# Local news network Hoodline under scrutiny for AI-generated articles



A local news network, Hoodline, has transitioned to utilizing artificial intelligence (AI) to produce articles, with AI-generated bylines such as Sarah Kim and Jake Rodriguez. Founded in 2014 in San Francisco to cover “news deserts,” Hoodline was acquired by Impress3 in 2020 and has expanded to a national network.

Last year, Hoodline began populating its site with AI-written articles, indicated by a small "AI" badge next to the bylines. Previously, the site included AI-generated headshots and bios for these fake authors, which have since been removed. Despite transparency claims, experts like Peter Adams from the News Literacy Project criticize this practice as misleading.

Impress3's Chief Executive Zachary Chen defended the use of AI, noting it assists in reaching news deserts and plans to hire human journalists. However, credibility issues persist, highlighted by errors in AI-generated content in other media companies like CNET and Gannett.

Hoodline's content largely consists of rewritten press releases and social media posts. The News/Media Alliance's CEO, Danielle Coffey, argued this practice might infringe on copyright law, while Reuters Institute's Felix Simon noted public mistrust in AI-generated news.

As local news faces decline, Hoodline's approach raises questions about the future of journalism and the role AI will play in it.