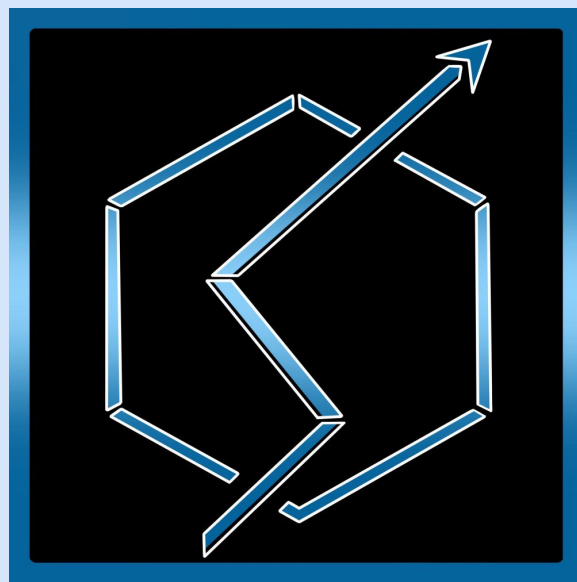


YESEO
2024 Online Journalism Awards
Excellence in AI Innovation



Ryan Restivo
2022 RJI Fellow
yeseo.app



How to YESEO

- **Uses Slash commands**

- **/analyze** and **/prep** are the two main ones
- “as easy as copy and paste”

- **Uses buttons**

- When reports are ready, buttons will appear
- When more information is needed, prompts appear



`/prep [paste text]`

Command · YESEO · get keywords from your story

`/prep`

[Check out the analysis](#)

Gives useful information informed by data.

Use Natural Language Processing to learn about your story and the keywords in it.

!! Your **h1** is over **70** characters, best practice is to keep it shorter than that!

🤔 I think the main subject of your story is **Park Boulevard**, learn more about the keywords in your story

Explore Keywords

⚡ Use the GPT Language Model to see if it can make an SEO friendly headline for your story

Suggest Headlines

Share this report with another user!

Share

Data is only processed through an LLM with a user's permission when they hit the button.

h1: Freeport High School students help fill in the gaps in local news

Freeport High School is mentioned 3 times in the first 20 graphs of the story and is in your h1

Illinois is mentioned 3 times in the first 20 graphs of the story and is NOT in your h1

Kalel is mentioned 3 times in the first 20 graphs of the story and is NOT in your h1

Rockford is mentioned 3 times in the first 20 graphs of the story and is NOT in your h1

English is mentioned 2 times in the first 20 graphs of the story and is NOT in your h1

Jena Kleindl is mentioned 2 times in the first 20 graphs of the story and is NOT in your h1

Spanish is mentioned 2 times in the first 20 graphs of the story and is NOT in your h1

og:description: Local news coverage has all but disappeared in many Illinois communities. In Freeport, citizen journalists -- including local high school students -- are trying to help fill in the gaps. WNJI's Peter Medlin talked with Freeport High School students about their journalism experience.

Freeport High School is mentioned 3 times in the first 20 graphs of the story and is in your og:description

Illinois is mentioned 3 times in the first 20 graphs of the story and is in your og:description

Kalel is mentioned 3 times in the first 20 graphs of the story and is NOT in your og:description

Rockford is mentioned 3 times in the first 20 graphs of the story and is NOT in your og:description

English is mentioned 2 times in the first 20 graphs of the story and is NOT in your og:description

Jena Kleindl is mentioned 2 times in the first 20 graphs of the story and is NOT in your og:description

Spanish is mentioned 2 times in the first 20 graphs of the story and is NOT in your og:description

✓ Your **65-character h1** is in the sweet spot of best practices for headline length. The average **h1** is about 66 characters.

📈 I've gathered some trend data, I have a feeling your story is about **Illinois**.

⚡ Use the GPT Language Model to see if it can make an SEO friendly headline for your story

Share this report with another user!

Explore Keywords

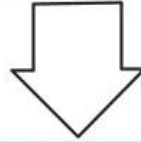
Suggest Headlines

Share

Uses Natural Language Processing to process what is in the story and how it relates to the headline and description

YESEO stores a headline length for every link it knows about, so it can use that to tell users over thousands of stories the average headline length.

