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Artificial Intelligence Update



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EXECUTIVE DIRECTOR
Cassey Recore
✉ Cassey@communitypublishers.com

**PUBLISH MAGAZINE
PUBLISHER**
Loren Colburn
✉ Loren@communitypublishers.com

OFFICE
📞 877-203-2327
📍 7719 Japine Drive
Liverpool, NY 13090

DESIGN AND PRODUCTION
Design2Pro
🌐 www.design2pro.com

Howard Barbanel
📞 516-860-7440
Email: ✉ howard@design2pro.com

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John Buzzetta
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 P.O. Box 797097
 Dallas, TX 75379
 john@vanzandtnews.com
 903-567-4000 ext 17



Heather Eller
Nickel's Worth
 107 N 5th St.
 Coeur d'Alene, ID 83814
 heather@nickelsworth.com
 208-667-2408



Jocelyn Engle
Engle Printing & Publishing Co.
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 Lancaster, PA 17552
 JREngle@engleonline.com
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Carol Toomey
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 carolaction@aol.com
 978-371-2442



Michael VanStry
Coastal View News
 4180 Via Real - Suite F
 Carpinteria, CA 93013
 News@coastalview.com



EXECUTIVE DIRECTOR



Cassey Recore
ACP
 8119 Circuit Rider Path
 Cicero, NY 13039
 Cassey@communitypublishers.com
 877-203-2327



Loren Colburn
ACP
 7719 Japine Dr.
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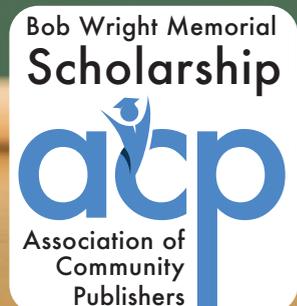
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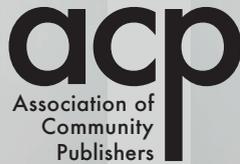
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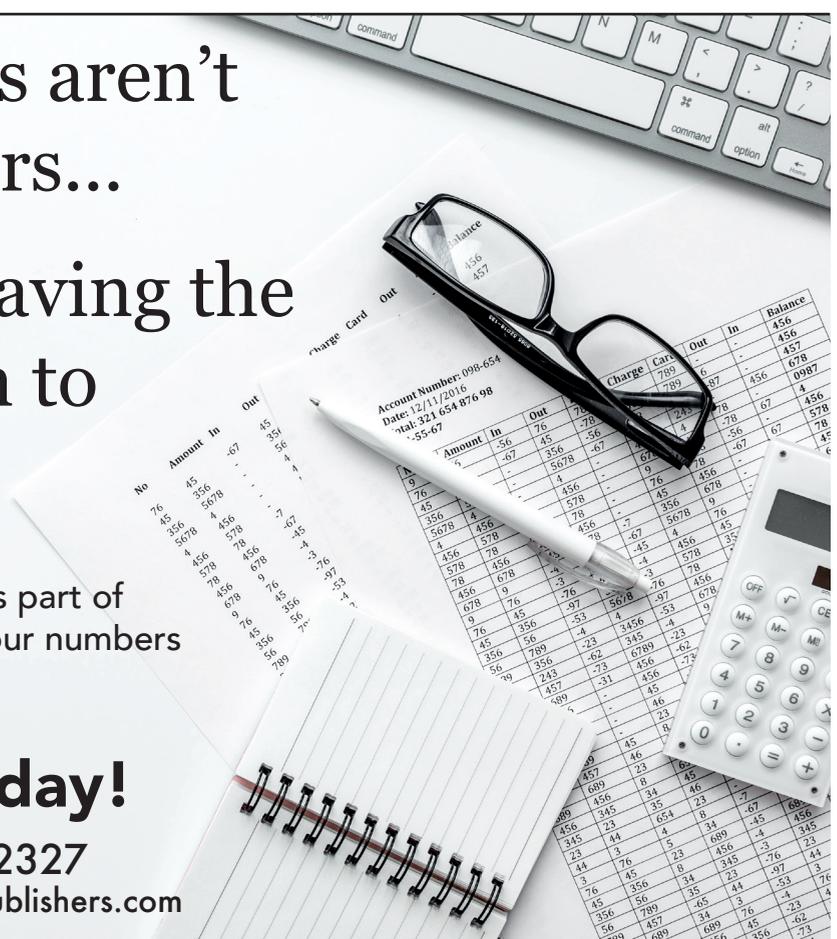
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AN INVITATION TO OUR 2026 FALL CONFERENCE



BY JOYCE FRERICKS

There's something special about hosting friends in your home state. You see your surroundings through fresh eyes. You remember why you fell in love with it in the first place. And you take a little extra pride in rolling out the welcome mat.

That's exactly how I feel sharing that ACP will host the 2026 Fall Conference in Minneapolis this October. As a Minnesota-based publisher, I get to say this with both personal pride and professional excitement: we can't wait to welcome you to our home state.

While headlines and national news don't always tell the full story of the Minneapolis–St. Paul area, the Twin Cities are a vibrant, welcoming Midwestern metro with a rare blend of urban energy and natural beauty. From riverfront trails and lakes to world-class dining, arts, and culture, this is a region that surprises people – in the best way – once they experience it firsthand.

Our conference hotel is just a short ride from the Mall of America, one of the most visited destinations in the country. With more than 5.5 million square feet, it's home to over 520 stores, 60 restaurants, the Nickelodeon Universe theme park, and the Sea Life Minnesota Aquarium. Add in Minnesota's no sales tax on clothing and shoes, and you might just find yourself checking a little holiday shopping off your list while you're here. Business trip... with perks.

Of course, the real reason you come to an ACP conference isn't the shopping or sightseeing – it's the value you take back to your business.

Our conference team is actively surveying members right now to identify the most pressing challenges and opportunities facing community publishers. Those insights will directly shape the 2026 conference program. The goal is simple: deliver sessions that are relevant, practical, and immediately useful – ideas you can put to work the moment you return home. Whether it's revenue strategy, advertising innovation, AI adoption, operations, staffing, or leadership, the agenda will be built around what you say you need most.

And then there's the part that can't be replicated on Zoom.

The networking.

The side conversations.

The honest exchanges with peers who truly understand your challenges.

Those hallway conversations and late-night debriefs with fellow publishers are often where the biggest breakthroughs happen. They remind us that we're not alone in this work – and that the best ideas in our industry still come from one another.

If 2026 is the year you want to make meaningful improvements in your business, this conference is a powerful place to start. Come for the education. Come for the connections. Stay for the conversations that spark your next big idea.

On behalf of our Minnesota host publications – and your fellow publishers here at home – we're excited to welcome you this October. We'll have the coffee ready, the agenda packed, and a city worth exploring waiting for you.

See you in Minneapolis. ■



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BREAKING THROUGH THE AI INTIMIDATION BARRIER



BY CASSEY RECORE

Like anything new, there's always a learning curve as you adapt to using a new system, software, tool, or platform. Artificial intelligence is no different. But I think one of the biggest obstacles with AI is the sheer broadness of it all — it can feel utterly overwhelming.

Here's the thing: we've all been using AI for years now, almost without thinking about it. Anyone who has dealt with a customer service chatbot, owns an Amazon Alexa, or even uses a smartphone is interacting with AI all the time on the most basic level. Even everyday business software has added AI components — QuickBooks is a perfect example.

