

GNMI PUBLICATION

The AI Journalism Toolkit

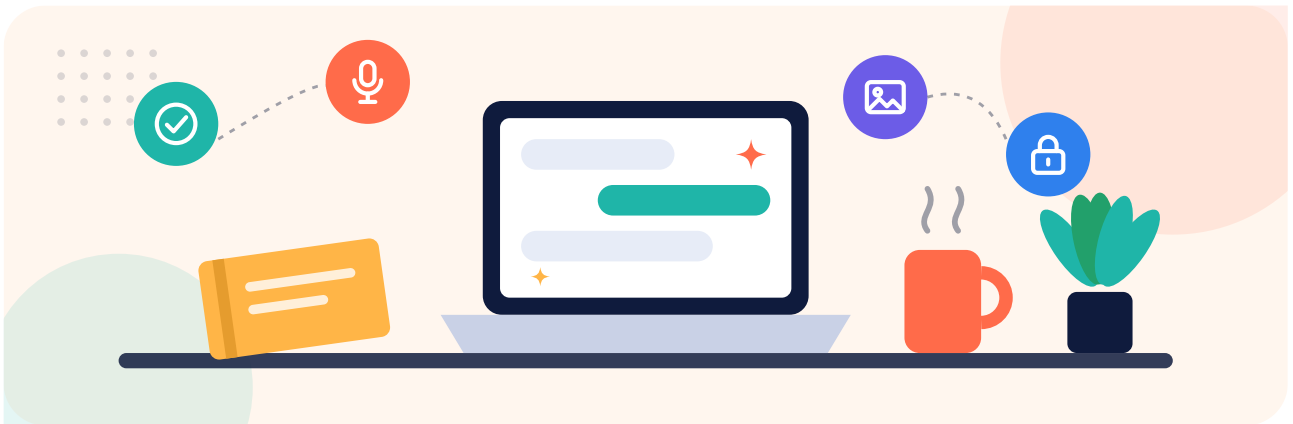
*A practical guide to AI tools, verification, ethics,
and digital safety for journalists and content producers.*



Global Neighbourhood for Media Innovation (GNMI)

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About This Toolkit

This toolkit brings together the practical tools and methods covered in GNMI's AI journalism training. Think of it as a quick reference you can keep on your desk, not a course to sit through. Use it to pick the right tool for a task, check whether a piece of content is real, work more safely online, and keep your use of AI honest and ethical.

It is organized into four short parts: creating content with AI, checking what is real, using AI ethically, and staying safe online. It is a free and open resource, and you are welcome to share it.



Key principle. AI supports your judgment. It does not replace it. Treat every AI output as a draft or a lead, and verify it independently before you publish.



A note on currency. AI tools change fast. Prices, free limits, features, and browser support can all shift without notice. Check a tool's current status before you rely on it for a training session or a story.



Acknowledgements

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What Is Inside



Module 1. Creating Content with AI:

a step by step run through the production process, with tools for each stage.



Module 2. Checking What Is Real:

verification tools and methods for images, video, audio, and claims.



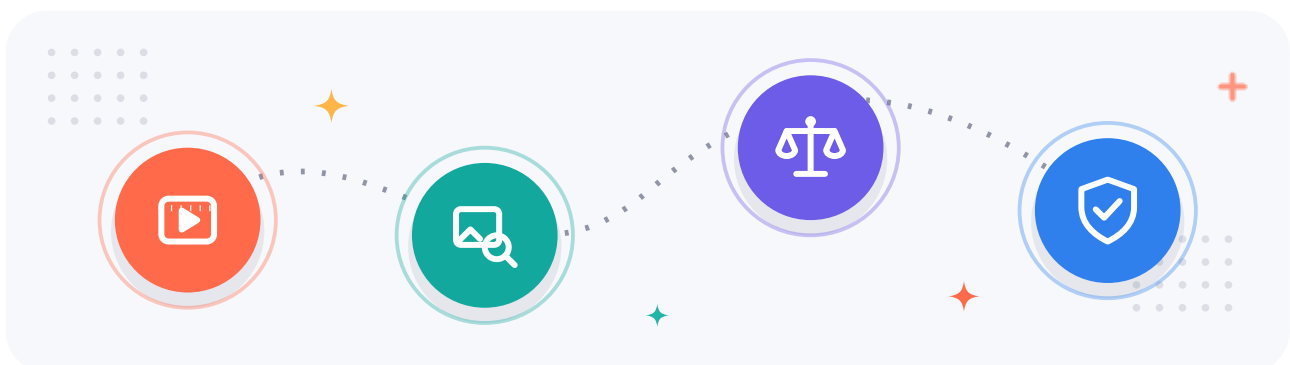
Module 3. Using AI Ethically:

the principles and guardrails for responsible AI in journalism.



Module 4. Staying Safe Online:

digital safety tools, a privacy checklist, and the legal context in Pakistan.



1

MODULE

Creating Content with AI



Use AI to save time on routine production, not to replace reporting or editorial judgment.



This module follows the real order of making content, from the first idea to the finished, captioned video. Each step lists tools you can use, most with a free tier. Pick what fits your task and your budget, and always review the output yourself.



1. Ideas and research

Start here to shape angles, outline a story, and prepare questions. Use these to think faster, not to do your reporting for you.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
ChatGPT (OpenAI)	Free / Paid	Brainstorm angles, outline stories, draft interview questions, and summarize documents. Takes Urdu prompts.	chatgpt.com
Claude (Anthropic)	Free / Paid	Long form writing, document analysis, and editorial review. Handles Urdu and mixed prompts.	claude.ai
Perplexity AI	Free / Paid	A research assistant that shows its sources. Always open and check the sources it gives.	perplexity.ai
Gemini (Google)	Free / Paid	Multilingual drafting and research, tied to Google services. Check its sourcing carefully.	gemini.google.com



2. Scripting

A strong video starts with a strong script. Use AI to structure and draft, then rewrite it in your own voice. Write the hook first, since the opening few seconds decide whether people keep watching.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
ChatGPT / Claude	Free / Paid	Draft scripts and narration, then restructure them into scenes, beats, and hooks.	chatgpt.com
InVideo AI	Free tier	Turns a script or a prompt into a rough video with scenes and voiceover. Good for quick drafts.	invideo.io
Pictory	Free trial	Turns scripts and articles into short videos with captions.	pictory.ai



3. Voice and voiceover

Turn your script into a natural voice track. Always listen back and check pronunciation, especially names and Urdu words.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
ElevenLabs	Free tier	Very natural voices and voice cloning across many languages. Confirm current Urdu support before you rely on it.	elevenlabs.io
Murf AI	Free tier	Studio style voiceovers with control over pace, pitch, and emphasis.	murf.ai
Play.ht	Free tier	A large voice library with multilingual support.	play.ht



Consent. Get permission before you clone anyone's voice, and never recreate a real person's voice to make them appear to say something they did not say.



4. Characters and images

Create characters, illustrations, and other visuals. To keep the same character looking consistent across scenes, use the tool's character reference feature.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Midjourney	Paid	High quality images. Its character reference feature keeps the same character across different images.	midjourney.com
DALL-E (in ChatGPT)	Free / Paid	Generate and edit images from a text description.	chatgpt.com
Adobe Firefly	Free tier	Images trained on licensed content. Better for illustration than for news photography.	firefly.adobe.com
Canva	Free tier	AI images, social cards, and infographics, with caption help built in.	canva.com



Label it. Never present an AI generated image as a real news photograph. Always label AI visuals clearly.

