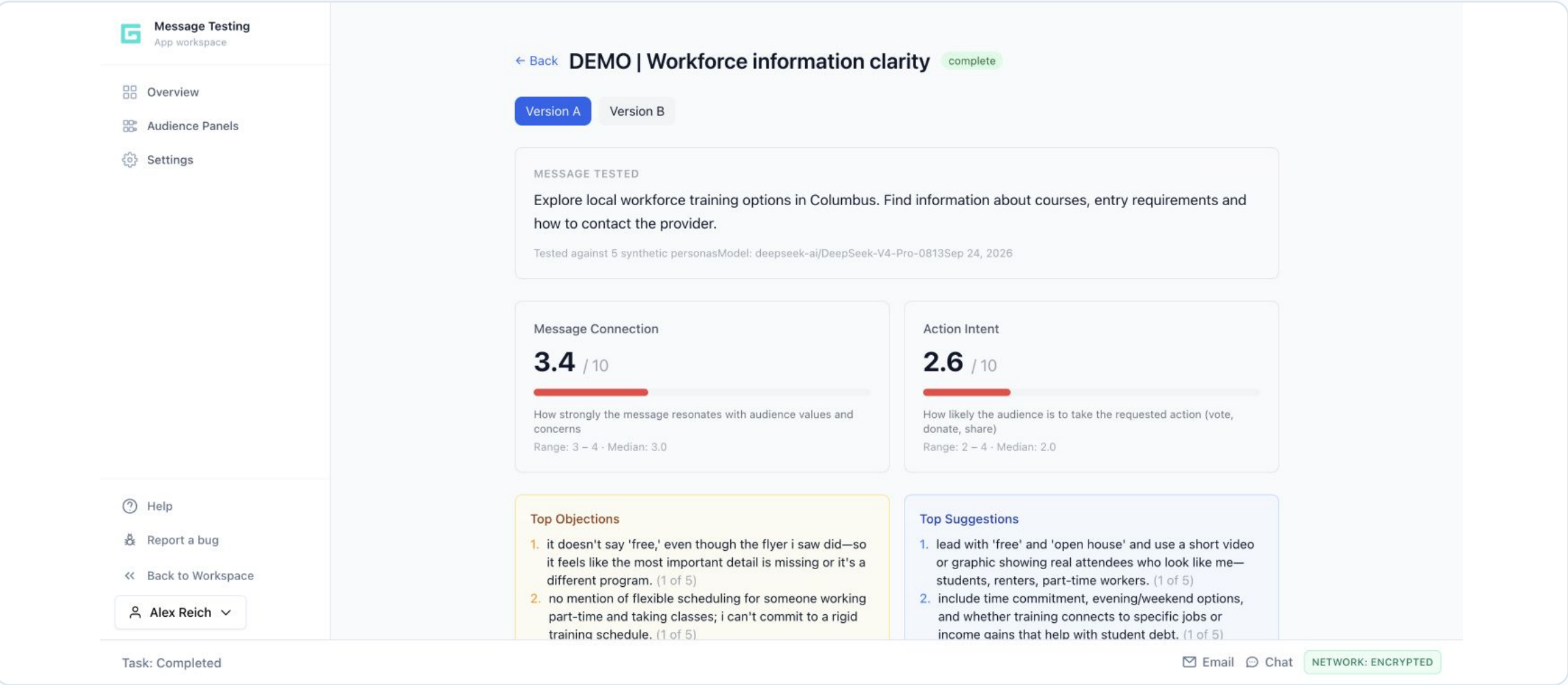
Bring internal facts and external context into a visual executive briefing dashboard.



Source: Genara help + implementation (linked) | Actual demo capture | September 2026

Message Testing

Explore plausible reactions before taking draft messages into real world audience research.



IN-HOUSE PR + PUBLIC AFFAIRS

Compare public-information drafts, inspect likely objections and refine confusing wording before stakeholder review or a research programme involving real people.

WHAT THE TEAM GETS

Synthetic panel, message reports, phrase analysis and linked rewrite tests.

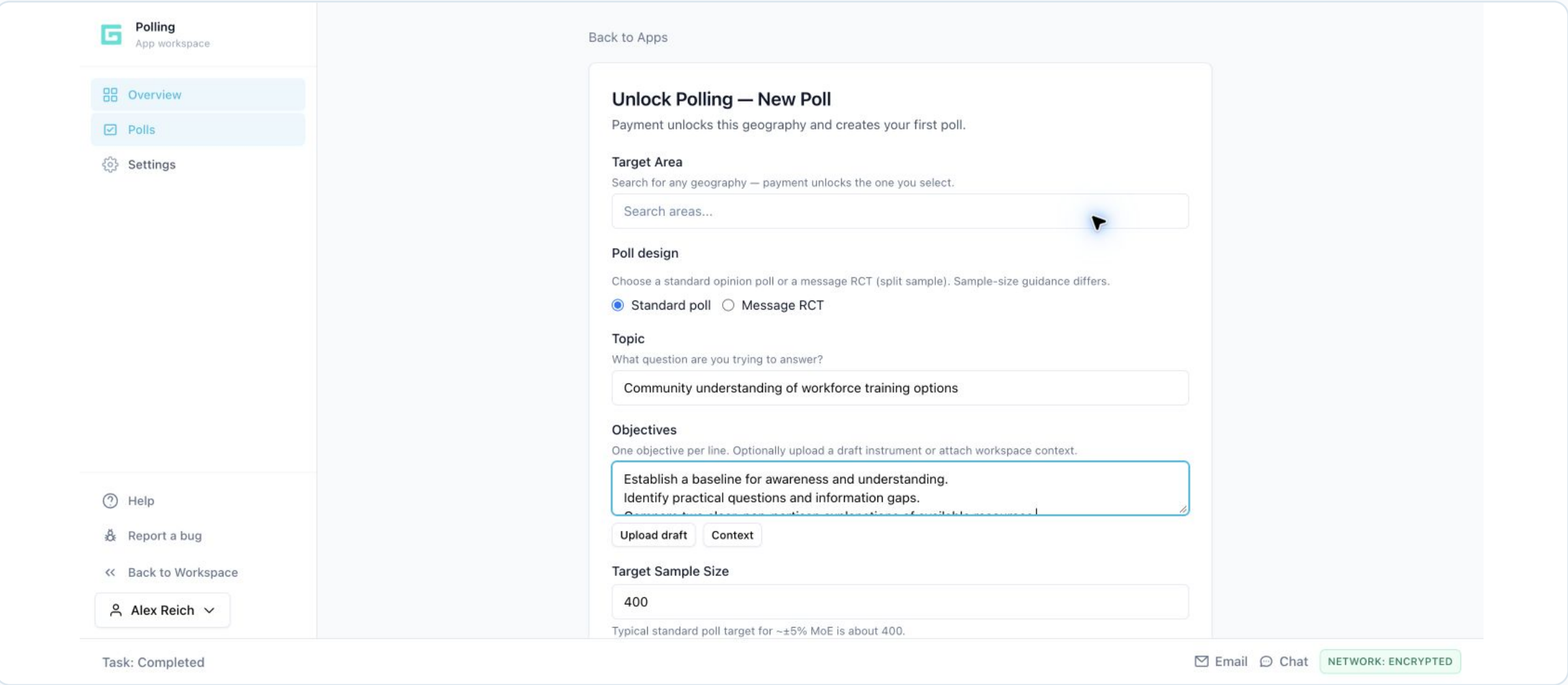
Synthetic feedback is modeled, not measured public opinion. Validate consequential choices with real audiences.

Completed synthetic comparison of two demo drafts. Scores are model outputs, not public opinion.

FEATURE	FUNCTION	BENEFIT
Synthetic audience panels	Generates persona profiles from available geographic context and an optional plain-language audience description.	Make audience assumptions explicit and explore plausible reactions early.
Variant and phrase analysis	Compares modeled scores, phrase reactions, objections and suggestions across personas.	Find weak language and prioritize questions for real audience research.
Feedback-led rewriting	Uses aggregated feedback to suggest new wording and creates a linked test run.	Make iteration deliberate and keep comparisons traceable.

