

# How to Use Generative Al in the Newsroom

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We believe accurate news is essential to civil society. It starts with firsthand reporting, and the wider its reach, the greater its impact.

More than half the planet sees news from us every single day, and we believe a world in which more people know what's happening around them is better equipped to face the challenges we share.

No organization in the world does more to advance the power of facts.



2023 KPF Journalism Conference\_ Al and the Transformation of the News Industry



# I. Range of automation

#### AP Stylebook: Artificial intelligence

Computer systems, software or processes that can emulate aspects of human work and cognition. Such systems are not conscious but are trained on vast datasets to accomplish tasks such as visual perception, analyzing and using speech, and learning — although in many cases, only to a limited extent. The term itself has been the subject of debate over the definition of intelligence as the technology has evolved in scope and influence.

Al is acceptable in headlines and on second reference in text.

Avoid language that attributes human characteristics to these systems, since they do not have thoughts or feelings but can respond in ways that give the impression that they do. Do not use gendered pronouns in referring to AI tools. And keep in mind that such systems are built by people who have their own human biases and aims.

The terms *artificial intelligence* and *artificial general intelligence* are not synonymous.

#### Range of automation

#### **Process automation**

- Pushing a story to website and social media simultaneously
- Sending emails automatically into a folder
- Applying identical standard edits to raw photos

#### Low-risk Al

- Writing template-based stories from consistent data feeds
- Flagging inappropriate comments in a discussion
- Identifying emotional state of a customer in a chat

#### High-risk Al

- Writing fresh stories based on prompts using multiple data sources
- Producing images based on prompts using multiple data sources



(AP Photo/Richard Drew)

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# II. AP's use of AI

#### AI use at AP

Commercial tools in use or previously used by AP.

Automated writing

Video transcription

Search

Event detection

Image recognition



. . . Automated writing Q1 Net Income Earnings Per Share Total Revenue 2 Nike Inc. .013424 8,400,000,000 AP starts publishing automated **Moderna: Q3 Earnings Snapshot** 3 Apple, Inc. 18,020,000,000 company quarterly earnings 4 Amazon.com 513.000.000 reports in 2014 US-Earns-Moderna 5 AT&T Nov 2, 2023 13:02 (GMT) - 132 words 6 PepsiCo Inc. 2,010,000,000 Powered by Automated Insights Exxon Mobil CAMBRIDGE, Mass. (AP) — Moderna Inc. (MRNA) on Thursday reported a loss of \$3.63 **Prior:** ~300 earnings reports billion in its third quarter. 8 Microsoft Co 4,600,000,000 published by AP Business Eacebook Inc 2,229,000,000 The Cambridge, Massachusetts-based company said it had a loss of \$9.53 per share. writers each quarter Losses, adjusted for non-recurring costs, were \$1.39 per share. The results surpassed Wall Street expectations. The average estimate of 11 analysts **After:** ~3,000 earnings reports surveyed by Zacks Investment Research was for a loss of \$2.01 per share. each quarter automatically The biotechnology company posted revenue of \$1.83 billion in the period, which also No jobs lost on the business topped Street forecasts. Ten analysts surveyed by Zacks expected \$1.33 billion. desk due to this Al innovation Process is highly predictable, This story was generated by Automated Insights (http://automatedinsights.com/ap) using data from Zacks Investment Research. Access a Zacks stock report on MRNA at repeatable, and scalable https://www.zacks.com/ap/MRNA

