

AI in News Production

Journalism**Ai**
POLiS Journalism at LSE Google
News Initiative

Sept 2024

What is JournalismAI?

JournalismAI is a global initiative that empowers news organisations to use artificial intelligence responsibly.

What is our vision?

We support innovation and capacity building across news organisations to make the potential of AI more accessible and to counter inequalities in the global news media.

JournalismAi

Discovery



Learn for free



Discover what
AI
can do for you



Gain new
perspectives



Receive a final
certificate

Training

JournalismAI Discovery

- ❏ **A self-paced** online course in your inbox over **6 weeks**

- ❏ **Over 8,000** journalists, students, educators, editors from **over 120 countries** have signed up for the course

Training

Academy for Small Newsrooms



- ❑ **8 week intense** course on how to strategically approach AI adoption
 - ❑ More than **120 news organisations from 63 countries** have completed the programme since 2021
 - ❑ **8 cohorts across** EMEA; Americas; APAC; LatAm; MENA; sub-Saharan Africa
 - ❑ Next cohort: **SEA**
-



Experimentation

Fellowship Programme

- More than 80 news organisations, from nearly every region of the world have participated in the programme
 - 69.2% of Fellows said the programme helped start, inspire, or accelerate AI-related projects in their news organisation
-

Experimentation

Innovation Challenge



Journalism*Ai*
Innovation Challenge
supported by the Google News Initiative

POLiS Journalism at LSE Google News Initiative

- Enabling **35 publishers** globally, to experiment and implement solutions to enhance and improve journalistic systems and processes using AI technologies
- Support of grants of **USD \$50,000** or **250,000** across **3 thematic areas**

Research

Blog

- ❑ **Over 100** articles, resources and insights on journalism and AI
- ❑ **Over 6 years** of content ranging between research, analysis and reports



Lwazi Maseko | 15/05/2024

From curiosity to collaboration: A data scientist's journey through the JournalismAI Fellowship

[Read More](#)



Sabrina Argoub | 07/05/2024

Breaking Barriers: The Impact of Spanish-Language AI Academy in Latin America

[Read More](#)



Lakshmi Sivadas | 11/03/2024

Welcoming the 2024 cohort of JournalismAI Fellows

[Read More](#)



JournalismAI | 16/10/2023

Rising to the challenge: 12 projects applying generative AI in newsrooms

[Read More](#)



ON THE AGENDA TODAY

01

Industry trends

Survey of AI and Journalism in African newsrooms

02

AI in news production

Use cases and examples

03

Next steps

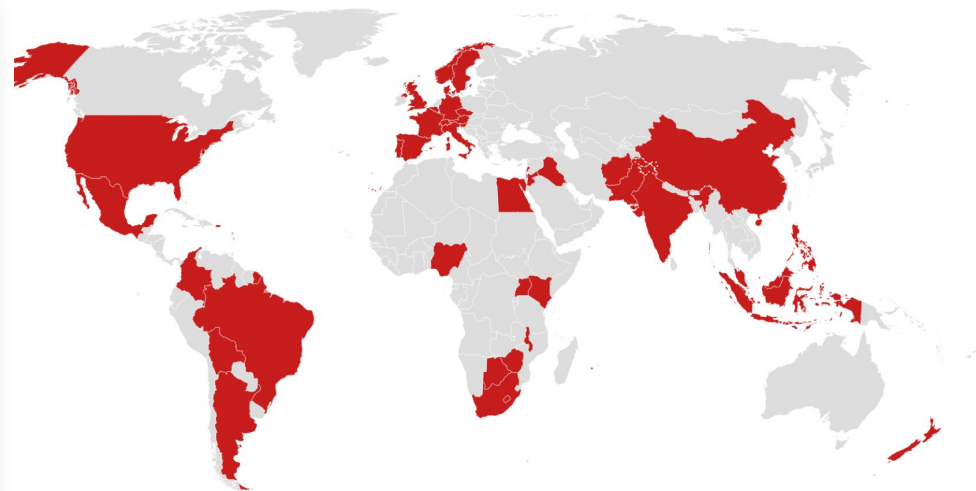
Takeaways and future research



01

Industry trends

Research



Download the full report for more data

www.journalismai.info/research



Journalism**Ai**

AI can help you, if...

