



AI for Journalists and Content Creators

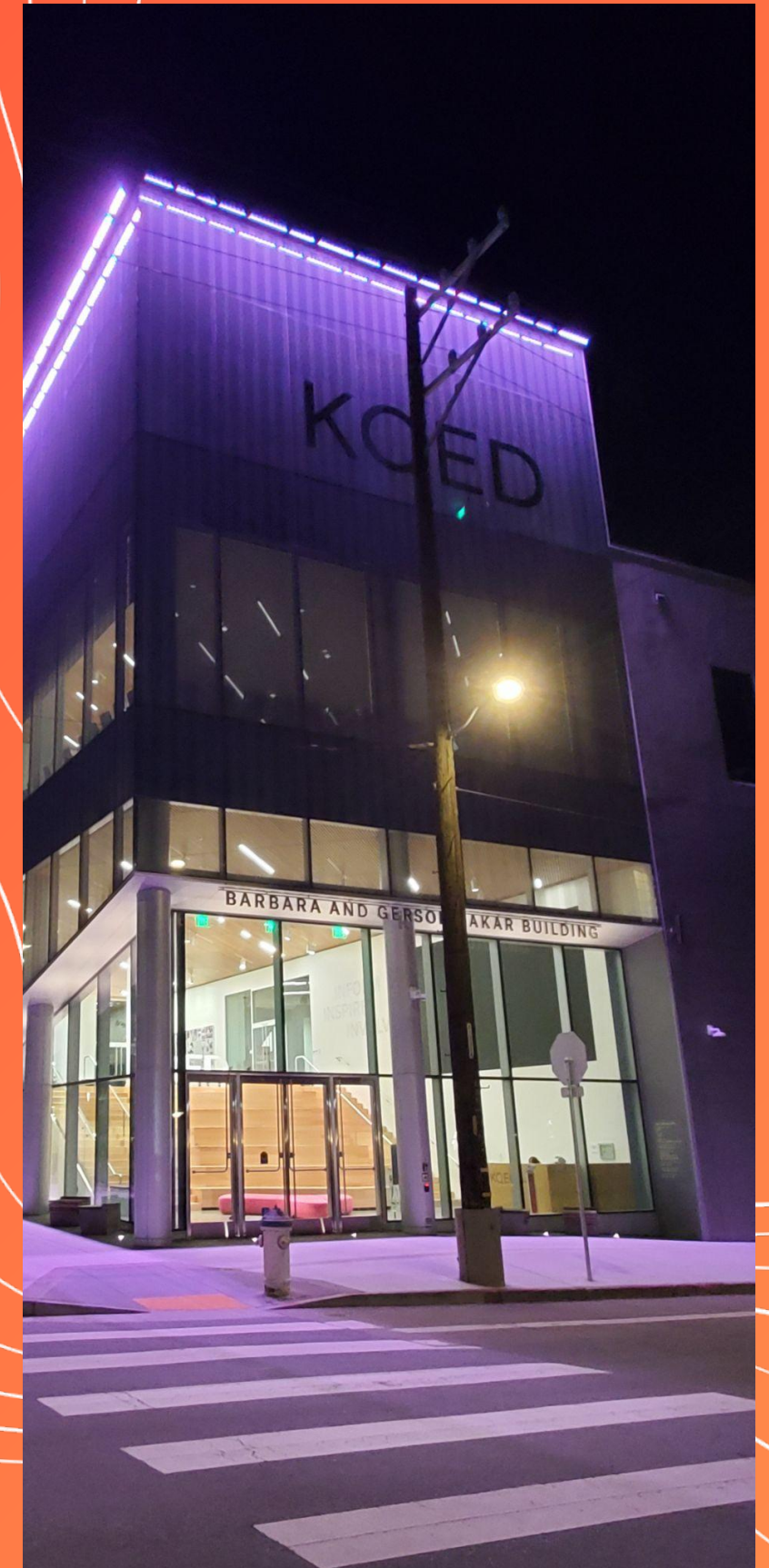
Ethan Toven Lindsey
and Ernesto Aguilar, KQED

Why KQED sees promise in AI

The rapid advancement of generative AI presents unprecedented opportunities and significant challenges for journalism.

