



Texas Center *for*
Community
Journalism

Department of Communication Studies

Austin Lewter

Tarleton State University

- Director, TCCJ
- Faculty adviser, Texan News Service
- Instructor of journalism and broadcast
- Owner & Publisher, Whitesboro News-Record
- BA- Southeastern Oklahoma State
- MA- Stephen F. Austin State
- More than 20 years experience in community newspapers all-across Texas.







TV

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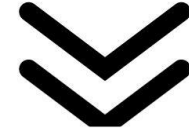


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Email List...

SCAN ME





AI: Create Your Policy, Know What You're Dealing With

Texas Center for Community Journalism

A long, straight asphalt road stretches into the distance under a bright sky. The road is flanked by dry, yellowish-brown fields and utility poles. In the foreground, the word "START" is painted in large, bold, white letters on the asphalt. The text "Getting started..." is overlaid in white on the road.

Getting started...

AI seems
scary





Growing adoption of AI in newsrooms

Motivations for incorporating AI tools into journalism:

- Market pressures
- Competitive dynamics with a focus on innovation
- Pervasive sense of uncertainty, hype and hope surrounding AI

Simon, F. M. (2024). Artificial Intelligence in the News: How AI Retools, Rationalizes, and Reshapes Journalism and the Public Arena. Columbia Journalism Review.

AI vs. Generative AI

- Google Maps & GPS
- Facial Recognition Phone Lock
- Spell Check & Auto Correct
- Siri, Alexa, Digital Assistants
- Social Media
- E-Payments & Online Bill Pay
- PowerPoint Designer
- CitationMachine.com
- THE LIST GOES ON

- ChatGBT
- DALL-E2
- GPT-4
- AlphaCode
- GitHub Copilot
- Bard
- Cohere Generate
- Synthesia
- THE LIST IS GROWING EVERYDAY

