

COLD OPEN TEAZE
WENTZ
04/24/24

CAMERA 2/TWO-SHOT
WVU NEWS LOGO

CG: KATHRYN BRUCH/
CLAUDIA DI LIMA

EFFECTS: TAKE SPECIAL
EDITION OPEN
(TRT: 10 SECONDS)

READER
TRT: 0:40

(-----KAT-----)
THIS WEEK ON OUR SPECIAL
MAGAZINE EDITION
SHOW...“DECODING
A-I AND SOCIAL MEDIA IN
AMERICA.” WE’LL
EXPLORE A-I TECHNOLOGY...
IT’S IMPACT ON SOCIAL MEDIA
AND ITS USERS AND ABUSERS.
....I’M KATHRYN BRUCH.

(-----CLAUDIA-----)
AND I’M CLAUDIA DI LIMA.
WE’LL ALSO TAKE A CLOSER
LOOK AT CYBER-CRIMINALS...
AND HOW THEY TAKE YOUR
SOCIAL MEDIA PHOTOS AND
CREATE A-I MANUFACTURED
NUDE PHOTOS.

(-----KAT-----)
ALSO, IN OUR SHOW THIS
WEEK...FOUR OUT OF TEN
COLLEGE STUDENTS ARE USING
CHAT G-P-T ON ASSIGNMENTS.

(-----CLAUDIA-----)
WE’LL EXPLAIN WHAT W-V-U
NEWS HAS LEARNED ABOUT
WEST VIRGINIA UNIVERSITY
OFFICIALS...REGULATING THE
USE OF ARTIFICIAL
INTELLIGENCE.

(-----KAT-----)
AND LATER IN OUR SHOW.....
WOULD YOU PAY NEARLY A
HALF A MILLION DOLLARS FOR
A-I GENERATED ART?
(EFFECTS: TAKE SPECIAL
EDITION OPEN)

////////////////////////////////////

HEADLINE TEAZE
WENTZ/KISH
04/24/24

EFFECTS: FADE IN BUMPER AND
BUMPER MUSIC

EFFECTS: TAKE SOT TZ
LENGTH: 0:10
EFFECTS: TAKE LOWER THIRD:
COMING UP: GUARD AGAINST
BOTS

EFFECTS: TAKE SOT TZ
LENGTH: 0:10
EFFECTS: TAKE LOWER THIRD:
COMING UP: ESCAPE VIRTUAL
CAPTORS

EFFECTS: TAKE SOT TZ
LENGTH: 0:10
EFFECTS: TAKE LOWER THIRD:
COMING UP: AI ENHANCES
ACCURACY

HEADLINE TZ
TRT: 0:30

(-----TAKE TZ-----)
“Coming up on WVU News, AI is on the rise... And with it, people’s concerns about their safety online. I’m Claudia Di Lima and I’ll have that story, next.”

(-----TAKE TZ-----)
“Straight ahead, has AI voice cloning gone too far? I’m Hannah Heiskell and I’ll tell you about a call you just might receive.”

(-----TAKE TZ-----)
“Medication can be hard to manage. I’m Jhanvee Patel, and I’ll tell you about a new AI tool that could help pharmacists lessen medication errors. Our Emmy award-winning WVU News starts now.”
////////////////////////////////////

SCAM CALLS TOSS
WENTZ
04/24/24

CAMERA 3
THREE-SHOT
PIC 1

(-----KAT-----)
ACROSS THE COUNTRY... CON
ARTISTS ARE SCAMMING
PARENTS AND GRANDPARENTS
OUT OF THOUSANDS OF
DOLLARS BY CLAIMING THEIR
CHILD OR GRANDCHILD HAS
BEEN KIDNAPPED...

(-----CLAUDIA-----)
HANNAH HEISKELL JOINS US
NOW TO EXPLAIN THIS SCAM...
HANNAH?

(-----HANNAH-----)
THANKS, CLAUDIA...
KATHRYN... THE F-B-I REFERS
TO IT AS VIRTUAL KIDNAPPING.
AND IF YOU'RE CAUGHT
COMMITTING THIS
CRIME...WHICH IS A FEDERAL
VIOLATION OF
EXTORTION...YOU COULD FACE
UP TO 20 YEARS IN PRISON.

////////////////////////////////////

READER
TRT: 0:30

SCAM CALLS
HEISKELL/WENTZ
04/24/24

CAMERA 1/1
(MOC-HANNAH)
STAY ON PIC 1

CG: HANNAH HEISKELL/
WVU NEWS REPORTER

EFFECT: TAKE PKG
LENGTH: 2:30

CG: MORGANTOWN

CG: VIDEO COURTESY
YOUTUBE

CG: SARAH
STONE/MORGANTOWN
RESIDENT

(-----HANNAH-----)
SCAMMERS ARE USING
ARTIFICIAL INTELLIGENCE OR
A-I...TO REPLICATE THE VOICES
OF LOVED ONES IN CRISIS
SCENARIOS. AND DEMANDING
MONEY FOR RANSOM...
CAUSING NOT ONLY FINANCIAL
BUT EMOTIONAL DAMAGE.

(-----TAKE PKG-----)
“19 seconds of different news stations
covering the AI voice scam calls”
VOICE CLONING SCAM CALLS
ARE HAPPENING ALL ACROSS
THE COUNTRY.... FROM
CALIFORNIA TO MAINE...AND
FOR MOTHER OF TWO SARAH
STONE...KNOWING THAT THESE
SCAMMERS ARE OUT THERE
TERRIFY HER.

“As a mother, I think I would go into
a panic... and I would do whatever I
could to help my child out. Whether it
was giving them money, um, going to
where they’re at... taking them to the
hospital, whatever they needed I’d do
whatever I could.”

AND STONE HAS SHARED A RUN
IN WITH PHONE SCAMMERS
BEFORE... LEAVING HER
QUESTIONING HER
DAUGHTERS’S SAFETY...SO THE
IDEA OF A VIRTUAL
KIDNAPPING IS EVEN MORE
TRAUMATIC.

SCAM CALLS-2
HEISKELL/WENTZ
04/24/24

CG: HOLD

CG: HANNAH HEISKELL/
WVU NEWS REPORTER

CG: JIM ESTEP/PRESIDENT AND
CEO AT HIGH TECHNOLOGY
FOUNDATION

“As parents, we tend to overreact for the love of our kids. So, when we are in panic and we’re fearful the worst is happening for our children, we’re going to reach out to first responders, 9-1-1. We’re going to utilize any and all resources we can to ensure the safety of our child.”