Polling

Take a defined research question from survey preparation through measured audience evidence.



Actual research setup. No payment or fieldwork was initiated; sample size is the displayed default.

IN-HOUSE PR + PUBLIC AFFAIRS

Establish baseline understanding and open questions around a programme or service, then repeat the research after communications activity to inform the next decision.

WHAT THE TEAM GETS

Survey instrument, sample frame, results, analysis brief and raw data.

Preparation is separate from deployment. Sampling, response quality and weighting determine what the findings can support.

FEATURE	FUNCTION	BENEFIT
Structured survey preparation	Develops an area profile, editable instrument and sample frame from the research objective and local context.	Connect the questions to the decision the team needs to make.
Fielding and analysis	Supports response collection, weighting diagnostics, analysis and demographic or geographic cross-tabs.	Move from assumptions to collected evidence with methodology visible.
Research deliverables	Produces summary analysis, detailed cross-tabs and raw response-data files, with Workspace links and PDF exports.	Give leaders a readable brief and analysts detail to inspect.

Hyper Local Media

Carry coordinated campaigns from local context through media, creative, activation and review.

Hyper Local Media
App workspace

Overview

Settings

<< All Campaigns

Columbus Workforce Training Op...

Overview

Brief
1 market · 4 segments · 5 KPIs

Markets

People

Media Plan

Creative

Traffic

Help

Report a bug

<< Back to Workspace

Alex Reich

Task: Completed

Email Chat NETWORK: ENCRYPTED

Columbus Workforce Training Options — Public Information Pilot

Draft Create Slides Export

In-house PR & Public Affairs (joint ownership)

Raise broad public awareness of existing workforce training options in Columbus, Ohio, and explain courses, schedules, eligibility, costs, and provider contacts using verified information. Non-political public information campaign.

TBD (planning assumption)
Budget

TBD – TBD
Flight

1
Markets

1/5
Phases

Campaign Brief Complete

Upload an existing brief or build one with AI conversation.

Columbus Workforce Training Options — Public Information Pilot

In-house PR & Public Affairs (joint ownership)

Raise broad public awareness of existing workforce training options in Columbus, Ohio, and explain courses, schedules, eligibility, costs, and provider contacts using verified information. Non-political public information campaign.

FLIGHT
TBD – TBD

BUDGET
TBD (planning assumption)

IN-HOUSE PR + PUBLIC AFFAIRS

Coordinate a launch across several communities, connecting the central narrative to local context, channel allocations, creative review and paid activation decisions.

WHAT THE TEAM GETS

Campaign documents, creative assets and supported ad-platform activation plans.

Demo Performance tab is marked Soon. Traffic depends on completed phases, connected accounts and human launch review.

Generated campaign brief with shared PR/PA ownership. Budget and measures remain planning assumptions.

FEATURE	FUNCTION	BENEFIT
Phased campaign workspace	Develops a brief, market intelligence, local networks, channel allocations and a flight calendar.	Connect local context to shared campaign and budget decisions.
Localized creative and assets	Generates market-specific ads, social concepts and reels; supports format checks and enabled library-photo attachments.	Tailor execution by place while retaining the central story.
Traffic and launch review	Builds paused campaigns for supported platforms, with account bindings, structure review and a separate Set live action.	Keep the campaign plan, creative and launch decisions together.

Source: Genara help + implementation (linked) | Actual demo capture | September 2026

08

Local Media Planner

Turn a small local goal into messages, creative and practical campaign preparation.

Local Media Planner
App workspace

Overview

Help
Report a bug
Back to Workspace
Alex Reich

Task: Completed

STEP 1

What are you trying to do?

No media jargon needed. Describe the local outcome you want.

Campaign name

Columbus Workforce Information | DEMO

What are you trying to do?

Help residents understand existing workforce training options and find provider information. Illustrative six-week public information pilot; draft only, no media booking.

Area

Choose from this organization's allowed areas.

Search allowed areas...

Budget

5000

Destination URL

Email Chat

NETWORK: ENCRYPTED

IN-HOUSE PR + PUBLIC AFFAIRS

Help a communications generalist prepare a small open-house or information campaign without first developing a specialist media brief.

WHAT THE TEAM GETS

Message options, synthetic scores, a simple media plan, creative and launch draft.

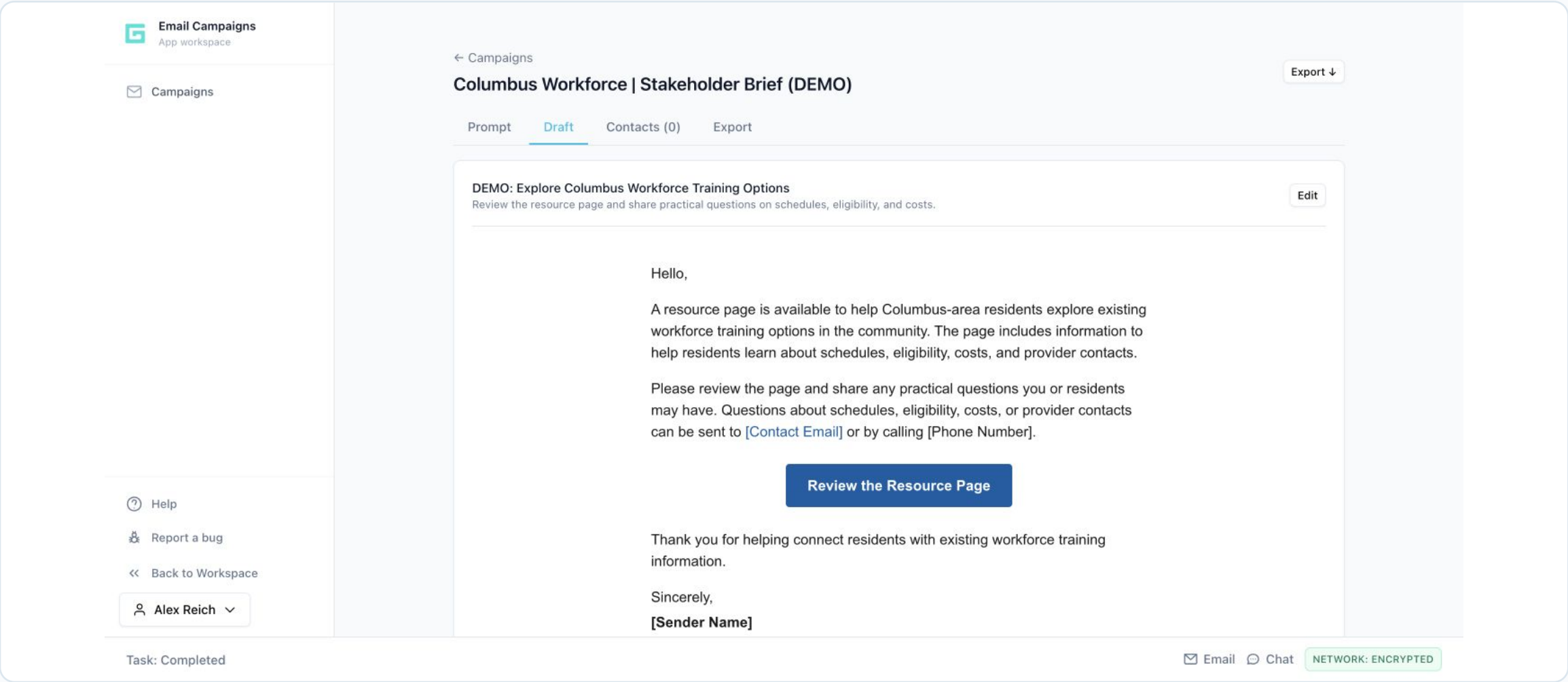
For one area and budgets under \$10,000. Prepares Meta launch drafts; direct publishing is not available.

Illustrative goal entry. The displayed budget is a planning input, not a spend commitment.

