

the business of journalism ... and you

Connie Guglielmo

Former SVP & EIC @ CNET, Senior Writer
@Forbes, Bloomberg, Wired, EE @ MacWEEK

Ian Sherr

Former EIC Compliance Week, EE @ CNET, WSJ,
Reuters, AFP

this presentation has been created for



The University of Texas at Austin
Center for Ethical
Leadership in Media
Moody College of Communication



“The business of news is facing a plethora of challenges in 2025. Public trust is the lowest it’s been in 50 years, revenue has been declining, public officials express outright animosity towards the media and the newest and least well-understood challenges stem from myriad changes brought on by artificial intelligence.”

— *Deseret News, June 2025*

journalism is a tough business



JOB LOSSES

> 21k jobs lost in 2023, 15k jobs lost in 2024. Highest since 2008 financial crisis. -- [Fast Company](#)

ALL MEDIA ORGS AFFECTED

Cuts are [broad-based](#), hitting companies large and small in editorial, operations, sales, video, social and other roles:

- NYT, WSJ, LA Times
- CBS News, ABC News, NBC News
- CNN, Yahoo, MSNBC, CNBC
- Axios, BuzzFeed, Vice Media, Business Insider
- Ziff Davis, Hearst, Gannett, more...

LOCAL NEWS IN DECLINE

The [Medill Local News Initiative for 2025](#) found that 213 counties in the U.S. are now "news deserts," with "zero locally-based news sources." 1,524 counties have *just one local source*. "That means one in seven Americans, almost 50 million people, live with limited or no access to local news," the researchers said.

journalism is a tough business

BIG TECH HAS TAKEN BUSINESS

Most of today's ad dollars are spent on online ads, with Google and Facebook taking the majority of online ad dollars, according to [Statista](#). The researcher found that \$7.5 out of every \$10 in ad spending was on digital ads. The digital ad market totaled \$317 billion in 2024, rising to \$490 billion by 2029.

DECLINE OF PUBLIC TRUST IN MEDIA

Americans' confidence in the news media has fallen to a new low, with just 28% expressing a "great deal" or "fair amount" of trust in newspapers, television & radio to report the news fully, accurately & fairly. ([Gallup](#) poll, Oct. 2025)

DEFINITION OF "JOURNALISM" IS SHIFTING

The top "news" providers on Spotify in 2025 are personality-based, politically-driven podcasts led by [commentators](#) offering opinion-based coverage.

In 2025, Paramount appointed former NYT columnist and self-described "anti woke" advocate [Bari Weiss](#) as the editor in chief of CBS News after the company was purchased by Hollywood mogul [David Ellison](#).

what this means



Journalism as a business, public service and “first draft of history” is under pressure from all angles:

- The business model has been weakened by profit-focused investors, and by social media platforms, search engines, and AIs, which used news for “content” but largely didn’t invest or share profits.
- Partisan networks are taking audience away from mainstream orgs and local outlets, blurring the lines around who is a “journalist.”
- Public indifference is accelerating these trends.

what you'll learn

1/MAKING MONEY

How media companies make money to pay salaries and fund operations

2/SPENDING MONEY

How a media organization spends money on newsrooms

3/OWNERSHIP

How to find out who owns media companies, and what their business model is

4/CHURCH & STATE

How ownership affects newsrooms (it matters)

5/BAD TIMES

When layoffs happen or the business goes sideways, how to survive

6/ARTIFICIAL INTELLIGENCE

How AI is changing everything (really)

1/

how a newsroom makes
money

how a newsroom makes money: diversification



COMMON REVENUE STREAMS

- Advertising
- Sponsored content
- Subscriptions and paywalls
- Membership programs
- E-commerce/affiliate relationships
- Events
- Syndication and licensing
- Grants and Donations
- Blockchain

Most media organizations, aiming to minimize business risk, rely on some combination of these revenue streams to earn revenue (. Note: revenue is another word for “sales.”)

revenue streams: a brief primer



> ADVERTISING

Advertising has traditionally been the No. 1 sales driver for media companies.

Print ads can include banners, classifieds and special inserts (think grocery stores weekly deals or those perfume inserts).

Digital ads include banner and videos ads, pop ups, large display ads and video ads.

> SPONSORED CONTENT

Sponsored, or [branded content](#), is a form of lucrative advertising.

An advertiser (or a publisher - take a look at New York Times' [TBrand Studio](#)) creates promotional content to tout a product or business. *Sponsored content can look, feel, sound and/or read like editorial content.*

Audiences used to react negatively to sponsored content, because they viewed it as low-value and inauthentic. But now, researchers say audiences may not even know or care whether it's true editorial or sponsored content, if it adds value, is engaging or entertaining or seems like premium content.

revenue streams: a brief primer



> SUBSCRIPTIONS AND PAYWALLS

Audiences pay a set monthly or annual fee for a [subscription](#) that gives them limited, full or unlimited access.