#### AP Standards: Guidance on generative AI

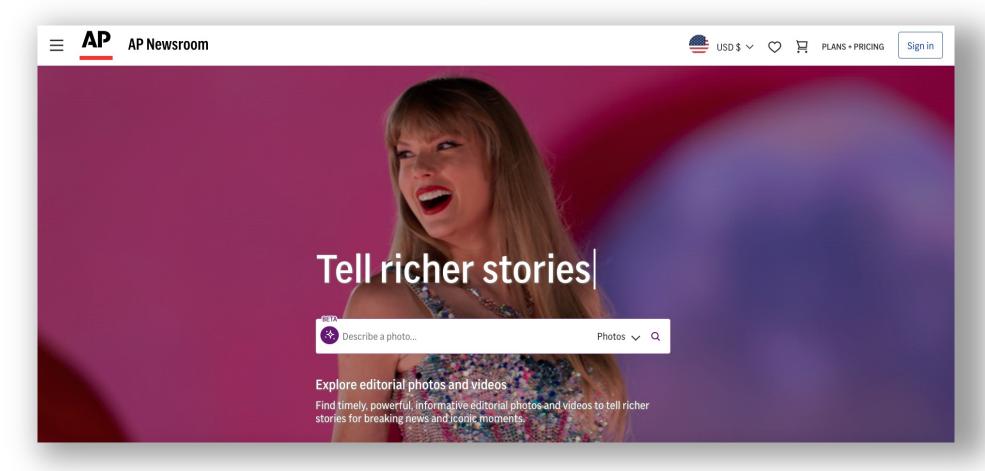
- AP has a licensing agreement with OpenAI, the maker of ChatGPT, and while AP staff may experiment with ChatGPT with caution, they do not use it to create publishable content.
- Any output from a generative AI tool should be treated as unvetted source material. AP staff must apply their editorial judgment and AP's sourcing standards when considering any information for publication.
- In accordance with our standards, we do not alter any elements of our photos, video or audio.
   Therefore, we do not allow the use of generative AI to add or subtract any elements.
- We will refrain from transmitting any AI-generated images that are suspected or proven to be false depictions of reality. However, if an AI-generated illustration or work of art is the subject of a news story, it may be used as long as it clearly labeled as such in the caption.

#### AP Standards: Guidance on generative AI, continued

- We urge staff to not put confidential or sensitive information into AI tools.
- We also encourage journalists to exercise due caution and diligence to ensure material coming into AP from other sources is also free of AI-generated content.
- Generative AI makes it even easier for people to intentionally spread mis- and disinformation through altered words, photos, video or audio, including content that may have no signs of alteration, appearing realistic and authentic. To avoid using such content inadvertently, journalists should exercise the same caution and skepticism they would normally, including trying to identify the source of the original content, doing a reverse image search to help verify an image's origin, and checking for reports with similar content from trusted media.

#### Al-powered search

Customer-facing portal at newsroom.ap.org
 Powered by MerlinOne



#### Demonstration of AI search



# III. Five AI projects for local newsrooms



## Artificial Intelligence in Local News

A survey of US newsrooms' AI readiness

By Aimee Rinehart and Ernest Kung The Associated Press March 2022

#### Local News AI Initiative

- August 2021 September 2023
- Funded by John S. and James L. Knight Foundation
- All materials at ai.ap.org
- Research AI needs of local newsrooms
- Teach local newsrooms new AI skills
- **Build** AI projects for local newsrooms to use
  - Generative AI used for some tasks
  - Oversight and approval by journalists
  - Reduce workload for journalists
  - Open-source code available for most projects
  - Partnered with three universities

#### Five AI projects for local newsrooms

El Vocero de Puerto Rico	Michigan Radio	KSAT-TV (Texas)
Publication of Spanish-language news alerts using National Weather Service data in English.	Rebuilt the core of the Minutes application, which creates transcripts of city council meetings, along with adding keyword-based reporter alerts.	Automated transcription of recorded videos and summarizing the transcripts to create an article's initial framework.
Brainerd Dispatch (Minn.)	• WFMZ-TV (Pa.)	
Automated writing of public safety incidents into the content management system.	Sorting of event pitches received via email and automatically populating them into the coverage planner.	