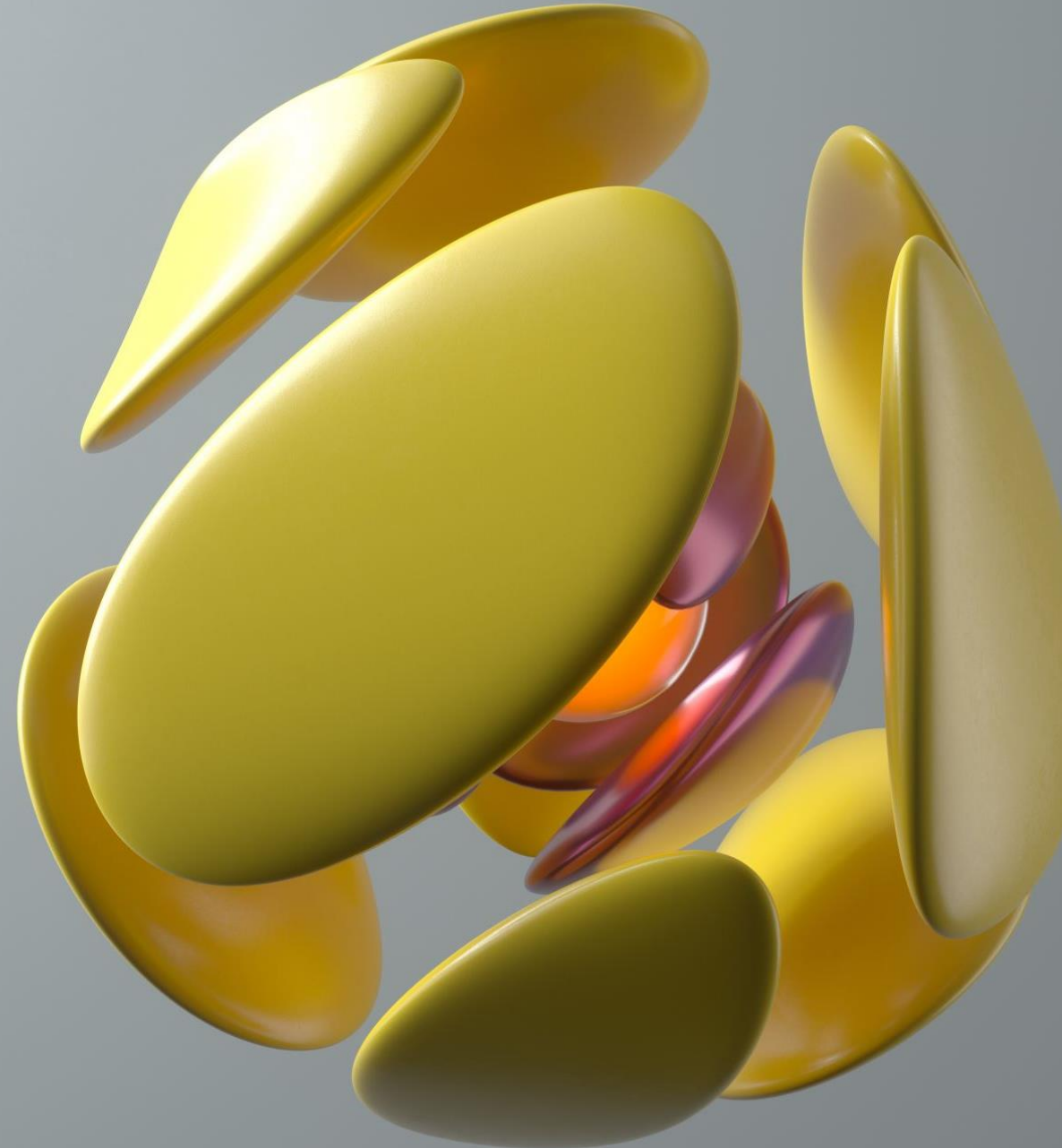
We are using AI in journalism everyday

- Spell Check
- OtterAI
- Social Media
- Digital Publishing
- THE LIST GOES ON

It's generative AI that is the new frontier

What is Generative AI?

- Concerned with developing models and algorithms that **may generate fresh and unique content.**
- Generative AI algorithms apply probable approaches to produce new content that mirror the original data, typically with the capacity to demonstrate creative and inventive behavior beyond what was explicitly designed.



AI's Potential

Potential uses of AI tools for journalism:

- Lead generation
- Investigation and data analysis
- Content creation
- Audience engagement
- Distribution

AI Adoption for Newsrooms: A 10-Step Guide—Partnership on AI. (2024).



Potential harms



- Abuse and misuse of tools
- Copyright and intellectual property concerns
- “Hallucination” or inaccurate outputs
- Human rights and environmental concerns
- Plagiarism
- Privacy and data security concerns
- Reinforcing biases or stereotypes
- Technological dependency



Why newsrooms are developing AI policies

“This new era requires that newsrooms develop new, clear standards for how journalists will - and won’t - use AI for reporting, writing and disseminating the news. **Newsrooms need to act quickly but deliberately to create these standards and to make them easily accessible to their audiences.** These moves are important for maintaining trust with news consumers and ensuring accountability of the press.”

-Christina Veiga, News Literacy Project

Veiga, C. (2023, April 28). To build trust in the age of AI, journalists need new standards and disclosures. Poynter. <https://www.poynter.org/commentary/2023/journalism-artificial-intelligence-ethical-uses/>

Common themes of newsroom AI policies

- Strategic intention of use
- Cautious experimentation
- Human oversight
- Transparency
- Privacy and confidentiality
- Adaptability/dynamism of guidelines



Consensus on prohibited applications

- Generating text
- Fact checking
- Feeding sensitive, proprietary, or unpublished information to AI tools
- Generating photorealistic images
- Recreating the voice or likeness of any journalists or personalities
- Facial recognition or voice matching
- Generating voices for confidential sources

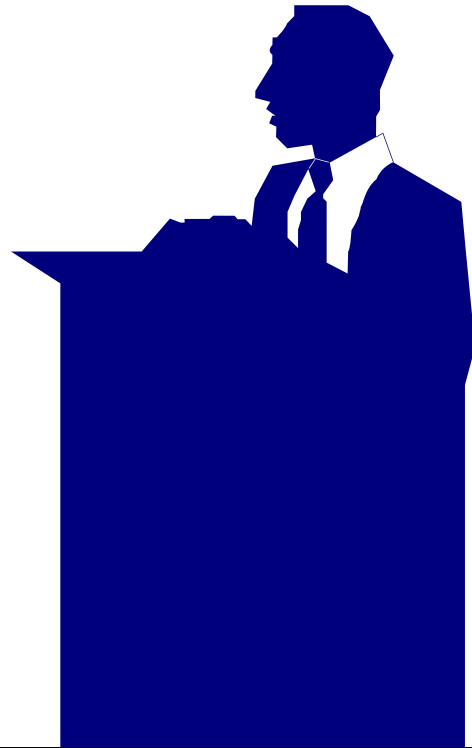




Consensus on permitted applications

- Sparking story ideas
- Research or data analysis
- Suggesting headlines or generating text for short social media posts
- Publishing AI generated images or video when it is used by commissioned artists as a creative tool

Areas of debate



This Photo by Unknown Author is licensed under [CC BY-SA](#)

- Text editing
- Augmenting multimedia content
- Using AI-generated images instead of stock photography

Blind spots - what's missing?