But there's a crucial difference when we're using AI in those contexts: it's already programmed and set up to do specific tasks without us having to think about it. The scary part for many people is starting from scratch to build something tailored to a specific want or need.

THE COMMON STRUGGLES

I've had countless discussions with community publishers from across the country who are at vastly different levels of experience with AI. They want to do more with it, but the common problem I keep hearing is that they don't know where to begin. And many are genuinely intimidated by it.

At the same time, there are publishers who have hit the ground running, building new tools regularly to solve problems and save time with tremendous success. So, I know it can be done. I've seen their tools and programs with my own eyes!

I'll be honest: I've fallen into that intimidation black hole myself. For me, it isn't so much that I'm scared of AI, but more that I don't want to take the time to figure it all out. Sure, I use basic ChatGPT for editing, some writing, extracting data from spreadsheets, and other simple tasks, but until recently, I hadn't gotten past that point. I also tend to assume I don't know how to do more advanced things and that it will take forever to learn, so where do I find the time?

THE BREAKTHROUGH MOMENT

During a recent publisher roundtable call where we were discussing AI, we kept getting bogged down with all these objections and obstacles. But then Pat McHale of The Exchange Media in Spokane made a brilliantly simple point that changed everything — for me at least.

Someone said, "I don't know how

to build something like that," and Pat cut through all the overthinking with one suggestion: use the AI to learn how to use the AI.

You can simply tell it what you want it to do, then ask it to tell you how to do it. It will tell you whether it can or can't do what you need, and then walk you through the steps, often doing most of the work FOR you along the way.

It was such a simple suggestion, but it made such a profound impact on me. So, I recently decided to embrace it, and I've started working on several different projects in AI to make my days a little easier.

MOVING FORWARD TOGETHER

At ACP, we're trying to introduce AI to our members in many ways, but the biggest challenge is that everyone seems to be at many different levels. We use all the discussions we have with publishers try to pinpoint common needs and focus on things that are universal to those in the industry. We're holding an AI workshop at our Revenue Summit so attendees can walk away with a couple tools they can immediately take home and use.

But that's a slow process, and everyone needs different things.

So, I'm urging you: take the plunge and start exploring what AI can do for you. It may take a little time on the front end, but if one simple tool can save you hours every week, it will absolutely be worth it. Don't let the learning curve intimidate you out of discovering solutions that could transform how you work.

DIRECTLY SPEAKING

The technology is here, it's accessible, and it's waiting to help. You just have to ask.

ACP'S COMMITMENT TO AI SUPPORT

I do see ACP playing a big role in helping publishers with AI in many

ways. Aside from what we're already doing, I see us broadening our position on AI greatly in the very near future. There are a lot of ways I think we can help the industry — from the most basic level with tools and streamlined processes, to giving you access to the "experts" when you're struggling with something.

On the opposite side of it, I can also see us getting involved more with helping to protect your content from AI. Many of these discussions are already underway. I'm regularly meeting with publishers and experts in the field to determine what we can, should be, and must do to help our members. ■

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BY LOREN COLBURN

Change rarely announces itself politely. It shows up loudly, disruptively, and usually at the exact moment we feel most comfortable with how things are. Artificial intelligence is no exception. Before we even understand what it can do for us, our instincts race ahead to everything it might take away. That reflex – more than the technology itself – may be the greatest risk facing community publishers today.

As I began assembling material for this issue on artificial intelligence, I noticed something familiar stirring beneath the surface – my instinctive fear of change. Why is it that we so often spot the potential downsides of change far faster than the opportunities for good?

As a Buffalo Bills fan, I'm reminded of this every time I listen to the debate about whether to fire a coach who has led the team to the playoffs in eight of his nine seasons. Much of the conversation isn't about how the next coach could make the team better – it's about the fear that he might make it worse.

That same mindset dominates much of the conversation around AI and its impact on our businesses. We tend to focus on what could go wrong rather than what could go right. I've been just as guilty of that reaction as anyone. When I first took a deep dive into AI for Publish back in 2023, it was difficult not to center the discussion on risks, guardrails, and the controls needed to use it safely.

But as AI has continued to evolve – and as it has worked its way into my daily business routine (and life in general) – my perspective has

shifted. I'm far more focused on its benefits now and far less worried about a digital takeover worthy of HAL from 2001: A Space Odyssey.

The opportunities to use AI to speed up critical processes, eliminate repetitive tasks, and free up time for the “people-needed” work of building stronger, more profitable publications are significant. This issue is dedicated to exploring those opportunities – not the fears surrounding AI's growth.

Let's acknowledge something up front: oversight is necessary to protect people and businesses from the inevitable misuse of AI by those lacking moral character. But that's not a new problem. We've been navigating misuse of powerful tools since the invention of the wheel. A pen can be dangerous in the wrong hands, too.

Take editorial teams as a practical example. When AI enters the editorial conversation, many immediately envision job losses and the erosion of journalism as a profession. What if we flipped that thinking? Instead of asking, “Which position can we eliminate?” what if we asked, “If we suddenly had more hours, where could we invest them to create a better, more valuable product?”

That requires a conscious decision to resist short-term payroll reductions in favor of long-term product improvement.

In this model, AI takes on the

repetitive tasks it handles well – drafting, editing, formatting, rewriting, and versioning. The time saved is reinvested in work AI can't do: being out in the community, attending meetings, talking with local business owners, identifying mean-

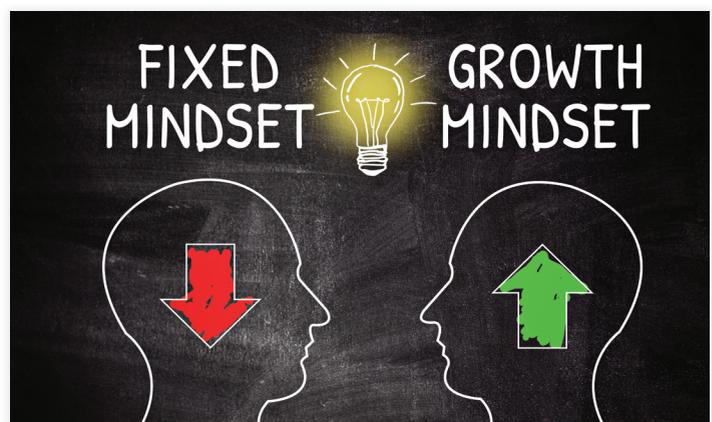
ingful local stories, and strengthening advertiser relationships. Imagine how much better your content could be if your staff spent more time building stories rather than fine tuning them for publication.

The real challenge is resisting the temptation of a quick profit boost from eliminating a position and trimming benefits costs. That approach delivers short-term gains but often leads to long-term decline. As product quality slips, readership and advertising follow – and the modest payroll savings you captured early on won't be enough to offset the losses that follow.

Instead, take the hours gained through AI-driven efficiencies and reinvest them in your product. The stronger your publication remains in the marketplace, the stronger your readership – and the better results you'll deliver for your advertisers.