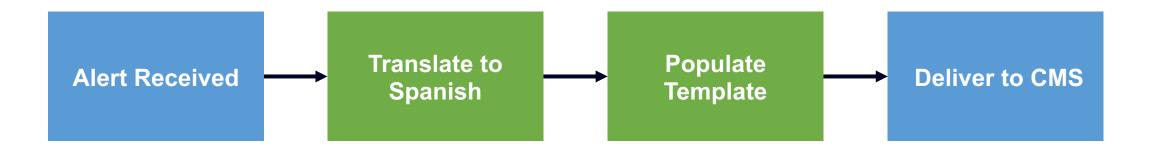
#### El Vocero project

Goal: Decreasing time to issue potentially lifesaving alerts to public

**System:** Collects weather data automatically from National Weather Service and National Hurricane Center, uploads a draft brief into the CMS

1

Note: Generative AI not appropriate for this project



#### Story draft in CMS

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- Input: National Weather Service, National Hurricane Center watches and warnings
- Code: Python, HTML
- Integrations: NWS via API, NHC via XML, DeepL via API, BLOX via API
- Output: BLOX CMS, Email
- Primary development: Northwestern University
- Open-source code: <u>https://github.com/associatedpress</u>

#### Michigan Radio project

Goal: Increasing awareness for reporters of city council meetings

**System:** Monitors video sites for new city council meeting recordings, downloads the video and transcribes it, generates alerts for reporters

Note: Uses OpenAl's Whisper speech-to-text small.en model



#### **Transcript view**

TIMESTAMP	TRANSCRIPT
00:00:00	you you you
00:01:30	you you So I go home and shave okay, we're ready gentleman. He was a super I Call to order the regular meeting of the Mount Pleasant City Commission Monday, August 14th 2023 at 7 p.m. Please rise for the pledge
00:02:50	The pledge of allegiance to the flag of the United States of America and to the Republic for which it stands, one nation, under God, indivisible, with liberty and justice for all. The Mount Pleasant City Commission recognizes the Anishinaabe whose ancestral lands the city stands upon today. We acknowledge the Saginaw Chippewa Indian tribe and recognize that the three bands of Ojibwe, Saginaw, Black River, and Swan Creek have resided on this land for over 200 years. Our acknowledgement of the full history of the tribe and our commitment to be good stewards to these ancestral lands. Our expression of gratitude and appreciation to those ancestors who came

- Input: Government meeting videos posted online
- **Code:** Python, JavaScript
- Integrations: YouTube via API, Vimeo via API, OpenAI Whisper (open-source package)
- Output: Web portal, Email
- Primary development: Northwestern University
- Access: <u>https://www.searchminutes.com/</u>

#### Keyword searches

ninutes	About	Contact	Search	Alerts	Log Out
Search Minutes	<b>Mt Pleasant, MI - August 15</b> August 14, 2023 Mt. Pleasant City (				
"affordable housing" For mutiple keywords, seperate them by comma Showing 100 results	I wanted to take a few minutes is open for discussion. And with so noted that it's at or below, it's co income. And this allows they they to meet all their needs, other tha	omething that incerning peopl v set that as an	looking at <mark>affo</mark> e that are at o adjustment b	rdable housi or below the ecause it allo	ng, it's median ows them
SORT BY Upload date (newest)	Isabella County, it's 48,840. Howe level. And at the poverty level, the month. And that means an individ	ever, we have 1 at means a fam	8% people tha ily of four is or	at live at the nly earning 30	poverty 0,000 a
LOCALITY Any Locality STATE	income. And so if you're looking at you called housing insecurity. And 50% of their income is spent on h their basic need of housing. And if severely burdened by their housi	t affordability, I d housing insect nousing. And tha f they're 50% o	'm going to int urity becomes at makes then	roduce a new s involved wh n cost burder	w topic to en 30 to ned for
Any State	00:05:38 / 01:33:20			2	View More

#### Keyword-based alerts

minutes		About Contact Search Alerts Log Ou	ıt
<b>9</b> Profile	people	EDIT THE ALERT	×
Alerts	water	Keywords	
	puppies	"affordable housing" For mutiple keywords, seperate them by comma	
	kittens, cute	Locality	_
	climate change		<u> </u>
	vacancies	Select	~
	"affordable housing"	Save	
	kittens, fuzzy		