- Accountability
- Audience feedback
- Training
- External collaborations
- Legal compliance
- Personalization
- Technological dependency
- Environmental and social harms



Tips for getting started

- Leverage your position as a community journalist
- Review your publication's existing ethical guidelines and codes
- Consider your newsroom makeup and workflow, and your needs
- Don't think about the policy as a restriction, but as a guide
- Communicate with your audience





Next steps...

Talking it out

- Initial conversations/motivators
- How is this the same/different from other 'difficult' newsroom conversations?
- Don't overthink Google...



Putting it together...



Newsroom AI Policy Internal Policy

The Texan News Service generative AI newsroom policy is subject to change as the technology itself evolves. The executive team will re-evaluate latest developments in the technology at the beginning and end of each semester.

- **Human Oversight**
 - Neither editors nor reporters are not permitted to use generative AI technology, such as ChatGPT, in the story process, which includes reporting, writing and editing.
- **Prohibited Uses**
 - Generative AI is explicitly prohibited from all the following uses in the journalistic process:
 - § Unchecked research on sources, events, ideas
 - § Sourcing
 - § Generating any "new" content, editorially or artistically
 - § Entering any information of any kind that has not been made public or is not yet publicly available
 - § Story or source fabrication
 - § Stand-alone interview question generation
 - § Photo or art editing/alteration
- **Allowed Uses**
 - AI may be allowable in these circumstances with the explicit provision and permission of an editor:
 - § SEO optimization
 - § Entry of already published headlines for future reference for creativity or brevity
 - § Grammarly and Spell Check
 - § Voice transcription software for preliminary transcription of recorded conversations with consent of source; needs to have human oversight and is subject to change based on sensitive interviews
- **Accountability and Responsibility**
 - Readers are able to able to contact editors with any concerns
 - The Texan News Service will produce one survey per semester to gauge interests and concerns of its readership
- **Privacy**
 - Entering confidential information or personal data of any kind of sources, reporters, editors, or stakeholders is strictly prohibited
- **Bias**
 - The Texan News Services acknowledges the prejudices and biases embedded in generative artificial intelligence technologies and processes, and is wary of using AI in our writing processes for these reasons
- **Plagiarism**
 - Per our current plagiarism policy in the employee handbook; Below is part of the statement on plagiarism used by the Texan News Service:

External Statement on Artificial Intelligence

The Texan News Service is constantly monitoring the use of artificial intelligence in journalism. At present, articles will expressly state if generative AI has been used for any reason in a story, though AI is presently expressly prohibited in story and art creation per our AI policy. Any questions or concerns can be addressed to alewter@tarleton.edu

External Statement on AI

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Resources for getting started

[AI Adoption for Newsrooms: A 10-Step Guide](#) (Partnership on AI)

[To build trust in the age of AI, journalists need new standards and disclosures](#) (Poynter)

[Towards Guidelines for Guidelines on the Use of Generative AI in Newsrooms](#) (Generative AI in the Newsroom)

[Standards around generative AI](#) (AP)

[AI guidance, terms added to AP Stylebook](#) (AP)

They won't replace us yet

HIGH-SCHOOL

Worthington Christian earns narrow win over Westerville North in Ohio high school boys soccer action

LedeAI

Published 10:51 p.m. ET Aug. 19, 2023

The Worthington Christian [[WINNING_TEAM_MASCOT]] defeated the Westerville North [[LOSING_TEAM_MASCOT]] 2-1 in an Ohio boys soccer game on Saturday.

Worthington Christian edged Westerville North 2-1 in a close encounter of the athletic kind for an Ohio boys soccer victory on Aug. 19.

Worthington Christian drew first blood by forging a 2-1 margin over Westerville North after the first half.

The scoreboard was in hibernation in the final half, with neither team scoring.



Product Reviews Team Member

Drew Ortiz

ortiz.drewsireviews@gmail.com

Drew likes to say that he grew up in the wild, which is partially true. He grew up in a farmhouse, surrounded by woods, fields, and a creek. Drew has spent much of his life outdoors, and is excited to guide you through his never-ending list of the best products to keep you from falling to the perils of nature. Nowadays, there is rarely a weekend goes by where Drew isn't out camping, hiking, or just back on his parents' farm.

Product reviewer for all things Outdoors, Camping, Backyard Games, Hunting, and Fishing.

Drew Ortiz



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