FEATURE	FUNCTION	BENEFIT
Plain-language goal intake	Takes a goal, local area, budget, destination and call to action through an automatic preparation chain.	Give a small team a clear starting point.
Message options and checks	Generates three angles, compares synthetic clarity, relevance and action scores, and lets the operator choose.	Explore message weaknesses before investing in creative.
Plan, creative and readiness	Creates Meta allocations, ad variants and a structured launch draft, checking missing fields and copy limits.	Package the campaign for review and its next execution step.

Email Campaigns

Turn shared campaign context into editable emails and reviewable stakeholder outreach packages.



Generated demo email, with placeholder contact details, ready for editing. No messages were sent.

IN-HOUSE PR + PUBLIC AFFAIRS

Prepare stakeholder invitations, partner updates or community follow-ups using the same approved campaign references, then review the content before exporting or sending.

WHAT THE TEAM GETS

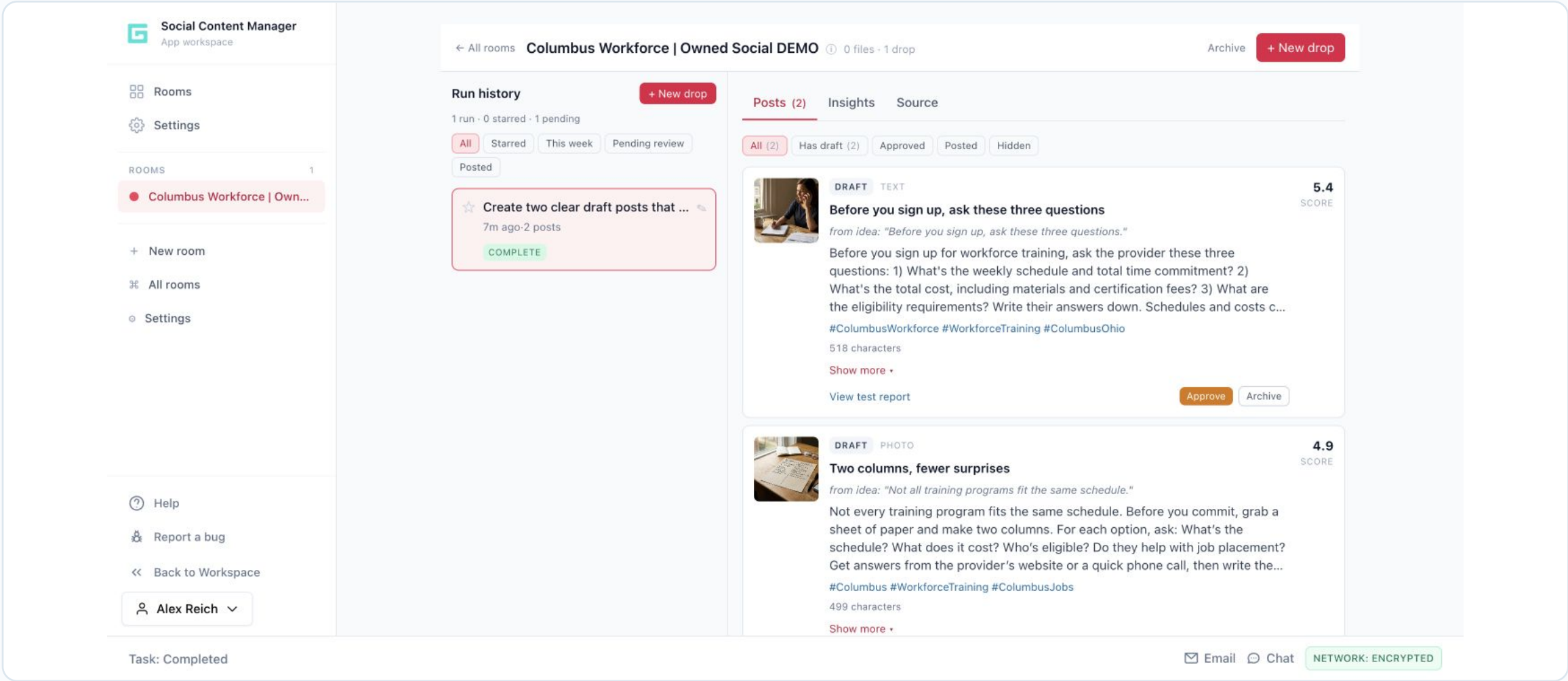
HTML, text, metadata and recipient CSV; optional individual Gmail delivery.

Gmail sending is individual. Mailchimp support is an export package, not a synchronized platform connection.

FEATURE	FUNCTION	BENEFIT
Context-grounded drafts	Uses workspace documents and a prompt to create a subject, preheader and email body.	Keep outreach aligned to the campaign story and reference material.
Recipient preparation	Imports available emails from network or list documents and CSV files, skipping duplicate contacts.	Carry research into a usable contact list with less re-entry.
Review and delivery choices	Edits HTML/text, exports campaign assets for an email platform, or sends individually through connected Gmail.	Fit existing outreach workflows while keeping the message reviewable.

Social Content Manager

Keep every content destination on voice with a repeatable ideas-to-drafts editorial workflow.



IN-HOUSE PR + PUBLIC AFFAIRS

Support corporate and local community-facing pages with reusable briefs, structured idea review and a visible queue of content that needs attention or has already shipped.

WHAT THE TEAM GETS

Post copy, images, idea scores, test reports and editorial history.

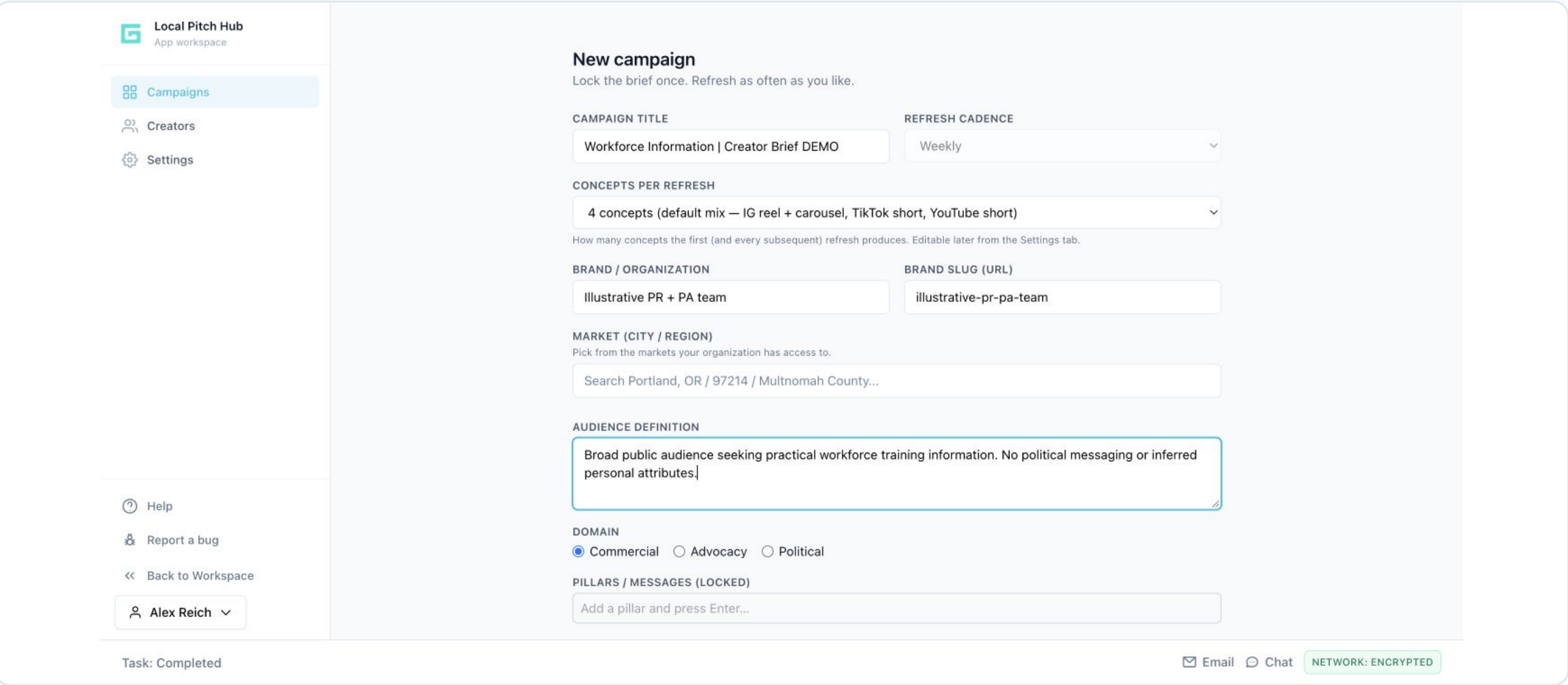
Posting is manual. Synthetic scores, generated facts and images still require editorial review.

