AI For Journalists

Innovate Reporting with AI-Driven Skills

Index

Course's Trivia

Course Duration
9 hours

Slots:
09:00-12:00pm

Prerequisites
A foundational understanding
of journalistic practices and
basic digital literacy.

5 Live Lessons of 3 hours each

What can you achieve as a AI-enabled Journalist?

The "AI for Journalists" course is a comprehensive program designed to equip media professionals with the latest AI tools and techniques to enhance their work.

The syllabus spans various aspects of AI applications in journalism, focusing on improving efficiency, accuracy, and audience engagement through technology. It covers essential topics such as using AI for transcription, creating Greek subtitles for videos, optimizing articles for search engines, and generating content suggestions based on keyword research.

Participants will also delve into advanced journalistic research, learn how to integrate custom GPTs into their websites, and discover strategies to avoid detection of AI-generated content by Google. The course also includes modules on social media tools, short video creation, user comment moderation, and AI-driven video editing.

Additionally, it covers advanced translation and adaptation techniques, AI photo editing, and AI-enhanced editorial processes.

The program culminates with modules on AI-generated podcasts and AI-driven news bulletins or YouTube shows, teaching the use of AI tools to create and manage multimedia content.

This program is structured to provide hands-on experience and practical knowledge, making it ideal for professionals seeking to integrate AI into their journalistic practices efficiently.

Why This Course Is Not Like Others?

Original, Exclusive Content
Everything we teach is crafted from scratch. We don't recycle information you can easily find on Google or ChatGPT.

Instructors from the Frontlines
Our instructors are not just academics—they're seasoned marketing professionals with hands-on experience in applying what they teach.

Up-to-Date and Relevant
Every module reflects the latest in marketing trends and tools, so you're never behind the curve.

Real AI Implementation Experience
Our instructors and their teams leverage AI daily to:

- Achieve superior results faster and with higher quality.
- Enhance productivity across projects.
- Empower clients with effective, practical training.
- Scale their businesses, proving that AI is a transformative tool in real-world settings.

Data in the Age of AI -In Figures

AI could increase labor productivity by up to **40%** in media and communications industries by 2035
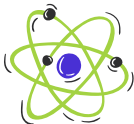
A study by Accenture

79%
of executives believe AI will be "very" or "critically" important to their business strategies in the coming years

A study by Deloitte

Up to 50%
of current work activities in advertising and marketing could be automated by 2030

Source: McKinsey Survey- The State of AI In Early 2024

This course explores how AI reshapes journalism by enhancing efficiency and content quality. Participants will learn to apply AI for accurate transcription, SEO optimization, and keyword-based content suggestions. With advanced tools, journalists will develop skills to conduct reliable research, integrate custom GPTs for interactive media site experiences, and avoid detection of AI-generated content.

The program also focuses on social media, with AI strategies for post adaptation, automatic posting, and comment moderation. Multimedia modules cover AI-enhanced video and photo editing, as well as tools for grammar and syntax correction to refine writing. Additionally, journalists will learn to create AI-driven podcasts and news bulletins, equipping them for today's multimedia demands.

About This Course

During This Course, You Will ...

Discover the role and benefits of AI in journalism, from improving efficiency to enhancing content quality across platforms.

Learn to streamline tasks using AI, such as accurate transcription of recorded materials, optimizing articles for search engines, and generating content suggestions based on keyword research, including long-tail and sub-keywords.

Master AI-driven research techniques, enabling you to locate reliable sources, verify facts, and integrate custom GPTs on media sites for interactive user experiences and FAQs.

Gain skills to maintain content authenticity and integrity, avoiding detection of AI-generated text by platforms like Google.

Enhance social media strategies by using AI tools to create engaging posts, adapt content for different platforms, automate posting, and moderate user comments for a positive environment.

Explore AI tools for multimedia production, including video creation and editing (e.g., cropping, resizing, adding overlays), AI photo editing, and image prompt generation.

Develop proficiency in editorial and broadcast tools, from grammar correction and sentence enhancement to managing AI-generated podcasts, news bulletins, and YouTube shows for engaging multimedia content.

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Who Will Benefit From This Course

01 Media Agencies aiming to stay ahead with AI-driven journalism tools.

02 Experienced Journalists and Reporters eager to embrace innovative storytelling.

03 Graduates of Journalism or Media Studies looking to specialize in AI-enhanced content.

04 IT Professionals interested in the intersection of AI and media.

05 Media Startuppers focused on efficiency and scalability.

06 Editors and Content Managers seeking to streamline newsroom operations.

07 Digital Marketers in the media sector who want to leverage AI for audience engagement.

08 Developers and Data Scientists intrigued by AI applications in journalism.

Your Instuctors
at a Glance

Theo Moulos

4x Exited Entrepreneur - CEO at GrowthRocks

Effie Bersoux

Sustainable Marketing Certified - CEO at GrowthGirls

Course Outline

01

Introduction [0.5 hours]
In this introductory lesson, we will provide an overview of the "AI for Journalists" course. Participants will gain an understanding of the course structure, the key topics that will be covered, and the benefits of integrating AI into journalistic practices. We will discuss the objectives of each lesson and how AI can transform various aspects of journalism, from content creation to audience engagement. This session sets the stage for a comprehensive exploration of AI tools and techniques tailored for media professionals.