5. Animation and motion

Bring a still image to life. These tools animate a picture, move the scene, and add camera motion such as pans, zooms, and dolly moves. This is how you turn a single image into a moving shot.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Runway	Free tier / Paid	Strong image to video with fine control over motion, camera, and style.	runwayml.com
Luma Dream Machine	Free tier	Smooth, cinematic camera motion from a single photo.	lumalabs.ai
Kling AI	Free tier / Paid	High motion quality, with high resolution output.	klingai.com
Pika	Free tier	Fast and beginner friendly, with quick motion effects.	pika.art
Hailuo (MiniMax)	Free tier	Good at animating people and faces from a portrait.	hailuoai.video

6. Lip sync and talking avatars

Match a voice track to a face so a presenter or character appears to speak your script. Useful for explainers and presenter style videos.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
HeyGen	Free tier / Paid	AI avatars and presenters with convincing lip sync. Also dubs a video into other languages.	heygen.com
D-ID	Free tier	Turns a still portrait into a talking video.	d-id.com
Hedra	Free tier	Photo to video talking avatars from a portrait and an audio file.	hedra.com
Sync (sync.so)	Paid	High quality lip sync for dubbing footage you already have.	sync.so



Do not fake real people. Never make a real, named person appear to say something they did not actually say.

7. Captions and subtitles

Most people watch video on mute, so captions are essential. Auto generate them, then read them back and fix errors, especially names and Urdu spellings.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
CapCut	Free	Auto captions and styled text. The best free option for mobile first creators.	capcut.com
Submagic	Free tier / Paid	Styled, animated captions built for short vertical video.	submagic.co
VEED	Free tier	Browser captions in 100+ languages, with SRT and VTT export.	veed.io
Captions	Free tier / Paid	Word by word animated captions for Reels, Shorts, and TikTok.	captions.ai



Proofread. Always check auto captions before publishing, and confirm Urdu and right to left support in the tool before you depend on it.

8. Editing and assembly

Put the pieces together into a finished video.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Descript	Free tier	Edit video and audio by editing the transcript. Delete a word from the text and it is cut from the recording.	descript.com
CapCut	Free	A full editor on mobile and desktop, with effects and captions.	capcut.com
VEED	Free tier	Simple editing in your browser.	veed.io

9. Transcription

Turn interviews and press conferences into text. For sensitive interviews, run transcription on your own device so the audio never leaves it.

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Whisper (OpenAI)	Free / Open source	Runs locally and keeps audio on your device. Supports Urdu. Always check the transcript against the recording. Try Whisper Web on Hugging Face.	huggingface.co
Otter.ai	Free tier	Real time transcription for English meetings, 300 minutes a month free. English, French, and Spanish only, so not for Urdu.	otter.ai



Privacy. Cloud transcription stores your recordings on another company's servers. For source protected material, use a local tool instead.

1.10 The Four-Part Prompt Pattern

Good prompts are specific. Tell the AI who it is, what you want, the background, and what to avoid. Every prompt should have four parts.



Role: who the AI should act as. Example: You are a journalist writing for a Pakistani news audience.



Task: exactly what you want. Example: Write a 200 word lead paragraph about the following.



Context: the background it needs. Example: The event took place on 15 May in Karachi.



Constraints: the limits. Example: Use a neutral tone. Do not speculate. Avoid emotional language.

1.11 Disclosure and Labeling

- Tell your audience when AI helped make the content.
- Clearly label AI generated images and video.
- Never publish AI generated quotes attributed to real people.
- Get consent before you clone a real voice or likeness.

2

MODULE

Checking What Is Real

Verify images, video, audio, and claims before you publish. No single tool is the final word.



Use these tools and methods together. Detection tools give you a lead, not a verdict, so always confirm with source tracing and your own judgment.



2.1 The SIFT Method

A quick four step habit to run before you react to or share anything.

STEP	ACTION	GUIDANCE
S. Stop	Pause	Do not let emotion push you into sharing before you have checked.
I. Investigate the source	Check who posted it	Is the source credible, official, or known for spreading false information?
F. Find better coverage	Search other outlets	Have reliable news organizations reported the same thing?
T. Trace the claim	Go to the original	Find the original source and confirm the context matches the claim.



