

AI in the Newsroom

Communications & Media

Where generated material can be used, and what readers must be told.

Emerging practice across newsroom policies.

Commonly permitted

Transcription and translation, then checked

Summarising your own gathered material

Search and pattern finding in documents

Draft headline options for an editor

Accessibility text reviewed by a human

Commonly prohibited

Photorealistic images of real events

Synthetic quotes or invented sources

Publishing unreviewed generated copy

Cloned voices of real people

Feeding confidential source material in

Educational reference. Policies are new and diverging; disclosure to readers and a named human accountable for accuracy are the common