



INMA Africa Product & Tech Summit

Innovating Storytelling with Google NotebookLM

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About Me: Driving Digital Transformation in Journalism

- Assistant Head of Digital Strategy & Technology, Premier
- Over 9 years' experience in digital strategy and innovation
- Passionate about harnessing AI to enhance journalism &
- Focused on building tools and systems that improve access, engagement, and impact



Setting the Context: The Evolving Landscape of News

The Challenge:

Audience Demands

Journalists & newsrooms face increasing pressure to make content **accessible, engaging, and multi-format**.

On-the-Go Consumption

Audiences want news on the go (audio, video, text) to fit their busy lives.

Operational Efficiency

Newsrooms need **affordable, scalable tools** to keep pace with demand and competition.

Introducing Google NotebookLM: Your AI Research Assistant

Google NotebookLM is an AI-powered tool designed to help users **understand, summarise, and create from documents**.

It's built to function like a **research assistant** that works directly on sources you upload, offering a dynamic way to interact with your content.

At Premium Times, we leveraged NotebookLM to innovate our content delivery, specifically by **transforming existing articles into engaging podcasts**.



Our Workflow at Premium Times: From Text to Audio

Seamless Workflow:

01

Select Content

Identify relevant published articles or in-depth reports.

02

Upload to NotebookLM

Seamlessly import selected articles into the platform.

03

Generate Conversations

Utilize AI to generate podcast-style conversations based on the content.

04

Publish & Distribute

Upload the generated audio to our podcast platform for wider audience reach.

Impactful Outcome:

1. **Quicker Production**
Significantly reduced time in podcast creation.

2. **Broader Accessibility**
Made our in-depth journalism accessible to a wider, audio-preferring audience.

Google NotebookLM: A Balanced Perspective

Pros

- Saves significant time in content creation
- Easy to use, even for non-technical teams
- Makes information more accessible (podcast/audio)
- Supports multiple file types and sources
- Enhances creativity with AI-driven conversations

Cons

- Limited podcast customization (hosts, tone, length)
- Dependent on quality of uploaded sources
- Possible factual inaccuracies if not supervised
- Still experimental – not 100% reliable for final output
- Requires internet and integration with Google ecosystem

Key Lessons Learned: Integrating AI Responsibly

1

Human Oversight is Critical

Always review AI outputs for accuracy, tone, and factual integrity. AI is an assistant, not a replacement.

2

Quality In, Quality Out

AI works best when paired with strong, well-researched source material. Poor input leads to poor output.

3

Tool, Not a Replacement

NotebookLM is a powerful tool to augment human creativity, not to substitute the unique insights of journalists.

4

Embrace Change

Adoption requires internal training and a shift in newsroom culture to fully leverage AI's potential.

What's Next for Premium Times and AI Storytelling?

Expanding Use Cases

Applying NotebookLM to special reports, explainers, and in-depth investigations.



Multilingual Podcasts

Experimenting with podcasts in multiple languages for broader African reach.

Exploring Synergies

Researching other complementary AI tools to enhance our storytelling capabilities.





Closing Thoughts & Q&A

AI tools like Google NotebookLM can reshape how journalism is produced and consumed — but their true value lies in how we adapt them responsibly.

Thank You.

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