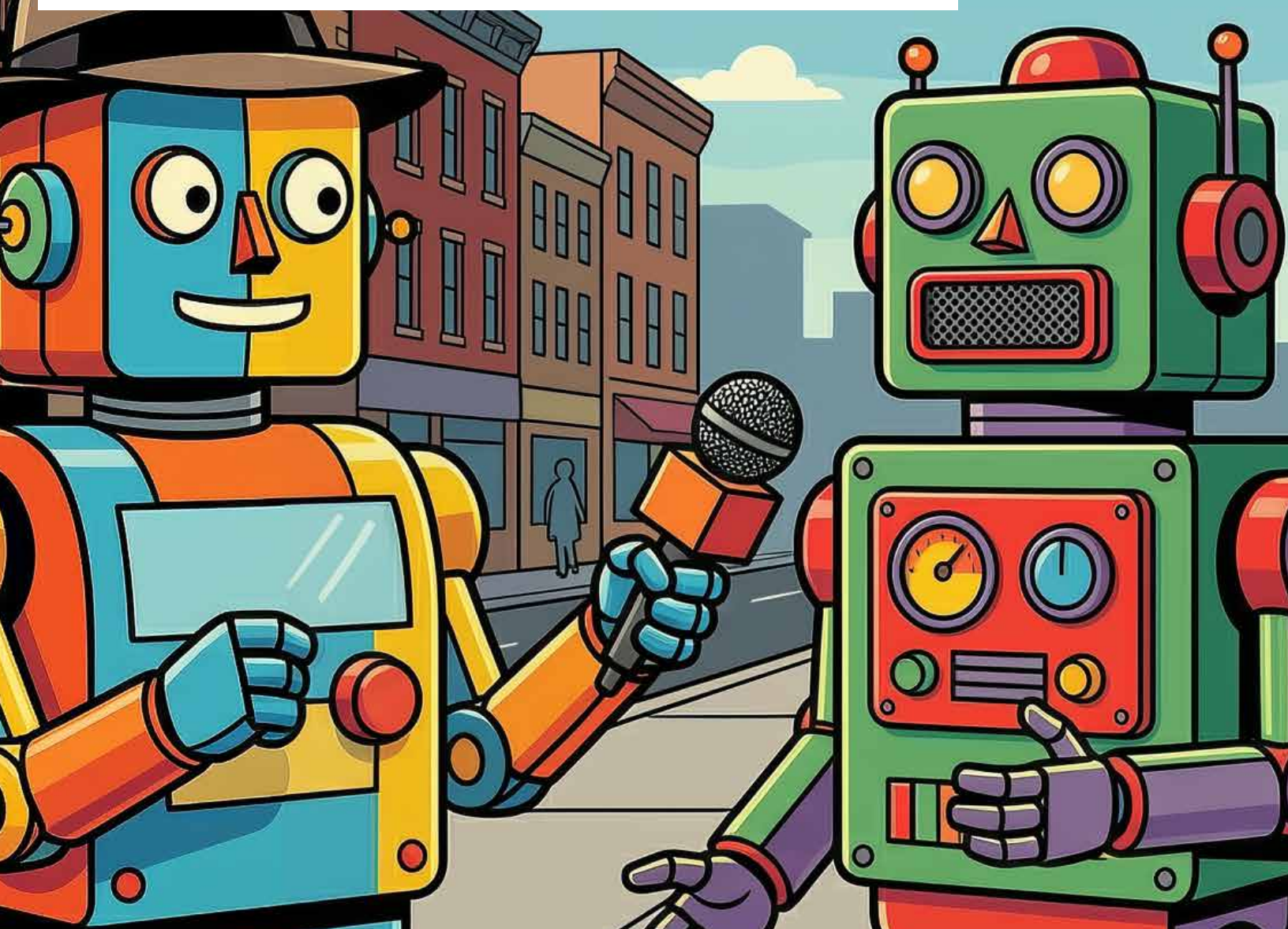


**MIND THE GAP**

# AI AND THE FUTURE OF NEWS IN LATIN AMERICA

**BY SEBASTIÁN AUYANET TORRES**  
**JANUARY 2026**





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# EXECUTIVE SUMMARY

In October, 2025, leaders and practitioners at the intersection of journalism and tech gathered from across Latin America and beyond for a day of conversation, debate, and information sharing. What emerged was a pragmatic, audience-centered approach to AI: experiment boldly, standardize wisely, and keep humans (including the humans who develop the AI tools) accountable. Across the different sessions, eight key themes stood out.