#### Alerts by email

searchminutes	alert: climate change $\Sigma$	Inbox ×	¢	8	Z
searchminutes@gma to me •	l.com	Wed, Aug 9, 7:01AM (12 days ago)	☆ ↔	٦	:
minutes al	erts				
keywords: clim	ate change				
Localities: All · States:	All				
Ann Arbor Energy	Commission Meeting 8/8/23				
Ann Arbor, MI - August (	9, 2023				
	the ICLI U.S. community protocol when I put				
	all, but I also report it on an annual basis to the helps fulfill some commitments the City of A				

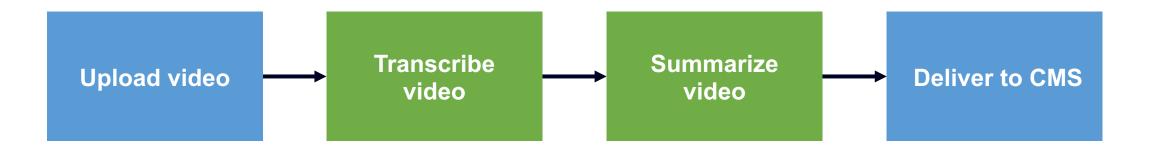
## KSAT-TV project

Goal: Making it faster for digital producers to publish

**System:** Uses pre-edited videos to produce a transcript, journalists validate the transcript, and a summary is generated of the transcript and delivered to the CMS

1

Note: Uses OpenAl's GPT 3.5 Turbo model



#### Generative AI prompting

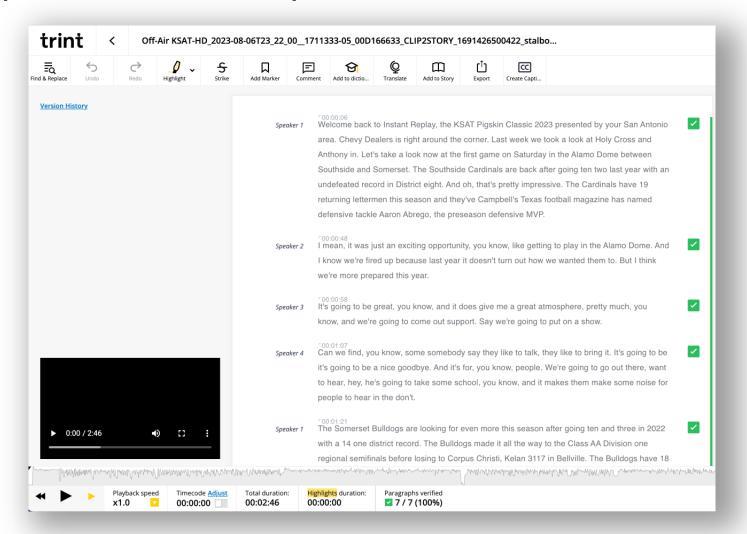
Change prompt	
General category prom	npt
Prompt type:	General
Prompt text:	You are an AI tasked with summarizing a news story. Your goal is to provide a concise summary that captures the main points of the story while being smaller in length than the original text. If you believe the original text is already concise enough, you can leave it unchanged. Please generate a summary that retains as much important information as possible while reducing the length. Original News Story:
	500 word limit for prompts.
SAVE Save and ad	Id another Save and continue editing

- Input: Pre-edited video clip
- Code: Python, HTML, CSS
- Integrations: Trint via API, OpenAI GPT 3.5 via API, Arc XP via API
- Output: Web portal, Arc XP CMS
- Primary development: Stanford University
- Open-source code: <u>https://github.com/associatedpress</u>