In news gathering:

Your newsroom regularly sorts through data to find specific events, transcribes audio/video, or engages in fact-checking.

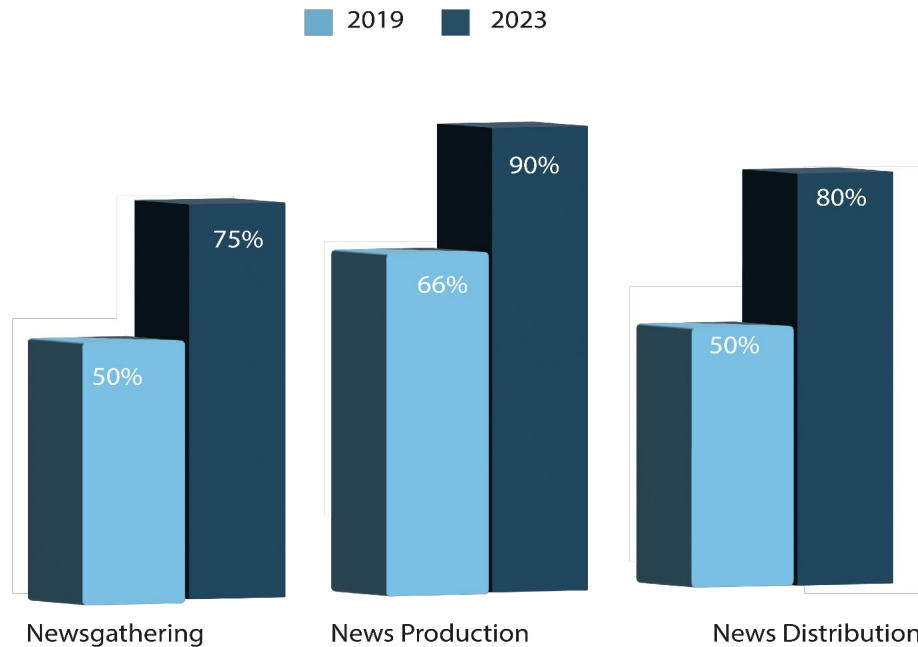
In news production:

Your newsroom regularly creates stories from structured data, localises articles, or wants to convert text to audio.

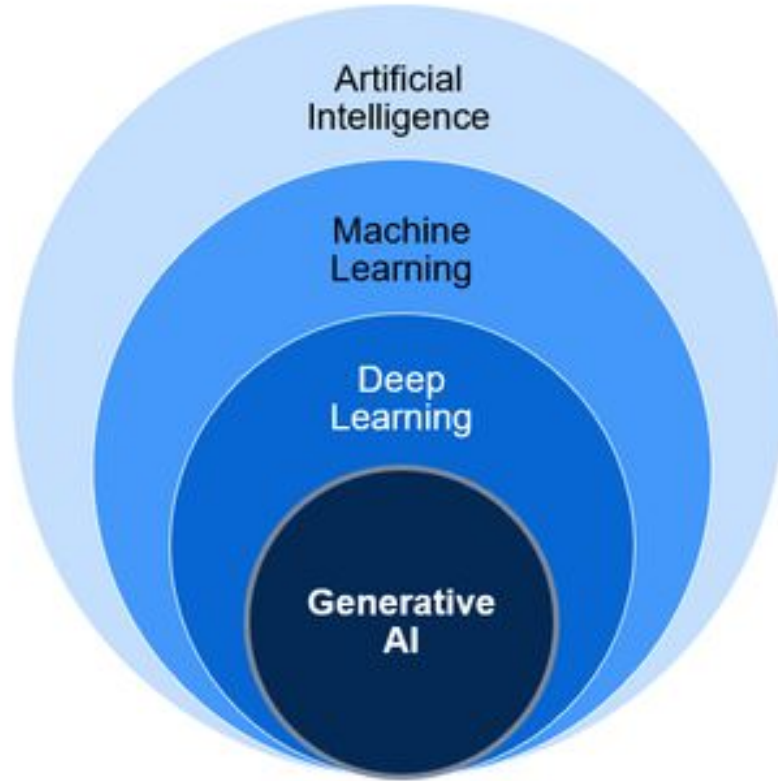
In news distribution:

Your company wants to make better article recommendations, more relevant ads, or personalised landing pages.

