

# The AI Governance Gap: A Narrative Case Study

## Project Context:

A multi-slide social strategy developed to translate the Center for News, Technology & Innovation (CNTI) report on global AI policy for a professional audience of newsroom leaders and policy stakeholders.

## I. The Scaffolding (Spine)

- **The Hook:** AI policy is moving faster than newsroom strategy.
- **The Core Finding:** AI rules are reshaping journalism—often without journalism being named or centered in the drafting process.
- **The Implication:** AI policy is becoming the structural environment for journalism; therefore, awareness and engagement are operational necessities for newsroom sustainability.

## II. Slide-by-Slide Strategy

- **Slide 1 (Cover):** AI rules are reshaping journalism. Often without journalism being named.
- **Slide 2 (The Context):** Recent research from the Center for News, Technology, & Innovation (CNTI) examined 188 AI strategies, laws, and policies from around the world. They interrogated how emerging AI governance is shaping journalism—directly and indirectly.
- **Slide 3 (The Finding):** The main finding? Journalism is rarely centered in AI policy debates. But it is frequently affected by them.
- **Slide 4 (The Technical Landscape):** Most AI policies regulate systems that journalism relies on, including: transparency and disclosure requirements; data governance and privacy rules; algorithmic systems shaping information distribution.
- **Slide 5 (The Structural Impact):** Rules designed for other sectors can still shape journalism's conditions. Sometimes in helpful ways, sometimes in unintended ones.
- **Slide 6 (The Pattern):** This isn't about any single policy. It's a broader pattern playing out across regions, regulatory approaches, and information systems.

- **Slide 7 (The Call to Action):** AI policy is becoming part of the structural environment in which journalism operates. For newsrooms, the takeaway isn't alarm. It's awareness — and engagement.

[View the Full Carousel](#)

### III. LinkedIn Executive Summary

**Copy:** AI policy is moving faster than newsroom strategy. A review of nearly 200 global AI policies and frameworks reveals a troubling trend: journalism is frequently overlooked in the policy-making process.

Because newsrooms are not centered in these debates, the resulting rules—covering everything from data privacy to algorithmic transparency—are shaping the conditions of journalism without journalistic input. For newsroom leaders, the takeaway isn't alarm; it's the necessity of engagement.

#AIPolicy #Journalism #DigitalGovernance #MediaStrategy

### IV. Strategy Note

This campaign utilizes a narrative carousel format to guide the viewer through a "Research-to-Practice" arc. By moving from the broad context of 188 policies to the specific systems (transparency, data, algorithms) that newsrooms rely on, the strategy bridges the gap between high-level policy research and daily newsroom operations.