

“AI & THE NEWSROOM”
Rai and CIRCOM - International Training Course
Rome, 19th and 20th June 2025

The workshop is addressed to journalists, editors, and managers of the news flow in the European Public Service Broadcaster and involves speakers from Rai and other PSM broadcasters as well as international experts.

PROGRAMME

Thursday 19th June 2025, Rai Sport Center, Via delle Fornaci di Tor di quinto, Rome

9:00 Arrival of the participants

9:15 - 9:30 Welcome address **Simona Martorelli**, Director of the International Relations and European Affairs, Rai

9:30 - 10:40 **Andrea Gerli**, journalist, responsible for the digital news in the Rai Department Editorial News Offer and Alexandra Borchardt, lead author EBU news report.

Title: How AI is changing the news and the newsrooms.

Q&A Session.

10:40 - 11:10 **Paola Marchesini**, Head of the Rai working group on the AI in the News Offer (TBC).

Title: The Rai approach to using AI.

Q&A Session.

11:10 - 11:40 Coffee break

11:40 - 12:10 **Antonio Arcidiacono**, Director of Technology & Innovation, EBU.

Title: Public Service Media data and the Big Tech.

Q&A Session.

12:10 - 12:50 **Alberto Messina**, Ph.D. Principal Applied Sciences Media and AI and **Maurizio Montagnuolo, Lorenzo Canale, Stefano Scotta**, Rai Center for Research, Technological Innovation and Experimentation, Rai (online presentation).

Title: Rai applied research on new AI tools for programmes and newsroom.

Q&A Session.

12:50 - 14:00 Lunch

14:00 - 14:40 **Olle Zachrisson**, Senior News Editor AI, BBC News.

Title: Strategic AI initiatives at BBC News (online presentation).

Q&A Session.

14:40 - 15:20 **Gérald Holubowicz**, head of Journalism.design, consultant and network manager, CIRCOM.

Title: Training newsroom to understand AI.

Q&A Session.

15:20 - 16:00 **Kati Bremme**, head of innovation and foresight, France Televisions.

Title: The France Televisions point of view on innovations and challenges in the newsroom.

Q&A Session.

16:00 - 16:30 Break

16:30 – 17:15 **Jyri Kivimäki**, Executive Producer, AI and Editorial Solutions.

Yleisradio Oy, Finnish Broadcasting Company.

Title: The use of new AI tools in the newsroom.

Q&A Session.

Friday 20th June 2025, Rai Sport Center, Via delle Fornaci di Tor di Quinto, Rome

9:15 Arrival of the participants

9:30 - 10:15 **Ezra Eeman**, Strategy and Innovation Director, NPO (online presentation).

Title: AI and the changing media landscape.

Q&A Session.

10:15 - 10:45 Coffee break.

10:45 - 13:00 Round Table of the participants and the guest speakers.

13:00 - 13:30 **Andrea Gerli** and **Gérald Holubowicz**: Conclusions.

13:30 - 14:30 Lunch.