How Are Newsrooms Using AI?



AI Landscape





02

AI in news production

AI-driven image search

Oriel

Making it easier for journalists to find the best images for stories

Contents

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[Better results through better data](#)

[Collaborative curation](#)

[Next steps](#)

[Results](#)

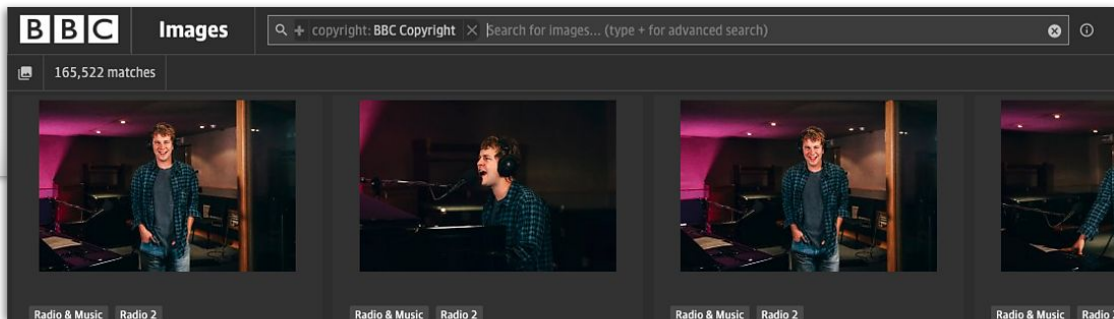
[Team](#)

[Similar projects](#)

🕒 Published: 1 November 2021

Aims

Can we make image search more efficient to improve the quality of images used on all types of news stories while also helping journalists under time pressure?



AI use cases: How genAI summaries are boosting Daily Maverick's readership

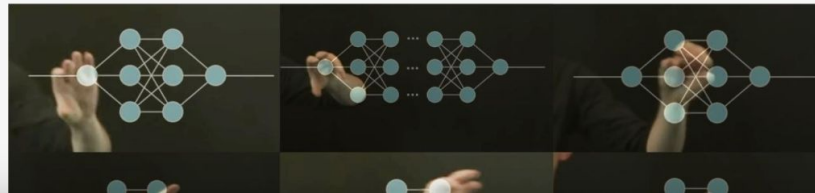
2023-09-29. Examples of how news organisations are employing generative AI are emerging daily and news summaries offer a useful, relatively non-contentious entry point. Here's how South Africa's Daily Maverick went about offering readers short versions of their top stories.



How Nubia is changing data-driven journalism

22 May • Written By Lwazi Maseko

Meet Nubia, an AI-powered platform revolutionising data-driven journalism. Learn how the JournalismAI Fellowship helped Joshua Olufemi bring an idea to life, creating a resource that transforms complex data into engaging stories for journalists and researchers alike



AI generated newsreader

Journalism**Ai**

News

CITE in Bulawayo leaps forward with AI Integration in its newsroom!



Senzeni Ncube · 4th October 2023

0 3 minutes read



Other use cases

- ❑ Spell checking tools for editing, proofreading, and improving the quality of written content.
- ❑ Generating short news articles from structured data. e.g. sports scores and earnings reports.
- ❑ Listens to and transcribes audio content.
- ❑ AI-generated images, headline alternatives, tagging articles, audio and video production, targeted newsletters.
- ❑ Using ChatGPT to help with code writing to create games/quizzes
- ❑ Rationalise different data sources

Resources

Case Studies

📄 **+140 real life** curated use cases of AI in newsrooms around the world to get inspired