“So how are scammers cloning your voice? It’s as simple as this... they record a person’s voice or find an audio clip on the internet. All they need is as little as three seconds... and once replicated... they can add fear and other emotions to the voice.”

BUT YOUR VOICE IS FOUND IN PLACES OTHER THAN THE INTERNET.

“Well, there’s the challenge. I mean, what do you do? Your voice is on voicemails, and maybe on internet clips. So, it’s almost impossible to keep a sample of your voice or a sample of your image out of people’s hands that would want to do bad things with it.”

ANURAG SRIVASTAVA, A COMPUTER SCIENCE AND ELECTRICAL ENGINEERING PROFESSOR, SAYS ITS EXTREMELY HARD TO LOCATE THESE SCAMMERS.

SCAM CALLS-3
HEISKELL/WENTZ
04/24/24

CG: ANURAG SRIVASTAVA/WVU
PROFESSOR

EFFECT: ANCHOR RETURN ON
CAMERA 1 WITH HANNAH

CG: HANNAH HEISKELL/
WVU NEWS REPORTER

“This thing, which is AI cloning, is actually illegal without telling person that you’re copying to. It’s illegal...but it’s still happening.”

OFFICIALS SAY IF YOU DO RECEIVE A VIRTUAL KIDNAPPING SCAM CALL... YOU SHOULD REPORT IT IMMEDIATELY TO THE FBI BY CALLING 9-1-1.

(-----HANNAH RETURN-----)

SO, HOW CAN YOU HELP PREVENT A VIRTUAL KIDNAPPING? THE F-B-I HAS THESE TIPS. YOU AND YOUR FAMILY SHOULD AVOID POSTING TRAVEL PLANS ON SOCIAL MEDIA. DO NOT SHARE YOUR CELL NUMBER ON SOCIAL MEDIA. AND OFFICIALS SAY EVERY FAMILY SHOULD HAVE A CODE WORD TO CONFIRM AN IDENTITY.

////////////////////////////////////

PKG
TRT: 2:50

SEX BOTS
DI LIMA/WENTZ
04/24/24

CAMERA 2/2
TWO-SHOT
PIC 2

EFFECTS: TAKE PKG
TRT: 1:50

CG: MORGANTOWN

(-----CLAUDIA-----)
THANKS HANNAH...HALF OF
AMERICANS ARE NOW
COVERED UNDER STATE BANS
ON NONCONSENSUAL EXPLICIT
IMAGES MADE WITH A-I.

(-----KAT-----)
THESE "DEEP FAKES" ...MEAN
THAT A-I BOTS ON SOCIAL
MEDIA CAN STEAL A PERSON'S
PHOTOS...AND USE THEM TO
GENERATE LEWD IMAGES WITH
ARTIFICIAL INTELLIGENCE.

(-----CLAUDIA-----)
I SPOKE TO LAW ENFORCEMENT
AND VICTIMS WHO ARE ALL
TOO FAMILIAR WITH THIS
DANGEROUS NEW
DEVELOPMENT.

(-----TAKE PKG-----)
IN 2022, MORE THAN 4 BILLION
PEOPLE USED SOCIAL MEDIA
WORLDWIDE. AND ONLINE, A
NEW TREND IS EMERGING: AI
BOTS STEALING A PERSON'S
INFORMATION TO PROMOTE
ADULT CONTENT UNDER THEIR
NAME. FOR GABBY
CUMMINGS...THIS NIGHTMARE
BECAME A REALITY. A FAKE
INSTAGRAM ACCOUNT USED
HER FACE ON ILLICIT PHOTOS.

SEX BOTS-2
DI LIMA/WENTZ
04/24/24

CG: GABBY CUMMINGS/VICTIM
OF AI THEFT

CG: CLAUDIA DI LIMA/
WVU NEWS REPORTER

“I was worried about my future career as an art therapist, and applying to grad schools and applying to jobs... Because they always say nothing is ever truly deleted online. And I felt nervous and scared that it would impact me for something I was not doing.”

THESE BOTS USE ADVANCED ALGORITHMS TO AVOID DETECTION FROM THE SOCIAL MEDIA PLATFORMS...POSING AS REAL PEOPLE WITH REAL PROFILES. THEY CAN EVEN DIRECT MESSAGE OTHER SOCIAL MEDIA USERS FROM THESE ACCOUNTS...

ENCOURAGING THE VIEWING AND PURCHASE OF FAKE PORNOGRAPHY OF THE VICTIM.

“AI bots on social media are capable of scraping a person’s personal profile, and creating a new account that mimics them. Oftentimes, these profiles advertise paid sex or pornography to those the victim knows personally.”

FAKE ACCOUNTS CAN BE REPORTED...BUT IT CAN TAKE DAYS OR EVEN WEEKS FOR THE PLATFORM TO REMOVE IT, ALL WHILE THE BOT REMAINS ACTIVE. BUT POLICE SAY THERE ARE LAWS THAT CAN HELP VICTIMS TAKE LEGAL ACTION.

SEX BOTS-3
DI LIMA/WENTZ
04/24/24

CG: LIEUTENANT JEFF
WRIGHT/WVU POLICE

EFFECT: ANCHOR RETURN ON
CAMERA 2

PKG
TRT: 2:20

“There are state codes that they can be charged with. Obviously, investigations would have to ensue, there would be search warrants involved to identify where those... Images, information, whatever it was that was taken was sent to, and then we would look into IP addresses, different things of that nature to identify who that person was that was.”

EXPERTS SAY
SOCIAL MEDIA USERS
CAN PROTECT THEMSELVES BY
HAVING PRIVATE ACCOUNTS
AND REPORTING SUSPICIOUS
ACTIVITY ONLINE.

(-----CLAUDIA RETURN-----)
ONLY TEN STATES HAVE
CRIMINALIZED SEXUALLY
EXPLICIT IMAGES GENERATED
BY A-I...AND WEST VIRGINIA IS
NOT ONE OF THOSE STATES.

