

# AI survey: News consumers express cautious optimism



# How should newsrooms use AI?

2025 NEWS CONSUMER INSIGHTS

Funded by the Walton Family Foundation



'They want clear expectations and policies, so they want guardrails about how you're using AI, and they want transparency around that use.'

'The importance of human involvement, human review, came out very, very strong in this survey ... People still want humans involved.'



**98.8%**

responded it was (very important) or (moderately important) to have a human involved when using AI in news.

RESPONSES FROM 1,417 NEWS CONSUMERS

**46.4%**

responded they would support even greater use of AI by newsrooms if the work created was held to the same standards as their other work.

'People are going to be more trusting, more comfortable, when you're using AI for tasks that support the journalists, than for writing the content itself.'

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## About the Survey

# Lab gathers perceptions about AI use

This report, which reveals new research about news consumers' perceptions about the use of artificial intelligence (AI) by local media companies, is the result of a unique collaboration between the AI Community Journalism Lab and Trusting News.

The AI Lab is one of several labs under the direction of Local Media Association and Local Media Foundation. The labs provide coaching and learning opportunities for local media executives and journalists. The AI Lab is comprised of 21 media companies from the Knight x LMA BloomLab and the LMA | LMF Family and Independent Media Sustainability Lab, or FIMS Lab.

Trusting News helps journalists earn trust through transparency and community engagement. Its previous survey of more than 6,000 news consumers found 94% want AI use in news disclosed. Those insights shaped its AI Trust Kit, now used globally to guide responsible and transparent AI practices in newsrooms.

Lynn Walsh, assistant director of Trusting News, worked with the AI Lab's participants and the AI Lab's program director John M. Humenik to develop and conduct an online survey as part of the AI Lab's experiments using AI in news.

The 18-question survey focused on news consumers' use of AI, their knowledge of newsrooms using AI, how comfortable they are with newsrooms using AI-powered tools, and transparency about how and when AI is used.

### How Should Newsrooms Use AI? Tell Us What You Think

B I U ← → X

*This form is now closed. Thank you for participating. We will be sharing results soon.*

Technological changes can have a big impact on journalism, and Artificial Intelligence is no exception. As we talk about how AI can be helpful to our work – and the challenges it brings – we want to hear from our community. It's important that as we experiment and move forward with this technology, we do it in a way that preserves your trust in us and maintains our commitment to accurate, responsible and ethical journalism.

Would you be willing to share your perspective on this topic with us? If so, please complete the five-minute survey below. Nothing you submit will be attributed to you publicly, and you may remain anonymous unless you choose to give us your contact information in the last question.

This survey is being conducted in collaboration with [Local Media Association/Local Media Foundation](#) and [Tusting News](#) and will be open to responses from August 3-16, 2025. If you have any questions please contact [John Humenik](#).

### Screenshot of the AI Lab's survey created in Google Forms.

The survey data and insights presented in this report come from 1,417 responses to the AI Lab's survey of local news consumers conducted between Sunday, Aug. 3 and Saturday, Aug. 16, 2025.

The newsrooms published stories or editor columns inviting their audiences to participate in the survey as well as promoting the survey with a link or QR code on social media. Responses to the survey came from 16 states and Washington D.C.

Respondents had to complete all of the survey questions.

There were some questions where respondents could decide to select "prefer not to answer" or "not sure," but they still had to select an answer.

Using the learnings from this

survey, the AI Lab's participants will be conducting additional outreach initiatives to engage their audiences in ongoing conversations about their AI experiments and their use of AI-powered tools in news reports.

We hope you find this report informative and the many insights it contains about AI and how AI is being used by newsrooms helpful.

– John M. Humenik,  
program director,  
AI Community Journalism Lab

### On the cover

Quotes on the cover are insights from Lynn Walsh, assistant director of Trusting News, based on her analysis of the AI Lab's survey data gathered from 1,417 respondents.

## Summary

# Guardrails, transparency wanted for AI use

Local news consumers, especially those who engage frequently with news, are generally aware of artificial intelligence usage in news reports and open to the use of AI for journalists' routine reporting tasks.

That awareness and openness are among key findings in new research about local news consumers' perceptions of AI in news. The research was conducted by Local Media Association and Local Media Foundation in collaboration with Trusting News, and evaluated news consumers' responses to an 18-question survey.

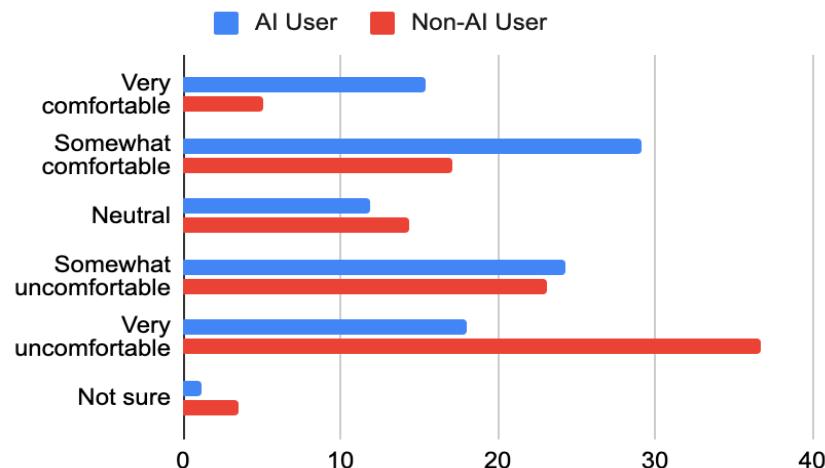
Though respondents indicated awareness and openness, they also indicated discomfort about the use of AI in local journalism without guardrails. In fact, 98.8% said they want a human to be involved in a newsroom's use of AI, especially before content is published.