## 1.

**Beyond tools, toward transformation:** AI is increasingly embedded in newsroom workflows—e.g. for transcription, translation, summarization, SEO, and other in-house assistants with different purposes—driving measurable productivity. The challenge now is to reach beyond the productivity tools, and approach AI transformation with “head and heart literacy,” as Jane Barrett, Reuter’s Head of AI Strategy, put it. Newsrooms and journalists can work at the “head” level—honing skills and improving workflows—but approaching AI with “heart” also means acknowledging its impact on individuals in the newsroom as well as audience trust.

**The main fear should be that people use AI for the things it cannot or should not be trusted to do, instead of what it can do**

JANE BARRETT, HEAD OF AI STRATEGY, REUTERS

Across the day, leaders stressed the need for careful adoption with human-in-the-loop checks, clear guardrails to bring the audience along. Tech is the spark, but change is intrinsically human. The main fear should be that people use AI for the things it cannot or should not be trusted to do, instead of what it can do,” Barrett also said.



## 2.

**Culture beats tooling.** The biggest barrier is often not the technology, but mindset. Successful newsrooms that appoint AI leaders, create cross-functional working groups, and provide continuous training for staff tend to adopt AI faster and more safely. AI champions can bridge divides between editors, technologists, and reporters and help to accelerate the responsible use of AI tools. In some cases, individual early adopters can spark early interest, but institutions need to build the structure and support systems that turn those isolated experiments into sustainable, collective practice.

## 3.

**Distinctive journalism matters more than ever.** As chatbot-delivered news continues to grow, publishers are investing in the kinds of reporting that only humans can provide: investigative and enterprise reporting, deep analysis, and engagement with communities through dialogue, listening, and shared experiences. Yet even the most distinctive journalism must remain discoverable—a persistent challenge.

## 4.

**User-facing AI products are emerging.** Following the initial success of workflow-oriented AI applications, many newsrooms are experimenting with audience-facing tools. These may include chatbots that draw from archives or select databases, automated summaries of live broadcasts, personalized news feeds, and AI-generated avatars designed to preserve journalists' safety and privacy. Aos Fatos (Brazil) released an audience-facing chatbot called Fátima which helps users verify disinformation claims. Executive Director Tai Nalon from Aos Fatos mentioned that "the perceived usefulness after we adopted the LLM model for our chatbot has grown from thirty nine percent to seventy five percent. So it is useful for people who are trying to find if something is false or not on the Internet."

Early indicators are encouraging, but issues of accuracy, cost, safety, and reliability at scale remain unresolved.



## 5.

### **Strategic alliances will be essential for journalism's long-term sustainability.**

"For us to prosper and not just survive, we need to align with others who consider journalism important," said Jazmín Acuña, Director El Surtidor (Paraguay). By this she refers to building coalitions that go beyond traditional newsroom boundaries —working with community organizations, civil-society groups, cultural institutions, technologists, and digital-rights advocates who share an interest in strengthening the information ecosystem.

**For us to prosper and not just survive,  
we need to align with others who  
consider journalism important**


JAZMÍN ACUÑA, DIRECTOR, EL SURTIDOR

At the same time, publishers are also building alliances among themselves. Regional fact-checking networks such as Chequeado, Aos Fatos, and La Silla Vacía have created collaborative systems for verifying information, sharing methods, and managing cross-border misinformation surges. These publisher-led coalitions show that even without state support, coordinated action can meaningfully strengthen journalism's resilience.

## 6.

**Rights, revenue, and realism.** Consent and compensation for news organizations from AI companies that scrape publisher data remain unresolved. Some news organizations are pursuing litigation; others are signing licenses deals for access. Still others are doing both. Sector coalitions such as the Asociación de Entidades Periodísticas Argentinas (ADEPA) are pushing for the "3Cs" (Consent, Compensation, Citation). Its president Martín Echevers framed this agenda as a direct response to ADEPA's members' experience: an economic model "under strain" as platforms and AI companies capture audience attention and reuse journalistic content without meaningful payment or benefit for publishers. **Consent** is meant to restore control over when and how news archives are ingested; **compensation** addresses





the asymmetry in bargaining power and ensures that value created by high-quality reporting is shared; and **citation** is about preserving brand visibility and driving traffic back to original sources when AI systems surface their work. The proposed “fourth C”, **Accuracy**, reflects a growing concern that even when content is licensed, AI products must preserve its context and meaning—especially in a future where agents, not humans, will be the primary consumers and re-packagers of news.

