

HAVE AI GOT NEWS FOR YOU

BY KATIE KOSCHLAND

**WHO REMEMBERS MANUALLY REVIEWING
CODE FOR STYLE ERRORS?**

**NOW IMAGINE JOURNALISTS
IN A SIMILAR SITUATION**



HELLO





LIZ LOHN
PRODUCT DIRECTOR



DEISLAV VASILEVA
LEAD DATA SCIENTIST



EMMA MANI
DATA SCIENTIST



NIGEL PELVIN
SOFTWARE ENGINEER



LIZ KESSICK
USER RESEARCHER



CHRIS MEARS
PRODUCT DESIGNER

WELCOME TO THE TEAM



IVAN NIKOLOV
SOFTWARE ENGINEER



LAURA PAUL
SOFTWARE ENGINEER



SAL DIXON
SOFTWARE ENGINEER



MARTIN STABE
DATA JOURNALIST



DAVID DJAMBAZOV
DATA SCIENTIST



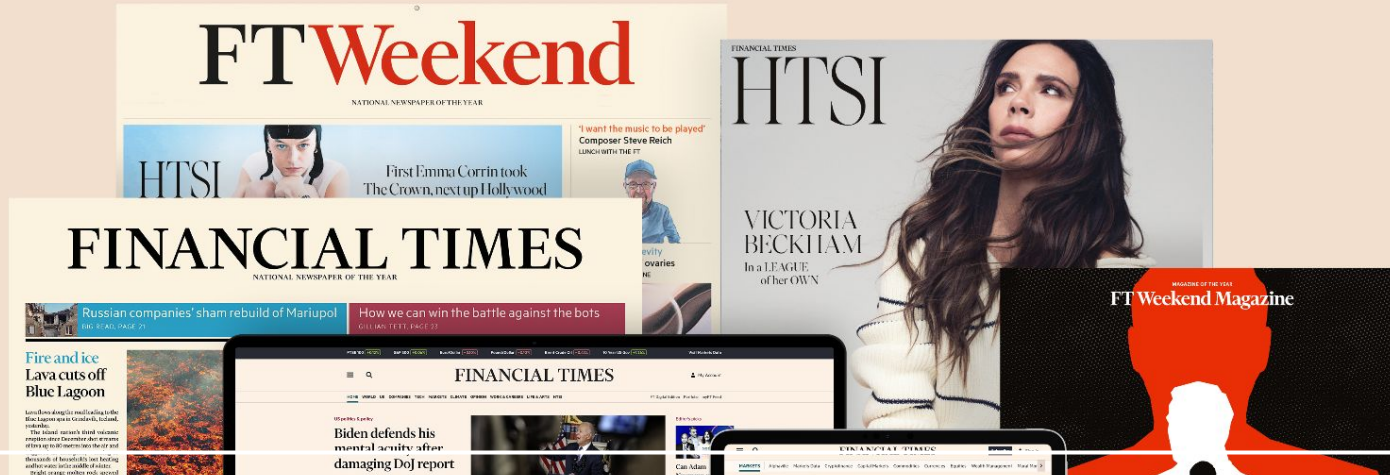
ERIN FERGUSON
DELIVERY MANAGER



KATIE KOSCHLAND
PRINCIPAL ENGINEER

FINANCIAL TIMES

One of the world's leading news organisations recognised internationally for its **authority**, **integrity** and **accuracy**.





“While AI may assist, articles will continue to be written and reported by our journalists.”

Roula Khalaf, Editor of the Financial Times

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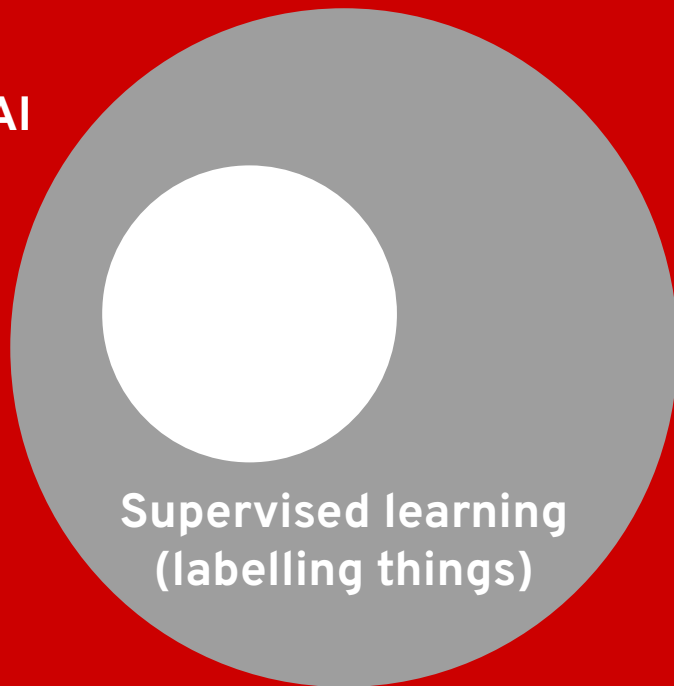
ANSWER THE KEY QUESTION

