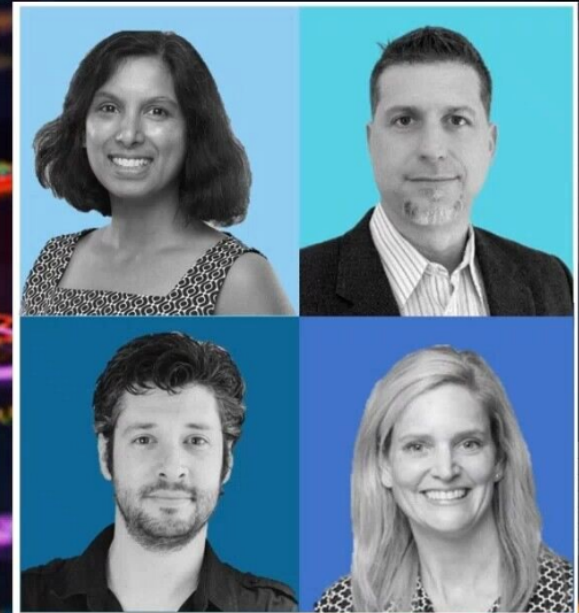


ADVANCE
LOCAL

Welcome to today's event



A Conversation about AI



Our Program Will Begin Momentarily...

Read transcript

Christine deWit



A Conversation about GenAI

August 8, 2024 Expires in 315 days • 28 views • SharePoint App • HD • inADVANCE > Videos

Listen to this engaging and candid discussion on one of the most transformative and ever-evolving topics of today: Artificial Intelligence (AI). Hear from our own leaders whose teams are assessing, experimenting, and implementing AI tools that advance our efforts at Advance Local.

Caroline Harrison is joined by **Sonali Verma**, GenAI Initiative Lead from INMA and former journalist, who presents some best practices and moderates the conversation. The panel consists of our internal experts discussing the AI efforts in three areas of our business: **David Cohn**— GenAI Content initiatives; **Bill Christenson**— Auto AI efforts; and **Ann Poe**— digital subscriptions AI progress.