Lynn Walsh, assistant director of Trusting News said the AI Lab's survey results were clear on human involvement: News consumers are not comfortable with AI helping journalists write.

"When it comes to the actual content creation, people are less comfortable with AI being used," she said. "You see this even if you specify that a human will be involved in the process."

Respondents' feelings about AI was more cautious but open-minded (38.5%). "When you combine the percentages of 'supportive' and 'interested and want to learn more' with 'cautious but open minded,' you see a more positive response (58.9%) than negative and a slightly more optimistic view of AI compared to

### How AI Users and Non-Users Feel About Newsrooms Using AI



According to the survey, AI users are generally more comfortable with newsrooms using AI, with a combined 44.5% being somewhat and very comfortable. Non-AI users show a higher level of discomfort with a combined 60% being somewhat and very uncomfortable.

other Trusting News survey results," Walsh said.

Respondents' comfort level with newsrooms using AI was mixed. More respondents reported being uncomfortable (47.6%) than comfortable (37.1%) with journalists using AI, even if that use was verified for accuracy before content was published.

When considering respondents' use of AI, Walsh said that AI users tended to be more "cautious but open minded," "supportive," and "interested and want to learn more" about AI while non-AI users are more likely to be "not supportive," "skeptical," or "uninterested."

Respondents also want

transparency around journalists' use of AI in news. The survey showed that 97.8% said they would want to know if AI was used by the newsroom.

"Not all AI uses are viewed equally," Walsh said. "Audiences are more comfortable with AI helping behind the scenes than producing stories."

Asked whether they would support even greater use of AI by newsrooms if the work created using AI was held to the same ethical and accuracy standards as the newsroom's other content, 46.4% responded they would support greater use of AI by the newsrooms.

## Funding for the AI Community Journalism Lab

The AI Community Journalism Lab, the AI Lab's survey about news consumers' perceptions of AI in news, and this report were made possible by financial support from the Walton Family Foundation.

## Media Use

# Almost 50% report heavy news use

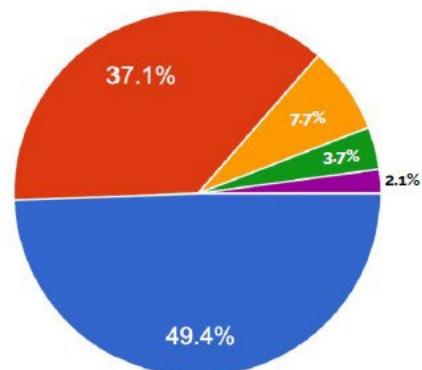
“These are your probably most loyal subscribers, most loyal news consumers,” said Lynn Walsh of Trusting News. “These are the people that are most interested in consuming your news the most.”

Connecting with this group is important, especially when using AI in news, she noted.

“These are the current news consumers you have, so listening to them and using this (survey) information to act on and make decisions is really important

### How often do you read, watch or listen to local news?

- Multiple times a day
- At least once a day
- A few times a week
- Occasionally
- Rarely/or never

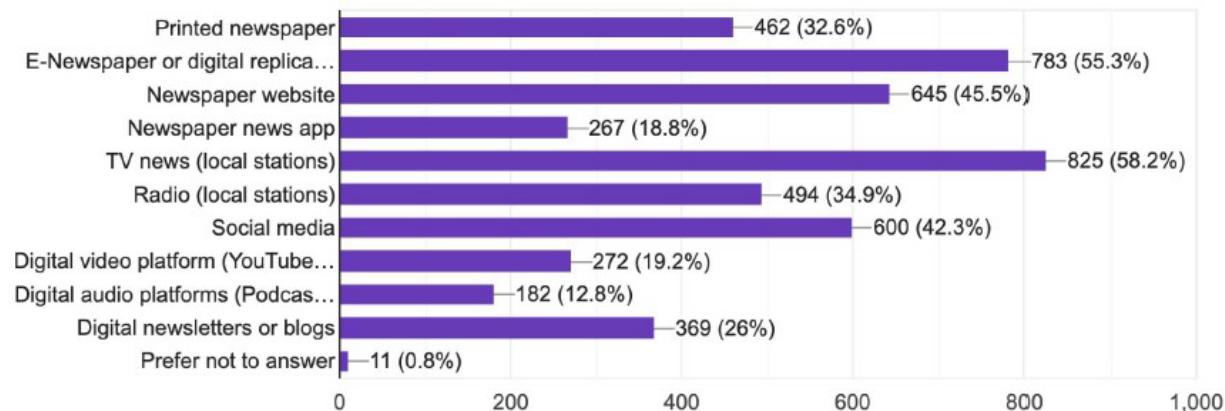


to help inform what you do next because if they’re telling you, ‘we don’t like AI,’ and you start really leaning into AI, you could see some problems,” Walsh said.