User hits
"Suggest
Headlines"
Button



Prompt

GPT
3.5

Randomly splits between models

GPT
4

Here are
your
suggested
Headlines

Outlined process in
Generative AI in the
Newsroom Challenge
of developing the
headline suggestions.

Feedback survey comes after the suggested headlines to gather quantitative data. If a user answers, they get a free response question that can get qualitative data.

Were any of these suggestions helpful to you?

Yes

No

Not Sure

Tests	“Yes” Score
Test #1: Initial Headline Test - gpt 3 vs 3.5	63.1%
Test #2: add "AP Style" to the prompt	74.8%
Test #3: Give it headline examples from the individual outlet using GPT 3.5	62.1%
Test #4: Give it headline examples from the individual outlet using GPT 4...	60.1%
Test #5: Add a few rules on writing SEO headlines, give 6 suggestions and spice up variety	61.4%
Test #6: New format, give 16 rules to all stories	75.3%

Headline ideas generated by GPT

These are using GPT to suggest different headline options for you to try. Copy them and adapt them to your style of writing as you need.

1. "Illinois High School Students Fill Local News Void with 'Freepod' Podcast"
2. "Citizen and Student Journalists Revolutionize Freeport News with 'Freepod'"
3. "From High School to Headlines: Freeport Students Launch Local News Podcast"
4. "Empowering ESL: Freeport High School Students Address Local News Desert"
5. "Bridging Gaps in Local Coverage: How Freeport's Youth are Shaping the Future of News"

Ask GPT for some SEO friendly description suggestions for your story.

[Get Descriptions](#)

Clear language indicating how this was generated for a user. Language that suggests rather than imposes, so users understand they are the deciders.

Headline ideas generated by GPT

These are using GPT to suggest different headline options for you to try. Copy them and adapt them to your style of writing as you need.

1. "Utah Online School Uses AI to Monitor Students 24/7 During Exams"
2. "How Kings Peak High's Online Exams Invade Privacy with AI Proctoring"
3. "Utah Students Lose Privacy to AI Surveillance During Mandatory Night Exams"
4. "Inside the 24-Hour Exam Surveillance at Utah's Kings Peak High School"
5. "AI Proctoring at Utah Online High School Sparks Privacy and Bias Concerns"

Ask GPT for some SEO friendly description suggestions for your story.

Get Descriptions

See if the GPT model can generate some subheads that you could try as h2's or h3's for your story.

Try Subheads

User said in Survey Response feedback **"just what i was looking for"**

Headline ideas generated by GPT

These are using GPT to suggest different headline options for you to try. Copy them and adapt them to your style of writing as you need.

1. "From Katrina to Climate Justice: The Quest for Resilience in the Face of Disaster"
2. "Redefining Liberation: Colette Pichon Battle's Vision for a Climate-Resilient Future"
3. "The Link Between Climate Catastrophe and Liberation: Insights from the Frontlines"
4. "Facing Climate Change Head-On: How Survivors Are Leading the Charge for Justice"
5. "Beyond Survival: Embracing a New Horizon for Climate Justice and Reparations"

Ask GPT for some SEO friendly description suggestions for your story.

Get Descriptions

See if the GPT model can generate some subheads that you could try as h2's or h3's for your story.

Try Subheads

This from another workspace that supports a public radio program.
"Thanks Ryan for taking the time to share more insight about YESEO. It's been easy to acclimate. Looking forward to seeing how it impacts our reach."

Headline ideas generated by GPT

These are using GPT to suggest different headline options for you to try. Copy them and adapt them to your style of writing as you need.

1. "Analyzing the Effect of Biden's Policies on US Democracy's Integrity"
2. "Democracy at Crossroads: A Closer Look at Biden vs. Trump's Impact"
3. "The Complex Threats to US Democracy: Beyond Election Rhetoric"
4. "Unpacking the Four Major Threats to American Democracy"
5. "Biden's Battle for Democracy: Evaluating the Claims Against Evidence"

Ask GPT for some SEO friendly description suggestions for your story.

Get Descriptions

See if the GPT model can generate some subheads that you could try as h2's or h3's for your story.

Try Subheads

This from another workspace who said
"Biden's Battle for Democracy sparked good ideas"

Ryan Restivo

2022  Fellow

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