

AI Session Handout

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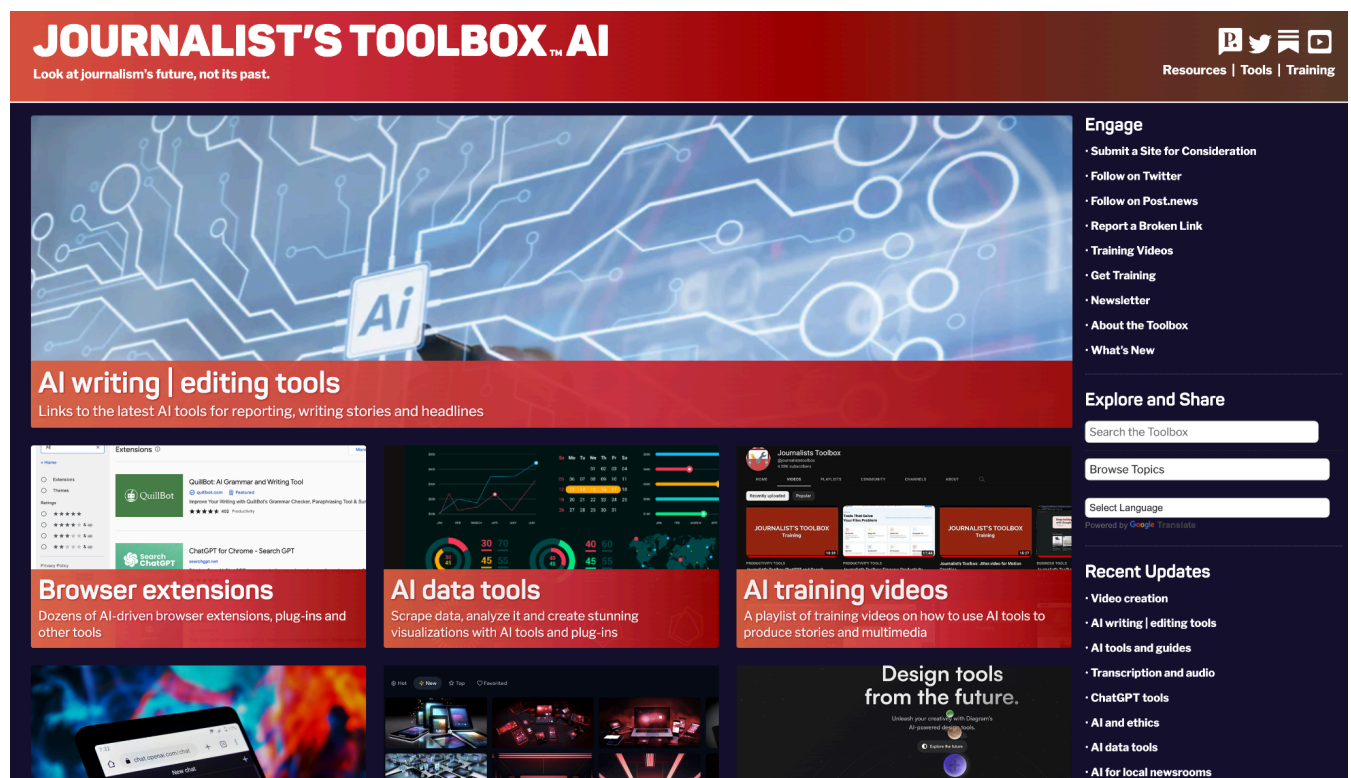
Textbooks: [Data + Journalism](#) | [Journalist's Toolbox AI/Reporting](#)

Link to handout: <https://bit.ly/nypa24>

AI Resources

[JournalistsToolbox.ai](#) | [Newsletter](#) | [Training Videos](#)

Hundreds of links to AI tools (free and paid): Writing, editing, data, ethics, etc.



Getting Started: Resources

[“Beginner’s Prompt Handbook: ChatGPT for Local News Publishers”](#)

Joe Amditis at Montclair State University

[OpenAI Prompt Engineering Guide](#)

The guide shares strategies and tactics for getting better results from large language

models (sometimes referred to as GPT models) like GPT-4. The methods described here can sometimes be deployed in combination for greater effect. We encourage experimentation to find the methods that work best for you.

[Markkula Center for Applied Ethics at Santa Clara University](#)

[Associated Press AI Guidelines](#)

[AP GenAI Study \(2024\)](#)

Study with 300 newsroom participants.

[Reporters Without Borders: Paris Charter on AI and Journalism: 10 Principles](#)

An excellent list of 10 ethical principles that echo AP's guidelines.

[2023 Pew Research Study on ChatGPT | Charts only \(slideshow\)](#)

[AI for Data Storytelling. Simon Rogers](#)

[International Journalists' Network: Non-Writing AI Tools Every Journalist Should Know About](#)

[Descript: The Ultimate List of AI Tools for Creators. Ashley Hamer](#)

[Journalist's Toolbox Training Video Playlist: AI Tools](#)

[SEO Prompts and Tools for Journalists](#)

AI for Education Facebook Page (HS/College)

Getting Started: Eight AI Tools

Changes in Google Search: For years, typing in a single word or phrase was enough to grant access to immediate and accurate results — untangling complex topics with agility never before seen. Now all of that is gone. Google search has thrown specificity completely out the window.

Google has competition: Apple working on a default search engine powered by Siri since 2020. Google pays \$20 billion a year to Apple to be default search on Apple

devices. That could be nearing an end, too. Keep in mind that this could ding Google ad revenue, which hovers near \$278 billion.

1. Turn on Generative AI search in Google Search Labs:

<https://labs.google.com/search/install>

Click the slider button so it's on and Generative AI search results will appear above regular search. You can turn it off to go back to standard search. Google is testing this search feature.

Google Sheets and Docs: Log-in to [Google Workspace](#) to test out features coming to Sheets, like "Help Me Organize" prompts, and Google Docs "Help Me Write" (good for outlining, not writing news articles).