AI won't determine the future of community publishing – our decisions will. Used thoughtfully, it becomes a force multiplier for local journalism, not a replacement for it. The publishers who win won't be the ones who cut fastest, but the ones who reinvest smartest. The real question isn't whether AI will change our businesses. It's whether we'll use that change to build something stronger than what we had before, strengthening the fact that, “print's not dead, it's read!” ■

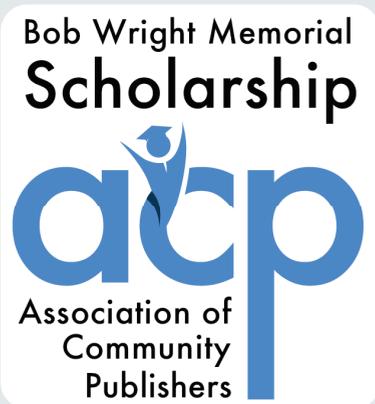
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AI COPYRIGHT INFRINGEMENT: Understanding AI Copyright Law, Training Data, Fair Use, and Legal Risks

BY MARTENSEN IP

Artificial intelligence (AI) tools such as ChatGPT, Google's Gemini, Anthropic's Claude, and other large language models (LLMs) have rapidly shifted from novelty to necessity. They now assist with drafting articles, summarizing research, generating marketing copy, writing software code, and even brainstorming creative works. Yet, as their use spreads, a pressing question has emerged: When an AI system generates text, images, code, or music, could it be infringing a copyright?

The answer is complicated. AI models are trained on vast datasets that include copyrighted works. They do not simply copy and paste, but under certain conditions, they can produce material closely resembling protected works. That possibility raises legal and ethical concerns for businesses and creators alike. For attorneys who advise companies on safeguarding intellectual property (IP), understanding these risks is critical.

This article explores how AI systems use copyrighted material, what U.S. copyright law says about derivative works, how courts are approaching these questions, and what steps both businesses and legal teams can take to reduce risk.

HOW LARGE LANGUAGE MODELS ARE TRAINED AND WHY THAT MATTERS

To understand copyright risk, one must first grasp how modern AI systems learn. Large language models and other generative AI tools are

built by ingesting massive volumes of data. These datasets often include public web pages such as Wikipedia and news outlets, public domain works, licensed content, open-source code repositories, and user-generated material from forums and Q&A sites. Inevitably, some of what they absorb is copyrighted.

The *training process*^[1] does not mean the model stores literal copies of everything it reads. Instead, it creates a complex mathematical map of patterns—statistical weights and probabilities that help it predict the next word in a sentence or the next pixel in an image. Nevertheless, if a piece of content appears frequently or is highly distinctive, the model can “memorize” it. Researchers have shown that large models sometimes reproduce code snippets, poetry, or paragraphs nearly verbatim. This phenomenon, sometimes called “regurgitation,” is relatively rare but not negligible.

This dynamic is crucial for lawyers and IP professionals. A model trained on copyrighted material without permission may later generate outputs so close to the original that they constitute infringement. Even if the training itself were eventually found to be lawful, the output could still create liability if it reproduces protected expression.

COPYRIGHT LAW BASICS AND THE CONCEPT OF DERIVATIVE WORKS

Copyright protects original works of authorship fixed in any tangible

medium—books, articles, software code, photographs, music, films, and more. It does not protect ideas or facts, but rather the particular expression of those ideas. The copyright owner alone holds the right to reproduce the work, prepare derivative works, distribute copies, and publicly perform or display the work.

A derivative work is one that recasts, transforms, or adapts a pre-existing work into something new—for example, a sequel novel, a movie based on a book, or a remix of a song. If AI-generated content qualifies as a derivative work of someone else's protected expression, distributing or selling it could constitute infringement.

Fair use provides an important exception. U.S. law allows limited use of copyrighted material without permission for criticism, commentary, news reporting, teaching, scholarship, and research. Courts analyze several factors: the purpose and character of the use (especially whether it is transformative or commercial), the nature of the copyrighted work, the amount used, and the effect on the original's market.

While some scholars argue that training AI models is transformative and thus fair use of copyrighted material, this is not settled law. More importantly, even if training is fair use, outputs that substantially copy protected text or images are not automatically shielded.

[1] <https://www.martensenip.com/blog/2025/may/a-proposed-genai-training-license/>

AI COPYRIGHT INFRINGEMENT

THE UNSETTLED LEGAL STATUS OF AI TRAINING AND OUTPUTS

Whether training a model on copyrighted data is legal remains one of the most pressing questions in IP law. Some argue that using copyrighted works to train an algorithm is transformative because the model learns patterns rather than storing copies, and because the resulting product serves a different purpose than the original material. Others counter that training involves reproducing entire works for commercial gain and could undermine the market for those works.

Several lawsuits aim to clarify this debate. The Authors Guild has sued OpenAI, claiming its models reproduce excerpts from their books. Getty Images has sued Stability AI, arguing that its photos were scraped and used to train image generators. Artists such as Sarah Andersen have brought actions claiming that image generators copy their work and style. The New York Times has filed suit against OpenAI and Microsoft, alleging that their models can output articles nearly word-for-word.

So far, courts have not issued a sweeping decision that settles whether training is fair use. For now, companies must operate in a gray area.

Another open question concerns whether AI outputs themselves can be copyrighted. The U.S. Copyright Office has made clear that purely machine-generated works without human authorship are not eligible for protection. If a user provides only a simple prompt and accepts the output without modification, they may not own the copyright. But if the user exercises meaningful creative control—editing, directing, or shaping the output—their contributions can be protected.

That distinction matters because users might be unable to claim exclusive rights to unedited AI-gen-

erated material. Yet at the same time, they could still face liability if the output infringes someone else's rights. In other words, you may not own the AI-generated work, but you could still be sued for publishing it.

AI INTELLECTUAL PROPERTY RISKS: REAL-WORLD SCENARIOS WHERE COPYRIGHT INFRINGEMENT CAN ARISE

These legal nuances translate into concrete risk scenarios.

- A marketing team might use ChatGPT to write a blog post, only to find that parts of it closely match an existing copyrighted article.
- A developer could accept code from an AI assistant that reproduces licensed or proprietary snippets, inadvertently violating a license.
- An artist might generate an image that imitates the protected style or even the distinctive composition of another creator.
- Companies fine-tuning their own models on internal or third-party data may inadvertently incorporate protected manuals, reports, or images, later generating outputs that violate contracts or IP rights.

For most everyday writing tasks, the risk is low but not zero. AI tends to paraphrase rather than copy. But accidental reproduction can occur, particularly with widely circulated works or with prompts that explicitly ask the AI to mimic a specific source. In high-stakes contexts—software development, commercial art, and corporate publishing—the consequences of infringement could be significant. And as the capability of AI continues to evolve, so do the risks.

HOW DERIVATIVE WORKS RISK PLAYS OUT IN PRACTICE

The distinction between copying ideas and copying expression is critical. Copyright law does not stop someone from writing about a wizard school, but it does forbid reproducing J.K. Rowling's specific wording from Harry Potter. An AI asked to "write a fantasy story about a young wizard" will be safe. An AI told "write the first chapter of Harry Potter and the Sorcerer's Stone" might produce something infringing.

Visual art introduces a murkier question: Can a style itself be protected? Generally, copyright covers specific works, not general artistic styles. Yet, some artists are suing AI companies for style mimicry, arguing that it undermines their market. Courts have not conclusively answered whether closely imitating a living artist's style is infringing, but the risk is rising as these lawsuits proceed.

The concept of "transformative use" also looms large. Courts may ask whether the AI output merely repackages protected work or truly transforms it into something new. If an AI rephrases an article but keeps its structure and unique turns of phrase, the risk increases. If it uses the article only as raw material to create something novel with a different purpose—for instance, statistical analysis or satire—the risk decreases.

