



AI in Media: Practical Applications, Risks, and Opportunities

PM4D Workshop

Presenters: Nuno Costa (wizpress.io) & Franciszek Matysik (JAW.pl)

The Pragmatic Shift: Human + AI

The human + AI combination is journalism's greatest opportunity for evolution.

What AI Does Best

- Process large data volumes
- Detect patterns in data
- Monitor sources for changes

What the Journalist Does Best

- Interview and build trust
- Judge story value and ethics
- Take public responsibility



Interactive: Taking the Pulse

Let's assess our current landscape

1

Poll 1

Do you currently use AI in your newsroom?

2

Poll 2

For which activities do you currently use AI in your media organisation? (**Workflow / Audience Reach / Monetization**)

3

Poll 3

What is your main risk/fear? (**Ethics & Accuracy / Lack of Skills / Cost**)

JAW.pl Practical Applications

 Speaker: **Franciszek Matysik** — Live Demonstration Focus



Automated RSS/Social Media Monitoring

Continuous, automated tracking of sources across RSS feeds and social media platforms.



Humanisation Prompts in the CMS

Avoiding robotic text through carefully crafted humanisation prompts integrated directly into the CMS.



Text-to-Video Automation

Automated text-to-video production for expanded social media reach.

Practical Applications: Generalists & Low-Code

Building your internal capabilities without a dev team

The Generalists

Claude / Gemini / ChatGPT

Good for daily micro-tasks (grammar review, SEO headline variants).

Automation

Zapier / Make

Auto-routing municipal emails directly into a Slack channel.

Low-Code

Cursor / Claude Code

Building custom tools, like scraping local election results and formatting them into a table.



Practical Applications: Multimedia and Workflows

TurboScribe

Audio and video transcription.

Descript

Text-based audio and video editing (edit audio like a Word doc).

ElevenLabs

High-quality synthetic voice generation for audio articles.

Canva

AI-powered image generation and agile visual development.



AI-powered assistant for newsrooms that transforms press releases, emails, and documents into well-structured news drafts, always under the journalist's control.

wizpress.io

Current Features

Audio Transcription

Interviews and recordings into text

Draft Generation

Source material into structured drafts

Style Personalisation

Tone and voice matched to editorial identity

Filtered Inbox

Filters email and PR noise

CMS Integration

Direct path from draft to publishing

Production Speed

Frees journalists for real journalism

To be released

Source Monitoring →
Draft Trigger

Fact Check

SEO Optimizer

Transcription-to-Article

Contextual Web Search

Human in the Loop — Wizpress empowers, never replaces. You retain full editorial control.

Opportunities: Personalisation & Newsletters

Delivering the Right Content to the Right Reader

Dynamic Newsletters

Moving from **"batch and blast"** to hyper-personalisation to drastically increase open rates.

Content Recommendations

Real-time, AI-driven **"Read Next"** suggestions based on user behaviour and interests at a scale human teams cannot match.





Opportunities: Radical Accessibility

Reaching Every Corner of Your Community

Information Layering (Plain Language)

Example: **Wall Street Journal** designed to answer U.S. tax questions interactively during filing season.

Other possibilities: AI summarises complex municipal budgets so every citizen understands how it affects their street.

Multilingual Conversational News

Automatic translation and chatbots allowing communities (e.g., migrants) to "ask" the news in their native language.

Greenland's Sermitsiaq

Used its own 23,000-article archive to train a custom AI translator, more than doubling digital subscriptions.

Opportunities: New Ways to Consume News

Beyond the Article — Conversational, Audio & Interactive Formats



Conversational News Agent

Readers Can "talk" to an AI that summarises the day's news, answers follow-up questions, and delivers personalised briefings on demand.



Listen to the News

Any article instantly converted to natural-sounding audio — commuters and multitaskers consume content without ever reading a word.

Examples: BBC, Washington Post, etc.



Talk to the Newsroom

Voice-activated interfaces let readers ask questions, request topics, or get live updates — turning passive readers into active participants.



AI News Lead Intake

Readers and sources submit tips via a conversational chatbot — the AI triages, summarises, and routes leads directly to the right journalist.

Example: Durango Herald

Opportunities: The Active AI Salesroom

Generating Economic Value in Media



Contextual & Programmatic Ads

Serving highly relevant ads without invasive cookies, increasing CTR.

- Seedtag — contextual AI ads without cookies
- The Guardian — dropped behavioural ads, CTR improved



Conversational Ad-Lead Funnel

Chatbot captures advertiser briefs and AI instantly pre-generates sponsored content drafts.

- MindStudio — AI agents capture briefs & generate drafts
- NYT & Forbes — self-serve ad portals automate native sales



Contextual Donation Agent

A 24/7 sales agent that naturally prompts readers for support during high-engagement moments.

- The Guardian — contextual prompts after high-engagement articles
- Der Spiegel — non-intrusive asks at peak reading moments



Intelligent Paywalls

AI dynamically adjusts paywall offers, increasing conversions by up to 20%.

- Business Insider — +75% conversions; 60% from previously free content
- The Atlantic & WSJ — dynamic offers by location, device & frequency



Opportunities: Big Data Superpowers

Global Tools for Local Investigations



NotebookLM (Google)

Deep analysis of long documents (court PDFs, city planning).



Historical Scale

Panama Papers (2016) analysed **11.5 million documents** using automated text processing.



Real-Time Monitoring

Reuters Lynx Insight (financial anomalies) and **BBC Juicer** (automatic extraction and entity linking).

Risks: Ethics & The Verification Stack

The Risks We Cannot Ignore

⊗ **The Reality:** False Content (Hallucinations) + Dubious Quality = Compromised Credibility.

⚠ **Transparency Rule:** Clearly identify AI-assisted content to your audience.

Detection Tools — The Verification Stack

Perplexity AI

AI search engine citing sources.

[TrueMedia.org](https://www.truemedia.org/) / InVID

Deepfake detection and viral media verification.

[Originality.ai](https://originality.ai/)

AI content detection and ensuring authenticity.



The Way Forward & Q&A

Three Principles for Responsible Adoption



1. Governance

Define clear AI usage policies with explicit editorial responsibility.



2. Training

Upskill teams on AI usage and critical evaluation.



3. Experimentation

Test, measure, and iterate in safe spaces.

Q&A: "What is the first workflow or revenue bottleneck you will solve tomorrow?"

Why might this presentation be outdated by next month?

Because if it had been made last month, it would already be outdated.


The pace of AI development is unlike anything we've seen. What's cutting-edge today becomes baseline tomorrow — creating both relentless challenges and extraordinary opportunities for those who stay curious.

Get In Touch

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