02

All about AI in Videos [2.5 hours]
Transcription
In this lesson, we will explore tools for transcribing recorded audio and video materials accurately and efficiently.
non-english subtitling
In this lesson, we will learn about tools that generate direct Greek subtitles for videos, making content more accessible.
Short Videos
In this lesson, we will learn about tools that identify and extract the most engaging one-minute clips from longer videos, suitable for platforms like reels or TikTok.
AI Video Editing
In this lesson, we will explore AI tools for editing videos, including automatic cropping, resizing, and adding overlays, enhancing the visual appeal of your video content.
Translation and Adaptation
In this lesson, we will delve into advanced translation tools that adapt the tone of voice to match the specific style of each media outlet or journalist. For instance, feeding the tool twenty of your articles to ensure the translated text retains your unique writing style.
AI Podcasts
In this lesson, we will learn how to use tools like Eleven Labs to create and manage AI-generated podcasts, automating the production process for audio content.
AI News Bulletins or YouTube Shows
In this lesson, we will leverage tools to create AI-driven news bulletins or YouTube shows, enhancing video content production based on techniques introduced in previous courses.

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Course Outline

03

Social Media Tools [3 hours]
- Tools that extract engaging social media posts from articles.
- Automatically adapting content for various social media platforms with appropriate assets and descriptions.
- Connecting with Facebook pages for automatic posting of suitable articles with customized language.

Moderation in User Comments
- we will implement automatic moderation tools to manage user comments effectively and maintain a positive online environment.

AI Photo creating and Editing
- Tools for cropping, resizing, creating collages, and adding elements to photos, assisting journalists in visual content creation.
- Integration with ChatGPT to generate prompts for creating images related to article themes.

04

Strategizing AI for SEO in journalism [2 hours]
SEO Optimization
In this lesson, we will understand how to optimize articles for search engines by improving headings (especially H1), formatting, paragraph sizes, and keyword usage to make content more Google-friendly.
Content Suggestions Based on Keyword Research
In this lesson, we will discover tools that suggest topics based on specific keywords, predict long-tail and sub-keywords, and provide ideas for content development, such as generating topic ideas related to "Euro 2024."
Journalistic Research
In this lesson, we will utilize tools for conducting thorough journalistic research, including finding sources and verifying facts for various features, such as profiles on young Premier League scorers or biographical pieces on public figures like Barack Obama.
Avoiding Detection of AI-Generated Content by Google
In this lesson, we will explore strategies and best practices for ensuring AI-generated content is not flagged by Google, maintaining the integrity and authenticity of your work.
How to cover topics like:
- Facilitating onboarding of new employees
- Using our own data on our sales channels e.g. a chatbot.

05

Integrating Custom GPTs into Your Website [1 hour]
In this lesson, we will learn how to create and embed custom GPTs on your website for interactive user experiences, such as an FAQ on the history of Euro 2024.

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Certificate of Achievement

All learners who successfully complete the course will be awarded a Growth hacking University Online Certificate of Achievement, officially recognizing their mastery of the course topics. This certificate is a testament to their dedication and expertise in the subject matter and can be used to enhance their professional credentials and career opportunities.

/// THE ACADEMY

Certificate of Achievement

THE FOLLOWING AWARD IS GIVEN TO

Marceline Anderson

For outstanding participation and successful completion of the intensive program on AI for Agencies, demonstrating exceptional commitment to advancing marketing skills through the integration of artificial intelligence

Head of Program

Lead Instructor

Register now →

About us:
AI The Academy

AI The Academy is a dedicated school for AI part of Growth Hacking University. It provides learners worldwide with the opportunity to engage with GHU teaching and research, deepen their knowledge, gain new skills, and earn a Certificate. Its extensive range of courses, designed and delivered by Growth Hacking University, is conveniently available in an online format.

Experience the excellence of GHU's courses, blending academic rigor, industry focus, an applied learning perspective, and flexible online learning tools for a dynamic and enriching educational experience

Register now →

Our Community of Learners

Join a community of learners with diverse backgrounds and careers dedicated to expanding their leadership abilities. Engage in study groups and collaborative learning opportunities, enhancing your understanding of the field through shared insights and experiences.

Course Benefits

01 Networking opportunities with fellow course learners. through our dedicated slack channel.

02 A 20% discount on future Growth Hacking University and AI-The-Acadeny courses (restrictions apply).

03 Access to the course materials for up to six months after course completion.

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For more information, please
contact the Team at AI The Academy

Email: hello@aitheacademy.com

Schedule a call →

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