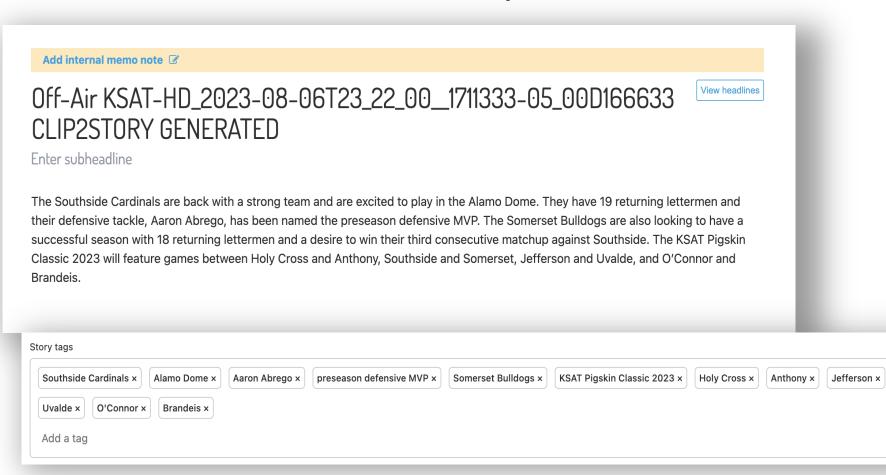
#### Dashboard view with test video clips

Upload/Import clips	Clip2Story Help					Logout koparker				
Uploads									Search for uploads	Search
Title	Category	Status	Transcript	Summary	ARC	User	Date Uploaded	Time Uploaded	Hold clip indefinitely	Delete
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081523 City Public Safety Committee Mtg-01	General v	In Progress	Q	æ	$\rightarrow$	stalbot	08/18/2023	04:50:11 PM		Delete Clip
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SALAZAR SOT 1	General v	In Progress	Q	æ	$\rightarrow$	sshiotani	08/18/2023	04:34:20 PM		Delete Clip
Kitty Hawk Rd	General v	Exported to ARC	$\odot$	Ç	€	stalbot	08/18/2023	04:26:09 PM		Delete Clip
UTSA INTERVIEW HALEE	General v	Exported to ARC	$\odot$	Ç	€	sshiotani	08/18/2023	03:59:49 PM		Delete Clip
0ff-Air KSAT-HD_2023-08-06T23_22_001711333-05_00D166633	General v	Exported to ARC	$\odot$	Ç	€	stalbot	08/07/2023	11:41:37 AM		Delete Clip

#### Trint transcript of test video clip



#### Arc view of summarized test video clip

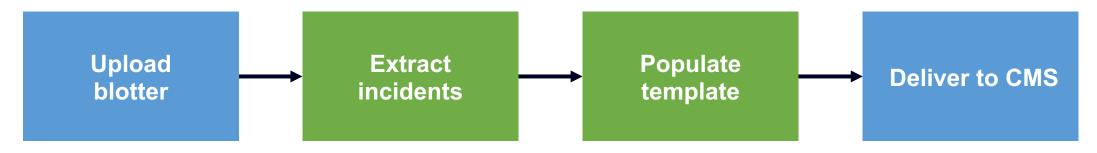


#### Brainerd Dispatch project

**Goal:** Freeing up reporters to focus on telling comprehensive stories

**System:** Upload a PDF, process it based on the police agency's format, let journalists choose which incidents to include, send it to an automated writing service which delivers the draft into the CMS

Note: Generative AI not used because of need for output consistency



#### Upload view with police blotter

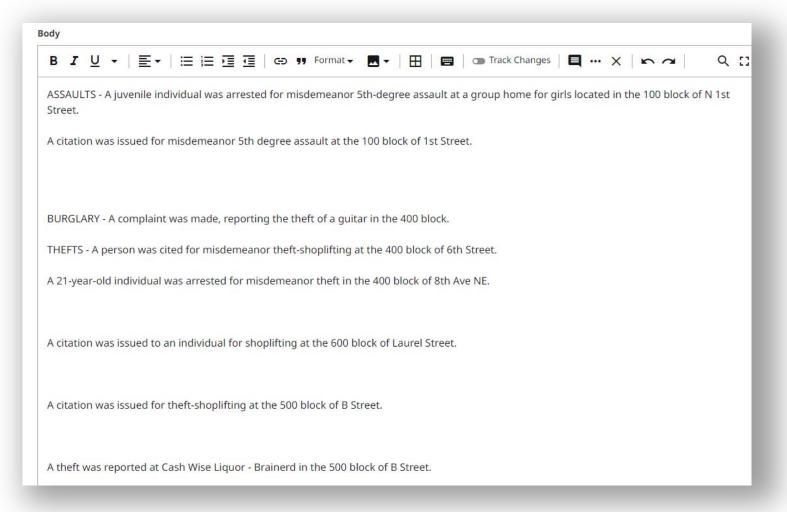
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XXXXX XXXXX XXXX XXXXXXXXX XXXXXXXX XXXXXX	XXXXXXXX XXXXXXX XXXXXXXX XX XXXX XXXXXX	XXX XXXXXXX XXXXXXXXX	
08-1	Media Report 18-2023 to 08-21-2023		
(23011280) Property Damage Acc	Reported: 08-21-2023 0542		-