Embracing our commitment to innovation and lifelong learning, we view AI as a powerful tool to augment—not replace—our journalistic capabilities.

Our aim is to harness AI ethically and transparently, enabling us to uncover deeper insights, reach broader audiences, and strengthen our role as a leading convener of civic dialogue in the Bay Area.



KQED applications

Headline generator

Experimental AI Agent to help suggest headlines. Paste an article into a Slackbot, which offers ideas to help journalists create the best headline.

The screenshot shows a Slackbot interface for KQED. The left sidebar contains navigation options like Home, DMs, Activity, Later, and More. The main chat area shows a message from the HEADLINER app. The app's interface includes a search bar, a list of generated headlines, and interactive buttons like '4 more headlines', 'Add more spice', 'Dry as a bone', 'Add keywords', and 'reset'. Below the headlines, there are 'Dry Examples >>>' and a prompt: 'What phrase or word should I try to add into the next set of headlines?'. The app also shows a user input: 'Silicon Valley, Afro-Latino, Festival' and a list of generated headlines for that input.

HEADLINER

Home Messages About

1. "Political Pandemonium: Capitol Chaos Sparks Global Concerns"
2. "Market Mayhem: Investors Jittery as Volatility Strikes Again"
3. "Tech Titans Tangle: Silicon Valley Showdown Shakes Industry Landscape"
4. "Cultural Quandary: Controversial Art Exhibit Sparks Debate and Dialogue"

4 more headlines Add more spice Dry as a bone Add keywords reset

Dry Examples >>>

1. New Study Shows Rise in Global Temperatures
2. Government Announces Plan to Improve Infrastructure Across Country
3. Health Officials Warn of Flu Outbreak in Several States
4. Tech Giant Launches Innovative Sustainability Initiative

4 more headlines Add more spice Dry as a bone Add keywords reset

What phrase or word should I try to add into the next set of headlines?

Tim Olson 9:40 AM
Silicon Valley, Afro-Latino, Festival

HEADLINER APP 9:40 AM

1. Silicon Valley Tech Giants Face Antitrust Scrutiny
2. Afro-Latino Culture Celebrated at Annual Festival in NYC
3. Silicon Valley Startups Lead Innovation in Artificial Intelligence
4. Afro-Latino Artists Shine at Music Festival in Miami Beach

4 more headlines Add more spice Dry as a bone Add keywords reset

B I

Message HEADLINER

+ Aa

Transcription

Forum producers can transcribe the show and identify speakers and highlights. Transcribing usually takes less than 30 seconds. AI can make mistakes, especially with people's names. Editors review each step before publishing an article, e.g. highlights from the show.

Choose a Forum URL (.mp3) from below

Paste Audio URL [Transcribe](#)

(most transcriptions take less than 30 seconds)

Latest Forum Podcasts →

Shefali Luthra on the 'Undue Burden' of Post-Roe Reproductive Care
<https://www.podtrac.com/pts/redirect.mp3/pdst.fm/e/chrt.fm/track/G6C7C3/traffic.megaphone.fm/KQINC3954379993.mp3?updated=1716406011>

All You Can Eat: Yes, the Bay Area Does Have a Late Night Dining Scene
<https://www.podtrac.com/pts/redirect.mp3/pdst.fm/e/chrt.fm/track/G6C7C3/traffic.megaphone.fm/KQINC1329993274.mp3?updated=1716404917>