2. ChatGPT for Google Chrome Plug-in. Install here:

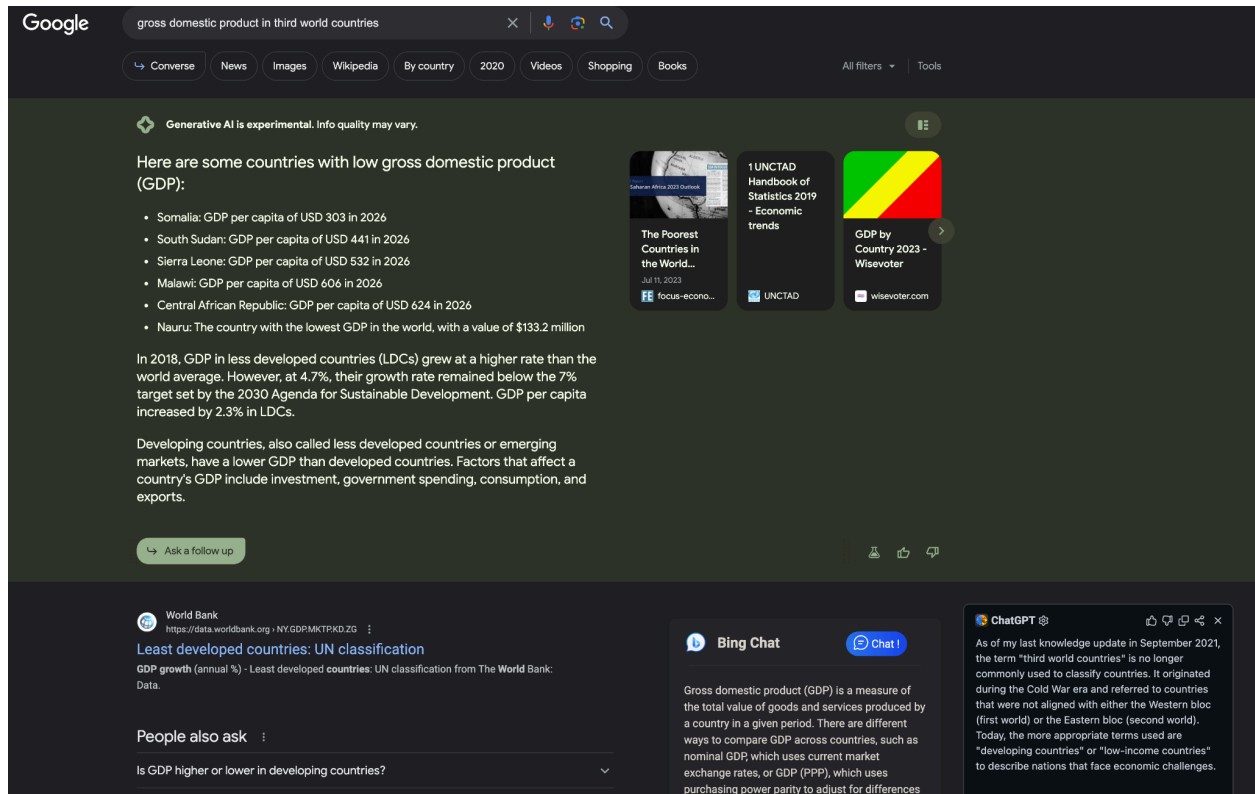
<https://chrome.google.com/webstore/category/extensions>

This will run ChatGPT results in the upper right corner of any Google.com search you run. (Works only on my desktop for now; available for Edge and Firefox)

Bing Chat Chrome Extension. Install here:

<https://chrome.google.com/webstore/detail/bing-chat-gpt-4-in-google/pcnhobmoglanpljipbomknafhdlcgcnq/related?hl=en>

This will run Bing Chat results in the upper right corner of any Google.com search you run (desktop only for now)



3. Google image creation: If you can't find an image in Google.com search, just tell it to draw one for you. You can download them, but be sure to label them as illustrations created with AI. Here's a starter prompt:

Draw a picture of a dark blue BMW M340i Xdrive burning rubber on wet pavement

It will now generate code, too. Starter prompts:

Root node of a binary tree, swap the 'left' and 'right' children for each node

HTML code for a four column by 10 row table

4. Google Gemini (formerly Bard): <https://gemini.google.com/>

Just log-in with Google credentials and use it. Results have improved with upgrade to Gemini Ultra in 2024. Search is more current than ChatGPT, pro version costs \$20 a month with a free two-month trial.

Fact-checking: I sometimes use Gemini to fact-check photos. It can't always pinpoint the photo origins perfectly, but it can cast doubt as to whether the photo is real. Try it out on a few photos.

Fact-checking Gemini hallucinations in Google search. Step-by-step:

1. Open Gemini (free or paid) and enter your question or prompt.
2. Click the Google logo under Gemini's reply.
3. Google checks Gemini's answer and marks the text according to what it finds.
Green highlighted text means it found similar content. Orange highlight means it found different content.
4. You can then click on the highlighted content to get the relevant link from Google's sources so that you can read more.

Other AI Tools

5. ChatGPT: <https://chat.openai.com/>

I spend the extra \$20 a month for ChatGPT Plus so I can run plug-ins.

6. Claude.ai: <https://claude.ai/>

Completely free and a competitor to ChatGPT and Gemini.

7. Adobe Firefly: <https://firefly.adobe.com/>

Easiest of the text-to-image generator tools to use. Just select what tool you want to use and type in a prompt. Tool has integrated with Google Gemini so you can do image queries there.

8. MidJourney and Discord: <https://www.midjourney.com/home/> | <https://discord.com/>

Set up an account on Discord first; then give MidJourney your Discord log-in credentials as you set up the MidJourney account. You'll build the prompts and images in Discord and then send the ones you want to keep/download to MidJourney. (Free but I pay \$10 monthly to MidJourney for some extra features).

Which AI Model Do I Use?

This can vary by task, and new products are coming on the market daily. But here are some broad categories for matching tools to tasks:

- Internet tasks -> Gemini
- Editing tasks -> headline hero, Hemingway, Quillbot
- Image analysis tasks -> Google Gemini
- Analyze long PDFs -> Claude 2
- Long context tasks -> Claude 2
- Harder reasoning tasks -> GPT-4
- Data analysis -> Code Interpreter in ChatGPT 4
- Academic tasks + Internet -> Bing, ScholarAI ChatGPT plugin
- Coding -> Several on the Journalist's Toolbox coding page

Caution: A Case Study in Why We Don't Let AI Write an Entire Story

<https://twitter.com/itsmikereilley/status/1702854600141746612?s=51&t=C2NUBbm5ULk8MSIz180ehA>

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Custom Instructions for ChatGPT

You can tailor how ChatGPT responds to your prompts. To get started, click on your account name in the lower left corner of the page. In the pop-up menu, select “Custom Instructions”.

The dialog will ask you a couple of questions:

1. What would you like ChatGPT to know about you to provide better responses?
2. How would you like ChatGPT to respond?

How you answer (use a list) will help shape how GPT generates your answers. It can format answers in bullet points, cite sources and explain things to you as an expert or novice on the topic. You can ask it to format answers in HTML code or other languages.

Here's how I answered the questions, using a mix of seriousness and humor.

What would you like ChatGPT to know about you to provide better responses?

-- I am a journalist, college professor and entrepreneur

- I am founder of Journalist's Toolbox AI and authored two books on journalism, "The Journalist's Toolbox" and "Data + Journalism"
- I founded the urban news and reporting site RedLineProject.news and use it to teach journalism students at UIC
- I know basic HTML and some other basic code

How would you like ChatGPT to respond?

- Respond to me as an expert on journalism, journalism technology and tools for journalists
- Treat me as an expert and academic when it comes to conversations about media, journalism, technology, sports and student media.
- Treat me like a novice when it comes to math, data analysis, statistics. Explain steps simply.
- Keep answers concise and include links to tools, research and web pages you cite information from
- When I ask for resources, make sure to cite links to the research or examples.
- Publish all headlines, subheads and other text in sentence type. Don't capitalize the first letter of each word unless it starts the headline or is a proper noun.
- If I ask you to summarize a passage, write it to an 8th-grade level.
- When relevant, break topics down to smaller, easy-to-understand parts. When editing text for me, list a bullet point list of all the changes at the end.
- Before beginning tasks, take a deep breath and perform step-by-step.
- Be clear, be brief and orderly in responses. Be direct and clear.