The survey data also showed that these respondents favor a variety of local media platforms with local TV

watching leading the survey responses at 58.2% which was followed closely by the use of e-newspapers or digital replicas of printed editions at 55.3%. The local newspaper website was 45.5%.

### Which news sources do you use most often? (Please select all that apply)



## AI Community Journalism Lab

AFRO American Newspapers  
Cowles Media Group/KHQ, Inc.  
Flint Beat  
Houston Defender Network  
L.A. Focus Newspaper  
Shaw Media  
Sonoma Media Investments

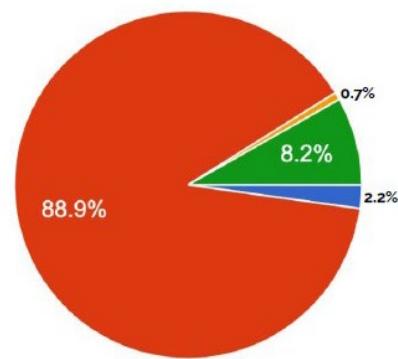
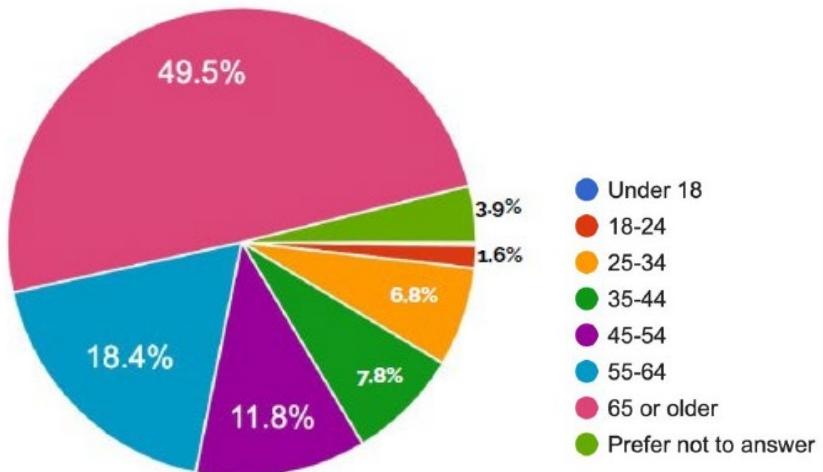
Southeast Missourian  
Q-City Metro  
Wick Communications  
The Atlanta Voice  
The Baltimore Times  
The Bay State Banner  
The Dallas Examiner

The Durango Herald  
The Gazette (Cedar Rapids)  
The Indianapolis Recorder  
The Sacramento Observer  
The Seattle Medium  
The St. Louis American  
The Washington Informer

## Demographics

# Nearly half of survey respondents are 65 or older

What is your age group?



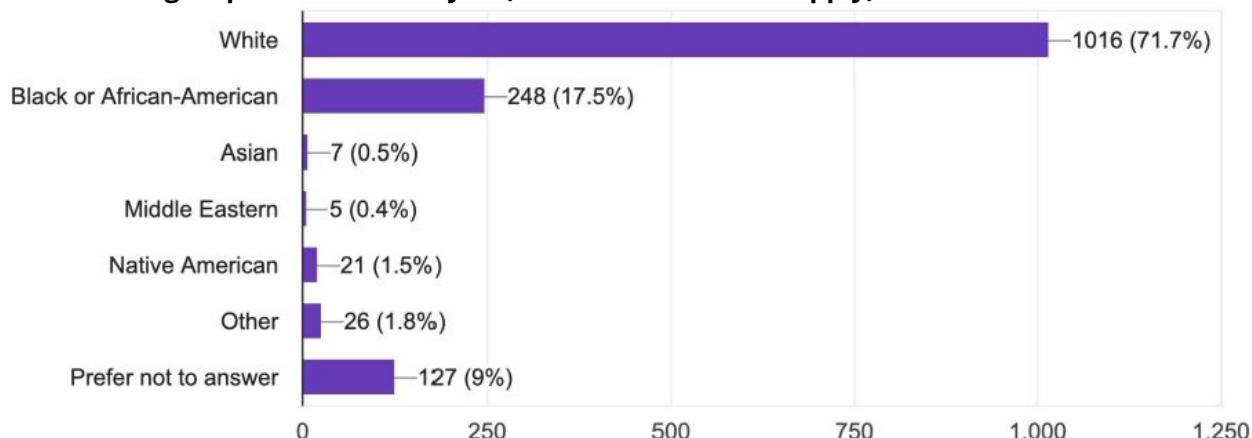
Are you Spanish, Hispanic, or Latino?