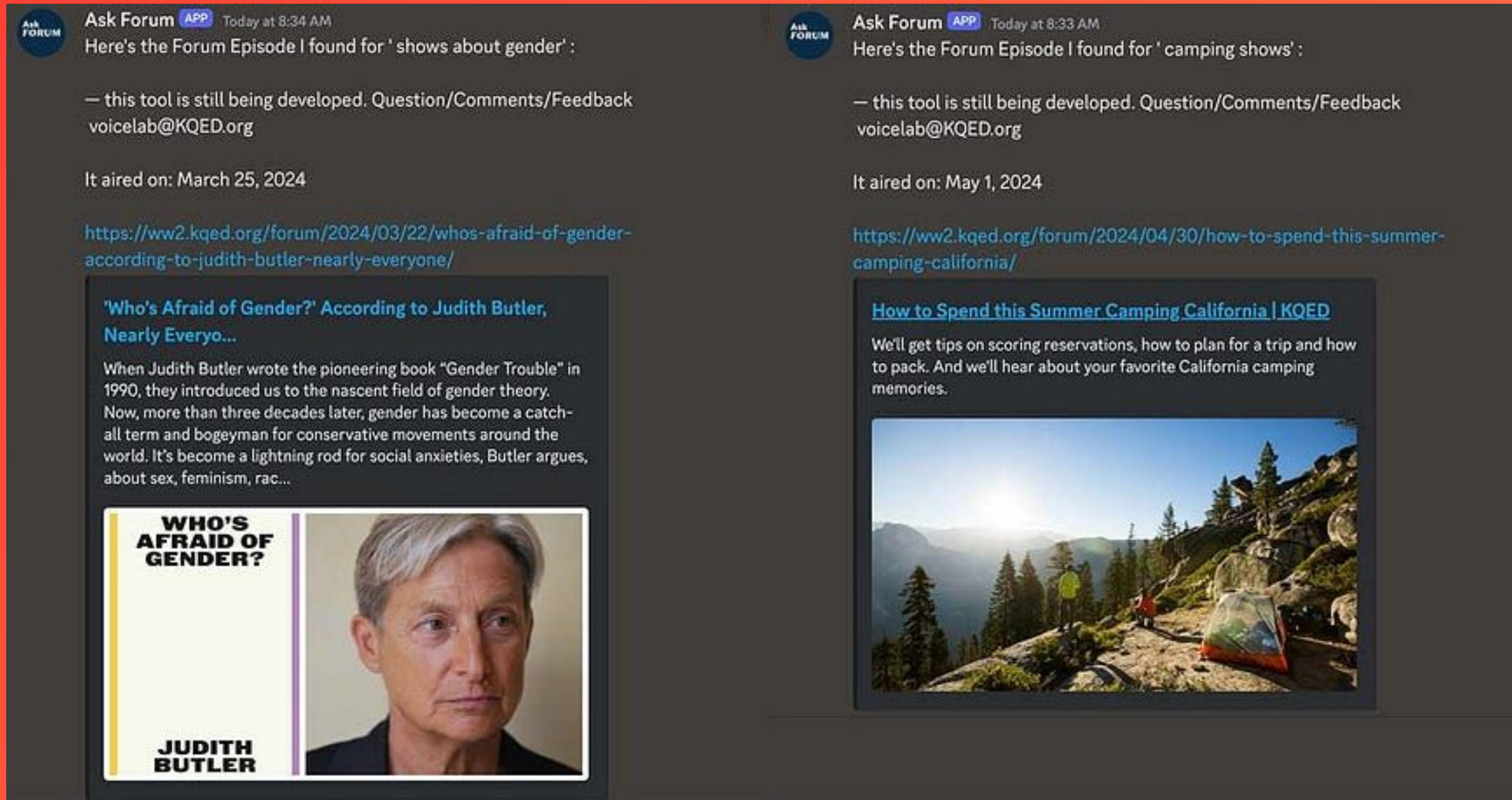
Nicholas Kristof On Finding Hope Through Journalism
<https://www.podtrac.com/pts/redirect.mp3/pdst.fm/e/chrt.fm/track/G6C7C3/traffic.megaphone.fm/KQINC3509921994.mp3?updated=1716316808>

As Home Insurers Exit the State, Officials Promise Faster Action
<https://www.podtrac.com/pts/redirect.mp3/pdst.fm/e/chrt.fm/track/G6C7C3/traffic.megaphone.fm/KQINC7188885215.mp3?updated=1716316556>





Search

Pilot in Discord: In addition to traditional search methods, Ask Forum supports natural language, allowing users to ask for content using their own words. For example: “What was today’s show?”, “When was Rachel Maddow on?” Are there any “shows about gender?”, and any “shows about camping?”. – By using the transcript as its primary source, Ask Forum provides responses that are specific to the interview content, ensuring that the responses provided are accurate and directly relevant to the content discussed in that particular interview.