A paywall lets publishers share some content, but then requires reader to pay to read the entire story or see the whole video. One challenge is that readers may be tired of paying for multiple subscriptions, an issue called “[subscription fatigue](#).”

> MEMBERSHIP PROGRAMS

Some publishers offer readers extra perks for becoming a “[member](#),” including premium content, newsletters, community features (like access to online workshops with writers) for a fee.

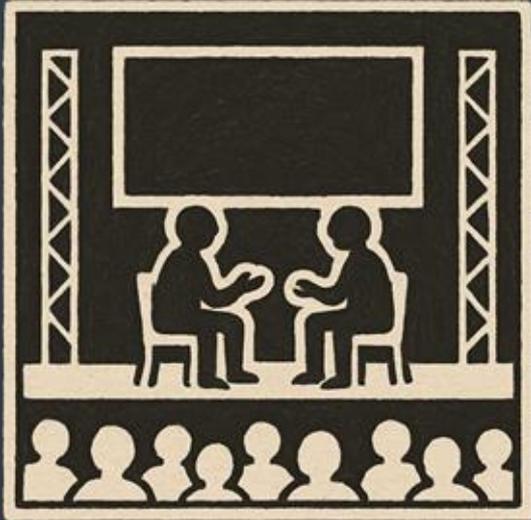
> ECOMMERCE AND AFFILIATE PARTNERSHIPS

Publishers can earn a [commission](#) by including links to products and services in their stories.

Some sites offer product reviews in the hopes of earning commissions when a consumer buys – but they may make money just by sending readers to the retailer.

Big tech companies have begun leveraging these programs to bolster their own programs too.

revenue streams: a brief primer



> EVENTS

Publishers may host webinars, Q&As, conferences, awards dinners and other special events, earning revenue from advertisers, sponsors and/or attendance fees.

Examples: [Time100 Summit and Gala](#) and [Axios Live AI](#).

> GRANTS AND DONATIONS

Non-profit and some for-profit publishers may earn revenue from grants, crowdfunding or donations.

Examples: [The 19th](#), [NPR.org](#) and [The Guardian](#).

> SYNDICATION AND LICENSING

Publishers may [license](#) their content for a fee to other publishers or content distributors.

Examples: [The Associated Press](#), [Dow Jones](#) and [Reuters](#), as well as smaller publishers including [Vox Media](#).

> BLOCKCHAIN

A company sets up a form of initial public offering called an “Initial Coin Offering,” in which bitcoin/shares are sold to a group that essentially becomes investors in the new media business.

Read more: [Columbia Journalism School/Tow Center for Digital Journalism: Business Models & Distribution](#)

Pulitzers don't pay the rent.

That expression is used to describe the sentiment that even award-winning reporters may not feel they earn enough money — or feel they have enough job security — to keep working as journalists.

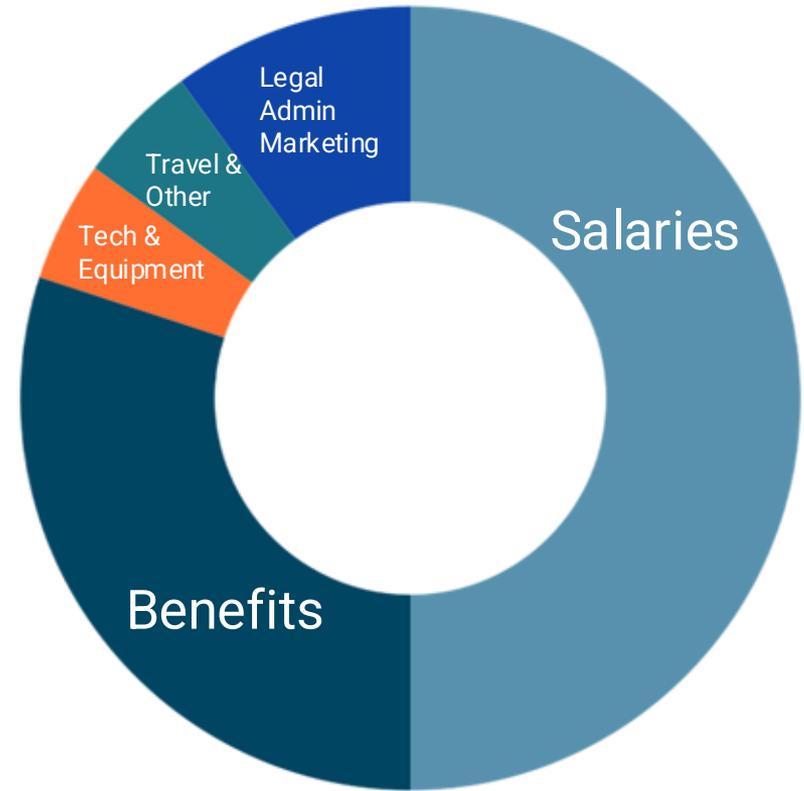
The most telling example of this phenomenon is the story of former journalist Rob Kuznia, one of three journalists at a small Los Angeles-based newspaper called The Daily Breeze who won a 2014 Pulitzer Prize for reporting on financial mismanagement at a local school district that had led to significant cuts in student programs and teacher layoffs. Days after winning the most prestigious prize in journalism, Kuznia quit being a reporter to take a more lucrative job working in public relations. This is what he told [NPR](#) in 2015 about his decision to leave journalism:

“I could pay the rent... it's just that there wasn't much left after that. And my girlfriend and I were sort of just living paycheck-to-paycheck and doing just fine. We weren't destitute, but we were saving nothing... The other major factor, was more of a state-of-the-industry consideration interrelated with the pay issue. Print journalism, especially at the local level, is a scary place to be right now. And it felt like now that I'm pushing 40, it might be a good time to try something new and to obtain a new skillset.”

2/

how a newsroom spends
money

where the money goes to run a newsroom



Whether the media company publishes solely online (all digital), produces a print product (newspaper, magazine, quarterly journal), or if it's a one or two-person newsroom or employing hundreds or thousands of staff, every newsroom has certain fixed costs.

where the money goes to run a newsroom

> SALARIES

Typically the single largest cost for any business.

- Editorial team: Editor in chief, managing editors, senior editors, staff writers/reporters and freelancers.
- Visual/video team: Photographers, videographers, and graphic designers.
- Digital team: Engineers, social media managers, marketers, [SEO](#) specialists, audience development experts.

> BENEFITS

Health insurance, paid time off (PTO), retirement and other benefits such as tuition reimbursement. Generally, the cost of benefits per employee is an additional 30% of their salary.

> TECH & EQUIPMENT

Computers, phones, content management systems (CMS), software (like [Slack](#) and analytics tools like [Chartbeat](#)), website hosting/site management, video or audio gear.

> LEGAL, ADMIN, MARKETING

Office supplies, legal services, brand marketing, rent/utilities, insurance (including [E&O insurance](#)).

> TRAVEL & OTHER

Food (onsite and off), travel expenses, subscriptions to special services (other publications, legal services such as [PACER](#), news wires, special databases including [IMDbPro](#)).

3/

owners &
business models

“Freedom of the press is guaranteed only to those who own one.”

— Journalist and media critic A.J. Liebling, May 1960,
The New Yorker, [“Do You Belong In Journalism?”](#)

who owns that media company — and what's their business model?

We asked Google's Gemini AI to summarize who owns today's major media companies in the U.S.

Its answer, as of November 2025:

“Today's media is largely owned by a small number of large, multinational corporations, though the exact list varies by the year and the type of media. Key examples include Comcast, The Walt Disney Company, and Paramount Global, which own a vast portfolio of television networks, film studios, and digital content.”

“In the U.S., a similar concentration exists in news publishing, with a few large companies owning a majority of daily newspapers.”

who owns the media company



COMMON Ownership Types

- > Publicly-traded
- > Privately-held
- > Public, state-owned
- > Non-profit
- > Employee owned

who owns the media company



> PUBLICLY-TRADED

These companies are owned by shareholders and listed on stock exchanges. Like other for-profit companies, media companies are required by the Securities & Exchange Commission to report their earnings quarterly and typically host a call with financial analysts to discuss their performance. Media conglomerates are typically publicly traded, for-profit businesses.

Take a look at the earnings websites for [Comcast](#), [News Corp.](#) (WSJ, Dow Jones), [Fox Corp.](#) and [The New York Times](#).

> DIVE DEEPER

To learn how a publicly-traded company makes money, type “Company Name earnings” into your favorite search engine. This will take you to their investor relations site. You can also look up the company’s financial performance by typing in their ticker symbol at sites such as [Yahoo Finance](#).

[Seeking Alpha](#) is a free site that provides transcripts of quarterly earnings calls for many publicly-traded companies.

who owns the media company

> PRIVATE

There are various types of privately-held companies, which may or may not be required to disclose how they make and spend money, or to tell you their funding sources.

Privately-owned companies, either owned by a private equity or investment firm, or by an individual or family, may choose whether to disclose financial data since they aren't required to do so by the SEC.

> IMPLICATIONS FOR NEWS

Not having to report earnings results may give companies greater flexibility to run their business without additional pressure from external shareholders. That makes understanding whether the company has a viable, self-supporting business model tricky. In addition, they don't need to disclose how much they pay their executives or staff.

The SEC does require privately-owned businesses to file some reports if they meet certain thresholds:

- If they have more than \$10 million in assets and more than 500 shareholders.
- If they have made a public debt offering.

who owns the media company

> PUBLIC, STATE OWNED

Media outlets may be owned and operated by the federal government or by public institutions, like universities. They can be funded by taxes, license fees or public contributions. While public ownership is meant to serve the public interest, state-owned outlets may promote the official viewpoints of the government.