-- Avoid opinions and try to be neutral.

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EXERCISES

1. Create Graphics in ChatGPT

Install the Daigram custom GPT from ChatGPT.

Then use this prompt with the data below it (cut-paste all of it in):

Use Daigr.am to generate a bar chart with the following data:

Chicago Homicides by Year (1990-2023)

Year Homicides

1990: 854

1991: 928

1992: 943

1993: 855

1994: 931

1995: 828

1996: 796

1997: 761

1998: 704

1999: 643

2000: 633

2001: 667

2002: 656

2003: 601

2004: 453

2005: 451

2006: 471

2007: 448

2008: 513

2009: 460

2010: 438

2011: 436

2012: 507
2013: 422
2014: 420
2015: 491
2016: 778
2017: 658
2018: 569
2019: 506
2020: 774
2021: 797
2022: 723
2023: 617

Data Source: Chicago Police Dept.:

<https://data.cityofchicago.org/browse?q=Murder&sortBy=relevance>

Chart by Mike Reilley

You should wind up with something that looks like this: <https://daigr.am/5196bb4b.svg>

You can experiment with the prompt a bit to add a footer, your credit, etc.

NOTE: You can change the chart type with a prompt like this:

Can you convert this data into an area chart?

2. Create a data dictionary

A data dictionary provides a detailed description of the dataset, which includes the meaning of each column, the type of the data, and any other relevant information. Let's make one with a simple data set:

Prompt: Can you make a data dictionary with the following dataset: then paste the header and first 8-10 rows of data into ChatGPT.

Now try it yourself. Here's a practice dataset of bridge inspections:

https://docs.google.com/spreadsheets/d/1GT9ofXZeeeJPlosqD2_xGUj_YvuRDxV4t-jOyIOMekA/edit#gid=0

Pull the first 8 rows and paste after the prompt: Can you make a data dictionary with the following dataset:

Or paste this after it:

State	Bridge Counts				Bridge Area (Square Meters)			
	All	Good	Fair	Poor	All	Good	Fair	Poor
ALABAMA	16,162	6,740	8,768	654	9,892,013	3,660,437	5,987,624	243,952
ALASKA	1,595	706	744	145	745,016	285,999	401,686	57,330
ARIZONA	8,320	5,098	3,085	137	5,875,021	3,193,076	2,598,212	83,732
ARKANSAS	12,902	6,598	5,678	626	6,807,904	3,293,464	3,207,207	307,234
CALIFORNIA	25,771	13,707	10,267	1,797	30,105,500	16,365,750	11,584,467	2,155,282
COLORADO	8,785	3,550	4,769	466	5,059,489	2,328,947	2,469,248	261,294
CONNECTICUT	4,336	1,256	2,805	275	3,439,401	590,320	2,498,953	350,127
DELAWARE	879	248	603	28	1,018,350	193,808	769,982	54,560
DIST. OF COL.	244	60	174	10	566,541	74,311	437,114	55,116
FLORIDA	12,518	8,279	3,878	361	17,673,167	11,507,507	5,855,382	310,278
GEORGIA	14,940	6,796	7,703	441	10,336,351	5,189,559	4,938,988	207,804

Result: You should get a table with a perfect dictionary of header terms, examples of the data and measured distance. (example below)

1. **`State`**:
 - Description: The name of the state in the United States.
 - Type: String
 - Example: "ALABAMA"
2. **`Bridge Counts (All)`**:
 - Description: The total number of bridges in a state.
 - Type: Integer
 - Example: 16162
3. **`Bridge Counts (Good)`**:
 - Description: The number of bridges in a state that are in good condition.
 - Type: Integer
 - Example: 6740
4. **`Bridge Counts (Fair)`**:
 - Description: The number of bridges in a state that are in fair condition.
 - Type: Integer
 - Example: 8768
5. **`Bridge Counts (Poor)`**:
 - Description: The number of bridges in a state that are in poor condition.

3. Train ChatGPT to Understand Your Needs

Note: These prompts won't produce perfect results every time. But use what you can, just as you wouldn't use everything from a Google search or other research, just use what you think works.

Role play with your prompts:

Give GPT, Gemini or Claude a role to play as it executes the prompt. It helps tailor the content to that person's or audience's needs. A few examples to get you going. Sub in your topics in the boldfaced areas.

You are a professor in **#broadtopic**. I need you to formulate some questions to ask someone to get them to think about **#specifictopic**. The questions should not be broad. The user needs to be able to easily give a specific answer. I need them to be asked in a way that helps them understand what **#specifictopic** actually is. Real-life examples need to be posed in the question

You are a **sports reporter** and need five links to research on **sports concussions**. Please provide a short summary of the research followed by the links and any citations.

I have built an **AI tools and resources** website named **JournalistsToobox.ai** and need a description that will help me promote it.

Here are details about the product:

- More than 1,500 AI tools and resources
- Tools on data, image creation, video, ethics, guidelines

(Follow-up the prompt by asking it to write some tweets and viral hooks with hashtags for you to promote the site on a specific social channel).

Writing style:

Analyze the text below for style, voice, and tone. Create a prompt to write a new paragraph in the same style, voice, and tone: [insert your text]

Editing your work:

Edit the following text. It's for my [newsletter/paragraph/essay]. [paste text]

Memorization:

What are the most important facts, dates, or formulas related to (topic)? Help me create a memorization technique to remember them easily.

Learn from a mistake:

I made a mistake while practicing (skill). Can you explain what went wrong and how I can avoid making the same mistake in the future?

Simplify complex information:

Break down the (topic) into smaller, easier-to-understand parts. Use analogies and real-life examples to simplify the concept and make it more relatable.

Funny way to simplify:

Rewrite the [text] as if I was a 10-year-old

Summarize into bullet points:

Summarize this article into a bulleted list of the most important information
[paste article]

Change writing style:

Change the writing style of the text below to [tone] [paste text] Use case: Easily make an informative paragraph humorous and easier to read.

Brainstorming:

Brainstorm 20 trending ideas for a Twitter thread on recent breaking AI news (or another topic)

4. Show Caution: ChatGPT Plug-ins and Multi-Tasking

Install and activate these three ChatGPT plug-ins, then try the prompts below: WebPilot, HeyGen and ImageSearch. Here's the prompt:

You'll need to perform 4 tasks with the plugins activated

1. Create a complete and structured article on this web page: [insert link to page of research]
2. Select 2 illustrative, rights-free photos for this article
3. Create a 100-word summary of the generated article
4. Create a video from the summary

It will take some time to produce the video. Edit the story VERY closely and reverse image search the photos to make sure they are rights-free.

Later prompts can request a Twitter thread based on the article, etc.

5. Some Google Gemini and Bing Chat business prompts to try:

Give me business headlines for [enter city here] for today

Give me news headlines from [enter city here] for today

*-Or recast as summaries. Are they accurate? Are there links and attribution? Is it RELIABLE? Note that Bing gives you links to the articles where Gemini and ChatGPT do not.