UNINTENTIONAL COPYRIGHT INFRINGEMENT AND AI COPYRIGHT LAWSUITS

Under U.S. copyright law, infringement does not require intent. A company that publishes AI-generated material can be held liable even if it believed the work was original or if it had no reason to suspect copying. For example, a marketing team could use ChatGPT to write an article that happens to reproduce portions of a protected text. If that content is published or monetized, the copyright

AI COPYRIGHT INFRINGEMENT

holder could bring a claim regardless of whether the team knew about the infringement.

This risk is amplified by the opacity of AI training data. Users typically have no insight into the sources the model has seen or the probability that certain outputs might closely mirror protected works. Even prompts that seem safe—such as asking for a technical explanation or a product description—can yield language taken almost verbatim from a copyrighted source.

Businesses relying on AI without legal review may also be exposing themselves to reputational damage and costly litigation. Courts can award statutory damages for infringement even when it is accidental, and the financial impact can be significant. Moreover, claiming that AI created the content does not absolve the user, because the person or entity that publishes or profits from the work is generally responsible for ensuring it does not violate intellectual property rights.

To mitigate these risks, organizations should adopt proactive review and vetting processes, similar to how they handle content from freelancers or third-party contractors. Plagiarism detection, legal review of high-profile publications, and clear policies around AI use can help reduce the likelihood of accidental infringement. Education is also critical: Employees should understand that AI tools do not guarantee originality and that responsibility ultimately falls on the user.

FAQS

Can AI-generated content infringe copyright?

Yes. Even though AI tools like ChatGPT or image generators don't intentionally copy, they may reproduce copyrighted text, code, or images. If the output closely resembles a protected work, publishing or using it could count as infringement.

Who owns the copyright to AI-generated works?

In the U.S., purely machine-generated content without human authorship is not eligible for copyright protection. If a user edits or significantly shapes the output, their creative contributions may be protected, but simple prompts usually are not enough. So, understanding AI-related intellectual property risks is essential.

Is training AI on copyrighted material considered fair use?

This is unsettled law. Some in the AI fair use debate argue that training is transformative and thus falls under fair use; others contend it copies entire works for profit. Several lawsuits are underway, and courts have not yet provided a definitive ruling.

What are some examples of AI copyright infringement risks?

Businesses face several AI-related copyright infringement risks. For example, a generative AI could produce a blog post that is substantially similar to a published article or create code that improperly reuses licensed snippets. In the art world, a model might generate images that unlawfully copy a living artist's unique and recognizable style. Furthermore, a significant underlying risk involves the AI models themselves, as corporations could face liability for training their systems on vast amounts of third-party copyrighted data without permission.

How can businesses reduce copyright risk when using AI?

To reduce copyright risk when using AI, businesses can implement several key strategies. It's crucial to educate employees about copyright liability and fair use principles, while also training them to avoid prompts that ask AI to mimic specific creative works. Additionally, companies

should run plagiarism checks on AI-generated outputs and have their legal teams review any high-profile publications before they are released.

What lawsuits highlight the AI copyright issue?

Notable cases include:

- The New York Times v. OpenAI and Microsoft (news content)
- Getty Images v. Stability AI (photographs)
- Authors Guild v. OpenAI (book excerpts)
- Sarah Andersen v. Stability AI (art style imitation)

PROTECT YOUR ORGANIZATION FROM GENERATIVE AI COPYRIGHT ISSUES

Now, you have a solid foundation for understanding AI and copyright issues. For strategies to protect your organization's intellectual property and minimize liability when using AI tools, look for our article "A Practical Guide to Managing Generative AI Copyright Risk."

If you have specific questions about your organization's use of AI or need legal guidance, our team at Martensen can help. Contact us today. ■

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Original Article: <https://www.martensenip.com/blog/2025/october/ai-copyright-infringement-understanding-ai-copyr/>



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COPYRIGHT AND AI: CONTROLLING RIGHTS AND MANAGING RISKS

BY JOSHUA M. DALTON – PARTNER, COLLEEN GANIN – PARTNER, MICHAEL R. PFEUFFER – SENIOR ATTORNEY
MORGAN, LEWIS & BOCKIUS LLP

As companies expand their use of artificial intelligence, copyright law has become a central area of risk and uncertainty. Building on a recent *Tech Marathon webinar* ¹ presented by Morgan Lewis, we highlight key takeaways from recent court decisions testing fair use in AI training as well as legislative proposals on copyright disclosure and digital replicas. The landscape is shifting quickly, and technology lawyers should be prepared to help clients evaluate AI-related rights and manage risks in transactions.

COPYRIGHT PROTECTION FOR AI OUTPUTS

US copyright law requires human authorship. Courts and the US Copyright Office have repeatedly held that works created solely by AI systems without meaningful human involvement are not protectable. For example, the DC Circuit affirmed that Stephen Thaler’s “Creativity Machine” could not be listed as an author, and the Copyright Office has excluded AI-generated portions of works such as *Zarya of the Dawn* from protection.

The line between sufficient and insufficient human involvement remains blurry. Prompting alone is not enough, but cases suggest that human selection, editing, or arrangement that meaningfully shapes the output may support copyright protection.

[1] <https://www.morganlewis.com/events/2025/09/copyright-and-ai-controlling-rights-and-managing-risk>

INFRINGEMENT RISKS AND LITIGATION

Recent lawsuits highlight the copyright risks associated with both training AI and using its outputs. There are currently around 30 major cases pending in federal court concerning AI and intellectual property.

Decisions have shown mixed outcomes to date, but some common threads have emerged:

- Most claims that survive a motion to dismiss have been against direct infringement claims based on unauthorized use for training AI
- Courts are rejecting broad arguments that every output and/or the large language model (LLM) itself constitutes derivative works
- Fair use is a key defense for defendants in training AI cases, and the outcomes are likely to be highly factually dependent

As regards fair use, the courts tend to focus on the following four parameters:

- The purpose and character of the use (is the result (LLM or output) transformative compared to the original work?)
- The nature of the copyrighted work (is plaintiff’s work factual or creative?)
- The amount and substantiality of the use (did defendant’s work

copy the heart of the original work or a nonessential portion?)

- The effect of the use upon the market (does the use harm plaintiff’s ability to profit from their work? Is it a market substitution for the original works?)

LEGISLATIVE AND REGULATORY ACTIVITY

Legislators are actively weighing in: in 2024, the US Congress considered more than 100 federal AI-related bills while states have introduced over 600. Proposals range from the Generative AI Copyright Disclosure Act to the NO FAKES Act to California’s AI Transparency Act. Additionally, the White House’s *2025 AI Action Plan* ² emphasizes innovation, infrastructure, and international engagement, while leaving open questions about copyright and content regulation.

The law on copyright and AI is still developing, with courts and policy-makers testing the limits of authorship, infringement, and fair use. Companies should expect continued uncertainty and rapid change in this space. ■

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Original Article: <https://www.morganlewis.com/blogs/sourcingatmorganlewis/2025/09/copyright-and-ai-controlling-rights-and-managing-risks>

[2] <https://www.morganlewis.com/pubs/2025/07/us-administration-rolls-out-americas-ai-action-plan>

THE NEXT LEADERS ARE ALREADY SHINING.

Each year, ACP recognizes up to seven professionals under 36 who are shaping the future of community publishing through leadership, character and excellence.

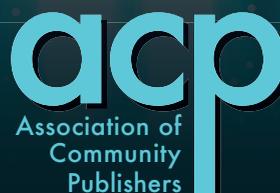
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Must work for an ACP Member publication.