## 7.

**Global provenance standards are urgently needed.** Global provenance standards are becoming essential. Protocols such as the Coalition for Content Provenance and Authenticity (C2PA) framework enable audiences to tell genuine journalism apart from AI-generated misinformation. As Sam Gregory from WITNESS asked, “How do we ensure that within the next two years we can both establish and regulate technical standards for provenance and authenticity?”

At several panels, it was emphasized that journalism’s role is not to arbitrate whether every piece of content is AI-generated or not, but to safeguard authentic reporting, expose manipulated media when it appears, and help the public understand what AI can and cannot do. Maintaining trust requires consistent disclosure practices and clear provenance signals to counter the liar’s dividend—the growing tendency to doubt the authenticity of any information, even when it is real.

## 8.

**Sovereign and regional language models are strategic infrastructure.** Sovereign and regional language models are emerging as key infrastructure for the information ecosystem. Initiatives such as LATAM GPT aim to build an open regional LLM that reflects Latin American contexts and languages, with transparent data-governance practices designed to correct biases imported from models trained elsewhere. The initiative brings together public institutions, universities, archives, and media organizations across the region.

By developing shared regional AI assets, these coalitions strengthen Latin America's long-term capacity and bargaining power with global AI developers—such as OpenAI, Google, Meta, and Anthropic—ensuring that future models are trained with regional data, aligned with local needs, and negotiated on fairer terms.

In summary, news organizations should formalize experimentation and value it as strategic behavior, invest in staff or bring them along into the new age of AI, write flexible but firm policies on AI adoption, invest in audience-facing use cases, collaborate on attribution and licensing frameworks, and engage in broader regional AI initiatives that exceed those only aimed at this industry. As the CEO of ChatGPTZero Edward Tian has pointed out, AI systems are increasingly at risk of training on their own outputs, creating a cycle where false or low-quality information feeds back into future models. This self-referential loop threatens the reliability of AI-generated content itself. In this context, journalism's role becomes even more vital: to uphold public service values and preserve human judgment as a safeguard against automated distortion.





# FOREWORD

Three years after the stunning debut of ChatGPT, generative AI continues to shake the very foundations of the media landscape. As the public turns more and more to AI chatbots for news results, publishers have stepped up to differentiate their original reporting while also adopting AI tools to stay competitive. This is the reality that underpins a series of convenings that Aspen Digital has been hosting for high level news executives.

Previous editions of this report were focused on [North America](#), and [Europe](#), but in October, 2025 we brought together leading voices in media and technology throughout Latin America for a convening in Buenos Aires on the side lines of the annual Media Party conference.

What we learned is that the media and technology industry leaders in this region have not been sitting around waiting for the eyes of the tech companies to turn their way, but instead have been developing their own systems and approaches to generative AI in the newsroom. We were inspired by their creativity and ingenuity using AI to fulfill their public service mission.

This report by Sebastián Auyanet highlights the wide-ranging and complex discussions that took place over the course of the day. As with our previous meeting our goal was to provide an opportunity for publishers to build a stronger foundation of global collaboration and knowledge sharing. And as new tools are developed, new systems put in place, and new policies are tested, Aspen Digital will continue to support the evolution of the media landscape by providing the space to gather and share out the learnings from the challenges and opportunities generative AI presents newsrooms around the world.

**Vivian Schiller**

Aspen Institute



# INTRODUCTION

On October 1 2025, on the eve of the Media Party conference in Buenos Aires, newsroom leaders, product builders, policy advocates, and technologists met to share common concerns and opportunities related to AI. The agenda spanned editorial leadership, product case studies, standards, business models, legal frameworks, sovereign AI efforts (regional models designed to reflect local languages and contexts), and the detection and provenance of original content. The throughline: AI is a tool that can strengthen journalism—if news organizations drive the agenda rather than cede it to platforms.

This report distills cross-session insights and concrete examples to help publishers navigate adoption today while preparing for AI-mediated distribution tomorrow. It synthesizes perspectives from legacy and digital-native outlets, fact-checkers, broadcasters, associations, and model builders across Latin America and beyond, anchoring in what's working, what failed, and what must come next.

A final note: This is not an academic piece of writing and should not be treated as such. To protect participants, we have applied the Chatham House rule, and quotes in this report have either been cleared with the speaker (and in some cases edited for clarity at the source's request) or been checked to ensure they do not reveal the source.



