

Making Room for Artificial Intelligence

Tips, trends, and best practices on AI, voice AI, and machine learning

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This year, our study tour will take you to the United States to observe how the country's most influential and innovative newsrooms are leveraging the power of artificial intelligence.

In New York, you will sit down with news executives who developed the first AI services for news, either on the content side (voice AI, storytelling, investigative journalism) or on the business side (newsletters, personalisation, monetisation). In Austin, Texas, we will visit the Texas Tribune, a pure online player and a news pioneer in the US. We will also attend the Online News Association Conference (ONA18), a premier gathering of highly engaged digital journalists who are shaping the future of media.

New York City & Austin
9 - 15 September



**ONLINE NEWS
ASSOCIATION**



**GLOBAL
EDITORS
NETWORK**

Detailed schedule (New York City & Austin)

Sunday 9 September | Arrival in New York City

Welcome dinner with fellow participants

Monday 10 September | Day 1

Reuters – Reginald Chua, Chief Operating Officer

Reuters is the world's largest international news provider reaching more than one billion people every day. Their tool Tracer uses cognitive computing and machine learning to allow journalists to find breaking events on Twitter. Tracer assigns these events a newsworthiness and a confidence score so journalists can focus on what is important and true.

Reginald Chua is Chief Operating Officer at Reuters. He created the award-winning Connected China project and drove the development of social media verification tool, Tracer.

The New York Times

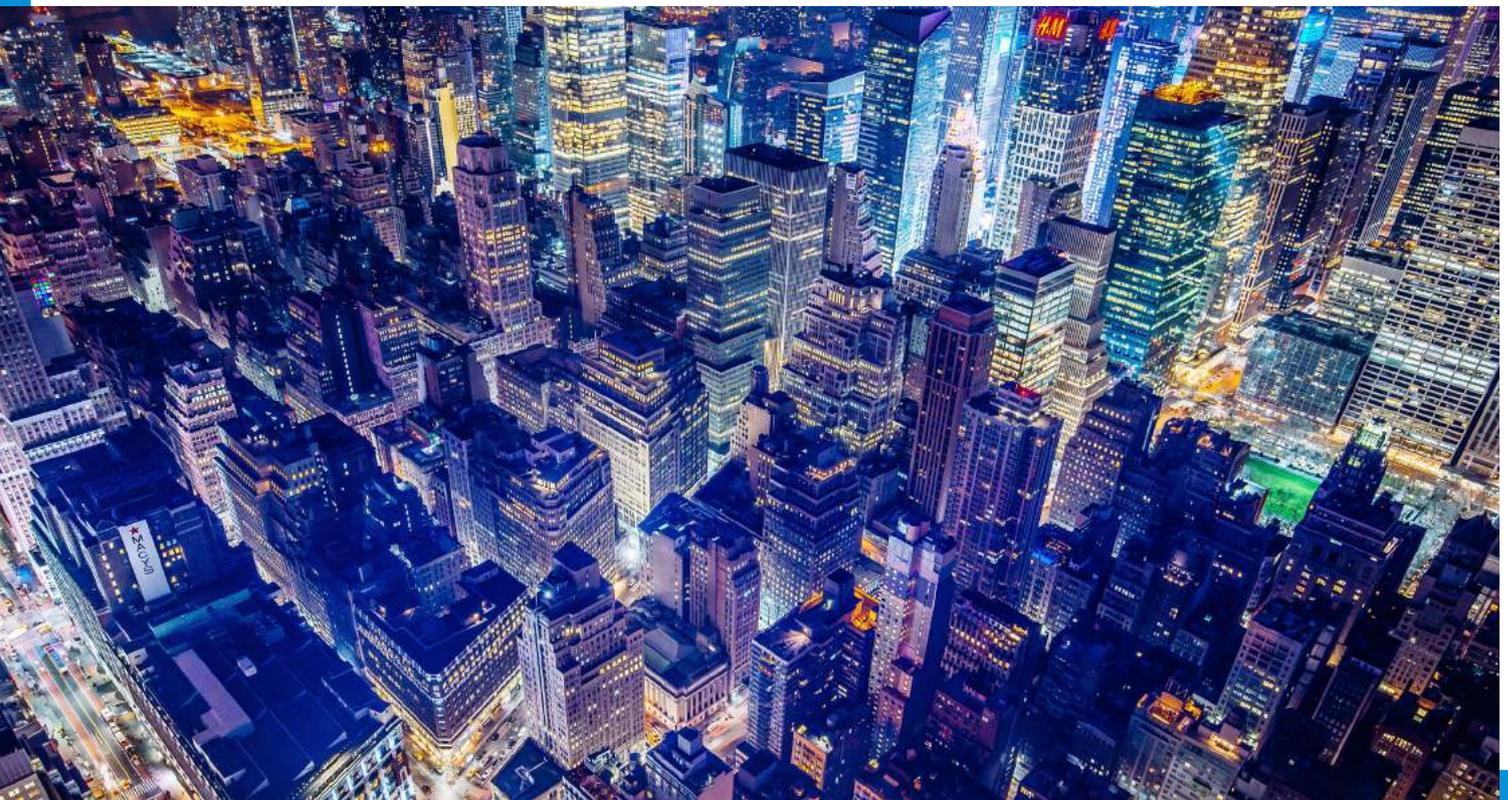
The New York Times uses Google software Perspective, a neural network that has been trained to find and flag trolls and hate speech in the paper's online comments sections. In the past, it has also used face recognition software to identify members of Congress. The New York Times is also branching out into voice AI.