(-----KAT-----)
INSTAGRAM’S USER SUPPORT
PAGE SAYS IF YOU REPORT ONE
OF THESE ACCOUNTS...THEY
SHOULD HAVE THE ACCOUNT
DELETED WITHIN 48 HOURS.

////////////////////////////////////

MEDICATIONS TOSS
WENTZ
04/24/24

CAMERA 2/
TWO-SHOT
PIC 3

(-----CLAUDIA-----)
MEDICATION ERROR IS
DEFINED BY THE F-D-A ...AS A
PREVENTABLE EVENT THAT
MAY LEAD TO INAPPROPRIATE
MEDICATION USE OR PATIENT
HARM.

(-----KAT-----)
AND LAST YEAR ALONE...THERE
WERE 100 THOUSAND
MEDICATION ERRORS
REPORTED TO THE F-D-A.

(-----CLAUDIA-----)
OUR HEALTH AND MEDICAL
REPORTER JHANVEE PATEL
JOINS US NOW IN THE STUDIO
TO TELL US MORE... JHANVEE?

////////////////////////////////////

READER
TRT: 0:30

MEDICATIONS
PATEL/WENTZ
04/24/24

CAMERA 3/3
(MOC-JHANVEE)
PIC 4

CG: JHANVEE PATEL/
WVU NEWS REPORTER

EFFECTS: TAKE PKG
LENGTH: 2:15

CG: MORGANTOWN

CG: SHIRLEY STULL/PATIENT

(-----JHANVEE-----)

THANKS, KATHRYN...

CLAUDIA...NEW

ADVANCEMENTS USING
ARTIFICIAL INTELLIGENCE ARE
BEING DEVELOPED RIGHT HERE
AT W-V-U TO ULTIMATELY
ELIMINATE MEDICATION
ERRORS. A NEW A-I TOOL IN
DEVELOPMENT AT THE W-V-U
SCHOOL OF PHARMACY AIMS
TO LESSEN PATIENT HOSPITAL
READMISSION RATES...AND
MEDICATION ERRORS.

(-----TAKE PKG-----)

SHIRLEY STULL WAS

DIAGNOSED WITH

ESOPHAGITIS...

INFLAMMATION OF THE
ESOPHAGUS...MORE THAN A
DECADE AGO.

SHE TAKES TWO MEDICATIONS
EVERY DAY TO MANAGE IT.

“When I was first getting on them, it
was kind of hard to get used to, you
know, remember to take it and take it
on a regular schedule. And since I've
been on them so long now, I've got it
down pat.”

THE INFLAMMATION WAS THE
RESULT OF A SURGERY THAT
HOSPITALIZED STULL. BEFORE
SHE COULD BE DISCHARGED... A
DOCTOR REVIEWED HER
PATIENT RECORDS TO MANAGE
HER MEDICATIONS. DR.
ABDULLAH AL-MUMUN SAYS

MEDICATIONS-2
PATEL/WENTZ
04/24/24

CG: DR. ABDULLAH AL-MAMUN/
WVU DATA SCIENTIST

CG: JHANVEE PATEL/
WVU NEWS REPORTER

CG: HOLD

ERRORS OCCUR DURING THIS
PROCESS.

“When a patient is just discharged
without a proper screening of
medications and there are a lot of
medications errors happen. And that is
an indicator of, you know,
readmissions and readmissions has
been a problem, you know, in the
United States healthcare system.”

THE ANNUAL COST FOR
TREATING INJURIES RELATED
TO MEDICATION ERROR IN
HOSPITALS IS 3.5 BILLION
DOLLARS.

“There are over 20,000 different
prescription drug products available
on the market to consumers.
According to the Academy of
Managed Care Pharmacy, at least 1.5
million people are harmed every year
due to medication error.”

A NEW AI TECHNOLOGY BEING
DEVELOPED IN THE W-V-U
SCHOOL OF PHARMACY COULD
HELP REDUCE THOSE ERRORS.

“My project is to support transition of
care pharmacists, to develop an AI
tool to support the transition of care
pharmacists so that analytics and the
predictions from the patient history,
he gets it right so that he can take
better decision.”

THE TOOL WILL ASSESS
WHETHER A PATIENT IS READY

MEDICATIONS-3
PATEL/WENTZ
04/24/24

CG: HOLD

EFFECT: ANCHOR RETURN ON
JHANVEE ON CAMERA 3

CG: JHANVEE PATEL/
WVU NEWS REPORTER

PKG
TRT: 2:40

FOR DISCHARGE AND GIVE
RECOMMENDATIONS ON
ADJUSTING MEDICATION
DOSAGES...
REDUCING READMISSION
RATES AND
SAVING HOSPITALS MONEY. AS
A PATIENT...STULL IS
OPTIMISTIC ABOUT THE
BENEFITS.

“I just think people were hesitant
about adopting new technology, but I
think if they embrace it and it's used
in the right way, it can be very, very
helpful. And I think the AI tool will be
wonderful to helping the doctors, the
nurses as well as the pharmacies”

THE TECHNOLOGY IS STILL IN
EARLY STAGES, AND THE TEAM
AT W-V-U IS HOPING TO HAVE
ONE MODEL RUNNING IN THE
NEXT 6 MONTHS...

(-----JHANVEE RETURN-----)
STUDIES SHOW SEVEN TO NINE
THOUSAND PEOPLE DIE EACH
YEAR DUE TO MEDICATION
ERRORS. THIS RESEARCH AT
W-V-U AIMS TO MAKE THE
PHARMACIST’S JOB MORE
EFFICIENT THROUGH THIS A-I
DRIVEN TOOL.