> POLITICAL PROBLEMS

In the U.S., taxpayers had been funding Voice of America and the Corporation for Public Broadcasting (which oversees PBS). But the Trump Administration led a successful effort in 2025 [to defund the CPB](#) and has severely cut back [VOA's operations](#) (the VOA's cuts are being reviewed by a court.)

> DIVE DEEPER

Public, state-owned entities typically disclose financial information since they are taking taxpayer funding or soliciting donations and contributions. The budgets for the [CPB](#) and [VOA](#) are available.

who owns the media company



> NON-PROFIT

Non-profit news media rely on donations, grants, subscriptions and philanthropic support. Some specialize in mission-driven reporting on a specific topic. The 19th* focuses on gender, politics and policy.

Examples: The Associated Press, ProPublica, The Texas Tribune and NPR. Examples of politically- or ideologically-based, non-profit outlets include The Daily Caller News Foundation, the Media Research Center, Turning Point USA, Mother Jones (The Center for Investigative Reporting).

> DIVE DEEPER

Since non-profits are tax-exempt, they are required by the IRS to report their financial information through an annual Form 990 and must make this information public. That includes revenue, expenses, and executive salaries.

Examples: Center for Investigative Reporting's [Mother Jones](#), [ProPublica](#), [The Daily Caller](#).

WORTH A READ

According to the [2025 Institute of Nonprofit News Index](#), there has been a surge in revenue for nonprofit news, mainly focused on local news. (Neiman Lab [reported on this in 2025](#).)

who owns the media company

> EMPLOYEE OWNED

A media company may be owned and controlled by its employees or a local community, and funded through donations, subscriptions and grants. This may include newspapers, magazines, TV stations and radio stations, as well as community websites/blogs.

> DIVE DEEPER

You should be able to find financial information about employee-owned media because transparency in how they operate and is one of the ways they engender trust with their audience.

snapshot: today's notable news media owners

MAJOR MEDIA CONGLOMERATES

- > [The Walt Disney Company](#): ABC, ESPN, NatGeo.
- > [Comcast](#): NBCUniversal, including NBC, CNBC, MSNBC, Telemundo.
- > [Warner Bros. Discovery](#): CNN, HBO, Bleacher Report.
- > [Paramount Global](#): CBS, Showtime, Comedy Central, BET and other media properties.

FAMILY LEADERSHIP OR VOTING POWER:

- > [Paramount Skydance](#): Ellison family, whose money comes from tech (Larry Ellison, Oracle CEO).
- > [News Corp](#): The Murdoch family owns media outlets in the U.S., U.K., and Australia, including The Wall Street Journal, The New York Post, Hulu, The Daily Telegraph.
- > [Fox Corp.](#), owned by the Murdoch Family, owns Fox News and Tubi.
- > [The New York Times Co](#): has been run by the Ochs-Sulzberger family since 1896.
- > [Sinclair Broadcast Group](#): a collection of local TV station and other properties including The Baltimore Sun, is owned by the Smith Family.

PRIVATE EQUITY/INVESTMENT FIRMS

These firms buy newspaper chains and other media companies, sometimes consolidating them under a new umbrella (and sometimes selling off their real estate assets, including old newspaper buildings.)

- > [Alden Global Capital](#): Publications include The Chicago Tribune, The Denver Post, The Boston Herald, The San Diego Union-Tribune, and The San Jose Mercury News.
(Alden is the [second-largest newspaper owner in the U.S.](#))
- > [New Media Investment Group](#) (indirectly owned by Softbank): Gannett, which oversees USA Today and local newspapers, including The Detroit Free Press.
- > [Chatham Asset Management](#): McClatchy newspapers.
- > [Apollo Global Management](#) acquired Yahoo and AOL from Verizon in 2021.

BILLIONAIRE BUYOUTS

- > [Washington Post](#): Amazon founder Jeff Bezos
- > [Time Inc.](#): Salesforce founder Marc Benioff
- > [LA Times](#): Entrepreneur Dr. Patrick Soon-Shiong.
- > [Boston Globe](#): Sports magnate John Henry
- > [The Atlantic](#): Laurene Powell Jobs (Steve Jobs)
- > [X \(formerly Twitter\)](#): Tesla CEO Elon Musk

TECH COMPANIES

These firms do not typically produce news content, but they have become key distributors because of their massive scale and influence over internet traffic and user behavior.

- > [Google \(Alphabet\)](#): YouTube, the world's largest video platform. It is also the most valuable media brand due to its dominance in search and ads.
- > [Amazon](#): Book and news distributor.
- > [Apple](#): Apple News (a news aggregator) & programming for its Apple TV+ streaming service.
- > [Meta](#): Facebook and Instagram, which have enormous influence over how media is distributed and consumed.
- > [TikTok](#): The top social media platform for Gen Z.
- > [Reddit](#): "The Front Page of the Internet," a popular, crowd-sourced social media platform and content recommendation service. In 2011, Reddit became an independent subsidiary of Condé Nast's parent company, Advance Publications.
- > [X](#): The social network began life as Twitter, before its 2022 buyout. It has since expanded into AI.

the problem when media ownership gets so concentrated

We went back to Google Gemini and asked,

“What are the implications of so much media being owned by a few companies?”