# WHAT'S WORKING TODAY?

1

## AI ASSISTANTS ARE MOVING FROM SMALL PILOTS TO WIDESPREAD ADOPTION

For instance, Chequeado in Argentina launched an internal assistant built around ten predefined editorial tasks—such as drafting video scripts, writing social media threads, and generating headline options—all aligned with their existing workflows and editorial standards. The goal was to shorten the fact-checking cycle by 20% and dedicate 14 hours per month to structured AI experimentation work that is already materializing in tools like their internal assistant, Chequeabot, for live speech transcription, and El Chequeador, which walks users through Chequeado's verification method step by step.

Meanwhile, the pan Latin American publisher Infobae developed ScribNews, a multiagent system capable of performing more than fifty editorial tasks tailored to the site's content verticals and style guides. According to Opy Morales, Editorial Director for Artificial Intelligence, 480 journalists across the newsroom are already using these tools to draft headlines and summaries, and to standardize routine production tasks.

## FROM PILOTS TO PRODUCTS: NEWSROOM-BUILT A.I. TOOLS ARE MATURING

Across Latin America, several news organizations are moving from isolated AI experiments to more sophisticated, mission-driven products. What began as small editorial pilots—often led by innovation teams or internal “AI champions”—is now evolving into tools that are deeply embedded in newsroom routines. These tools illustrate how artificial intelligence can enhance verification, editorial production, and public service journalism when grounded in solid human and ethical frameworks.

## **1. FACT-CHECKING CHATBOTS ARE EVOLVING INTO EDITORIAL ASSISTANTS**

In Brazil, Aos Fatos has continued to refine Fátima, its fact-checking chatbot. The team created a large language model (LLM) trained exclusively on the outlet's editorial corpus, rather than on general internet data. This shift ensures that the chatbot's answers are consistent with the newsroom's verified reporting and fact-checking standards. According to Executive Director Tai Nalon, the change raised the tool's usefulness from 39% to 75%.

## **2. FLEXIBLE AI INFRASTRUCTURE KEEPS NEWSROOM INNOVATION STABLE**

In Argentina, Todo Noticias (TN) developed RedactIA, an internal software platform that connects several AI models through a modular "adapter" system. Each module can be replaced or updated as models become obsolete or lose reliability, allowing the newsroom to maintain stable digital performance even amid rapid technological change. The tool has helped TN's teams automate routine production tasks and manage audience data more efficiently. Still, as Head of Digital News at Artear/TN Patricio Caruso notes, extending these tools to live television remains far more complex due to safety, accuracy, and real-time editorial control challenges.

## **3. NEWSROOM AI TOOLS ARE BEING BUILT FOR ELECTION COVERAGE AND BEYOND**

In Colombia, La Silla Vacía recently launched Sillabot, an AI assistant designed to support the newsroom during the 2026 elections. Trained on the outlet's complete archive, Sillabot can assist reporters in verifying information, produce background materials, and offer leads for investigations. The newsroom tracks its performance through dedicated dashboards that measure what users are asking the bot, how the bot is answering, and the quality of those responses. They also developed specific protocols for how the tool should handle "opinion" queries that require editorial judgment. By designing its own AI tool around transparency and accountability, La Silla Vacía aims to demonstrate that automation can coexist with journalistic integrity.

Taken together, these cases signal a new phase for newsroom AI: one where experimentation gives way to sustainable products built with clear editorial purpose. They demonstrate that the value of AI in journalism doesn't lie in the novelty of the technology itself, but in how human teams adapt, govern, and repurpose it to serve public trust.

## CULTURE, ROLES, AND THE “ZONE OF GREEN”

As new tools take root, new newsroom roles and cultural dynamics are also emerging. Some organizations are appointing dedicated AI Leads or forming cross-functional AI cells that bridge editorial, product, technology, and business areas to turn experimentation into consistent practice.

Franco Piccato, Executive Director of Chequeado, described what he calls “green zones” within a newsroom—areas where a team already feels motivated to innovate and sees technology as a way to achieve greater journalistic impact. “The best driver of adoption,” he said, “is how we manage teams that want to score goals—be it professional growth, or greater impact. When technology aligns with the impact you want to achieve, AI adoption becomes faster, more agile, and more effective.”

At the same time, Claudia Báez, associate consultant at Fathm and one of the first practitioners of newsroom AI adoption in Latin America, emphasized that building a mature AI culture requires both structure and policy. Drawing from her experience working with El Economista in Mexico, she has seen how an internal AI team can drive newsroom-wide adoption.

