



PROJECT

HOW **ARTIFICIAL INTELLIGENCE** IS REVOLUTIONIZING NEWS REPORTING

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INDEX

01

Project Summary

02

Objectives & Goals

03

Project Mission

04

Target Audience

05

Theorical Part

06

Practical Case



01. PROJECT SUMMARY

What AI-based journalism is & why it matters

AI-based journalism refers to the use of Artificial Intelligence—especially Natural Language Generation (NLG)—to automatically write news articles from structured data.

This project explores how tools like Wordsmith are already helping major media outlets like the Associated Press (AP) produce thousands of financial reports quickly and with minimal human input.

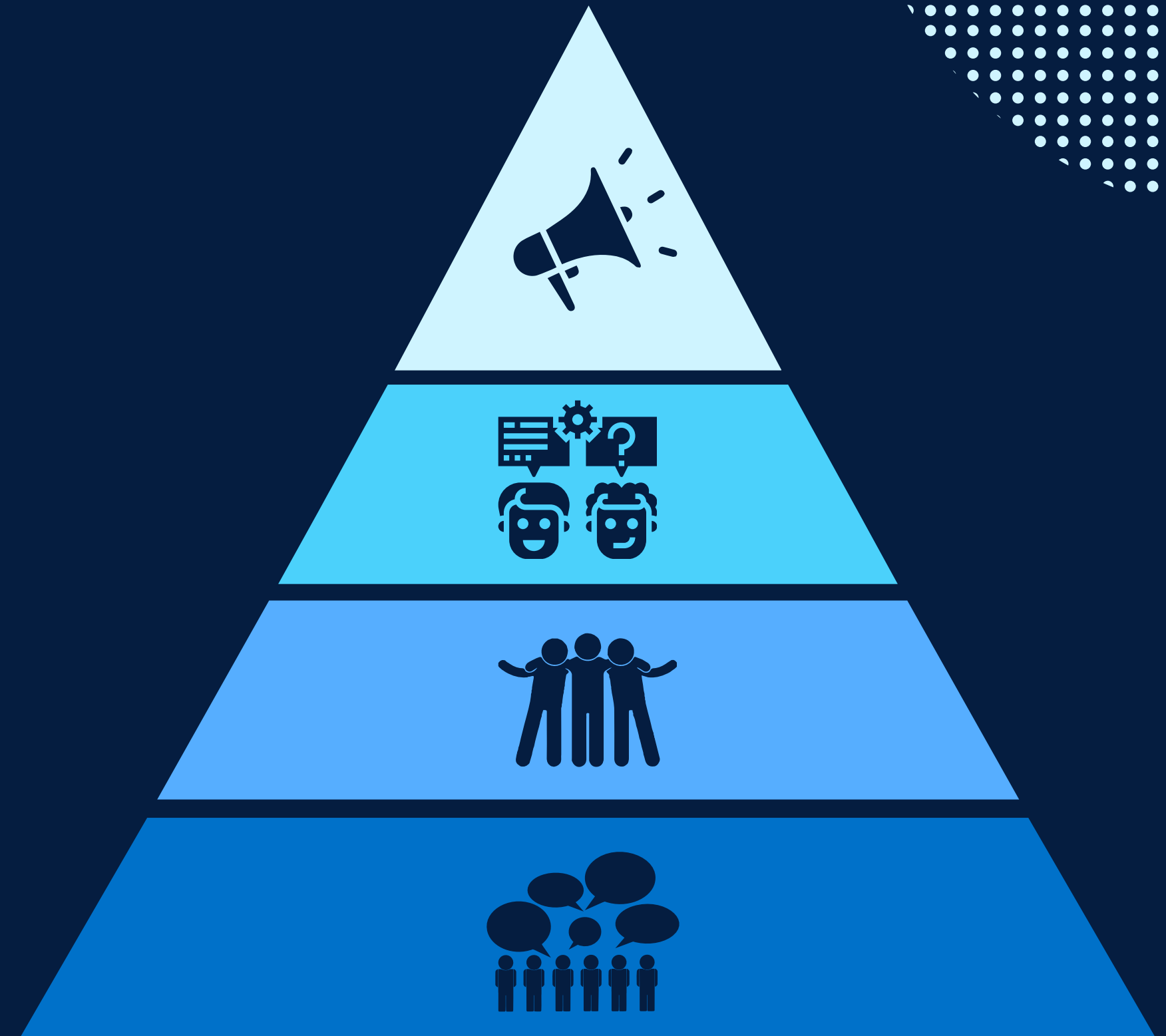
It matters because it represents a major shift in how news is created, moving from human-only writing to a hybrid model where AI handles routine stories and journalists focus on analysis and creativity.



02. OBJECTIVES & GOALS

Speed, accuracy, ethics, and scalability

- 01** Understand the practical use of AI in modern journalism.
- 02** Evaluate how automation increases speed and scalability in publishing.
- 03** Discuss ethical implications, such as bias, accountability, and loss of human nuance.
- 04** Analyze how AI can support—not replace—journalists in data-driven areas like finance, sports, and weather.





03. PROJECT MISSION

Using AI to amplify the impact of newsrooms



Growth

AI tools reduce repetitive tasks, allowing journalists to focus on high-impact content. This leads to greater productivity and enables newsrooms to cover more stories with fewer resources.



Development

One example is the Associated Press (AP), which increased its financial report output tenfold using automation. This demonstrates how AI can enhance newsroom capabilities without increasing staff.



Innovation

The mission is not to replace human creativity, but to empower it. AI can support journalists with real-time alerts, summaries, and content suggestions—amplifying their storytelling through technology.