Even the AI engine of the world’s most powerful media brand recognized that media consolidation is **not** a good thing.

“The concentration of media ownership in the hands of a few companies has several significant implications that affect the quality of journalism, political discourse, and the diversity of information available to the public.”

“This trend has been driven by deregulation, cost-cutting measures, and the struggle of legacy media to adapt to the digital age.”

snapshot: the problem with media consolidation

EFFECT ON NEWS QUALITY, CONTENT

> Homogenized content

When a few corporations own many outlets, news content can become standardized across different platforms. To cut costs, conglomerates often use centrally produced stories, which are "recycled" across their various properties, paying less attention to local and diverse voices.

> Decline in local news

Local outlets, especially newspapers, are often bought out and gutted. In their place, communities are left with generic, nationalized content that can erode community engagement and the ability to hold local leaders accountable.

> Prioritization of profit over public interest

Large media outlets are driven to maximize profits for shareholders. This can lead to a focus on sensationalism & entertainment (click bait), as it often attracts a larger audience and more advertising revenue. Serious, in-depth journalism is costly and not advertiser-friendly.

> Self-censorship and bias

Journalists may feel pressure to avoid stories that may negatively impact their parent company's other business interests or displease the owners. A media company owned by a firm with energy investments, for example, might downplay reporting on climate change issues.

EFFECT ON POLITICAL/DEMOCRATIC PROCESSES

> Increased political influence

Wealthy owners can use their conglomerates to promote a specific political agenda or bolster their favored candidates. This can be more cost-effective than relying on political donations to achieve policy goals.

> Greater political polarization

As local news focuses less on community issues & more on divisive national politics, voters may become more polarized and less engaged with opposing viewpoints.

> Risk to journalistic independence

The concentration of media power challenges the traditional watchdog role of the press. When ownership is concentrated, the line between corporate interests and editorial functions can blur, compromising the integrity of news reporting.

> Undermining the "marketplace of ideas"

The theory of a marketplace of ideas relies on diverse viewpoints to foster public discourse. When a few companies control the information flow, they can effectively limit access to different perspectives, stifling debate and opportunities for people to learn.

OTHER EFFECTS

> Cultural standardization

Before mass media, culture was more localized and diverse. But conglomerates are biased toward widely appealing, standardized content.

> Fewer opportunities for journalists

As smaller, independent outlets close, journalists have fewer employers to work for. This affects the number of reporting jobs, particularly in underserved local markets, and shifts the balance of journalistic work toward national and financial publications.

> Competition issues in adjacent markets

For big tech firms like Alphabet and Meta, their platforms give them immense power over how news is distributed and which outlets are prioritized. This market power can create an uneven playing field and disadvantage smaller, independent media orgs.

> Loss of trust/interest in "news"

Poorly informed audiences could be less curious about new information.

why ownership and business models matter



Most journalists don't work to become rich, though there are always exceptions.

Many consider the work of journalism a vocation – that is, they find the work compelling, purposeful and worthwhile, even for pay that may not adequately compensate you for the long hours, stress and sometimes hazardous working conditions.

So knowing who you're working for, what their coverage point of view or bias may be, how they make money, whether their business model is working (or not), and how editorial decisions are made can help inform your decision about whether you want to commit time, energy and your future to that enterprise.

understanding ownership

As an employee

- Who owns the company? What is their business model for making money?
- Is there a viable business plan that ensures job security?
- Career progression: Will they train and/or invest in me by helping me promote my work (you as a brand?)
- Prepare for budget changes. Do you have enough savings and resources to weather a six-to-one-year long job search?

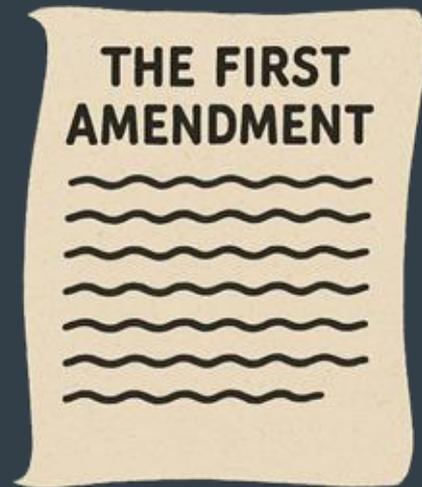
As a reporter

- Pitch stories to editors in ways that the editors can and will support
- Plan ahead (2-for-1 trips)
- Know when to stay or leave your job
- What does the brand stand for and will my work for them help me as I advance through my career?