Ask Forum APP Today at 8:34 AM
Here's the Forum Episode I found for ' shows about gender ' :
— this tool is still being developed. Question/Comments/Feedback
voicelab@KQED.org
It aired on: March 25, 2024
<https://ww2.kqed.org/forum/2024/03/22/whos-afraid-of-gender-according-to-judith-butler-nearly-everyone/>

'Who's Afraid of Gender?' According to Judith Butler, Nearly Everyo...
When Judith Butler wrote the pioneering book "Gender Trouble" in 1990, they introduced us to the nascent field of gender theory. Now, more than three decades later, gender has become a catch-all term and bogeyman for conservative movements around the world. It's become a lightning rod for social anxieties, Butler argues, about sex, feminism, rac...



Ask Forum APP Today at 8:33 AM
Here's the Forum Episode I found for ' camping shows ' :
— this tool is still being developed. Question/Comments/Feedback
voicelab@KQED.org
It aired on: May 1, 2024
<https://ww2.kqed.org/forum/2024/04/30/how-to-spend-this-summer-camping-california/>

How to Spend this Summer Camping California | KQED
We'll get tips on scoring reservations, how to plan for a trip and how to pack. And we'll hear about your favorite California camping memories.



Summary & metadata

Broadcast Bot: A tool that takes recordings of our local newscasts and surfaces an overview, headlines, topics, cities.



KQED Newscast

Playlist by KQED

KQED Newscast as heard on broadcast.

Follow the podcast:



Apple Podcasts



RSS feed

Data extraction investigative journalism

Extract data such as incident date, subject name, case numbers and officer names from over 15 TB of California law enforcement records.

INGLEWOOD POLICE DEPARTMENT PRELIMINARY SHOOTING REPORT						
DATE	DAY	TIME	SHOOTING OCCURRED	OIS CASE NUMBER#		
08-30-2020	Sunday	0358 Hours	<input type="checkbox"/> Daytime <input checked="" type="checkbox"/> Nighttime	FD2020-001		
LOCATION OF SHOOTING				OFFICER WAS		
Century Boulevard/Freeman Avenue				<input checked="" type="checkbox"/> On-Duty <input type="checkbox"/> Off Duty		
INITIATED BY						
Radio Call <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Suspect <input type="checkbox"/> Ambush <input type="checkbox"/> Other <input type="checkbox"/>						
CRIME OR ACT				DR NUMBER		
Male subject was armed, with what was later determined to be, a firearm facsimile and pointed in the direction of officers.				2020-54720		
OFFICER'S VEHICLE DESCRIPTION			ADDITIONAL VEHICLE INFORMATION			
Marked Unit <input checked="" type="checkbox"/> Plain Vehicle <input type="checkbox"/> Private Vehicle <input type="checkbox"/>			Ford Explorer #1459			
#	SHOOTING OFFICER(S) NAME	SERIAL NO.	RANK	ASSIGNMENT		
1.	Diaz, Arturo	1040	Officer	Patrol		
CLOTHING DESCRIPTION			ADDITIONAL CLOTHING INFORMATION			
<input checked="" type="checkbox"/> Uniform <input type="checkbox"/> Raid Jacket <input type="checkbox"/> Plainclothes						
WEAPON USED (OFFICER)	MAKE	MODEL	CALIBER / GAUGE	FINISH	BARREL	SERIAL NO.
Department Authorized <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Glock	17	9mm	Black	4.4 inches	BEZU012
AMMUNITION DESCRIPTION	ROUNDS FIRED	ADDITIONAL WEAPON INFORMATION				
9mm Luger +P+	6	Surefire X300 light was attached to the firearm				
FLASHLIGHT WORN	BATON WORN	BALLISTIC VEST WORN	VEST BRAND & MODEL			
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<input checked="" type="checkbox"/> Department <input type="checkbox"/> Personal			
PARTNER'S NAME	SERIAL NO.	RANK	ASSIGNMENT			
Rodgers, Jordan	1046	Officer	Patrol			
#	SHOOTING OFFICER(S) NAME	SERIAL NO.	RANK	ASSIGNMENT		
2.	N/A	N/A	N/A	N/A		
CLOTHING DESCRIPTION			ADDITIONAL CLOTHING INFORMATION			
<input type="checkbox"/> Uniform <input type="checkbox"/> Raid Jacket <input type="checkbox"/> Plainclothes			N/A			
WEAPON USED (OFFICER)	MAKE	MODEL	CALIBER / GAUGE	FINISH	BARREL	SERIAL NO.
Department <input type="checkbox"/> Yes <input type="checkbox"/> No	N/A	N/A	N/A	N/A	N/A	N/A