01

DEFINITION OF A LLM

AI IS A SET OF TOOLS

AI



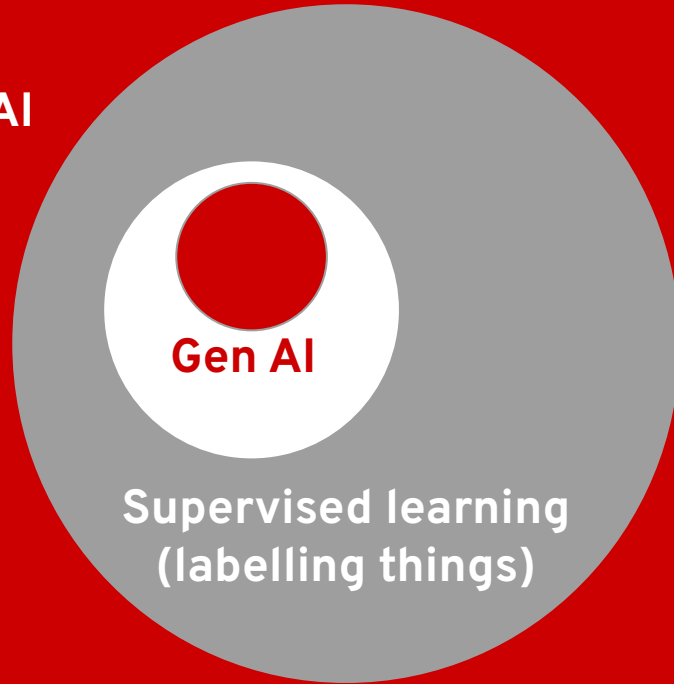
SUPERVISED LEARNING



Spam?

AI IS A SET OF TOOLS

AI



Gen AI

Supervised learning
(labelling things)



I LOVE EATING



DOUGHNUTS

PROMPT

LLM OUTPUT

The slide features a white background with a thin red border. There are two solid red rectangular bars: one on the left side, extending from the top to the bottom, and another on the right side, positioned in the upper half. The text is centered on the right side of the slide.

PROMPT ENGINEERING

So, how do you craft a good prompt?

Prompt engineering is an empirical science that involves iterating and testing prompts to optimise performance.

PROMPT DEVELOPMENT LIFECYCLE



DEFINE THE TASK

Summarise an FT article into bullet points



CRAFT PROMPT

Summarise the following article into 5 concise bullet points highlighting key information.

News summary

BY MICHAEL BONNE, AEROSPACE CORRESPONDENT
Mankind fulfilled the long-held ambition of walking on the surface of the moon soon after 2.30 a.m. this morning. At that time, the U.S.

APOLLO 11



Today, however, will be the most dramatic and significant of the entire Apollo 11 mission. For, having landed safely on the surface of the moon, the two astronauts must not only undertake their long-awaited "moonwalk"—the prime objective of the voyage—but also launch themselves safely off the moon again, to rendezvous with the still-orbiting command ship Columbia, in readiness for the long journey home to earth.

If all goes well, in the small hours of tomorrow, Tuesday, morning Columbia will have jettisoned Eagle, and the three astronauts, together again, will be ready to quit the moon, at about 5.57 a.m. EST, on their "trans earth injection" that will set them on the path

Zambia at the weekend ordered the repatriation of Col. R. M. Blake, British Chief Mechanical Engineer, of the Railways. He said

Hospital fires

PROFITABLE YEAR
FIRST 15 WEEKS 1976
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

ES.MIL., thus reversing the falling trend. Estimated total profits for the first 15 weeks of 1976 were

being the cost. Mr. Castle said the report, which may not be published until next year, is almost ready and is in many ways, to the national wage bill.

Post Office's information services, will be updated four times a day. Monday to Friday—mid-morning, lunchtime, mid-afternoon and late afternoon.

Mr. Law pays out £5,000

Port Office's information services, will be updated four times a day. Monday to Friday—mid-morning, lunchtime, mid-afternoon and late afternoon.

likely to affect the public life

likely to affect the public life

FIRE BRIGADE
special in special

PROMPT DEVELOPMENT LIFECYCLE



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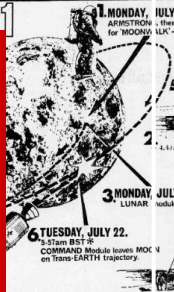
EVALUATE PROMPT

Collect a diverse set of FT articles summarised by journalists to evaluate the AI's output

News summary

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APOLLO 11



Times are approximate and subject to all relations

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PROFITABLE YEAR
FIRST 15 WEEKS 1976
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Hospital fires

Mr. Law pays out £5,000

FIRE BRIGADE
Special in special

Port Office's information services will be updated four times a day. Monday to Friday—mid-morning, lunchtime, mid-afternoon and late afternoon.