- Input: Police blotter PDF file
- Code: Python, HTML, JavaScript, CSS
- Integrations: Lede AI via API, Brightspot via API
- Output: Web portal, Lede Al, Brightspot CMS
- Primary development: University of Missouri
- Open-source code: <u>https://github.com/associatedpress</u>

## Blotter items ready for editorial selection

Home	Review	w Blotter Ite		ct All From Last 24 Hours			lect All From Last 7 Days		elect None
Upload	JEIE				40 110415		RECENT FROM LASE C Days	-	elect notie
ublish New Report	Select	Date and Time	Category	Description	Priority	Address	City	State	Zip Code
Published Reports		2023-08- 20 20:55:00	Missing persons	Missing person.	1	13XX M St	Brainerd	MN	56401
tegory Maintenance		2023-08- 20 20:11:00	Assault	Arrested:XXXXXX XXXXXXX XXXXXXX XXXXXXXXXX, for misdemeanor 5th-degree assault and	1	1XX N 1st St	Brainerd	MN	56401
ect Publication		2023-08- 20 17:04:00	Burglary	Reports theft of guitar. XXX XXXXXXXX	1	None	None		None
		2023-08- 19 20:19:00	Missing persons	Reports three juveniles runaway from facility. Officers located subjects and returned them to the facility.	1	1XX N 1st St	Brainerd	MN	56401
		2023-08- 19 19:21:00	Assault	Citation issued to XXXXXX XXXXXXX XXXXXXX XXX XXXXXXXXX, for misdemeanor 5th degree assault and	1	1XX N 1st St	Brainerd	MN	56401
Settings	0	2023-08- 19 13:48:00	Missing persons		1	4XX 4th Ave NE	Brainerd	MN	<mark>56401</mark>
		2023-08- 18 09:07:00	Missing persons	Missing person	1	4XX 4th Ave NE	Brainerd	MN	56401

#### Brightspot CMS view of generated blotter story

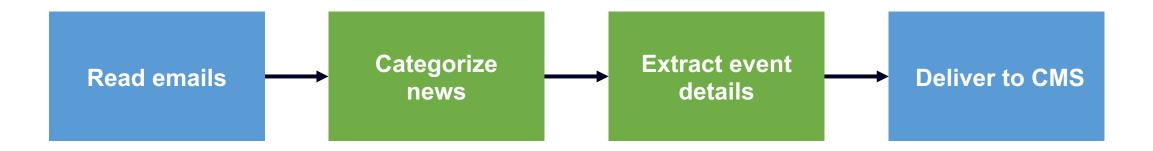


## WFMZ-TV project

Goal: Reducing workloads for assignment editors

**System:** Monitors incoming assignment desk emails for newsworthy events, extracts the event details, and uploads into ENPS planning calendar

