# Embracing AI in journalism: A pathway for Tomorrow's Publisher



The launch of Tomorrow’s Publisher has been met with enthusiasm and positive feedback. Many have lauded its innovative approach, engaging content, and appealing design. Among the noteworthy comments, one stood out, describing it as “a real showcase for what’s possible for publishers.”

Naturally, there have been some criticisms, especially regarding our implementation of AI. We consciously chose not to highlight this aspect during the launch, as our aim was for the content to be appreciated on its own merits, irrespective of its origins. However, I now wish to clarify how our content is generated and explain why this model is beneficial for future publishing ventures. I firmly believe that AI is not the adversary of journalism; rather, it may well be its saviour.

In essence, Tomorrow’s Publisher employs AI to identify stories and subsequently verify them through multiple sources. If needed, AI will draft an article, which is then meticulously reviewed by a human editor, who assesses its readiness for publication.

Let us delve into the specifics.

NoahWire's AI-powered system was created to address a critical challenge faced by publishers: discovering timely, relevant stories within particular sectors. This task presents a unique challenge for niche B2B and B2C publishers, which often lack the journalistic resources of larger organisations due to decades of declining business models.

Here is our approach:

Global Scope and Connections: We utilise every legitimate RSS feed available from government bodies, police reports, planning departments, news websites, blogs, social media, and press release channels across the globe. This ensures we access content directly from its original source.

Support for Verifying Stories: Our system not only retrieves stories but also verifies and reconstructs them using advanced publisher-grade search tools. In doing this, it replicates core journalistic practices such as fact-checking, cross-referencing sources, and constructing sufficient context.

Intelligent Matching: Our AI establishes a connection between breaking news stories and journalists in search of niche insights. As a result, smaller publications can now provide rich, subscription-worthy content to their audiences, offering comprehensive reporting that was previously beyond reach.

Critics frequently argue that AI’s role in “stealing” stories from one publication to publish in another undermines the integrity of journalism. To examine this criticism, it is essential to understand that this has been a fundamental aspect of how news has functioned historically. Journalism has thrived on the dissemination and development of stories for many years.

Those who contend that we are compromising original reporting demonstrate a lack of understanding of the industry’s traditional operations. Are they unaware of how leading news websites manage to publish thousands of articles daily? Is it genuinely all a product of original reporting? The answer is clearly negative, and no one genuinely claims otherwise.

When a journalist identifies a compelling story, they investigate, verify, and reinterpret it, often adding context or insight. Stories capture public attention because they resonate, and newsrooms typically consider it a mark of prestige when a competitor picks up their story.

The spread of stories occurs not out of malicious intent or theft but out of their inherent value to societal discourse. Whether shared around a campfire, exchanged through gossip, or amplified by a publication, storytelling is an intrinsic aspect of human survival and progression.

AI has the capability to reflect this process. It identifies stories of interest, links them to relevant supporting information, and facilitates the creation of informed and value-added narratives.

From the perspective of the subjects involved, consider this: if you were to participate in an interview with one publication, would you prefer that it be picked up by others or remain confined to a single platform?

Having spent years engaging with journalism as both an entrepreneur and an activist — writing for leading newspapers, challenging norms, and advocating for causes — I have always envisioned my stories “growing legs.” My advocacy against Section 28 and efforts in changing perceptions about AIDS relied on the media's ability to share, develop, and amplify these narratives, thus enabling meaningful change. As the head of the Institute of Contemporary Arts, I witnessed how ideas could influence culture when they reached a broader audience.

AI rejuvenates this process by allowing stories to gain traction in an era where platforms like TikTok and YouTube often overshadow written content. By supporting niche publications, AI can aid in ensuring these vital stories reach their target audiences, fostering informed communities and reinforcing journalism’s vital role in upholding democracy.

Rather than viewing AI with apprehension, we should embrace its potential to enhance the written form. In particular, niche publishers stand to gain immensely. By harnessing AI to supply pertinent content, they can flourish in a landscape dominated by video-centric platforms and ad-driven clickbait. Rather than jeopardising journalists’ jobs, AI is poised to free up time for them to focus on producing the scoops, interviews, and analyses that audiences are willing to support financially.

AI is not here to replace journalism; it is intended to enrich it. It empowers journalists to re-engage in their primary mission: telling meaningful stories. As a society, we should celebrate any tool that contributes to the survival, relevance, and growth of the written word.

To any sceptics, I suggest that we refrain from battling against tools designed to assist us. Instead, let us concentrate on the more significant objective — ensuring that journalism remains relevant, impactful, and indispensable in a rapidly evolving world.

## References

* <https://tomorrowspublisher.today/editing-tools/quartz-increases-experiments-with-ai-produced-> - This URL supports the claim that AI is being used in journalism to generate content, as seen in Quartz's experiments with AI-produced stories. It highlights how AI can assist in content creation while still requiring human oversight.
* <https://97thfloor.com/articles/ais-role-in-the-future-of-content-marketing/> - This article explains how AI can enhance content marketing by identifying trends, generating topics, and analyzing data, which aligns with the idea of AI supporting journalism by identifying and verifying stories.
* <https://tomorrowspublisher.today/content-creation/ai-text-generation-market-projected-to-boom/> - This article discusses the growth of the AI text generation market, indicating that AI tools are increasingly used in sectors like media and publishing, which supports the notion of AI's role in journalism.
* <https://www.openai.com/> - OpenAI is a key player in AI text generation, offering tools like ChatGPT that can assist in content creation, similar to how Tomorrow’s Publisher uses AI to draft articles.