



MOBILE ME&YOU CONFERENCE

Where journalism meets the future! Explore AI, mobile storytelling, and innovation in audience engagement.

 October 18-19, 2024

CONTENT & **LIVESTREAM**
INNOVATION **IN-PERSON**

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SPEAKER PREVIEW



David Cohn

Senior Director of
Research &
Development,
Advance Local

Engaging the Audience via SMS and AI

- Subtext tool uses SMS to engage audiences on news topics.
- Generative AI helps sift through audience comments for better insights.
- Focus on AI and SMS to enhance audience engagement and news reporting.

Don't miss it!
#JournalismInnovation