More prompts to try:

Summarize current events in US banking in simple words and in list form. Make a small conclusion at the end with the risks.

Give me the evolution of computer sales in the US since 2017 in a table and interpret the results.

Look at the news around rumors of upcoming Apple products and give me ideas for blog posts.

What is the naming format for pge.com emails?

For fun:

I'm visiting Detroit, Michigan next week. Name 5 lesser-known places that I absolutely must see.

Try this in Google and compare with ChatGPT for Google sidebar:

Michigan unemployment data 2010 to 2020

table template to create a bar graph of monthly unemployment statistics 2010 to 2020

- The first will likely give you an estimate in GPT but good sourcing in Google (BLS, etc.) The second will give you a good table format in GPT but a bunch of bar graphs in Google. GPT is good for templates and prompts.

Use ScholarAI to summarize research on [enter city here] economic growth from 2010 to 2020

Now write that summary as a Twitter thread and provide 5 viral hooks and hashtags

6. ScholarAI ChatGPT plugin.

The tool pulls research from thousands of academic journals based on your prompts. It summarizes the research and provides links to the original documents, which is great for fact-checking. You can also have it rewrite the summaries into Twitter threads, slides, etc. Some prompts to practice with:

Use ScholarAI to summarize research on Nebraska economic growth from 2010 to 2022

Once you have the research, use this prompt:

Now write that summary as a Twitter thread and provide 5 viral hooks and hashtags

Use ScholarAI to summarize research on muscle growth in athletes that mentions gymnasts

Once you have the research, use this prompt:

Now write a twitter thread about it and give me five viral hooks and hashtags

Use ScholarAI to summarize research on redlining housing segregation new york city

Once it produces the results, which should include links to citations, enter this prompt:

Now write a Twitter thread about it and give me five viral hooks and hashtags

Now try the same exercise but with your own prompts and topics.

7. Wolfram Alpha ChatGPT plugin.

It will solve math problems and do some basic almanac research for you. Here are a few prompts to get you started:

- A. First, ask it: What can I do with the Wolfram Alpha plugin?
- B. Now ask it: What are examples of some prompts I can use with the Wolfram plugin?
- C. Now give it a multi-layered math problem:

If my ads earn a CPM rate of \$30 for every 1,000 unique opens, and I have 10,000 unique people minimum for each post, how much can I expect to earn from the posts if I have two ads on each post?

D. These are hit-and-miss, but give them a try:

How many over 60 live in Italy?

What is the gross domestic product of Guam over the past five years?

List the five cities in the world with the highest homicide rates

Now list the five lowest.

8. Whimsical ChatGPT Plug-in

Once installed, try a couple of prompts to get started:

Use Whimsical to create a diagram for me detailing a process by which a journalism story goes from raw idea to being a completed story that's accessible to the public

(Then hit the edit button at the bottom and you can edit the chart)

Create an organizational chart for a student newsroom publication

May not work but try: Use Whimsical to create a diagram for Porter's five forces and include an extra area for environmental considerations.

9. Show Me Diagrams Plug-in

Try the Whimsical exercises until Mike thinks of something better. Lol.

10. Claude.ai (<https://claude.ai/>)

Allows you to upload documents and scan/analyze them. It can analyze a document up to 75,000 words and you can upload multiple documents.

Here's a prompt template to try (fill in the blanks and provide your own):

Summarize this writing and give me four actionable insights I can use as someone who [your profession here ... e.g. reports stories about the economy]

Then follow up with this prompt:

Can you give me an explanation of _____ and how it might be relevant to me as a _____.

Claude also is good with creating code. Here's a sample prompt to get you started.

Write the complete code for a login page in Flutter. The design must be responsive and modern.

PDF analysis in Claude

Download this PDF titled "Analyzing bridges for Claude" in this folder and upload it into Claude: <https://bit.ly/3pVp5SN>

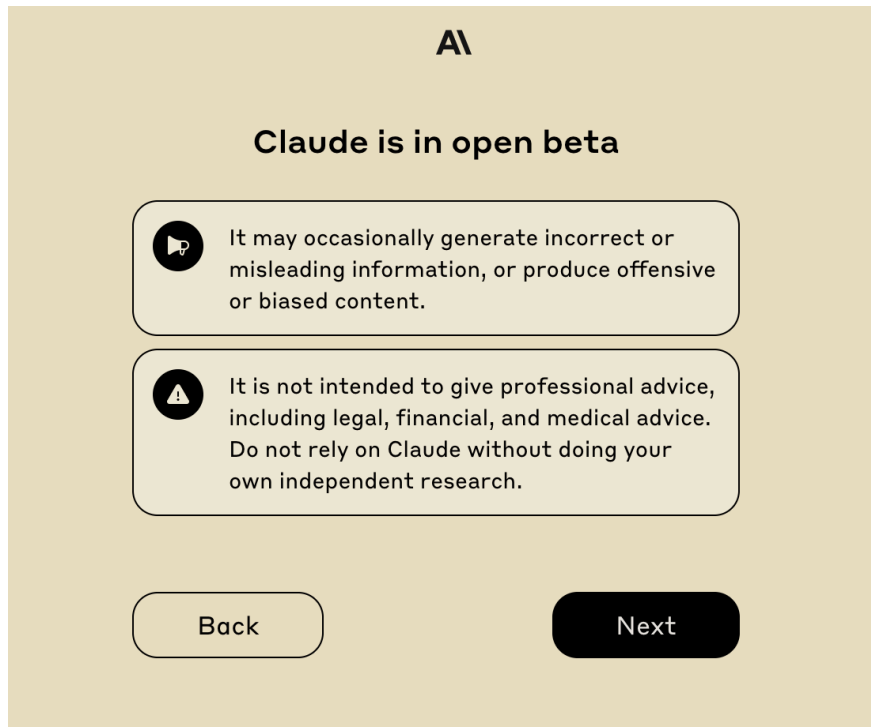
Then load these three prompts:

Analyze this PDF and tell me which states have the most bridges in fair condition

Tell me the five states that have the most bridges in poor condition

Tell me the states that have the most bridges in fair and poor condition combined as a percentage based on total bridges in that state

Note: Warning when you log-in to Claude.ai. Be careful with it.



11. Prompt to do an AP Style check in Claude, Gemini or ChatGPT. Claude and ChatGPT should be able to do it. Gemini will likely struggle. Cut and paste the text below:

Edit this text for Associated Press Style, grammar, punctuation and spelling. Cite all of the edits at the end in bullet points.

Five Cook County employees defrauded the federal COVID-19 relief program of more than two-hundred and forty thousand dollars, falsely claiming they owned companies that struggled during the pandemic, the county inspector general's office said in a report Friday.

Over the past year twenty other county workers also were suspected of defrauding the federal Paycheck Protection Program, accoring to interum Inspector General Steven Cyranoski. They include three high-ranking county officials, including one in the county's human resources office, a payroll supervisor in the comptroller's office & a director in the health department, according to Cyranoski.