////////////////////////////////////

LABOR
KINSEY/WENTZ
04/24/24

CAMERA 2/
TWO-SHOT
PIC 5

EFFECTS TAKE PKG
LENGTH: 2:00

CG: MORGANTOWN

CG: ANEISSA GALLO/
U92 GENERAL MANAGER

CG: HOLD

(-----KAT-----)
THANKS, JHANVEE... I-B-M
RECENTLY REPORTED THAT
OVER HALF OF INDIVIDUALS
BETWEEN THE AGES OF 18 AND
24 HAVE EXPRESSED WORRIES
ABOUT THE POTENTIAL IMPACT
OF A-I IN THEIR CAREER FIELDS.
(-----CLAUDIA-----)
AND KATHRYN... POSITIONS
THAT REQUIRE CONSTANT
CONTENT CREATION ARE
REPORTEDLY AT AN EVEN
HIGHER RISK FOR A-I
REPLACEMENT. MASON KINSEY
REPORTS.
(-----TAKE PKG-----)
ANEISSA GALLO IS AN
UPCOMING SENIOR AT W-V-U
WHO IS HOPING TO GET A JOB
IN THE JOURNALISM INDUSTRY
AFTER GRADUATION.
“So it always changes depending on
the day and what kind of mood I’m in
but I’m definitely going toward the
journalism market.”
BUT OVER THE PAST FEW
MONTHS, ADVANCES IN AI
TECHNOLOGY THAT ALLOW
COMPUTERS TO GENERATE
NEWS STORIES HAS BECOME A
CONCERN.
“Journalism is a genuine art and using
a computer to generate those stories
and those feelings that you get in

LABOR-2
KINSEY/WENTZ
04/24/24

CG: MASON KINSEY/
WVU NEWS REPORTER

CG: ASHLEY LESNICK/
ASSISTANT DIRECTOR OF
UNDERGRADUATE CAREER
DEVELOPMENT AT WVU

CG: HOLD

reading something a journalist wrote, it wouldn't be there anymore."

A RECENT SURVEY OF WORKING JOURNALISTS FOUND 46 PERCENT ARE VERY OR SOMEWHAT CONCERNED THAT AI WILL REPLACE THEIR JOBS.

"This is ChatGPT, one of the premier large language AI softwares, and what its doing right now, is generating a news story about AI usage in the work force. The way it works is you type in a prompt, hit enter and within just a couple of seconds it will shoot out the best possible answer using data from all across the internet."

CAREER COUNSELOR ASHELY LESINCK SAYS WHILE MANY COLLEGE STUDENTS FEAR FOR WHAT THE FUTURE OF AI MAY HOLD...WVU IS ENCOURAGING ITS FUTURE GRADUATES TO LEARN HOW TO EMBRACE IT.

"But what we can do now is really help to prep and understand how can you teach yourself little aspects of this to help you stay relevant?"

LESNICK SAYS MANY STUDENTS' CONCERNS COME FROM A FEAR OF THE UNKNOWN. A RECENT STUDY FROM THE PEW RESEARCH CENTER FOUND ONLY 3 IN 10 U.S. ADULTS COULD EFFECTIVELY DESCRIBE WHAT AI IS AND HOW IT CAN BE USED.

"Now we can spend more time with our clients, we can spend more time building relationships that matter that's where we can now use the AI."

LABOR-3
KINSEY/WENTZ
04/24/24

WHILE A CONSIDERABLE
NUMBER OF STATES ARE
CURRENTLY LOOKING INTO
REGULATING AI USE IN
THE WORKFORCE, THERE
ARE STILL NO FEDERAL LAWS
TO REGULATE IT. MASON
KINSEY, WVU NEWS,
MORGANTOWN.

////////////////////////////////////

PKG
TRT: 2:10

CHAT GPT
BRUCH/WENTZ
04/24/24

CAMERA 1/
SIDE-DESK KAT
PIC 6

EFFECTS: TAKE PKG
LENGTH: 2:00

CG: MORGANTOWN

CG: EVAN WIDDERS/
WVU ASSOCIATE PROVOST FOR
UNDERGRADUATE EDUCATION

(-----KAT-----)
CHAT G-P-T WAS LAUNCHED IN
20-22... AND SINCE THEN...THE
SOFTWARE HAS OVER ONE-
HUNDRED AND EIGHTY
MILLION USERS...THE
SOFTWARE CONTINUES TO
CHANGE EDUCATIONAL
LEARNING. I SPOKE WITH
OFFICIALS ABOUT HOW A-I
TOOLS, SUCH AS CHAT G-P-T,
HAVE AFFECTED COLLEGE
EDUCATION... HERE AT W-V-U.

(-----TAKE PKG-----)
EIGHTY-NINE PERCENT OF
COLLEGE STUDENTS SAY THEY
USE CHAT G-P-T TO COMPLETE
ASSIGNMENTS... ACCORDING
TO STUDY DOT COM. SO IN 20-
23, W-V-U FORMED A TASK
FORCE TO RESPOND TO ITS USE.
EVAN WIDDERS, ASSOCIATE
PROVOST FOR UNDERGRAD
EDUCATION, IS A MEMBER OF
THAT TASK FORCE...AND SAYS
IT'S CRITICAL THAT W-V-U
ENGAGE WITH AI, AS IT'S NOT
GOING AWAY ANYTIME SOON.

“However, having said that, it also
offers a lot of shortcuts, particularly in
written work. The ability to ask Chat
GPT to answer questions, to provide it
with a question prompt, give it a few
parameters and then ask it questions,
is something that it does pretty well.”

CHAT GPT-2
BRUCH/WENTZ
04/24/24

CG: KATHRYN BRUCH/
WVU NEWS REPORTER

CG: AENGUS GILLESPIE /WVU
STUDENT

CG: BECCA GUM/WVU STUDENT

CHAT G-P-T CREATES
HUMANLIKE CONVERSATIONAL
DIALOGUE. IT RESPONDS TO
QUESTIONS AND COMPOSES
WRITTEN CONTENT.

“I asked ChatGPT to write me a brief summary about how AI tools, such as Chat GPT, is being used by college students. It told me to tell you, that Chat GPT acts as a virtual study buddy, offering quick answers to questions, and clarifications on complex topics. Additionally, students use AI tools to manage their schedules, organize study materials , and receive personalized learning recommendations.”

A NATIONAL SURVEY SHOWS COLLEGE STUDENTS ARE SPLIT ON WHETHER IT’S ETHICAL TO USE AI TOOLS TO COMPLETE COURSEWORK. STUDENTS ON W-V-U’S CAMPUS WHO WERE WILLING TO TALK ABOUT THE SOFTWARE SAY IT’S CHEATING.

“If you’re not bothered to write something, why should somebody be bothered to read it or grade it. You should be doing your own work.”

“I think they’re using it as a way to cope with all the stress they’re having from school. I feel like, I don’t know, I don’t think you should use, but if it comes to a circumstance where you have no other option. I feel like it’s something you should do.”

