

HUMAN IS THE NEW VINYL
Human Creativity and the AI Revolution
by Micah Voraritskul

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MANUSCRIPT STATUS

Complete: A manuscript of 70,000 words is available for review.

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OVERVIEW

A teenage girl edits AI-generated art on her laptop while vinyl crackles through her desktop speakers. She is the perfect picture of the revolution. As AI tools flood creative spaces, a counterculture is rising: Gen Z trading smartphones for film cameras, coders keeping notebooks by their keyboards, and digital artists returning to physical canvases. Like musicians who master tracks digitally before pressing them to vinyl, today's creators are discovering an unexpected sweet spot between artificial intelligence and human touch.

The numbers tell an extraordinary story: vinyl sales have grown for 17 consecutive years, hitting \$1.4 billion in 2023. Record Store Day reports 70% of their customers are millennials or Gen Z. This isn't isolated—Kodak saw film sales surge 35% through 2022-2023, with vintage cameras commanding triple their 2019 prices. Fujifilm's Instax cameras move 10 million units annually. Even as AI art tools explode, the global stationery market has reached \$128.5 billion, with premium notebook makers like Moleskine reporting record growth.

Human is the New Vinyl reveals the hidden story beneath these trends. While headlines fixate on AI replacing human creativity, a quiet revolution is unfolding in studios, workshops, and creative spaces worldwide. This book steps into the experiences of human artists who combine AI with ancient techniques, writers using algorithms with intuition, and musicians who harmonize digital precision with analog warmth. Their stories expose a truth the tech narrative misses: human creativity isn't dying in the age of AI—it's evolving.

Drawing from exclusive access to the VerifiedHuman™ network of 150+ professional creators, this book offers an unprecedented look at how artists, writers, and musicians are forging a third path—neither rejecting AI nor surrendering to it. Through intimate portraits and hands-on insights, readers discover how creative professionals protect what makes their work uniquely human while leveraging AI's capabilities.

OVERVIEW (Cont'd.)

Human is the New Vinyl is the first book to document an emerging creative renaissance that follows humanity's timeless pattern of turning disruptive tools into instruments of expression. From the printing press to photography, oil paints to digital workstations, every technological leap initially sparked fear before being mastered by human ingenuity. Today's digital natives are rediscovering analog tools, AI users are championing the human touch, and a new generation of artists is proving that authentic creativity thrives when we embrace being human—not by rejecting AI or surrendering to it but by making technology serve our deeply human urge to create.

TARGET AUDIENCE

This book captures three overlapping markets with proven book-buying behavior and active interest in creativity, technology, and cultural shifts:

Primary Markets

Creative Professionals (3.48M in the US.)

- Professional artists, writers, musicians, designers, and photographers actively navigating AI integration
- Demonstrated buyers of professional development books and creativity guides
- According to NPD BookScan, this segment's purchases of technology-and-creativity titles grew 19% in 2023
- Already using AI tools (72% according to Adobe's 2023 Creative Survey) but seeking guidance on maintaining creative authenticity

TARGET AUDIENCE (Cont'd.)

Digital Natives Gone Analog (Core demographic: 18-35)

- Proven consumers of both digital and physical media
- Active readers across platforms: Wired (17M visitors), CNET (30M), The Verge (18M)
- Demonstrated buying power: Leading vinyl's \$1.4B market, film photography's revival, and premium stationery growth
- Bookshop.org reports consistently strong sales in both tech/AI categories and creative process titles for this demographic

Educators (4.2M in US.)

- K-12 teachers and university professors actively seeking AI guidance
- Institutional buyers through educational channels
- LinkedIn Learning reports 125% growth in "creativity with technology" course enrollment
- Regular purchasers of professional development and classroom resource books

Market Overlap and Expansion

- The total addressable market expands through significant overlap:
- Creative professionals who also teach (estimated 850,000)
- Educators who create content (1.2M maintain active blogs or social media presences)
- Digital natives who both create and teach others (growing YouTube/TikTok education segment)

TARGET AUDIENCE (Cont'd.)