## PLAYBOOKS FOR CHANGE

To build newsroom buy-in, participants emphasized the importance of starting with entry-level tools such as transcription, translation, or typo detection to solve everyday pain points before moving to more advanced AI workflows. Another key principle is to normalize, and even celebrate, early failures as part of the learning curve; visible experimentation helps demystify the technology.

Once those quick wins are established, teams can map their own “green zones” to focus resources where motivation and impact overlap. Continuous AI upskilling remains essential, as tools evolve on a weekly basis. Embedding at least one dedicated journalist in each AI project has also proven decisive for maintaining both editorial speed and quality.



# TRANSPARENCY PRINCIPLES AND GUARDRAILS

Across the discussions, participants agreed that humans remain ultimately responsible for what AI produces. Artear/TN's Head of Digital News, Patricio Caruso, explained, "We can't sanction AI—it can't be held accountable for plagiarism, mistakes, or fabrications. Responsibility lies with the journalist and the editor."

Several newsrooms have introduced clear internal principles for AI use—typically three or four guiding rules that assign responsibility and require human review before publication. Some have also adopted disclosure policies that inform audiences whenever AI has been involved in producing user-facing content beyond routine tasks like spell check. This shared commitment to transparency and accountability is what allows experimentation to scale without eroding public trust.

## HALLUCINATIONS AND RAG LIMITS

The growing use of Retrieval-Augmented Generation (RAG) systems—AI models that pull information from specific databases before generating text responses—does not automatically fix the problem of accuracy. If the data sources that RAG retrieves from already include AI-generated or unreliable content, the output may reproduce or amplify those errors.

Participants emphasized the need to keep humans in the loop and to clearly flag any concerns when using these systems, in order to prevent what some called "second-hand hallucinations"—false or misleading information that originates from flawed training data rather than the model itself. This is especially relevant when RAG-based tools are used for newsroom knowledge bases or public-facing engagement products.

## **COST CONTROL AND EARLY AUDIENCE SIGNALS**

Participants noted that newsroom experiments with custom language models come with a hidden paradox: the more successful a project is, the more expensive it becomes. As usage grows, so do API and infrastructure costs, requiring financial planning to be an integral part of AI adoption. Pilots therefore need dedicated budgets and clear cost ceilings from the start.

Several organizations are beginning to explore mixed-model strategies—using smaller, cheaper models for routine tasks and reserving larger, more capable ones for complex editorial or creative work—to keep costs under control. Others are considering usage-based budgeting, setting monthly spending caps or membership tiers for internal teams or individual journalists who rely more heavily on AI tools, which can help contain overall expenses.

Ultimately, cost control is not just a financial concern but a governance issue. Sustainable AI adoption requires clear accountability for how resources are allocated, who oversees them, and how each experiment connects back to the newsroom's public service goals.

## **HYPERLOCAL AND SERVICE JOURNALISM**

Automation is increasingly being used to expand coverage in areas where data-driven outputs are most feasible—such as sports, weather, local council meeting minutes, and community services. These applications free up journalists to focus on areas that require more reporting and analysis while still keeping audiences informed.

Consultant Álvaro Liuzzi highlighted Todo Jujuy in Argentina as an example of this trend. The local outlet has started automating service content, including climate and traffic data, so journalists can dedicate their time to stories that require field reporting, context, or community engagement. This kind of “automation for coverage breadth” shows how small and regional newsrooms can use AI to sustain local relevance without losing human oversight.

## LEARNING FROM FAILURE

At the same time, many newsrooms are learning when **not** to use generative AI. Tasks that rely on clean, structured data—such as prices, weather updates, or sports scores—are often handled more accurately and cheaply through simple, rules-driven automation (systems that pull data from a source and format it consistently) rather than through large language models (LLMs). Several teams have begun documenting these boundaries as part of their internal AI guidelines.

Another lesson came from failed attempts to automate social media posts. Participants noted that fine-tuning models to mimic editorial voice did not always produce consistent or reliable results. Many reverted to a lighter approach combining prompt engineering with editorial review, which preserved flexibility and human quality control.

These practical lessons—about when automation adds value and when human judgment must prevail—highlight a broader truth: sustainable innovation in journalism depends not only on technology, but on collaboration, shared learning, and strategic alliances. Across the region, many of the most effective AI initiatives are emerging from networks of peers who exchange prototypes, benchmarks, and ethical frameworks rather than working in isolation.

# OVERCOMING DISINTERMEDIATION: DOUBLING DOWN ON THE HUMAN PREMIUM

## DISINTERMEDIATION IS HERE

AI chatbots are already reshaping how people access news. As search results are replaced by AI-generated overviews, publishers are receiving fewer clicks and losing direct relationships with audiences—especially younger users who may rely on conversational interfaces instead of visiting publisher pages or apps.