Two generated draft posts with review controls and synthetic scores. Nothing was posted.

FEATURE	FUNCTION	BENEFIT
One room per destination	Stores page notes, voice examples, files, workspace references and a separate run history.	Reduce repeated briefing while keeping each destination distinct.
Ideas, checks and drafts	Generates angles, optionally tests a synthetic panel and composes leading ideas into copy and images.	Give reviewers a structured starting point and likely objections.
Editorial workflow and versions	Approves drafts, supports copy/download, records manual posting, and restores caption or image versions.	See what needs review and preserve useful creative decisions.

Local Pitch Hub

Equip local creators with controlled campaign concepts, supporting evidence and clear storyboards.



Actual creator-campaign setup. The illustrative brief was not created or published.

IN-HOUSE PR + PUBLIC AFFAIRS

Prepare locally relevant collaboration concepts for creators or neighborhood publishers, review the claims and creative direction, then share selected approved pitches through a dedicated hub.

WHAT THE TEAM GETS

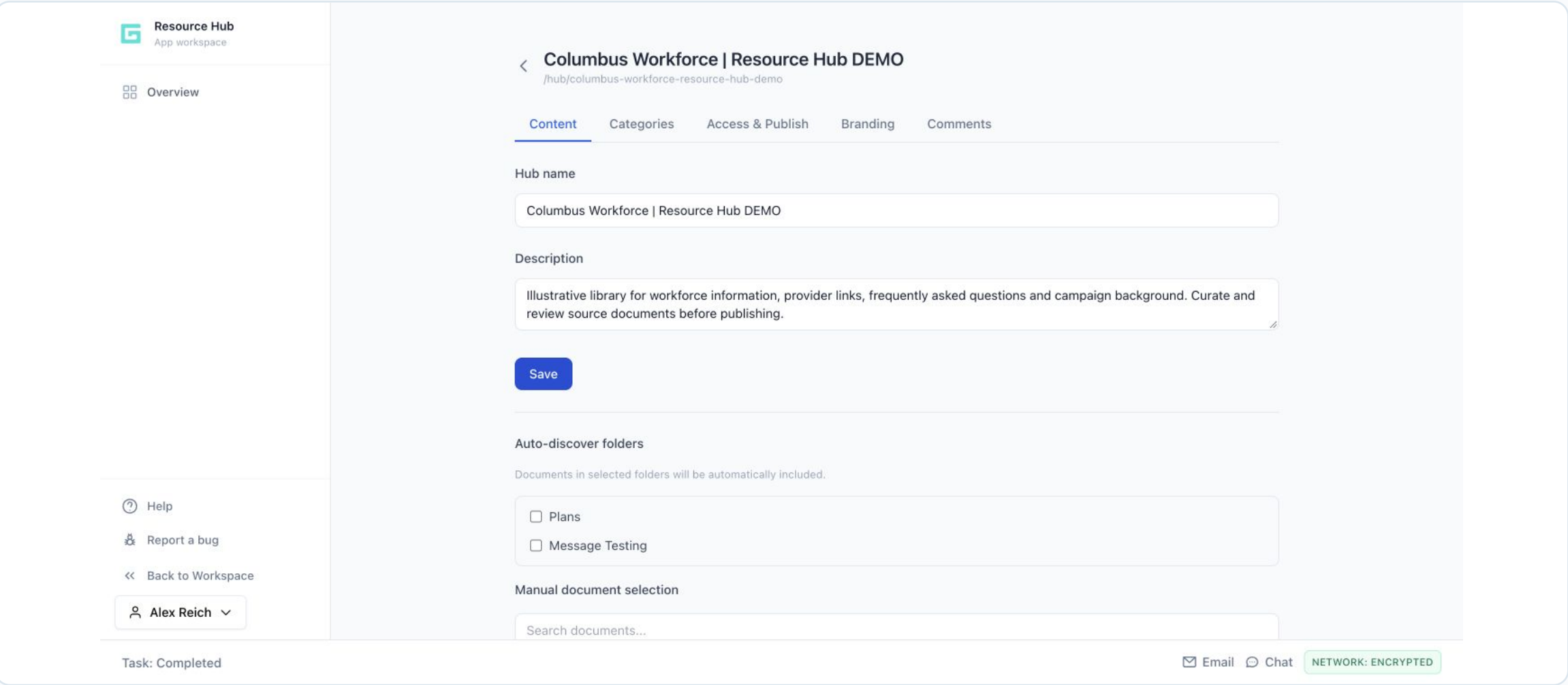
Creator directory, pitches, evidence, synthetic rankings, storyboards and approved public hub.

The public hub is read-only. Predicted scores need validation; approval makes the selected pitch public.

FEATURE	FUNCTION	BENEFIT
Controlled campaign brief	Defines pillars, voice, allowed claims, audience context and terms to avoid.	Give the team a consistent basis for reviewing creator concepts.
Creators and local concepts	Researches locally connected creators and develops pitches, evidence, synthetic rankings and storyboards.	Assess possible collaborators and angles with context beyond follower counts.
Review and share pitches	Edits or rejects concepts and publishes approved pitches to a brand-and-market hub.	Give collaborators a clear briefing resource after internal review.

Resource Hub

Give journalists and stakeholders one branded destination for useful approved campaign resources.



Actual draft hub editor: description, content selection and publishing controls. No documents published.

IN-HOUSE PR + PUBLIC AFFAIRS

Bring current explainers, research, maps and background material together so journalists, stakeholders and partners can find the information relevant to their question or community.

WHAT THE TEAM GETS

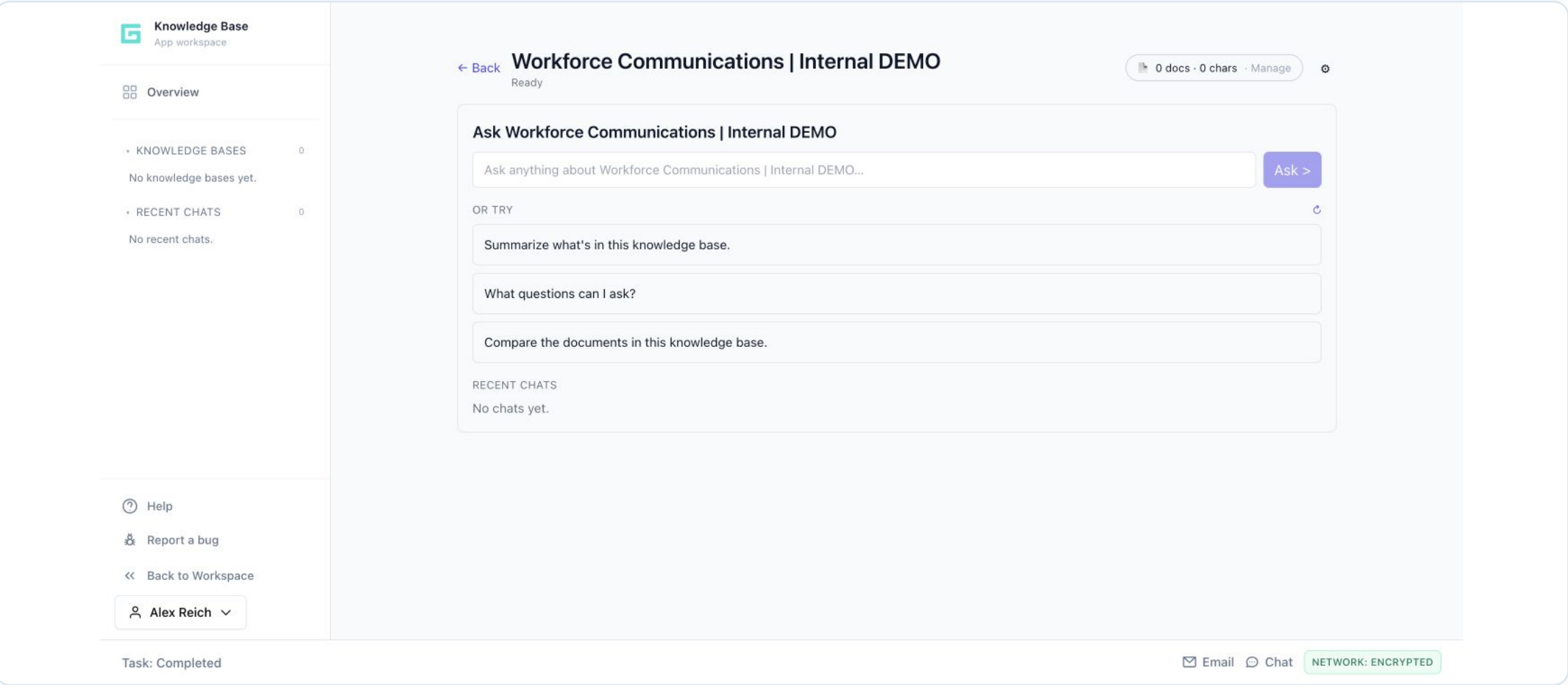
Searchable hub entries, branded document pages and a publishable hub link.

