

"Not Named, Still Shaped" - A Visual Commentary on AI Policy

Strategic Goal:

To create a "sticky" conceptual hook that summarizes the risk of journalism being overlooked in global policy drafting.

I. The Scaffolding (Spine)

- **The Concept:** While journalism is frequently omitted from the text of global AI policies, those policies still fundamentally dictate the future of the industry.
- **The "Mantra":** "Not named. Still shaped."
- **Visual Strategy:** A high-contrast, minimalist graphic designed to stop the scroll and provoke a "What does that mean?" response from newsroom leaders.

II. Asset Details

- **Graphic Text:** "Not named. Still shaped."
- **Supporting Copy:** When journalism is overlooked in AI policy drafting, the resulting rules shape our industry without our input. It is time to bridge the governance gap.
- **Graphic sample:**



Alt text: Abstract image with overlapping translucent rectangles, soft shading around the edges, and the text "Not named. Still shaped." The Center for News, Technology & Innovation logo sits in the bottom right corner. The design suggests structural influence without depicting specific technologies or actors.