

# MASTERCLASS – AI IN NEWSROOM

This masterclass looks in detail at the pros and cons of AI in newsrooms – and the safeguards. It will help you develop a framework for the introduction of AI in your newsroom and provide you with trusted and reliable information networks, so you can stay informed about the future development of AI.

- 0900 Introduction
- 0915 An overview of the work underway to develop technologies that identify whether content is genuine or manipulated, with Bruce MacCormack.
- 0945 The potential to be a force for good – a practical example of how AI can enhance reporting, with Ishan Kukreti.
- 1015 Coffee break
- 1045 Introducing AI to your newsroom, with Andy Prah.
- 1115 Who to read, who to follow. Building your AI network.
- 1145 What's coming next – the future of AI, with Nic Newman
- 1200 Lunch



Bruce MacCormack is focussed on the impact of Artificial Intelligence on news operations, with a particular emphasis on mitigating the threat of misinformation. He is a member of the Partnership on AI steering committee on AI and Media Integrity. He is also a founder and co-lead of Project Origin; the BBC, New York Times, CBC/Radio-Canada and Microsoft media provenance initiative. Bruce is a member of the steering committee of the Coalition for Content Provenance and Authenticity (C2PA). While at CBC/Radio-Canada, he was the Head of Business Strategy for Technology and the Executive Architect of the Enterprise Media Asset Management system. He has served as the President of digital media for the largest Canadian newspaper chain and as the President and COO of Manitoba Telecom Services' Advanced Media division. He has an MBA (York University - Toronto) and a degree in Electrical Engineering (McGill – Montreal).



Ishan Kukreti is an award-winning environmental journalist based in India. He has written extensively on environmental and developmental issues ranging from forest governance to energy, using the framework of political ecology and climate justice. His reporting adds a human lens to the broader debates around environmental policies and problems. His stories have been used as evidence in court cases and been used to raise questions in the Indian Parliament. He also takes environment reportage and communication training sessions for journalists and researchers.



Andrew Prah (PhD University of Wisconsin-Madison) is an Assistant Professor at the Wee Kim Wee School of Communication & Information at Nanyang Technological University. Andrew's research investigates the effects of disruptive technologies on mass communication, interpersonal communication, and society. Some of his recent work looks at the issues of humans being replaced by automation in the workplace, what AI means for the practice of public relations, and how generative AI technologies are redefining human creativity. He also investigates how workers both collectively and individually redefine their roles and professional identities when AI is assigned greater responsibilities in their workflows.

## Video message: Nic Newman

Senior Research Associate at the Reuters Institute for the Study of Journalism at Oxford University. Nic is a digital media and product consultant working on strategy, metrics, data and delivery and one of the key commentators on the use of AI in newsrooms. Nic played a key role in shaping the BBC's internet services over more than a decade.