- Yes
- No
- Maybe
- Prefer not to answer

**2.2%**

responded they are Spanish, Hispanic or Latino.

What racial group best describes you (Please select all that apply)



# 16 states represented in survey responses

The largest groupings of respondents participating in the AI Lab's online survey were from Illinois, Missouri, and Iowa.

Respondents also were from: Washington, North Carolina, Maryland, Colorado, Arizona, Minnesota, Idaho, Texas, Indiana, Alabama, California, Florida,

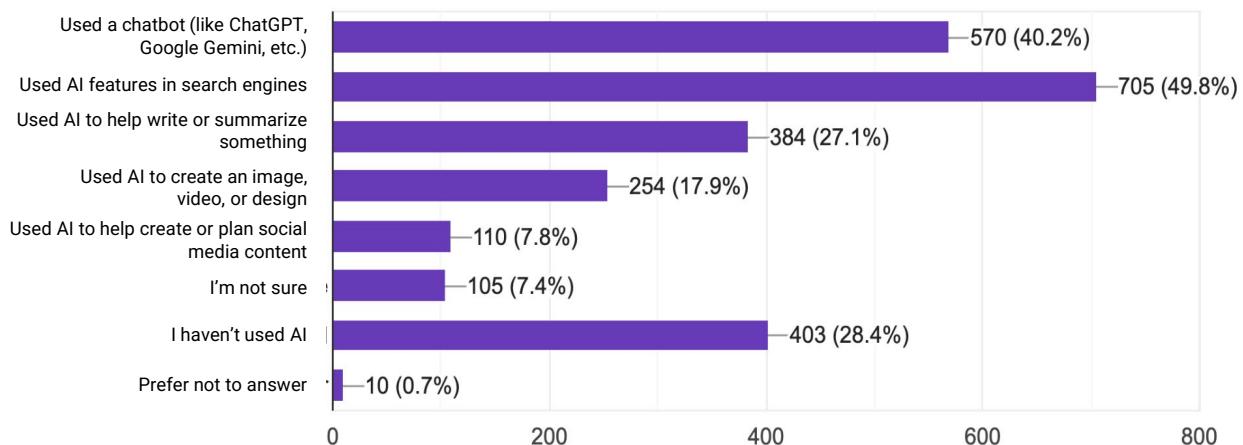
and Georgia. In all, 16 states were represented in the survey data, and survey responses also were received from Washington, D.C.

The top five communities represented in the data were Cape Girardeau, Mo.; Jackson, Mo.; Durango, Colo.; Crystal Lake, Ill.; and Cedar Rapids, Iowa.

AI Lab participants invited their audiences to respond to the survey by way of stories online with the survey link, stories in their print editions, and though posts on social media. Respondents were asked to type in their ZIP codes as the only location identifier.

## Respondents' Use of AI | Attitudes About AI

**Have you ever used any tools or technology that uses Artificial Intelligence (AI)?  
(Please select all that apply)**

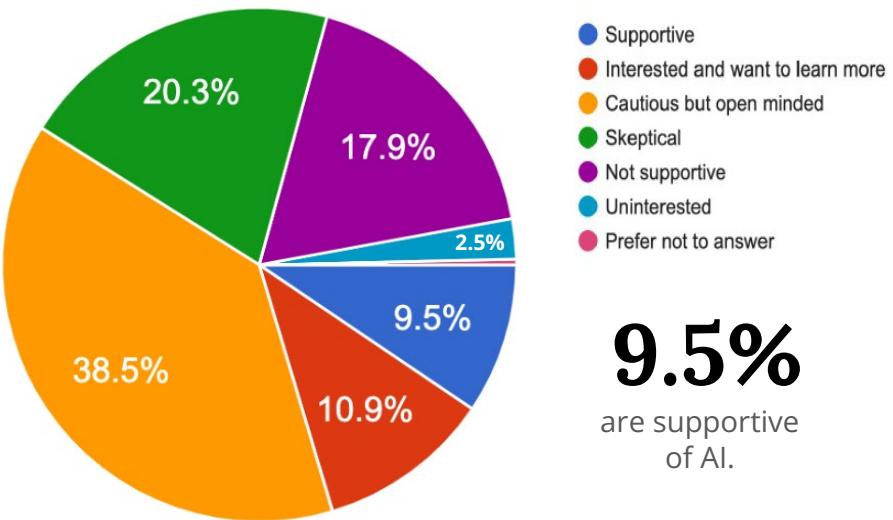


**When it comes to AI,  
how would you describe  
your attitude about it?**

**Local news  
audiences  
'cautious'  
about AI  
in general**

Lynn Walsh notes, "When you combine the percentages of 'supportive' with 'interested and want to learn more,' and 'cautious but open minded,' that is a more positive response (58.9%) to AI, in general, than we have seen at Trusting News through surveys."

She said she sees people who are "cautious but open minded," as an opportunity for local media.



**9.5%**  
are supportive  
of AI.

**17.9%**  
are not  
supportive of AI.

"You might be able to move them into more of this 'supportive' or 'interested' part of the feelings instead of just 'cautious,'" she said.