4/

church & state

news and ads: separating fact from fiction



The US Constitution's First Amendment prohibits state-sponsored religion while also protecting people's right to practice their faith.

Founding father Thomas Jefferson once described the idea broadly as a "wall of separation" to protect religious institutions from government control, and government from religious control.

In journalism, that "wall of separation" is thought to have editorial news gathering on one side, and advertising (the money engine) on the other.

But modern ownership and business models have made that wall impossible.

church and state: in practice...

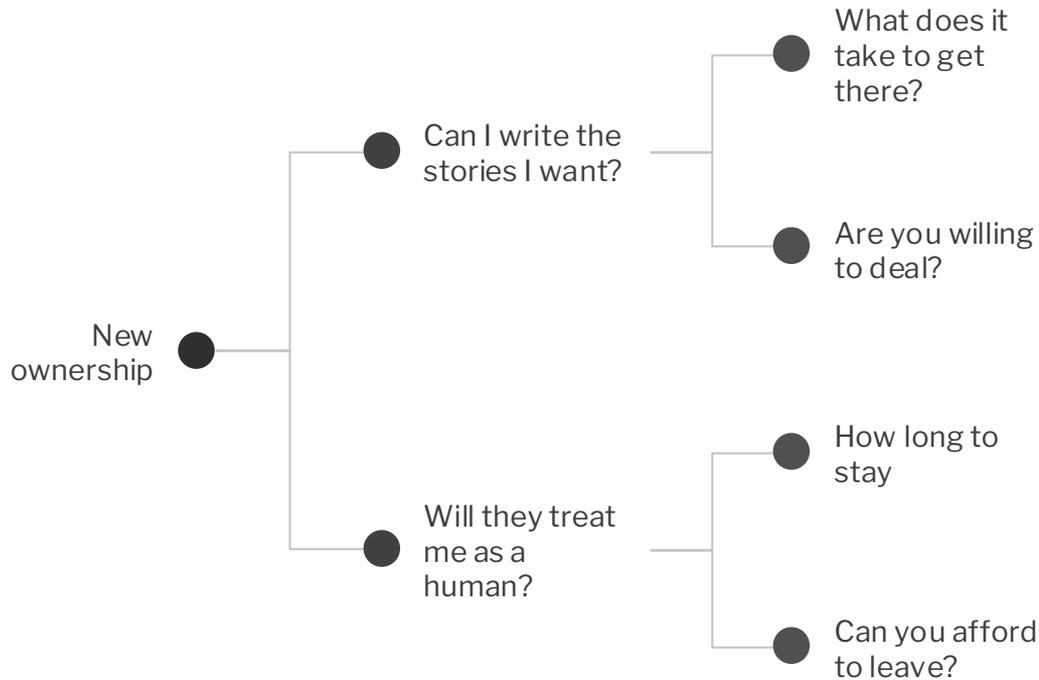
In truth:

- Leadership is constantly weighing news priorities, with or without business pressure.
- Staff are aware of advertising and commercial relationships when they see the final product, whether through ads on the site, or names on the masthead.

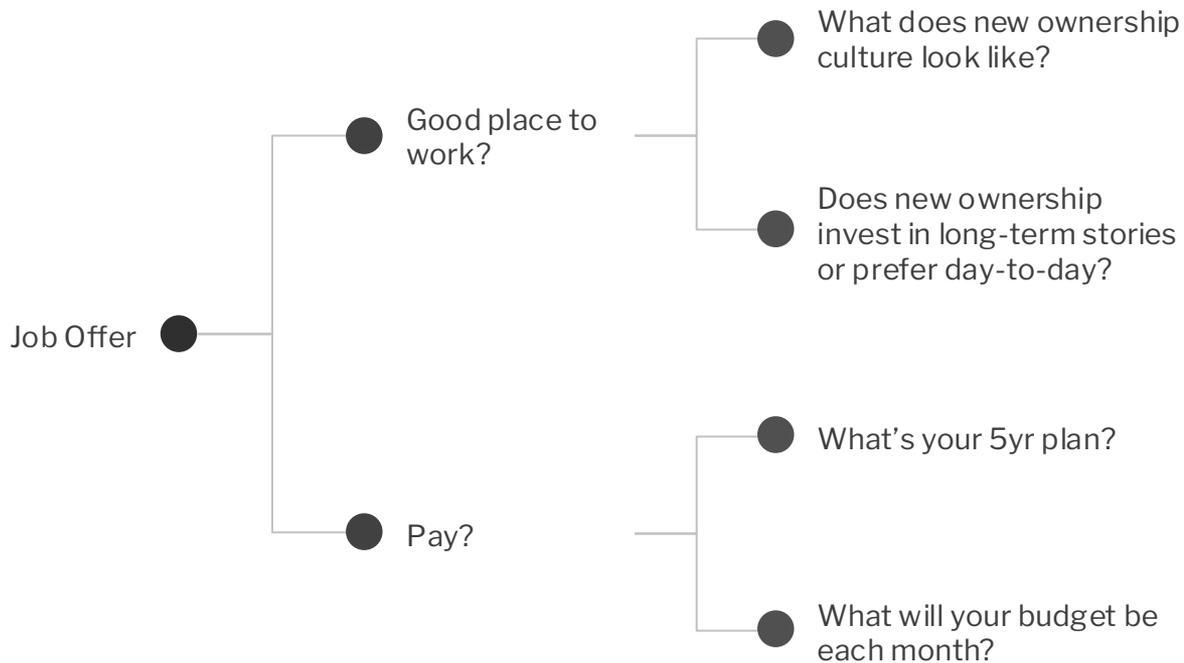
In practice:

- What matters is whether stories are ultimately fair and accurate.
- All sources of information should be attributed.

what to consider when your publisher is sold



what to consider when you receive a job offer



5/

when layoffs happen, how
to survive

be prepared



Layoffs are an increasingly normal part of life in journalism.

So, prepare:

> SAVINGS

Financial experts recommend saving 6 months of living expenses for an “emergency” fund, [according to debt.org](https://www.debt.org).

About one-third of Americans have those savings, [according to CNBC](https://www.cnbc.com).

Tip: Don’t count on unemployment insurance. It rarely replaces income, and your severance may cancel it out.

> KEEP A LOOK OUT

- Join local and online journalist groups.
- If a prospective employer reaches out, always take them seriously.
- Never burn bridges.

how to survive

If you're keeping your job:

- Polish your resume. Include skills & one-of-a-kind reporting, plus any awards.
- Get a sense of the job landscape and your prospects.
- Increase your networking. LinkedIn is a good place to showcase your online resume.
- Consider career change prospects

If you're laid off:

- Take a breath.
- If you receive severance, you do not need to sign your separation agreement in the meeting, the [Writers Guild East recommends](#).
- Back up important data immediately.
- Apply for unemployment benefits.
- Lean on your networks for short-term work and long-term prospects.
- Always have a friend on the inside recommend you through internal hiring programs.
- Build a routine and stick to it.
- Consider what new skills might benefit you and make the time to acquire them.

6/

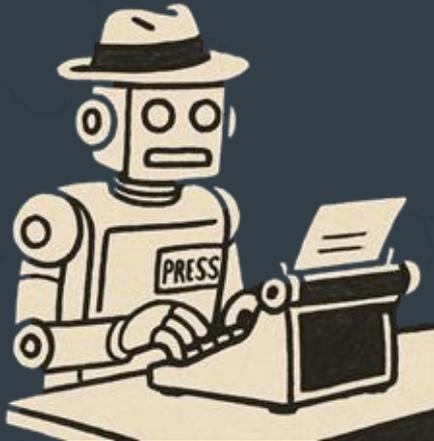
how AI is changing
everything

“It’s an exciting moment for journalism and technology, maybe a little too exciting, which makes it difficult to plan for the next year let alone what may transpire in the next 10 years.

One thing is clear from this research: more research is needed on AI and newsrooms, especially on workflow efficiency claims.”

– *Aimee Rinehart, co-author of the Associated Press April 2024 study on Generative AI in the newsroom, and senior product manager of AI strategy at the AP*

AI before ChatGPT



While it seems new, AI has been around for years. In 2019, [The New York Times profiled several projects](#):

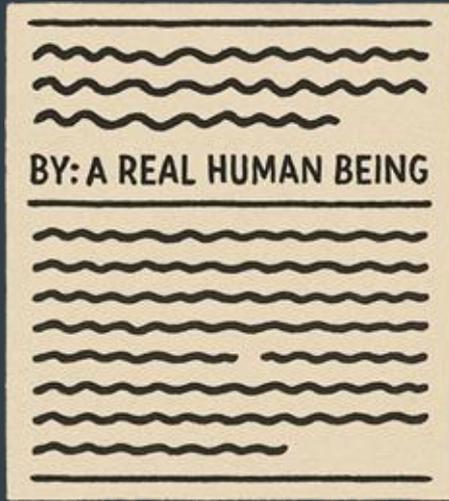
- The Associated Press [struck a deal in 2014 with tech company Automated Insights](#) to generate up to 3,700 stories on earnings reports.
- The Washington Post used an [in-house robot reporter called Heliograf](#) to write stories about sports and voting results. (It even [won an award for its work](#), though many of Heliograf's stories have since been removed from the WaPo website.)
- Bloomberg created an AI system, [called Cyborg](#), that by 2019 was churning out “roughly a third” of the content published by its news division. The NYT at the time called Cyborg “untiring and accurate.”

AI after ChatGPT

What is new is the pressure from executives to weave generative AI (genAI) tools into the newsroom, and the rapid pace of adoption from the public. ChatGPT says [more than 800 million people are using its app each week](#), and AI is already being used by a majority of teachers and students, [according to EducationWeek](#).