Publishes curated Workspace material. Review classification and access choices before sharing the hub.

FEATURE	FUNCTION	BENEFIT
Workspace content curation	Adds individual documents or folders and synchronizes the content and search index.	Maintain campaign resources without recreating every document as a web page.
Search and useful filters	Classifies content and supports categories, regions, tags, text search and related resources.	Help different audiences find the material relevant to them.
Branded publication	Publishes a public or gated destination with organization logo and brand colors.	Provide a coherent owned destination for media and stakeholder engagement.

Knowledge Base

Keep internal research and drafting grounded in your curated library of sources.



IN-HOUSE PR + PUBLIC AFFAIRS

Collect approved messages, strategy briefs and issue background; use persistent conversations to prepare a source-grounded executive brief or Q&A that colleagues can refine.

WHAT THE TEAM GETS

Curated library, persistent conversations and Workspace deliverables or Q&A snapshots.

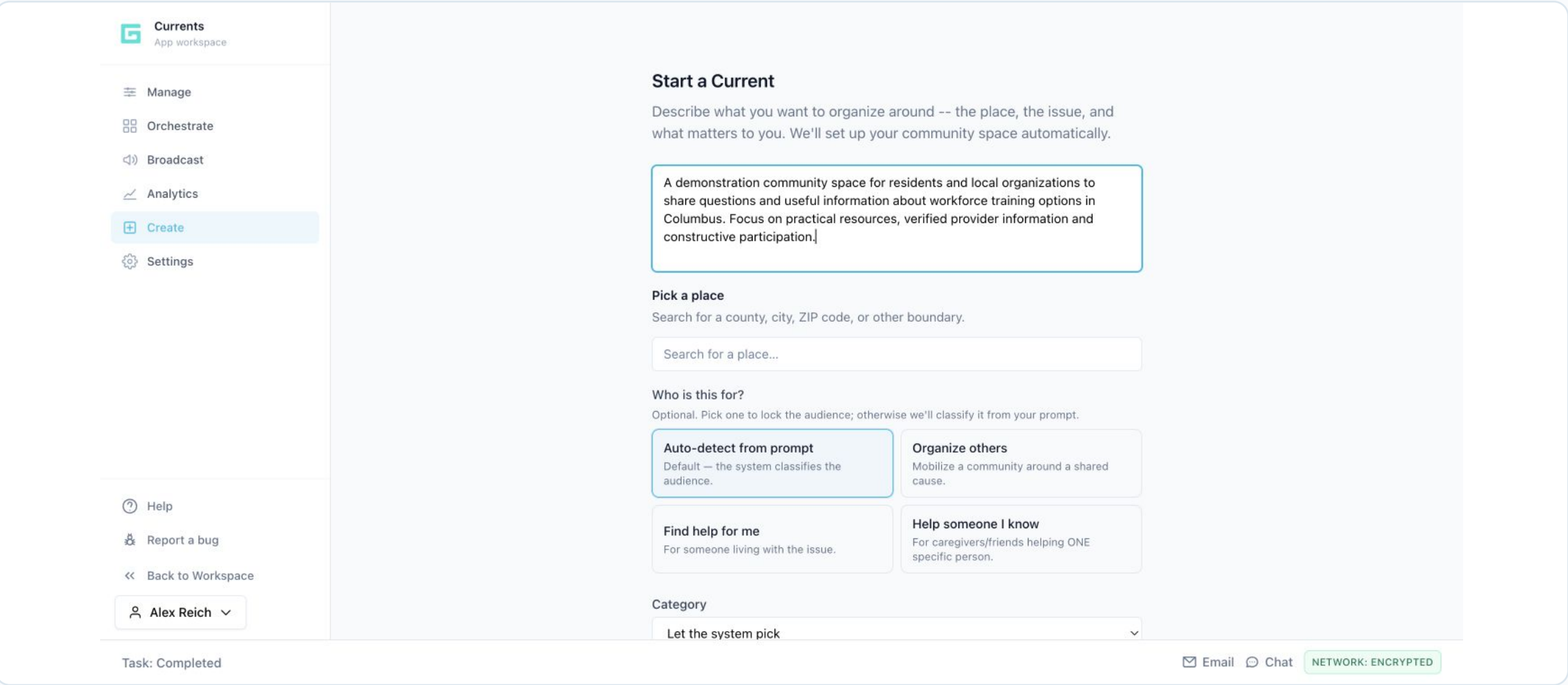
Answers depend on extracted source text. Review unreadable or truncated files and check material claims.

Created demo reference collection and question interface. Document ingestion is not demonstrated here.

FEATURE	FUNCTION	BENEFIT
Curated source library	Uploads reference files, stores prompt guidance and shows extraction status.	Keep working sources and voice guidance close to the task.
Conversations with visible sources	Uses library documents in persistent chats and shows source cards with excerpts.	Inspect what informed an answer and continue research across sessions.
Reusable team outputs	Creates requested documents, slides or lists, or saves the latest answer and sources to Workspace.	Turn useful analysis into a durable brief the team can refine.

Currents

Bring issue briefings, participation and local editorial ownership into community engagement hubs.



Actual community setup with an illustrative purpose. No public community was launched.

IN-HOUSE PR + PUBLIC AFFAIRS

Run a community-engagement programme that brings research, questions, actions and partner resources together, with central visibility and local responsibility for the discussion.

WHAT THE TEAM GETS

Community hubs, discussion and action records, editorial queues and program scorecards.

Programs offer reusable kits without overwriting local content. Publication behavior depends on the selected editorial and assistance settings.

FEATURE	FUNCTION	BENEFIT
Briefing, discussion and action	Combines an issue goal, source context, discussions, resources and defined participant actions.	Give stakeholders a path from understanding to questions and participation.
Editorial review and roles	Manages drafts, approvals, schedules and access choices with responsibilities for each hub.	Keep engagement accountable to the team responsible for that community.
Programs and reusable kits	Offers shared kits as local drafts and surfaces review work and participation across hubs.	Coordinate a wider programme while preserving local editorial decisions.

Field Loop

Carry reviewed geographic targets into licensed data exports and configured field systems.

Field Loop
App workspace

Export List

Push to CRM

API Keys

Help

Report a bug

Back to Workspace

Alex Reich

Task: Completed

Field Loop

Target your geography → pull a voter list → push it to your field CRM.

Voterfile: Not configured — L2 voterfile is not configured. Set GENARA_L2__API_KEY and GENARA_L2__ACCOUNT_ID (api_customer id from L2).