Speaker to be confirmed.

Wall Street Journal – Francesco Marconi, Research and Development Chief

The Wall Street Journal uses an adaptive paywall method to drive subscriptions. The paywall houses a machine-learning algorithm that measures user activity across over 60 variables and calculates a score to see how many sample articles a reader can access.

Francesco Marconi is the Research and Development Chief and Head of the Editorial Lab at the Wall Street Journal. Prior to this, he was Co-Lead for AP's global automation and artificial intelligence strategy.



Automated Insights

Automated Insights created Wordsmith, a natural language generation platform that creates human-sounding narratives from data. AP and Yahoo! are among their clients.

Speaker to be confirmed.

ProPublica

ProPublica is a non-profit, independent newsroom that produces investigative journalism. In partnership with Google News Lab, ProPublica created Documenting Hate, a news index that tracks hate crime in the US using natural language analysis. Beyond its specialisation on data journalism, ProPublica is one of the top leading organisations for using AI and machine learning and defining new storytelling methods.

Speaker to be confirmed.

Dinner at Mic with Cory Haik, Publisher

Mic is a leading digital news company, reporting on issues and perspectives that challenge conventional thinking and give voice to the underrepresented. Mic covers news, opinion, reviews, and analysis around arts, entertainment, celebrity, LGBTQ, social justice, police brutality, dating, sex, feminism...

Cory Haik is publisher at Mic. Previously, she was the chief strategy officer at Mic, leading the company's strategy and growth initiatives across editorial, product, and sales. Prior to Mic, Haik was at The Washington Post, leading innovative initiatives to grow new audiences on mobile and platforms.

Tuesday 11 September | Day 2

The Associated Press (AP) – Lisa Gibbs, Director of News Partnerships and Newsroom Lead

AP uses automation to support its reporting efforts for finance and sports. Thanks to natural language generation, AP can transform raw data into thousands of publishable stories. Their step into automation was fuelled by a desire to create more content, not to reduce staff.

Lisa Gibbs is the Director of News Partnerships at The Associated Press and the Newsroom Lead on AP's automation and artificial intelligence strategy group.

Money.net

Money.net builds news products in finance using algorithms, supported by data analysis, visualisation, numerical, and text computation. But how does it work? What changes have to be introduced in news organisations to make AI a success? Money.net is one of the first automated newsrooms and so far a pioneering organisation.

Speaker to be confirmed.

Forbes

Forbes is an American publication that specialises in financial news. It reports extensively on the future of artificial intelligence and how it could impact everything from our economy and lifestyle to the way we communicate and consume news.

Speaker to be confirmed.

Matter, Startup Accelerator

Matter is a startup accelerator and venture capital firm that supports early-stage companies that have the potential to improve the media by exploring artificial intelligence, automation, and other frontiers in journalistic innovation.

Speaker to be confirmed.

Narrative Science

Narrative Science is an artificial intelligence company that offers tools to make data more useful to businesses and newsrooms. Quill™, its NLG platform, learns and writes like a person, automatically transforming data into narratives.

Speaker to be confirmed.

Dinner at Cheddar with Jim Roberts, Editor-in-Chief

Cheddar, the financial news streaming service aimed at millennials, is preparing to expand internationally and launch a channel on Snapchat Discover after securing a new investment round. Roughly two years after its launch as a self-described “post-cable network,” Cheddar has raised \$22 million, according to founder and Chief Executive Jon Steinberg.

Jim Roberts is editor-in-chief of Cheddar, leading its newsroom and editorial coverage. Previously, he was managing director at Mercury, and executive editor and chief content officer at Mashable. He was the assistant managing editor of The New York Times from January 2011 to January 2013.