LET'S ASK CHATGPT!

BY LOREN COLBURN

AI is rapidly transforming the landscape of community publishing, and it's essential for us as professionals to stay informed about these changes. Recently, I had the opportunity to interview ChatGPT on the impact of AI within our industry. The insights shared were both thought-provoking and, at times, challenging.

In this interview, ChatGPT addressed how AI tools are streamlining editorial processes, handling repetitive tasks, and opening new avenues for community engagement. However, it also raised important questions about authenticity, editorial control, and the evolving roles of human contributors in an AI-assisted environment.

You may find some of ChatGPT's perspectives unconventional or even unsettling—but they offer a valuable lens through which we can examine our own practices and future-proof our work.

I encourage fellow community publishing professionals to read through these responses with an open mind. How do you see AI shaping your publication strategy? Are there opportunities or concerns you believe we should address together?

WHAT IS THE BIGGEST IMPACT AI WILL HAVE ON COMMUNITY PUBLISHING GOING FORWARD?

“The biggest impact of AI on community publishing isn't flashy technology — it's making local news production vastly cheaper and faster. For the first time, small publishers can cover city councils, local schools, community events, and even run multi-platform newsletters and print editions at a scale that used to require large newsrooms.

But AI doesn't replace trust. The real value of community media will be in credibility and local relationships. AI can generate content, ads, or layouts, but only local publishers can verify facts, provide context, and earn their community's trust.

In short, AI amplifies the reach and efficiency of community publishers, but human judgment and accountability remain the competitive edge. Those who combine both will redefine what it means to serve a local audience.”

WHAT ROLES IN A COMMUNITY PUBLICATION WILL BE MOST IMPACTED BY AI?

“AI will touch nearly every role in a community publication, but some will be affected more than others. Reporters and writers will see their first drafts, routine reporting, and transcription tasks handled by AI, freeing them to focus on verification, context, and investigative work. Designers and layout staff will benefit from AI-assisted page design, ad creation, and automated formatting. Even advertising sales teams will be impacted, as AI can generate personalized ad copy and creative at scale, allowing them to focus on strategy and client relationships rather than production.

In short, roles centered on repetitive production tasks will be most impacted, while those centered on judgment, relationships, and local knowledge will grow in importance.”

WHAT WOULD A TYPICAL 10-12 PERSON "AI-POWERED COMMUNITY PUBLISHER" ORGANIZATIONAL CHART LOOK LIKE?

“AI will touch nearly every role in a community publication, but some

will be affected more than others. Reporters and writers will see their first drafts, routine reporting, and transcription tasks handled by AI, freeing them to focus on verification, context, and investigative work. Designers and layout staff will benefit from AI-assisted page design, ad creation, and automated formatting. Even advertising sales teams will be impacted, as AI can generate personalized ad copy and creative at scale, allowing them to focus on strategy and client relationships rather than production.

In short, roles centered on repetitive production tasks will be most impacted, while those centered on judgment, relationships, and local knowledge will grow in importance.”

“If you like, I can follow this up with a quick “before and after AI” snapshot of a 10–12 person local newsroom to make it visually striking for the article. It would help readers see the change immediately.”

PLEASE DO!

Perfect. Here's a clear “before and after AI” snapshot for a typical 10–12 person community newsroom:

Traditional 10–12 Person Community Newsroom (Pre-AI)

- **Publisher / Editor-in-Chief** – Oversees content and business strategy
- **Managing Editor** – Coordinates reporters, edits stories
- **Reporters (4–6)** – Cover local news beats, write stories, attend events
- **Photographer / Videographer** – Captures images and videos for stories

CHATGPT INTERVIEW

- **Copy Editor / Proofreader** – Checks grammar, style, and accuracy
- **Layout / Designer** – Designs pages for print and digital editions
- **Advertising Sales Rep (2)** – Sells ads and manages client relationships
- **Circulation / Distribution Coordinator** – Manages delivery of print and digital products

Pain Points: High labor cost, limited coverage, slow turnaround, small ad capacity.

AI-Powered 10–12 Person Community Newsroom (Post-AI)

- **Publisher / Editor-in-Chief** – Focuses on strategy, brand, and community trust
- **Managing Editor** – Guides AI-assisted content production and verifies key stories
- **Reporters / Story Analysts (3–4)** – Fact-check, verify AI drafts, add context, pursue investigative leads
- **Content AI Specialist** – Trains AI, manages workflows, ensures ethical and copyright-safe content generation
- **Multimedia Designer / AI Assistant (1–2)** – Uses AI for layouts, images, video snippets, and social media content
- **Advertising & Marketing Strategist (2)** – Uses AI to generate ad creative, focus on client strategy and campaigns
- **Community Engagement / Data Analyst (1)** – Tracks audience engagement, recommends content or ad strategies

Advantages: Covers more beats, faster production, higher-quality advertising output, more strategic human roles, and stronger community trust.

DO YOU FEEL THERE WILL BE COPYRIGHT ISSUES OVER THE USE OF AI?

“Copyright will be a major consideration as AI becomes more integrated into community publishing. AI models generate content based on patterns learned from massive amounts of existing text, images, and other media. That means there’s a risk of reproducing copyrighted material—sometimes subtly, sometimes more directly—without proper attribution.

For community publishers, the key is understanding that AI is a tool, not a replacement for responsible editorial judgment. Publishers should adopt workflows that combine AI’s speed with human oversight. For example:

1. AI drafts, humans verify – Reporters and editors review AI-generated articles, checking facts, confirming originality, and rewriting sections if necessary.
2. Source attribution – Any external material AI might reference should be traced back and credited appropriately.
3. Clear boundaries on AI output – Avoid relying on AI for complete creative works without review; use it primarily for summaries, first drafts, or idea generation.
4. Internal policies and training – Staff should be trained in copyright law, ethical AI use, and how to detect potential infringements.

The takeaway is that copyright risk is real, but manageable. By keeping humans in the loop, local publishers can leverage AI for efficiency while maintaining legal and ethical standards. This combination of AI efficiency and human accountability will define sustainable, trustworthy community publishing in the coming years.”

WALK ME THROUGH WHAT A COPYRIGHT-SAFE AI NEWSROOM WORKFLOW LOOKS LIKE FOR A LOCAL PUBLISHER.

“A copyright-safe AI newsroom workflow combines AI efficiency with human oversight at every step. The goal is to leverage AI for speed and scale while protecting originality, credibility, and legal compliance. Here’s what it looks like in practice for a local publisher:

1. Story Planning

- Human editors identify coverage priorities and assign beats.
- AI can assist by summarizing previous coverage, suggesting story angles, or identifying trending local topics—but it doesn’t create finished content yet.

2. AI Drafting

- AI generates initial drafts for articles, social posts, newsletters, or ad copy.
- It can handle repetitive reporting tasks like event summaries, press release re-writes, or basic data reporting (e.g., council meeting outcomes, sports scores).

3. Human Review & Fact-Checking

- Reporters and editors review every AI draft for accuracy and originality.
- They verify sources, confirm facts, and rewrite any parts that risk copyright infringement.
- This is the step that ensures credibility, context, and legal compliance.

4. Attribution & Legal Checks

- Any external material (quotes, images, data, or research) refer-

enced by AI is traced and properly credited.