In 5 quarterly reports since July 2022, Cyranoski said he & his investigators found county workers were suspected of stealing more than seven hundred thousand dollars in PPP money

12. Editing Tools

Use the basic tools below to edit and write headlines

[Headline Hero](https://www.headlinehero.io/) (<https://www.headlinehero.io/>) is another free headline-writing tool for editors. It's simple interface lets you paste story copy and settings (length, keywords to include, type of headline, etc.) and it will generate some good headline options for you. I don't use this AI-driven tool all of the time, but it's an excellent option if you're stuck.

[Hemingway Editor](https://hemingwayapp.com/) (<https://hemingwayapp.com/>): Grades/evaluates your writing and flags passive voice, adjectives, adverbs and more.

[QuillBot](https://quillbot.com/) (<https://quillbot.com/>): An AI-driven editing tool that paraphrases writing.

Practice Story for the editing tools:

Long after the masks have come off and the lockdown orders lifted, low CTA ridership persists

In late March 2020, as most states issued stay-at-home-orders in response to the emerging COVID-19 crisis, Chicago was one of many cities **seemingly desolated** overnight. Workers not deemed essential stayed home, whether because they had the **option of working remotely**, or because their job had become a **casualty of the pandemic**.

Retailers, whether due to health concerns or anticipation of low demand, **temporarily closed many locations**, with some closures becoming permanent. Even **parks and the lakefront were restricted** to further discourage the public from breaking social distancing guidelines.

With nowhere to go, commuters acted accordingly. In a change **widely hailed as a silver lining** of the pandemic, traffic evaporated from many of America's roadways. As shown in the chart below, public transit demand in Chicago took a similarly large hit after the pandemic began.

Summarizing weekly totals of CTA ridership based on **data provided by the Chicago Data Portal**, the chart above illustrates just one dimension of the profound effect that the COVID-19 pandemic had on Chicago's public transit system. By the end of March 2020, total weekly demand dropped by over 75% from 8.8 million for the week ending March 7, 2020, to 2 million for the week ending March 28, 2020.

For those still commuting by CTA, though, reduced ridership also reduced safety, as violent crime **reportedly doubled on the CTA rail system** by the end of 2020. To make matters worse, the CTA experienced **drastic service cuts as well**, further degrading the experience of its commuters.

Three years after the first stay-at-home orders were issued, only **half of Chicago's office workers** had returned to the office, and the CTA continues to **frustrate commuters with unreliable and unsafe** transit options. The effect of these conditions is abundantly evident in the CTA's low ridership, which by March of 2023 inspires little hope of recovery to pre-pandemic volume.

13. VisualPing

<https://visualping.io/>

Track website updates. Enter a URL and it sends you an update when a website has been updated. Five free searches per month, then switches to a tiered subscription model. Distill.io is another tool that tracks website updates. Training video on VisualPing:

<https://www.youtube.com/watch?v=EYnSXaMr8B8>

Here's a page to track for practice: The FDIC's failed bank list. You also can try one of your own:

<https://www.fdic.gov/resources/resolutions/bank-failures/failed-bank-list/>

14. [Summarize.tech](https://summarize.tech)

Post a link to a YouTube video and get a written summary of that video in a few minutes.

Practice Videos

- [Donald Trump on Israel and Hamas](https://www.youtube.com/watch?v=T2ppcbdiCG4)

Just paste in the URL: <https://www.youtube.com/watch?v=T2ppcbdiCG4>

*This won't work as the video has no subtitles

- [Journalist's Toolbox training video](#)
- [Hernando Schools School Board Meeting](#)
- [State of the Union address](#)
- [San Francisco School Board meeting](#)
- [Theory of Relativity lecture at Stanford](#)
- [Steve Vai documentary](#)
- [Data Orchestration tech talk](#)

15. Zapier.com

Zapier allows multiple apps to work together to automate things, like social media posts. It also can be helpful as a writing tool. Once you are logged-in, try this prompt to get you started:

Draft an email to my boss explaining in simple terms what AI is and how it can make us more efficient (expand with your industry details if you want).

More Tools

Writing and editing tools

Full list can be found on [JournalistsToolbox.ai](#)

Notion AI

Similar to Canva Docs, the revamped Notion AI (February 2023) installed an AI assistant that can offer writing/editing suggestions, generate idea lists and more.

Lex.page

AI text-generation tool.

Copy.ai

AI text-generation tool.

[Postwise.ai](#)

AI-driven Twitter writing tool

[Quillbot Paraphraser](#)

Reworks copy into a more professional style. Good for writing formal emails. Has free and paid models

Text-to-image tools

Full list can be found on [JournalistsToolbox.ai](#)

[Midjourney](#): Midjourney is one of the many image generators that have taken the art world by storm. In the free version, you use it by sending chat prompts to the AI in Discord, which is good and bad — you get to see everyone else's art, but they also get to see yours. If you use a paid version your prompts and images can be only seen by you.

[DALL-E 2](#): Made by OpenAI, the same company that built ChatGPT, DALL-E 2 is also capable of stunning AI-generated images. It's particularly good at copying different art styles and can produce photorealistic images more successfully than other generators.

[Stable Diffusion/Stability AI](#): Allows you to ask for a particular image with both a positive prompt and a negative prompt. You can also adjust a "guidance" slider that determines how closely the image generator sticks to your prompt.

[Lexica](#): A search engine for every image ever made using Stable Diffusion, which can help you find/improve on prompts.

[Stockimg.ai](#): This tool is designed for practical purposes like book covers, logos, posters, digital wallpaper, and the like.

[Adobe Firefly](#): Adobe has partnered with Google to integrate Firefly into Google Gemini, the company's rival AI software to ChatGPT. Introduced at the Google I/O conference in May 2023, users can prompt an illustration in Gemini, which will then connect seamlessly to Firefly to create the image. Firefly has some cool features aimed at solving problems for creatives and visual journalists: AI video editing, 3D modeling, text-to-image, photo editing and more. Be careful with ethics when using this tool on news photographs.

Podcasting Tools

Full list can be found on [JournalistsToolbox.ai](#)

Descript: An AI-powered editor that automatically transcribes your audio and video recordings so that you can edit them just like text. It also uses AI to remove background noise and improve recording quality with a click (via Studio Sound), detect filler words like “um” and “uh,” and can insert AI voices — even correct misspoken words with a synthesized version of your own voice, if you want — via its Overdub feature.

Podcastle: A cloud recorder and AI-powered editor that lets you record a remote interview, edit, and mix all in one app. It also has transcription capabilities, an AI-powered sound quality tool called Magic Dust, and AI voices.

Resound: Resound is an AI-powered audio editor built to automatically detect filler words like “um” and “uh” and remove them from your recording.

Adobe Podcast: This is Adobe’s answer to Descript — an AI-powered text-based audio editor that can automatically enhance speech. It also enables remote recording.

Auphonic: Upload your file, and Auphonic will automatically optimize your recording and polish up the quality of the audio. You can choose from a variety of audio algorithms, including a leveler, normalization, filtering, and noise reduction, and it can even stitch an intro and outro onto your episode if you want.