MORE THAN A THIRD OF
EDUCATORS NATIONALLY SAY
THEY BELIEVE CHAT G-P-T

CHAT GPT-3
BRUCH/WENTZ
04/24/24

SHOULD BE BANNED IN
ACADEMIC SETTINGS... BUT AT
W-V-U WIDDERS SAYS IT
WOULD BE IMPOSSIBLE TO
BAN. INSTEAD, HE'S FOCUSED
ON TEACHING STUDENTS HOW
TO USE THIS TECHNOLOGY.

////////////////////////////////////

PKG
TRT: 2:15

B-TEASE
KISH
04/24/24

CAMERA 2/
TWO-SHOT
WVU NEWS LOGO

EFFECTS: FADE IN BUMPER
MUSIC

EFFECT: TAKE SOT TZ
LENGTH: 0:10
EFFECTS: AI REDEFINES
INFLUENCERS

(BTZ ROLLS INTO COMM
BREAK)

READER/BTZ/COMM BREAK
TRT: 1:00

(-----KAT-----)
ACCORDING TO UNIVERSITY
POLICY... W-V-U STUDENTS ARE
NOT PERMITTED TO USE A-I
TECHNOLOGY TO COMPLETE
ASSIGNMENTS WITHOUT
PERMISSION FROM THEIR
INSTRUCTORS.

(-----CLAUDIA-----)
COMING UP... HOW THE
GROWTH OF ARTIFICIAL
INTELLIGENCE IS AFFECTING
SOCIAL MEDIA.

(-----KAT-----)
AND... ARE YOU ABLE TO TELL
THE DIFFERENCE BETWEEN ART
PRODUCED BY PEOPLE OR A-I?
(-----CLAUDIA-----)
THESE STORIES AND MORE...
AFTER THE BREAK!

(-----TAKE TZ-----)
“Coming up on WVU News, I’m Ty
McClung and I’ll tell you how AI is
impacting influencers who are
cashing in on social media.”

////////////////////////////////////
(BTZ ROLLS INTO COMM
BREAK)

INFLUENCERS TOSS
KISH
04/24/24

CAMERA 4/
THREE-SHOT
PIC 7

(-----KAT-----)
AS SOCIAL MEDIA CONTINUES
TO GROW, SO DOES THE
NUMBER OF INFLUENCERS... IN
20-22, ALMOST 700 THOUSAND
PEOPLE FILED THEIR TAXES
WITH SOCIAL MEDIA AS THEIR
FULL-TIME JOB.

(-----CLAUDIA-----)
NOW COMPANIES HAVE GAINED
A UNIQUE WAY TO GROW THEIR
PRESENCE ON SOCIAL MEDIA.
TY MCCLUNG JOINS US NOW TO
EXPLAIN... TY?

(-----TY-----)
THANKS, CLAUDIA...
KATHRYN... OVER FOUR
BILLION PEOPLE ACROSS THE
WORLD HAVE SOCIAL MEDIA
ACCOUNTS. OF THAT... THERE
ARE 64 MILLION INFLUENCERS
JUST ON INSTAGRAM.

////////////////////////////////////

READER
TRT: 0:30

INFLUENCERS
MCCLUNG/KISH
04/24/24

CAMERA 1/1
(MOC-TY)

PIC 8

CG: TY MCCLUNG/WVU NEWS
REPORTER

EFFECTS: TAKE PKG
LENGTH: 1:55

CG: MORGANTOWN

CG: SHELBY WHITEMAN/
SOCIAL MEDIA INFLUENCER

(-----TY-----)

HOWEVER... COMPANIES
ACROSS THE GLOBE ARE NOW
WORKING TO CREATE THEIR
OWN INFLUENCERS... NOT BY
RECRUITING THEM... BUT BY
CREATING THEM WITH A-1.

(-----TAKE PKG-----)

(2-3 second nat sound pop of Shelby
Whiteman TikTok)

SHELBY WHITEMAN IS A
SENIOR AT WVU WHO HAS
AMASSED A FOLLOWING ON
TIKTOK OF OVER 28,000. SHE
SAYS THAT SHE INITIALLY
STARTED POSTING FOR FUN,
BUT WHEN SHE STARTED TO
GAIN FOLLOWERS, SHE SAW IT
AS A CAREER OPPORTUNITY.

“My social media totally became a
side hustle. I was never expecting it to
bring me any like monetary growth,
but it totally replaced my part-time
job.”

WHITEMAN IS ONE OF AN
ESTIMATED FOUR MILLION
PEOPLE WHO MAKE A LIVING
AS AN INFLUENCER ON
INSTAGRAM ALONE. SOME OF
THE MOST WELL-KNOWN
INFLUENCERS SUCH AS LIVVY
DUNNE HAVE MORE THAN 5
MILLION FOLLOWERS AND
MAKE MORE THAN A MILLION
DOLLARS A YEAR CREATING

INFLUENCERS-2
MCCLUNG/KISH
04/24/24

CG: TY MCCLUNG/
WVU NEWS REPORTER

CG: KARLIE BELLE PRICE/
DIRECTOR OF MARKETING AND
PR

CG: HOLD

CONTENT. AND THE MARKET IS ONLY EXPECTED TO GROW.

“The social media influencer market was a 16-and-a-half billion-dollar industry in 20-22, and is expected to reach 200 billion dollars in the next decade.”

BUT NOW, BRANDS ARE LOOKING TO NEW TECHNOLOGIES TO CREATE INFLUENCERS INSTEAD OF PAYING THEM. FITNESS INFLUENCER AITANA LOPEZ HAS MORE THAN 350 THOUSAND FOLLOWERS. THE CATCH...SHE ISN'T REAL. SHE'S AN INFLUENCER DESIGNED USING AI THAT BRINGS IN ALMOST 11,000 DOLLARS A MONTH. MARKETING PROFESSIONALS SAY THAT WHILE AI CAN HELP PRODUCTIVITY, THERE ARE DRAWBACKS.

“It's not a...you know... a real person, so I still think it can lack you know creativity...and I don't know, the absence of empathy.

WHITEMAN ALSO BELIEVES THE USE OF AI IN SOCIAL MEDIA DIMINISHES THE AUTHENTICITY OF BEING AN INFLUENCER.

“It's hard to create a video, and create a voice, and create this like engaging content when there's not a real person behind it.”

