

AI in the newsroom: What's real, what's not

11 March 2026, Florence

This session explored how artificial intelligence is already changing news production and news consumption, moving beyond abstract debates about whether AI is simply “good” or “bad” for journalism. Participants were presented with concrete newsroom scenarios and asked to decide which ones were real and currently happening in practice. The discussion then moved to whether each use case was helpful, pointless, or potentially harmful, with a focus on real-world newsroom realities rather than speculation. The session aimed to demystify AI in journalism and help participants leave with sharper questions and practical reference points for evaluating AI tools. It was delivered in English with live interpretation in Italian.

Speakers

Juan Carlos López Calvet, Data & AI at Schibsted,

Evann Hislors, Journalism Student at Science Po

Veronica DeVore, Head of Audience at Swiss Info

Priscilla Ruggiero, Journalist at Il Foglio

Alexiane Lerouge, Journalist at the European Broadcasting Union

KEY TAKEAWAYS

- AI in journalism should be assessed through concrete use cases, not only through broad optimism or fear.
- Not every AI application in the newsroom is useful; some are efficient, some are pointless, and some may be harmful.
- Participants should be able to distinguish between real newsroom adoption and speculative AI hype.
- Direct interaction with tools helps ground the discussion in practical newsroom realities.
- The session encouraged participants to ask better questions about transparency, value, and risk when AI is introduced into editorial work.