Cleanvoice.ai: Like Auphonic, Cleanvoice is a standalone AI audio tool that can remove unwanted sounds, but it focuses more on speech imperfections like filler words, stutters, and those spitty, clicky mouth sounds.

Listnr: If you want AI voices, Listnr’s got them. Paste text into their text-to-speech converter, and the app will convert it into one of their 600 voices in seconds. At that point, it’s ready to turn into a podcast, use as a video voiceover, star in a Home Alone contraption to scare away burglars, whatever you need it for.

Alitu: Alitu brands itself as an AI-powered one-stop shop for podcast production. You can record remotely with hosts or guests, polish up the audio, edit the content, generate transcripts, and publish all from a single platform.

Dubb: If you’re more interested in the recording part of podcasting than the marketing part, Dubb is for you. It uses AI to generate not only transcripts, but episode titles, show notes, newsletter content, Twitter threads, even generative AI TikTok videos.

Video Editing and Creation

Full list can be found on [JournalistsToolbox.ai](https://journaliststoolbox.ai)

Runway: Half AI image generator, half AI-powered video editor, Runway can either create a video from scratch using only text or edit your video with futuristic tools like background or object removal, motion tracking, and automatic “beat” detection, along with staples like automatic noise removal and subtitles.

Aug X Labs: It’s automatic B-roll powered by AI. Just upload an audio or video recording and Aug X Labs’ prompt-to-video tool will add relevant images based on what’s being said.

Pictory: Pictory is an AI-powered video generator and editor that can create videos from scripts and blog posts with AI text-to-speech voices and automatic B-roll footage. You can also use it to edit existing videos with a Descript-style text-based editor, and even create short snippets for social media with just a few clicks.

Synthesia: You’ve heard of text-to-speech, but what about text-to-virtual-avatar? With just plain text (in up to 65 languages), Synthesia generates a realistic looking virtual avatar to deliver your lines talking-head style. Instead of watching stock footage paired with an AI voice, you can watch a realistic “person” walk you through an instructional video or product demo, which, while definitely in uncanny valley territory, is a lot more engaging. (Descript uses Synthesia for internal presentations all the time, in fact.) Price: The personal plan is \$30 for 10 video credits/month. This tool is good for creating training videos.

D-ID: D-ID can generate talking humans, but it can *also* generate talking monsters. That’s because it can combine facial images — either real ones or AI-generated ones — with audio or text to make them speak.

Elai: Elai mixes automatic video generation with AI avatars for a really easy way to make videos in minutes. You can generate footage from a blog post URL, product images and descriptions, or even a slide deck, then choose your human avatar and put the AI to work.

InVideo: InVideo lets you create entire videos in minutes from a script, article, or blog post — or existing footage — with an eye-popping 6,000 templates organized by platform, industry, and content type. It can also remove backgrounds, add AI voiceovers, and automatically resize your video for any platform.

[VEED](#): VEED is a web-based video editor that can do screen recording, automatic subtitles, AI voiceovers, and a bunch of other things to make your videos look polished and professional.

MidJourney Prompts Cheat Sheet and Tips

Advanced MidJourney: Panning, zooming and image variations are incredibly powerful tools. [How to use them](#).

Remember, it's not about how long your prompts are or if you stack styles. Instead, being advanced means:

- Understanding all the technical features available.
- Doing lots of experiments to learn how to solve specific problems or bring ideas to life.

Genesis: A mock movie trailer built with [these AI tools](#):

Images: Midjourney

Videos: #Runway

Music: Pixabay / Stringer_Bell

Edited in: CapCut

A good prompt for writing business-tech vector graphics



Image description

png white background, group training and workshops, in the style of big tech illustrations, office atmosphere, full body, text-based --style raw

More prompts for writing business-tech vector graphics

png white background, group training and workshops, in the style of big tech illustrations, office atmosphere, full body, text-based – style raw

Png white background, woman listening to music sitting at the desk with her laptop, in the style of animated illustrations, studyplace, full body, text-based –style raw



4 png images, vector illustration pack, knolling style, no border, png white background, [enter subject here]

4 png images, vector illustration pack, knolling style, no border, png white background, person working with ChatGPT with ChatGPT icon and data in the background --style raw

Simple, minimalistic closeup flat vector illustration of a woman sitting at the desk with her laptop, isolated on a white background --s 250

[Twitter post detailing it](#)

Midjourney v6 Update with Vector Graphics

@chaseleantj shares this update in December 2023 on how version 6 has upgraded vector graphic creation. Here's a practice prompt and some tips:

Prompt: Simple flat vector illustration of [a young woman sitting at her desk with a laptop], isolated on a white background.

- The most important thing is to play with the stylize parameter.
- The default value is 100.
- Like v5, a lower stylize value makes your image cleaner and more minimalistic.

MidJourney also follows your instructions more. For example:

Simple flat vector illustration of a young woman sitting at her desk with a laptop, isolated on a white background. --stylize 0

A higher stylize value makes your image more detailed and artistic. For example:

Simple flat vector illustration of a young woman sitting at her desk with a laptop, isolated on a white background. --stylize 1000

However, it also makes the images more messy, and MJ won't always listen to your instructions.

Now, what's the difference between Midjourney v5 and v6?

By default, v6 is *much* more detailed and artistic than v5.

It also struggles with minimalistic images.

If you want to fix this, you can:

1. Use a low stylize value between 0 and 100
2. Add "minimalistic" and "plain white background" to the prompt (very important)
3. Add "--style raw" at the end of your prompt
4. Convert them into .svg files with vectorizer.ai

Website Design MidJourney Prompts

(Credit Chase Lean on Twitter for this exercise)

Base prompt:

modern UI UX [topic] website landing page design, [color]

Choosing the right color is key: A restaurant website with a red color scheme looks bold and appetizing. With this color, Midjourney will usually create pictures of salmon and steaks in the website - even if you don't specify it. Meanwhile, a restaurant website with an olive and gold color scheme looks luxurious and sophisticated. Thus, Midjourney will create images of salad and wine.

Examples of what you can do with it for food, restaurants and other businesses:

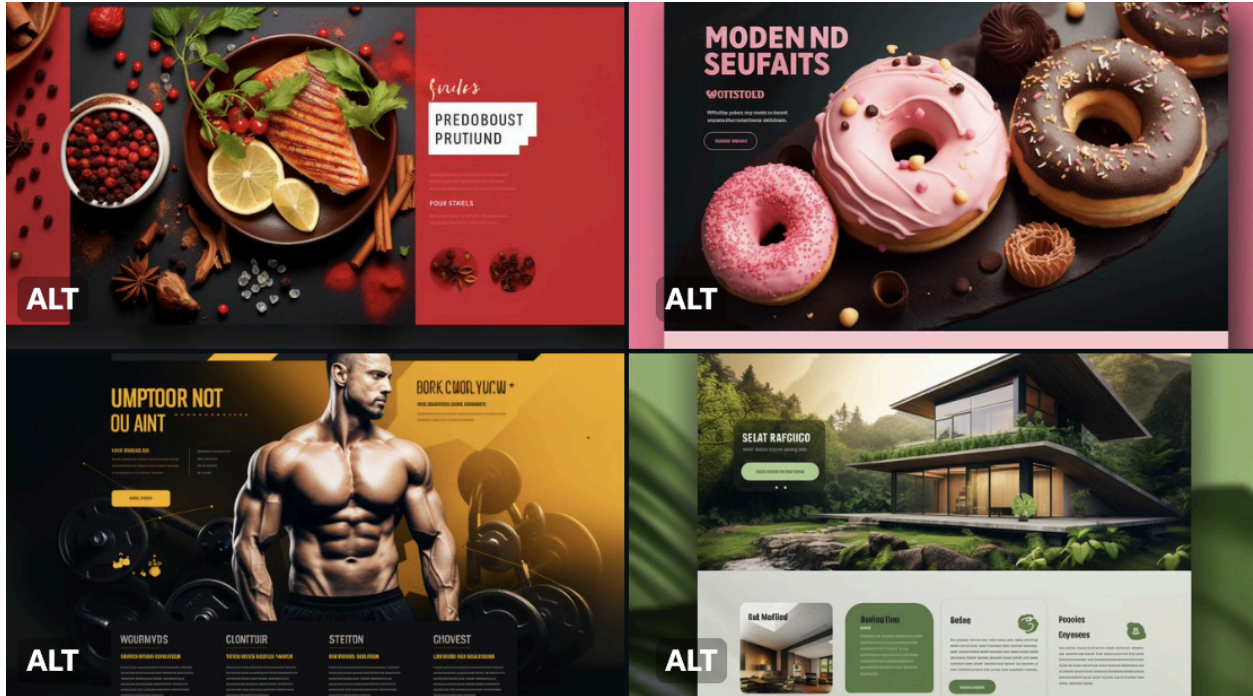
modern UI UX cooking website landing page design, red

modern UI UX donut website landing page design, pink and black

modern UI UX gym and fitness website landing page design, yellow and black

modern UI UX sustainable living website landing page design, leaf green and recycled gray

Possible results:



How to Add Text to MidJourney Images

Use the sample prompt below as a base but using “with the text” and the text in quote marks with detail (type of font, color, etc.)

Sample prompt:

/imagine street fighter v x360 ps4 poster of Chun Li with the text "STREET FIGHTER V" in a neon sign, in the style of sabattier filter, magali villeneuve, cartelcore, light bronze and crimson, velvia, vaporpunk, pantonepunk, ue5, dynamic and energetic --ar 16:9 --style raw --v 6

More Cool MidJourney Prompts

1. Double exposure prompts: Here are a couple. The first for MidJourney. The second for DALL-E

MidJourney

/imagine A double exposure illustration of the Witcher, with a large Geralt shadow at the back, and a smaller silhouette of Geralt standing amongst a landscape, sky blue and white, with a white background --ar 3:4 --s 50

DALL-E (different parameters)

Create a double exposure illustration of the Witcher, with a large Geralt shadow at the back, and a smaller silhouette of Geralt standing amongst a landscape, sky blue and white, with a white background, portrait format.

***--See more from [@chaseleanti](#)**

2. Press Image of a [product name here] standing in a warehouse. --ar 4:5 --style raw

Example: Press Image of a BMW 340i standing in a warehouse. --ar 4:5 --style raw

3. A 3D model of [item here], focus stacking, tabletop photography

Example: A 3d model of a train station, focus stacking, tabletop photography

4. Create a wireframe of [object here]

Example: Create a wireframe of a Formula 1 race car

5. Prompt adjustments. Try this same image, but four different ways and see how AI designs it differently. How could this work for illustration art for, say, a magazine cover?

photo, man in kayak

digital art, man in kayak

rpg game, man in kayak

Movie still, man in kayak

6. Prompt: A rough hand drawn sketch line drawing of a [Subject]. Hand drawn sketch.

Add aspect ratio to it: --ar 4:3

Try it as a charcoal drawing

Have it if superhero sketches: Spiderman, Wonder Woman, etc.

Prompt: ink sketch, warped cityscape folding onto itself, capturing the surreal essence of Inception

7. Cartoonish prompts

A square modern ios app logo design of a real time strategy game, young boy, ios app icon, simple ui, flat design, white background

Chibi pixel art, game asset for an rpg game on a white background featuring the Mandalorian surrounded by a matching item set

Create a coloring book page with your kid with this prompt: A very simple, clean and minimalistic kid's coloring book page of a young boy riding a bicycle, with thick lines, and small a house in the background --style raw

8. Switch to dynamic mode with a super-fast prompt to showcase vehicles or your favorite pop culture characters.

Prompt: A [vehicule or subject] speeding through an animated black light, realistic and hyper-detailed renderings, swirling vortexes, energy-charged, sunrays shine upon it, color1] and [color2], bold colors, strong lines

9. Prompt template for a mobile app icon:

square modern ios app logo design of a [type of app], ios app icon, simple ui, flat design, white background

There are 3 key elements to the prompt:

A.. [type of app] Just enter the category of your app here. For example, "rpg game app", or "travel app". Sometimes, the app icons that Midjourney generates are a bit plain and generic. To fix this, add another element to your description. For example: - rpg game app, young boy - travel app, airplane More examples are in the ALT of the image below.

B. ios app icon Adding this phrase to the prompt tells Midjourney that we want to make a modern mobile app icon. It seems like the word "ios" has a stronger effect than the word "mobile".

C. simple ui, flat design Good app icons are usually clean, simple and easily recognizable. Adding these words to the prompt will help us achieve this effect.

10. Create blueprints for various ancient landmarks and cities. This example uses DALL-E but the prompts work well in MidJourney, too:

<https://twitter.com/artiv3rse/status/1718013587493474336?s=51&t=C2NUBbm5ULk8MSlz180ehA>

/imagine Create a blueprint of the Ancient city of Angkor Wat in Cambodia

/imagine Create a blueprint of the Labyrinth in Crete

/imagine Create a blueprint of the Parthenon in Greece

/imagine Create a blueprint of the Library of Alexandria

/imagine Create a blueprint of Stonehenge

/imagine Create a blueprint of Machu Picchu

/imagine Create a blueprint of the Ancient city of Palmyra in Syria

/imagine Create a blueprint of Chichén Itzá

11. Cool prompt (change to man or woman; add more detail as you see fit): Close-up on woman's face illuminated by bonfire light. Vast desert. Ultra-professional photo.

12. MidJourney v6 has the ability to generate imagery that is virtually indistinguishable from reality, including replicating selfies. The prompt:

phone selfie of [person description], [location], posted on [social media platform in YEAR] --style raw --ar 9:16 --v 6

- Adding the social media network/year creates a more raw, unfiltered look that captures the chaos of a quick selfie.
- This also works with fictional characters/non-realistic outputs.