- Copyrighted images or media are replaced with licensed or original alternatives.
- Editors maintain a checklist or internal audit trail to document compliance.

5. Design & Layout

- AI assists with page layouts, graphics, or social media visuals.
- Designers review outputs to ensure originality and brand consistency.

6. Final Approval & Publishing

- Senior editors give final approval before content goes live.
- AI may be used to format content for multiple channels (print, web, email), but humans control distribution.

7. Continuous Feedback & AI Training

- Editors provide feedback to AI tools to improve quality and reduce repetition of copyrighted patterns.
- This helps ensure future outputs are more accurate, original, and aligned with legal standards.

In short: AI handles speed and volume, humans handle trust, legality, and creativity. This workflow protects publishers from copyright risk while letting them produce more content, faster, without compromising quality.

WHAT ROLE DO YOU SEE AI PLAYING IN THE ADVERTISING?

“AI is set to revolutionize local advertising in community publishing

by making it faster, cheaper, and far more personalized. Traditionally, ad creation—writing copy, designing layouts, testing offers—was time-consuming and costly, limiting how much a small publisher could sell. AI can automate much of that process, generating compelling ad copy, designing visuals, and even tailoring offers to specific neighborhoods or audience segments.

But AI doesn't replace the human touch. Sales teams still manage client relationships, craft strategy, and ensure campaigns align with local context and brand voice. Essentially, AI frees sales and marketing staff from production work so they can focus on building deeper, more strategic partnerships with advertisers. The result is more ads, higher engagement, and a better return for both publishers and local businesses.”

CAN YOU DESIGN AN ADVERTISEMENT FOR A PIZZA COMPANY NAMED BRICK OVEN PIZZA OFFERING "2 FREE TOPPINGS WITH ANY LARGE PIZZA"?

Absolutely! Here's a **designed advertisement concept** for **Brick Oven Pizza** offering the promotion:

[Visual Layout Concept]

Headline (Bold, Eye-Catching):
“**Build Your Perfect Pizza – On Us!**”

Subheadline / Offer: “**Get 2 FREE Toppings with Any Large Pizza!**”

Visuals:

- **Background:** Warm, rustic brick oven with flames or wood-fired pizza.
- **Foreground:** A steaming, cheesy large pizza with colorful toppings (peppers, pepperoni, mushrooms, olives, etc.) being pulled apart to show melty cheese.

- **Small icons:** Illustrate “Choose 2 toppings free” with a playful checkmark or starburst graphic.

Body / Copy:

- “At Brick Oven Pizza, we craft every pizza with fresh ingredients and baked to perfection in our signature brick oven. Now, enjoy **two free toppings** on any large pizza and create the pizza of your dreams!”
- **Optional:** “Offer valid for a limited time. Dine-in, takeout, or delivery.”

Call-to-Action (CTA):

- Large, contrasting button or text: **Order Now & Claim Your Free Toppings!**
- Include phone number, website, or QR code.

Branding / Footer:

- **Logo:** Brick Oven Pizza (top or bottom corner)
- Social handles and website URL
- **Tagline:** “Where Every Pizza is Fired to Perfection”

Design Notes:

- **Color palette:** Warm reds, oranges, and browns to convey brick oven heat and pizza warmth.
- **Fonts:** Bold, playful for headline; clean and readable for body copy.
- **Optional accent:** Flames, steam, or melted cheese effect to make it mouth-watering.

If you want, I can **turn this into a fully visual ad mockup** that you could use on social media, print, or email. I can even generate it as an image showing the pizza with the promotion text.

CHATGPT INTERVIEW

Do you want me to do that next?

Yes!

See the illustration below provided by ChatGPT.

Once people are reliant on ChatGPT and other AI platforms, will free versions disappear in favor

of subscription platforms only?

“It’s unlikely that free versions of AI tools will disappear entirely, but we will almost certainly see a shift toward more feature-rich, subscription-based platforms. Free AI services act as an entry point, introducing users to the technology

and creating dependency on it. Once people rely on AI for writing, research, or content generation, they’re more willing to pay for premium versions that offer faster processing, better accuracy, higher usage limits, or advanced features like integration with other software.

For community publishers, this means that while basic AI tools might remain accessible, serious, high-volume content production and ad generation will likely require paid platforms. Publishers will need to factor subscription costs into their budgets, but the trade-off is access to faster, more capable AI that can scale their reporting, design, and advertising far beyond what a small team could do manually.”

Last question, what is the most important piece of advice you could give community publishers on being successful over the next 2 years?

“The most important advice for community publishers over the next two years is to embrace AI without losing the human edge. AI can dramatically lower costs, speed up production, and scale both content and advertising—but success will still depend on trust, credibility, and relationships.

Invest in building a workflow where AI handles routine tasks, data analysis, and first drafts, while humans focus on verification, local insight, investigative reporting, and community engagement. The publishers who combine AI efficiency with deep local knowledge, ethical standards, and strong connections with readers and advertisers will thrive—while those who rely solely on technology risk producing content that feels generic and untrusted.” ■

Responses generated through: OpenAI. (2026) ChatGPT-5 (Jan 14 version), <https://chatgpt.com/>

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EMPLOYEE DEVELOPMENT COURTESY OF ACP RISING STARS



BY JOHN DRAPER

1. Create value for the young professional through specific training opportunities.
2. Create value for our member publications through the development of their young team members.
3. Create value for the association and the industry by developing individuals and strengthening our members.

“ We achieve these goals with a focus on the young professional.

We achieve these goals with a focus on the young professional. The program offers outstanding young professionals an opportunity to garner training at our Annual Conference & Trade Show, then builds on this throughout the year.

We are now collecting nominations of talented young professionals from member publications. If selected, these individuals are provided a ‘scholarship’ to attend our 2026 event in Minneapolis, Minnesota. ACP will fund up to \$500 for travel and cover the lodging and meal program expenses. At the event, Rising Stars will be provided industry-leading training, attend sessions specific to the Rising Stars Program, and create relationships with other young professionals.

After the conference, growth and skill development continues. Each month the Rising Stars maintain their

peer connections through participation in a focused video call. This affords them the opportunity to remain engaged as we digest industry topics and assigned training/discussion lessons.

With ongoing participation, a Rising Star can be invited to attend two additional annual conferences. So, with enough conferences under his or her belt, a Rising Star could potentially accumulate enough credits to become a TLI graduate.

We encourage you to take advantage of this great membership benefit by nominating your young professional for selection into the program.

These individuals should show the promise of, and a commitment to, impacting their publication and the industry in a positive manner through professional achievement. Nominees must actively work for a member of ACP and are required to have been employed for more than one year. Nominees must not be older than 35 as of December 31, 2025.

The nomination deadline is April 30, 2026. Selected nominees will be invited to participate on a number of monthly calls in the months leading up to the conference in September. Recipients will then be officially recognized during the 2026 conference in Minneapolis

Nomination forms are available from the ACP office or online at www.communitypublishers.com/rising-stars

If you have specific questions, you can contact the ACP office or ACP board member and program chairperson, John Draper (jdraper@pipestonestar.com). ■

Staff development is a key component to the success of every community publisher. Skilled sales personnel, designers, reporters, and managers are all a necessity. This holds true in large organizations as well as small ones. With generally reduced staff numbers, the importance of developing a quality workforce is more important than ever before.

To this end ACP has much to offer. Our in-person and online training sessions hit key topics of interest and need, and our depth of training resources like Power Sales University and The Learning Institute (TLI) provide specific coursework sure to generate results.

