



Your news operation's AI readiness

The AP Local AI scorecard is a self-assessment tool for your newsroom. It covers all facets of your operation, including newsgathering, production, content distribution and the business department.

Before you start the scorecard, please be sure you understand the technologies, platforms and digital tools that these departments use, or consult a leader within one of those teams.

Please rate all statements on a scale of one to five:

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

What is AI?

On a practical level, artificial intelligence (AI) for journalism represents a set of technologies that help journalists accomplish their goals. On a technical level, AI comprises machine learning (ML), natural language processing (NLP), image recognition and a host of other technologies. In news, these technologies can help automate functions that would otherwise require a lot of human effort.

Programs with AI are already being used in newsrooms. Examples include NewsWhip and Google Analytics for understanding audience behaviors, DocumentCloud and Google Pinpoint for analyzing large quantities of documents, Otter and Trint for automated transcription. Several applications can be used to turn data into narrative text for business and sports stories.

	Score
We have a good understanding of what AI is and how it relates to journalism.	
Our organization has a solid strategy for AI that crosses all departments.	
We feel ready for AI technologies in our operations.	
We are concerned about falling behind in AI.	

Newsgathering

Tools like Dataminr, CrowdTangle and Chartbeat might be something your newsroom is already using to learn what is trending online and what posts may have the potential to go viral. Data downloads and analysis may also be a tool of your reporting team. These and many other kinds of software and platforms are examples of how newsgathering can be assisted with AI.

	Score
Our newsroom regularly uses AI in newsgathering.	
We have a few people in the newsroom who have tried AI technologies for newsgathering.	
We're interested in AI to potentially help reduce the workload for our journalists.	
Our journalists support exploring AI for their work.	

Production

Categories tagged in your content management system, triggered alerts sent to reporters, editors and the production team, and automated text creation are some examples of rote tasks that may already be configured in your news operation's production workflow. Here, we're looking to see what your organization is using to assist in news production.

	Score
We regularly use AI in production operations.	
We have a few people who have tried AI technologies for production.	
We're interested in AI to simplify production operations.	
Our production managers support exploring AI for their work.	

Content Distribution

Distribution includes everything from printing the front page of a newspaper, going "live" on a broadcast, publishing social media posts, getting the news website prioritized in search engine results, keeping people on the news website longer and converting them to paid subscribers.

	Score
We regularly use AI in distribution operations.	
We have a few people who have tried AI technologies for distribution.	
We're interested in AI to potentially deliver more relevant content for the audience (including personalization).	
Our distribution managers support exploring AI for their work.	

Business

Business operations include commercial sales and services, marketing, subscriber services, and donor or sponsorship management.

	Score
Our organization regularly uses AI in business operations.	
We have a few people who have tried AI technologies for business operations.	
We're interested in AI to potentially improve business efficiency.	
Our business leaders support exploring AI for their work.	

Resources

Here we are looking to see what is possible in developing an AI strategy in your news operation with your current situation, and what it might take to enable more AI across your organization.

	Score
We have the financial resources to invest in AI.	
We have people with AI skills in our organization.	
We can allocate time to work on AI projects.	
We're confident that AI can take on repetitive tasks to free up resources for more substantive work.	

Your results

Add up your scores from all six sections. The minimum total score is 24 and the maximum total score is 120.

What is AI?	Newsgathering	Production	Content Distribution	Business	Resources	Total Score

Next steps

Compare your scores to other newsrooms in your format using data collected during our national research in 2021. Refer to page 53 of [our report](#) published in March 2022 which breaks down results by question.

Credits

The scorecard was developed based on a [research report](#) published by the London School of Economics and Political Science in November 2019. Funding for the AP's Local AI Initiative was provided by the [John S. and James L. Knight Foundation](#).