INFLUENCERS-3

MCCLUNG/KISH
04/24/24

EFFECTS: ANCHOR RETURN ON
TY ON MOC CAMERA 1

CG: TY MCCLUNG/
WVU NEWS REPORTER

WHITEMAN SAYS SHE'S GOING
TO CONTINUE WORKING IN THE
SOCIAL MEDIA SPACE AS AN
INFLUENCER...AND IS DOING
WHAT SHE CAN TO COMPETE
WITH AI.

(-----TY RETURN-----)
A-I INFLUENCERS ARE MAKING
THEIR SECRETIVE CREATORS
TENS OF THOUSANDS OF
DOLLARS A MONTH. THIS
METHOD OF MARKETING
ALLOWS COMPANIES THE
ABILITY TO CUT COSTS
ASSOCIATED WITH
BRAND ENDORSEMENTS.
KATHRYN...CLAUDIA...BACK
TO YOU.

////////////////////////////////////

PKG
TRT: 2:20

AI IMPACT
SOLT/KISH
04/24/24

CAMERA 2/
(BACK MON BOTH)
PIC 9

EFFECTS: TAKE PKG
LENGTH: 1:40

CG: MORGANTOWN

CG: BOB BRITTEN / WVU
TEACHING ASSOCIATE
PROFESSOR

(-----KAT-----)
THANKS TY... ONE OF THE
MOST NOTICEABLE WAYS A-I
HAS TRANSFORMED SOCIAL
MEDIA IS THROUGH
PERSONALIZATION.

(-----CLAUDIA-----)
A-I ALGORITHMS ANALYZE
USER BEHAVIOR...INTERESTS...
AND PREFERENCES TO CURATE
CUSTOMIZED CONTENT FEEDS.
BUT AS DREW SOLT
REPORTS....IS THIS ALWAYS A
GOOD THING?

(-----TAKE PKG-----)
THE AVERAGE AMERICAN
SPENDS NEARLY TWO AND A
HALF OF HOURS EVERY DAY
ON SOCIAL MEDIA.

JOURNALISM PROFESSOR
BOB BRITTEN SAYS SOCIAL
MEDIA USE ITSELF ISN'T
INHERENTLY BAD...BUT THE
ALGORITHMS THAT CHOOSE
WHAT WE SEE CAN BE.

“The things that worked well in terms
of what you got suggested for you.
don’t feel as good as they used to feel.
they don’t feel like they are spot on as
they used to be.”

BRITTEN SAYS THE
ALGORITHMS ARE OFTEN
GENERATED THROUGH
MACHINE LEARNING...WHICH

AI IMPACT-2
SOLT/KISH
04/24/24

CG: DREW SOLT/WVU NEWS
REPORTER

CG: HOLD

CG: MAKENNA FORTNER/WVU
STUDENT

IS INFLUENCED BY THE PEOPLE WHO CREATE THEM.

“Social media platforms are adopting Artificial Intelligence-driven tools and algorithms to analyze and recognize objects, text, and faces in videos. However, AI-driven tools have flaws and can contribute to biases.”

THOSE BIASES RESULT IN PHOTOS THAT HAVE THE FACES OF PEOPLE OF COLOR EDITED OUT...OR SOCIAL MEDIA FEEDS WITH VIOLENT OR NEGATIVE CONTENT THAT KEEPS YOU SCROLLING.

“A lot of the problems that we talk about I would say come from not really out of malice, the intent to do harm. Which are the examples that get covered but out of eh for lack of a better term laziness. The idea that it's easier to just let the computer do it.”

RECENT STUDIES HAVE SHOWN A FOUR-FOLD INCREASE IN THE LEVEL OF MISOGYNISTIC CONTENT SUGGESTED BY TIKTOK. AND SOME SOCIAL MEDIA USERS SAY THE TECHNOLOGY ISN'T ALL GOOD.

“I think it is a little scary honestly. I think it's getting a little too much, a little too, um what's the word. Like invasive in my personal opinion. I think it could be helpful but I think people are using it for the wrong reasons.”

RESEARCHERS SAY REGULATING THE PLATFORMS

AI IMPACT-3
SOLT/KISH
04/24/24

COULD HELP REDUCE THE
AMOUNT OF VIOLENCE YOUNG
PEOPLE ARE EXPOSED TO
BECAUSE OF ALGORITHMS.
DREW SOLT, WVU NEWS,
MORGANTOWN

////////////////////////////////////

PKG
TRT: 2:00

AI ART TOSS
KISH
04/24/24

CAMERA 2/
(BACK MON BOTH)

USE TWO BOXES/TWO SHOT IN
BOX/STERLING IN BOX

PIC 10

(TAKE TWO BOXES WITH
STERLING HERE)

READER
TRT: 0:30

(-----KAT-----)
...IN NOVEMBER OF 20-23... AN
ORIGINAL MONET PAINTING
ACHIEVED A REMARKABLE
SALE PRICE OF 74 MILLION
DOLLARS AT CHRISTIE'S IN
NEW YORK.

(-----CLAUDIA-----)
AND KATHRYN... THE HIGHEST
VALUED PIECE OF A-I
GENERATED ART WAS
PURCHASED FOR 432
THOUSAND DOLLARS... ALSO
AT CHRISTIE'S.

(-----KAT-----)
STERLING GIBSON JOINS US
FROM STUDIO B AT THE MEDIA
INNOVATION CANTER TO TELL
US MORE...ABOUT A-I
GENERATED ART... STERLING?

////////////////////////////////////

AI ART
GIBSON/KISH
04/24/24

EFFECTS: TAKE PKG (STUDIO B
LOOK LIVE)
LENGTH: 2:30

CG: STERLING GIBSON/STUDIO
B

**(-STUDIO B LEAD ROLL INTO
PKG-)**

CG: MORGANTOWN

CG: JASON ZEH/WVU
ACADEMIC LAB MANAGER

(-----STERLING-----)
THANKS KATHRYN...
CLAUDIA... IN 20-23... 55
PERCENT OF ARTISTS WORRY
THAT A-I WILL HINDER THEIR
ABILITY TO GENERATE INCOME
BY SELLING THEIR OWN ART...
AND 74-PERCENT BELIEVE A-I
ARTWORK IS UNETHICAL.
HOWEVER... 65 PERCENT OF
ARTISTS LEAN TO USING TEXT-
TO-IMAGE A-I TO BRAINSTORM
NEW IDEAS. I TOOK A CLOSER
LOOK INTO THE WORLD OF A-I-
GENERATED ART.