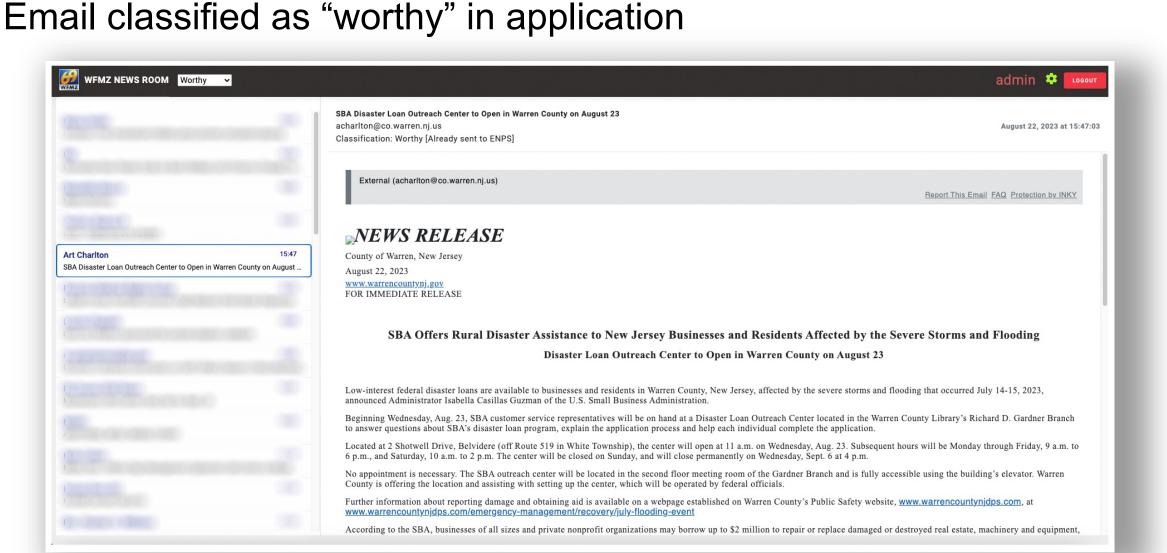
Note: Custom-trained model + OpenAI GPT 3.5 text-davinci-003 model used



## WFMZ-TV project details

- Weeks of assignment editors marking up over 5,000 emails
- Custom-trained neural network by data science students
- Model returns a classification for each email: worthy, unsure, not worthy
- The trained AI model will not be distributed as it reflects WFMZ-TV's editorial judgment; other users will need to train their own AI model

- Input: Emails
- Code: Python, HTML, JavaScript, CSS
- Integrations: Microsoft Exchange Online via API, OpenAI GPT 3.5 via API, AP ENPS via API
- **Output:** Web portal, AP ENPS
- Primary development: University of Missouri
- Open-source code (coming soon): <u>https://github.com/associatedpress</u>