**38.5%**  
are cautious but open  
minded about AI.

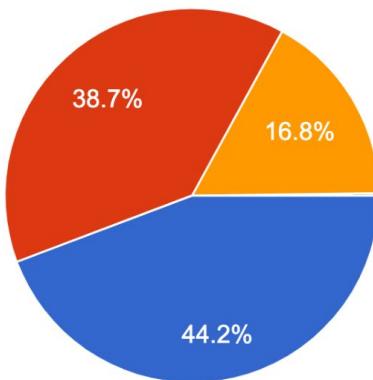
**20.3%**  
are skeptical  
of AI.

## Respondents' Feelings About AI Use in News

Have you heard about AI being used by local news organizations?

**44.2%**

responded that they have heard about AI being used by local news organizations.

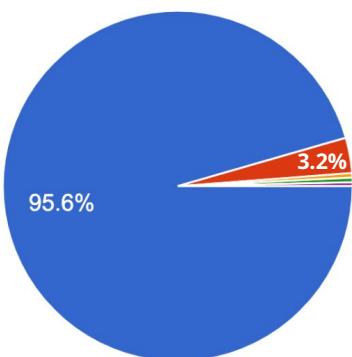


- Yes
- No
- Not sure
- Prefer not to answer

When thinking about our news organization's use of AI, how important is it to you that a human was still involved in the process and reviewed content before it was published?

**98.8%**

responded it was (very important) or (moderately important) to have a human involved when using AI in news.

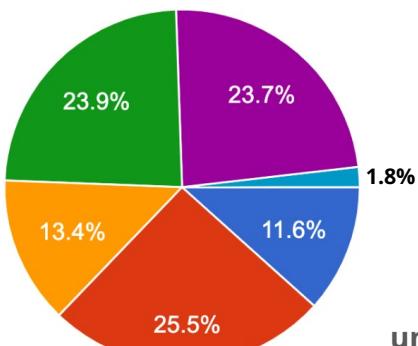


- Very important
- Moderately important
- Unimportant
- Unsure
- Prefer not to answer

How comfortable would you feel knowing your local news organization used AI to assist in their journalism, as long as it was guided and verified before publication?

**37.1%**

responded they are (very comfortable) or (somewhat comfortable) with AI use in news.



**47.6%**

responded they are (very uncomfortable) or (somewhat uncomfortable) with AI use in news.

## Respondents' Feelings About AI Use in News

# Newsrooms can help audiences understand AI

Newsrooms have an opportunity to help their audiences understand how their journalists are using AI. Transparency about AI use is key, and survey respondents want newsrooms to have guardrails in place, says Lynn Walsh.

"Almost 50% (47.6%) are not comfortable with AI being used in news," she said of the survey findings. "You (also) have a pretty large percentage of people that just really are not sure. That again means they really don't have a clear understanding of how we

are using AI, what being careful means, and probably also like what would more stories mean? What would meet more people mean? There's probably a lot of questions that these people have that they need answers to before they are kind of making up their mind."

In the survey, 33.2% responded that they were 'not sure' if they would support its careful use by the newsrooms even if AI helped the journalists free up more time to cover local

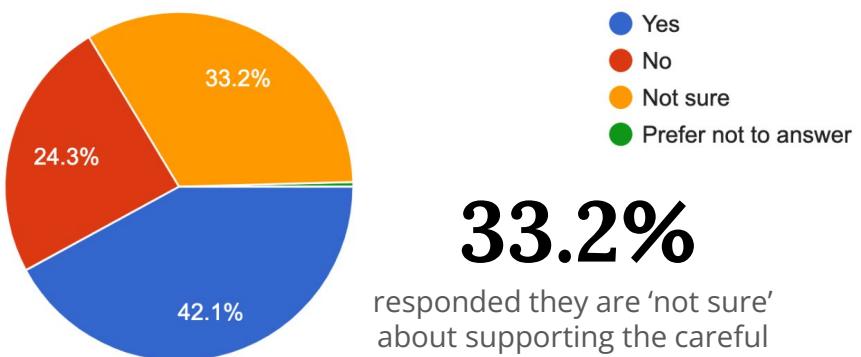
news and engage with their communities. And 27.9% responded that they were 'not sure' if they would support even greater use by the newsrooms, even if the newsrooms could ensure the AI-assisted content was held to the same accuracy and ethical standards.

"This encourages us to better inform our readership about AI," said Dana Peck, director of digital solutions for AFRO American Newspapers. "It looks like there's still some confusion. We need to better inform our readership."

**If AI can free up journalists to cover more stories, meet more people, and ask better questions, would you support its careful use by our news organization?**

**42.1%**

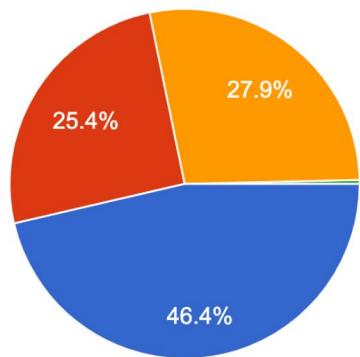
responded they would support the careful use of AI by newsrooms.