📄 **Crowdsourced** and regularly updated by our team

Case Study	Organisation	Country	Date
1 News companies are using GenAI in these 4 interesting ways	The New York Times, Dagbladet, W...	USA, New ...	2 de sep
2 At Times of India Group, AI offers real-time employee feedback, but human touch is essential	The Times of India	India	2 de sep
3 Aftonbladet shares 3 lessons learned from its new AI hub	Aftonbladet - Schibsted	Sweden	30 de jun
4 Two months in, what has the FT learned about launching its own generative AI tool, AskFT	Financial Times	UK	11 de jun
5 Spain's Relevo boosts homepage engagement by a third with AI-driven coding	Relevo	Spain	5 de juni
6 How Norway's public broadcaster uses AI-generated summaries to reach younger audiences	Norwegian Broadcasting Corporatio...	Norway	4 de juni
7 Why does ChatGPT 3.5 misidentify President Erdogan's birthplace, and how can we overco...	Teyit	Turkiye	24 de m...
8 Rede Gazeta experiments with GenAI to create its own news assistant	Rede Gazeta	Brazil	22 de ab
9 I trained an AI model with my own scripts and created a chatbot to help journalists make vira...	Sophia Smith Galer	UK	16 de ab
10 How a Spanish media group created an AI tool to detect audio deepfakes to help journalists l...	PRISA	Spain	8 de abri
11 Cuestión Pública de Colombia creates AI tool to improve daily coverage with investigative jou...	Cuestión Pública	Colombia	2 de abri
12 We Asked an AI to Map Our Stories Across NYC	The City NYC	USA	29 de fel
13 Reach using AI to speed up 'ripping' and use same article on multiple sites	Reach	USA	22 de fel
14 Semafor Signals	Semafor	Global	5 de febr
15 Teaching a Custom GPT to Read Audit Reports and Support Watchdog Journalism	Generative AI Newsroom	Philippines	30 de en
16 This Brazilian fact-checking org uses a ChatGPT-esque bot to answer reader questions	Aos Fatos	Brazil	9 de ene
17 How one of the world's oldest newspapers is using AI to reinvent journalism	Berrow's Worcester Journal	UK	28 de dic
18 Quispe Chequea: an artificial intelligence verification platform in indigenous languages	Ojo Público	Peru	22 de dic
19 A Times Investigation Tracked Israel's Use of One of Its Most Destructive Bombs in South Ga...	New York Times	USA	21 de dic
20 Argentina's Clarín introduces AI assistant UalterAI to help boost engagement	Clarín	Argentina	16 de dic



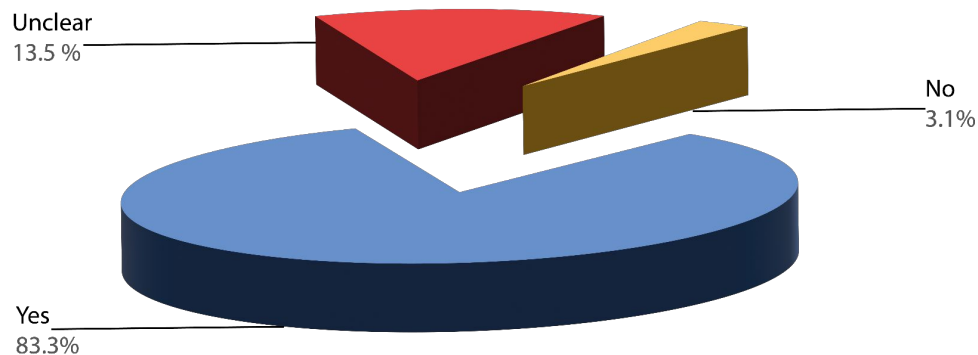
03

Next steps

Future use of AI in newsrooms

Four main areas for future AI integration were mentioned:

1. Fact-checking and disinformation analysis
2. Content personalization and automation:
3. Text summarization and generation:
4. Using chatbots to conduct preliminary interviews and gauge public sentiment on issues



Preparing for AI integration

- ❑ In **2019**, respondents focused on AI literacy training across the organisation.
- ❑ In **2023**, the focus is on multidisciplinary, cross-department training to enhance interoperability
- ❑ And training on specific nascent skills and technologies, e.g. prompt engineering and LLMs

Key takeaways

- ❑ Rapid experimentation with and incorporation of genAI
- ❑ Ethical integration of AI vs upholding journalistic values
- ❑ AI adoption unevenly distributed
- ❑ Need for transparency and collaboration



Resources

Resources

Newsletter



- ❑ **12,000+** fast-growing global community which grew by 37% in 2023
- ❑ **Monthly edition** with resources, special announcements, events and opportunities from around the world