Export List

Push to CRM

API Keys

Export Targeting List

Download a CSV, polling-profile CSV (demographics + scores), raw JSON (admin), or OSDI-formatted voter list for Genara targeting geographies (ZIP, tract, county, or areas-feature IDs). Pass feature IDs from Explore/Plan via URL: ?phase=export&featureIds=...

Target geographies — Genara feature IDs (one per line or comma-separated)

zip-43215
zip-43203

Format

CSV (standard)

Generate export

Email

Chat

NETWORK: ENCRYPTED

IN-HOUSE PR + PUBLIC AFFAIRS

For teams with an established licensed field-operation workflow, carry a reviewed geographic target into an export or configured CRM. Treat this as an optional specialist capability for a general PR/PA programme.

WHAT THE TEAM GETS

Supported list exports, stored target-linked people and configured CRM delivery records.

Licensed voter-data infrastructure requires appropriate credentials and may incur record charges. Live CRM delivery requires configured connections.

Actual configuration view. Voter-data access is not configured in this demo; no export or CRM push occurred.

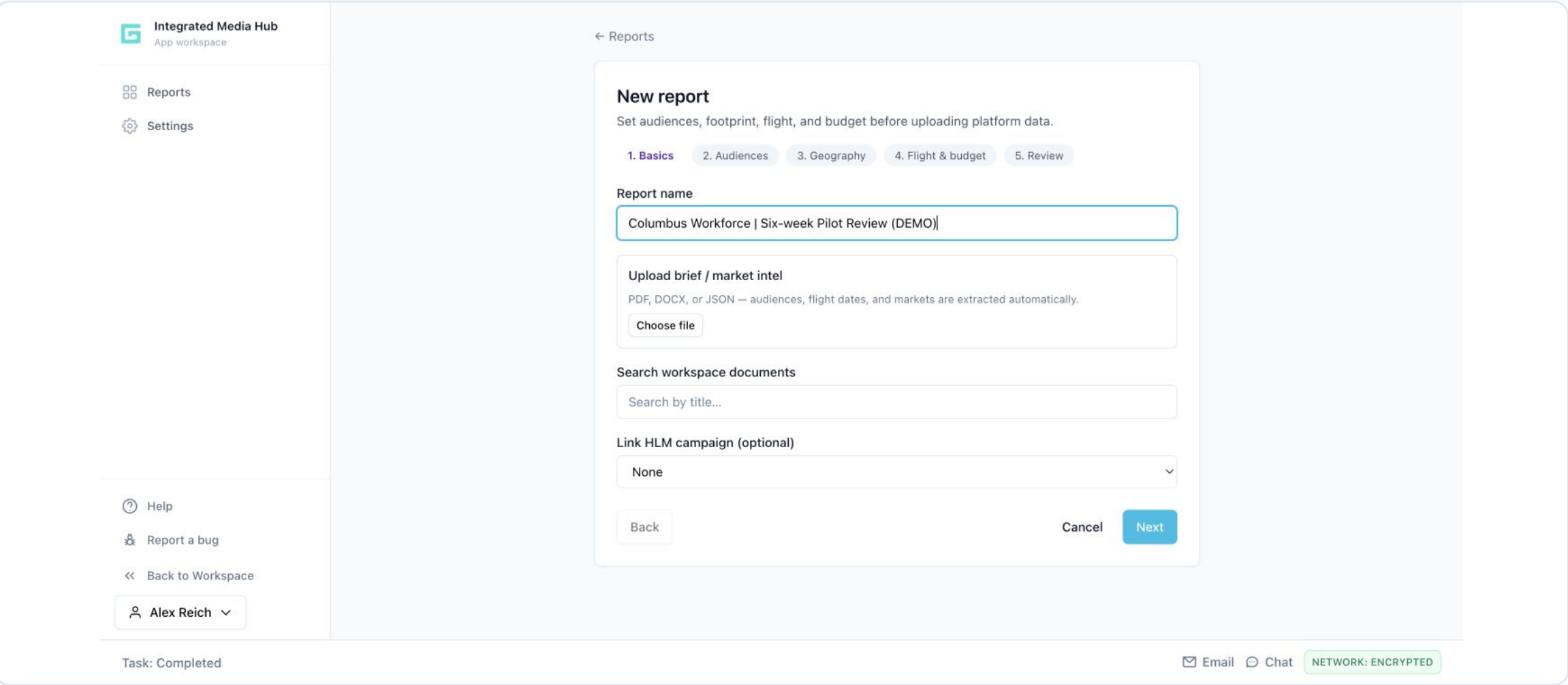
FEATURE	FUNCTION	BENEFIT
Carry target context forward	Prefills a field request from supported source apps with geography, channel and source context.	Reduce re-entry into an established field workflow.
Estimate and export records	Shows a cost estimate and prepares supported exports, retaining acquired records against the saved target.	Make scope and list costs visible before continuing.
Configured field CRM delivery	Pushes named lists to configured Action Builder or OSDI infrastructure.	Connect the reviewed target to the existing operational system.

Source: Genara help + implementation (linked) | Actual demo capture | September 2026

16

Integrated Media Hub

Compare paid and creator delivery against the local audiences your campaign defines.



Actual report setup showing source intake and optional HLM campaign linking. No performance data imported.

IN-HOUSE PR + PUBLIC AFFAIRS

Bring paid-media and creator exports for one campaign footprint into a comparable report, then examine delivery concentrations, gaps and pacing against the campaign context.

WHAT THE TEAM GETS

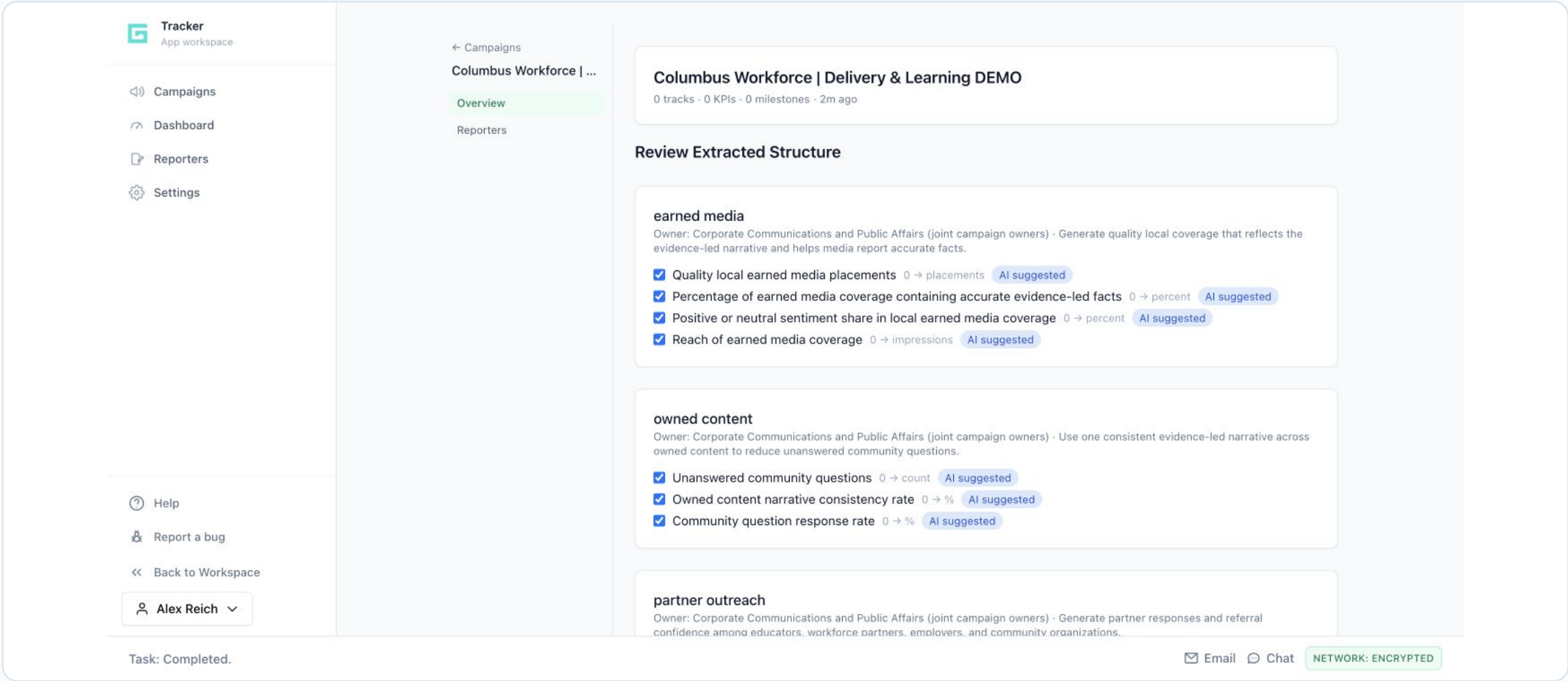
Measurement report, geography views, audience slices, pacing and on-target metrics.