**(-STUDIO B LEAD ROLL INTO
PKG-)**

ART HAS BEEN A VITAL PART OF
COMMUNICATION AND
EXPRESSION SINCE 40,000 B.C.
RECENTLY, THERE HAS BEEN A
REVOLUTION THAT HAS
CHANGED ART AND THE WAY,
WE PERCEIVE IT; AI IMAGE
GENERATION.

“I'm really interested in the way that
that AI can teach us something about
ourselves as humans and reveal to us
maybe hidden things about the way
that we as humans think and the way
that we as humans create.”

SO CAN YOU TELL THE
DIFFERENCE? ONE OF THESE
PHOTOS WAS CREATED BY
HIROAKI TAKAHASHI AND THE
OTHER WAS COMPLETELY AI

AI ART-2
GIBSON/KISH
04/24/24

CG: STERLING GIBSON/
LIFESTYLES REPORTER

CG: JEFFREY MOSER/WVU
ASSISTANT PROFESSOR

GENERATED. WELL... DID YOU GET IT? THE PHOTO ON THE RIGHT WAS PRODUCED BY MIDJOURNEY, AN AI IMAGE GENERATOR. IF YOU GOT IT RIGHT, YOU ARE IN THE 54% OF PEOPLE THAT CAN STILL RECOGNIZE AI ART.

“AI art has been booming in the past year since 2023 more than 15.5 billion users have generated AI art online the most common apps we've seen today are Dolly, MidJourney and Stable Diffusion. So how exactly does this work? You simply type in what you want to see and in less than 10 seconds the photo will pop up for you.”

AND EVERY DAY THERE ARE AROUND 34 MILLION NEW AI-GENERATED IMAGES. 45% OF THE ART COMMUNITY FINDS THESE TYPES OF IMAGES UNETHICAL, BUT, SOME EDUCATORS, LIKE ASSISTANT PROFESSOR JEFFREY MOSER, SAY THAT THIS COULD BE AN IMPORTANT TOOL FOR TEACHING ART.

“There's a lot really strange to the transition happening here where students for a long time did art because they didn't want to do with language and now their art making is going to be a language sort of enterprise.”

ARTISTS ACROSS THE GLOBE ARE FINDING NEW WAYS TO CREATE A PLATFORM FOR THEIR WORK. MORE THAN 65%

AI ART-3
GIBSON/KISH
04/24/24

(-PKG ROLLS INTO RETURN-)

CG: STERLING GIBSON/STUDIO
B

OF ARTISTS HAVE USED AI
PLATFORMS TO INSPIRE THEIR
OWN PIECES OF ART AS THEY
CONTINUE TREKKING THE NEW
WORLD OF DIGITALLY
GENERATED WORK.

(-PKG ROLLS INTO RETURN-)

53 PERCENT OF AMERICANS
WORRY THAT A-I-GENERATED
IMAGES WILL BE MISTAKEN
FOR THE REAL THING. AN
EXAMPLE OF THIS IS AN A-I
GENERATED DEEP FAKE VIDEO
OF UKRAINIAN PRESIDENT
VOLODYMYR ZELENSKY...
ANNOUNCING A SURENDER TO
RUSSIA. KATHRYN...
CLAUDIA... BACK TO YOU AT
THE WATERFRONT STUDIO.

////////////////////////////////////

PKG
TRT: 2:30

C-TEASE
KISH
04/24/24

CAMERA 2/
TWO-SHOT
WVU NEWS LOGO

EFFECTS: FADE IN BUMPER
MUSIC

EFFECT: TAKE SOT TZ
LENGTH: 0:10
EFFECTS: GAME-CHANGING
CREATIVITY

(CTZ ROLLS INTO COMM
BREAK)

READER/CTZ/COMM BREAK
TRT: 1:00

(-----CLAUDIA-----)
THANKS STERLING. COMING
UP... W-V-U ATHLETICS HAS
MADE SOME UNIQUE CHANGES
TO THEIR SOCIAL MEDIA
CONTENT.

(-----KAT-----)
WE WILL MEET THE TEAM
BEHIND THIS NEW CONTENT...
AFTER THE BREAK.

(-----TAKE TZ-----)
“I’m Tannor Enyart and coming up
next on W-V-U News I’ll tell you
what lenses like these and all the
equipment behind me are used for
here at W-V-U.”

////////////////////////////////////
(CTZ ROLLS INTO COMM
BREAK)

SPORTS TOSS
KISH
04/24/24

CAMERA 2/
TWO-SHOT
PIC 11

(-----KAT-----)
CLAUDIA...THE W-V-U
ATHLETICS CREATIVE CONTENT
TEAM HAS BEEN GAINING
POPULARITY OVER THE PAST
YEAR.

(-----CLAUDIA-----)
THE CREATIVE TEAM
HIGHLIGHTS EVERY VARSITY
MOUNTAINEER SPORT...
BRINGING MORE FANS TO
THEIR GAMES.

(-----KAT-----)
OUR SPORTS REPORTER
TANNOR ENYART JOINS US LIVE
IN THE STUDIO TO TELL US
MORE... TANNOR?

////////////////////////////////////

READER
TRT: 0:30

SPORTS (CREATIVE)
ENYART/KISH
04/24/24

CAMERA 1/1
(MOC-TANNOR)
PIC 12

CG: TANNOR ENYART/WVU
SPORTS REPORTER

EFFECTS: TAKE PKG
LENGTH: 2:00

CG: MORGANTOWN

CG: CREDIT WVU ATHLETICS

(-----TANNOR-----)
THANKS KATHRYN...
CLAUDIA... THE CREATIVE
CONTENT TEAM HERE AT W-V-U
GOT NEW LEADERSHIP LAST
YEAR...AND SINCE THEN A NEW
ERA OF W-V-U CONTENT HAS
BEEN DEVELOPED FOR
MOUNTAINEER NATION.
(-----TAKE PKG-----)
("Nat sound open b-roll, Garrett
Greene")
WEST VIRGINIA ATHLETICS HAS
SOME OF THE MOST ENGAGING
FANS IN THE NEW SIXTEEN-
TEAM BIG 12 CONFERENCE.
THEY HAVE OVER ONE-
HUNDRED-SEVENTY-THREE-
THOUSAND FOLLOWERS ON X
RANKING FIFTH IN THE BIG 12
AND ON INSTAGRAM, THEY
HAVE OVER EIGHTY-FIVE
THOUSAND RANKING
ELEVENTH FOLLOWERS. BY
TAKING THE MEDIAN NUMBER
OF FOLLOWERS ON THE TWO
PLATFORMS THROUGHOUT THE
NEW BIG 12, W-V-U RANKS
SEVENTH OVERALL, AND WITH
SOCIAL MEDIA GROWING, THIS
PUTS NOT ONLY TEAMS BUT
ENTIRE ATHLETIC
DEPARTMENTS IN