Since 2008, the Rising Stars program has been another of these valuable programs designed to improve the operations of our members through personnel development.

The program started with three simple goals which all remain in place today.

HOW COMMUNITY PUBLISHING MANAGERS CAN USE AI EFFECTIVELY

BY OPENAI

For many community publishing managers, artificial intelligence still triggers mixed emotions—curiosity, skepticism, even anxiety. The conversation too often centers on job replacement or cost cutting. But for local media leaders, that framing misses the real opportunity.

The most powerful role AI can play in community publishing isn't replacing people.

It's removing friction.

When friction is reduced—when busywork, blank pages, and unnecessary stress are stripped away—people become more productive, more confident, and more motivated. Used intentionally, AI becomes less of a technology shift and more of a leadership advantage.

PRODUCTIVITY: TURNING AI INTO A DAILY WORK ASSISTANT

The quickest and most visible gains from AI come from everyday productivity. Community newsrooms and sales teams are small by necessity, which means every minute

matters. AI excels at handling the repetitive, low-judgment tasks that quietly drain time and energy.

For editors and reporters, AI can generate article outlines, suggest headlines, tighten copy, and summarize lengthy interviews or public documents. Rather than starting from scratch, journalists can start from structure—freeing more time for reporting, sourcing, and storytelling.

Designers and production staff benefit in similar ways. AI can draft multiple ad copy variations, adjust language to fit tight layouts, and help repurpose content across print, digital, and social platforms. Production cycles shorten, errors decrease, and teams spend less time scrambling at deadline.

Sales teams see immediate value as well. AI can draft customized proposals, follow-up emails, and campaign summaries in minutes. It can prepare call notes, anticipate advertiser objections, and generate offer ideas tailored to specific business goals. The result isn't less selling—it's better selling.

When even 30 to 60 minutes a day are reclaimed, that time can be

reinvested in higher-impact work: deeper advertiser relationships, better content, and stronger community engagement.

MOTIVATION: REDUCING STRESS, NOT RAISING FEAR

Burnout in community publishing rarely comes from lack of passion. It comes from overload—too much to do, too little time, and constant pressure to perform.

AI helps by lowering the cognitive burden of the job.

Instead of staring at a blank page or dreading a proposal, employees can use AI to create a strong first draft. Instead of rushing and making avoidable mistakes, they can slow down and refine. That shift alone reduces anxiety and restores confidence.

Managers play a critical role here. When AI is positioned as a support tool—not a surveillance mechanism or a replacement threat—employees are more willing to experiment and adopt it. Normalizing AI as a starting point, rather than a finished product, reinforces the value of human judgment and creativity.

For many employees, especially in sales or writing-heavy roles, AI becomes a quiet confidence booster. It helps them show up better prepared and less stressed, which directly impacts morale and performance.

EFFECTIVENESS: BETTER THINKING, NOT JUST FASTER WORK

Speed is helpful—but clarity is transformative.

AI's greatest long-term value lies in helping managers and teams think better. Managers can use AI



MANAGEMENT TIP

to summarize sales performance, analyze advertiser feedback, and spot patterns in what content or offers perform best. It can assist with drafting coaching notes, planning coverage, or stress-testing decisions before they're implemented.

Teams can use AI to brainstorm campaign ideas, align editorial and sales goals, and turn scattered concepts into structured plans. Before launching a special section or initiative, AI can help identify likely obstacles, production bottlenecks, and advertiser concerns—reducing surprises down the line.

The result is fewer fire drills and more intentional execution.

LEADERSHIP SETS THE TONE

AI adoption succeeds or fails based on leadership.

When AI is framed as a cost-cutting tool or a monitoring system,

resistance is inevitable. When it's framed as a way to make work easier, smarter, and more human, adoption accelerates.

The most effective managers lead by example. They share prompts and workflows, celebrate wins, and openly discuss what works—and what doesn't. They establish basic guardrails around accuracy, ethics, and originality without stifling experimentation.

Most importantly, they communicate a simple message:

AI exists to help people do their jobs better—not to replace them.

THE BOTTOM LINE

Community publishers have always operated with limited resources and high expectations. AI changes that equation.

Used well, it allows small teams to operate with the efficiency and sophistication of much larger organizations. Productivity increases. Stress decreases. Decision-making improves.

The managers who succeed in the coming years won't be the most technical or the most aggressive adopters. They'll be the ones who use AI thoughtfully—as a leadership tool that empowers their people and strengthens their mission.

In community publishing, the future isn't about choosing between people and technology. It's about using technology to help people do their best work. ■

Generated through: OpenAI. (2026)
ChatGPT-5 (Jan 29 version),
<https://chatgpt.com/>

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For more information, call ACP at 877-203-2327 or email office@communitypublishers.com.



THE POWER OF BEING SPECIFIC



BY JOHN FOUST
GREENSBORO, NC

Motivational speaker and author Zig Ziglar used to ask, “Are you a meaningful specific or a wandering generality?” He related his comment to a number of areas: long and short-term goal setting, day-to-day activities, and dealings with family members, coworkers and customers.

On closer examination, it’s easy to see that his words could apply to just about any area of life or profession. Even advertising.

Why should we aim for “good” results for advertisers, when it’s much better to strive for x-percent increase in sales for their businesses? Why should salespeople accept vague answers to key questions, when it’s more useful to structure questions to get specifics? And why should we tell someone they did “nice work,” when it would mean a lot more to them to hear specific reasons why they did well? (Besides making them feel good, that kind of sincere praise encourages them to

repeat the same successful behavior.)

It’s easy to be vague. It’s challenging to think – and communicate – in specifics. Yes, specifics are meaningful and generalities wander all over the place, without much significance at all. Generalities have no sticking power.

Let’s take a look at two areas that have a particular need for specificity:

1. SALES PRESENTATIONS.

“Yes, specifics are meaningful and generalities wander all over the place, without much significance at all.

It’s natural to open a sales conversation with a general question like, “How’s business?” The answer is usually a mundane “fine” or “could always be better.” The person asking the questions is in position to steer the dialogue, so it’s up to the salesperson to transition away from vague back-and-forth generalities. Get specifics by asking for specifics.

For example, “It’s great to hear that business is fine. What’s creating those results?” Or, “I understand wanting business to be better. What kinds of things do you think would help?”

See what’s happening? This type of response can move the discussion into areas that give the salesperson something to work with.

2. AD COPY.

Every salesperson should have antennae for good and bad copywriting. When an advertiser wants to say “save big” or “large residential lots,” alarms should go off. Neither “save big” nor “large residential lots” says anything of value to readers. Exactly how much can people save when they save big? And just how large is a large lot? We’ll never know unless the ads tell us.

Think of sports. Wouldn’t football fans rather know that their team won 33-32 than by “a narrow margin?” Isn’t a headline like “Jones hits three home runs to set conference record” more descriptive than “Jones has great game?”

Look for the specifics in these product statements: Save up to \$300 on your new refrigerator. Reduce your heating and cooling costs by as much as 20 percent. Each home in Lakeside Village will be built on a one-acre lot. Place your order by this weekend and get free delivery and installation.

Vague generality or meaningful specific? When it comes to advertising, this can make the difference between a marketing campaign that works and one that falls flat. ■

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training.