Community Law
Enforcement
Accountability
Network

Data enhancements archives

1PB of video/audio content. Four databases: Evolphin, Dalet, AVID & NewsImage. 75 years of Bay Area history.



Transcription of video and audio content

Automated metadata generation

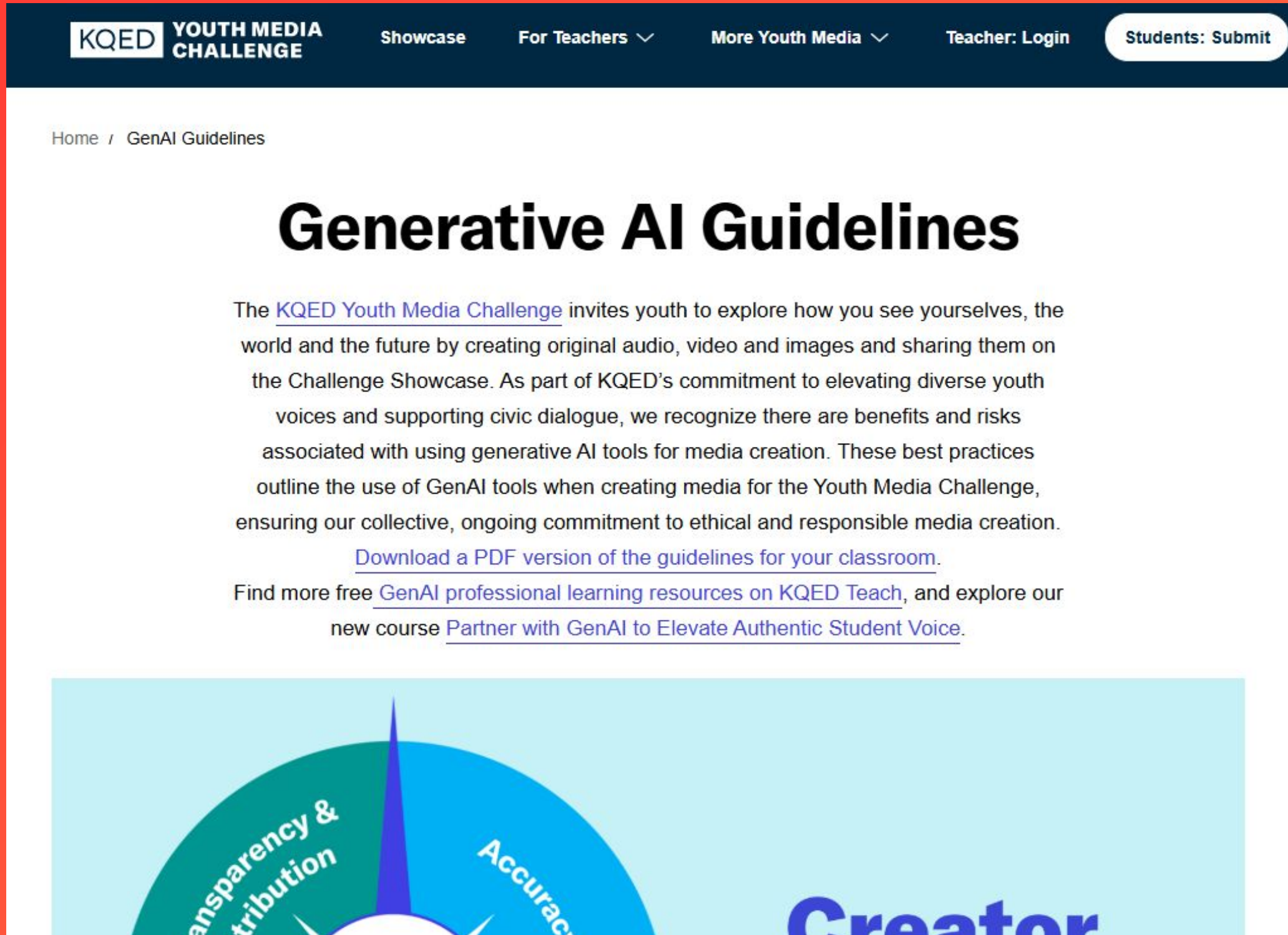
Tagging and categorization

Rights Management

Licencing for productions and AI model training opportunities

AI media literacy

Free professional development for teachers on use of Generative AI in the classroom



The screenshot shows the top navigation bar of the KQED Youth Media Challenge website. It includes the KQED logo, 'YOUTH MEDIA CHALLENGE', and links for 'Showcase', 'For Teachers', 'More Youth Media', 'Teacher: Login', and a 'Students: Submit' button. Below the navigation bar, the breadcrumb 'Home / GenAI Guidelines' is visible. The main heading is 'Generative AI Guidelines'. The text explains that the KQED Youth Media Challenge invites youth to explore their perspectives and share them, and that as part of KQED's commitment to elevating diverse youth voices and supporting civic dialogue, it recognizes the benefits and risks of using generative AI tools for media creation. It provides a link to download a PDF version of the guidelines for classroom use and mentions free GenAI professional learning resources on KQED Teach, including a new course 'Partner with GenAI to Elevate Authentic Student Voice'. At the bottom, a partial graphic shows a compass-like interface with labels for 'Transparency & Attribution' and 'Accuracy', and the word 'Creator' is partially visible.

KQED YOUTH MEDIA CHALLENGE

Showcase For Teachers More Youth Media Teacher: Login Students: Submit

Home / GenAI Guidelines

Generative AI Guidelines

The [KQED Youth Media Challenge](#) invites youth to explore how you see yourselves, the world and the future by creating original audio, video and images and sharing them on the Challenge Showcase. As part of KQED's commitment to elevating diverse youth voices and supporting civic dialogue, we recognize there are benefits and risks associated with using generative AI tools for media creation. These best practices outline the use of GenAI tools when creating media for the Youth Media Challenge, ensuring our collective, ongoing commitment to ethical and responsible media creation.