2.2 Image Verification

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Google Reverse Image / Lens	Free	Finds an image's original source, date, and context. The first step for any suspicious image.	images.google.com
TinEye	Free	Reverse image search showing where an image first appeared and how it has been reused.	tineye.com
Forensically	Free	Clone detection, error level analysis, and metadata inspection for spotting edited images.	29a.ch/photo-forensics
Hive Moderation	Free	Estimates whether an image is AI generated. Watch for distorted hands, odd lighting, and warped backgrounds.	hivemoderation.com
Content Credentials (C2PA)	Free	Reads provenance data added by some cameras, apps, and AI tools. Missing credentials do not prove manipulation.	contentcredentials.org



2.3 Video and Audio Verification

TOOL	ACCESS	WHAT IT DOES	WEBSITE
InVID-WeVerify	Free extension	A well known toolbox for checking video, images, and audio. Extracts keyframes and reads metadata. For Chrome, Firefox, and Edge.	vera.ai
YouTube Data Viewer	Free	Pulls upload time and thumbnails from a YouTube video for reverse image search.	mattw.io/youtube-metadata
Reality Defender	Free tier	Deepfake detection across media types. The free tier includes a limited number of scans a month.	realitydefender.com
Deepware Scanner	Free	A video only deepfake scanner. It lags behind newer AI video, so treat its results with caution.	deepware.ai



Detection is a lead, not a verdict. These tools return false positives and false negatives. Use the score as a starting point, then confirm through source tracing and human judgment.



2.4 Text and Metadata Tools

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Wayback Machine	Free	Shows archived versions of web pages. Useful for deleted claims and altered headlines.	web.archive.org
Metadata2go / Jimpl	Free	Reads EXIF data from images, such as device, date, and GPS. Note that WhatsApp strips this data.	metadata2go.com
Google Fact Check Explorer	Free	Search existing fact checks by keyword, or upload an image to see if it has been checked before.	toolbox.google.com/factcheck



2.5 Fact-Check Resources for Pakistan

- **Soch Fact Check:** Pakistan's first non partisan fact checker with IFCN certification, publishing in English and Urdu (sochfactcheck.com).

- **AFP Fact Check Pakistan:** AFP's verification desk covering Pakistan related claims (factcheck.afp.com).
- **Geo Fact Check:** launched by Geo English in 2022.
- Legacy outlets such as Dawn and The Express Tribune publish fact checks from time to time.



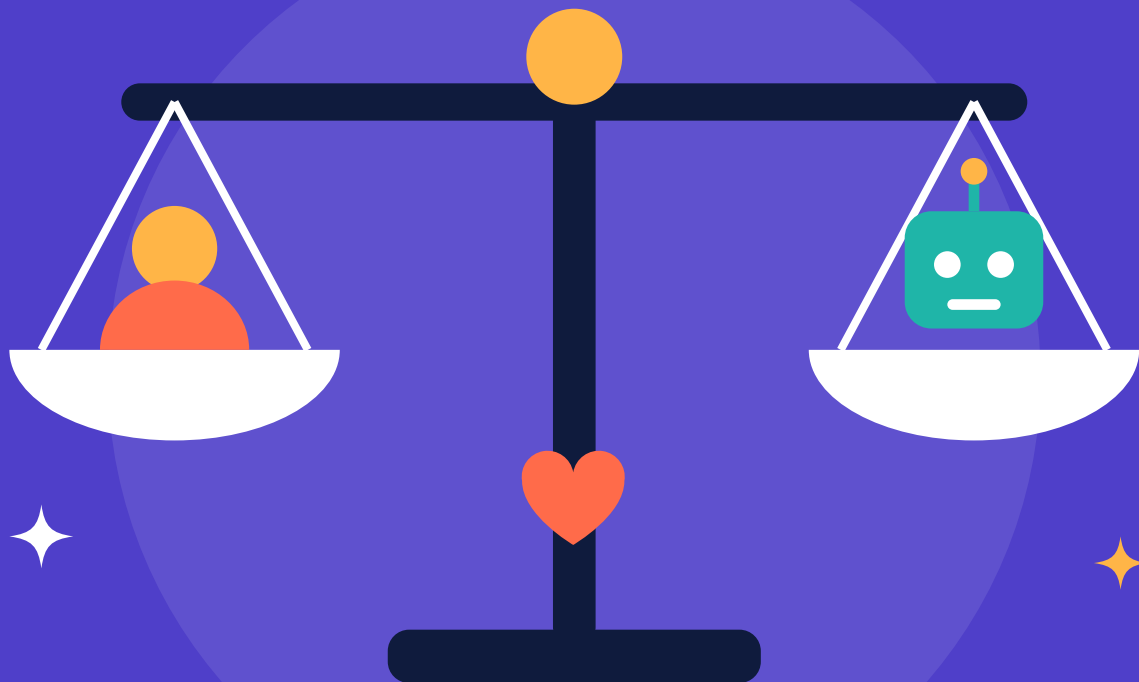
WhatsApp advisory. Images and videos forwarded on WhatsApp lose their original metadata, so a clip cannot be verified from WhatsApp data alone. Always find the original with reverse image search or the InVID-WeVerify plugin.