Proven Buying Behavior

- This audience actively purchases books that:
- Address creative practice (consistent top 100 category on Amazon)
- Explore technology's impact on society
- Offer practical guidance for navigating change
- Combine theoretical framework with actionable insights

The combined market represents over 8M professionals seeking guidance on creativity in the AI age, plus a broader audience of cultural observers and technology enthusiasts. These readers consistently demonstrate a willingness to invest in physical and digital tools for creative work—precisely the hybrid approach this book advocates.

AUTHOR BIO

Micah Voraritskul is at the forefront of one of today's most pressing creative questions: How do we keep human creativity vibrant in an AI world? As founder of VerifiedHuman™, he's built the first comprehensive framework for ethical AI use in creative work—a model now adopted by educational institutions, publishers, and creative professionals worldwide.

His insights on AI and human creativity have been featured across major media outlets and conferences, including:

- Panelist at DigitalMediaCon 5.0 (October 2024), speaking on “Connecting AI Ethics to Everyday Work” at this significant digital media conference co-presented by the Evangelical Press Association and National Association of Evangelicals
- Featured speaker at the CHAI Forum on “Rhythms and Algorithms: The God of Words and the Importance of Imago Dei in the Age of Generative AI”
- Webinar leader for Media Associates International (MAI) on “Thriving as a Publisher and Author in an AI-assisted World.”
- Capital News/Daily Press coverage of AI implementation in Virginia education
- Richmond Magazine's exploration of AI ethics in higher education
- International reach through Radio Shiga (Brazil)
- Regular contributor to discussions about AI's impact on education and creativity

Born in Thailand and educated across continents, Voraritskul brings a unique global perspective to this cultural shift. His academic background spans English literature, Spanish education, and philosophy (B.A., Lee University; MA, Philosophy).

However, his most valuable insights come from the trenches: building the VerifiedHuman Collective from a concept to a trusted platform where creators navigate the ethics and practice of AI-assisted work.

AUTHOR BIO (Cont'd.)

Through VerifiedHuman, Voraritskul leads a growing consortium of 150+ creators who prove daily that human imagination and artificial intelligence aren't opposing forces. He works directly with artists who sketch on paper and render in Midjourney, musicians who record to tape and mix with algorithms, and writers who draft by hand but edit with AI. This daily immersion in creative AI integration makes him uniquely qualified to guide readers through creativity's next evolution. The book draws from exclusive interviews and insights from VerifiedHuman's network of professional creators, offering readers an unprecedented look at how today's artists, writers, and musicians are redefining creativity in the age of AI.

COMPARATIVE TITLES

AI & Creativity

The Creativity Code (Marcus du Sautoy, Harvard University Press, 2019)

- Named one of The Times' Best Science Books of 2019
- While du Sautoy explores AI's mathematical potential for creativity, *Human is the New Vinyl* steps into real studios and creative spaces where artists are already blending AI with human craft.
- Our book moves beyond theory to show what's working now.

The Artist in the Machine (Arthur I. Miller, MIT Press, 2019)

- Featured in Nature and New Scientist reviews
- Miller asks if machines can create art; we answer a more urgent question: how are working artists using AI while protecting their creative identity?
- Our book provides practical insights rather than philosophical speculation.

Digital Culture & Society

Digital Minimalism (Cal Newport, Portfolio, 2019)

- New York Times, Wall Street Journal, Publishers Weekly, and USA Today bestseller
- Newport advocates disconnecting; we show how to find balance
- Where Digital Minimalism suggests a retreat from technology, *Human is the New Vinyl* reveals how creators are mastering it

Four Thousand Weeks (Oliver Burkeman, Farrar, Straus, and Giroux, 2021)

- New York Times bestseller
- Winner of the 2021 Porchlight Business Book Award
- While Burkeman warns about digital overload, we show how creators turn digital tools into allies.

COMPARATIVE TITLES (Cont'd.)

Future of Work & Creation

The Age of AI (Kissinger, Schmidt, and Huttenlocher, Little, Brown, 2021)

- New York Times bestseller
- Featured on Bill Gates's "5 Books I Loved Reading in 2021"
- Where they theorize from above, we report from the ground

Working with AI (Davenport and Miller, MIT Press, 2022)

- Corporate focus misses the creative sector
- Our book fills the crucial gap between business AI adoption and creative practice.
- Features real creators, not just business cases

Creative Process & Innovation

- *Stolen Focus* (Johann Hari, Crown, 2022)
- Sunday Times bestseller
- Guardian Book of the Week
- Where Hari identifies problems with digital distraction, we showcase solutions from working creators.

