

TRAINING AI IN NON PROFIT JOURNALISM

OVERVIEW

The two-day training on AI and journalism will be held at Global Village in Berlin and led by two professionals from Maldita.es and an AI Guidelines specialist, combining complementary expertise in the development and application of AI technologies, as well as in the governance, ethics, and communication of AI systems within the media sector.

AGENDA

DAY 1

Date and time **July 7, 2025**

08:45 - 09:00

Arrival and registration

09:00 - 09:10

Welcome and introduction

09:10 - 10:30

AI from Scratch - Pablo Pérez Benavente

Introductory overview of predictive models, embeddings, and large language models (LLMs), including hands-on exploration using ChatGPT and Ollama.

10:30 - 11:15

Rag Architecture - Pablo Pérez Benavente

Build and test a document-grounded chatbot using OpenAI Assistants. Includes introduction to Retrieval-Augmented Generation (RAG) for Q&A with internal documents.

11:15 - 11:30

Coffee break

11:30 - 12:15

AI & Fact-checking - Pablo Pérez Benavente

Apply AI tools to detect disinformation and synthetic content. Use pattern recognition to explore examples of real vs. fake data.

12:15 - 13:00

Lunch break



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	Group A - Pablo Pérez Benavente	Group B - Patricia Ruiz Guevara
13:00 - 14:00	Social Listening <p>Learn to extract narratives and trends using AI-generated synthetic data. Work with real social media examples.</p>	AI in Media Organizations <p>Explore how AI is being used in journalistic organizations, including editorial, automation, verification and investigative tasks.</p>
14:00 - 14:45	Continues	Legal Framework <p>Understand the legal implications of AI use in journalism, including the EU AI Act, data protection (GDPR), liability and transparency.</p>
14:45 - 15:00	Coffee break	
15:00 - 15:45	Code without Coding <p>Generate graphs and visualizations using technical language with LLMs. Tools: ChatGPT + Google Colab.</p>	AI-generated Content <p>Discuss the challenges of working with AI-generated content in journalism—bias, misinformation, hallucinations, editorial integrity—and how to evaluate and respond.</p>
15:45 - 16:30	Continues	Communicating about AI <p>Explore how to talk about AI in reporting: balancing transparency, clarity and ethical responsibility. How to avoid techno-solutionism and explain complex tools to your audience.</p>

16:30 - 17:30	Prompting - Pablo Pérez Benavente <p>Create effective prompts for diverse and balanced story gathering using LLMs.</p>
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DAY 2

Date and time

July 8, 2025

	Group B - Pablo Pérez Benavente	Group A - Patricia Ruiz Guevara
09:00 - 10:00	Social Listening Learn to extract narratives and trends using AI-generated synthetic data. Work with real social media examples.	AI in Media Organizations Explore how AI is being used in journalistic organizations, including editorial, automation, verification and investigative tasks.
10:00 - 10:45	Continues	Legal Framework Understand the legal implications of AI use in journalism, including the EU AI Act, data protection (GDPR), liability and transparency.
10:45 - 11:00	Coffee break	
11:00 - 11:45	Code without Coding Generate graphs and visualizations using technical language with LLMs. Tools: ChatGPT + Google Colab.	AI-generated Content Discuss the challenges of working with AI-generated content in journalism—bias, misinformation, hallucinations, editorial integrity—and how to evaluate and respond.
11:45 - 12:30	Continues	Communicating about AI Explore how to talk about AI in reporting: balancing transparency, clarity and ethical responsibility. How to avoid techno-solutionism and explain complex tools to your audience.



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12:30 - 13:15

Ethics & Responsibility - Patricia Ruiz Guevara

Address ethical dimensions of AI in journalism: accountability, inclusion, environmental impact, and responsible innovation.

13:15 - 14:00

Lunch break

AI Guidelines in the Newsroom with Camila Reed

14:00 - 14:45

Introduction and Overview of AI News Ethics Guidelines in Newsrooms

Review guidelines from organisations like BIRN, Reuters, etc. Explore your needs. How to integrate guidelines into the newsroom workflow and culture – opportunities and challenges?

14:45 - 15:15

Group Discussion and Scenarios: Key Ethical Considerations

Define core values, red lines, ethical priorities and audience service.

15:15 - 15:30

Coffee break

15:30 - 16:30

Developing Customised AI Ethics Guidelines

Working in small teams, start drafting personalised guidelines using a basic template. Share your drafts with the wider group.

16:30 - 17:00

Establishing a Mentoring Process

Define roles and expectations of mentors and mentees. Establish communication channels. Outline preliminary mentoring goals and timelines.

17:00 - 17:30

Review and recap



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MEET OUR TRAINERS

Pablo Pérez Benavente is an Artificial Intelligence Engineer at Maldita.es. His work focuses on the design and implementation of AI-driven tools for journalistic workflows, including natural language processing, content retrieval systems, and automated data visualisation. He has particular expertise in the deployment of Large Language Models and retrieval-augmented generation (RAG) architectures for editorial use. His contribution to the training will offer a practical and technically grounded perspective on how AI can enhance newsroom capacities while remaining accessible to non-specialist teams.

Patricia Ruiz Guevara is the Coordinator of Maldita Tecnología and leads the ethical strategy for AI at Maldita.es. Her work examines the social impact of technological developments, with a focus on data protection, transparency, algorithmic accountability, and environmental sustainability. She is also engaged in journalistic communication about technology, promoting a nuanced and context-aware approach to reporting on AI. Her sessions will support participants in navigating the ethical, legal, and communicative challenges associated with the integration of AI in journalistic practice.

Camila Reed is a communications and training director with over 20 years' experience in strategic campaigns, brand building, and storytelling. A seasoned multi-media journalist, editor, and broadcaster, she helped launch Reuters Insider TV and has reported for the BBC World Service and various magazines. Bilingual in English and Spanish, she designs and delivers training for organisations such as the Thomson Reuters Foundation, UN agencies, NGOs, and journalists worldwide. She advises on product launches and digital content, with a keen interest in how tools like AI can support communications work. Camila also mentors journalists in developing countries and has extensive experience setting up mentoring and coaching programmes. She is a visiting lecturer at City University in London.



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