3

MODULE

Using AI Ethically

AI in journalism works only when a human stays in charge and every fact is checked.



These principles are drawn from UNESCO, IFCN, BBC, and Reuters standards. They are simple to state and worth applying to every story.

3.1 The Core Principles



Human oversight. AI assists, humans decide. You remain the final authority on what is published and how it is framed.



Transparency. Disclose when and how you used AI. Your audience has a right to know.



Fairness. AI carries the biases in its training data. Review output for stereotyping, cultural bias, and errors.



Accuracy. AI can invent facts, quotes, and citations. Check every claim against an original source.



Privacy. Do not put sources' personal data or confidential documents into public AI tools.



Harm prevention. Ask whether your use of AI could spread misinformation, endanger a source, or reinforce a harmful narrative.

3.2 When AI Helps, and When It Does Not



Good uses

- Transcribing interviews and press conferences, run locally when the source is sensitive.
- Summarizing long documents and reports.
- Drafting first versions for you to edit.
- Generating story ideas and research questions.
- Creating graphics, infographics, and visual assets.



Uses to avoid

- Replacing on the ground reporting or real interviews.
- Publishing AI output without a human review.
- Generating quotes attributed to real people.
- Letting AI make editorial or publication decisions on its own.
- Putting confidential source information into public tools.



3.3 AI Errors and Hallucinations

AI tools confidently produce false details. A 2025 study coordinated by the European Broadcasting Union and led by the BBC reviewed more than 3,000 answers from ChatGPT, Copilot, Gemini, and Perplexity across 18 countries and 14 languages. It found that 45 percent of answers had at least one significant issue, 31 percent had serious sourcing problems, and 20 percent had major accuracy issues, including invented details. Treat an AI summary as a starting point, never the final word.

Source: EBU and BBC, News Integrity in AI Assistants, October 2025.

■ Simple safeguards

- Check every statistic and figure against the original source.
- Confirm names, places, and dates, which AI often gets wrong.
- Open and read any link or citation AI gives you. A citation on screen does not mean the source backs the claim.
- Ask the AI for its sources, then check those sources yourself.
- If a quote looks unusually polished, search for it before you use it.



3.4 Standards Worth Knowing

- **UNESCO Journalism Guidelines:** a global framework for AI in media, covering transparency and editorial independence.
- **BBC AI Editorial Policy:** guidance on disclosure, verification, and AI use in public interest reporting.
- **Reuters AI Reporting Standards:** practical newsroom rules for using AI without lowering standards.
- **IFCN and Poynter Standards:** fact checking principles for when AI assists verification.

4

MODULE

Staying Safe Online

Journalists in Pakistan face real digital threats. These tools and habits protect your accounts, sources, and identity.