COMPARATIVE TITLES (Cont'd.)

What Sets *Human is the New Vinyl* Apart?

1. The first book to connect the vinyl revival to more significant trends in human creativity
2. Only book featuring exclusive access to 150+ professional creators actively balancing AI and human work
3. Unique focus on Generation Z's embrace of cutting-edge AI and analog tools
4. Practical insights from VerifiedHuman's experience helping creators maintain authenticity
5. Timely release when creators urgently need guidance on AI integration
6. Our book captures something others miss: a cultural revolution in which human creativity isn't just surviving AI—it's sparking a renaissance. While other books warn about AI's creative potential or suggest unplugging entirely, *Human is the New Vinyl* reveals how today's creators are building a future where technology serves human expression, not the other way around.

CHAPTER SUMMARIES

Introduction

The vinyl revival tells us something important about creativity in the AI age. As machines improve at making art, music, and writing, people are reaching for things they can touch. This paradox sets up our story: how human creativity finds its footing as AI reshapes our world.

Chapter 1: “The Rise and Demise of Vinyl”

- When vinyl ruled music (1950s-1970s)
- The science that made it work
- Cassettes and CDs take over
- Digital almost kills it
- Why it made a fantastic comeback
- What this comeback means

Chapter 2: “The Digital World”

- From room-sized computers to phones
- When computers got friendly: mice and graphics
- The internet changes everything
- Social media rewrites human connection
- Living in the cloud
- What this means for making things

CHAPTER SUMMARIES (Cont'd.)

Chapter 3: “The Rise of AI”

- How AI evolved through critical ethical decisions
- The basics: machine learning, deep learning, neural networks
- Ethics of machine creativity and ownership
- Large language models and generative AI
- What AI can (and can't) do creatively
- Where human judgment remains essential

Chapter 4: “Those Who Write”

- From clay tablets to keyboards
- Publishing's digital transformation
- When AI joined the writing process
- How writers adapt and innovate
- Finding an authentic voice in the AI age
- New forms of human-AI collaboration

Chapter 5: “Those Who Imagine”

- From cave walls to digital canvases
- When algorithms learned to draw
- How AI transforms the artistic process
- Ways artists resist and adapt
- Questions of authenticity and ownership
- New forms of hybrid creativity

CHAPTER SUMMARIES (Cont'd.)

Chapter 6: “Those Who Sing and Play”

- From wax cylinders to digital studios
- When algorithms joined the band
- How AI shapes musical creation
- Musicians’ creative responses
- Redefining musical authenticity
- New tools, timeless expression

Chapter 7: “Those Who Speak”

- From phonographs to podcasts
- When AI found its voice
- How synthetic speech evolves
- Voice artists adapt and innovate
- Defining authentic performance
- New forms of vocal expression

Chapter 8: “Those Who Teach and Learn”

- Tools that changed teaching
- AI enters the classroom
- When students find ChatGPT
- Teaching creativity now
- Sharp minds for a new world
- What works (and what doesn’t)

CHAPTER SUMMARIES (Cont'd.)

Chapter 9: “VerifiedHuman™”

- The trust crisis in creative work
- Why verification matters now
- Standards across creative fields
- Real-world success stories
- Creator perspectives and insights
- Shaping tomorrow’s creative economy

Chapter 10: Conclusion

- What we’ve learned
- How creators work now
- Tangible ways to move ahead
- Where human creativity goes
- Why trust matters more than ever
- Finding our way together

SAMPLE CHAPTERS

The entire manuscript is available for review. I would suggest the following three chapters as essential reading:

Introduction - Sets up vinyl/digital paradox and hooks readers

Chapter 1 (Rise, Fall, Return of Vinyl) - Shows the historical foundation

Chapter 9 (VerifiedHuman™) - Demonstrates unique solution and expertise

MARKETING & PROMOTION

Built-In Audience

- VerifiedHuman™ represents a committed network of over 150 members who've each signed formal standards or statements of support. These include active creators (writers, visual artists, musicians, and voice actors), engaged advocate members, schools like Faith Academy Philippines and Lee University, and organizations such as Wycliffe Bible Translators and Shockoe Records.
- Our social reach extends to 2,554 LinkedIn followers, 500+ direct professional connections, and 4.8K engaged Facebook users.
- What makes these numbers valuable isn't just their size but their relevance - these are precisely the people (creators, educators, and arts professionals) who will care about this book.