Wednesday 12 September | Day 3

Columbia University – Emily Bell, Director at the Tow Center for Digital Journalism and Jonathan Albright, Research Director at the Tow Center for Digital Journalism

The Tow Center for Digital Journalism at Columbia University hosts artificial intelligence and journalism workshops and conferences. Participants gain practical skills, such as creating AI-driven text, and can participate in discussions about the ethical implications of AI powered products.

Emily Bell is the Director of the Tow Center for Digital Journalism and a professor in digital journalism at Columbia University.

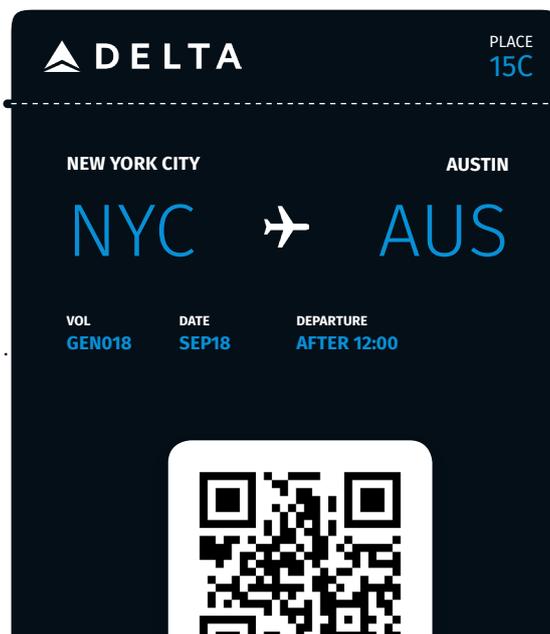
Jonathan Albright is the Research Director at the Tow Center for Digital Journalism. His work focuses on the analysis of socially-mediated news events, misinformation/propaganda, and trending topics. He applies a mixed-methods, investigative data-driven storytelling approach.

BuzzFeed

Buzzfeed is a global news network that has branded itself through its innovative use of digital platforms and new technology. For instance, BuzzFeed’s Hidden Spy Project used a machine learning algorithm, ‘Random Forest’, to uncover the flight paths of spy planes over US cities by analysing four months of compiled data.

Speakers to be confirmed.

4h flight





Thursday 13 September | Day 4

Texas Tribune

Since 2009, The Texas Tribune has been cutting a new path in local journalism with their not-for-profit, digital-first, nonpartisan media model. The Texas Tribune has embraced audience engagement and news automation by releasing data on topics like government salaries, death row inmates, and public schools that users can explore through an easy-to-use interface.

Speakers to be confirmed.

Shuttle to ONA Conference

The Online News Association Conference is the premier gathering of highly engaged digital journalists who are shaping the future of media in the US and the rest of the world. This year, the conference will take place on 13-15 September and host a number of sessions related to artificial intelligence in the newsroom.

Sample Session: 'Alerts, Apps and Algorithms: Loyalty in a Mobile-First World'

Suggestions of other sessions and workshops to come.

ONA Reception: Networking and appetizers/dinner

Friday 14 September | Day 5

Meeting with Amy Webb, Founder of the Future Today Institute

Amy Webb is a leading expert on artificial intelligence and has provided her expertise to industry leaders, government officials, and publications around the world. Webb is also the author of three books, a professor of strategic foresight at the NYU Stern School of Business, and the Founder of the Future Today Institute, a strategy firm that advises on how to prepare for complex futures.

ONA Conference

Sample Session: 'Machine Learning and You: Boost Audience Engagement, Change Readers' Habits'

Suggestions of other sessions and workshops to come.

Saturday 15 September | Day 6

Shuttle to ONA Conference

Sample Session: 'The Fear of AI: When Humans and Robots Just Don't Get Along'

Suggestions of other sessions and workshops to come.

Shuttle to the airport and return flights

Optional: Online Journalism Awards Banquet (Saturday night)

Please note schedule updates/changes may be applied later.

Practical Information

Working language

The presentations will be held in English.

Confidentiality

Some of the companies visited will present sensitive or private material that is not meant to be shared publicly.

Pricing Policy

Study Tour ticket price for first-time participants:	€6,500
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Previous GEN Study Tour participants:	€5,850
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Special rate for GEN Summit 2018 participants:	€5,200
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Interested in coming with a colleague? Receive a 30% discount on the price of the second ticket.

The ticket price covers all expenses from the Sunday dinner in New York to the Saturday lunch in Austin. This includes accommodation, meals, transportation, and the trip from New York to Austin, Texas, on Wednesday 12 September.

Cancellation policy: GEN will reimburse 50 percent of the fee if a participant cancels three weeks before the study tour. Any participant can be replaced by another member of the same media group.

Contacts

To register for this Study Tour, please contact:

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