SPORTS (CREATIVE)-2
ENYART/KISH
04/24/24

CG: ROSS MARRA/WVU
ASSISTANT ATHLETICS
DIRECTOR OF DIGITAL MEDIA

CG: TANNOR ENYART/SPORTS
REPORTER

COMPETITION FOR EYEBALLS AND ENGAGEMENT. WEST VIRGINIA ASSISTANT ATHLETICS DIRECTOR OF DIGITAL MEDIA ROSS MARRA SAYS THAT IT'S ALSO IMPORTANT TO CREATE CONTENT THAT IS MEMORABLE WHILE SHOWING FANS THE TRADITION OF WEST VIRGINIA.

“Our biggest goal is to share the fan experience, we want people that were there to be able to re-live it, we want people that weren't there to go man I got to get back up there. I can't believe I missed that, and then folks that maybe have never been to a W-V-U sporting event we want them to be able to see that and go I didn't even know that was going on there. Y'know, we got to get up to Morgantown.”

THE TEAM USES ADOBE PREMIERE AND PUTS TOGETHER VIDEOS THAT RANGE FROM SHORT 30-SECOND CLIPS TO 10-PLUS MINUTE LONG-FORMAT STORIES.

“The creative team here at W-V-U works with all 18 Varsity Mountaineer Sports. They help promote the athletes and the teams themselves.”

MARRA SAYS THAT QUALITY OVER QUANTITY IS IMPORTANT TO HIM AND HIS TEAM WHETHER IT'S A CINEMATIC RECAP OR AN ATHLETE

SPORTS (CREATIVE)-3
ENYART/KISH
04/24/24

CG: NEAL BROWN/WVU
FOOTBALL HEAD COACH

CG: GARRETT GREENE/WVU
FOOTBALL QUARTERBACK

EFFECTS: ANCHOR RETURN
WITH TANNOR ON CAMERA 1
(MOC)

CG: TANNOR ENYART/WVU
SPORTS REPORTER

PKG
TRT: 2:30

FEATURE LIKE THE RECENT
HIGHLIGHT VIDEO OF JUNIOR
W-V-U QUARTERBACK
GARRETT GREENE. WHICH
EVEN CAUGHT MOUNTAINEER
HEAD COACH NEAL BROWN'S
ATTENTION.

"Did you ask Garrett about his feature
film we had, I really had to hang in
there for seven minutes."

GREEN SAYS THAT VIDEOS LIKE
THESE FROM THE CREATIVE
CONTENT TEAM HELP BRING
THE FANS CLOSER TO
MOUNTAINEER ATHLETES AND
HE APPRECIATES IT.

"Yeah, it feels good, Y'know That's
the special thing about this state and
this university and is that you know
you really have 1.8 behind you and
that's what I fell in love with as a
junior and high school and I'm still in
love with it today."

MARRA AND HIS TEAM ARE
CONTINUING THE HARD WORK
TO HIGHLIGHT W-V-U ATHLETES
AND THEIR SUCCESS IN
COMPETITION AND LIFE.

(-----TANNOR RETURN-----)
COVERING 18 SPORTS IS NO
EASY FEAT... HOWEVER... THE
WAY SOCIAL MEDIA HAS
TRANSFORMED THE
GAME...GIVES THE CREATIVE
TEAM NEARLY LIMITLESS
OPTIONS FOR CREATING
ENGAGING CONTENT.

KATHRYN... CLAUDIA... BACK
TO YOU.//////////

CLOSE
KISH
04/24/24

CAMERA 2/TWO-SHOT
EFFECTS: FADE IN BUMPER
MUSIC
WVU NEWS LOGO

EFFECTS: TAKE LOWER THIRD
Mediacollegenewscast.wvu.edu/

EFFECTS: TAKE LOWER THIRD
Youtube.com/WVUJournalism

(-----CLAUDIA-----)
THANKS TANNOR... I CAN'T
WAIT TO SEE WHAT THE
FUTURE HOLDS FOR THE
CREATIVE TEAM. WELL...
THAT'S IT FOR THIS SPECIAL
MAGAZINE EDITION OF W-V-U
NEWS. I'M CLAUDIA DI LIMA.

(-----KAT-----)
WE HOPE YOU HAVE ENJOYED
OUR STORIES DEALING WITH
DECODING A-I AND SOCIAL
MEDIA. I'M KATHRYN BRUCH.
YOU CAN VISIT US ONLINE ON
OUR WEBSITE. YOU CAN ALSO
WATCH OUR SHOWS ON
YOUTUBE... AND STATEWIDE
ON WEST VIRGINIA PUBLIC
BROADCASTING ON SUNDAYS
AT 6:30 P-M.

(-----CLAUDIA-----)
WE ALSO STREAM ON H-D
MEDIA'S WEBSITE. YOU CAN
ALSO FIND US STREAMING ON
KD-KA-TV'S WEBSITE. THANKS
FOR WATCHING... OUR LAST
SHOW OF THE SEMESTER.
WE'LL SEE YOU NEXT YEAR.

////////////////////////////////////

READER
TRT: 0:30

CREDITS/COPYRIGHT
WENTZ/KISH
04/24/24

EFFECTS: TAKE CAMERA 5 WIDE
SHOT

EFFECTS: ROLL CREDITS

EFFECTS: TAKE COPYRIGHT

EFFECTS: ROLL TO BLACK

EFFECTS: TAKE CAMERA 5 WIDE
SHOT

EFFECTS: ROLL CREDITS

EFFECTS: TAKE COPYRIGHT

EFFECTS: ROLL TO BLACK

CREDITS/COPYRIGHT
TRT: 1:00