Some organizations, including Reuters, are also preparing for a new reality in which AI agents, not only humans, consume and distribute news. This early shift—sometimes referred to as “agents as audience”—anticipates a future where automated systems (voice assistants, personal AI companions, productivity bots) constantly request, summarize, and relay information on behalf of users. In this context, media outlets are beginning to explore Agentic Experience Optimization (AEO) and Generative Engine Optimization (GEO), emerging counterparts to traditional SEO designed to help publisher provenance remain visible.

As agents come online, publishers will need to continue to optimize, or risk losing brand identity further. That’s why provenance and content authenticity become even more critical: as AI systems start to act as intermediaries between journalism and the public, signals of verified origin such as C2PA standards will be essential to preserve trust and editorial integrity across this new ecosystem.





## WHAT YOUR AI WILL NOT BE ABLE TO DO

Investigations, deep analysis, methodological transparency, and genuine community relationships remain at the heart of journalism—and are not easily replicated by AI. That is why some news organizations are deliberately leaning into the human aspects of their work.

“We start by being very clear that we’re written by humans, for humans,” said Gitesh Gohel, Chief Product Officer of The Atlantic, describing the outlet’s strategy to stand out in an environment increasingly shaped by AI-generated content.

**We start by being very clear that we’re written by humans, for humans**

GITESH GOHEL, CHIEF PRODUCT OFFICER, THE ATLANTIC

Similarly, El Surti in Paraguay, and La Diaria in Uruguay are investing in in-person events and community experiences that bring them closer to their audiences while generating new forms of revenue. As Maia Fortes, Executive Director of AJOR explained, “By fostering a culture of collaboration and shared creation, we stay closer to people—and reaffirm that journalism’s survival depends on public trust and civic value.”

## PRODUCT THINKING OVER PAGE THINKING

Newsrooms are starting to move from a page-centric mindset—focusing more on clicks and publishing volume—to a product-centric mindset that prioritizes user experience and long-term value. In this approach, teams design user-centric roadmaps, asking where AI can make the audience experience faster, clearer, or more personal without compromising editorial integrity. That improvement in experience becomes the basis for a fair value exchange between audiences and news organizations—through attention, memberships, data contributions, or revenue.

Some outlets are also experimenting with hybrid access models, such as offering a limited number of free AI-powered queries or personalized summaries, while linking higher-tier usage to paid memberships. These experiments aim to balance accessibility with sustainability.

From a product perspective, AI can even improve how ads fit alongside content—by analyzing advertiser pages and aligning them with relevant, high-quality journalism. However, participants stressed that these tests must be approached cautiously to avoid any editorial influence or ethical drift in how stories are produced or positioned.

Ultimately, product thinking reframes AI not as an add-on but as part of the newsroom's value proposition—improving experiences while upholding trust. Yet as experimentation grows, so do operational and financial pressures, making cost control and governance central to responsible AI adoption.

**AI use in newsrooms has grown faster than the rules that should govern it.**

NEWS CONSULTANT, ANONYMOUS

## **EDITORIAL POLICIES WITH TEETH**

In its recent report *Journalism in the AI Era: Opportunities and Challenges in the Global South*, the Thomson Reuters Foundation found that more than 80% of surveyed journalists already use AI in their daily work. Yet only 13% reported that their newsroom has a formal AI policy, underscoring the gap between widespread adoption and the institutional frameworks needed to guide responsible use. Participants agreed that this gap leaves many organizations exposed to ethical, legal, and reputational risks. As one consultant put it, “AI use in newsrooms has grown faster than the rules that should govern it.”

To address this, experts recommended creating “living” policy documents—short, regularly updated guidelines that define responsibilities, disclosure practices, and prohibited uses of AI across the newsroom. These policies should make clear who is accountable for AI-assisted content, how transparency with audiences will be ensured, and which editorial tasks remain strictly human.

Some organizations are already putting these principles into action. For instance, La Silla Rota in Mexico has developed a custom newsroom chatbot trained on its own AI policy. Journalists can query the bot to clarify what kinds of uses are allowed, which require disclosure, and how to apply ethical standards in day-to-day work. This approach turns the policy itself into a practical tool that reinforces compliance and continuous learning.

More broadly, participants stressed that effective AI policies are not static rulebooks but frameworks for accountability. They should evolve as technology, regulation, and newsroom culture change—ensuring that innovation continues responsibly, transparently, and with editorial integrity at its core.