**33.2%**

responded they are 'not sure' about supporting the careful use of AI by the newsrooms.

**If we could ensure that work created with AI was held to the same ethical and accuracy standards as our other content, would you support even greater use of it by our news organization?**



**27.9%**

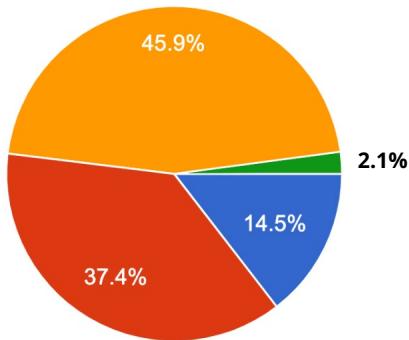
responded they are 'not sure' about supporting greater use of AI by the newsrooms.

**46.4%**

responded they would support even greater use of AI by newsrooms if the work created was held to the same standards as their other work.

## Respondents' Feelings About AI Use in News

How specific should explanations about our news organization's use of AI be?



- I want to know if it was used but don't need any other details
- I want to know if it was used and want details about how it was used
- I want to know if it was used and want details about how it was used and what tools were used
- I don't want to know if AI was used in your news content

# 45.9%

want to know if AI was used and want details about how it was used and what tools were used.

## Respondents want to know AI details

Newsrooms can strengthen trust with their audiences by treating AI as an opportunity to explain their reporting process and involve audiences in decisions, Lynn Walsh said. "Clearly explain how AI supports your work and editorial standards," she said.

Overwhelmingly (97.8%), survey respondents selected that they would want to know if AI was used by the newsroom.

Only 14.5% said they wanted to know if AI was used but didn't need any other details about its use.

## Transparency key factor in building trust for AI use

Survey respondents were asked in which ways newsrooms could build trust with them when AI is used in their journalism. They were provided with four options and a write-in option in the survey. They also could select all that applied.

"When we asked how specific explanations about a new organization's use of AI should be, the one that people selected most was the one (answer) that included the most information," said Lynn Walsh of Trusting News.

She added that people want to know if AI was used and the details about how it was used, and which tools were used.

"When you ask them what type of information they want, they tend to say that they want more information and would be comfortable with more details than less," she explained.

In the survey, 68.5% responded that a clear explanation of what AI did (and what it didn't do) would help build trust when AI is used in journalism.

A similar percentage of respondents (62.8%) selected that a policy that limits or guides how AI can be used would help build trust. Also important, according to the survey results, was audiences knowing that AI was only used for behind-the-scenes tasks and not for writing the story (48.6%).

"People really are not comfortable with AI helping you write," Walsh said.

About a third of the respondents (34.3%) selected that they would like the ability to ask questions or give feedback to the newsroom about the use of AI.

# 65.9%

responded that they would like examples of how the newsroom uses or doesn't use AI when asked what type of information would be most helpful.

The survey results also provide a clear picture of how respondents would like newsrooms to help them understand how AI is being used. They were provided options and could select their top three preferred ways that newsrooms could create content to explain how AI works and what it is.

Three options were most favored by the respondents.

- **65.9%:** Provide examples of how the newsroom uses (or doesn't use) AI.
- **63.9%:** Provide a fact-checking tip for AI-generated misinformation.
- **63.1%:** Provide guides to spotting AI-generated images, videos, or articles.

Options also selected by the survey respondents were:

- **46.4%:** Simple explainers or Q&As about how AI works.
- **30.3%:** Articles highlighting trustworthy sources of information about AI.
- **11.4%:** Workshops or webinars on AI and news.
- **11.3%:** Short videos or social posts about AI topics.

## Respondents' Feelings About AI Use in News

# AI Lab experiments explore how AI tools can help newsrooms

Experimenting with AI can be time consuming but worth it, according to John M. Humenik, program director of the AI Community Journalism Lab.

He said the goals of the AI Lab are to explore ways to create efficiency so journalists can spend more time covering local news, and to conduct community outreach about the use of AI by newsrooms. “The investment of time and resources are well worth it,” he said.

“Many of the uses of AI can absolutely help newsrooms become even more efficient,” he said. “But it’s important to first know what workflow problem you are trying to solve and why.”

With so many AI-powered tools available and more being developed, Humenik said it can be a challenge to prioritize which tools to test.

“You need to learn as much as you can and share that knowledge,” he said. “Cohorts like the AI Lab are really helping each other with the AI learning curve.”

Humenik also believes that understanding news consumers’ feelings about the use of AI in news can help inform which experiments or tools newsrooms try and when.

The AI Lab identified 18 uses of AI-powered tools and asked survey respondents: “If our news organization experimented with AI-generated efficiencies or AI-generated content, how acceptable would each of the following uses be to you?” The examples included using AI to write and compile stories without human review, creating and

If our news organization experimented with AI-generated efficiencies or AI-generated content, how acceptable would each of the following uses be to you?

