




Sept. 20, 2024

# AI in Local Journalism

## What is the job of a publisher?

- Build and manage a profitable business.
  - Know your community.
  - Produce great products.
  - Grow your audience.
  - Generate revenue – ad sales, subscriptions, events, and more.
- 

# Assessing AI ... Does it:



SAVE ME TIME?



IMPROVE THE  
PRODUCT?



GROW THE  
AUDIENCE?



GENERATE  
REVENUE?

# Five AI solutions for local news

- Automated writing of public safety incidents into the content management system of Minnesota newspaper Brainerd Dispatch. ([Read the case study](#) | [Access the source code](#))
- Publication of Spanish-language news alerts using National Weather Service data in English by the newspaper El Vocero de Puerto Rico. ([Read the case study](#) | [Access the source code](#))
- Automated transcription of recorded videos and summarization of the transcripts to create an article's initial framework at San Antonio, Texas, television station KSAT-TV. ([Read the case study](#) | [Access the source code](#))
- Sorting of news tips and coverage pitches from the public and automatically populating them into the coverage planner of Allentown, Pennsylvania, television station WFMZ-TV.
- Expanding the Minutes application, which creates transcripts of city council meetings, to include keyword identification and reporter alerts, for staff at Michigan Radio's WUOM-FM at the University of Michigan. ([Read the case study](#))



Align with your  
needs

- Scheduling
- Transcription
- Summarizing
- Marketing & social media copy
- Headline and subject line generation
- SEO generation

*Lots of new products out there in audio, video, and images*



# Disclosures

- You are responsible for the content you create, with or without the use of GAI
- If GAI played a significant role in your reporting you should share that fact with your audience
- Your GAI use should be plainly understood
- Consent & Permission
- Accountability & Oversight

*From WBUR's AI guide at <https://bit.ly/wburai2>*

# Thank You



**Nicco Mele**

[nicco@nicco.org](mailto:nicco@nicco.org)

mobile +1.646.942.7601

@nicco