02

THE AI PLAYGROUND

The AI Playground empowers journalists to explore and leverage LLMs with FT content, fostering creativity and innovation.

AI PLAYGROUND



SEARCH FT CONTENT

Journalists can
search our
extensive FT
content library

AI PLAYGROUND



SEARCH FT CONTENT

Journalists can search our extensive FT content library



CRAFT UNIQUE PROMPTS

Journalists can craft unique prompts and remix FT content into new formats and applications of AI.



AI PLAYGROUND



SEARCH FT CONTENT

Journalists can search our extensive FT content library



CRAFT UNIQUE PROMPTS

Journalists can craft unique prompts and remix FT content into new formats and applications of AI.



SHARE

Journalists can share and implement successful prompts with one another

03

PRACTICAL EXAMPLE

BY MICHAEL BONNE, AEROSPACE CORRESPONDENT

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APOLLO 11

MONDAY, JULY 21, 11 am BST*
ARMSTRONG, then ALDRIN, emerge

News summary



MEET SCOOP - THE JOURNALIST

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Hospital fires
 ... at the weekend ordered
 ... of the Chief Mechanical
 ... of the Railways. The said

... being the cost. Mr. Castle The report, which may not be pub. would add £1,800m. or 17% to
 ... recognised this a year ago when, in the national wage bill.

Mr. Law pays out £5,000

... Post Office's information services, will be updated four times a day. Monday to Friday—mid-morning, lunchtime, mid-afternoon and late afternoon.
 ... A table will bear the latest index, which will continue to be calculated and published, by the



✦✦ FT Journalism, amplified by AI

What are you working on?

We will find relevant FT content published within the chosen date range.

From:

To:

Try these

 [#genai_newsroom_working_group](#)

Great, we're done right?!



REFINE THE PROMPT

How can Scoop improve the quality of her LLM generated output?

01

ROLE PROMPTING

Scoop primes the LLM to take on the role of an experienced FT journalist.

You are a very experienced journalist at the Financial Times focusing on British politics. (01)



02

ALLOW THE LLM TO FAIL

Scoop teaches the LLM that it is allowed to fail.

Please answer the following question to the best of your ability. If you are unsure or don't have enough information to provide a confident answer, simply say "I don't know" or "I'm not sure". (02)

03

FEW-SHOT EXAMPLES

Scoop provides the LLM with a few well crafted examples to guide the LLMs responses.

Here are some good examples:

`<example>Example 1</example>`

`<example>Example 2</example>`

`<example>Example 3</example> (03)`

04

CHAIN OF THOUGHT

Scoop allows the LLM to think through the problem step-by-step before providing a final answer.

Before answering the question, please think about it step-by-step within `<thinking></thinking>` tags. Then, provide your final answer within `<answer></answer>` tags. (04)

04

RESULT

Result

WHAT ARE THE LIMITS OF A LLM IN WRITING LIKE AN FT JOURNALIST?

Here is a detailed timeline of the UK general election coverage provided by the Financial Times (FT) from May 22, 2024, to July 4, 2024. The coverage is divided into several key dates and events:

- May 22, 2024:** - Prime Minister Rishi Sunak announces the election date for July 4. The Conservatives lag Labour in the polls. - The FT's election editorial board argues that the election is in the country's best interests, as it will end the political uncertainty and allow voters to make a choice.
- May 23, 2024:** - Parliament is set to be prorogued (suspended) on May 30, ahead of the election on July 4. - This has forced the government to drop several bills, including measures on smoking and a new football regulator. - Labour says its election manifesto is ready but has not set a publication date yet, while the party's leader Keir Starmer is accused by Sunak of having "no plan" for the country.
- May 29, 2024:** - The FT publishes an in-depth look at its UK general election model, which seeks to project seat outcomes based on national and local polling data. - The model's current central projection sees Labour winning a decisive victory, with around 450 seats compared to 135 for the Conservatives.
- May 30, 2024:** - Party leaders and senior officials are out campaigning around the UK, with the campaign marked by continued controversy.
- May 31, 2024:** - The FT publishes a selection of book recommendations from readers to help understand the upcoming UK election. Throughout the timeline, the FT editorial board highlights key issues the political parties need to address, including the strain on public services, plans to raise revenue and boost productivity, and the UK's global ambitions post-Brexit.



Saves Time in Early Writing Stages

**KEY
LEARNINGS**

Saves Time in Early Writing Stages

Assistant Role, Not Replacement

**KEY
LEARNINGS**



Saves Time in Early Writing Stages

Assistant Role, Not Replacement

Irreplaceable Human elements

**KEY
LEARNINGS**

“The irreplaceable human touch, critical thinking, ethical judgement, and nuanced understanding - remains at the core of high-quality journalism and this cannot be replaced by LLMs.”

THANKS

Scan QR code