Media & Industry Outreach

- Our fresh look at AI and creativity opens doors with tech, culture, and arts outlets. We'll pitch to WIRED, The Atlantic, NPR's Fresh Air, and essential podcasts.
- The vinyl comeback story gives us an angle beyond typical AI pieces.
- We can reach core readers and listeners through trade outlets for writers, artists, musicians, and teachers.

MARKETING & PROMOTION (Cont'd.)

Speaking & Networks

- VerifiedHuman™ puts me in daily contact with creators figuring out life with AI.
- I have already presented at four conferences (2023-2024), including my most recent appearance on the panel for Ethical AI Use in Everyday Creation at DigitalMediaConn (October 2024).
- Talks at writing conferences, art schools, and tech gatherings bring our message to people who need it most. These create real talks about real issues.

Organic Programs

The VerifiedHuman™ Roadshow

- We'll pop up in indie bookstores, art spaces, and record shops, putting local creators front and center as they mix AI with hands-on craft.
- Each stop will make news and build buzz through face-to-face connections.

Library & Makerspace Circuit

- Libraries and maker spaces are perfect spots to spread our message. People bring their creative tools and learn how AI fits in.
- Libraries get the programming they need. We get trusted venues in every city.

"Hands-On with AI" Workshops

- Working sessions can show how creative pros use AI while staying true to their voice.
- Practical demos always appeal to networks of people who want to see and share what's working.

MARKETING & PROMOTION (Cont'd.)

“The Vinyl Effect” Stories

- Young creators using both AI and analog tools—that’s news. Our programs show it is happening in real time.
- VerifiedHuman™’s community gives us solid ground to build on. We’ll share true stories from our events rather than chasing “likes.”

Publisher Partnership

This traditional and organic approach will work best with a publisher who sees the whole picture. In the same way that vinyl and streaming digital coexist, readers will want this book their way—some in print, some digital, and many both.

We need partners who can blend proven methods with new ideas, just like the creators on these pages must.

ADDITIONAL PROMO POTENTIAL

The following are the ideas I have for creative marketing opportunities. These represent proposed channels and angles available for marketing and publicity:

High-Impact Media Angles

- “The Vinyl Solution”: Why physical media is surging in a digital world
- “AI Art vs Human Art”: Fresh take on a hot debate
- “Trust in the Age of Skepticism”: VerifiedHuman™ as a solution
- “The Creative Career Survival Guide”: How artists adapt to AI

Speaking Circuit (Hot Topics 2024-25)

- SXSW: Perfect intersection of tech, music, and creativity
- TED/TEDx: Compelling human-tech narrative
- Adobe MAX: Artists Confronting AI
- Web Summit: Tech meets creative industries
- University Innovation Series: Future of Creative Education

Podcast Possibilities

- The Joe Rogan Experience: Tech, creativity, controversy sweet spot
- Lex Fridman: Deep dive on AI and human creativity
- Conan O’Brien Needs a Friend: Entertainment industry disruption
- How I Built This: VerifiedHuman™ startup story

Viral Potential

- AI vs Human Art Challenges
- VerifiedHuman™ certification reveals
- Live creative collaborations with AI
- “Trust Test” social media series
- Vinyl Revival meets AI music series

ADDITIONAL PROMO POTENTIAL (Cont'd.)

Strategic Partnerships

- Vinyl pressing plants (Third Man Records)
- Art supply companies (positioning human tools)
- Creative software companies (Adobe, Canva)
- Online learning platforms (Masterclass, Skillshare)
- Artist collectives and unions (SAG/AFTRA, WGA, ASCAP, AIGA)

The Hook: A book that bridges analog charm and digital revolution with a concrete solution (VerifiedHuman™) to a growing market need. Publishers can position this work at the nexus of the creator economy, AI ethics, art tech, trust economy, and education innovation.