# Richard Lui urges journalism to embrace AI while sharing caregiving insights



Richard Lui, an esteemed news anchor for MSNBC and NBC, as well as an author and filmmaker, recently urged the journalism industry to proactively integrate artificial intelligence (AI) into their practices. Speaking at the University of Mississippi on April 1 during the Jordan Center for Journalism Advocacy and Innovation’s symposium titled “Addressing the Impact of Social Media and Artificial Intelligence on Democracy,” Lui highlighted the critical need for the media sector to take ownership of AI developments to uphold journalistic standards.

Lui expressed concern that if journalists fail to embrace AI technology, it may cause a disruption similar to the one social media inflicted on journalism when content was freely given away. “We can create and own the large language models, the AI engine itself and apply journalistic values to it,” Lui said. He emphasised the importance of instructing AI systems to follow rigorous journalistic standards, including source verification, to ensure credible content. Lui proposed the possibility of a syndicate of companies collectively owning such AI tools, thus embedding journalistic ethics directly into new AI-driven distribution channels.

Despite recognising that the adoption of AI would likely lead to industry pivots, including layoffs and structural changes, Lui urged the media to capitalise on the new technology before other sectors do. “We’re looking for new ideas in new markets. Yes, that does mean journalism should look at how to capitalize itself in a way,” he said. He warned that if the journalism industry does not step forward, technology corporations such as OpenAI, Google, Microsoft or Deepsea will inevitably create advanced AI platforms tailored specifically to news, relegating journalism to a marginal role once again.

Lui highlighted an opportunity for journalism to secure exclusive content rights and develop proprietary AI or large language models (LLMs) to maintain control over the news market. He referred to this strategy as the opportunity to “pivot and move the market,” emphasising the importance of journalists leading these innovations.

Reflecting on his own career, Lui shared insights about his early affinity for journalism, which began during a high school summer camp through the creation of a newsletter with a friend. With over 30 years of experience in media, technology, and business, Lui has directed documentaries for NBC Nightly News Films and has been a prominent anchor for NBC and MSNBC since 2010.

Lui also spoke candidly about a personal turning point in his career, prompted by his father's diagnosis with Alzheimer’s disease. Faced with the challenge of balancing his demanding job in New York and caregiving responsibilities in California, Lui decided to work part-time—a move that he initially saw as risky given his hard-earned position in the industry. His employer was supportive, recognising similar caregiving duties in her own life. As a result, Lui arranged to anchor on weekends in New York while flying extensively to California during the week to support his father, logging 300,000 miles annually over seven years.

This caregiving experience informed Lui’s journalistic work, enabling him to approach stories with deeper empathy and new perspectives. He has explored themes of caregiving and mental health through filmmaking in “Unconditional” and “Sky Blossom.” “Unconditional” follows multiple families, including Lui’s own, through their caregiving journeys, sharing intimate portrayals of their struggles and resilience. Lui described the emotional involvement in his projects but noted his ability to maintain professionalism: “I care about them a lot because they decided to show something to that world that I think can help other people.”

Additionally, Lui has authored the book “Enough About Me,” which examines selflessness from a business perspective and explores why individuals sometimes act selflessly towards others. He aimed to modernise the discussion on altruism and motivate reflection on this aspect of human behaviour.

The Daily Mississippian is reporting on Richard Lui's advocacy for AI integration in journalism and his contributions to caregiving awareness through media and literature. His experience and vision provide valuable insights into the evolving landscape of journalism amid rapid technological change.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://thedmonline.com/richard-lui-to-the-news-media-dont-make-same-mistakes-with-ai-that-you-did-with-social-media/> - This article confirms Richard Lui's advocacy for journalists to integrate AI proactively and avoid past mistakes made with social media, paralleling his urging for media ownership of AI tools and journalistic standards to uphold credibility.
2. <https://thedmonline.com/jordan-center-debuts-with-symposium-on-risks-and-rewards-of-artificial-intelligence/> - This source reports on Richard Lui's keynote speech at the University of Mississippi Jordan Center symposium, where he emphasized the need for journalism to own and control AI engines and apply journalistic ethics to AI-generated content.
3. <https://milkeninstitute.org/events/global-conference-2024/speakers/richard-lui> - This profile highlights Richard Lui's extensive 30-year career in journalism and technology, his work as an author and filmmaker, including his caregiving-inspired documentaries 'Sky Blossom' and 'Unconditional', and his book 'Enough About Me' which discusses altruism.
4. <https://innovating.news/article/defining-ai-in-news/> - This discussion on AI in journalism outlines both the benefits and challenges of AI adoption in newsrooms, supporting Lui’s call for responsible integration of AI with journalistic standards and cautioning about risks such as loss of audience trust and ethical issues.
5. <https://www.nbcnews.com/news/asian-america/richard-lui-reveals-caregiving-challenge-balancing-alzheimers-fathers-health-rcna84434> - This NBC News article details Richard Lui’s personal experience balancing his demanding journalism career with caregiving responsibilities for his father with Alzheimer’s, echoing the article's recount of his shift to part-time work and extensive travel to provide care.
6. <https://www.imdb.com/name/nm1910359/> - Richard Lui’s IMDb page confirms his filmmaking credits, including directing the documentaries 'Sky Blossom' and 'Unconditional', which explore caregiving and mental health themes aligned with his journalistic focus and personal experiences.
7. <https://news.google.com/rss/articles/CBMiuAFBVV95cUxOeDhRUVFUZlA4YjZLMXJhTjFibmdGUjVPTnRUcDN0dW9KOHV0bEtDckRULS1CNlRUeVFlRGt2aUNTNGpxUWFHZUh5d2Z1NG9xRml4cm5feUpYY0NFQ2xaSDlNYjJocGRhUjhERmxCN0dYbjVYc2QtaEZmM0M5Qi0zTFBoLVhEQjBUR3I5R2FTUE9aMXBWZ2NSVlU2TzlDZE5CTnU2UjY2ZkhLOS1rOU1ha0FpcmZIU1Fn?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data