#### Event details entered in AP ENPS planning calendar

P ENPS (9.4.0.83)							
The the the the the terms of	8/22/2023	المعلى والعلى والعل	<u></u>		(UTC-05:00) E 🔽 Sunday 🔽	Standard	<b>4</b> • 1.45.
	ocations Today Go To Date	Day Week Month Rundowns	Nanning Archives Date Side-By		eek Second Time Zone First Day of Week A		
ng Item Planning Item Planning Item	Scope Go To	View View View	Items Layo	Numbe	View Options	a buy Area height	
	Scope 1 Conto 1	Analige					c" (
Planning Calendar = ×     August 2023		Wednesday, August 23		Front Fields	Loan Outreach Center to Open $\equiv$ ×		
2	WFMZ News (35)	Weanesday, August 25	С <u>^</u>	Event Start	8/23/2023		▼ 11:00:00 AM 📩 🗆 All Day
August 2023 Su Mo Tu We Th Fr Sa	NEW WFMZ News (23)		U	Event End	8/23/2023		<ul> <li>11:30:00 AM</li> </ul>
30 31 1 2 3 4 5	1		Ç.	N 110 11			
6 7 8 9 10 11 12	Local the		<u> </u>		ENPS API 8/22/2023 3:51 PM From: W utreach Center to Open in Warren County		[TL 3:5
13 14 15 16 17 18 19 20 21 22 23 24 25 26			^	NEWS RELEASE CO	unty of Warren, New Jersey August 22, 20	023 www.warrencountynj.gov FOR IMMEDIATE R	
27 28 29 30 31 1 2	5 AM					by the Sever External (achariton@co.warren.nj.us ist 22, 2023 www.warrencountynj.govFOR IMMEE	
3 4 5 6 7 8 9				Disaster Assistance t	o New Jersey Businesses and Residents	Affected by the Severe Storms and FloodingDisas	ter Loan Outreach Center to Open in
Today	6 AM					s are available to businesses and residents in Wa nounced Administrator Isabella Casillas Guzman o	
				Administration.Begin	ning Wednesday, Aug. 23, SBA customer :	service representatives will be on hand at a Disas	er Loan Outreach Center located in the
						questions about SBA's disaster loan program, ex Drive, Belvidere (off Route 519 in White Township	
fault Calendar WFMZ News 🔽	7 AM			Wednesday, Aug. 23.	Subsequent hours will be Monday throug	h Friday, 9 a.m. to 6 p.m., and Saturday, 10 a.m. t	o 2 p.m. The center will be closed on
						4 p.m.No appointment is necessary. The SBA outries using the building's elevator. Warren County is	
splayed Calendars	8 AM					Further information about reporting damage and	
Select All WFMZ News	6 / m					arrencountynjdps.com, at www.warrencountynjdps	
Personal						of all sizes and private nonprofit organizations ma pment, inventory, and other business assets.For s	
NEW WFMZ News (WFMZ News)	9 AM			cooperatives, small b	usinesses engaged in aquaculture and mo	ost private nonprofit organizations of any size, SB	A offers Economic Injury Disaster Loans
						nomic injury assistance is available regardless of b homeowners to repair or replace damaged or de	
				renters are eligible fo	r up to \$100,000 to repair or replace dama	aged or destroyed personal property, including per	sonal vehicles.SBA can also lend
	10 AM					e cost of improvements to protect, prevent or mini	
						onprofit organizations and 2.5.% for homeowners h applicant's financial condition.SBA disaster loar	
	11 AM	reach Center to Open in Warre	0			does not begin to accrue until 12 months from th	
	EO SBA Disaster Loan Out	leach Center to Open in warre	8			ly online using the Electronic Loan Application (El SBA declaration # 18086 Disaster loan information	
				by calling the SBA's (	Customer Service Center at 800-659-2955	(if you are deaf, hard of hearing, or have a speed	h disability, please dial 7-1-1 to access
	12 PM					sterCustomerService@sba.gov. Loan application all Business Administration, Processing and Disbu	
				Fort Worth, TX 76155	While the SBA Loan Outreach Center is	open until September 6 at the Library so that indiv	iduals who need assistance applying
	1 PM					o not need to go to the center to apply and can us	
						2023. The deadline to apply for economic injury is aster in response to a request received from Gov.	
				CharltonDirectorWarr	en County Public Information Department	Explore Warren County Tourism PartnershipOpen	
	2 PM			Records <u>www.warren</u>	countynj.gov908-475-6580 / 908-475-6577	TAX	
	_						
	3 PM						er o

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#### Email classified as "unsure" in application

WFMZ NEWS ROOM Unsure V	admin 🌣 🗔
	PennDOT Job Fair in Carbon County to Include Same-Day Interviews for Winter Positions         sebrown@pa.gov       August 22, 2023 at 15:51:34         Classification: Unsure       SEND TO ENPS
	External (sebrown@pa.gov)           Report This Email         FAQ         Protection by INKY
Brown, Sean A         15:51           PennDOT Job Fair in Carbon County to Include Same-Day Interviews for	
5-1	FOR IMMEDIATE RELEASE August 22, 2023
R	MEDIA CONTACT: Sean A. Brown, 6 sebrown@pa.gov.
	PennDOT Job Fair in Carbon County to Include Same-Day Interviews for Winter Positions
	Allentown, PA – The Pennsylvania Department of Transportation (PennDOT) will host a job fair at the PennDOT Carbon County office, 930 Bridge Street, Lehighton PA 18235 on Thursday, August 24 from 10 AM to 5 PM.
	The event will include onsite interviews with job offers.
	Those interested in a career with PennDOT are encouraged to attend the event to learn about the various opportunities available. District and county employees will be on hand to answer questions regarding employment and assist attendees with the application process.
	PennDOT is looking to fill a variety of positions in the county, including CDL operators and mechanics. Applicants should bring an updated copy of their resume. CDL operators also should bring their current driver's license and medical card.