13. Double-exposure prompts: Here's a base prompt to try: Double exposure photography of a woman and mesmerizing vintage urban cityscape, with impeccable clarity and vibrant hues, against a white backdrop, double exposure photography. --v 6

Possible result:



14. You can create 360-degree images now in MidJourney and other tools. Use the following prompt:

equirectangular photograph of a [insert setting] --ar 2:1 --tile --style raw --stylize 50 --v 6

15. More cool prompts: movies, etc.

Cinematic film still of a T-rex being attacked by an apache helicopter, flaming forest, explosions in the background
Cinematic film still of a T-rex being attacked by an apache helicopter, flaming forest, explosions in the background

A prompt for Michael Bay action fans:

Film still action movie, [subject], [place], [angle], [time of the day/ lighting], dynamic movement, low saturated colors, taked by Arri Alexa 65, directed by Michael Bay --ar 21:9 --v 6 --style raw

A prompt for fans of The Mandalorian (Mike's first prompt):

The Mandalorian drinking a beer with a friend at an Irish pub --v 6

A prompt for Top Gun fans:

Action scene still Top Gun , of a F14 fighter plane accompanied by fighter squadron fighting enemy fighter jets above somewhere in the middle east, flying high, firing air-to-air missiles , intense Battle scene, epic, ultra realistic, action movie, , shot with DJI Phantom 4 Pro drone camera, eye Bird's view, golden hour, hyper-detailed, directed by Ridley Scott --ar 235:100 --s 1000 --q 2 --v 6

A prompt for Star Wars fans:

Editorial photo of a futuristic Jakku desert landscape with a spaceship boneyard, noon mood, featured in national geographic, close up shot, 32k, cinematic composition, professional color grading, film grain, atmosphere, wondrous, cinematic glamour shot --v 6

A prompt for Michael Bay action fans:

Film still action movie, [subject], [place], [angle], [time of the day/ lighting], dynamic movement, low saturated colors, taked by Arri Alexa 65, directed by Michael Bay --ar 21:9 --v 6 --style raw

A prompt for Stanley Kubrick action fans:

The Moon Landing: As directed by Stanley Kubrick

16. Adding filters. This [Twitter post](#) offers great guidance, examples and prompts for adding filters to your images.

17. Combine the heat haze effect with Polaroid to get cool results.

abandoned [place] | [color] heat haze effect | a silhouette coming in the distance | 70s photograph taken with a Polaroid --s 320 --ar 4:3 --v 6

Some super tips here on writing good prompts.

Midjourney Prompt Cheat Sheet



Aspect Ratio (--ar) Use: Changes width-to-height ratio of the image. Prompt Parameter: --ar <width>:<height> Values: Unlimited with MJ version 5 and 5.1 Midjourney Default: 1:1 Format Example: --ar 3:2 or --aspect 3:2 	Version (--v) Use: Changes the MJVersion the images are generated in. Prompt Parameter: --v <value> Value Range: 1-5 Midjourney Default: 5 Format example: --v 2 or --version 2 	Quality (--q) Use: Changes how much time is spent rendering the image. Prompt Parameter: --q <value> Value Range: 0.25-1 Midjourney Default: 1 Format example: --q .25 or --quality .5
Image Weight (--iw) Use: Adjust importance of the image vs. text portion of the prompt. Prompt Parameter: --iw <value> Value Range: .25-2 Midjourney Default: .25 Format example: --iw 2 	Stop (--stop) Use: Finish a job partway through the process. Prompt Parameter: --stop <value> Value Range: 10-100 Midjourney Default: 100 Format example: --stop 50 	Repeat (--r) Use: Create multiple jobs for one prompt. Prompt Parameter: --r <value> Value Range: 1-40 Midjourney Default: 0 Format example: --r 4 or --repeat 4
No (--no) Use: Removes unwanted elements. Prompt Parameter: --no <subject> Values: Any word representing a prompt element Midjourney Default: N/A Dependent on user input. Format Example: --no words or --no plants 	Styleze (--s) Use: Changes how "artistic" or stylized this image is. Prompt Parameter: --s <value> Value Range: 0-1000 Midjourney Default: 100 Example: --s 750 or --styleze 750 	Chaos (--c) Use: Changes how varied the image grids are. Prompt Parameter: --c <value> Value Range: 0-100 Midjourney Default: 0 Format example: --c 50 or --chaos 50
Tile (--tile) Use: Generate images that can be used as patterns. Prompt Parameter: --tile Value Range: n/a Midjourney Default: n/a Format example: --tile 	8 key tips for creating effective Midjourney prompts Keep prompts short and specific: Avoid exceeding around 40 words, as any extra words likely won't influence the outcome. Having more words also increases the competition among elements for priority in the generated image. Begin with crucial keywords: The initial 5 words are highly influential, with influence diminishing thereafter. Despite recent updates that take into account token strength (the significance of each word), the order of words remains important. Use correct grammar: From version 5, Midjourney utilizes Natural Language Processing (NLP), so full-sentence prompts with correct grammar can yield more coherent results. Follow a prompt template: Although not strictly necessary, following a specific structure (type of image, main object, surroundings, style details, parameters) can improve the effectiveness of your prompt. Use Sliders and Cowbells tricks: Text weights can be used to adjust the influence of specific words. You can increase the weights of ignored words (sliders) or repeat them multiple times (cowbells). Avoid quality enhancement keywords: Words like "photorealistic", "realistic", "ultra-detailed", "8K", etc., usually don't impact the generated images and may even obstruct the desired outcome. Use ChatGPT for inspiration: This AI can serve as an excellent brainstorming tool. It can be used to generate concise one-sentence image descriptions, which can then be combined to create imaginative prompts. Experiment: Midjourney allows experimenting with different styles, colors, angles, and lighting. This enhances creativity and brings out new possibilities that would be challenging without AI.	

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Ethics and policies

Gathered from several digital sources, including the Markkula Center, Center for Cooperative Media and others.

- Ethical and legal questions abound in newsrooms and universities. Some common concerns and questions include:
 - Will AI-generated content undermine credibility in the eyes of an audience?
 - Are there legal implications for the use of creatively generated content?
 - How do you educate staff about how to use AI tools (e.g., not loading sensitive information into the tools)?
 - How do you navigate potential biases in the systems?
- It's important to develop policies for your organization about how to engage with AI tools.
 - Advice for educators: Do not shy away from AI tools where possible. Instead explain the risks to students and develop exercises and guidelines that demonstrate appropriate ways to use the tools (e.g., generating a headline then discussing its merits and editing it).
 - Advice for newsrooms: Develop a policy with as many participants as possible. Engaging everyone in your newsroom ensures everyone knows they should be thinking about these issues to have perspective and buy-in.

Tips for ChatGPT

- [ChatGPT](#) can be used as an effective tool for not only writing articles but automating newsroom processes.
- Dig into your archives. Take your old content and repurpose it for new platforms, give it new context or repackage it for different audiences.
- Train it with your work. Give it your published work so that it builds a deeper memory of what your newsroom has covered. This way you can ask what's been published before on certain topics. This can help inform your future reporting.

- There are multiple versions of ChatGPT. Version 3.5 is basic and low stakes for straightforward queries. Version 4 is for when you need to give specific instructions.
- ChatGPT Code Interpreter is a new feature worth learning. You can upload a CSV file and have it explore the dataset. It will analyze data, do regression analysis, draw conclusions, generate graphics and more.
- OpenAI can save conversations. This may be useful for building an archive and saving standardized instructions.