Common threats include doxxing, account hacking, phishing, spyware, WhatsApp takeover, harassment, and impersonation. The steps below reduce your exposure to all of them.

4.1 Secure Communication

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Signal	Free	End to end encrypted messaging and calls. The recommended way to talk to sources. Turn on disappearing messages for sensitive chats.	signal.org
Proton Mail	Free tier	Encrypted email. Fully encrypted between Proton accounts; use password protection when writing to other providers.	proton.me
Jitsi Meet	Free / Open source	Open source video calls. Turn on end to end encryption manually and share the key with participants.	meet.jit.si

4.2 Account Security

- Turn on two factor authentication (2FA) on every account: email, social media, and cloud storage.
- Use a password manager (Bitwarden is free and open source) and never reuse passwords.
- Do not click links in unexpected emails or messages. Go to the website directly instead.
- Review active sessions on your accounts and remove any device you do not recognize.
- Generate 2FA recovery codes and keep them offline.

4.3 Device and Browser Security

TOOL	ACCESS	WHAT IT DOES	WEBSITE
uBlock Origin / Lite	Free	Blocks malicious ads and trackers. On current Chrome, use uBlock Origin Lite; the full version works best on Firefox.	github.com/gorhill/uBlock
DuckDuckGo	Free	A privacy focused search engine that blocks trackers and reduces profiling of your research.	duckduckgo.com
Bitwarden	Free	Open source password manager for creating and storing unique passwords, on all devices.	bitwarden.com

TOOL	ACCESS	WHAT IT DOES	WEBSITE
Proton Drive	Free tier	End to end encrypted cloud storage for sensitive files.	proton.me/drive

4.4 Privacy Audit Checklist

- Review app permissions on your phone and switch off location, microphone, and camera access for apps that do not need them.
- Run the Google security review at myaccount.google.com/security.
- Reduce cross site tracking in Meta's off platform activity settings.
- Remove any suspicious browser extensions, since they can read everything you do online.
- Turn off automatic location tagging (EXIF) in your phone's camera settings.
- Keep work and personal life separate by using different email addresses for each.

4.5 The Legal Context in Pakistan

The Prevention of Electronic Crimes (Amendment) Act, 2025 changed the legal environment for online reporting. Section 26A, added by the amendment, makes the intentional spread of false or fake information an offence under certain conditions, with a maximum penalty of three years in prison, a fine of up to Rs 2 million, or both. Key terms such as intentionally, false or fake, and likely to cause are open to interpretation, and the National Cyber Crime Investigation Agency (NCCIA) called in several journalists for inquiries under the law in 2025.



Verification is also legal protection. Careful verification, source documentation, and editorial sign off are legal safeguards as much as journalistic ones. Keep a record of how you verified each claim.

4.6 If You Are Being Harassed Online

■ Immediate steps

- Document everything. Screenshot the content with its date, time, and URL before you report or delete anything.
- Report the content to the platform and ask for it to be removed.
- Tell your editor or your organization's security contact.

- Given the legal context above, consider speaking to a lawyer or a press freedom group before you file a formal report.

■ Where to get help

- **National Cyber Crime Investigation Agency (NCCIA):** helpline 1799, and online at nccia.gov.pk and complaint.nccia.gov.pk. Complainants may need to visit a Cybercrime Reporting Centre in person with a written application, a CNIC copy, and a copy of the evidence.
- Note that the FIA no longer handles cybercrime; all such complaints now go to the NCCIA.
- **CPJ Digital Safety:** cpj.org/safety.
- **Digital Rights Foundation Cyber Harassment Helpline:** 0800-39393 (confirm before publication).



Know your rights. Content creators are protected under Pakistani and international law.

Get familiar with PECA, including the 2025 amendment, and your rights as a journalist before a crisis happens, not during one.



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A GNMI PUBLICATION

An open resource for journalists and content producers working in Pakistan.

Available on the GNMI website.

Global Neighbourhood for Media Innovation (GNMI)

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