Resources

Community



- ❑ A **Slack Community** to exchange and access learning opportunities

 - ❑ **Almost 2,000** members from around the world
-

Resources

JournalismAI Festival



JournalismAi
FESTIVAL 2023


TUESDAY 5 & WEDNESDAY 6 DECEMBER



- ❑ **Free annual gathering** for innovators and leaders in the industry
 - ❑ **Case-studies**, panels and workshops
 - ❑ **+60 sessions** over 4 years on our YouTube channel
 - ❑ Next edition: **December 2024**
-

Resources

Directory of trainers and consultants



**Directory of AI & Journalism
Consultants / Trainers**

In collaboration with 

- ❑ **+100 trainers and consultants from 40 countries** across all time zones and levels of expertise.
- ❑ Created to help news organisations navigate the challenges of AI experimentation and implementation.

Resources

Starter Pack

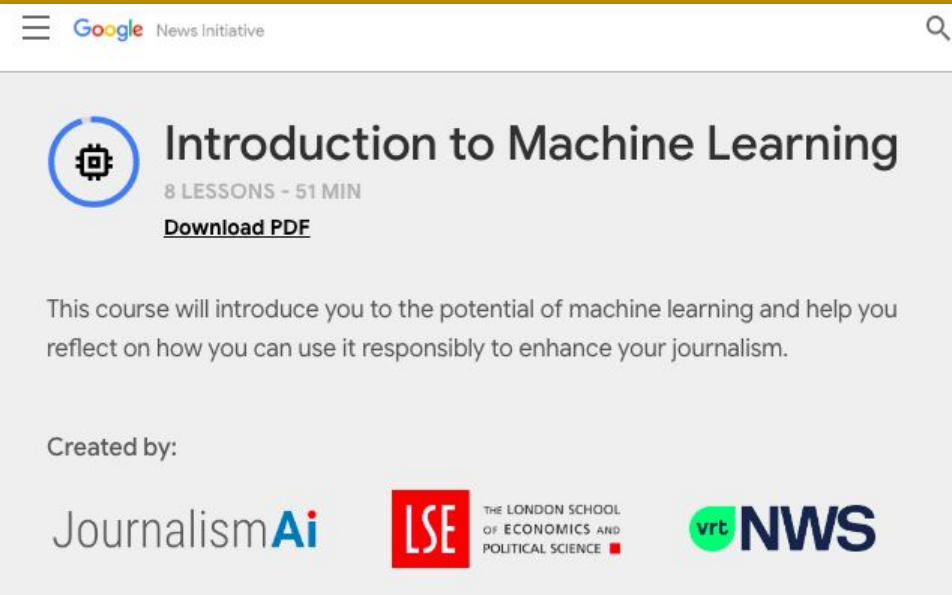
AI Journalism Starter Pack

A guide designed to help news organisations learn about the opportunities offered by artificial intelligence to support their journalism.

- ❑ **A step by step guide** to implementing AI
 - ❑ Analyse the most relevant **questions and challenges** to address in a variety of projects and needs
-


Resources

Machine Learning



The screenshot shows a Google News Initiative resource page. At the top left, there is a menu icon, the Google logo, and the text 'News Initiative'. A search icon is at the top right. The main content area features a blue circular icon with a gear and a square inside. To its right, the title 'Introduction to Machine Learning' is displayed in a large, bold, dark font. Below the title, it says '8 LESSONS - 51 MIN' in a smaller, grey font. Underneath that is a link that says 'Download PDF' in a bold, dark font. A paragraph of text follows: 'This course will introduce you to the potential of machine learning and help you reflect on how you can use it responsibly to enhance your journalism.' Below this text, it says 'Created by:'. At the bottom, there are three logos: 'JournalismAi' in blue and black, 'LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE' in red and black, and 'vrt NWS' in green and blue.

☰ Google News Initiative 🔍

 **Introduction to Machine Learning**
8 LESSONS - 51 MIN
[Download PDF](#)

This course will introduce you to the potential of machine learning and help you reflect on how you can use it responsibly to enhance your journalism.

Created by:

JournalismAi LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE vrt NWS

📄 **1-hour** Introduction to Machine Learning course

📄 **45-min** Hands-on Machine Learning course

JournalismAi

Find us online:

 journalismai.info

 hello@journalismai.info

 [in](#) @PolisLSE



THANK YOU

Tshepo Tshabalala

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 tshepo@journalismai.info

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