

GenAI and editorial work

Setting the boundaries

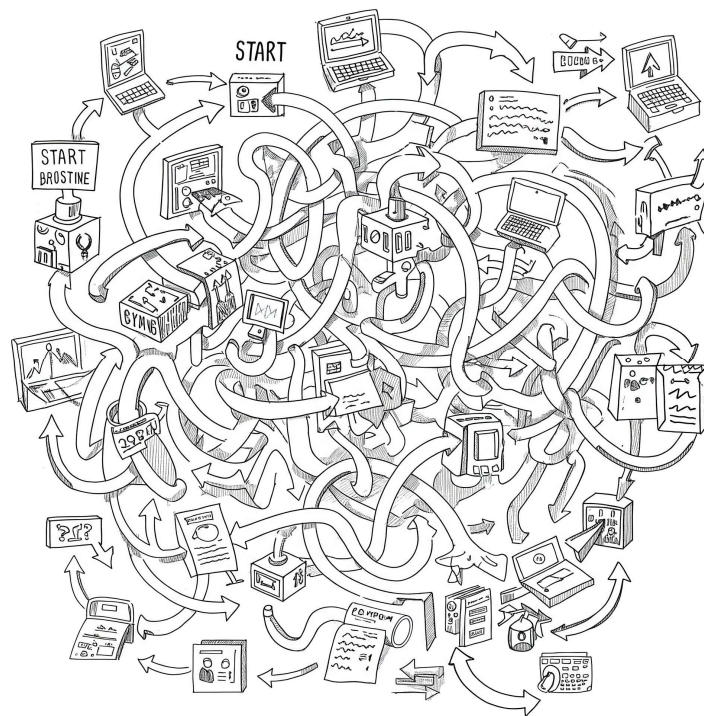
- Using AI to create original content? ❌
- Using AI to replace a journalist? ❌
- Using AI to enhance journalists' work? ✅
- Using AI to repurpose content for complementary purposes? ✅



Source: ChatGPT

Where AI can help in journalistic workflow

- Story ideas
 - What angle should I take?
 - What else has been written about this subject?
 - What experts/sources should I talk to?
 - OpenAI/Google Gemini “Deep Research”
- Interview prep
 - What do I need to know about this topic or person?
 - What questions might I ask?



BEDETOIN

Deep Research from ChatGPT & Gemini

What are you researching?

Ask anything

+ Search Deep research ...

ChatGPT

Enter a prompt for Gemini

+ Deep Research Canvas

click here to
turn on feature

Gemini

More journalistic workflow

- Information gathering
 - Unstructured data extraction
 - Information discovery (needle in a haystack)
 - Web scraping
 - Transcribe public meeting recordings
- Editing help
 - Headline suggestions (SEO optimized)
 - Style guide checker

You are a helpful research assistant. I am going to upload text files and want you to extract specific information from them in JSON format using the following schema: { "Issuing State:" "US state issuing document",
"Decision Date:" "Date of document/letter. Display as MM-DD-YYYY",
"Name:" "Name of individual to which the letter/order is written to",
"City:" "City in which the individual resides",
"State:" "State in which the individual resides",
"Crime:" "Specific offense to which individual pleaded guilty or was convicted of",
"Crime location:" "Type of court and location of court where individual pleaded guilty or was convicted",
"Conviction date:" "Date of guilty plea or conviction. If full date, display as MM-DD-YYYY. If only year display as YYYY",
"Crime summary:" "Summary of crime or crimes and any explanation",

CustomGPTs with ChatGPT

Prompt

What can I help with?

I want help creating a customGPT that will assist me in coming up with suggestions for SEO-optimized headlines for stories I input.



Deep research



ChatGPT response

Great idea — a customGPT for SEO-optimized headline generation can save tons of time and help boost your stories' visibility. Here's a step-by-step breakdown of how we can design it and what features you might want to include.

Step 1: Define the Purpose






You're aiming for a GPT that:

- Accepts a story (summary or full text).
- Returns multiple SEO-optimized headline options.
- Can optionally include keywords, character limits, tone (e.g., clicky, professional, urgent), or target audience.

Response (cont.)

Step 2: Decide on Inputs

Inputs the GPT should accept:

-  **Story Text or Summary**
-  **Target Keywords** (optional, for SEO)
-  **Tone** (optional: e.g., neutral, urgent, emotional, professional, conversational)
-  **Target Audience** (optional: e.g., investors, regulators, general public)
-  **Character Limit** (optional: e.g., 60 or 70 for SEO purposes)

Step 3: Decide on Output Format

- A list of 5–10 headline suggestions, each tailored for SEO (keyword inclusion, length under 60–70 chars, etc.)
- Maybe a quick score/rationale for why each one is SEO-friendly

Response (cont.)

Step 4: Write the Instructions (System Prompt)

This is what you'll feed into the customGPT as instructions. Here's a sample:

System Prompt for CustomGPT:

"You are an expert SEO editor and headline writer. Your job is to create multiple, SEO-optimized headline suggestions for news stories. Headlines should be:

- "Under 60 characters (unless otherwise specified)"
- "Include relevant keywords for search optimization"
- "Be engaging and clear"
- "Adapted to the specified tone or audience, if provided. Return 5–10 headline options with short notes on what makes them effective (optional)."

Input will include a story summary or full story text, and optionally: keywords, tone, character limit, and target audience."

Response (cont.)

Step 5: Create It on ChatGPT

To build this in ChatGPT, go to: <https://chat.openai.com/gpts>

1. Click "**Explore GPTs**" and then "**Create**"
2. Choose **Create a GPT**
3. Use the instructions from above as your **Custom Instructions**
4. In the "**Conversation starters**," add examples like:
 - "Suggest SEO headlines for this story: [paste text]"
 - "Give me 5 headlines under 60 characters with the keyword 'cybersecurity'"

Optional: Add File or Link Input

If you want to feed URLs or documents (e.g., a Google Doc or news article), you can enable tools like **web browsing** or **file upload** — ChatGPT will extract content and work from there.

Questions?