04. TARGET AUDIENCE

Editors

Editors deciding what gets published and how.

Data journalists

Data journalists who work closely with structured information and need scalable tools.

Media tech leaders

Media tech leaders developing or integrating AI in editorial workflows. It also appeals to journalism students and policy makers interested in the ethics of automation in newsrooms.

THEORETICAL PART

How It Works

🧠 AI-based journalism uses Natural Language Generation (NLG) to turn structured data 📊 into readable news articles 📰. Tools like Wordsmith and Cyborg 🤖 automate the writing of routine stories such as financial reports 📁.

While AI improves speed ⚡ and efficiency 🔧, it still lacks creativity 🎨, emotional understanding ☁, and needs human supervision 👁. It supports journalists 🧑 by freeing them from repetitive tasks 🔄.



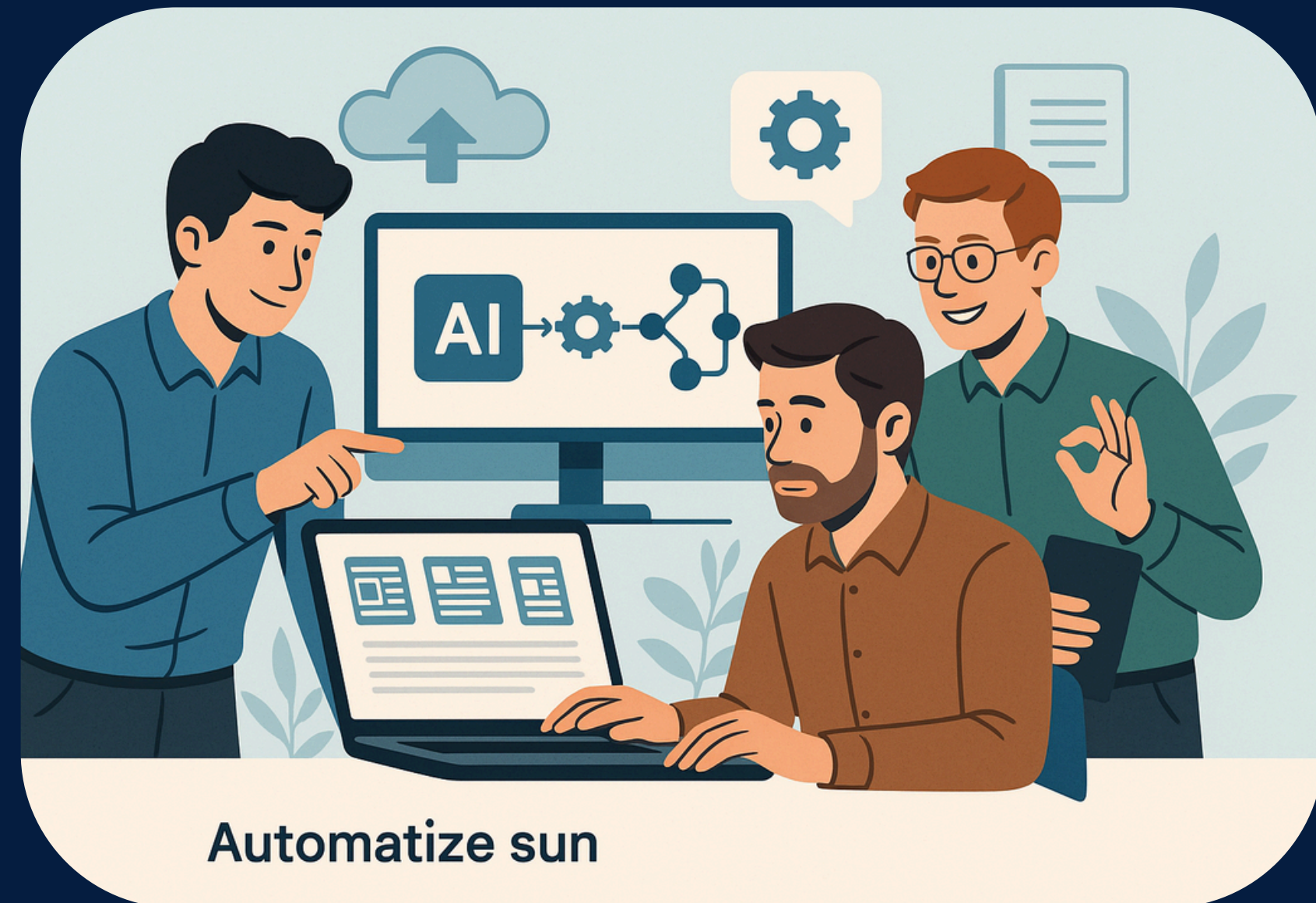
PRACTICAL CASE: VISIONARIUS AGENCY PROJECT

Visionarius Agency, the automation and AI company founded by Yago and me, recently worked with an Argentinian journalist to transform his newsroom workflow. His goal was to automate the creation and publication of news for both his printed newspaper and social media channels.

We built a fully automated system using **n8n** and the **OpenAI API**. It takes structured data from official sources and uses Natural Language Generation (NLG) to create full articles and social media-ready summaries.

- ✓ Full articles are published directly to the CMS
- ✓ Shortened versions are posted to Instagram, Facebook, and X, with hashtags and visuals

Thanks to this integration, our client reduced content production time by over 70%, maintained a regular publishing rhythm, and now focuses on strategic tasks like interviews and editorial planning.



THANKS FOR WATCHING THE PRESENTATION

WE HOPE YOU LIKED IT