[Download a PDF version of the guidelines for your classroom.](#)

Find more free [GenAI professional learning resources on KQED Teach](#), and explore our new course [Partner with GenAI to Elevate Authentic Student Voice](#).

Transparency & Attribution Accuracy Creator

Change management

Culture change

Organizational level

KQED has an organizational policy above and beyond our Content guidance, noting potential benefits and caution around AI use. In part, “All KQED employees must be transparent about the use of AI in their work, and ensure that stakeholders are aware of any role that AI plays in a decision making process. Employees are also responsible for all work product that employs the use of AI – employees should be prepared to explain and justify the outcomes, and also double check the work.” We also have tried “design sprints,” where staff identify a problem and spend dedicated time to solve it. In addition, the organization widely hosts regular brown-bag sessions about AI, covering use cases, potential dangers, hands-on learning and new technologies available.

Among Content

Our Content division created an AI Working Group to help teams therein (radio, TV, news, podcasts, education, digital video, content operations, etc.) to discuss and share out practical applications and trends as well as formulate the AI guidance. That AI Working Group has expanded to be cross-departmental, but maintains a majority of Content staff, to serve this role and also socialize use and address questions among staff.

Scaling AI

Even if you've only got one person on staff who can pursue AI experimentation, a few ways to get started and push your organization further toward AI adoption.

- **Build a coalition** of people interested in your organization.
- Talk with others about **needs**, think about **how AI can solve them**.
- **Start small**, with an eye on **experimenting** – “what could we do?”
 - Ideas: Promo GPT, critique this, underwriting language adversary
- **Show your work** and talk about it with staff and leaders
- **Emphasize the importance of humans in the loop**, and frequently remind staff about their importance in **using technology effectively**.

Questions