# THE IP WARS ARE STILL HAPPENING

3

## THE “3CS” (AND A FOURTH) IN PRACTICE

As large language models continue to scrape and ingest journalistic content—often without permission—publishers are demanding a clearer framework for the use of their material in AI systems. Many of these models, developed by companies such as OpenAI, Google, Anthropic, and Perplexity, rely on vast online datasets that include news articles, investigations, and archives produced by media organizations that were never compensated or credited.

To address this imbalance, trade associations such as ADEPA are promoting a framework built around the “3Cs”: Consent, Compensation, and Citation—with a fourth element increasingly added, Accuracy. This approach seeks to ensure that publishers are fairly paid for the right to ingest their content, and that appropriate attribution and factual rigor accompany any AI-generated responses delivered to the public.

However, publishers often face a negotiating disadvantage when dealing with tech giants. As such, some organizations are pursuing dual strategies: negotiating licensing agreements on one track while preparing litigation on another. Some smaller publications who lack the negotiating leverage are opting for speed-to-learn partnerships with AI developers like El Comercio’s collaboration with Perplexity. In such cases, media outlets may accept access to tools, design support, or training in lieu of direct financial payment, viewing it as a way to gain early experience in a fast-moving landscape.





These principles—Consent, Compensation, Citation, and Accuracy—outline what individual publishers can demand. Yet no single newsroom can negotiate the future of content rights alone. That’s why collaboration and collective action are becoming essential, leading to a broader call for industry alliances and shared standards.

## **BANDING TOGETHER**

In a panel on content, copyright, and control, one message was clear: don’t repeat the mistakes of the platform era. The media field should not outsource distribution and discovery entirely to AI intermediaries. Instead, publishers should take part in managed marketplaces, collective licensing frameworks, and provenance standards that protect both their work and their audiences.

Sam Gregory, Executive Director of WITNESS emphasized the importance of having a diverse set of global participants in shaping technical standards and regulations. “It’s critically important that we have a diverse set of global participants in shaping regulation and standards,” he said. For Gregory, such inclusion is essential to ensure that these systems protect privacy and accessibility, and that they work effectively across different political and social contexts—without being weaponized for surveillance or censorship.

## **RAPID RESPONSE AND REDUNDANCY**

News organizations are bracing for a moment when the public simply assumes that any piece of content may have been manipulated. In preparation, some are building redundancy into their reporting processes—for example, recording events from multiple camera angles, saving and timestamping original files in secure archives, and capturing parallel audio/video backups that help verify authenticity if content is challenged.

Others are taking steps to protect anchors and correspondents from impersonation, such as using watermarked recordings, signed video files, verified on-air graphics, and real-time identity verification workflows inside control rooms. These measures make it harder for synthetic media to convincingly mimic a journalist and easier for newsrooms to prove what is real when their content is questioned.

At the same time, some publishers are developing rapid-response protocols to detect and counter false claims before they spread, including pre-bunking strategies that anticipate likely distortions.

These efforts complement broader transparency and provenance standards, such as C2PA (Coalition for Content Provenance and Authenticity), by reinforcing verification at the source and ensuring that authentic journalism can be traced, verified, and defended even when contested in real time.

## THE USER GAP

WITNESS' Executive Director Sam Gregory highlighted the importance of investing in AI tools that can close that gap across different linguistic and cultural contexts. Many AI models do not work for regional languages and dialects. Some news organizations are already experimenting in this direction. Chequeado in Argentina has grounded its internal assistant in its own editorial corpus to improve accuracy in Spanish; El Surti in Paraguay has worked on projects that include Guaraní—an essential step in representing a major national language that global models underserve; and initiatives like LATAM GPT aim to create an open, regionally trained model that reflects Latin American linguistic and cultural realities. These efforts show how newsrooms can help ensure that AI systems perform better for the audiences they actually serve.

## DETECTION, LITERACY, AND THE NEED FOR GLOBAL COORDINATION

Participants agreed that detection alone will not solve the problem of AI-generated misinformation. Newsroom strategies must go beyond technical forensics and focus equally on public literacy: helping audiences understand what AI can and cannot do, how to verify credible content, and when to dismiss bad-faith “AI did it” claims meant to discredit authentic journalism.

At the same time, these efforts require a unified global approach. Fragmented, country-by-country solutions are unlikely to work in a technology ecosystem that is inherently borderless. Participants emphasized that unless journalists, regulators, technologists, and civil society groups coordinate across regions, meaningful progress on AI governance will remain out of reach. As one speaker noted, “we will not find real solutions unless we work together.” The next two years, several participants stressed, will be critical for shaping international regulation and technical standards that balance innovation, accountability, and the protection of free expression.