- In September 2025, Business Insider told employees [they can use AI to help write drafts of stories](#). A month later, BI debuted a new “[author](#)” page for AI-written stories.
- The New York Times is creating an AI [to help analyze data and summarize stories](#).
- Bloomberg, The Wall Street Journal and others are using AI to create story summaries on their websites. The summaries are not always accurate. Bloomberg had [issued “dozens” of corrections](#) within months of its January 2025 launch.
- The Washington Post launched an AI-driven “[Ask the Post](#)” tool using its content library.

genAI and the business of journalism



AI's impact on journalism is in more ways than st
production.

- Internet traffic is rapidly shifting. One survey reported by The Guardian found that Google's AI Summaries have had a [“devastating impact”](#) on traffic, leading to an 80% drop in click-throughs.
- Pew Research found that most Americans think it's important to be able to tell the difference between AI- and human-generated content, [“but few feel confident they can.”](#)

But there's some good news...

- [The Reuters Institute](#), in its [2025 review of the state of media](#), found, “As the largest tech platforms integrate AI summaries and other news-related features, publishers worry that these could further reduce traffic flows to websites and apps. But we also show that in a world increasingly populated by synthetic content and misinformation, all generations still prize trusted brands with a track record for accuracy, even if they don't use them as often as they once did.”

genAI and the business of journalism

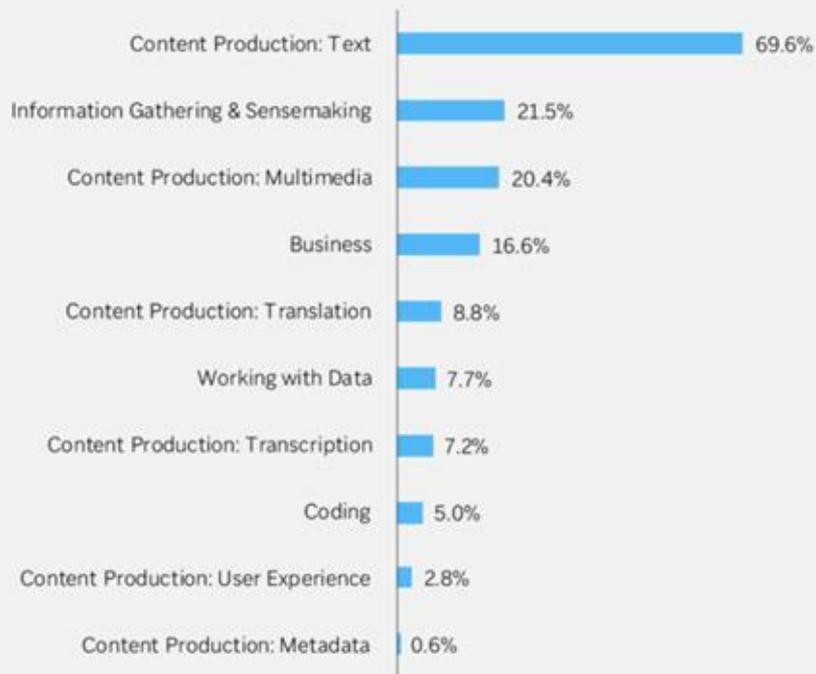


A few questions...

- Can an AI help write or edit a story or a social media post?
- Can an AI help with research? Should I use AI for fact checking?
- What kinds of AI tools (text, image, video?) should I know?
- What are the copyright concerns with AI?
- How does AI affect the job prospects of young journalists?
- How does AI security affect sourcing?

how genAI is being used in newsrooms today

Current Usage Tasks



Source: [Generative AI in Journalism: The Evolution of Newswork and Ethics in a Generative Information Ecosystem](#)
| April 2024

example: creating stories with genAI

the pitch for AI

Advocates for genAI in the newsroom say that it means routine or low-value stories can be written quickly, leaving reporters more time to spend on complex, interesting stories

questions that follow

How do you know the AI tool you're using isn't biased or that it contains fact-based information?

What is the [hallucination](#) rate?

How long does it take to edit a story that was mostly written by AI?

Who is responsible for fact-checking? What needs to be fact checked?

How does the use of AI affect our reputation?

What is our AI policy? What disclosures do we use to let readers know something was created with the help of AI (or written by AI?)

How do we test AI tools?

how genAI is being used in newsrooms today

- To help craft social media posts, newsletters and headlines.
- To create a story draft as a starting point for the stories in progress.
- To help with language translations and for transcribing interviews (ie: Otter.ai)
- To write story summaries (bullet point lists) for the top of stories
- To help create videos and social media graphics.
- To brainstorm ideas for follow up stories around an area of coverage, or offer ideas for adjacent coverage
- To choose stories for promotion (which stories should be featured on the website, app, in newsletters or in text messages to readers)

thank you.