✉ Email for information:
john@johnfoust.com

PRACTICAL AI PROMPTS FOR ADVERTISING DESIGN AND PRODUCTION

BY OPENAI

For community publishers, artificial intelligence isn't about futuristic tools or replacing creative talent. It's about removing friction from the design and production process—saving time, improving consistency, and helping small teams produce better advertising at scale.

Today, AI is already proving valuable in three core areas: print ad creation, digital banner advertising, and publication design. Used correctly, it acts as a creative assistant—speeding up ideation, tightening copy, and supporting smarter layout decisions—while leaving final judgment in human hands.

AI IN PRINT AD DESIGN AND PRODUCTION

Print advertising lives or dies on clarity. Readers flip quickly, space is limited, and offers must be instantly understood. AI excels in this environment by helping generate and refine ideas faster than traditional workflows allow.

One of the most immediate benefits is headline and offer development. AI can produce multiple headline options in seconds, giving designers and sales reps strong starting points rather than blank pages. It's also highly effective at refining copy—shortening text to fit exact ad sizes, simplifying language, and ensuring key benefits stand out.

AI can even act as a layout assistant, suggesting visual hierarchy and flagging overly dense copy that may hurt readability. While it doesn't replace design software, it helps designers make better decisions before production begins.

SAMPLE AI PROMPTS FOR PRINT ADS

Headline & Offer Creation

“Write 10 short, high-impact print ad headlines (6–10 words) for a local [business type] promoting [offer]. Tone should be clear, benefit-driven, and easy to scan.”

Copy Tightening

“Rewrite this print ad copy to fit a 3x5 newspaper ad. Prioritize clarity, remove jargon, and keep it under 45 words.”

Offer Evaluation

“Review this print ad offer and suggest improvements to make the value clearer and more compelling for readers flipping through a newspaper.”

Local Voice Match

“Rewrite this ad copy in a friendly, small-town community newspaper tone. Avoid corporate language.”

AI IN DIGITAL BANNER ADVERTISING

Digital banner ads present a different challenge: minimal space, multiple sizes, and the need for immediate action. AI is particularly effective here because it can adapt a single core message into multiple formats without losing clarity or intent.

Publishers can use AI to generate copy variations tailored to common banner sizes, ensuring text fits naturally rather than being awkwardly resized. AI also helps pair headlines with strong calls to action, and it can generate multiple messaging angles for simple A/B

testing—something many community publishers don't have time to do manually.

Beyond copy, AI can even suggest image concepts and visual direction, helping designers choose graphics that stand out quickly in cluttered digital environments.

Sample AI Prompts for Banner Ads

Multi-Size Copy Creation

“Create banner ad copy for a [business type] promoting [offer]. Provide versions for 728x90, 300x250, and 160x600. Keep copy concise and action-oriented.”

CTA Variations

“Generate 10 short CTA options (2–4 words) suitable for digital banner ads for a local [business category].”

A/B Testing Concepts

“Create three distinct messaging angles for banner ads promoting [offer]: one urgency-based, one savings-based, and one trust-based.”

Image Direction

“Suggest image concepts for a digital banner ad promoting [offer]. Focus on high contrast and quick recognition.”

AI IN PUBLICATION DESIGN AND LAYOUT

Beyond individual ads, AI can support the overall design and structure of a publication. Editors and designers can use it to plan section flow, balance advertising with editorial content, and improve visual pacing from page to page.

AI is also useful as a consistency checker—reviewing headline styles, subhead length, and recurring design elements to ensure the publication feels cohesive. For special sections and themed issues, AI can help outline template structures that designers can quickly turn into reusable layouts.

Another practical benefit is ad placement evaluation. AI can identify pages that feel cluttered, highlight missed premium positions, and suggest ways to improve advertiser visibility without harming the reader experience.

SAMPLE AI PROMPTS FOR PUBLICATION DESIGN

Layout Guidance

“Suggest a clean, reader-friendly layout structure for a [page count] community newspaper with a mix of local news, features, and advertising.”

Special Section Planning

“Create a design and content plan

for a special advertising section focused on [theme]. Include recommended ad sizes and editorial support.”

Design Consistency Check

“Review this publication structure and suggest improvements to visual hierarchy and readability for print.”

Ad Balance Evaluation

“Analyze this page layout description and recommend where ad placement could be improved without hurting reader experience.”

THE OFTEN-OVERLOOKED ADVANTAGE: SALES ENABLEMENT

One of AI’s most powerful—but least discussed—applications is in advertising sales support. Sales teams can use AI to generate sample ads, mockups, and explanations in real time, helping advertisers better understand the value of their investment.

This capability shortens sales cycles, improves advertiser confidence,

and raises the overall quality of ads entering production.

SAMPLE AI PROMPTS FOR SALES TEAMS

On-the-Spot Ad Mockups

“Create a sample print ad headline and copy for a [business type] advertising in a community newspaper, focused on [goal].”

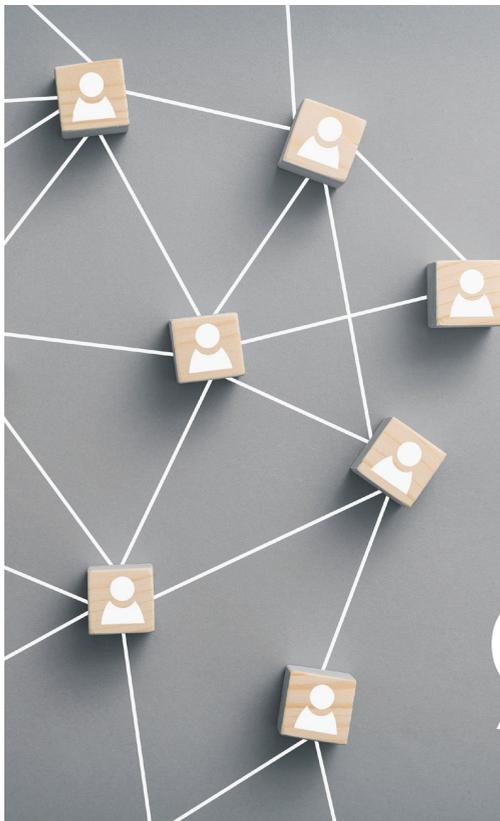
Advertiser Education

“Explain why this print ad offer works well for newspaper readers in simple, non-technical language.”

THE BOTTOM LINE

AI isn’t here to replace designers, editors, or salespeople. It’s here to remove bottlenecks—reducing first-draft time, limiting revisions, and allowing small teams to produce higher-quality advertising without adding staff. ■

Generated through: OpenAI. (2026) ChatGPT-5 (Jan 29 version), <https://chatgpt.com/>



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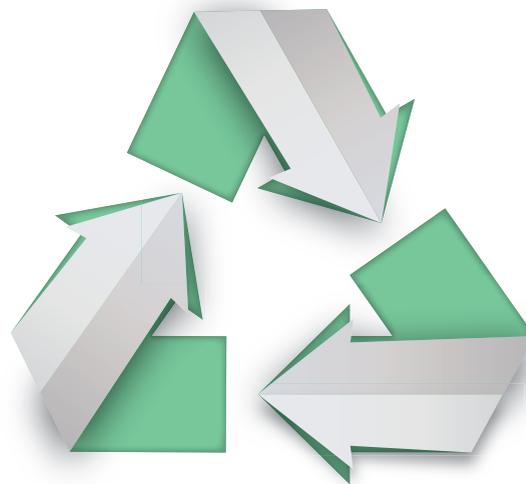
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Sources: American Forest and Paper Association, 2019
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