AI Use Case	Completely / Mostly Acceptable	Neutral / Unsure	Not acceptable at all / Mostly Unacceptable
Writing and compiling stories without human review	6.1%	8.9%	<b>85%</b>
Creating and producing images	16.5%	20.7%	<b>62.7%</b>
Creating and producing audio or podcasts	14.3%	22.1%	<b>63.7%</b>
Creating and producing videos	17.6%	23.1%	<b>59.4%</b>
Creating and producing newsletters	21%	21.5%	<b>57.5%</b>
Producing and posting breaking news alerts	22.5%	22.2%	<b>55.3%</b>
Writing social media posts	22%	22.7%	<b>55.3%</b>
Helping reporters write first drafts of stories	31.7%	22.2%	<b>46.1%</b>
Writing headlines	31.5%	21.9%	<b>46.5%</b>
Creating chatbots to help answer readers’ questions	27.3%	26.6%	<b>46.1%</b>
Researching stories	33.5%	24.2%	<b>42.3%</b>
Summarizing stories into briefs	<b>39.1%</b>	23%	37.9%
Preparing questions for interviews	<b>43.3%</b>	19.2%	37.5%
Analyzing Data	<b>41.8%</b>	25.3%	33%
Transcribing interviews	<b>49%</b>	19.7%	31.3%
Editing stories to improve clarity, spelling, and grammar	<b>47.9%</b>	18.8%	33.2%
Converting text to audio	<b>53.4%</b>	20.9%	25.8%
Translating into other languages	<b>53.6%</b>	22%	24.3%

producing videos, editing stories, analyzing data, researching stories, summarizing stories, and more.

Respondents favored more behind-the-scenes uses of AI by

newsrooms than uses where AI tools were used to create content, especially stories, visuals, social media posts, news alerts, and headlines.

## Respondents' Feelings About AI Use in News

If our news organization experimented with AI-generated efficiencies or AI-generated content, how acceptable would each of the following uses be to you?

AI Use Case	%
-------------	---

### Top 5 'Completely Acceptable'

Converting text to audio	18.8%
Translating into other languages	18.6%
Transcribing interviews	16.4%
Editing stories to improve clarity, spelling, and grammar	15.1%
Preparing questions for interviews	13.1%

### Top 5 'Not Acceptable At All'

Writing and compiling stories without human review	67.3%
Creating and producing images	38.5%
Creating and producing audio or podcasts	38.2%
Creating and producing videos	35.8%
Creating and producing newsletters	34%

### Top 5 'Neutral/Unsure'

Creating chatbots to help answer readers' questions	26.6%
Analyzing data	25.3%
Researching stories	24.2%
Creating and producing videos	23.1%
Summarizing stories into briefs	23%

## Conclusion

# In a world with AI, having a policy for its use is beneficial

Distrust in news is often about misassumptions, says Lynn Walsh of Trusting News. She believes there's an opportunity for newsrooms to reduce confusion around their use of AI by keeping their audiences informed about how they use or plan to use AI.

"Have a policy. I think you probably should have both an internal and an external one because there are things that one does that the other is not going to do," she said.

"But, at the very least, if you don't have anything, get something out there. Get on the record publicly," she said.

Walsh explained that a newsroom's AI policy doesn't need to be complex. Rather, it needs to be clear for the journalists and for communicating with their audiences.

"The policy can be as basic as a couple sentences about how you're using AI," she said. "Answer these three questions: How will you consider using AI? How will you not consider using AI? What can you promise the user?"

Walsh said if newsrooms just have that to start with, they can add more detail later as circumstances change and new technologies emerge.

"So, can you promise that a human will always review for accuracy and ethics," she asked? "Can you promise that you'll always be transparent about AI use? Can you promise that you are going to ask readers for feedback?"

"If you just get that out there, that to me, right now from what we are seeing, I think that is sufficient enough," she added.

Walsh said newsrooms have an opportunity to bring local news consumers along with them, as they can learn about AI use together.

"AI is the unknown for a lot of them. Let's be their introduction to it," she said.

The following are three ways Walsh said to understand how audiences feel about the use of AI by newsrooms:

#### People want transparency:

"They want to know when and how AI is being used – a consistent theme across all phases of our research."

**Many are still unsure:** "A large share of respondents said they were neutral or undecided about AI – showing newsrooms can build understanding before skepticism forms."

**Views vary by use case:** People were more comfortable with behind-the-scenes tools (like transcription or summarization) than with AI-written stories or reporting."

Walsh said news consumers want education and understanding. "Audiences want journalists to explain how AI fits into news production and what safeguards exist," she explained.

She also believes that audience insight should shape newsroom choices of how and when to use AI. "Newsrooms need to make decisions about AI based on what their communities understand and value, and not just what's efficient or new," she said.

"Asking audiences about AI and sharing newsroom practices shows transparency, responsiveness, and care – all key to strengthening trust," she added.

## Survey questions

### Q1

How often do you read, watch or listen to local news?