Active groups are Paid Ads and Creators. Local audience estimates are modeled; they do not establish causal impact.

FEATURE	FUNCTION	BENEFIT
Cross-platform intake	Imports supported exports, reviews column mapping, resolves geography and groups multiple views of the same flight.	Reduce reconciliation while retaining operator checkpoints.
Audience and geography views	Shows modeled on-target rating points, delivery share, spend and cost per point by audience, district and channel.	See where delivery is concentrated and where gaps warrant attention.
Connected campaign context	Imports audiences, dates and markets from HLM campaigns, uploaded briefs or workspace documents.	Judge delivery against the planned footprint and audience definitions.

Tracker

Turn campaign plans into visible workstreams, owners, milestones and regular progress reporting.



IN-HOUSE PR + PUBLIC AFFAIRS

Track a joint PR/PA programme across media preparation, stakeholder engagement, content and measurement, with named owners and a shared view of delivery.

WHAT THE TEAM GETS

Campaign dashboard, KPI records, milestones, check-ins and Workspace snapshots.

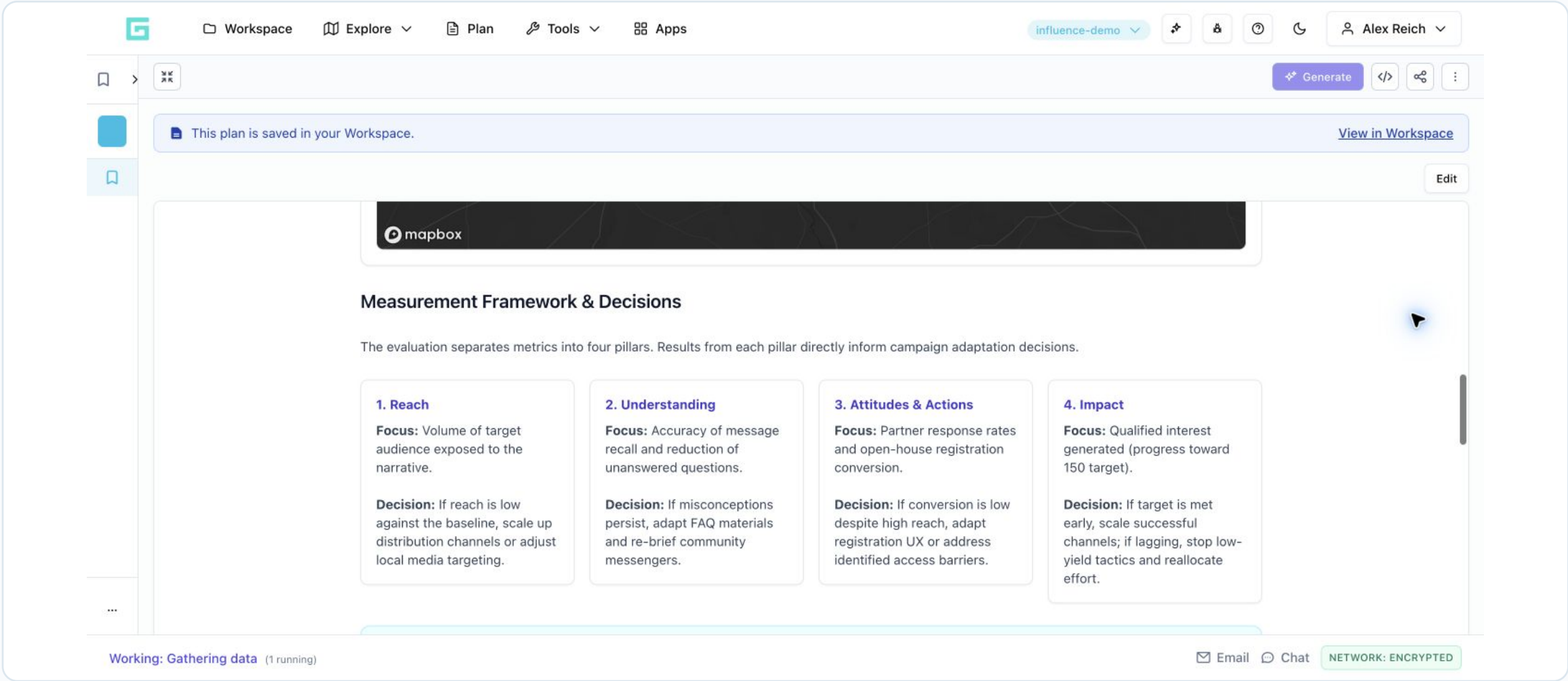
Reports reflect entered values. Confirm extracted targets, baselines and reporting modes before using them for decisions.

Actual structure extracted from the demo Plan for review. Suggested KPIs are not reported results.

FEATURE	FUNCTION	BENEFIT
Plan-to-tracker extraction	Proposes workstreams, owners, KPIs and milestones from an attached or pasted plan for review.	Translate strategy into an operating plan the team can manage.
Flexible KPI reporting	Captures conversational or guided updates, distinguishing cumulative contributions from current-state measures.	Collect progress consistently in a form that fits each team.
Overview and snapshots	Shows workstream progress, generates summaries and exports a tracking snapshot to Workspace.	Give leadership a repeatable view of delivery and follow-up needs.

Workspace + Plan

Turn research questions into reusable reports, then refine, share and export them.



Actual Plan output: a measurement and learning framework saved as reusable campaign work.

IN-HOUSE PR + PUBLIC AFFAIRS

Maintain the campaign brief, research, stakeholder list and leadership report in a navigable working record; reuse the material as context for the next planning question.