These priorities—education, detection, and global coordination—echo the broader call for collective action outlined in the discussions on provenance and content rights: journalism’s resilience in the AI era will depend on shared infrastructure, shared standards, and shared responsibility.

# SKILLS, CULTURE, AND REGIONAL AUTONOMY

## 4

### LITERACY IN HEAD AND HEART

Developing capacity for responsible AI use goes beyond acquiring tools—it requires reshaping newsroom culture, roles, and mindset. As one participant noted, “change is emotional as much as technical.” Reuters, for instance, is investing at scale so every team can experiment with AI safely in controlled sand-boxes. Leaders are encouraged to address both fear and skills, ensuring psychological safety while teams learn.

### UPSKILLING AND TALENT BALANCE

Middle management plays a pivotal role in this transition. Editors must understand which parts of the workflow should be “AI-assisted” versus fully manual, set quality thresholds, and know when to intervene—especially in live or breaking contexts. At the same time, newsrooms are recognizing the structural risks of automation: if entry-level tasks disappear too quickly, the career ladder collapses. To counter that, some outlets are deliberately hiring and training “AI-native” junior staff working under the supervision of more seasoned senior editors. Formal carve-outs—such as dedicating 14 hours per month to AI experimentation—help normalize learning and reduce dependence on isolated innovators.

### REGIONAL MODELS AND WHY SOVEREIGNTY MATTERS

Capacity also extends beyond individual newsrooms. During the conference, participants discussed LATAM GPT, a collaborative initiative led by Chile’s Centro Nacional de Inteligencia Artificial (CENIA) in partnership with more than 30 Latin American institutions. Conceived as an open large-language model, LATAM GPT aims to reflect Latin-American contexts and languages more accurately, correcting cultural and linguistic blind spots found in dominant global models. The project includes open datasets, benchmarks, and data-governance tools to improve how AI systems serve regional information needs.



# CONCLUSIONS

- **Major tradeoffs are playing out across the field.**  
Strong back-office productivity gains versus limited front-end value; rights debates versus enforceable frameworks; experimentation versus institutional capacity; and global-model assumptions versus regional realities.
- **Policies and culture must evolve together.**  
Simple, living AI policies—paired with ongoing training, sandboxes, and psychological safety—give teams clarity and confidence as they adopt new tools.
- **Experimentation requires time, structure, and measurement.**  
Newsrooms that carve out protected time to test AI report clearer improvements in workflow efficiency, quality, and audience value.
- **Audience-facing AI is starting to emerge, but requires strong governance.**  
Chatbots trained on editorial archives, personalized feeds, and safety-preserving formats offer early promise. Their deployment depends on strong disclosure practices, user literacy, and human oversight.
- **Collective frameworks matter.**  
The conversations underscored the need for shared standards around the 3Cs (+ Accuracy), provenance protocols such as C2PA, and coordinated approaches to licensing and platform negotiations—especially as publishers face uneven bargaining power.
- **Regional AI capacity is emerging as strategic infrastructure.**  
Open, regionally built models like LATAM GPT aim to correct linguistic and cultural blind spots in global systems and improve model performance for local information needs.

- **Humans remain accountable—and essential.**

Distinctive reporting, methodological transparency, and community relationships remain at the core of journalism. Trust grows when audiences understand how work is done and where AI fits into the process.

- **Journalism's strongest technology remains people.**

AI should amplify human judgment, not replace it. Building for the public civic information space ensures that the future of news can still be shaped inside the newsroom.

# ACKNOWLEDGEMENTS

Aspen Digital would like to thank Sebastián Auyanet for his expert insights and synthesis as reflected in this report. Additional thanks to Media Party for its partnership in this event, especially Mariano Blejman and Mariana Berruezo for lending us their expertise and being wonderful collaborators throughout. This event could not have happened without Ana Paula Valacco, whose guidance and contributions were vital to the success of this initiative. The Aspen Digital team working on this initiative includes Beth Semel, Isabella Sarmiento, Konstanze Frischen, Shanthi Bolla, and Vivian Schiller.

Finally, none of this would have been possible without the generous support of Siegel Family Endowment who made this convening and report possible, especially Katy Knight, Laura Maher, and Ellery Wong for their continued partnership of this work. We are also grateful to the Patrick J. McGovern Foundation for their additional support and encouragement.

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