- Multiple times a day
- At least once a day
- A few times a week
- Occasionally
- Rarely/or never

### Q2

Which news sources do you use most often (Please select all that apply)

- Printed newspaper
- E-Newspaper or digital replica edition
- Newspaper website
- Newspaper news app
- TV news (local stations)
- Radio (local stations)
- Social media
- Digital video platform (YouTube or on-demand news video)
- Digital audio platforms (Podcasts or on-demand audio)
- Digital newsletters or blogs
- Prefer not to answer

### Q3

Have you ever used any tools or technology that use Artificial Intelligence (AI)? (Please select all that apply)

- Used a chatbot (like ChatGPT, Google Gemini, etc.)
- Used AI features in search engines (like suggested answers or summaries)
- Used AI to help write or summarize something
- Used AI to create an image, video, or design
- Used AI to help create or plan social media content
- I'm not sure
- I haven't used AI
- Prefer not to answer

### Q4

When it comes to AI, how would you describe your attitude about it?

- Supportive
- Interested and want to learn more
- Cautious but open minded
- Skeptical
- Not supportive
- Uninterested
- Prefer not to answer

### Q5

Have you heard about AI being used by local news organizations?

- Yes
- No
- Not sure
- Prefer not to answer

## Survey questions

### Q6

How comfortable would you feel knowing your local news organization used AI to assist in their journalism, as long as it was guided and verified before publication?

- Very comfortable
- Somewhat comfortable
- Neutral
- Somewhat uncomfortable
- Very uncomfortable
- Not sure

### Q7

If AI can free up journalists to cover more stories, meet more people, and ask better questions, would you support its careful use by our news organization?

- Yes
- No
- Not sure
- Prefer not to answer

### Q8

If we could ensure that work created with AI was held to the same ethical and accuracy standards as our other content, would you support even greater use of it by our news organization?

- Yes
- No
- Not sure
- Prefer not to answer

### Q9

How specific should explanations about our news organization's use of AI be?

- I want to know if it was used but don't need any other details
- I want to know if it was used and want details about how it was used
- I want to know if it was used and want details about how it was used and what tools were used
- I don't want to know if AI was used in your news content

## Survey questions

### Q10

If our news organization experimented with AI-generated efficiencies or AI-generated content, how acceptable would each of the following uses be to you? \*

	Not acceptable at all	Mostly unacceptable	Neutral/Unsure	Mostly acceptable	Completely acceptable
Transcribing interviews	<input type="radio"/>				
Translating into other languages	<input type="radio"/>				
Converting text to audio	<input type="radio"/>				
Researching stories	<input type="radio"/>				
Preparing questions for interviews	<input type="radio"/>				
Analyzing Data	<input type="radio"/>				
Helping reporters write first drafts of stories	<input type="radio"/>				
Researching stories	<input type="radio"/>				
Writing and compiling stories without human review	<input type="radio"/>				
Editing stories to improve clarity, spelling, and grammar	<input type="radio"/>				
Summarizing stories into briefs	<input type="radio"/>				
Writing headlines	<input type="radio"/>				
Writing social media posts	<input type="radio"/>				
Creating and producing videos	<input type="radio"/>				
Creating and producing images	<input type="radio"/>				
Creating and producing audio or podcasts	<input type="radio"/>				
Creating and producing newsletters	<input type="radio"/>				
Creating chatbots to help answer readers' questions	<input type="radio"/>				
Producing and posting breaking News Alerts	<input type="radio"/>				

### Q11

When thinking about our news organization's use of AI, how important is it to you that a human was still involved in the process and reviewed content before it was published?

- Very important
- Moderately important
- Unimportant
- Unsure
- Prefer not to answer

## Survey questions

### Q12

Which of the following would help build your trust when AI is used in journalism? (Please select all that apply)

- A clear explanation of what AI did (and what it didn't do)
- Knowing AI is only used for behind-the-scenes tasks (not for writing the story)
- The ability to ask questions or give feedback about the use of AI
- A policy that limits or guides how AI can be used
- Other: .....

### Q13

If our newsroom were to create content to explain how AI works and what it is, which of the following would be most helpful to you? (Please pick your top three)

- Simple explainers or Q&As about how AI works
- Guides to spotting AI-generated images, videos or articles
- Examples of how our newsroom uses (or doesn't use) AI
- Fact-checking tips for AI-generated misinformation
- Workshops or webinars on AI and news
- Short videos or social media posts about AI topics
- Articles highlighting trustworthy sources of information about AI

### Q14

What is your zip code? \*

Short answer text

### Q15

What is your age group? \*

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older
- Prefer not to answer

### Q16

What racial group best describes you? (Please select all that apply)

White

Black or African-American

Asian

Middle Eastern

Native American

Other

Prefer not to answer

### Q17

Are you Spanish, Hispanic or Latino?

Yes

No

Maybe

Prefer not to answer

### Q18

Would you be willing to participate in or engage with conversations or feedback sessions about our news organization's use of AI? If so, please provide your contact information below.

Short answer text

**2025 NEWS CONSUMER INSIGHTS: How should newsrooms use AI?**

Local Media Association | Local Media Foundation | AI Community Journalism Lab | Trusting News