WHAT THE TEAM GETS

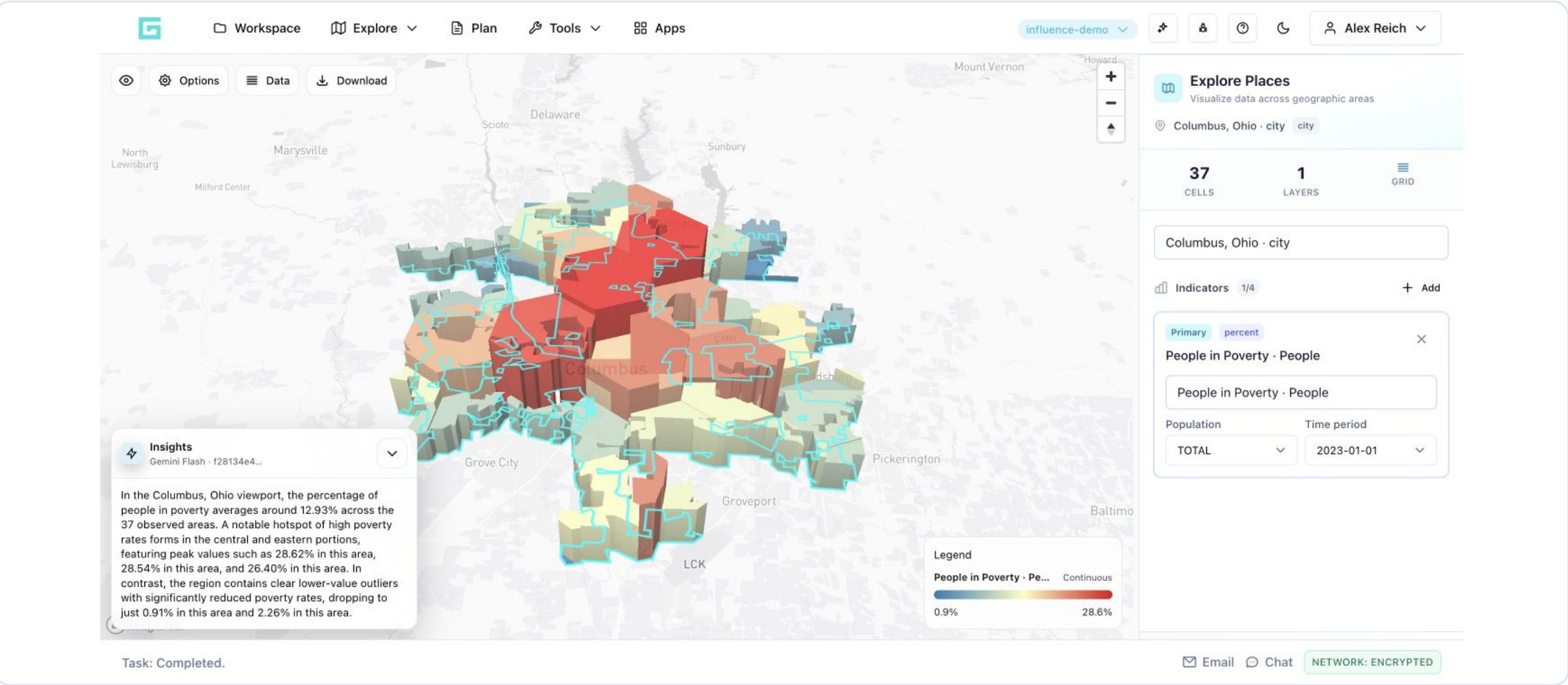
Reports, documents, slides, lists and templates with supported sharing and exports.

Available data and completed previews affect outputs. Export options vary by item type; review generated analysis before sharing.

FEATURE	FUNCTION	BENEFIT
Question-led analysis	Plan combines a prompt, attachments, workspace context and available data into an inspectable report.	Make the question and supporting evidence explicit before drawing recommendations.
Review and refine	Workspace organizes outputs and supports block editing, document chat and suggested QA fixes.	Keep expert review close to the work and its presentation.
Share, export and reuse	Shares supported links and formats; turns documents into slides or templates and folders into template bundles.	Reuse useful structures for leadership briefings and repeat campaigns.

Explore Places + Research

Understand geographic differences before choosing where communications and engagement need closer attention.



IN-HOUSE PR + PUBLIC AFFAIRS

Inspect local indicators, research an unfamiliar place and compare relevant areas before deciding how a programme needs to adapt across communities.

WHAT THE TEAM GETS

Interactive maps, exact-view links, map images and Workspace place reports.

Coverage follows allowed areas and available indicators. Some geographic values are estimates; similarity does not predict campaign outcomes.

Actual Explore map with geography, indicator and time-period controls. Area-level data, not individual profiles.

FEATURE	FUNCTION	BENEFIT
Explore local patterns	Compares up to four indicators with grid or ZIP views and selected time and population settings.	See geographic differences before treating a region as uniform.
Research places	Develops a single-place or comparative briefing from a question and saves it to Workspace.	Bring local context into planning and stakeholder preparation.
Find similar places	Ranks and groups geographic matches using stated criteria and saves a map and report.	Build an explicit shortlist for closer assessment.

People + Networks + Research

Build a clearer picture of people, organizations and possible connections before engagement.

THE LOCAL NETWORK

People who can carry the idea

Research candidates for validators, community connectors and local communicators. Confirm their local connection before shortlisting.

10 people · 10 organizations

Place mentioned in profile

All connections

People

Organizations

RA

PERSON

Ryan Augsburger

President
Ohio Manufacturers' Association

View source profile ↗

Before leading the OMA, Augsburger served in state government under Governor Bob Taft as deputy director of the Ohio Department of Commerce after first working as a personal aide to Taft. He is a graduate of The Ohio State University and is based in Columbus, ...

Local connection, current role and availability need confirmation.

Add to shortlist

RB

PERSON

Rebecca Butler

Executive Vice President
Columbus State Community College

View source profile ↗

Rebecca Butler, Ph.D., is a higher education executive based in Columbus, Ohio, and currently serves as Executive Vice President at Columbus State Community College. Her career has centered on community college leadership, with prior roles in enrollment manage...

Local connection, current role and availability need confirmation.

Add to shortlist

KT

PERSON

Katy Trombitas

Vice President of Advancement
Columbus State Community College

View source profile ↗

Local connection, current role and availability need confirmation.

Add to shortlist

Open research ↗

IN-HOUSE PR + PUBLIC AFFAIRS

Combine existing stakeholder lists with scoped discovery, inspect professional background and possible connections, and prepare reviewable meeting or partnership briefs.

WHAT THE TEAM GETS

People records, network graphs, lists, research dossiers and reusable visuals.

Public-source coverage and contact details vary. Inferred relationships require checking and do not establish endorsement or outreach permission.

Actual network research results. Public professional candidates require relevance and role verification.

FEATURE	FUNCTION	BENEFIT
Discover or import records	Find Networks discovers organizations and people; list import maps, deduplicates and optionally geocodes supplied records.	Build a scoped research starting point from new and existing information.
Inspect people and connections	Filters people in map, list or galaxy views and explores saved network graphs.	Understand the context behind a name and focus the next research step.
Research individual background	Enriches an identifiable person and saves a source-backed dossier in Workspace.	Prepare colleagues with a reviewable professional background brief.

Source: Genara help + implementation (linked) | Actual demo capture | September 2026

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Show one connected way of working.

Use Mission Control to frame the demo, then show the specialist apps doing real work. Select prepared examples where generation or configuration is still pending.

01 Frame the shared decision

Mission Control

Open the campaign brief: place, objective, audience, evidence and success measures. Explain how PR and PA share the assignment.

02 Make the handoff concrete

Next Actions > Plan

Show the prepared Plan continuation and its source revision. Open the measurement and learning output.

03 Show useful execution

Email + Social Content Manager

Open the generated email and social drafts. Review the message, context, synthetic feedback and editorial controls.

04 Explain the paid layer

Hyper Local Media + Local Media Planner

Show the structured campaign brief and the simpler local-goal workflow. Explain preparation, review and launch boundaries.

05 Show how the team learns

Message Testing + Polling + Tracker

Distinguish synthetic feedback, collected research and workstream reporting. Inspect the extracted KPI review.

06 Keep leadership informed

Lens + Pulse + Workspace

Open the executive Lens and its saved snapshot. Show the Pulse monitoring setup, then agree one real pilot issue.

Grounded in the product. Clear about the evidence.

Feature descriptions were reviewed against Genara help and implementation in GitHub, then illustrated with screenshots captured in the signed-in influence-demo workspace.

HOW TO READ THE PAGES

Each page separates a feature, its function and its intended benefit for an in-house team. Benefits describe workflow value; they are not measured customer results.

Screenshots are actual product captures. Captions identify generated examples, setup screens and review stages. Synthetic feedback is distinct from collected survey evidence.

Logo and palette come from the packaged Genara theme. The full source index accompanies this PDF.

DEMO SCOPE

The examples include a generated Lens, email, social posts, campaign brief, synthetic message test and Tracker extraction. No external messages, publishing, paid-media launch or survey deployment was performed.

Polling remains at setup; Field Loop needs configured licensed data. The Pulse example returned no sources. Knowledge Base ingestion was not completed. Mission Control screenshots show the brief and prepared Plan handoff, not a completed research-to-activation run.

PRODUCT REFERENCES

- Mission Control
- Pulse
- Lens
- Message Testing
- Polling
- Hyper Local Media
- Local Media Planner
- Email Campaigns
- Social Content Manager
- Local Pitch Hub

- Resource Hub
- Knowledge Base
- Currents
- Field Loop
- Integrated Media Hub
- Tracker
- Workspace + Plan
- Explore Places + Research
- People + Networks + Research

GitHub references are pinned to the reviewed version and require repository access. Feature availability can depend on workspace licensing and connected services.